GOVERNMENT OF TAMILNADU

Naan Mudhalvan - Project-Based Experiential Learning

Subscribers Galore: Exploring World's Top Youtube Channels

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M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN

(Affiliated to Mother Teresa Women's University, Kodaikanal)

Reaccredited with "A" Grade by NAAC

DINDIGUL - 624001.

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PG & RESEARCH DEPARTMENT OF MATHEMATICS

BONAFIDE CERTIFICATE

This is to certify that this is a bonafide record of the project entitled, **"SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS"** done by **Ms. S.S.DAISY-(21321TR006), Ms. S. GOMATHI-(21321TR007), Ms. R.JEYASHREE-(21321TR008), Ms. R.JOTHIKA-(21321TR009) and Ms. T. KEERTHIKA-(21321TR011)**. This is submitted in partial fulfillment for the award of the degree of **Bachelor of Science in Mathematics in M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN, DINDIGUL** during the period of June 2023 to November 2023.

B. Lakshmiprabha.

Project Mentor(s)

N. 102

Head of the department

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1. INTRODUCTION:

A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most- subscribed channels in April 2006. An early archive of the list dates to May 2006.

The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi. All 50 of the channels have surpassed 40 million subscribers, 39 of them have surpassed 50 million subscribers, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.

1.1. PURPOSE:

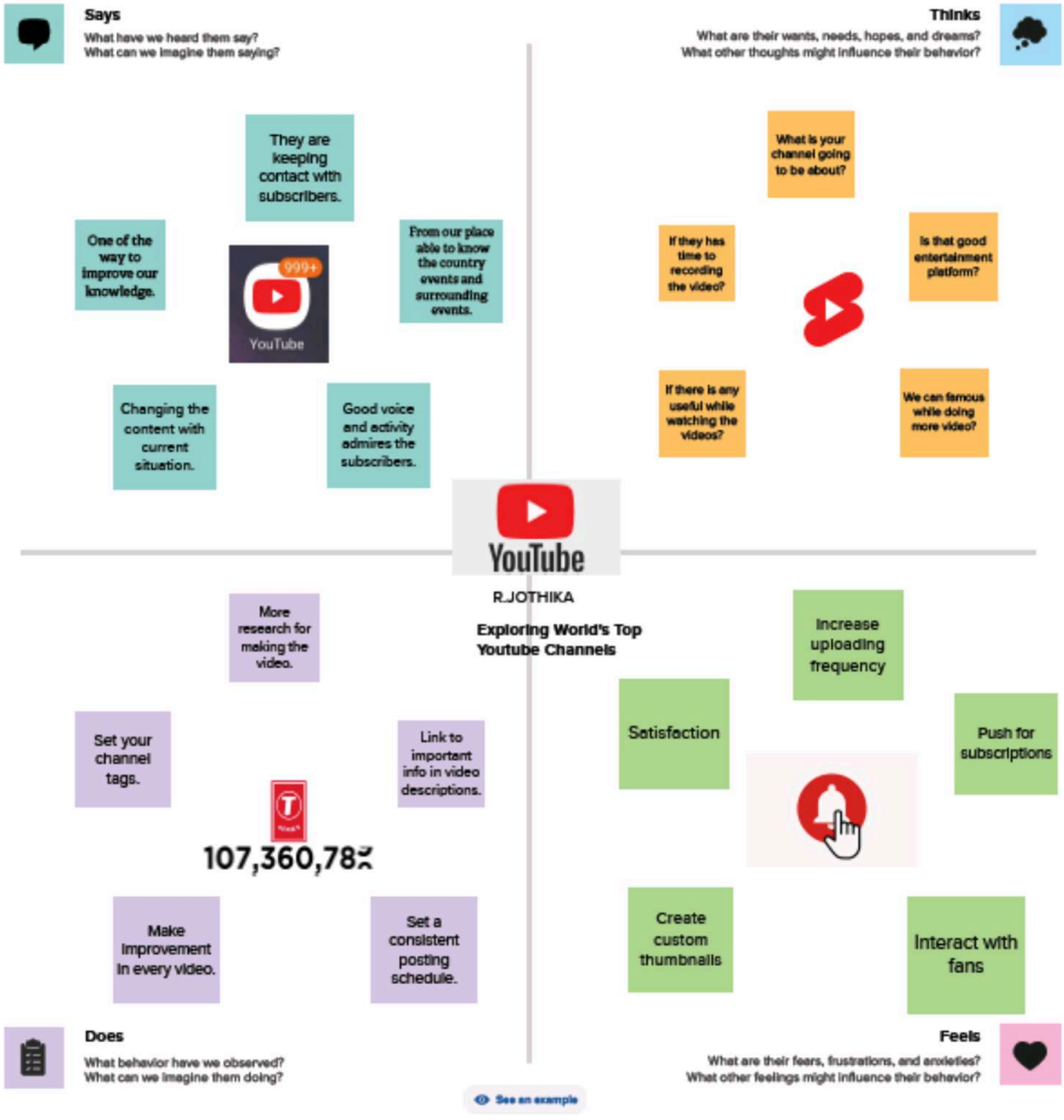
- Simply put, you tube subscribers. Refer to the people or accounts that are subscribed to your channel. So, whenever you upload a new video, your subscribers will be able to see it in their feeds.
- This makes your subscribers more likely to watch video you upload.

1.2. GRAPH DEFINITION:

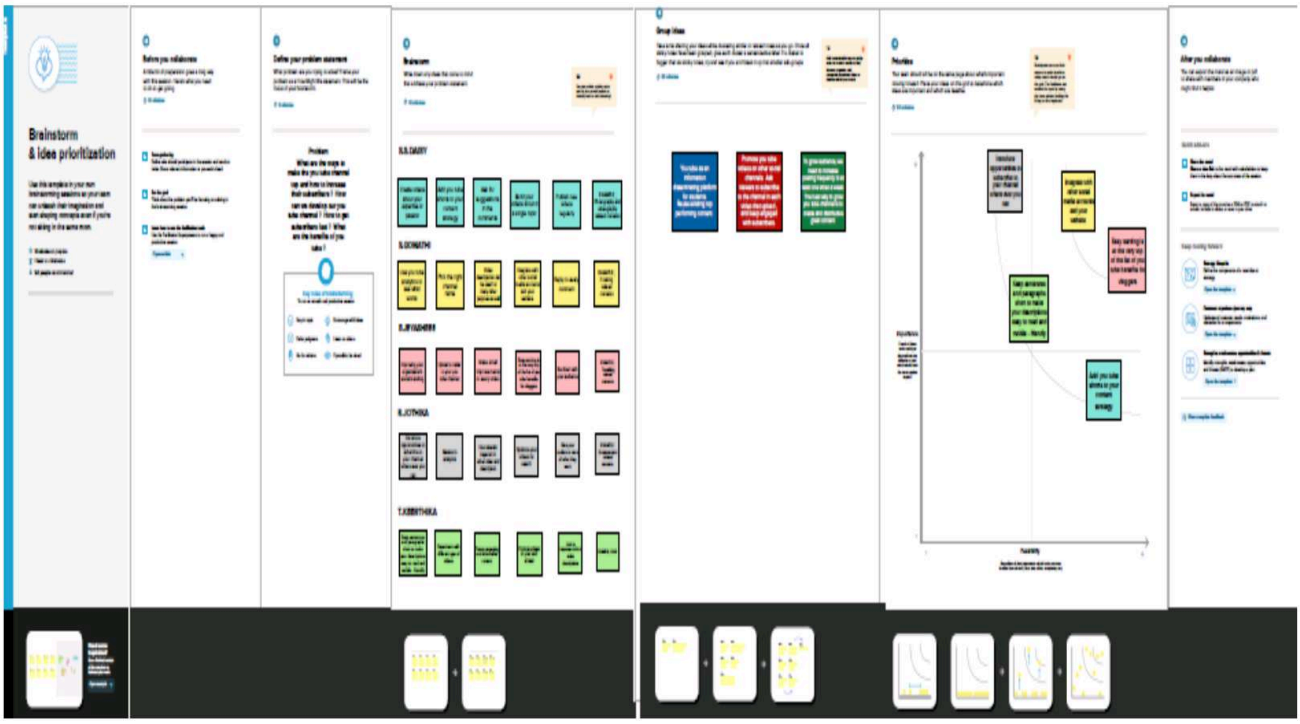
- You can find the subscribers count graph in YouTube's analysis lab.
- It gets you track your channel's overview, content, income, audience.

2. PROBLEM DEFINITION & DESIGN THINKING:

2.1 EMPATHY MAP:

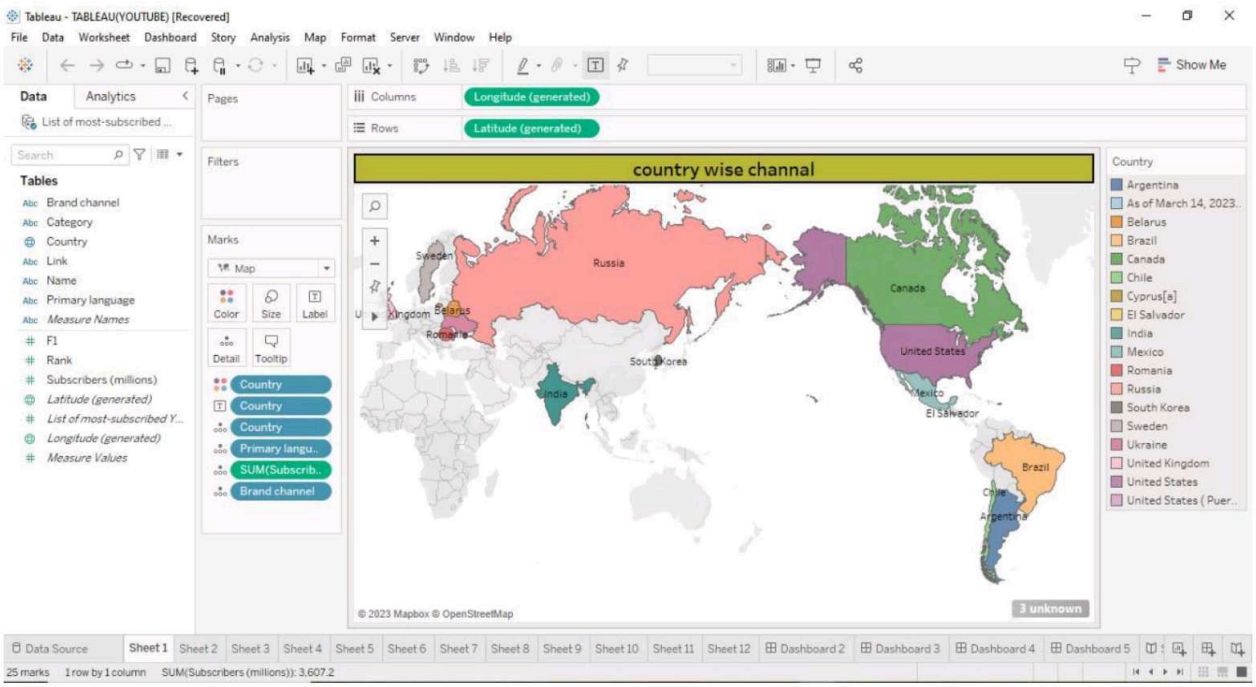


2.2. IDEATION AND BRAIN STORMING MAP:

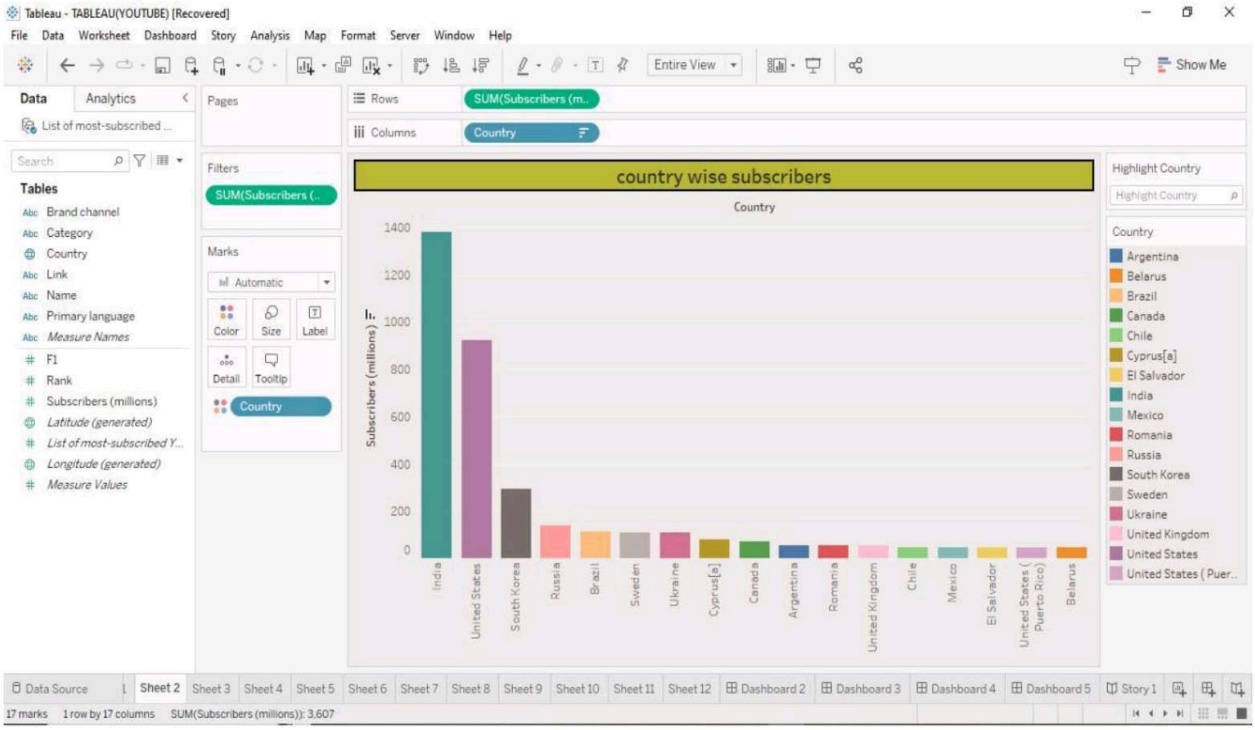


3. Result:

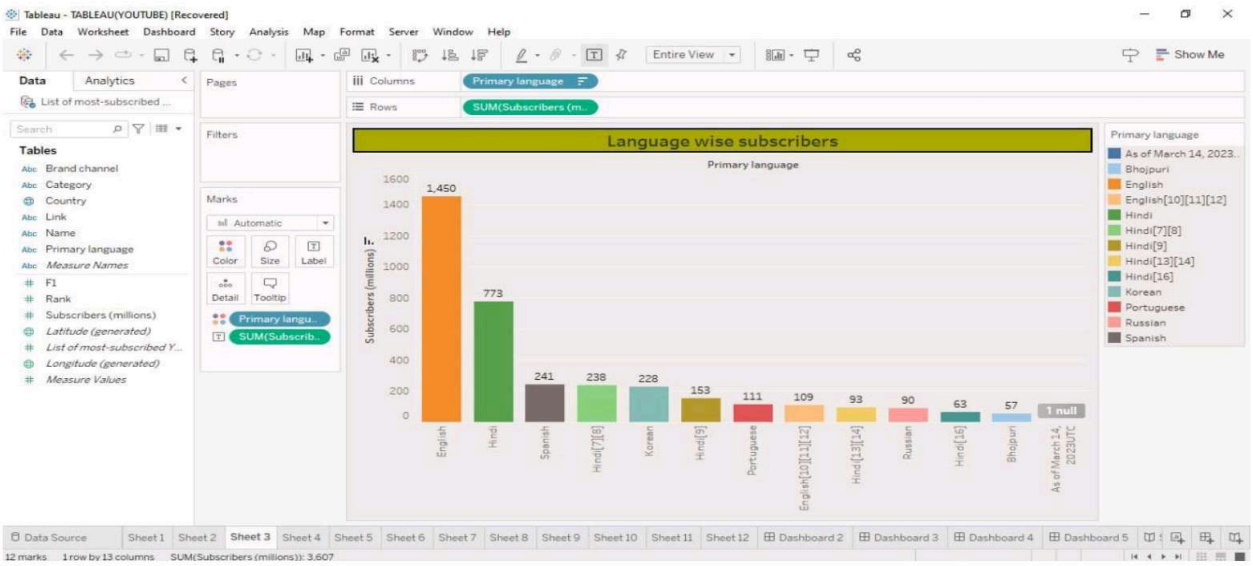
Country wise channel:



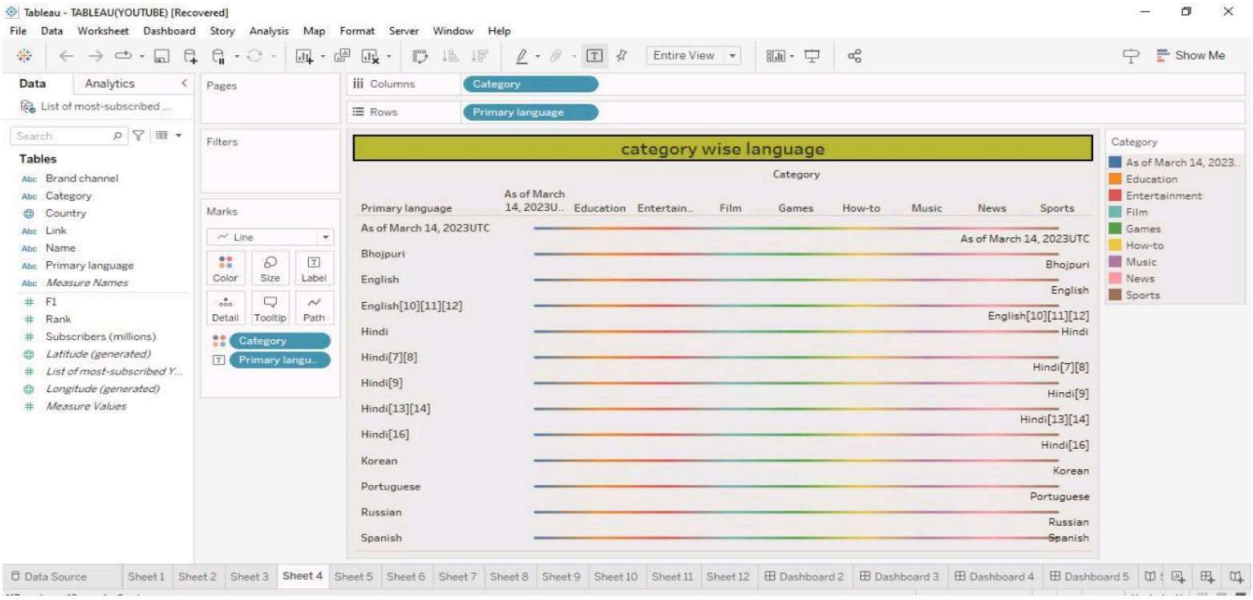
Country wise subscribers:



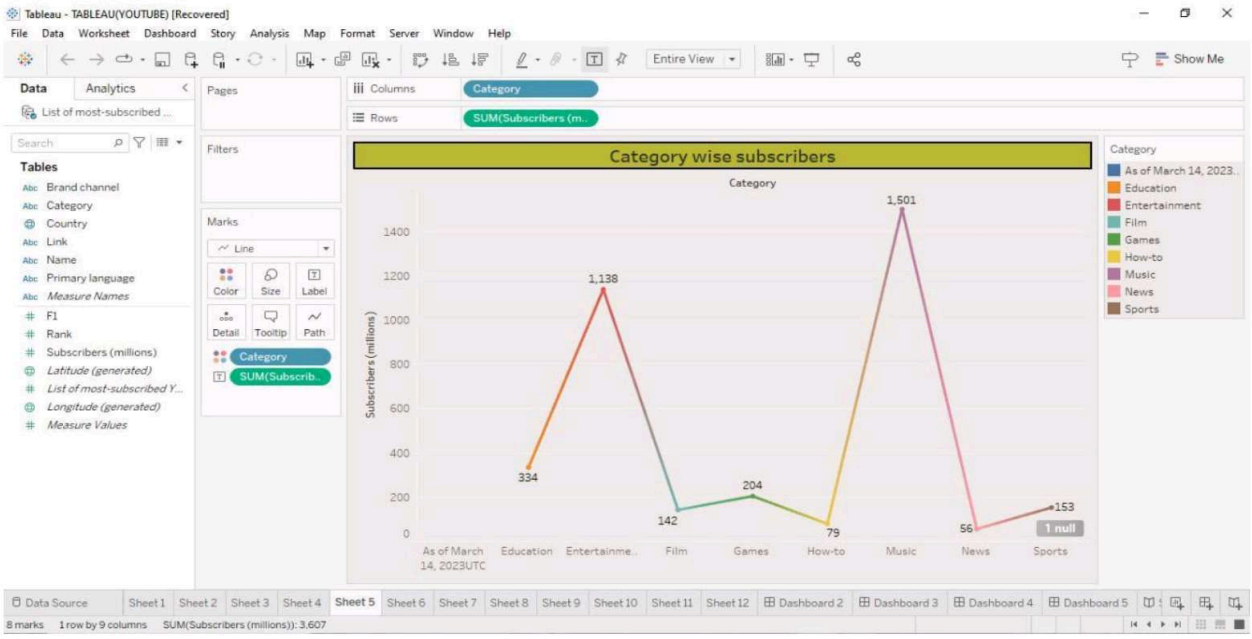
Language wise subscribers:



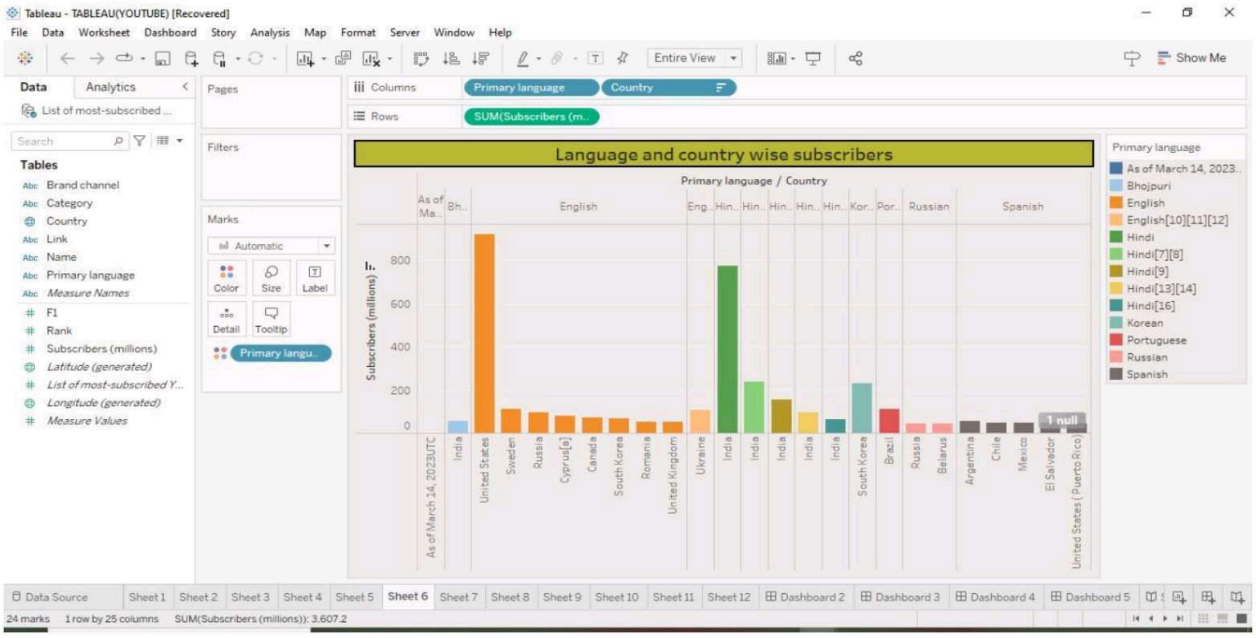
Category wise language:



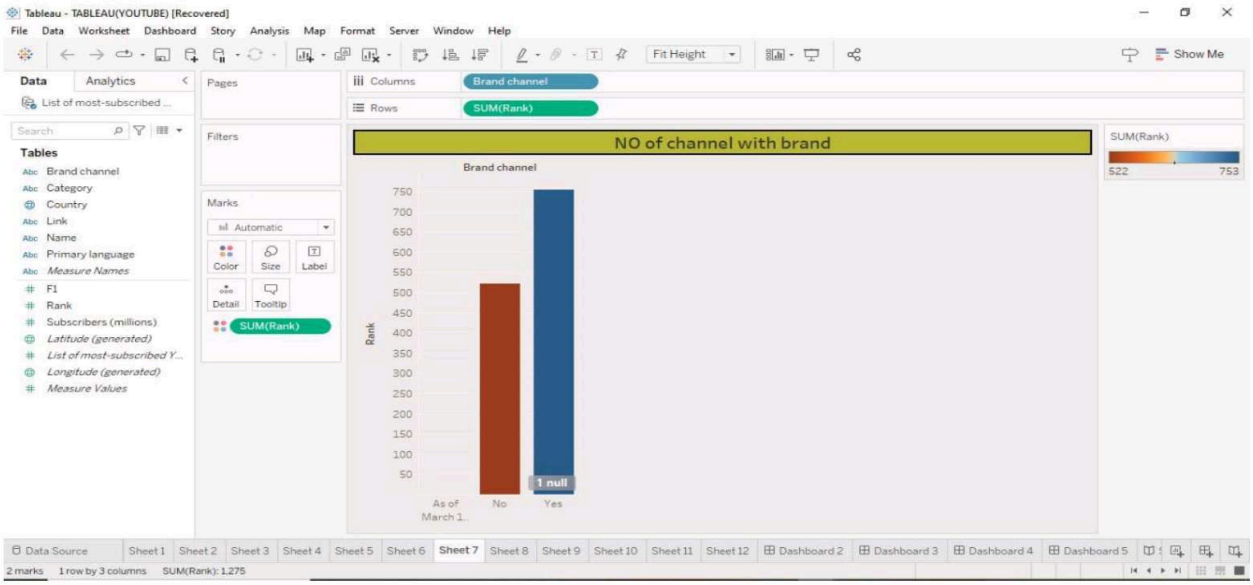
Category wise subscribers:



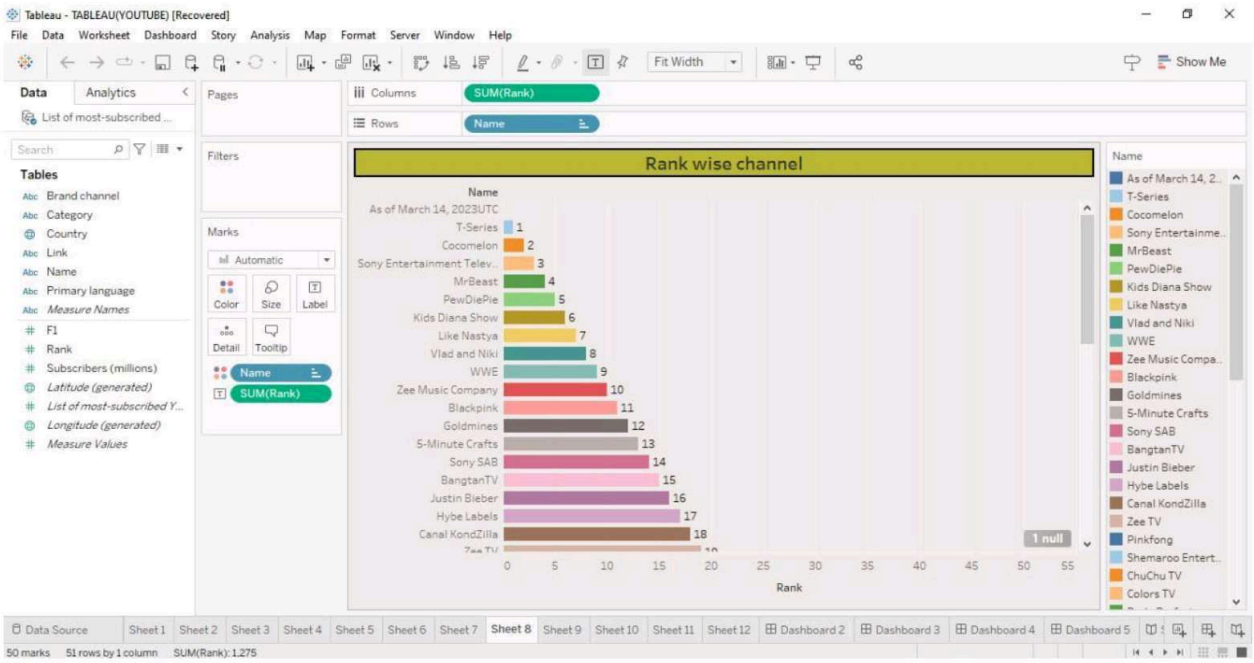
Language and country wise subscribers:



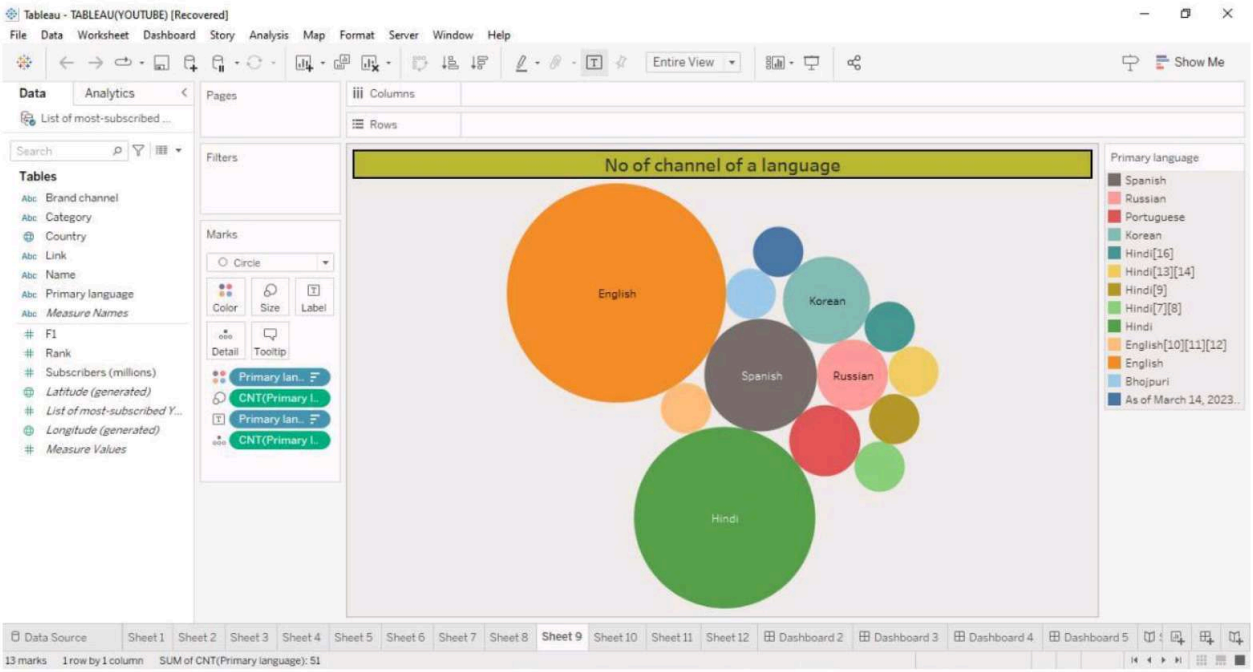
No of channel with brand:



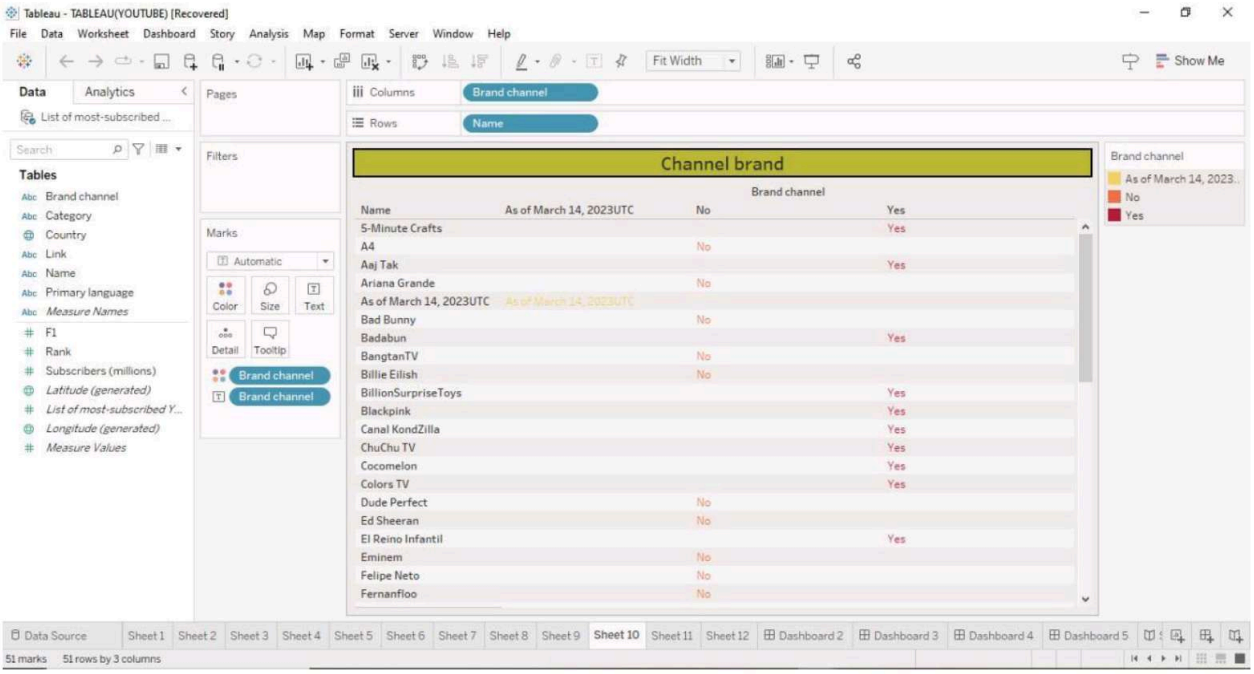
Rank wise channel:



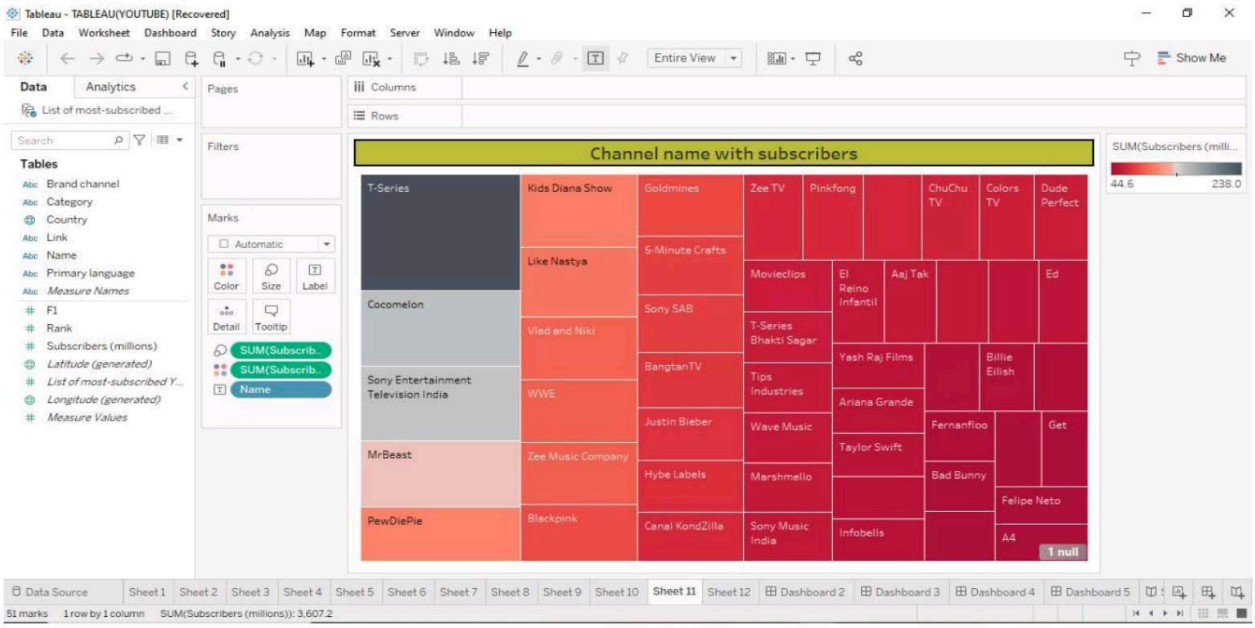
No of channel of a language:



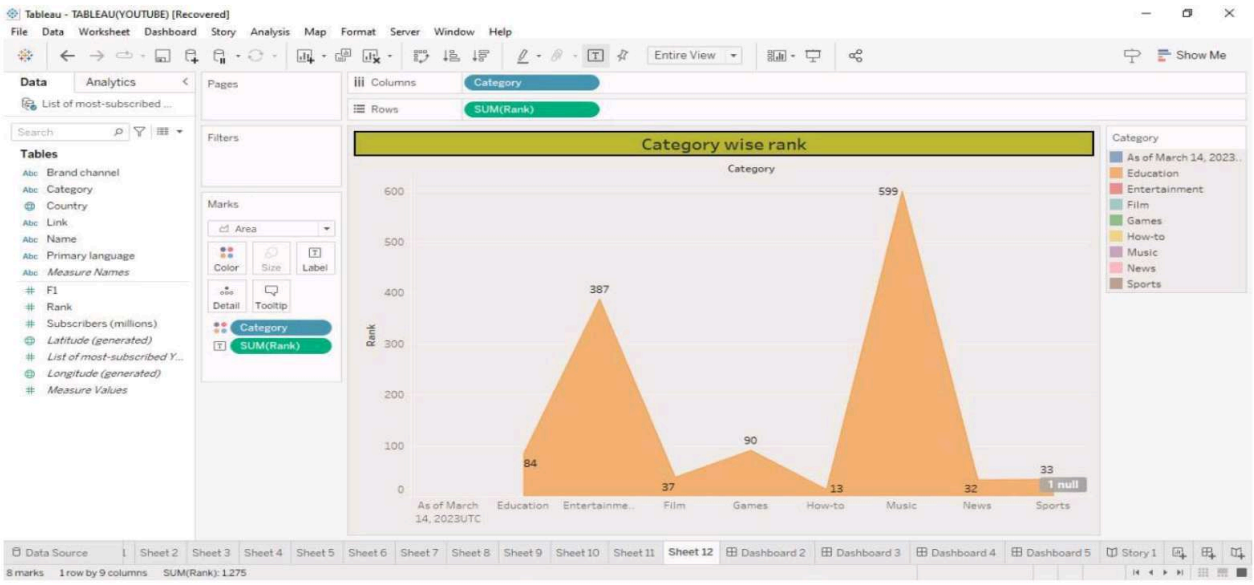
Channel brand:



Channel name with subscribers:

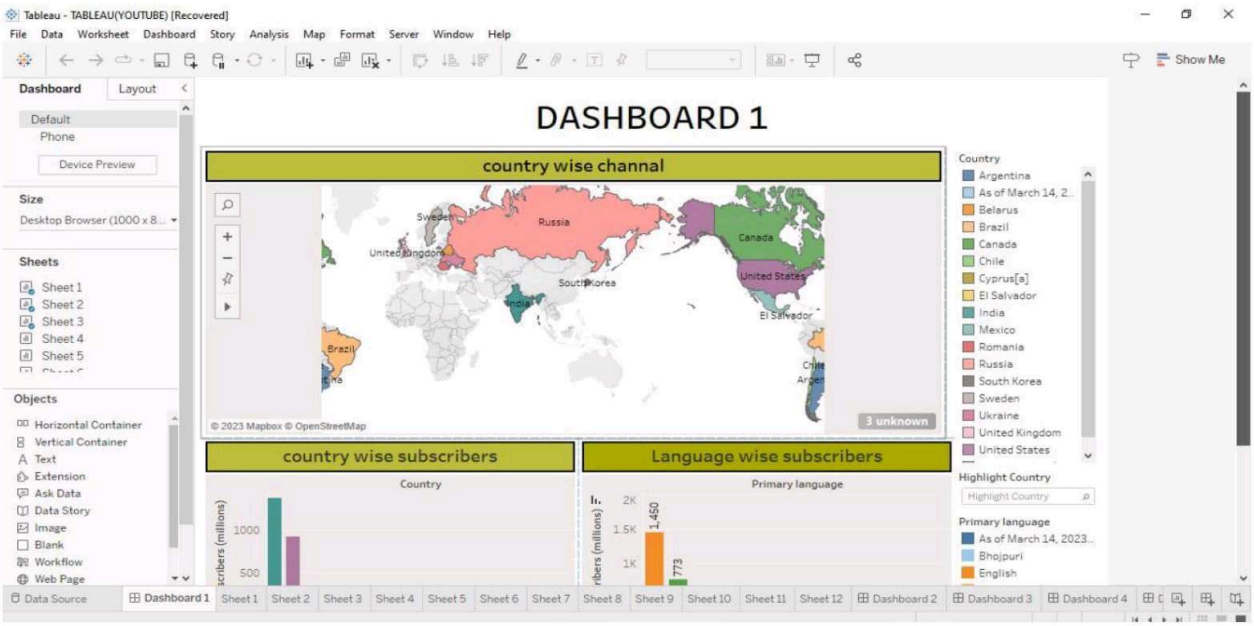


Category wise rank



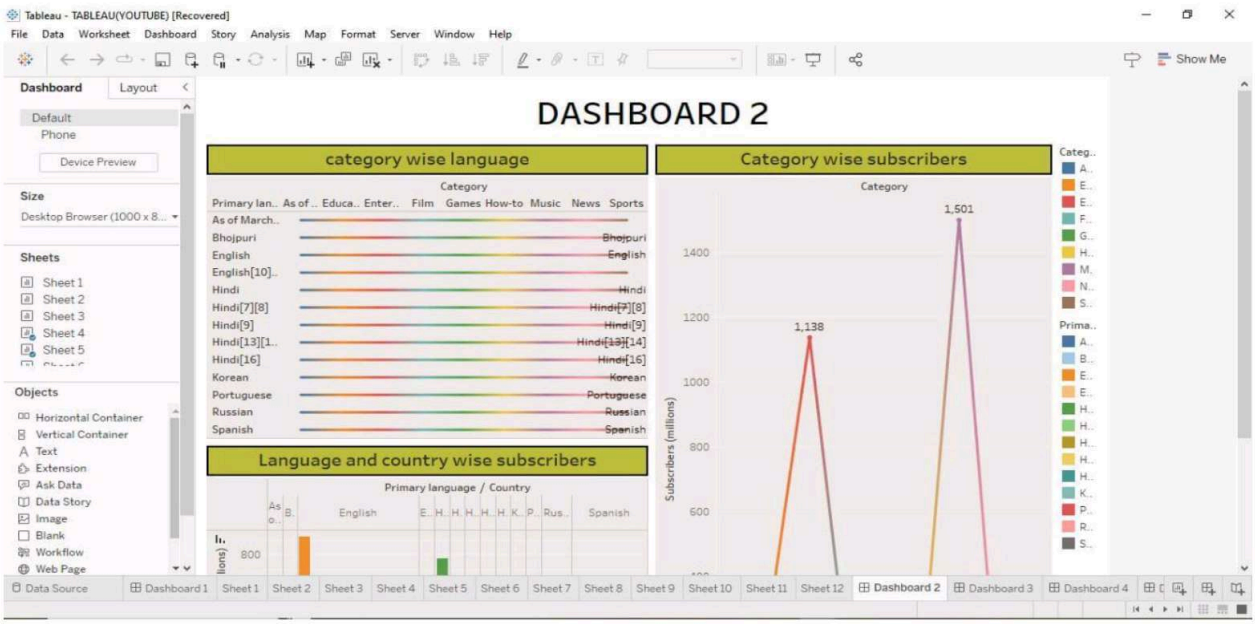
4. DASHBOARDS:

Dashboard: 1



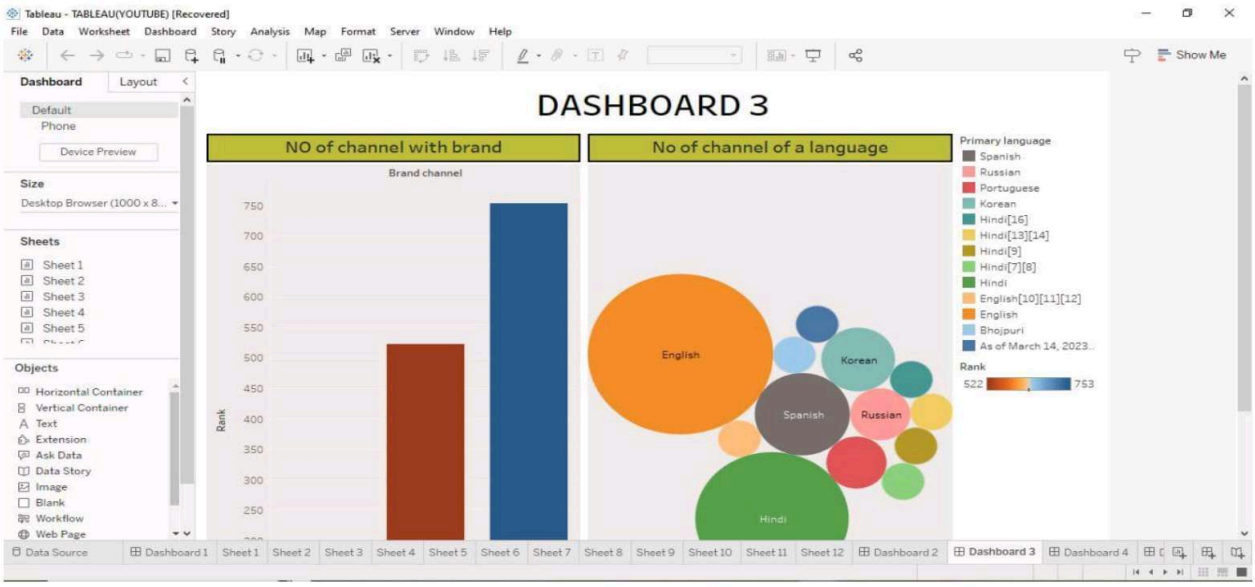
In dashboard 1 we get the information about country wise channel and country wise subscriber. India has the most subscribers. In language wise subscribers, the primary language has more subscribers.

Dashboard: 2



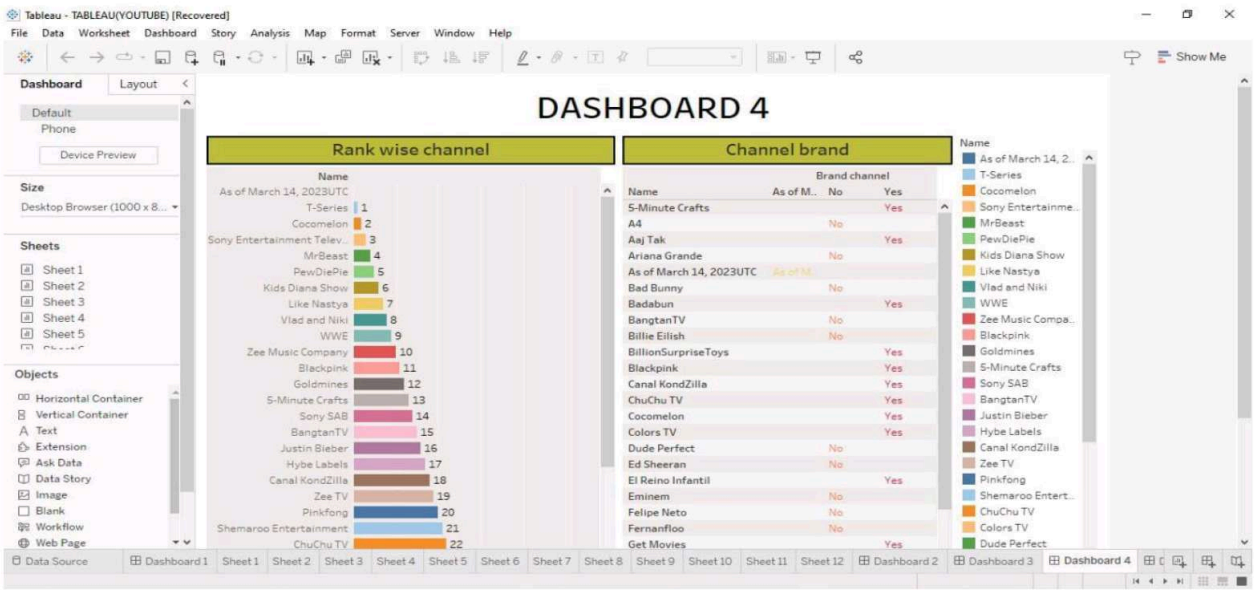
In dashboard 2 we get the information about category wise language and category wise subscribers. In the category music has the highest subscribers. We are calculating language and country wise subscribers in the last one.

Dashboard: 3



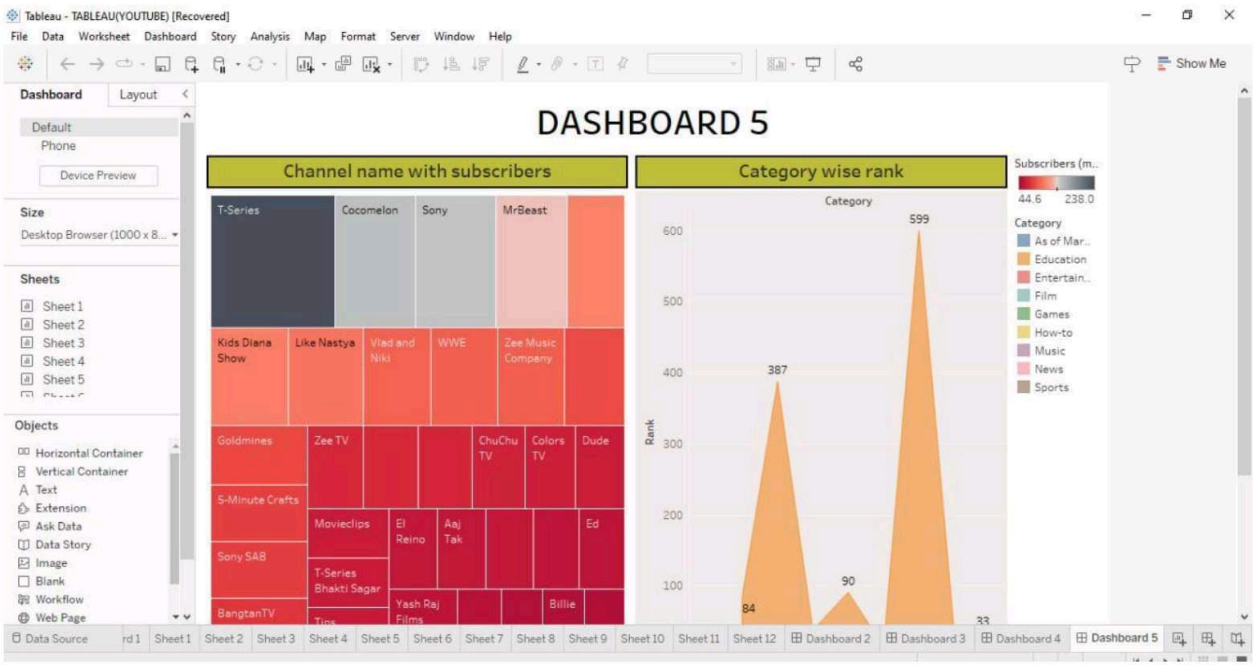
In dashboard 3 we get the information about the number of channel with brand. In this, 753 channel with brand and 522 channel with no brand. Number of channel of a language, we get English language has a more channel.

Dashboard: 4



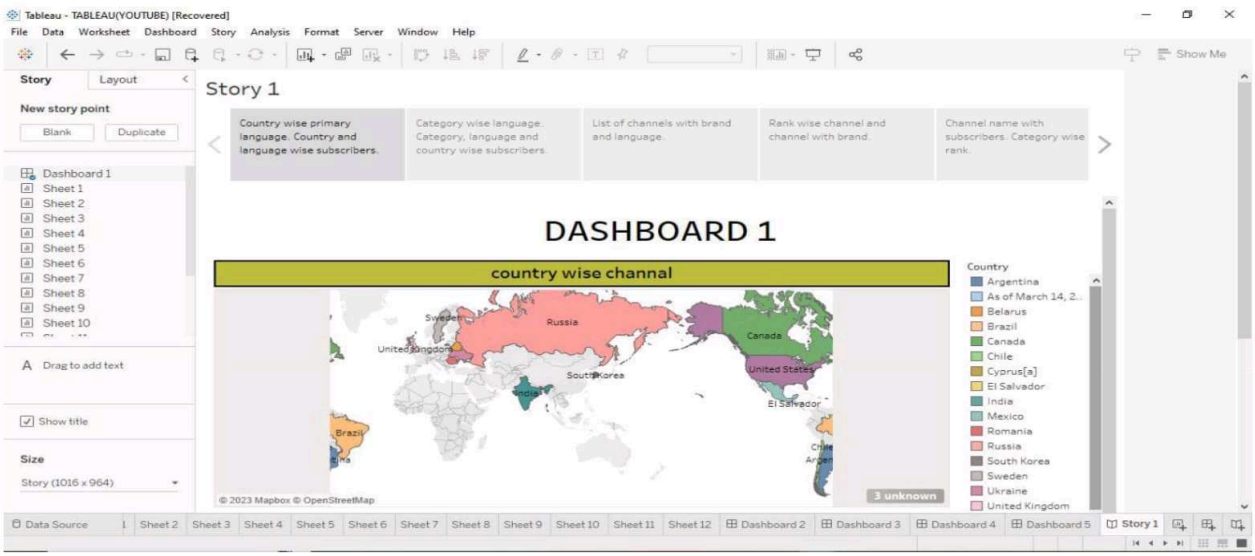
In dashboard 4 we get the information about the rank wise channel and branded channel. The channel T-series is the first rank.

Dashboard: 5



In dashboard 5 we get the information about the channel name with subscribers and category wise rank. T-series has more than 200 million subscribers.

5. STORY:



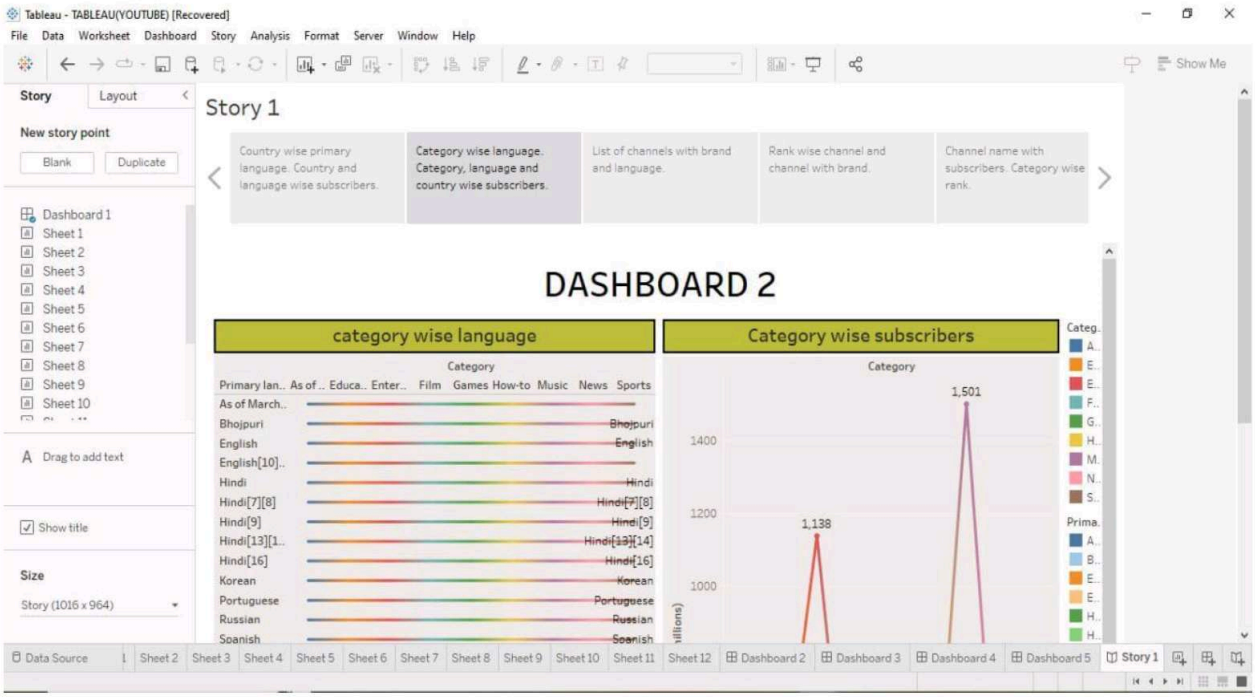
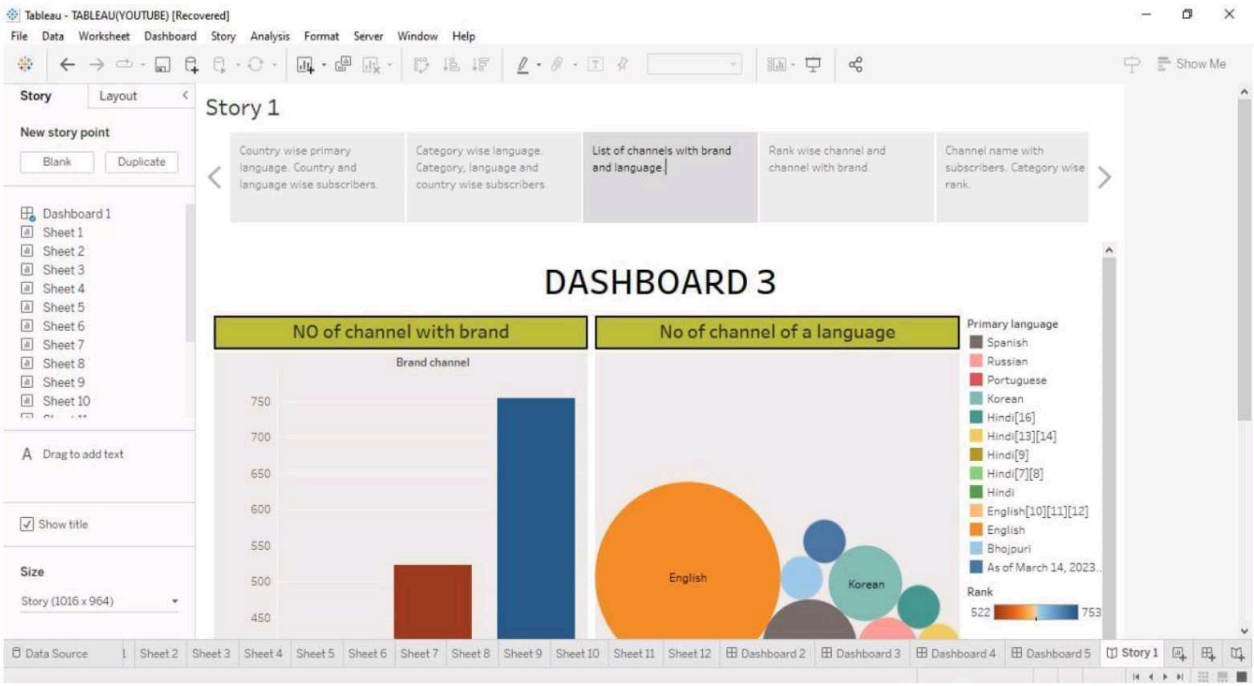


Tableau - TABLEAU(YOUTUBE) [Recovered]
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Story
Layout
New story point
Blank
Duplicate
Dashboard 1
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Drag to add text
Show title
Size
Story (1016 x 964)
Story 1
Country wise primary language. Country and language wise subscribers.
Category wise language. Category, language and country wise subscribers.
List of channels with brand and language.
Rank wise channel and channel with brand.
Channel name with subscribers. Category wise rank.
DASHBOARD 2
category wise language
Category
Primary lan.. As of .. Educa.. Enter.. Film Games How-to Music News Sports
As of March..
Bhojpuri
English
English[10]..
Hindi
Hindi[7][8]
Hindi[9]
Hindi[13][1..
Hindi[16]
Korean
Portuguese
Russian
Spanish
Category wise subscribers
Category
1,501
1,138
1400
1200
1000
Data Source
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Sheet 12
Dashboard 2
Dashboard 3
Dashboard 4
Dashboard 5
Story 1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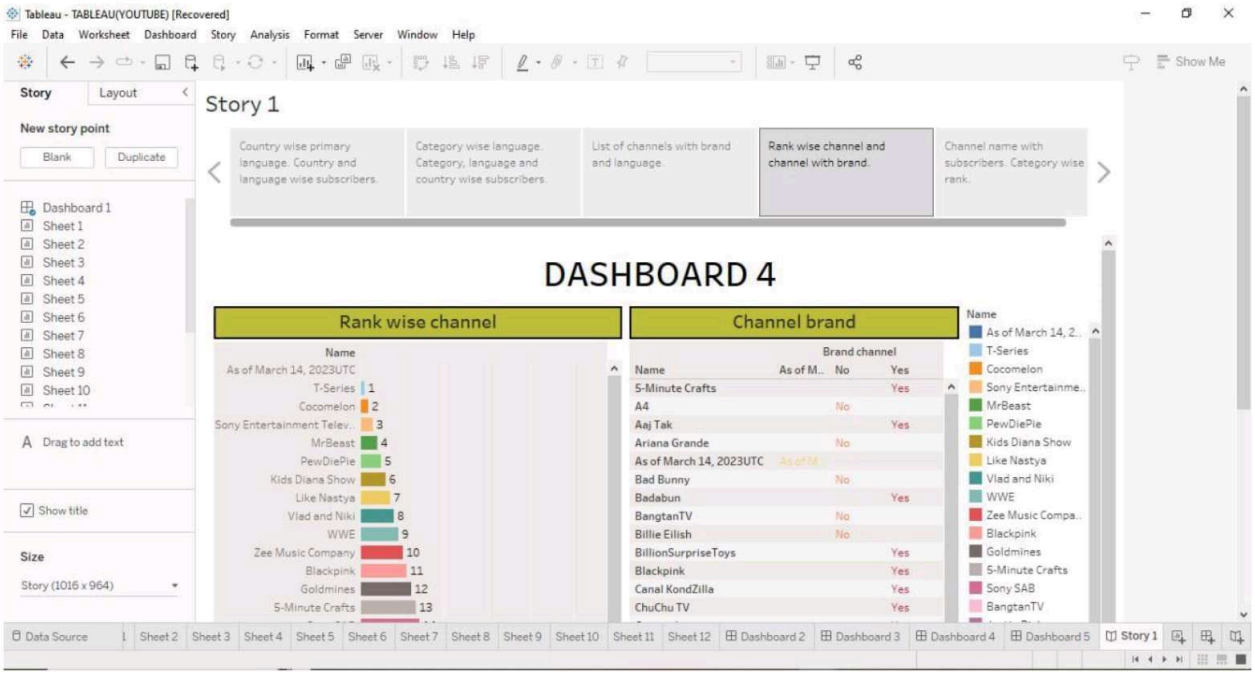
Country wise primary language. Country and language wise subscribers.
Category wise language. Category, language and country wise subscribers.
List of channels with brand and language.
Rank wise channel and channel with brand.
Channel name with subscribers. Category wise rank.
DASHBOARD 3
NO of channel with brand
Brand channel
750
700
650
600
550
500
450
No of channel of a language
English
Korean
Primary language
Spanish
Russian
Portuguese
Korean
Hindi[16]
Hindi[13][14]
Hindi[9]
Hindi[7][8]
Hindi
English[10][11][12]
English
Bhojpuri
As of March 14, 2023..
Rank
522
753
Data Source
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Sheet 12
Dashboard 2
Dashboard 3
Dashboard 4
Dashboard 5
Story 1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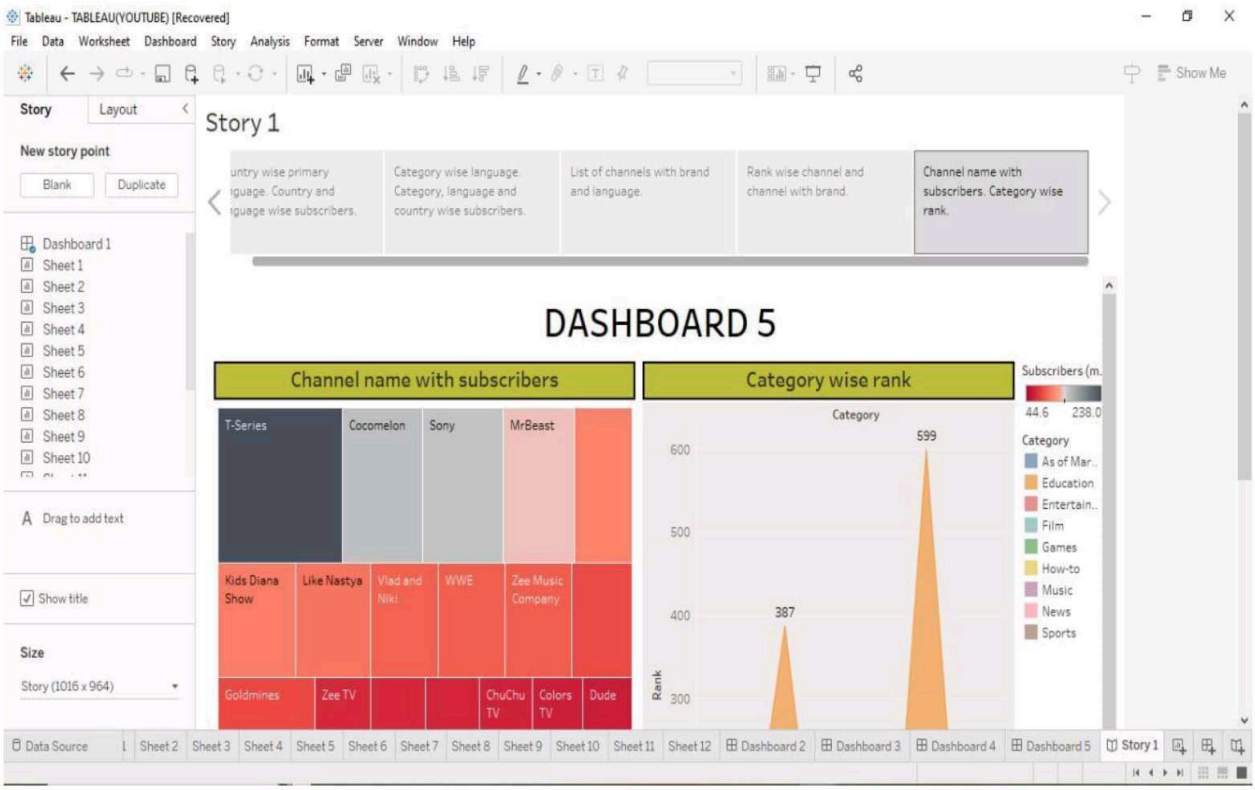
Category wise language. Category, language and country wise subscribers.
List of channels with brand and language.
Rank wise channel and channel with brand.
Channel name with subscribers. Category wise rank.
DASHBOARD 4
Rank wise channel
Name
As of March 14, 2023UTC
T-Series 1
Cocomelon 2
Sony Entertainment Telev.. 3
MrBeast 4
PewDiePie 5
Kids Diana Show 6
Like Nastya 7
Vlad and Niki 8
WWE 9
Zee Music Company 10
Blackpink 11
Goldmines 12
5-Minute Crafts 13
Channel brand
Brand channel
Name As of M.. No Yes
5-Minute Crafts Yes
A4 No
Aaj Tak Yes
Ariana Grande No
As of March 14, 2023UTC
Bad Bunny No
Badabun Yes
BangtanTV No
Billie Eilish No
BillionSurpriseToys Yes
Blackpink Yes
Canal KondZilla Yes
ChuChu TV Yes
Name
As of March 14, 2..
T-Series
Cocomelon
Sony Entertainme..
MrBeast
PewDiePie
Kids Diana Show
Like Nastya
Vlad and Niki
WWE
Zee Music Compa..
Blackpink
Goldmines
5-Minute Crafts
Sony SAB
BangtanTV
Data Source
Sheet 2 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Sheet 9 Sheet 10 Sheet 11 Sheet 12
Dashboard 2 Dashboard 3 Dashboard 4 Dashboard 5
Story 1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Category wise language. Category, language and country wise subscribers.
List of channels with brand and language.
Rank wise channel and channel with brand.
Channel name with subscribers. Category wise rank.
DASHBOARD 5
Channel name with subscribers
T-Series
Cocomelon
Sony
MrBeast
Kids Diana Show
Like Nastya
Vlad and Niki
WWE
Zee Music Company
Goldmines
Zee TV
ChuChu TV
Colors TV
Dude
Category wise rank
Category
599
387
600
500
400
300
Rank
Subscribers (m..
44.6 238.0
Category
As of Mar..
Education
Entertain..
Film
Games
How-to
Music
News
Sports
Data Source
Sheet 2 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Sheet 9 Sheet 10 Sheet 11 Sheet 12
Dashboard 2 Dashboard 3 Dashboard 4 Dashboard 5
Story 1

6. ADVANTAGES:

- After parties& live chat
- Uploading and watching videos on you tube is completely free.
- Smart device integration.
- Smart downloads.
- You tube is easy to use for everyone, even if you don't have any computer skill.
- With you tube, you can share a good amount of information to a lot of people in short time.
- Co-watch with google meet.
- Spatial offers and early access to new features.

7. DISADVANTAGES:

- Little difficult to start earning.
- Everything is public.
- You tube account can be disabled without any reason.
- Some videos on you tube contain misinformation or false information.
- Vulgarity.
- Bullying and defamation.
- Too much distraction.

8. APPLICATION OF YOUTUBE SUBSCRIBERS:

- YouTube is a powerful tool.
- Supplements learning.
- Increases engagement.
- YouTube can also be used as a repository for student digital work.
- You tube is a video sharing service where users can watch, like, share, comment and upload their own videos.

9. CONCLUSION:

You tube is a platform for learners. The combination of visuals and audio – along with you tube's content culture of simple, digestible messaging – makes you tube videos a great tool for engaging students in learning. In fact 91% of educational institutions say video increase students satisfaction. The simplicity of you tube is one of the many reasons why it has exploded in popularity over the years.

10. FUTURE SCOPE:

- You tube platform will continue to evolve and adapt to changing user needs and technological developments.
- The number of you tube users in India was forecasting to continuously increase between 2024 and 2028.
- If you tube continues on the current path, the future will include more streaming, more ecommerce initiatives, and more immersive experiences.