



Exploring World's Top YouTube Channels

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Team Project



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SUBSCRIBERS GALORE : EXPLORING WORLD'S TOP YOUTUBE CHANNELS

OVERVIEW

- ❑ The overview tab in youtube analytics given you a high-level summary of how your channel and videos are performing on youtube.
- ❑ The key metrics card shows your views, watch time, subscribers, and estimated revenue (if you're in the youtube partner programme)

NOTE : some reports may not be available on mobile devices.

PURPOSE

- ❑ Youtube is the second largest search engine in the world. So creating a youtube channel is a fantastic way to enhance your contents visibility.
- ❑ Youtube can offer you a more intimate.

EMPATHY MAP

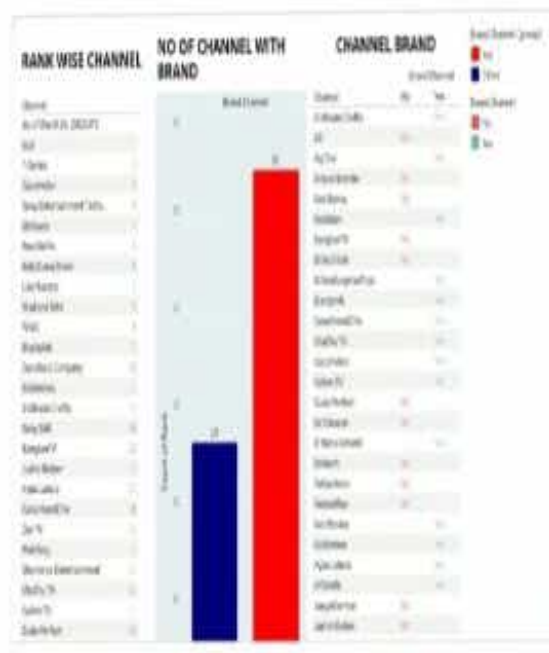


RAINSTROBM AND IDEA PRIORITIZATION



RESULT

- ❖ **RANK WISE CHANNEL** : Indian record label T-series is the most-subscribers channel, with over 250 million subscribers as of October 2023. American youtube personality Mr meast is most-subscribers individual and second most.
- ❖ **NO OF CHANNEL WITH BRAND** : "On brand" and "RANK off brand" began as industry terms, used to identity aspects of a brand as either consistent or inconsistent with the ethos and expectation set by that by that brand.
- 1. **CHANNEL BRAND** : Channel chooses to manufacture their items where the best craftsmen are located, in areas such as, paris, spain and Italy.



RESULT

CHANNEL NAME WITH
SUBSCRIBERS ARE NO OF
CHANNEL LANGUAGES:

What is channel description?

Youtube channel descriptions are short descriptions show on the about section of your youtube channel that describe who you are, what type of content you create, and why people should watch it.



CATEGORY WISE LANGUAGE:

- To, check, log into creater studio on youtube, go to 'settings' which you'll find in the left hand navigation menu. From pop-up, go to "upload defaults" followed by the "advanced" tab.

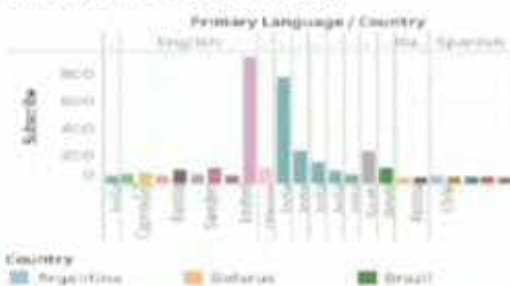
- ❖ The country setting of a youtube channel only affects the visibility of the channel to users in different countries, it does not ranking of the channel's content in search engines.

Primary Language

Language	Subscriber Count
English [7] [8] [9]	2068.0
Spanish [10] [11] [12]	2018.2
Portuguese [13] [14]	1530.0
German [15] [16] [17]	1098.0

Category

- Sports
- Physics
- Musics



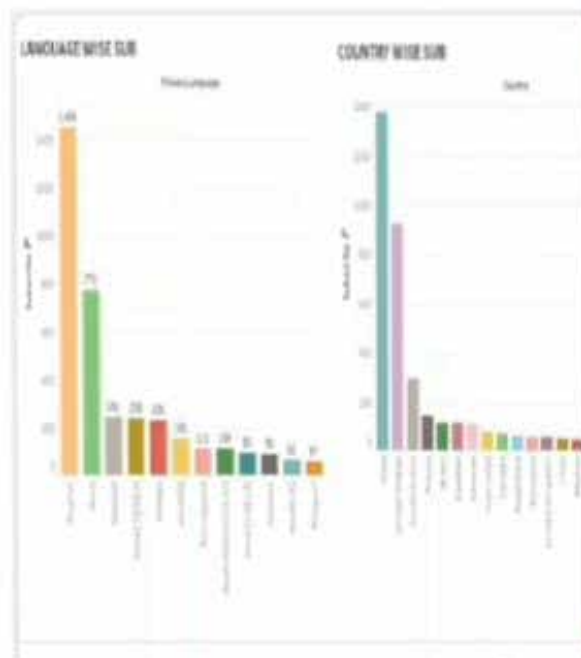
RESULT

LANGUAGE WISE SUB:

Using multiple languages in one youtube channel can be a great way to reach a wider audience and cater to viewers who speak different languages.

COUNTRY WISE SUB:

Indian record label T-series is the most-subscribed channel, with over 250 million subscribers as of October 2023.



ADVANTAGES AND DISADVANTAGES

- ❖ *There are many advantages and disadvantages using youtube. Some advantages include youtube being the most popular video-sharing website and the 2nd -largest search engine in the world. A few of the biggest disadvantages of youtube are needing recording equipment to produce videos and some basic video editing skills.*

CONCLUSION

- ❖ The end or close ,final part with the visualization,dashboard and story are the last main division of a discourse, usually containing a summing up of the points and a statement of opinion of decisions reached.

