

# Project Report for Subscribers Galore: Exploring World's Top Youtube Channels\_NM2023TMID05991

## INTRODUCTION

### 1.1 Over view

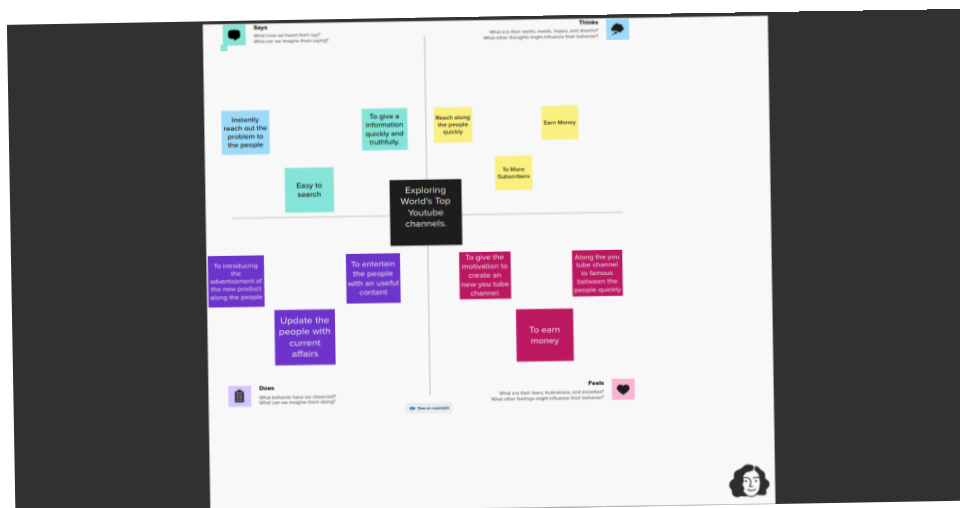
A subscriber to a channel on the video sharing Youtube is a user who has chosen to receive the channel's content by clicking on that channel's "subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users 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

### 1.2 Purpose

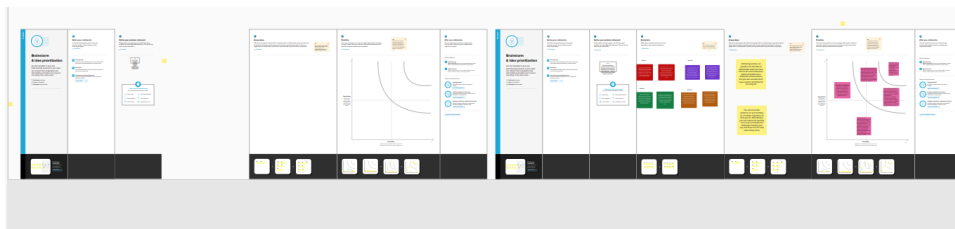
Channel Information: Each YouTube channel should have a dedicated page or profile that displays essential information, including the channel name, description, subscriber count, video views, upload frequency, and engagement metrics. Subscription Management: Users should have the ability to subscribe to their favorite YouTube channels within the platform, allowing them to receive notifications about new uploads and updates from those channels.

## 2. Problem Definition & Design Thinking

### 2.1 Empathy map

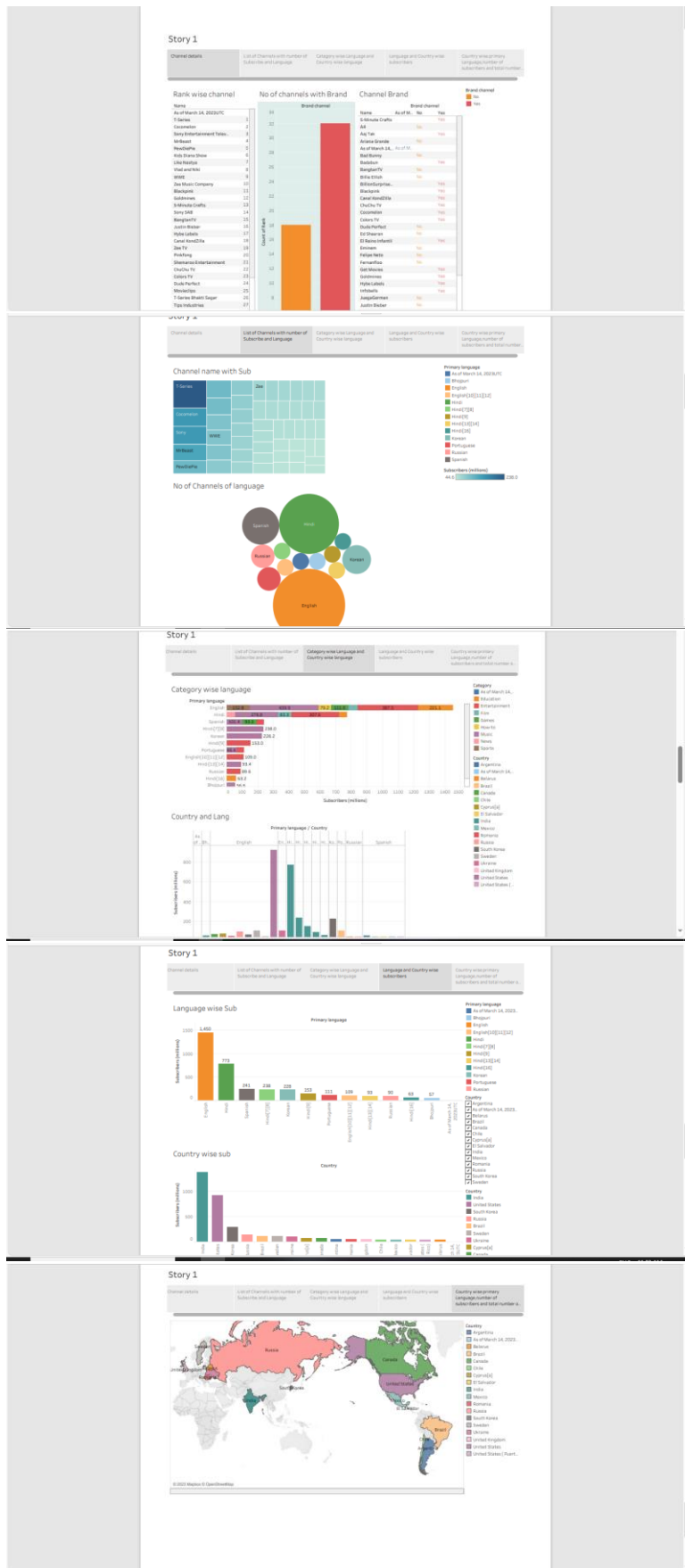


### 2.2 Ideation & Brainstorming Map



### 3 RESULT





## Advantages

**Increased visibility:** The more subscribers you have, the more people will see your content. This can lead to increased views, likes, and shares, which can help your videos go viral and reach a wider audience.

**Higher revenue:** YouTube pays creators based on the number of views and clicks their videos receive. With more subscribers, you're likely to get more views and clicks, which can translate into higher earnings.

**Brand recognition:** Having a large subscriber base can help establish your brand as an authority in your niche. This can lead to more opportunities for sponsorships, collaborations, and other partnerships.

**Community building:** Subscribers are often the most engaged members of your audience. They're more likely to comment on your videos, share them with their friends, and participate in other community activities.

## Disadvantages

- \* The disadvantages include people finding video content to be more challenging or intimidating for various reasons, video editing being more complex than writing a blog post, and some people not being familiar with going on camera

- \* One of them is that everything is public on YouTube, which means people don't need to create an account to see any videos published on channels. This can cause copyright issues and privacy invasion

- \* A third blog post by Online Sciences lists some disadvantages of using YouTube. One of them is that if you have made a popular channel, you need to edit your YouTube videos and add some video interference to it like annotation, video editing program you need to buy and learn it or hire a person with video editing skills, so you need to pay him the salary for it

## 5 APPLICATION

Educate about your product or service: You can create detailed videos that offer knowledge to your customers in a storytelling manner. Video is one of the easiest ways to reach your customers

Build brand awareness: A YouTube channel shows that you took the time to set up a proper account with information about your business, custom graphics, and a link to every video you upload

## 6 CONCLUSION

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.

## **7 FUTURE SCOPE**

These business requirements aim to create a user-friendly platform that facilitates the exploration and discovery of YouTube channels, while also providing features for personalization, social interaction, and monetization. By meeting these requirements, the platform can enhance user engagement and satisfaction, while also creating opportunities for revenue generation and growth