Japanese Comedians on Youtube

An analysis of successful comedians and their Youtube channels.

(Data recorded on July 1st 2022)

About me & this project

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Having just completed the Google Data Analytics Course I was itching at a chance to use my new skills on something.

The course taught us with R, but I decided to do this in python to gain more experience. I also decided to make use of an API to gather the data myself, another thing not covered by the course but I believe is important for data analysis.
It was tough, and a big jump but I'm glad I gave it a try!

The Code:
https://github.com/SikandarMeh/youtuber_api_project/blob/main/youtuber_comedian_code.ipynb

The Youtubers included

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These are a list of Japanese comedians, who are all very popular on TV but have a wide range of success on youtube.

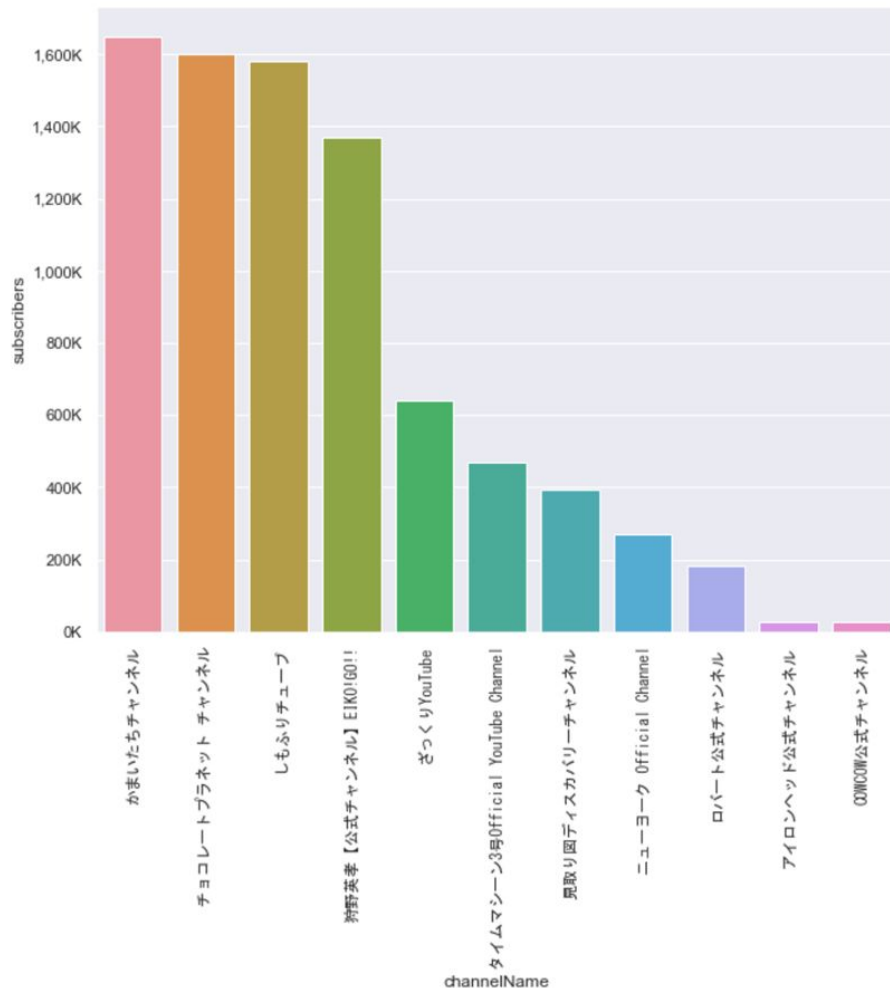I have taken data for the 50 latest videos on each channel.

(I love them all…)

	channelName	subscribers	views	totalVideos
0	COWCOW公式チャンネル	25600	5841198	125
1	ニューヨーク Official Channel	272000	115792762	1038
2	見取り図ディスカバリーチャンネル	394000	85086897	336
3	かまいたちチャンネル	1650000	451822902	458
4	タイムマシーン3号Official YouTube Channel	468000	209349695	356
5	狩野英孝【公式チャンネル】EIKO!GO!!	1370000	274175829	754
6	チョコレートプラネット チャンネル	1600000	358223828	683
7	しもふりチューブ	1580000	629802262	1181
8	ざっくりYouTube	641000	105007257	223
9	アイロンヘッド公式チャンネル	28100	3108455	334
10	ロバート公式チャンネル	181000	11807716	41

Number of Subscribers

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We can see an extremely large disparity between these youtubers, despite in some cases their popularity outside of youtube not being so different.

For example ニューヨーク Official Channel, were voted #1 most liked comedians this year, and yet they have relatively low subscribers. Popularity doesn't seem to be everything.
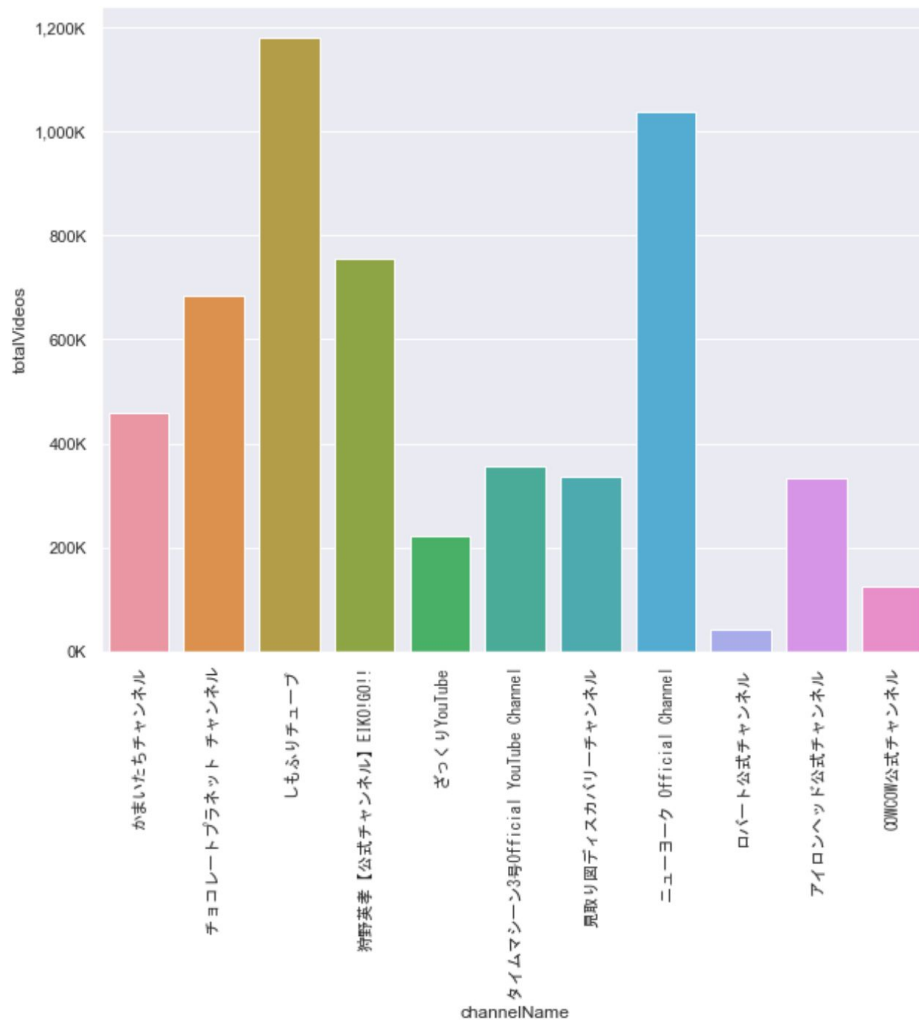
Number of Videos

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This is in descending order
of subscriber count.
Kamaitachi(かまいたちチャンネ
ル） having most subs but a
modest number of videos.

Again, looking at ニューヨー
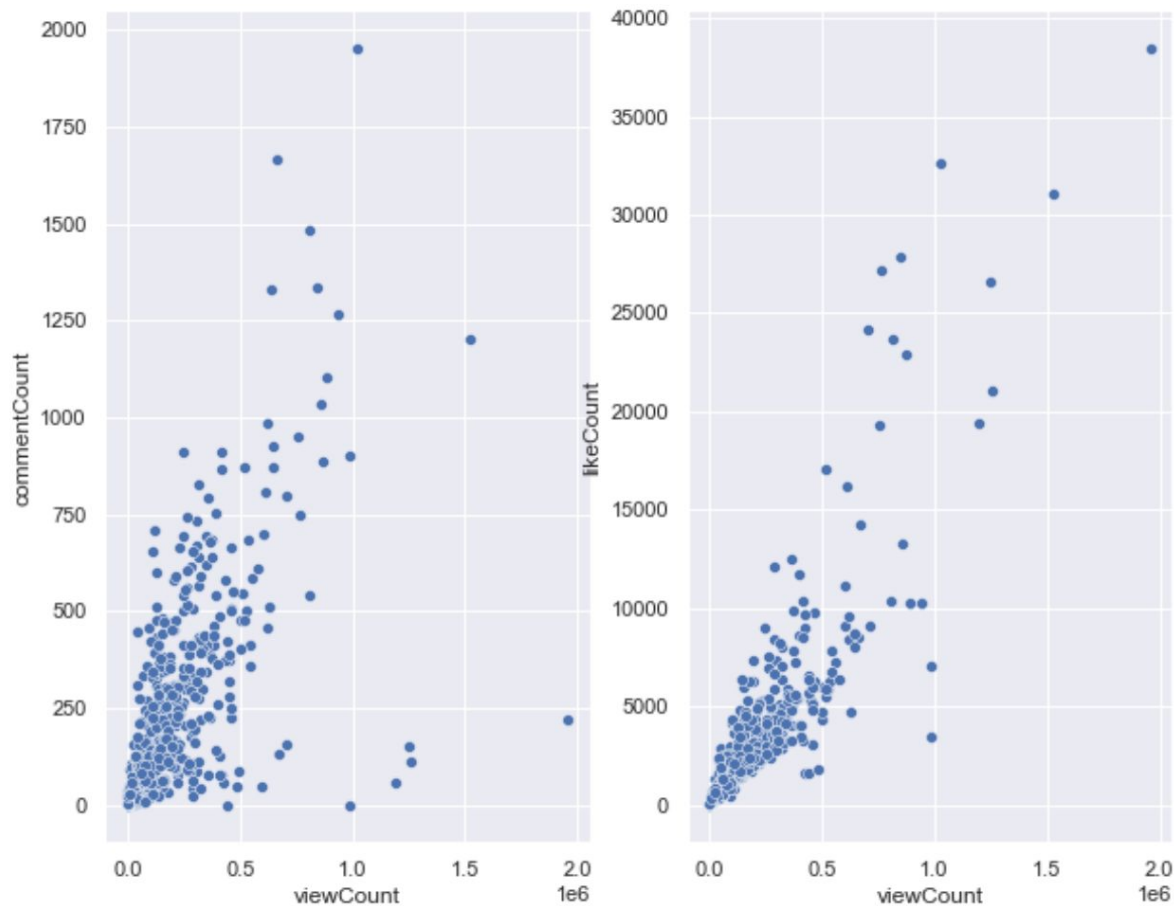ク, we see a huge number of
videos but not many subs.

Looks like brute force,
uploading tons of videos
doesn't get you
significantly more subs.

Likes/Comments & Views

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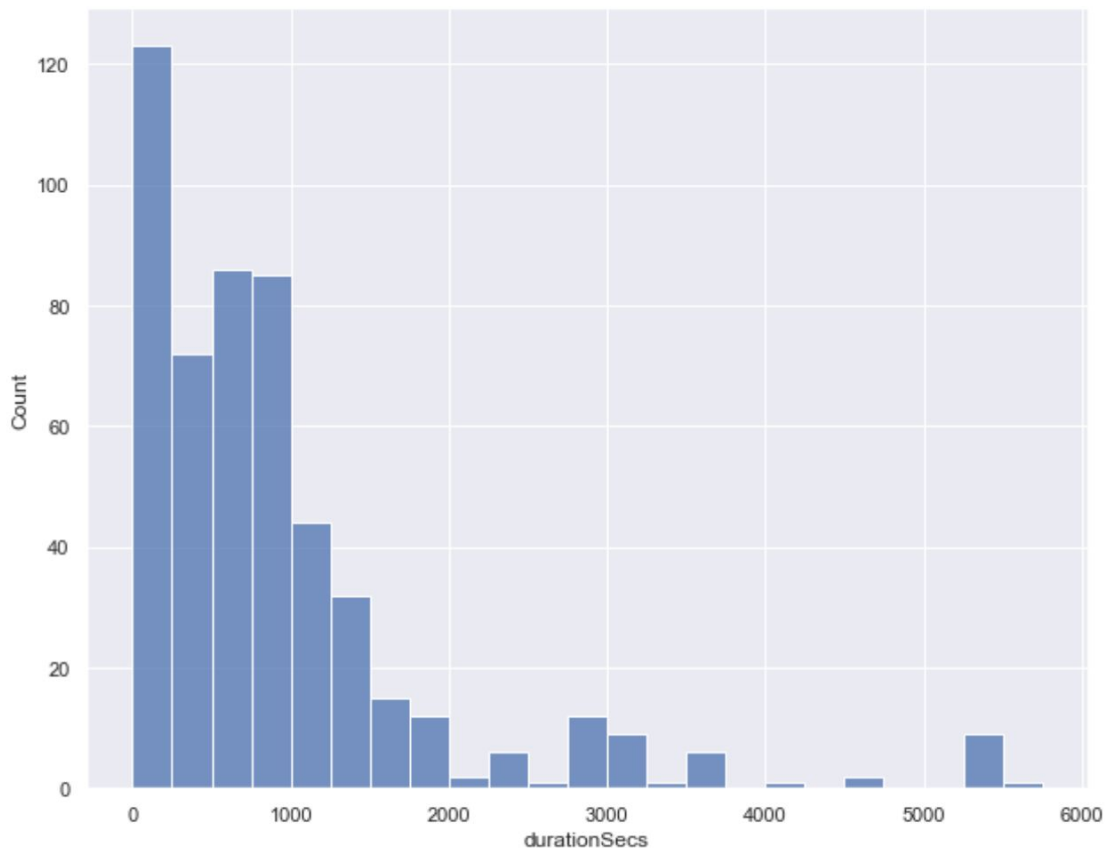It would seem as though having more views leads to more likes and comments too!

However I suspect that with more data on longer videos we would be able to spot less of a linear relationship, and more of a logarithmic drop off as views increase.

A Trend in Video Duration

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Here we see that shorter
videos are far more common
with a huge drop off in
videos after the 1000 second
mark (≈15 minutes).

From this we can infer that
the comedian youtubers aim
to make their videos short
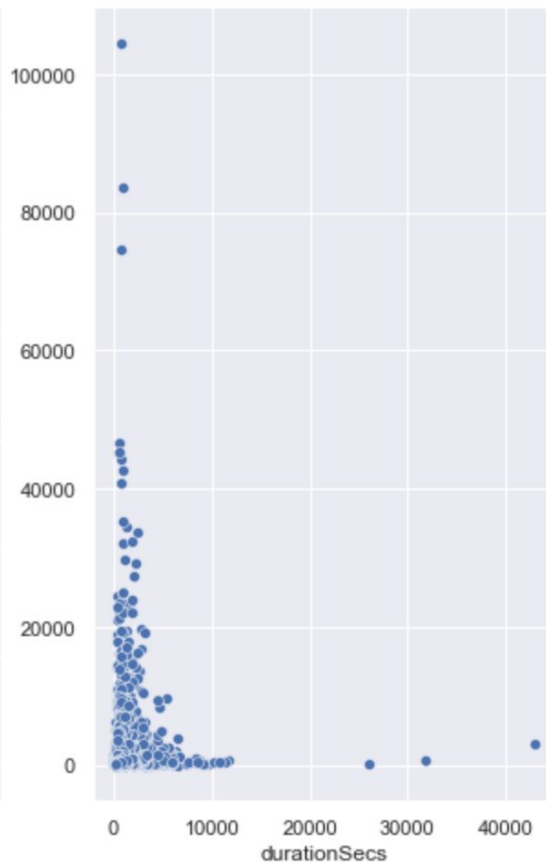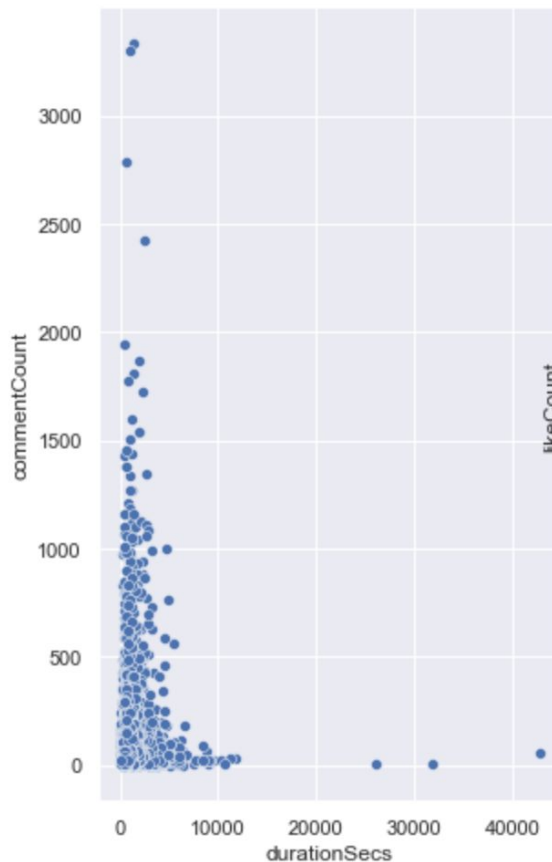and ideally under 15 minutes
long.

Likes/Comments & Video length

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It can be seen that shorter videos are getting a lot of viewer interaction. But with a lack of data for longer videos it is hard to draw a conclusion.

However, as a viewer, a short video tends to have a clearer more concise topic and thus perhaps easier to comment about.
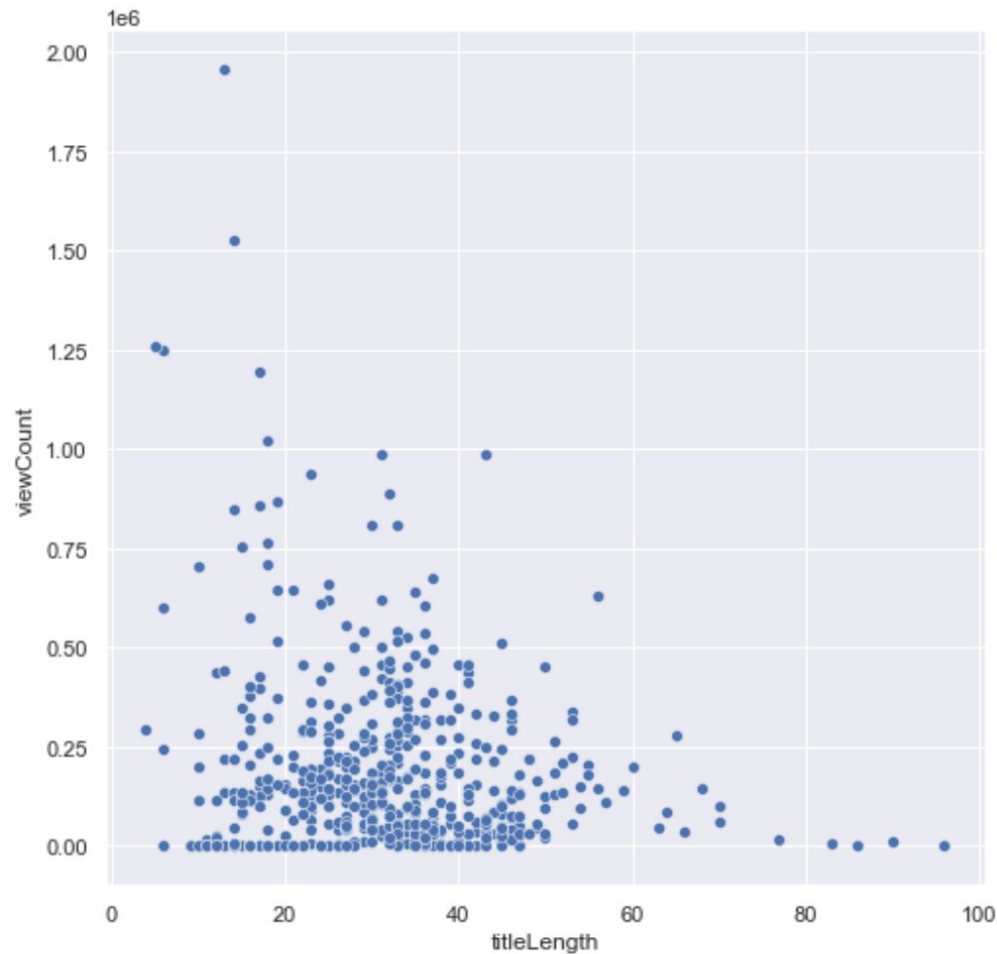
Title Length & Views

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After a title length of around 70 characters we see quite a drop in views.

Online I found that Youtube doesn't display any more than 70 characters meaning anything longer would be cut off. This may lead to a lower clickthrough rate.

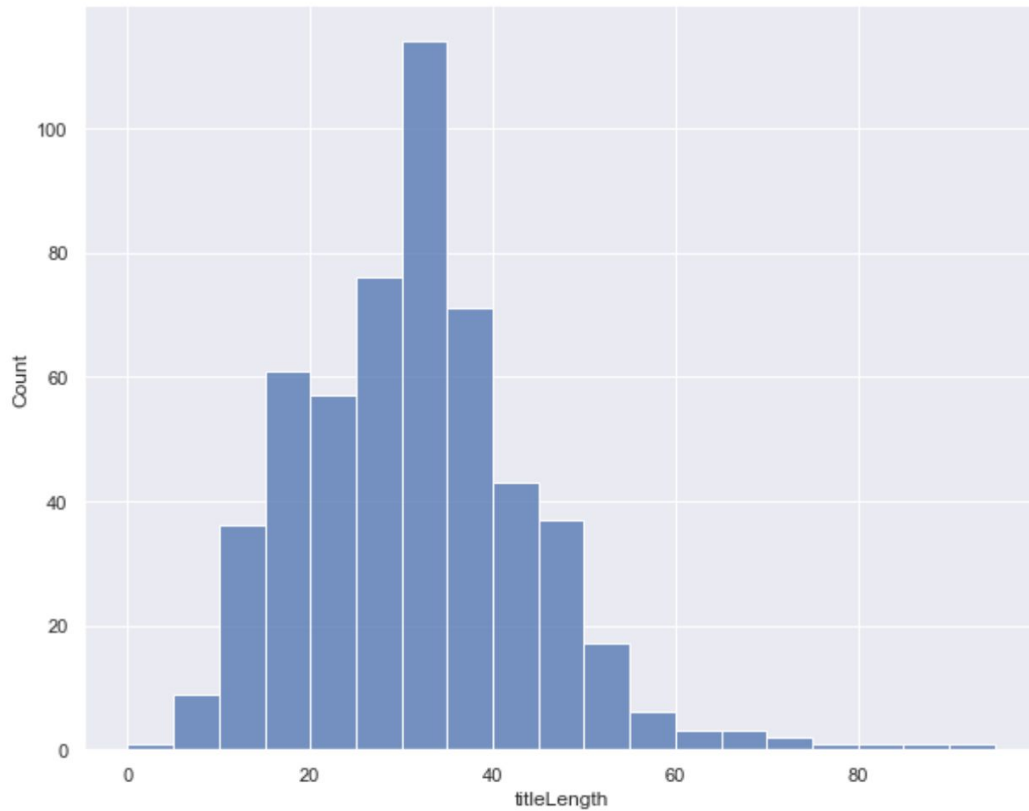Under 60 characters however doesn't seem to have much of an effect

Title Length

It looks like the Youtubers are avoiding titles longer than 60 characters to avoid titles being cut off.
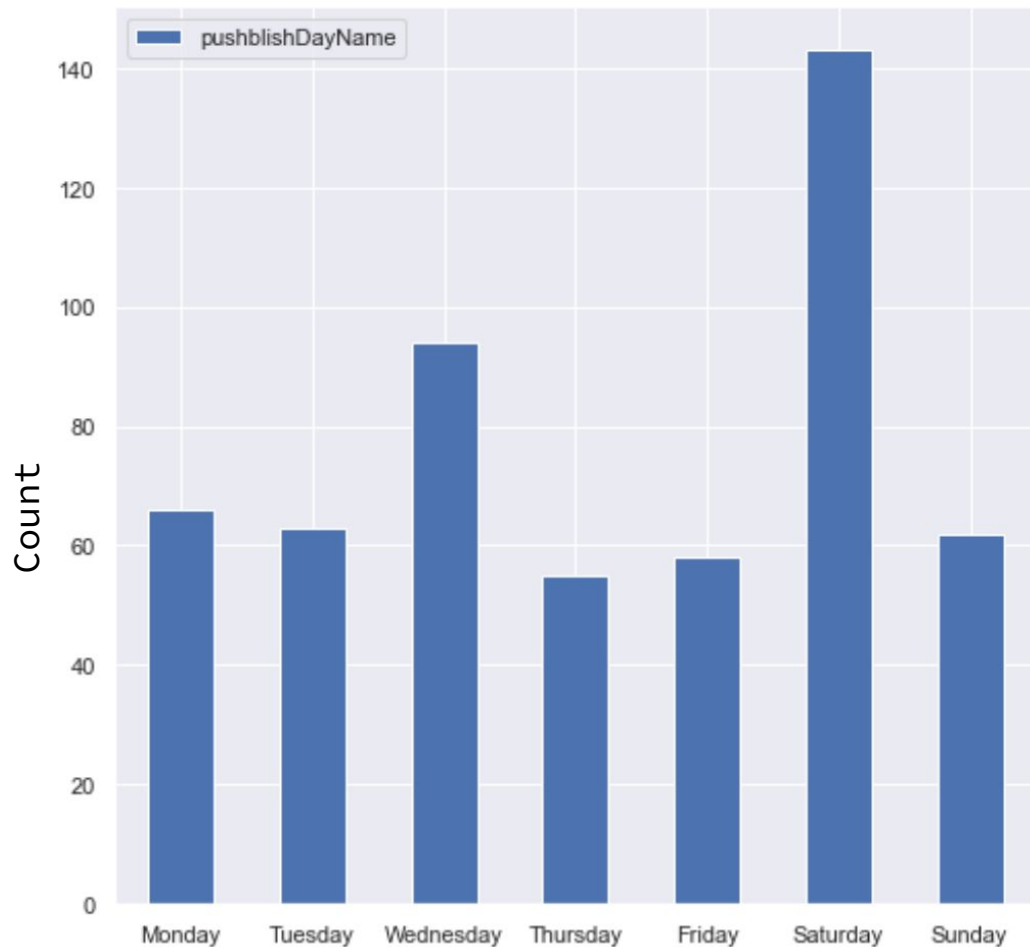
Around 30-40 characters long is the most common title length.

Upload Day

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While we see a good balance
of videos uploaded everyday,
ensuring we stay
entertained, we see a very
clear tendency for uploads
on Saturday and Wednesday.

Saturday being a day off,
and Wednesday being "hump
day" it seems like these
Youtubers have found where
viewership is highest.

Conclusion

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If you're a Japanese comedian looking to become a Youtuber, here are some things you should keep in mind!

- Most comedian videos are uploaded on Wednesday and Saturday.
- Keep your title under 70 characters. Most keep it to around 30!
- Keep your videos around 15 minutes or less as there is evidence that this leads to more viewer interaction.
- You don't need to push yourself into making a ton of videos to gain subscribers. This doesn't have a causation relationship so you aren't promised results.

Good Luck!