

Exploring world's Top YouTube channels

1. Introduction

1.1 Overview

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 subscriber.

1.2 Purpose

The main purpose of YouTube is to provide a platform for users to watch, share, and create videos. In the last decade, YouTube has just become the most popular video-sharing platform in the world

To people we love, to people we want to love, or people we don't even know. Constituting one of the world's most popular search engines, YouTube enables inexpensive distribution of educational content, including course material from educational institutions and "how to" videos from individuals

1.3 Problem statement & design thinking

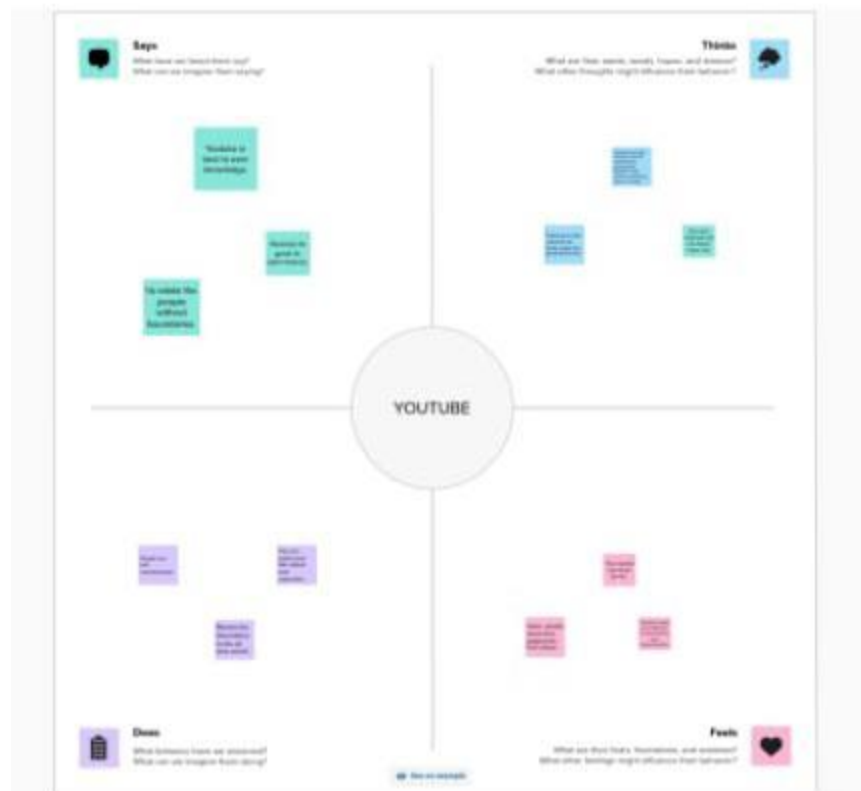
Youtubers face several significant obstacles when it comes to growing their channels in today's competitive digital landscape. These range from content creation to audience engagement and platform dynamics.

What is an example of design thinking in YouTube?

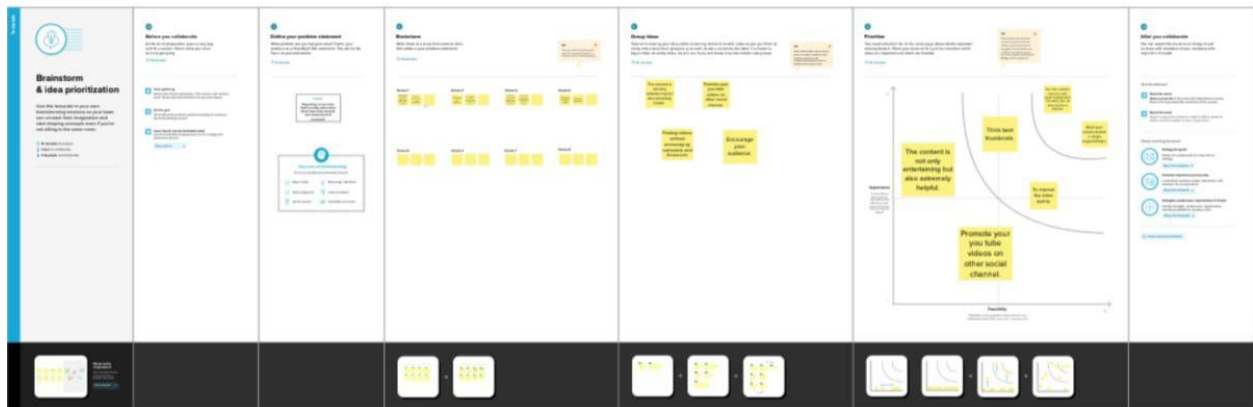
Stage 1: Empathize—Research Your Users' Needs.
Stage 2: Define—State Your Users' Needs and Problems.
Stage 3: Ideate—Challenge Assumptions and Create Ideas.
Stage 4: Prototype—Start to Create Solutions.
Stage 5: Test—Try Your Solutions Out.

2.1 Empathy map

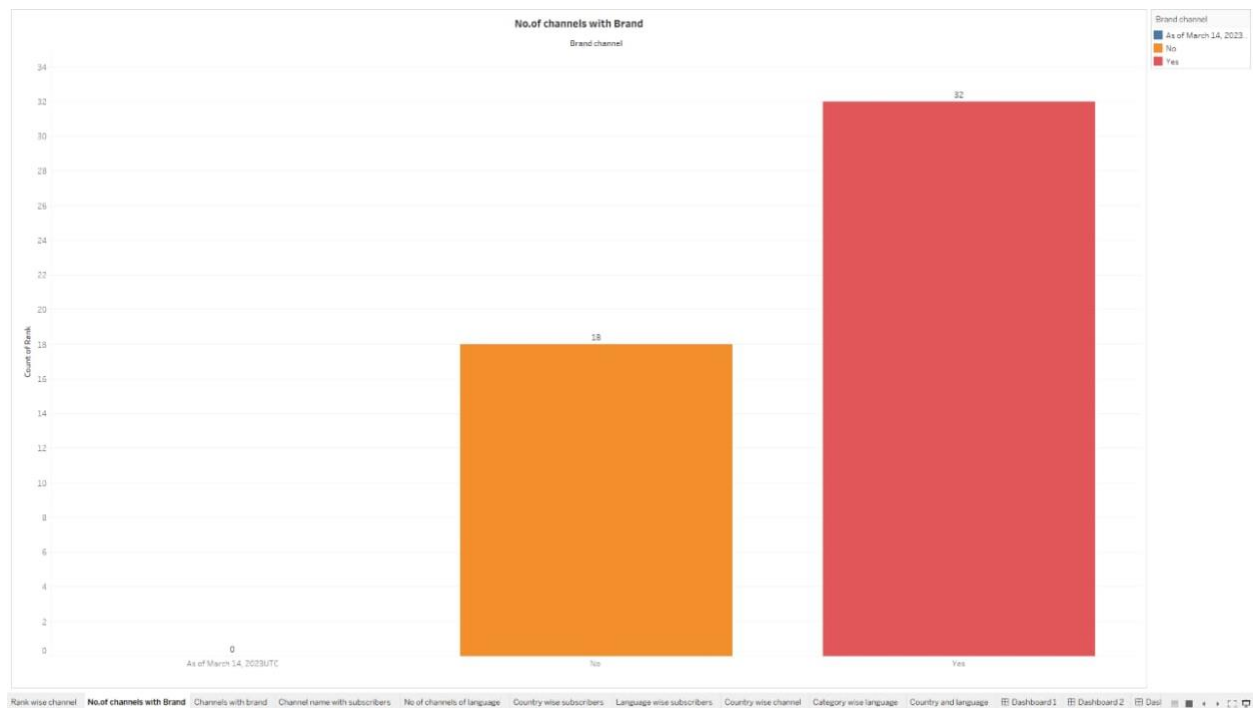
❖ Overheating



2.2 Ideation and brainstorm map



3. Result

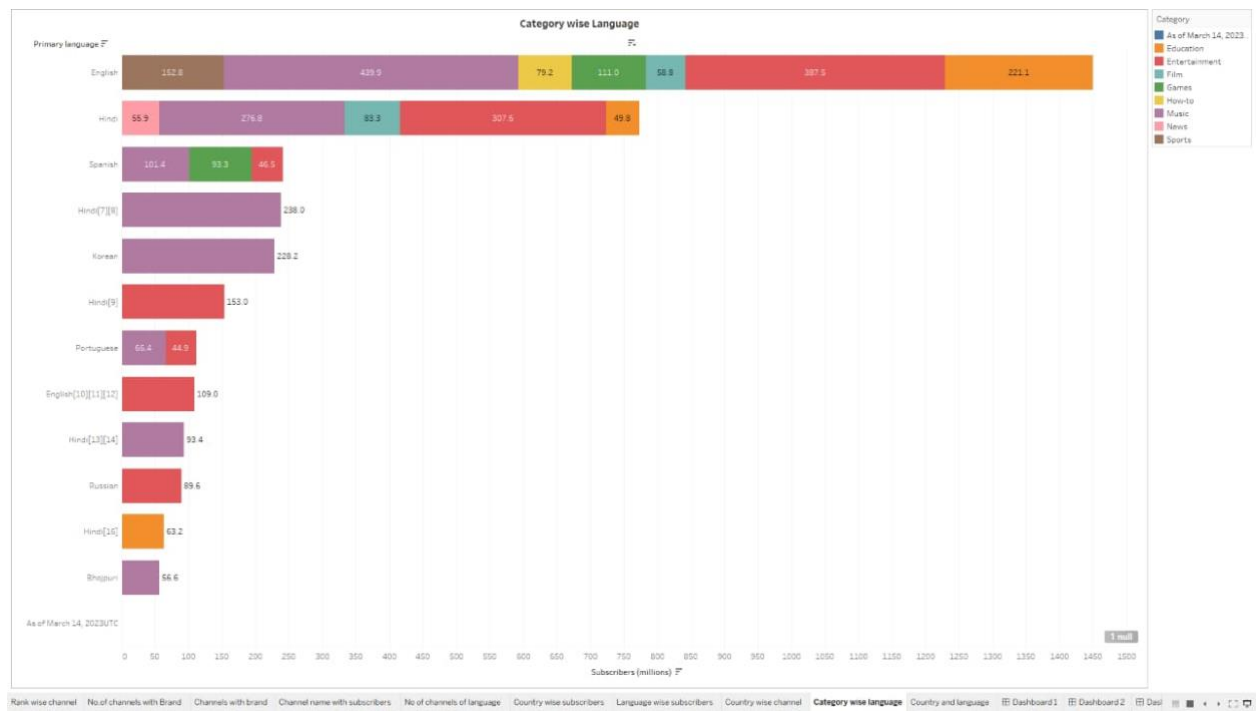
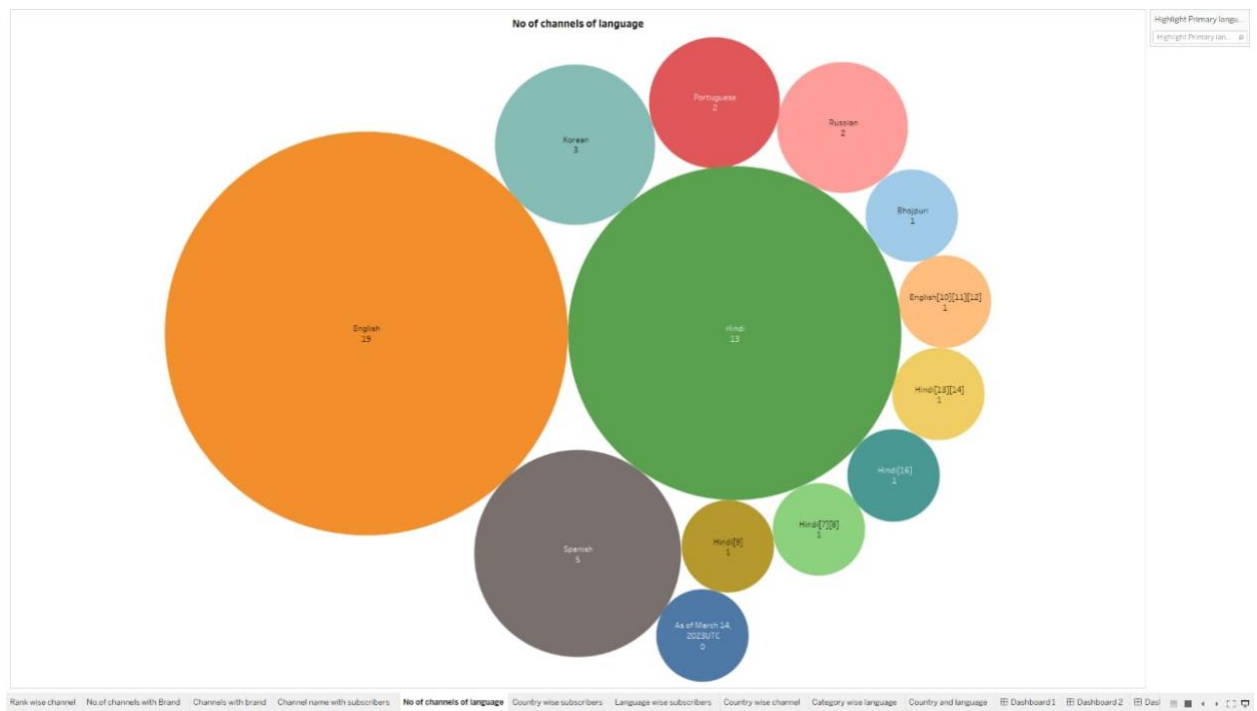


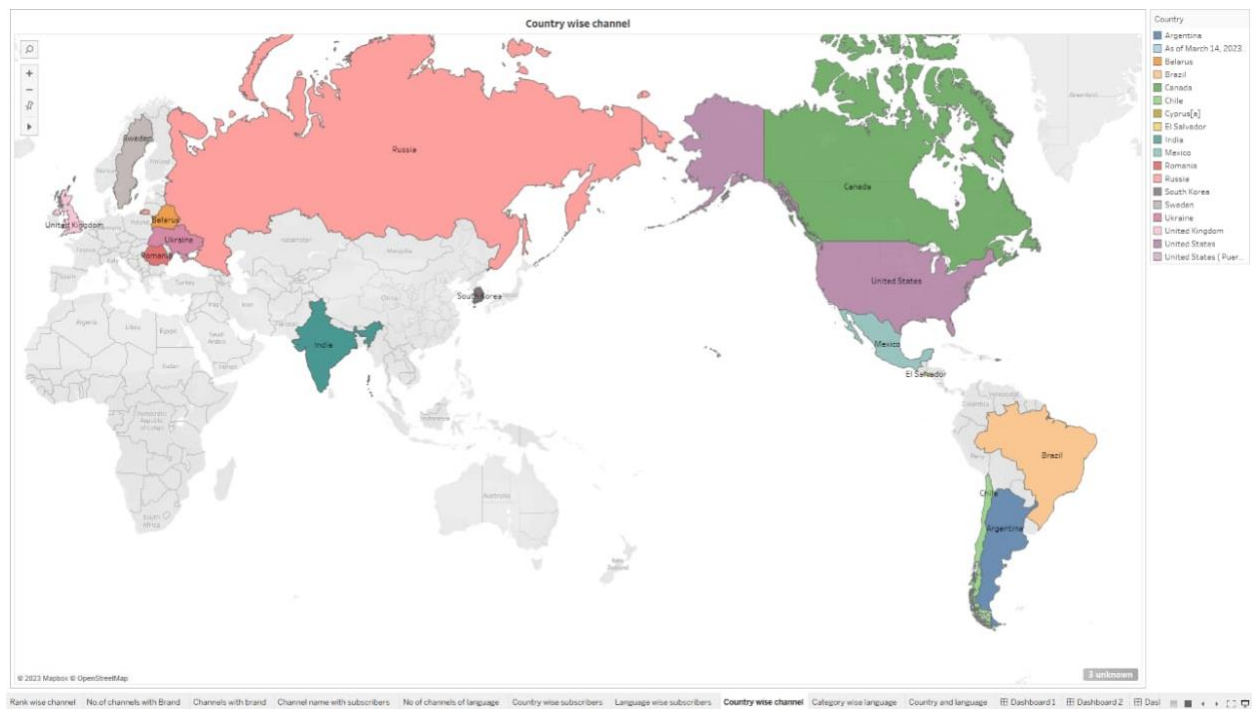
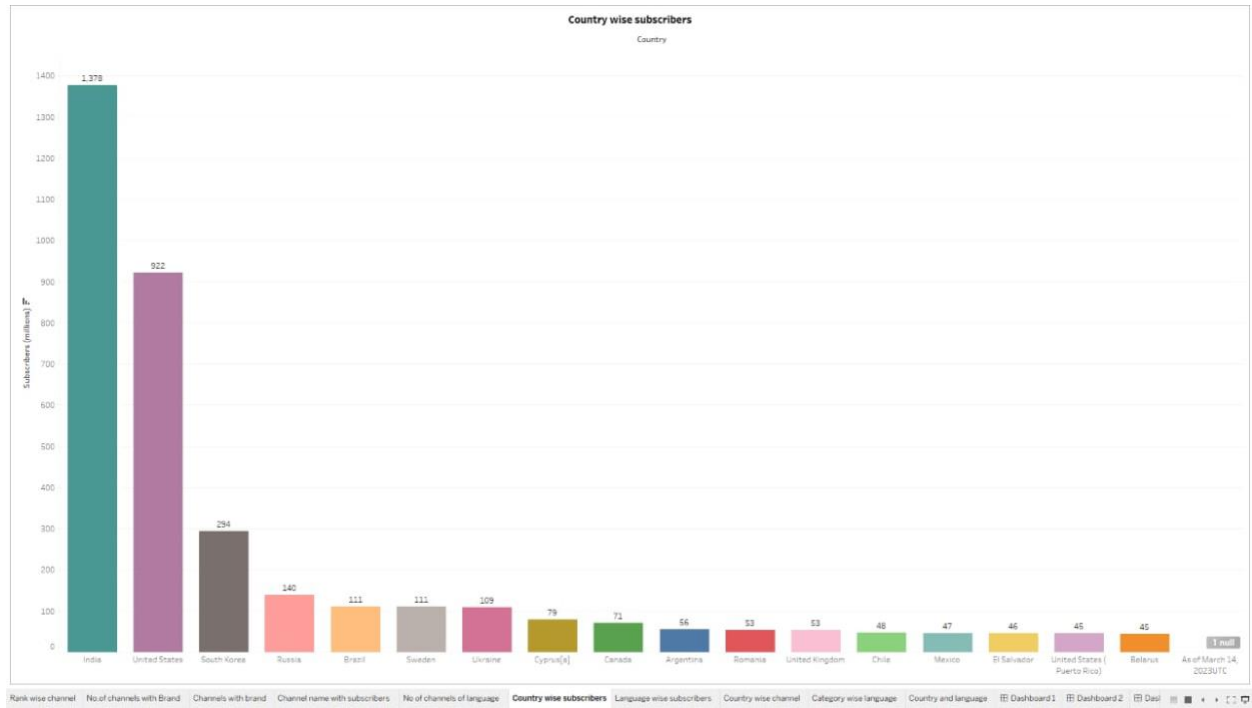
Rank wise channel	
Name	
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev...	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Viad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Prakranti	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32
Eminem	33
Losos Kids	34
Ed Sheeran	35
Yash Raj Films	36
Ariana Grande	37
Taylor Swift	38
BillieEilishToys	39
Infobells	40
JuagaGerman	41
Billie Eilish	42
Badabun	43
Fernanfloo	44
Bad Bunny	45
SonyMusicIndiaVEVO	46
Shemaroo	47
Get Movies	48
Felipe Neto	49
AA	50

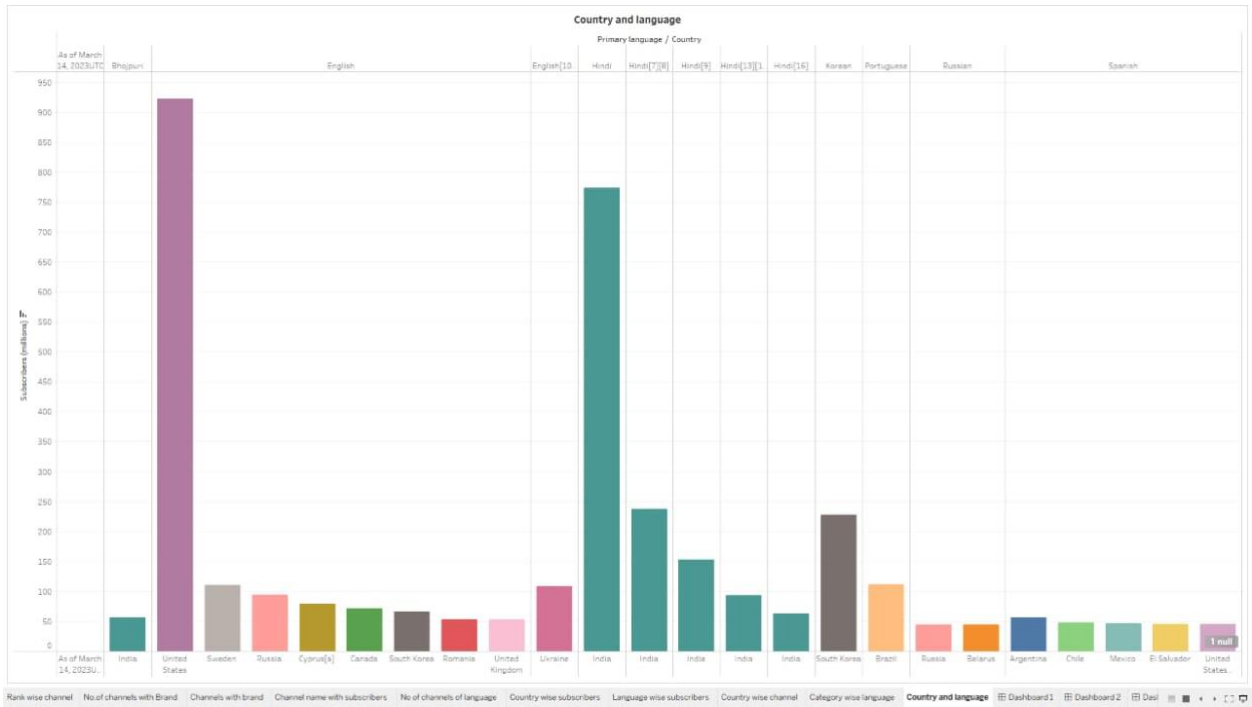
Rank wise channel No of channels with Brand Channels with brand Channel name with subscribers No of channels of language Country wise subscribers Language wise subscribers Country wise channel Category wise language Country and language Dashboard1 Dashboard2 Deal



Rank wise channel No of channels with Brand Channels with brand Channel name with subscribers No of channels of language Country wise subscribers Language wise subscribers Country wise channel Category wise language Country and language Dashboard1 Dashboard2 Deal

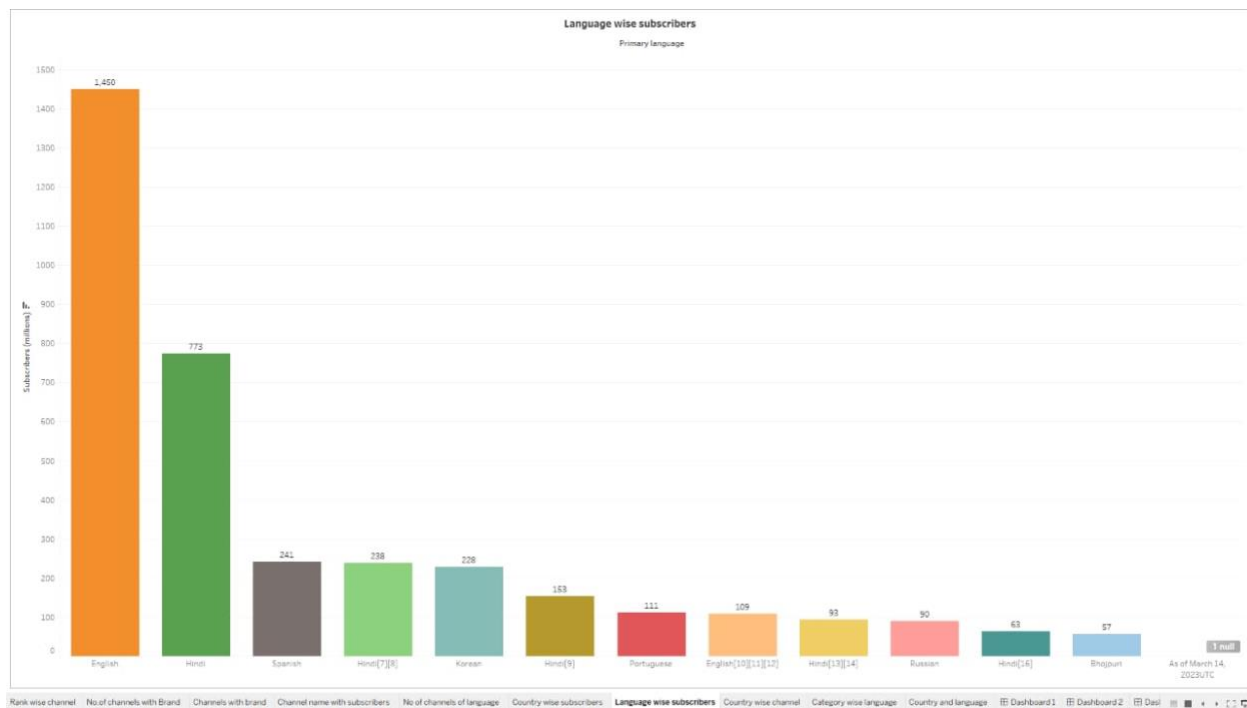






Rank wise channel	
Name	5
As of March 14, 2023 UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev...	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
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Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movielips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32
Eminem	33
Loonoo Kids	34
Ed Sheeran	35
Yash Raj Films	36
Ariana Grande	37
Taylor Swift	38
BillionSurpriseToys	39
Infobells	40
JuugaGerman	41
Billie Eilish	42
Badabun	43
PernanRoco	44
Eid Bunny	45
SonyMusicIndiaVEVO	46
Shemaroo	47
Get Movies	48
Felipe Neto	49
A4	50

Rank wise channel No of channels with Brand Channels with brand Channel name with subscribers No of channels of language Country wise subscribers Language wise subscribers Country wise channel Category wise language Country and language Dashboard 1 Dashboard 2 Desl



4. Advantages and disadvantage

It's free to use: You can watch and upload videos on YouTube. However, to get the free services, now, you have to manage several advertisements, most of which can skip, but some of which need to play partially or wholly. YouTube Premium is a paid service that allows users to go ad-free.

Wide selection of content: There is a wide variety of content available on YouTube, including music videos, educational videos, movie trailers, and more, as we have mentioned above. The range is such that people have made entire careers by being YouTube content creators in several niches.

Accessibility: You can access YouTube from any device with an internet connection, including your computer, smartphone, and tablet. It brings knowledge of the world, such as Ted Talks, to your room. You can even rent movies on YouTube.

Ease of use: YouTube has a user-friendly interface that makes it easy to find and watch videos. It even remembers your past viewing history and recommends similar videos.

Sharing: You can easily share videos from YouTube on social media and other websites. Additionally, while downloading videos from YouTube to your device is difficult, you can view downloaded videos offline on the YouTube platform and share their links with your friends and family.

Environmental Sustainability: YouTube has made efforts to reduce its carbon footprint by using renewable energy sources and increasing energy efficiency. However, it is still a large consumer of energy.

5. Application

Just check the explore icon next to the home icon. Tap on it and the explore page will open up on YouTube. The top part of the explore section has different genres available like trending, music, gaming, news, movies and fashion & beauty.

6. Conclusion

We hope you have a clear idea of how to kick-start your YouTube channel and scale it up to increase your subscriber base and make the most of a powerful platform like YouTube.

To make your YouTube channel a success story, you need to improvise on what you have gained through this in-depth guide.

Without making a significant effort, using and analyzing all the tactics and strategies, you won't be able to find your tailored success mantra.

Make the most of the golden opportunity that YouTube provides to brands and businesses across the globe.

To make the most out of the platform, use Social Pilot's unparalleled YouTube marketing features. Easily manage YouTube scheduling, social media calendar, bulk scheduling, and content curation for multiple YouTube channels from a single dashboard.

7. Future scope

Yes there is and it's a growing market. Shame on anyone who tries to tell you that you "shouldn't make a YouTube channel for the money". Don't let people tell you what to do with your life. If starting a channel with every intention to make it a career and to earn a decent living off it then go for it.