SUBSCRIBERS GALORE : Exploring World's Top Youtube Channels.

-A detailed report-

# 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. With that being said, we are about to prepare the digital visualization of the procured data. Which will be further developed enough to interpret useful information.

1.2   Purpose

The solution of this digital analysis aims at providing insights to media niche corporates operating in youtube platform. This visualization can also help anybody aiming to professionalize youtube platform at an international level.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy map
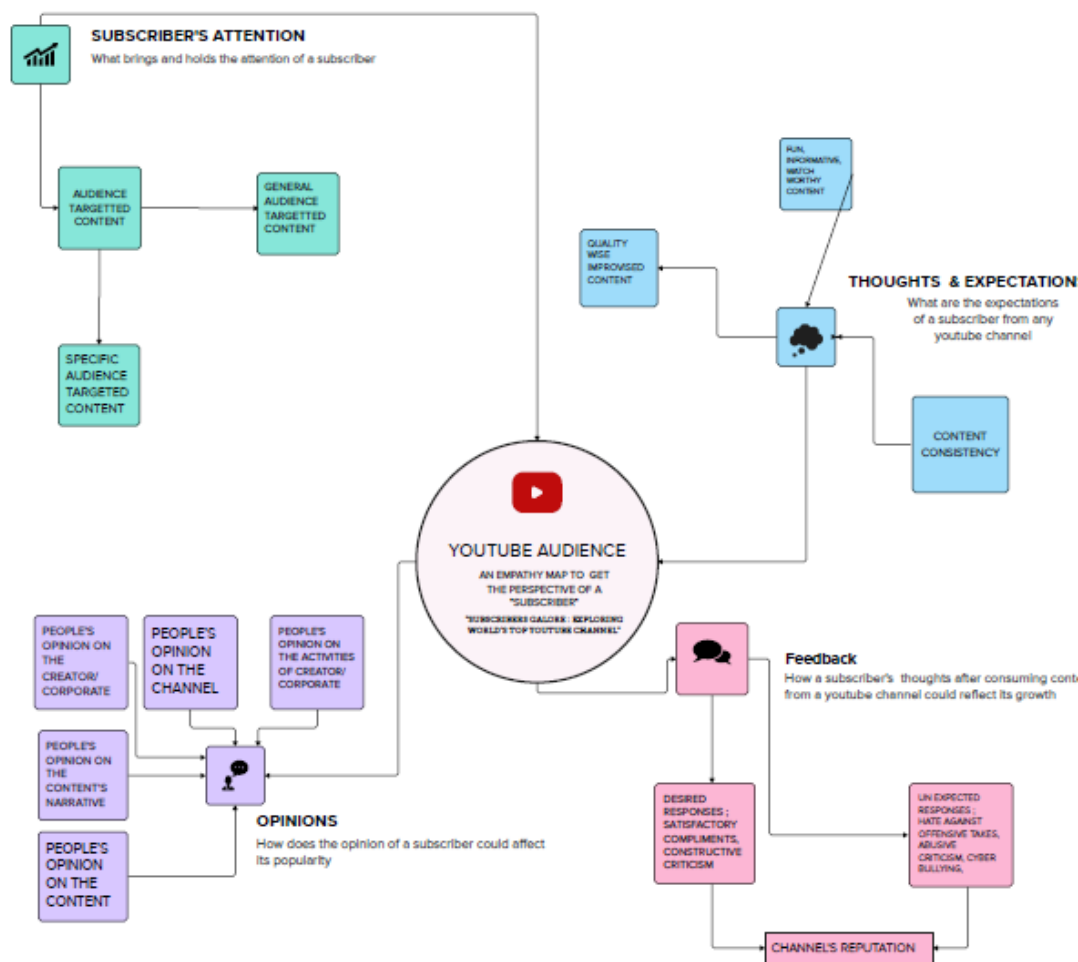
2.2 Ideation & Brainstorming Map

Brainstorming session : Subscribers Galore

we are intending to brainstorm an idea with mutual cooperation by welcoming interesting discussions and expanding discussed ideas into well-developed presentable data.

- 🕐 15 minutes to prepare
- ⏳ 30-60 minutes to collaborate
- 👤 4 team members

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕐 15 minutes

Ⓐ Refer the chosen "how" questions

Ⓑ Set the stage for creativity and inclusivity
discuss the ideas, remember to play by the rules.

RULES

1. **Encourage wild ideas** (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
2. **Defer judgement** (This can be as direct as harsh words or as subtle as a condescending tone or talking over one another.)
3. **Build on the ideas of others** ("I want to build on that idea" or the use of "yes, and...")
4. **Stay focused on the topic at hand**
5. **Have one conversation at a time**
6. **Be visual** (Draw and/or upload to show ideas, whenever possible.)
7. **Go for quantity**

Ⓐ 🕐 10 minutes

1. How should we get the necessary data required for this project.

2. how should we make use of the procured data

3. How should we partition the work among us

4. How should we combine the partitioned work for this project.

5. How should we present the combined project

1

Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕐 10 minutes

Brainstorming as a group
🕐 15 minutes

everbody discussed their ideas, confronted until a constructive was made forth, accepted the flaws in each of their ideas, whishes to proceed with the fourth team member's ideas.

parameshwaran

1. Procuring Top Youtubers list from blogs and wikipedia, combing them into a single file. taking them into an excel file as charts.

2. Procuring Top Youtubers list from finance magazines, business magazines, technical magazines according to their monthly revenue, according to their analytical performance, according to their informative content providing capacity, respectively and combing them into a single file, taking them into an excel file.

2.

Everybody was given two votes, to each
represent their idea with one vote.

🕐 5 minutes
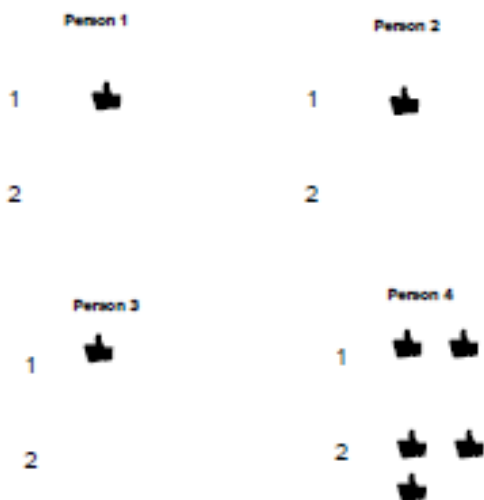
finally, settled for an idea,
ending this session with below closure.

Person 1

1 👍

2

Person 2

1 👍

2

Person 3

1 👍

2

Person 4

1 👍 👍

2 👍 👍

👍

closure :

Further small brain storming sessions for small tasks
can be conducted if needed.

Idea priortization
If there were any problems with procuring data,
the second most voted ideas can be priortised
and proceeded

Idea compromisation
This idea is born due to the collective effort of the
team, it can compromised in future if any one of the
team decides to not hold into it.

3.

** for a better view, see the file uploaded at
Github

3.RESULT

The story is consisting of six segments,

i.   Introduction

ii.   Channel details

iii. List of channel with number of subscribers
      and language.

iv.   Category wise Language and Country wise
      Language

v.   Language and Country wise Subscribers.

vi.   Country wise Primary Language , Number of
      Subscribers And Total Number of Subscribers

i) Introduction

The introduction part gives detail about the Youtube media platform.

SUBSCRIBERS GALORE : EXPLORING WORLD'S TOP YOUTUBE CHANNELS

Project By

Team Leader : S.Vishnu.
Team Members :
N.Sriharibalaji,
V.Parameshwaran,
F.Sahari

story

INTODUCTION	Channel details	List of channel with number of subscribers and language.	Category wise Language and Country wise Language	Language and Cou wise Subscribers.

Subscribers And Total

Rank_Analysis | No. Of Channels with Brand | Channel Brand

Name	
As of March 14, 2023U..	
T-Series	1
Cocomelon	2
Sony Entertainment T..	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
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainm..	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
LooLoo Kids	34

Brand channel — Count of Rank: No 18, Yes 32

Channel Brand Name	Brand channel No	Brand channel Yes
Aaj Tak		■
5-Minute Crafts		■
A4	■	
Ariana Grande	■	
Bad Bunny	■	
Badabun		■
BangtanTV	■	
Billie Eilish	■	
BillionSurpriseToys		■
Blackpink		■
Canal KondZilla		■
ChuChu TV		■
Cocomelon		■
Colors TV		■
Dude Perfect	■	
Ed Sheeran	■	
El Reino Infantil		■
Eminem	■	
Felipe Neto	■	
Fernanfloo	■	
Get Movies		■
Goldmines		
Hybe Labels		
Infobells		
JuegaGerman	■	
Justin Bieber	■	
Kids Diana Show		■
Like Nastya	■	
LooLoo Kids		■
Marshmello	■	
Movieclips		■
MrBeast	■	
PewDiePie	■	
Pinkfong		■
Shemaroo		■

ii) Channel details

The channel details section has three columns

1.Rank Details

The rank details column interpretation lists all channels rank-wise, the rank number is based on total number of subscribers.

2.Brand channel graph.

The graph compares branded and non-branded channels based on their rank. It shows that most ranked channels are branded, among fifty channels, 32 channels are branded and 18 channels are non-branded

3. Channel Brand

This column describes whether a channel is branded or not.

iii) List of channel with number of subscribers and language.

This section is also divided into two columns

1) Channel with subscribers

2) Language, country wise subscription density.

1) Channel with subscribers

This treemap interpretation gives information in a much more detailed graphical manner. It compares individual channel subscriptions, the visualization helps to understand the size of each channel.

2) Language, country wise subscription density
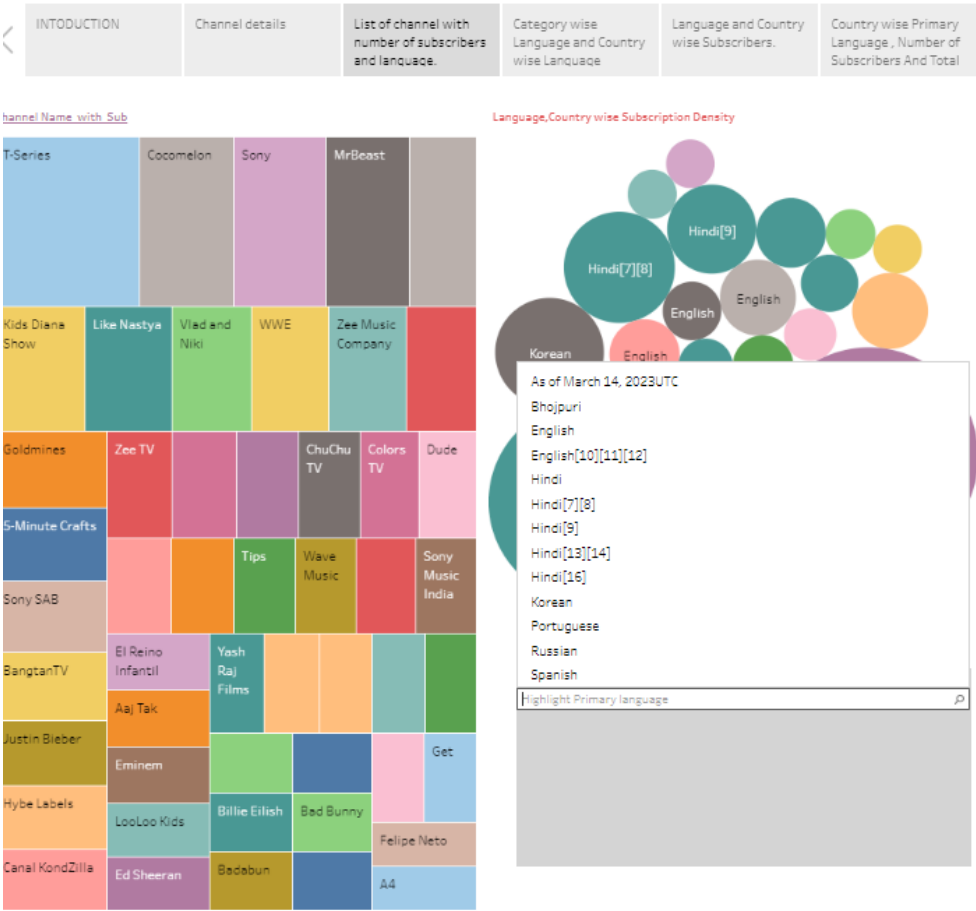
The visual interpretation used here is packed bubbles data interpretation. It compares country wise subscriptions density respective to primary language of channels.

iv. Category wise Language and Country wise Language

1) Category wise Language

2) Country wise language

1) Category wise Language

The horizontal bars representation method is used here. The category wise representation tells about which category is most consumed in each language.

3) Country and Language

The symbol maps visualization is used in this context; it tells about the density of consumption of content by subscribers of diverse languages in every country of dataset.

v) Language and Country wise Subscribers
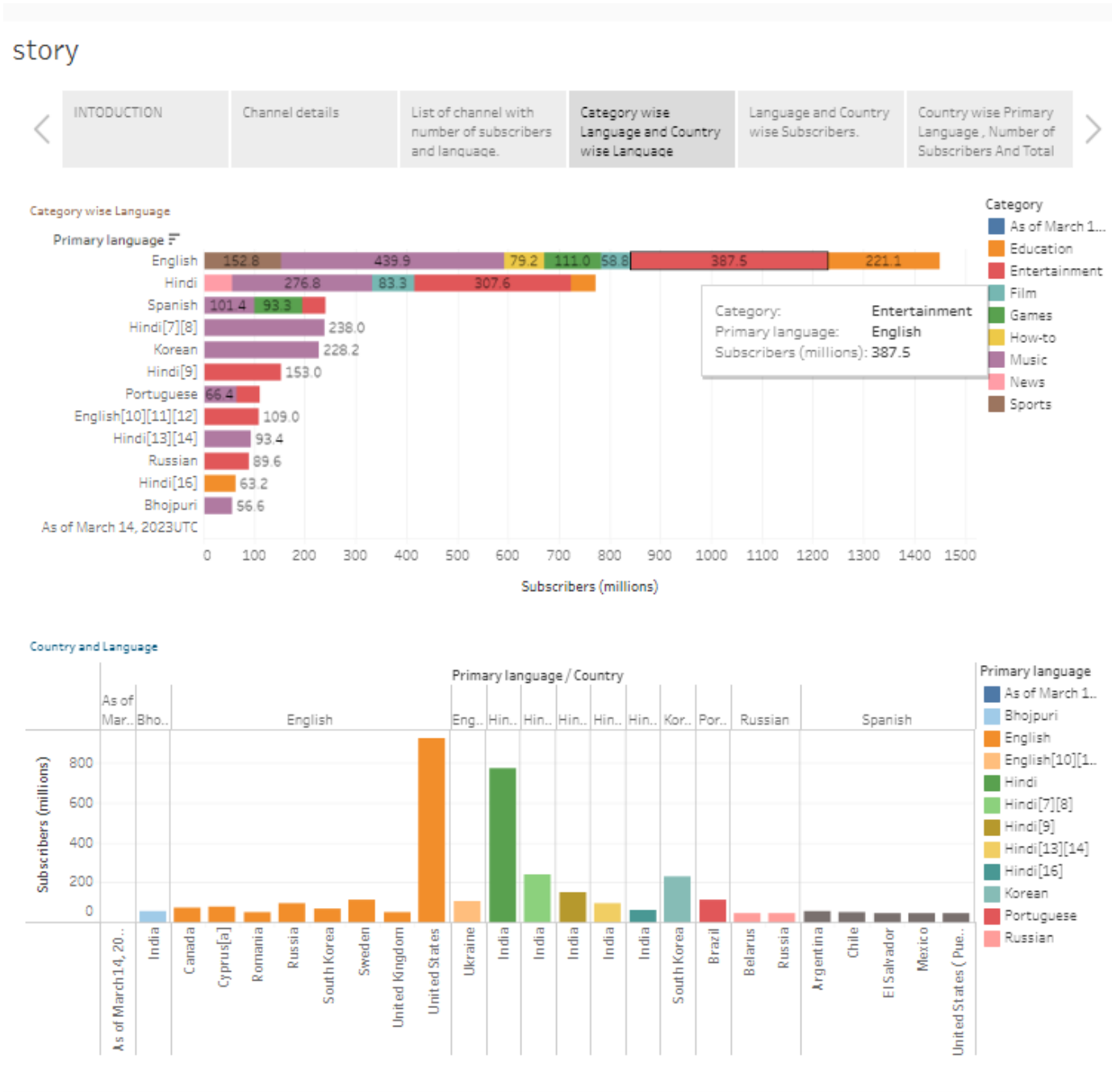
1) Subscriptions Language wise

2) Country wise Subscriptions (along with language)

1) Subscriptions Language wise

The horizontal bars data interpretation is used here. This gives us insights about which language is dominant among subscribers.

2) Country wise Subscriptions (along with language)

The symbol maps data visualization is used here. It tells diverese amount of information regarding a country. The graphical data lists countries subscriptions wise. The horizontal bar (countries) has language filters
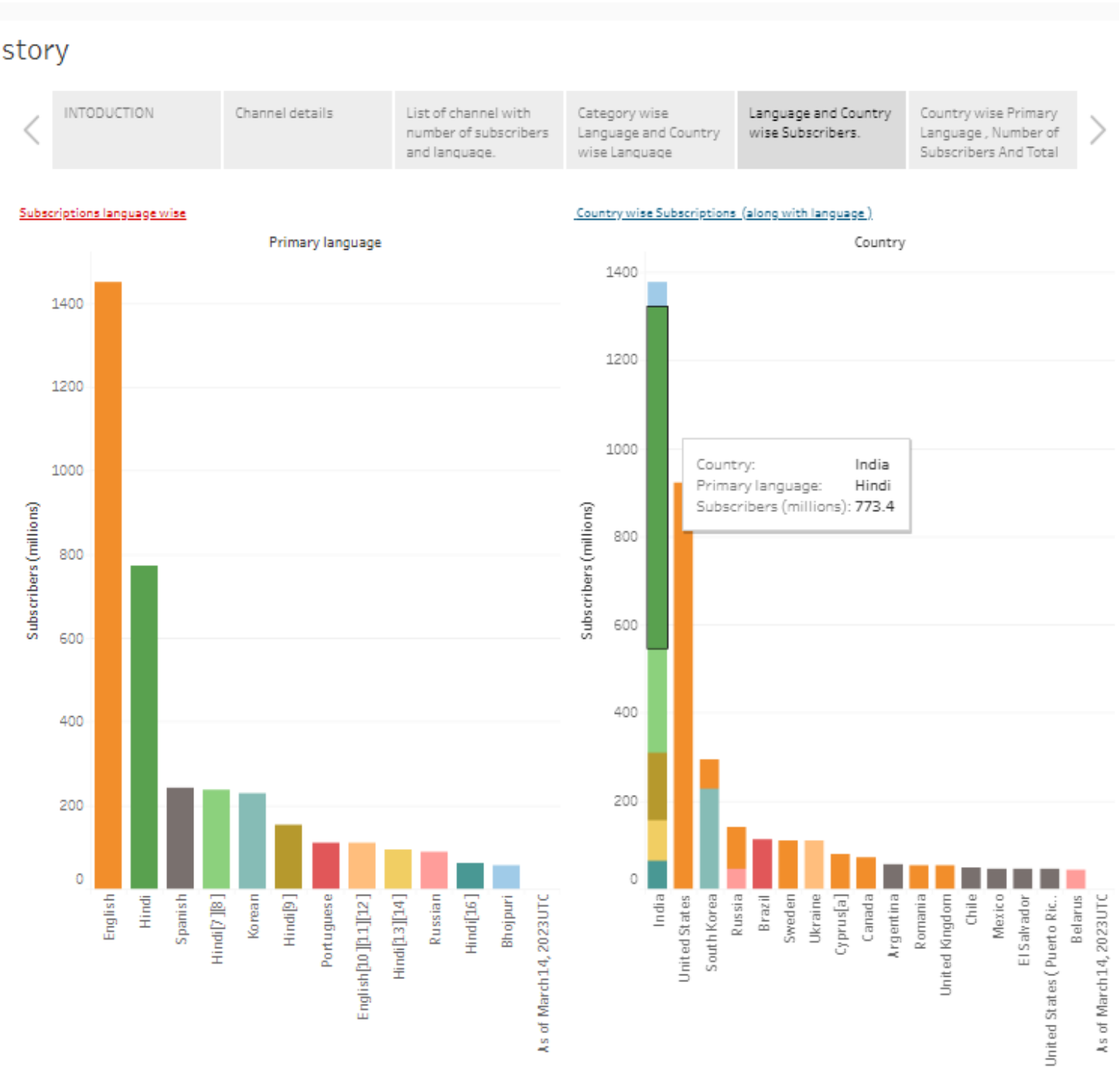
vi. Country wise Primary Language , Number of Subscribers And Total Number of Subscribers

The symbol maps interpretation is used in this section. The opacity of colour represents the density of subscriptions. This map interpretation tells about the popularly consumed language in each country.
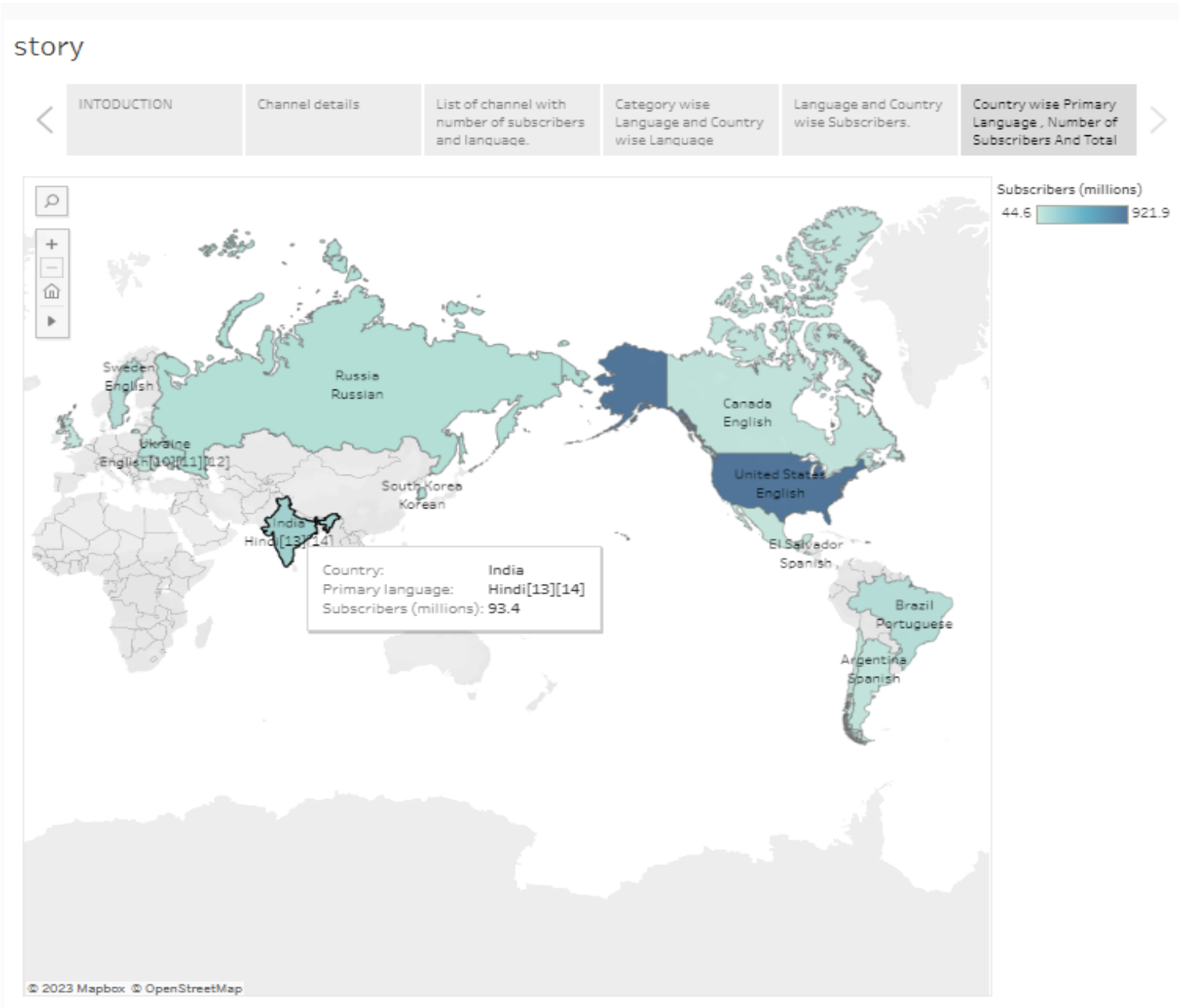
4 ADVANTAGES & DISADVANTAGES

Advantages :

i) The visualization covers almost all top countries.

ii) The visualization assumes subscriptions as deciding factor for each categorical analysis. The Commercial perception of this field is highly dependent on this subscription factor.

iii) The language wise analysis which were made in the story will help the commercial content creators to produce their content in a country's most consumed language.

iv) The brand channel analysis which were made also gives valuable insights to commercial creators.

Disadvantages:

i) This analysis doesn't provide any data regarding viewership.

ii) This visualization is concerned more about commercial aspects of youtube channels.

5.APPLICATIONS:

This visualization will be helpful to commercial media content creators and other businesses operating in this niche. And Every other business like movie production houses etc… looking for a world-wide opening in Youtube media sector could use these visualizations to predict their possible success rate. Advertisement endorsing businesses like google ad sense etc… could also make use of this visualization. This solution has a wide scope of applicability.

6. CONCLUSION:

The conclusion for each analytical comparison is graphical enough to perceive a valuable information. The findings are listed below

I. The conclusion is that there is always a world-wide opening for music sector channel making content in English.

II. Music is the most consumed category in English language.

III. Obviously English language is most consumed primary language.

IV. It appears that most subscriptions are from India, Second most are from United states, Third most are from South Korea.

V. The brand based channels have more success rate (subscriptions wise) than the non-brand channels.

7.FUTURE SCOPE

The future enhancements that can be made to the analysis depend on the procurement of desired data.

i) The age data of subscribers are more crucial to ad based business. Specialized visualizations can be made if those data are made available.

ii) The data analysis based on viewership will help commercial business. So if the data regarding viewership were given, more accurate visualizations can be made.

8.APPENDIX

A.Source code of html file made using embed code option:

```
      <div class='tableauPlaceholder' id='viz1696577961588'
style='position: relative'><noscript><a href='#'><img alt='story  '
src='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Su&#
47;SubscriberGalorefinal&#47;story&#47;1_rss.png' style='border: none'
/></a></noscript><object class='tableauViz'
style='display:none;'><param name='host_url'
value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param
name='embed_code_version' value='3' /> <param name='site_root'
value='' /><param name='name' value='SubscriberGalorefinal&#47;story'
/><param name='tabs' value='no' /><param name='toolbar' value='yes'
/><param name='static_image'
value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Su
&#47;SubscriberGalorefinal&#47;story&#47;1.png' /> <param
name='animate_transition' value='yes' /><param
name='display_static_image' value='yes' /><param
name='display_spinner' value='yes' /><param name='display_overlay'
value='yes' /><param name='display_count' value='yes' /><param
name='language' value='en-US' /></object></div>                <script
type='text/javascript'>                var divElement =
document.getElementById('viz1696577961588');                var
vizElement = divElement.getElementsByTagName('object')[0];
vizElement.style.width='1016px';vizElement.style.height='991px';
var scriptElement = document.createElement('script');
scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>
```