

# UK YouTube Channels Insights: Engagement and Performance Overview

Overview

Product Placement Campaign

Video Series Sponsorship

Audience Reach Maximization

Channel Engagement Ratio

3M

Average Views per Video

461

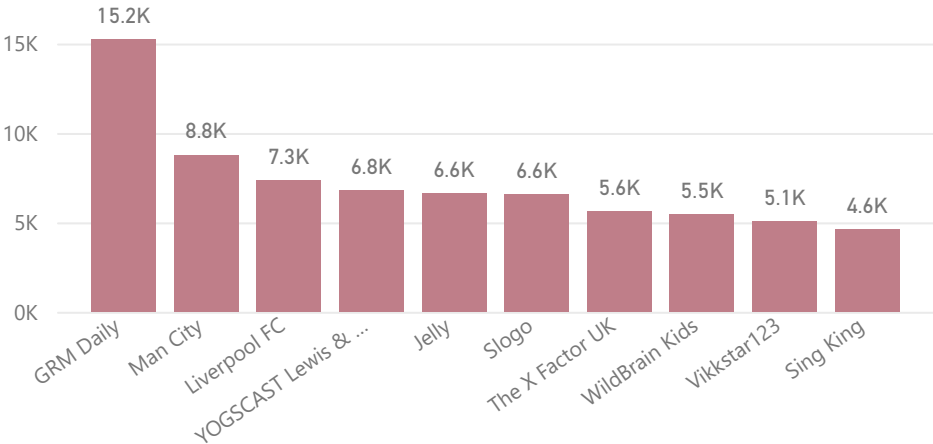
Views per Subscriber

5.81K

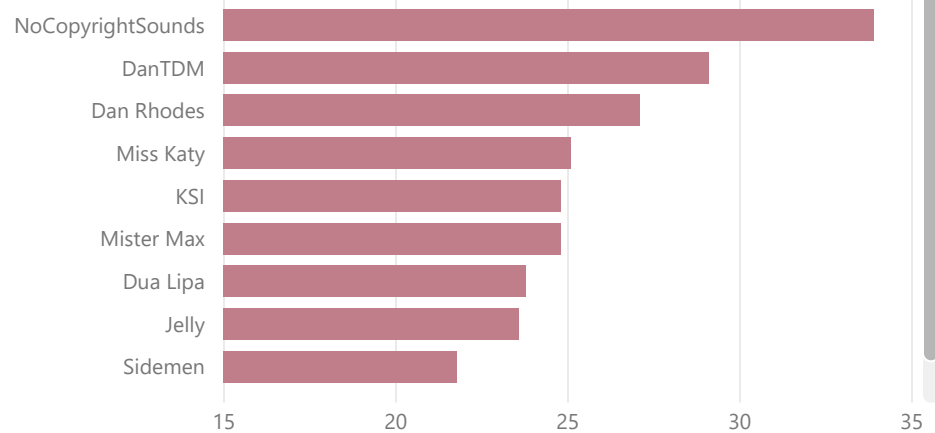
Subscriber Engagement Rate

Channel Name	Total Subscribers (M)	Total Videos	Total Views (B)
NoCopyrightSounds	33.90	1850	11.45
DanTDM	29.10	3732	20.04
Dan Rhodes	27.10	1677	19.12
Miss Katy	25.10	1120	16.01
KSI	24.80	1264	6.14
Mister Max	24.80	1172	16.30
Dua Lipa	23.80	285	13.86
Jelly	23.60	6614	15.21
Sidemen	21.80	385	6.61
Total	1,012.88	174475	466.87

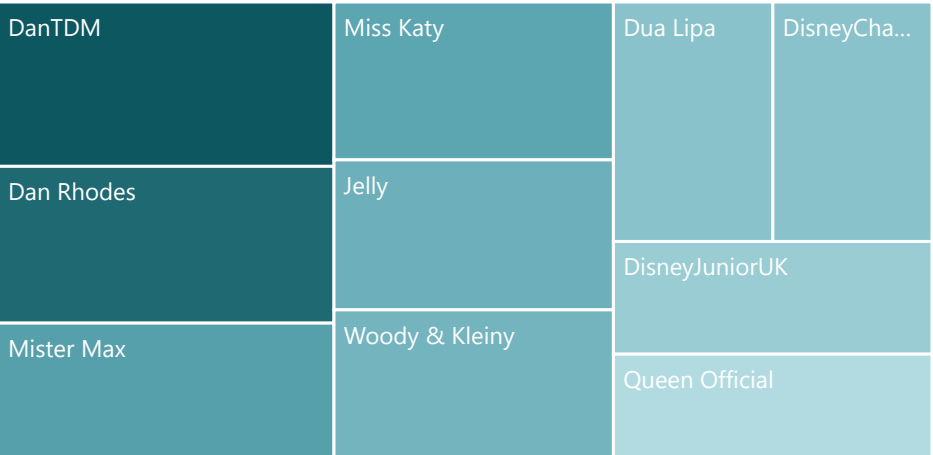
Total Videos by Channel Name



Top 10 Youtubers By Subscribers



Top 10 Youtubers By Views





# Product Placement Campaign: Top Channels by Subscribers

\$217.59K

Net profit

435%

ROI

\$50K

Campaign Cost

Channel Engagement  
Ratio

3M

Average Views per Video

461

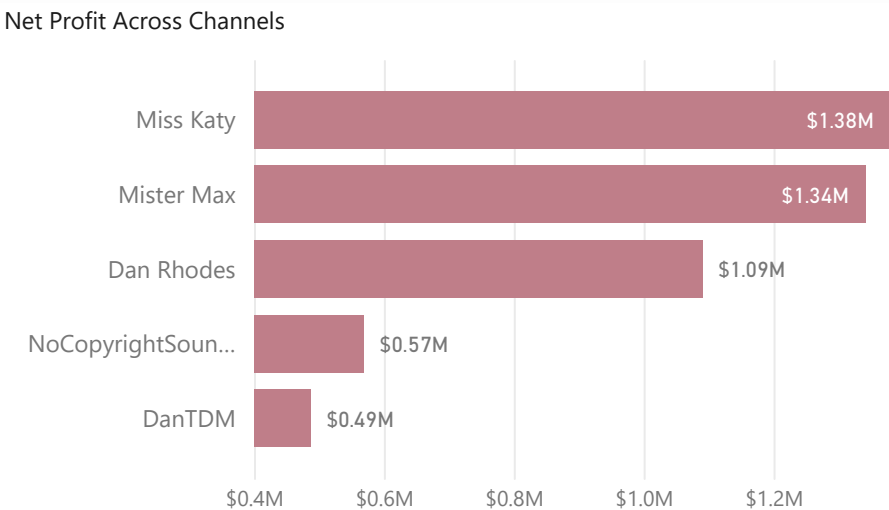
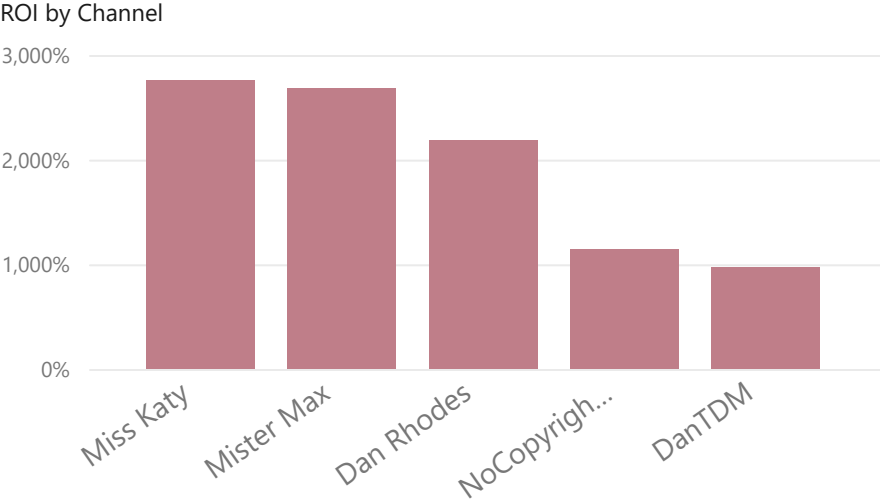
Views per Subscriber

5.81K

Subscriber Engagement Rate

**Recommendation :** [Miss Katy](#) and [Mister Max](#) are excellent choices due to their high engagement ratios, potential revenue, and substantial subscriber base. Prioritize them for campaigns where maximum exposure and profitability are essential.

Channel Name	Total Subscribers (M)	Average Views per Video	Potential Revenue per Video	Net Profit
Miss Katy	25.10	14,293,048	\$1,429,305	\$1,379,304.77
Mister Max	24.80	13,911,174	\$1,391,117	\$1,341,117.43
Dan Rhodes	27.10	11,398,340	\$1,139,834	\$1,089,833.99
NoCopyrightSounds	33.90	6,187,974	\$618,797	\$568,797.35
DanTDM	29.10	5,369,320	\$536,932	\$486,931.95
Total	140.00	8,681,099	\$868,110	\$818,109.91





# 11-Video Series Sponsorship: Top Channels by Content Volume

\$212.59K

Net Profit

386.52%

ROI

\$55K

Campaign Cost

Channel Engagement Ratio

3M

Average Views per Video

461

Views per Subscriber

5.81K

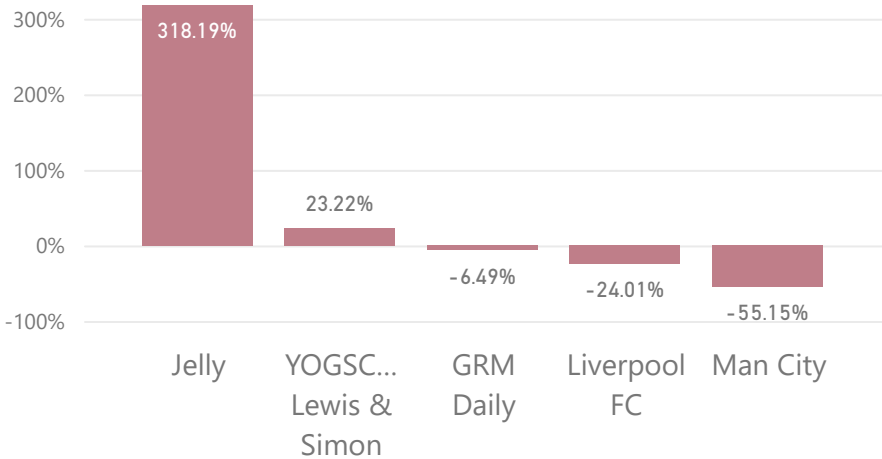
Subscriber Engagement Rate

Recommendation :

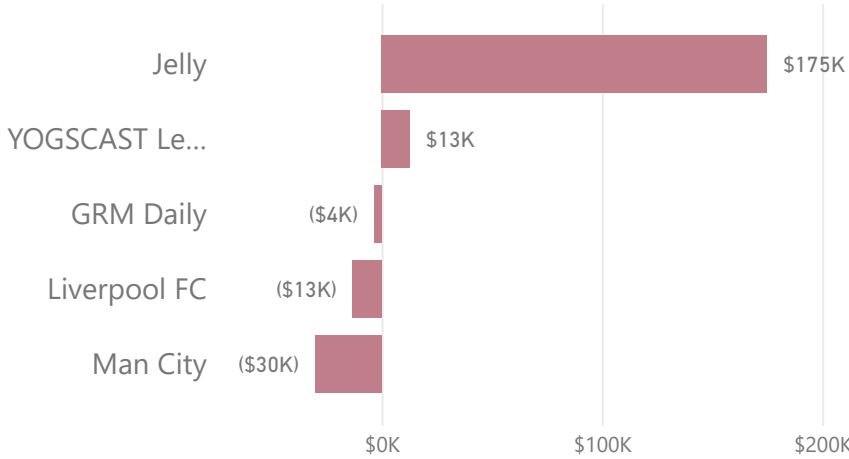
Jelly stands out as the most profitable choice for video series sponsorship campaigns, thanks to its high engagement and ROI. Consider allocating a larger budget to maximize returns.

Channel Name	Total Videos	Average Views per Video	Potential Revenue per Video	Net Profit
Jelly	6614	2,300,047	\$230,005	\$175,004.71
YOGSCAST Lewis & Simon	6799	677,694	\$67,769	\$12,769.42
GRM Daily	15217	514,322	\$51,432	(\$3,567.79)
Liverpool FC	7329	417,932	\$41,793	(\$13,206.79)
Man City	8769	246,666	\$24,667	(\$30,333.35)
Total	44728	734,945	\$73,495	\$18,494.54

ROI by Channel



Net Profit Across Channels





# Audience Reach Maximization: Influencer Marketing Insights

\$137.59K

Net Profit

105.84%

ROI

\$130K

Campaign Cost

Channel Engagement  
Ratio

3M

Average Views per Video

461

Views per Subscriber

5.81K

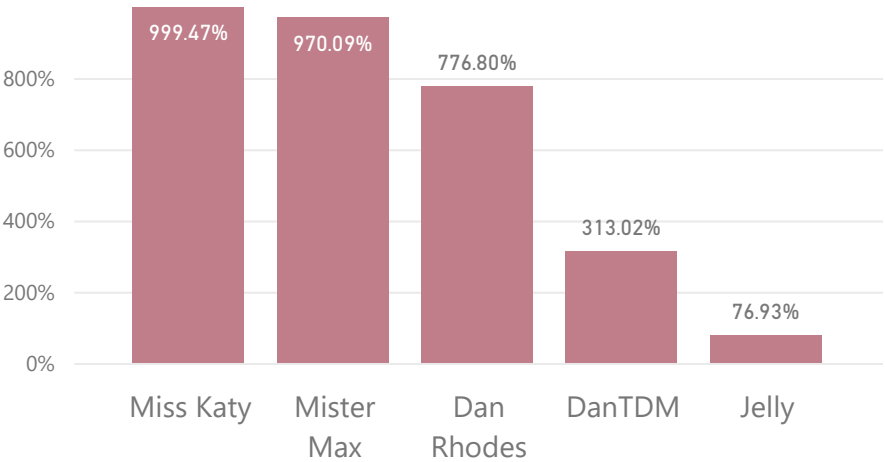
Subscriber Engagement Rate

Recommendation :

Miss Katy and Mister Max are the top choices for maximizing audience reach, offering the best net profits and ROI. Dan Rhodes is also a strong secondary option, with solid performance in both profit and ROI.

Channel Name	Total Views (B)	Average Views per Video	Potential Revenue per Video	Net Profit
Miss Katy	16.01	14,293,048	\$1,429,305	\$1,299,304.77
Mister Max	16.30	13,911,174	\$1,391,117	\$1,261,117.43
Dan Rhodes	19.12	11,398,340	\$1,139,834	\$1,009,833.99
DanTDM	20.04	5,369,320	\$536,932	\$406,931.95
Jelly	15.21	2,300,047	\$230,005	\$100,004.71
Total	86.68	6,055,043	\$605,504	\$475,504.28

ROI by Channel



Net Profit Across Channels

