

# **NAAN MUTHALVAN**

SUBSCRIBERS GLOREY

EXPLORING WORLD'S TOP YOUTUBE CHANNELS

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## **Project title**

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## **SUBSCRIBERS GLOREY**

### **EXPLORING WORLD'S TOP YOUTUBE CHANNELS**

#### **1. Introduction:**

Indian record label **T-Series** is the most-subscribed channel, with over 251 million subscribers as of October 2023. American YouTube personality **MrBeast** is the most-subscribed individual and second most-subscribed channel overall, with 200 million subscribers as of October 2023

#### **Overview:**

##### **Exploring the World's Top 10 Most Subscribed YouTube Channels in 2023**

- #1 T-Series. ...
- #2 MrBeast. ...
- #3 Cocomelon. ...
- #4 Sony Entertainment Television (SET) India. ...
- #5 Kids Diana Show. ...
- #6 PewDiePie. ...
- #7 Like Nastya. ...
- #8 Vlad and Niki

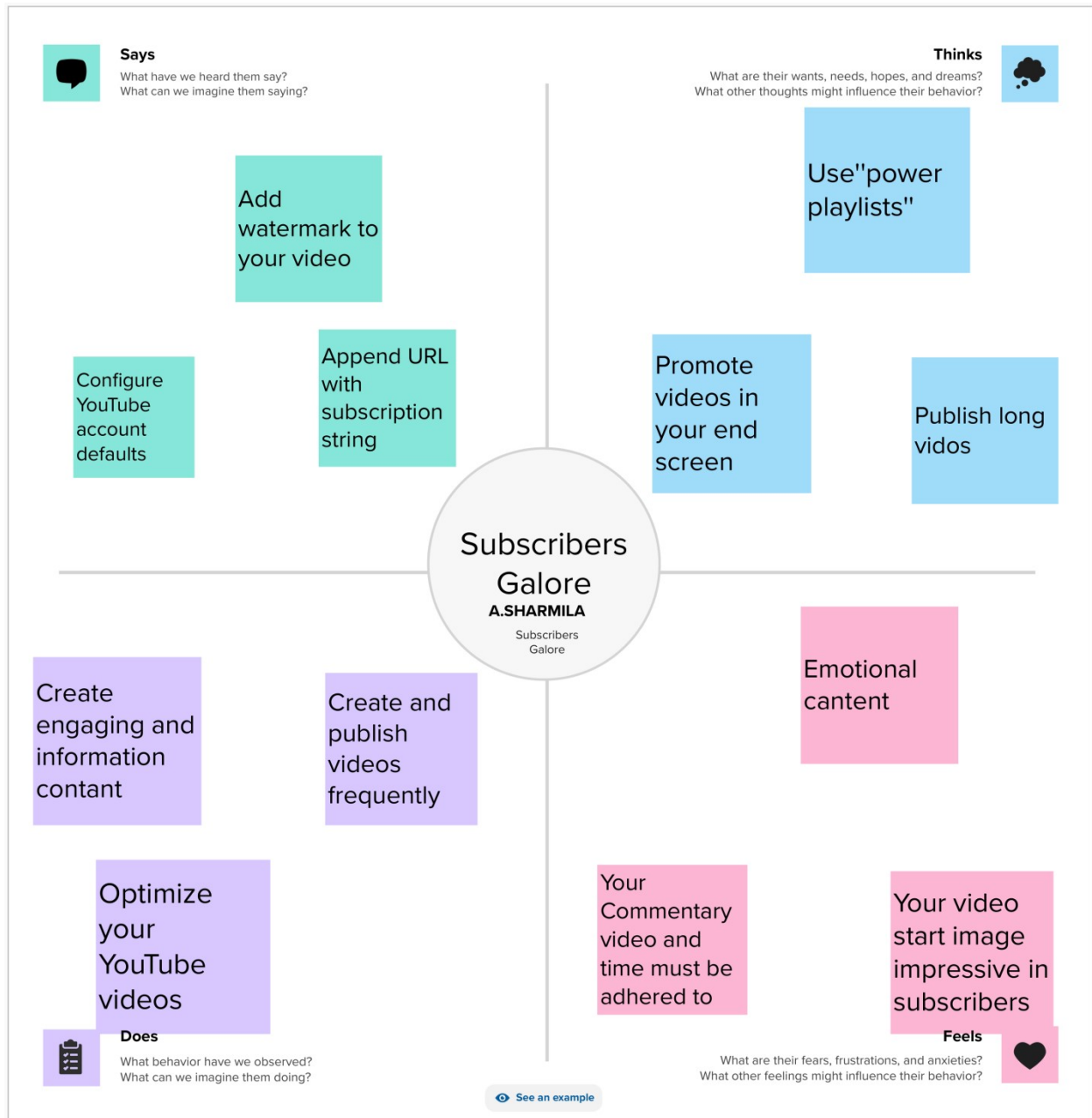
#### **Purpose:**

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

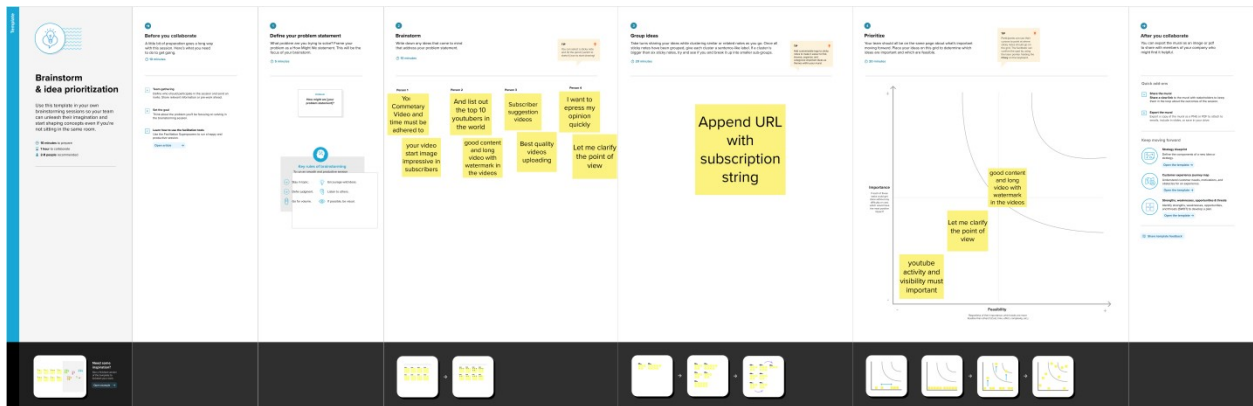
#### **Problem statement & design thinking**

Subscribers are also important because YouTube will send them notifications about your new videos and feature them on their homepage, helping generate more views. Subscribers also watch twice as much video as non-subscribers, so the more subscribers you have, the more watch time your videos will collect

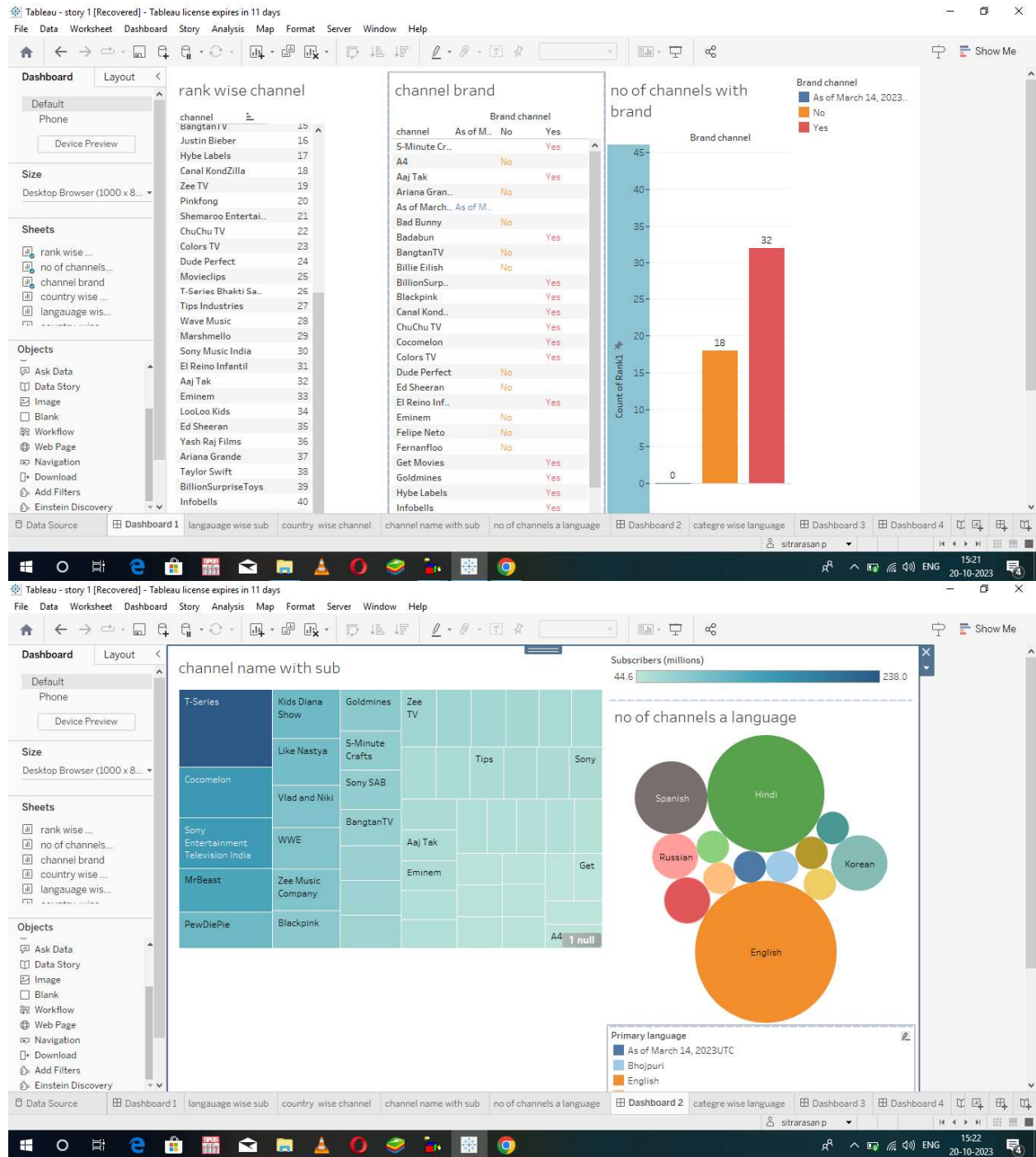
## Empathy map

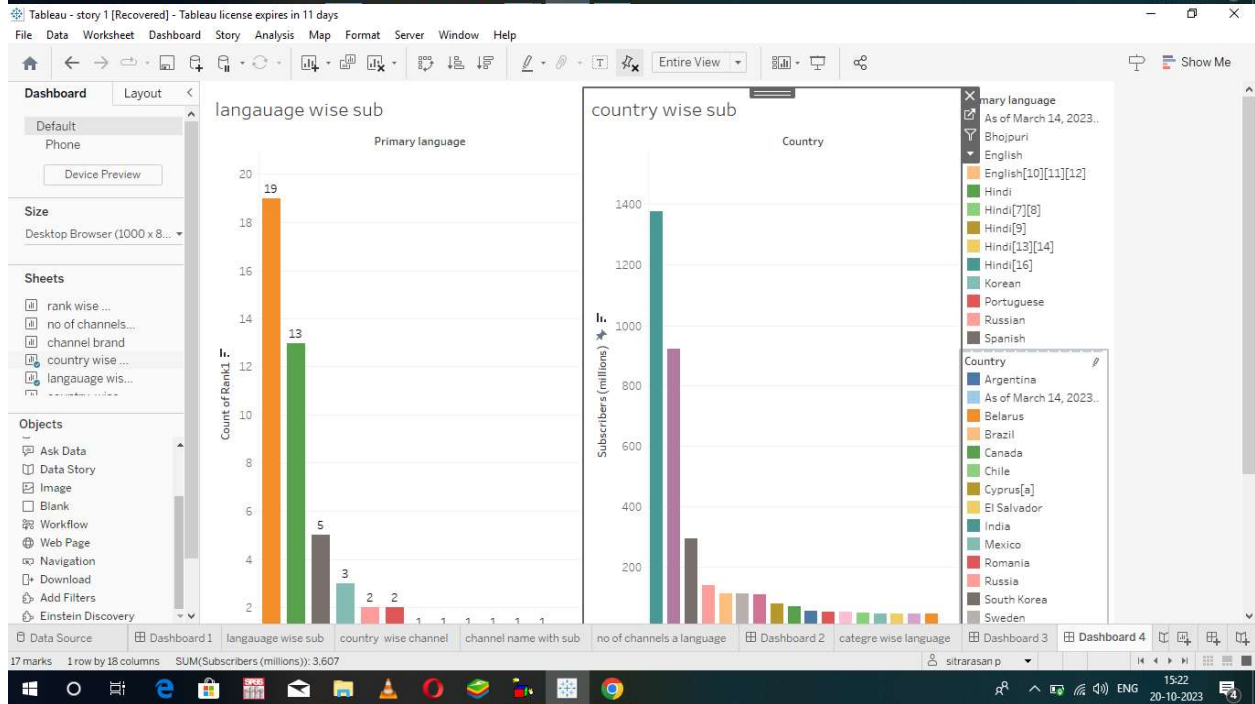
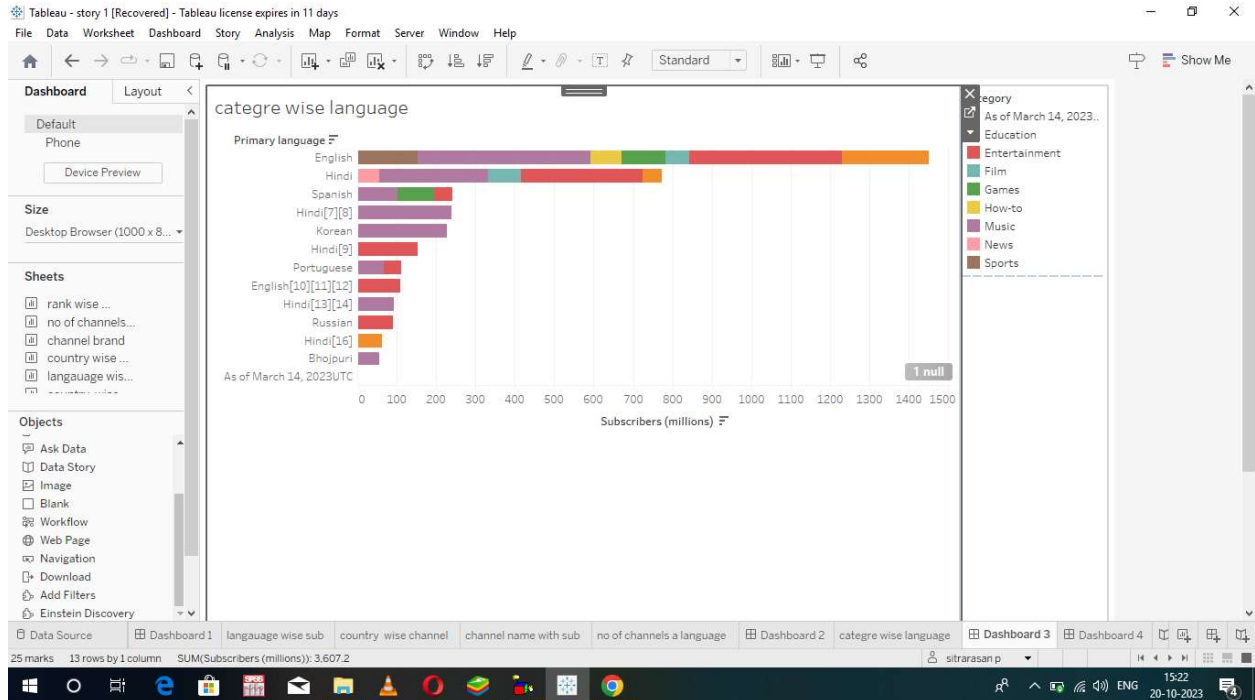


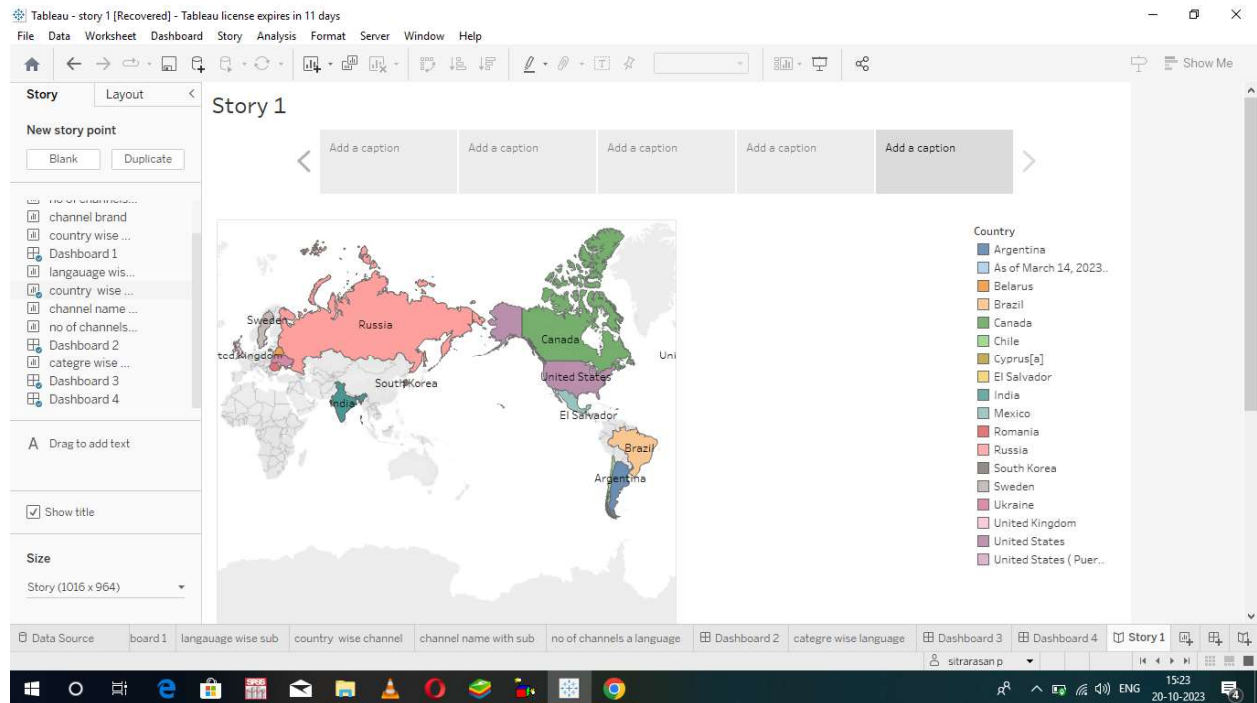
### Ideation and brainstorming map:



## Result:







## Advantages:

With YouTube Premium, you can watch millions of videos without interruptions by ads before and during a video, including video overlay ads. You will also not see third-party banner ads and search ads.

## Disadvantages:

- Your channel will grow slowly.
- Sometimes you won't get enough views to reach your desired milestone.
- You will lose hope at a certain time but that doesn't mean you stop, you have to push and make your dreams turn



## Application:

Rank	Top YouTubers	Subscribers
1	CarryMinati	38.3 million
2	<b>Total Gaming</b>	34.7 million
3	Techno Gamerz	32.6 million
4	Mr. Indian Hacker	30.5 million

## Conclusion:

YouTubers can see their subscribers' subscriptions unless they choose to keep them private. However, the subscriber's interaction with the content, like watch time and viewed videos, is private

## Future scope:

### Fastest Growing Youtube channels in 2023 | Top Youtube channels

- 1.CarryMinati. Are you ready to meet the YouTube sensation who's taking the internet by storm? ...
- 2.Round2Hell. ...
- 3.Sandeep Maheshwari. ...
- 4.BB Ki Vines. ...
- 5.FactTechz. ...
- 6.Amit Bhadana. ...
- 7.Harsh Beniwal. ...
- 8.Ashish Chanchlani Vines.