

Sonaimeenal Arts and Science college, Mudhukulathur.

Pg Department of mathematics

PROJECT TITLE: Subscribers Galore Exploring World's Top You Tube Channels

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1. INTRODUCTION :

1.1 OVERVIEW :

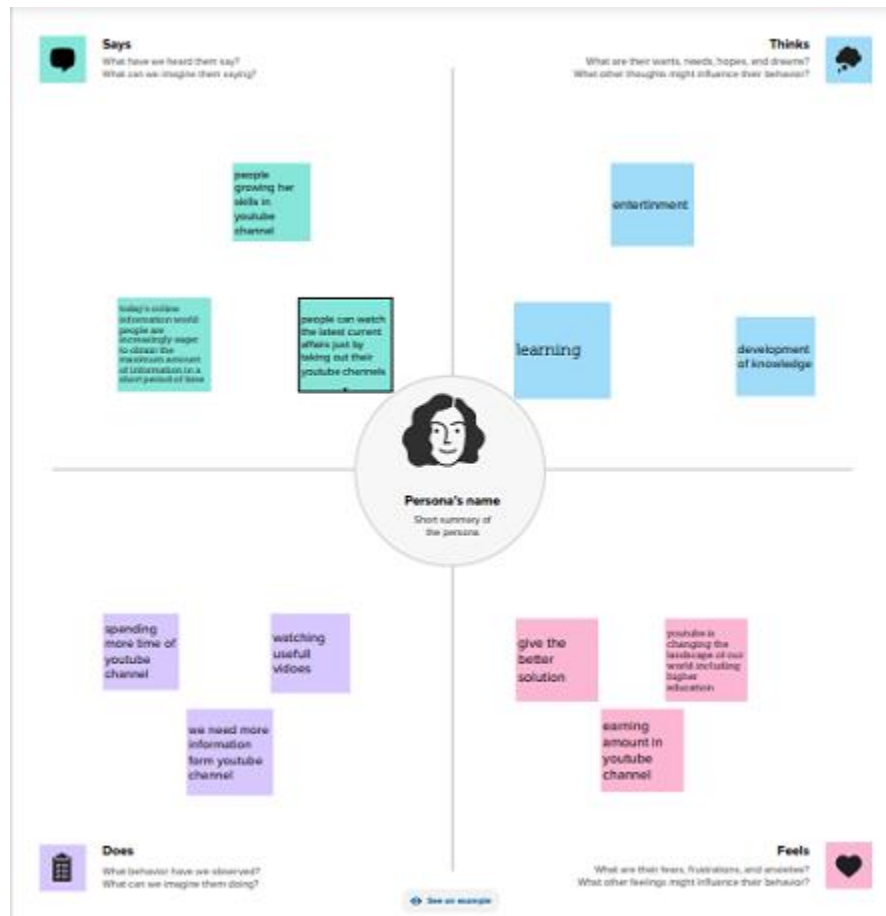
A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005.

1.2 PURPOSE:

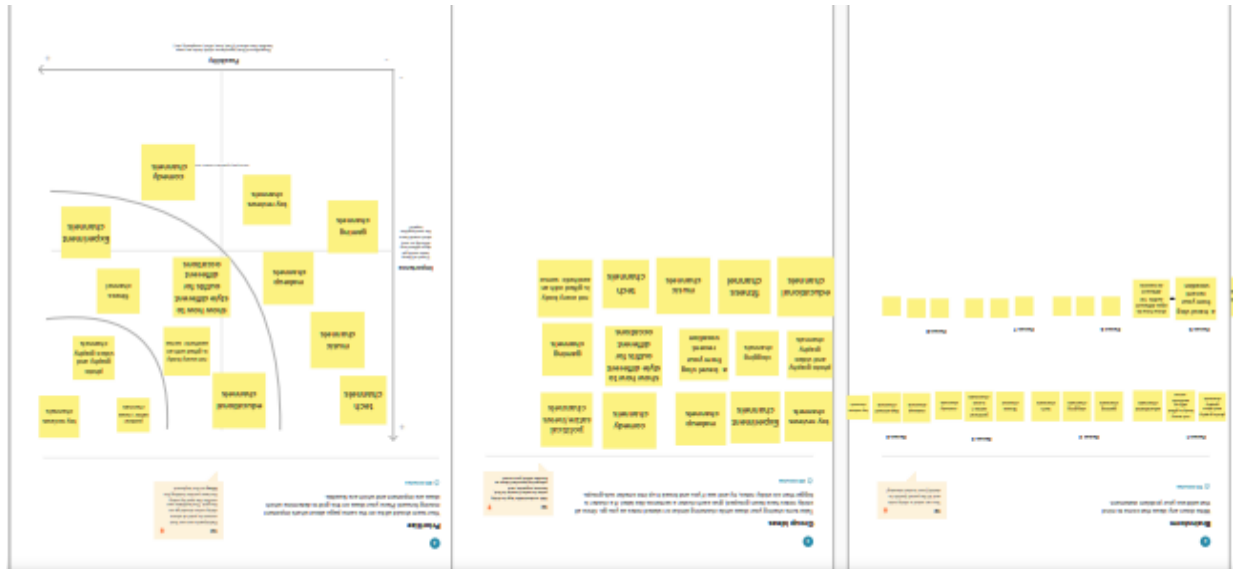
The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferral of their content (such as JustinBieberVEVO and TaylorSwiftVEVO)[B] are excluded.

2.Problem Definition And Design Thinking :

2.1 EMPATHYMAP :



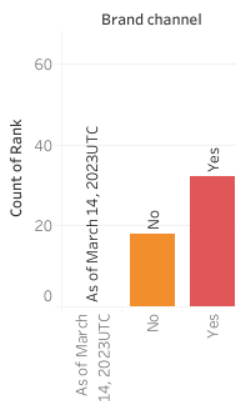
2.2 IDEATION AND BRAINSTORMING :



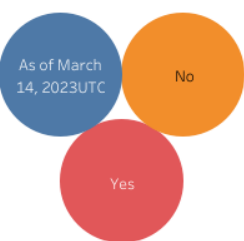
3.RESULTS:

DASHBOARD AND STORIES:

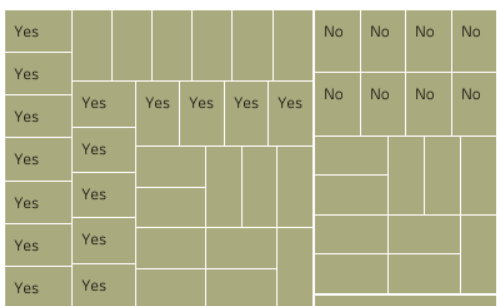
no of channels with brand



brand channel wise sub



rank wise channel



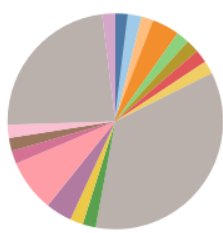
Brand channel

Count of List of most-sub..

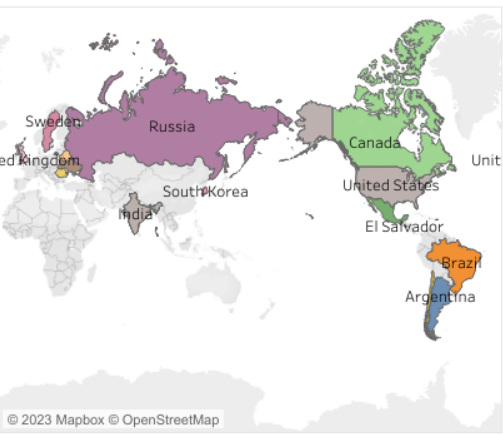
Country

Count of List of most-sub..

category wise country



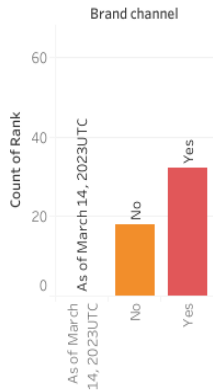
country and lang



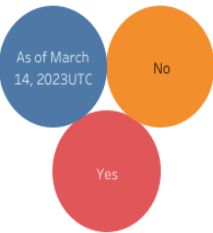
Story 1



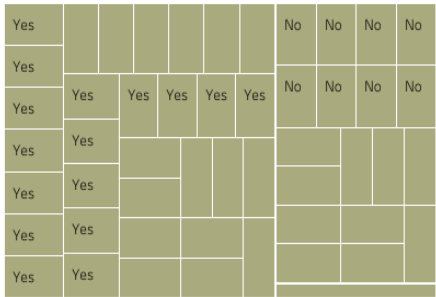
no of channels with brand



brand channel wise sub



rank wise channel

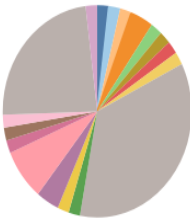


Brand channel

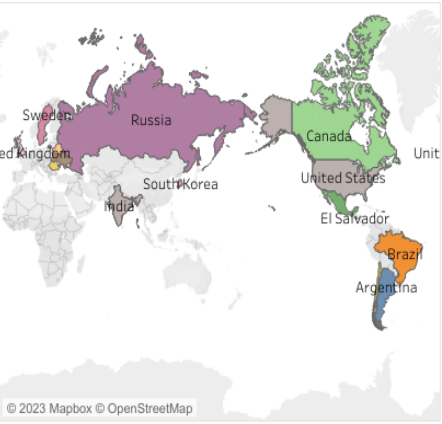
Count of List of most-sub..

- Country
- Argentina
 - As of March 14, 2023..
 - Belarus
 - Brazil
 - Canada
 - Chile
 - Cyprus[a]
 - El Salvador
 - India
 - Mexico
 - Romania
 - Russia
 - South Korea
 - Sweden
 - Ukraine
 - United Kingdom
 - United States
 - United States (Puert..

category wise country



country and lang



Count of List of most-sub..

4. **ADVANTAGES AND DISADVANTAGES:**

Exposure to a Worldwide Audience

According to backlinko, there is a total of 122 million daily active users on YouTube. That is a lot of eyes! Users from all over the world are turning in multiple times a day to consume content. While other platforms may have certain parameters for their audiences, YouTube is extremely varied with users from all different ages, backgrounds, education levels, etc.

Marketing on YouTube Will Help You Get Found on Google

Google acquired YouTube in 2006, just one year after the platform even launched. Since then, YouTube videos have been showing up more and more in Google searches. This is an SEO goldmine! By utilizing YouTube, you will increase your brand's online presence in a number of ways. Since YouTube essentially acts as a "search engine" of its own, these two top-dog platforms work together to strengthen the authority of your website.

Other Ways To Repurpose Your Videos

YouTube videos are easily shareable and something we recommend you post across your other social media platforms. In turn, this will link back to your YouTube channel and can lead to increased subscribers. You can also embed videos into your web pages and blog posts to help improve bounce rates. All in all, because YouTube is a search-based platform, as long as people are searching for what your videos are about, your brand can be seen.

Creative Outlet

It gives us a good creative outlet. Lacey gets to do something different than her pictures and actually get in front of the camera a little bit. It's nice to see her sense of humor poke through and her desire to make everything easy for people come across. Plus, Sean gets to film and edit and he really enjoys that. It is fun to experiment in different ways, like the pirate episode. This would be really hard to pull off in a blog post with photos.

Disadvantages of YouTube

Apart from the advantages and benefits, there are also some negative aspects of YouTube for both YouTubers and viewers. There have been numerous instances have been reported concerning content censorship because it is detrimental to students as well as society. The following elements can be attributed to the negatives of Youtube from various points of View-

Ads- a drawback of YouTube for the audience

There are some distinct disadvantages of watching YouTube videos, which include a lot of commercials. It is possible to skip your mainstream. However, you're often required to watch commercials lasting between 15 and 20 seconds. This isn't just a time-waster, but it can be irritating at times. Another issue that is associated with YouTube is that it requires you to pay a charge if you would like to view ads-free content.

Obscenity- one of the biggest drawbacks that YouTube has

The kind of content that is uploaded on YouTube is largely in control today. The amount of people uploading videos has grown in the past five years, and it's becoming challenging for parents, as well as YouTube, to review the content. Since YouTube is a no-cost and accessible platform for anyone, children are attracted to watching videos with explicit language and obscenity.

5. APPLICATIONS:

T-Series stands first among the world's top 10 most subscribed YouTube channels. This Indian record label and film production powerhouse has enchanted audiences worldwide with captivating Bollywood soundtracks and mesmerising Indian pop music. Their journey started in 1983, offering users diverse language options and engaging content like music videos, movie trailers, and interviews.

6. CONCLUSION:

There are many positive aspects to keep in mind about YouTube in comparison to the negatives. By analyzing the positives and negatives of YouTube, it is possible to get an idea of the number of users who receive the information and what percentage of them are misleading. The whole thing is based on people's interests, which is the reason YouTube exists, and so do YouTube channels.

7. FEATURE SCOPE:

The future of educational YouTube channels in India is likely to continue growing, as more and more people turn to online resources for learning and education. With the increasing availability of high-speed internet and smart phones, more people in India are able to access educational content online. Additionally, the growing popularity of online learning platforms, such as Coursera and Udemy, has also contributed to the growth of educational YouTube channels in India. There are several reasons why educational YouTube channels are becoming more popular in India. Firstly, many students in India have limited access to quality education, and YouTube channels can provide them with a wealth of information and resources. Secondly, YouTube channels are often more affordable than traditional educational resources, and they are accessible to anyone with an internet connection. Lastly, YouTube channels are interactive, which allows students to engage more with the content, and they also provide an easy way to access educational content on-the-go. Overall, the future of educational YouTube channels in India looks very promising and it is likely to continue growing in popularity in the coming years.