

SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

SUBMITTED BY

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1. INTRODUCTION

1.1 Overview:

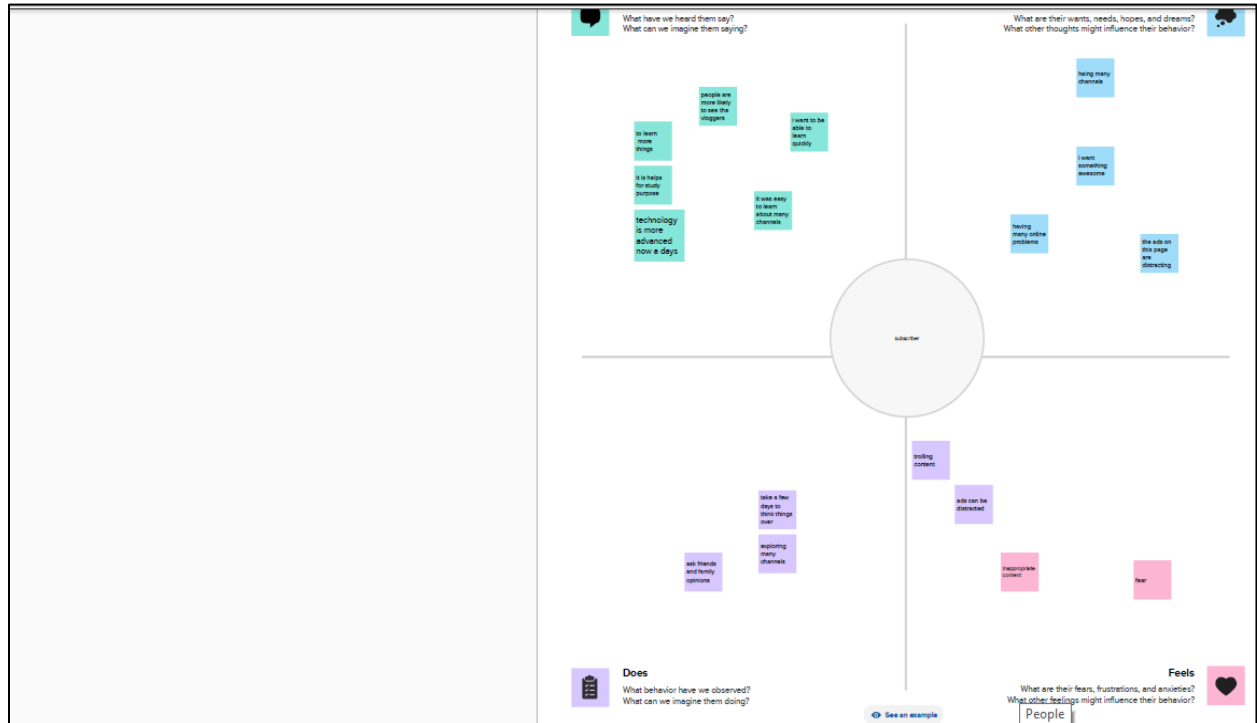
YouTube is an online video sharing and social media platform headquartered in San Bruno, California, United States. Accessible worldwide it was launched on February 14, 2005 by Steve Chen, Chad Hurley and Jawed Karim. It is owned by Google and is the second most visited website into the world after Google Search .YouTube has more than 2.5 billion monthly users, who collect watch more than one billion hours of videos every day, as of may 2019 videos were being uploaded to the platform at a rate of more than 500 hours of content per minute. In October 2006 YouTube was bought by Google for 1.65 billion Google's ownership of YouTube expanded the site's business model. YouTube also approved creators to participate in Google's Ad-Sense program, which generates more revenue for both parties. YouTube's annual advertising revenue increased to 28.8 billion, an increase in revenue of 29.2 billion in 2022.

1.2 Purpose:

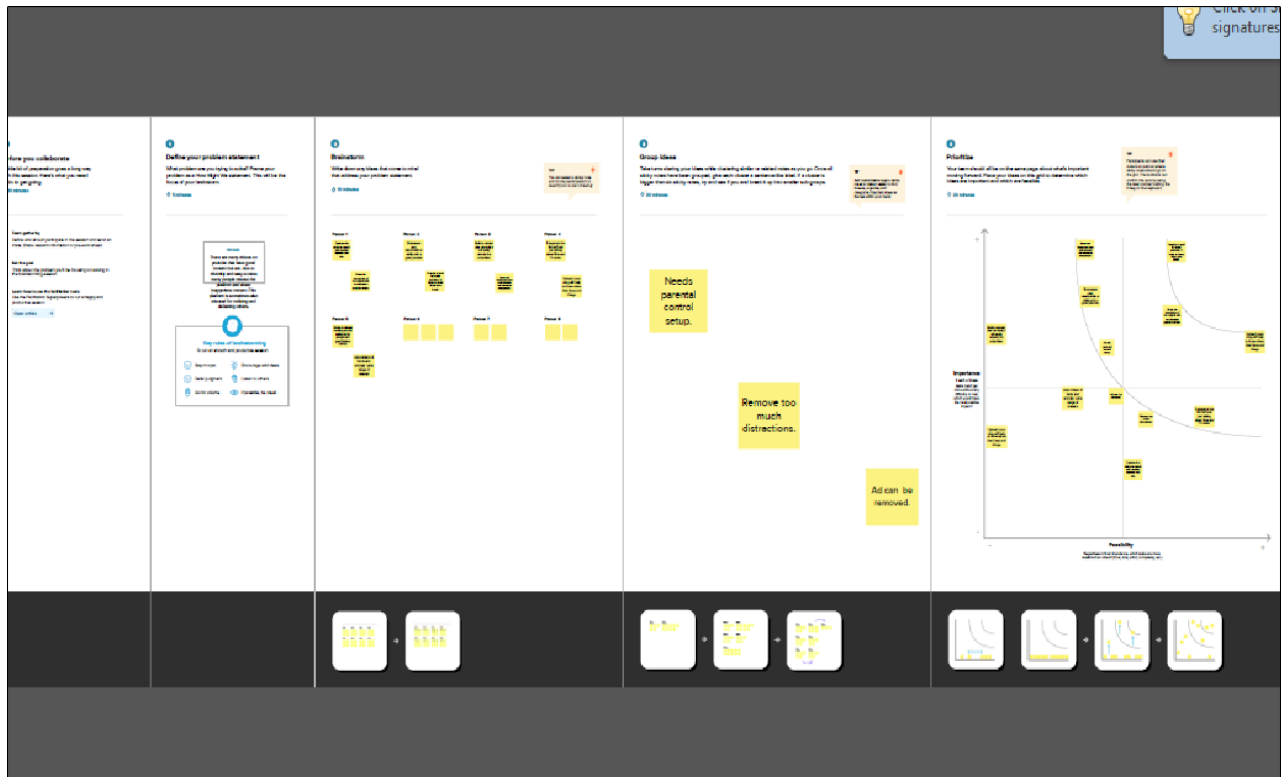
YouTube has had unprecedented social impact, influencing popular culture, internet trends, and creating multimillionaire celebrities. It has been widely criticized for allegedly facilitating spread of misinformation and the sharing of copyrighted content, routinely violating its users privacy, enabling censorship. YouTube has expanded beyond the core website into mobile apps, network television and the ability to link with other platforms. Video categories of YouTube include Music, Videos, Video Clips, News, Short films, Feature films, Songs, Documentaries, Movie trailers, teasers, live streams etc..... Most content is generated by individuals, including collaboration between You tubers and corporate sponsors. Established media corporations such as Disney, Paramount, NBCU universal and Warner Bros. Discovery have also created YouTube channels to advertise to a greater audience.

2. PROBLEM DEFINITION AND DESIGN THINKING

Empathy map



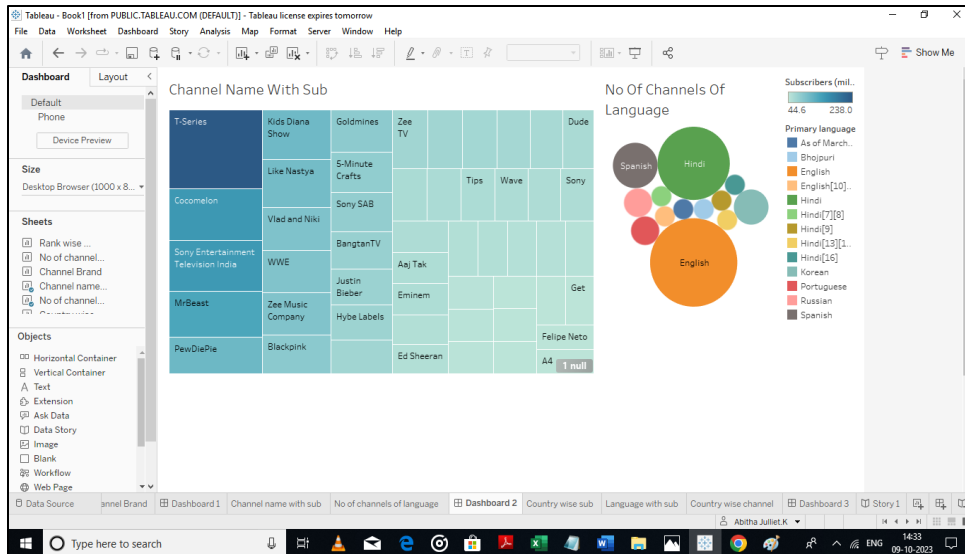
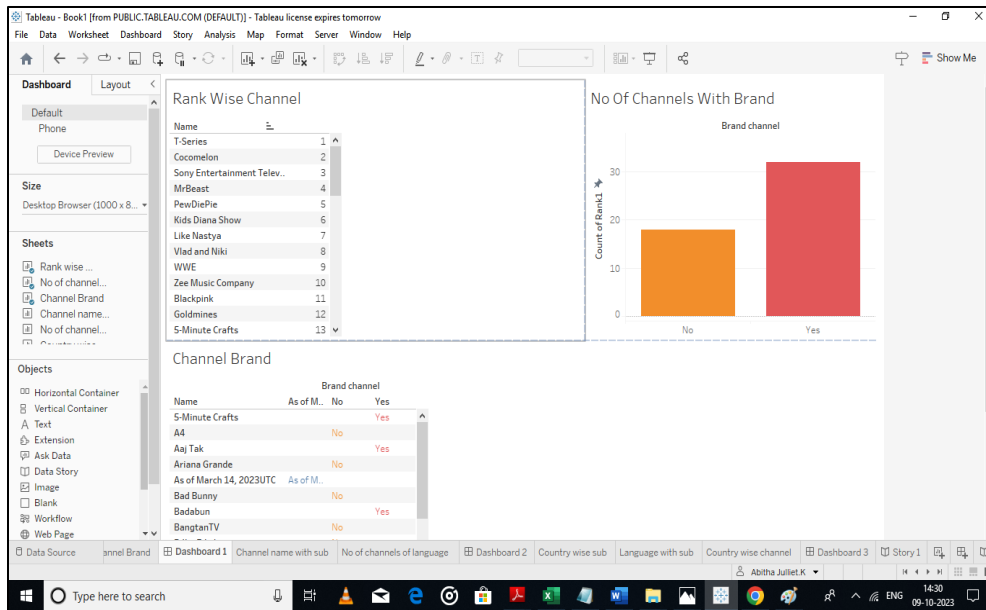
2.2. IDEATION AND BRAINSTORMING MAP

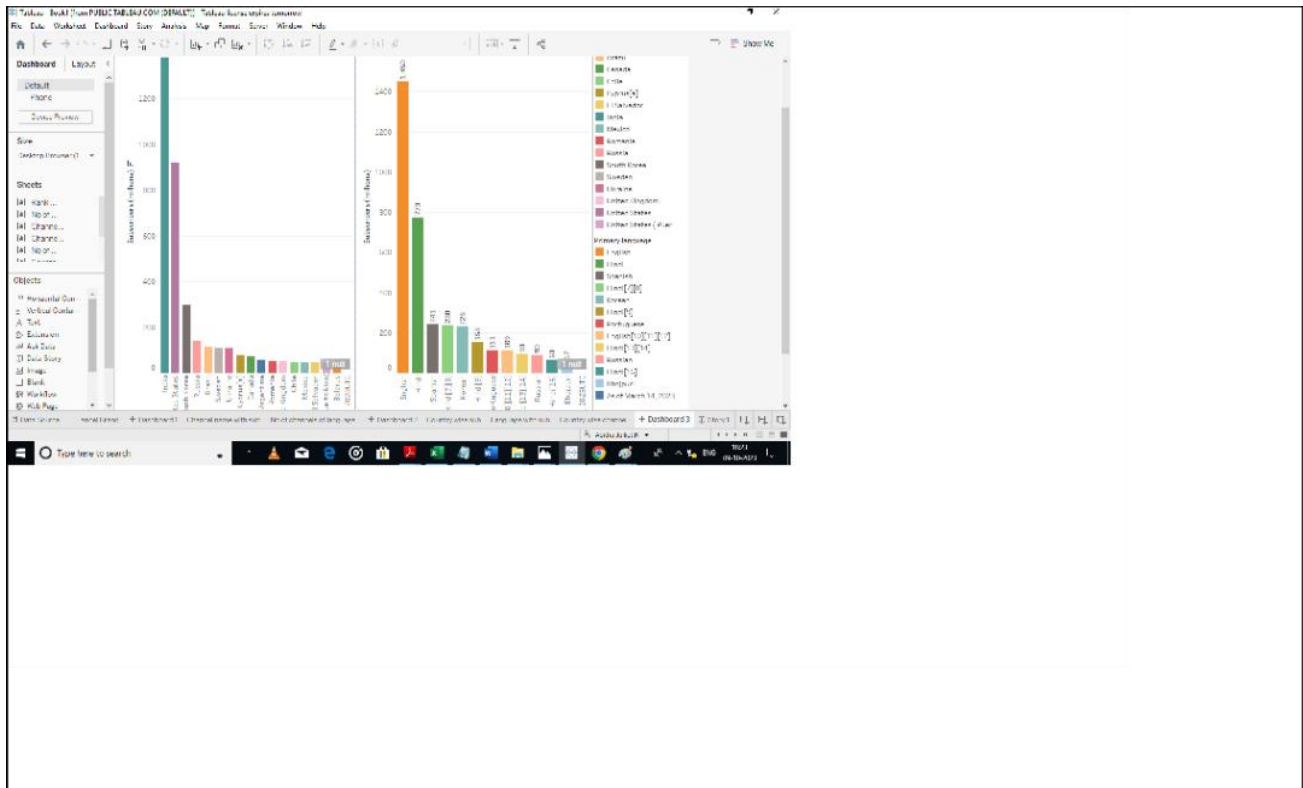


3. RESULT

3.1. DASHBOARD

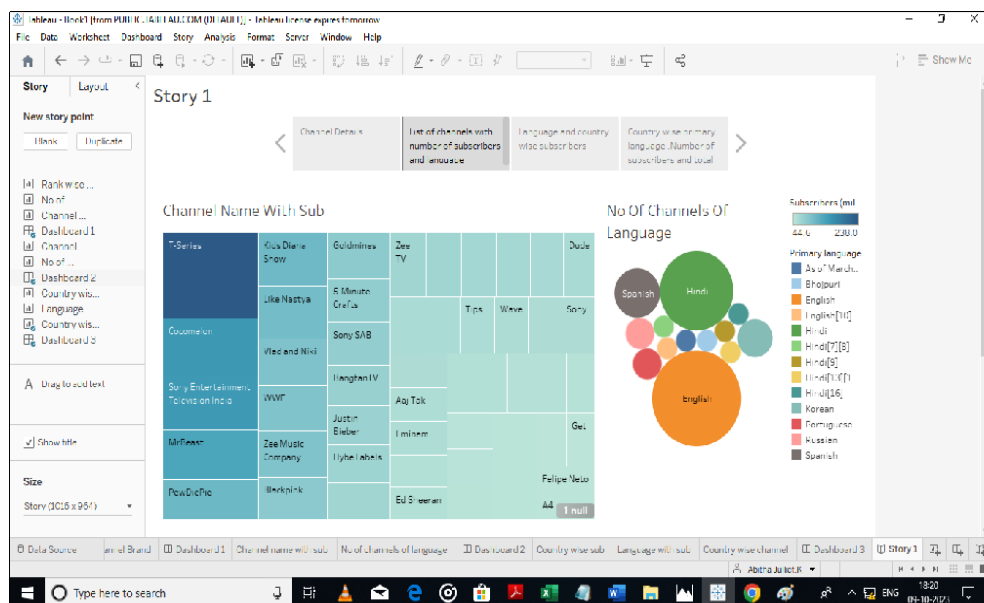
A dashboard is a collection of several views, letting you compare variety of data simultaneously.





3.2. STORY

A story is a sheet, so the methods you used to create, name and manage worksheets and dashboards also apply to stories. At the same time, a story is also a collection of sheets, arranged in a sequence. Each individual sheet in a story is called a story point.



4. ADVANTAGES AND DISADVANTAGES

Advantages

1. YouTube is the information dissemination platform for students. It explores a worldwide audience. While other platforms may have certain parameters for the audience, YouTube is extremely varied with users from all different ages, backgrounds, educational levels etc...
2. Youtube essentially acts as a "Search Engine". It has been showing up more and more in Google Searches. YouTube Ads can help you reach even more people .It is easily shareable. It encourages creativity.
3. we can earn money by joining the YouTube partner program , sell your own merch, Use crowd funding etc.....

4. Youtube is a learning platform for learners. you can learn anything from anyone be it a chef or expert. Also you learn almost anything like English, Coding, business management and so much more.

5. Youtube benefits talented people. Easy earning is at the very top of the list of YouTube benefits and vloggers.

Disadvantages

1. Obscenity is one of the biggest drawbacks in YouTube. There have been numerous instances reported concerning content censorship because it is detrimental to students as well as society.

2. ADS-a drawback of YouTube for the students.

3. Distraction is one of the most common disadvantages of YouTube for driver students or even workers.

4. It consists of defamation and bullying. People who spend a vast amount of time on YouTube may experience higher levels of anxiety, loneliness, and depression.

5. Creating contents takes more time than other platforms. It can be addictive and cause Meltdowns. It can affect sleepiness and immune system.

6. Although YouTube offers a really nice ad and tracking system the targeting is sometimes haywires.

5. APPLICATIONS

YouTube studio app is the official YouTube app from Google for creators .This free tool makes it easier and faster to manage your channel from anywhere. YouTube studio you see real-time views respond to comments monitor known issues, and even change your channel name and your profile picture. The channel serves the home page for the user's account and you can have more than one YouTube channel. After the users enters and approves the information the channel shows the account name, a personal description, the public videos the member uploads and any user information the member enters.

6. CONCLUSIONS

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 that percentage of them is misleading.

YouTube is a very strong growing platform creating lots of opportunities for entrepreneurs and motivated people. The best way to succeed at it apart from creating good video content knows how to reach those people for which of course you will need a ministry of social media.

YouTube has become a learning experience for everyone. It is one of the most admired and accepted video sharing website. Where it consists of varieties of functions to empower the world to be active. YouTube has fundamentally transformed the way we consume content, learn and interact with brands. Despite its challenges; its impact on society is undeniable and in the future looks promising. As consumers, creators and marketers understanding YouTube's dynamic is crucial in the digital age.

7. FUTURE SCOPE

Over the next decade, expect it to expand in to all encompassing service. Where you will not just watch and listen. You will play Games and interactive experience. YouTube channels evolution in the World's largest catalog of virtual reality content. It is good as a full time carrier with endless amount of possibilities. YouTube channel is poised for continued growth in the coming years. It gives more original contents. YouTube faces increasing competition from other platforms it may focus more on monetization to remain competitive. Continue push towards AI and machine learning. YouTube may continue to invest in content moderation technologies and policies to address these concerns. Overall it is challenging to predict precisely what future holds for YouTube. If you are looking for a career not allows you to pursue your creative passion. YouTube may be the perfect option for you.

Literature Survey: Exploring World Top YouTube Channels

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