

(OneCard): YouTube - Day 1: An Introduction to YouTube

Task 1: Competitor Research

Conduct the Competitor for Slice and mention the following elements in the given column.

Brand/Channel	OneCard	Competitor
YT channel Link	https://www.youtube.com/@OneCardIN	https://www.youtube.com/@CRED_club
Channel Category	Tech	Film
Subscriber Count	17.7K	329k
Uploads	16	182
Video Views	42,083,083	142,670th
Most Popular video		
Last 30 days Avg Video views	579	404.906k
Last 30 days Avg Subscribers	0	1k
Viewer Persona		
Age	22 to 55 age	22 TO 50 age
Gender	male-female	both gender
Location	mega city,metro city,smart city	metro city, super city
Interests	student and adults	student and who buy product more from credit card
Buying behavior	shopping	shopping
Spending power	depends on your income	more than 10 lac annual
Decision maker(s)	adults	users is decision maker
Preferred content type		
Voice and Tone	principles of simplicity, transparency, and giving back control to the user.	Trustworthy to make financial progress.

Task 2: YouTube Channel Analysis

List down 3 quirky YouTube Channels, mention their subscribers, average views, and analyse the channels to understand their revenue resources and mention them on the given column.

Channel Name	Subscribers	Average Views	Revenue Source
https://www.youtube.com/@SonySAB	98.8M	124,806,575,193	advertising and other sources
https://www.youtube.com/@DisneyPlusHS	10.6M	5,196,896,613	Subscriptions,Advertising,Personalized ads
https://www.youtube.com/channel/UCbCmjCuTUZos6Inko4u57UQ	188M	196,339,117,110	Argentine kids content channel

