

***VISUALIZATION OF EXPLORING WORLD'S
TOP YOUTUBE CHANNELS***

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1.Introduction

1.1 Overview

The YouTube world's most popular online destination. Its development has transformed from a video-sharing site into a job opportunity for content creators in both new and mainstream media. Based on content analysis, the study examined how prominent You Tubers have created a successful personal brand. Analysis revealed the common characteristics that these online celebrities shared of their content to viewers , and their use of traditionl media to strengthen their branding. The study also found that younger viewers prefer watching You Tube videos because they were able to relate to the authenticity of user-generated content.

1.2 Purpose

The main purpose of You Tube is to provide a platform for users to watch, share, and create videos. In the last decade, You Tube has just become the most popular video-sharing platform in the world. You Tube is special because it is a platform that allows people to share their ideas, stories, and lives with the world. It is also a platform that enables people to learn, be entertained, and be inspired, all without having to leave their homes.



2.Problem Definition & Design Thinking

2.1 Empathy Map

[illegible]

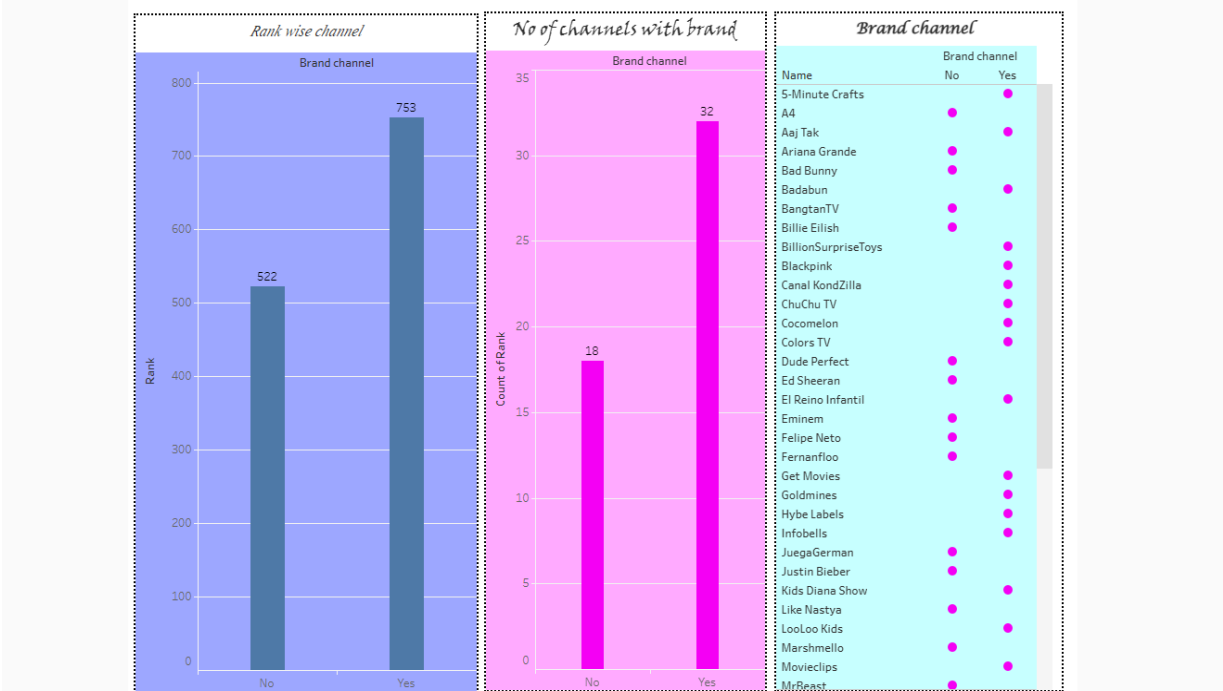
2.2 Ideation & Brainstorming Map

[illegible]

3. Result

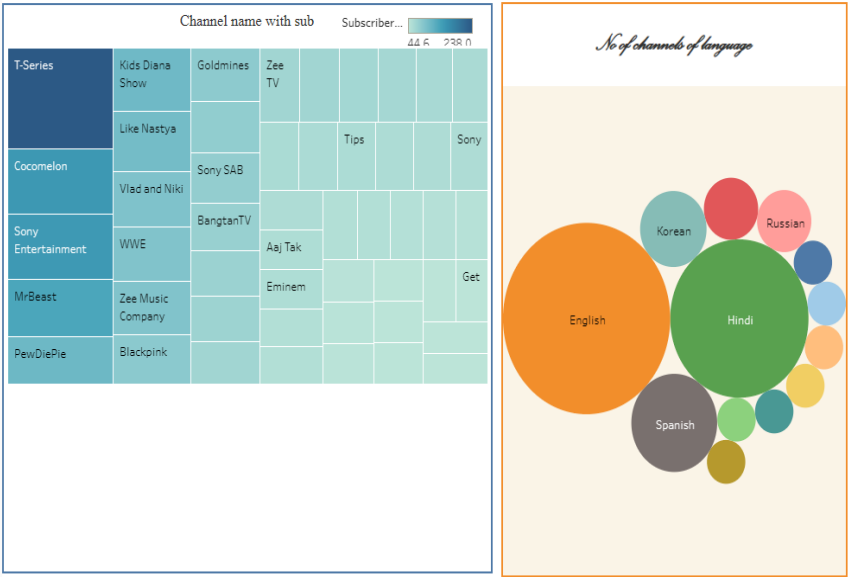
Dashboard 1

Dashboard 1



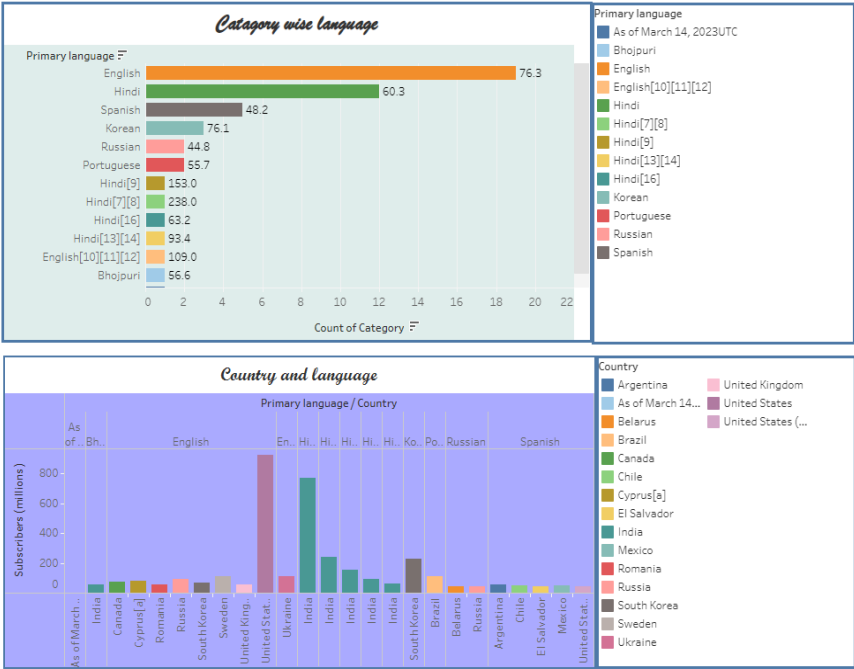
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Dashboard 2



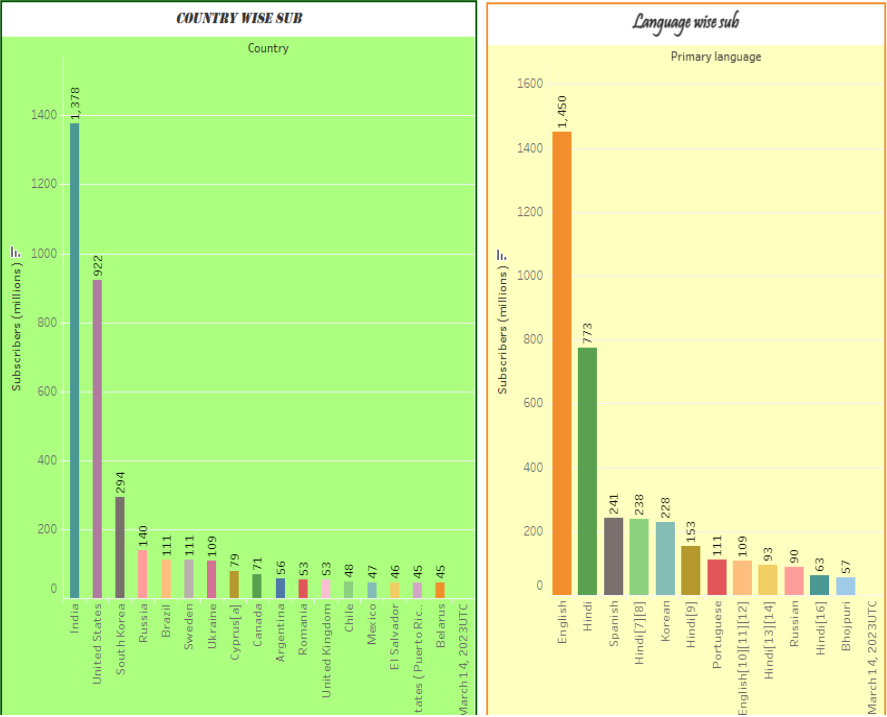
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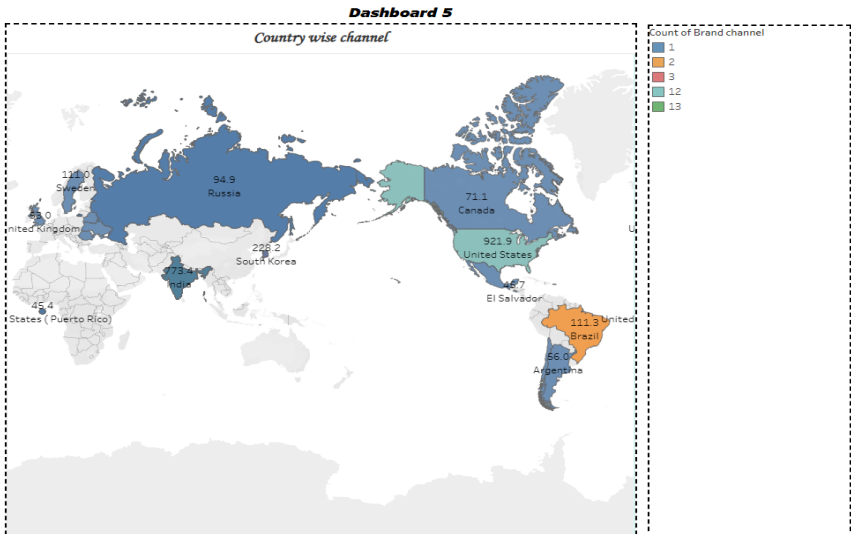


Dashboard 4

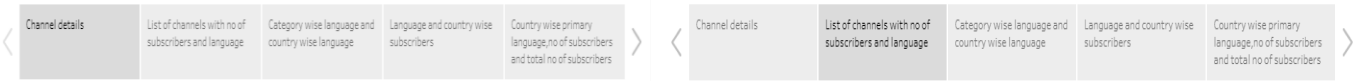
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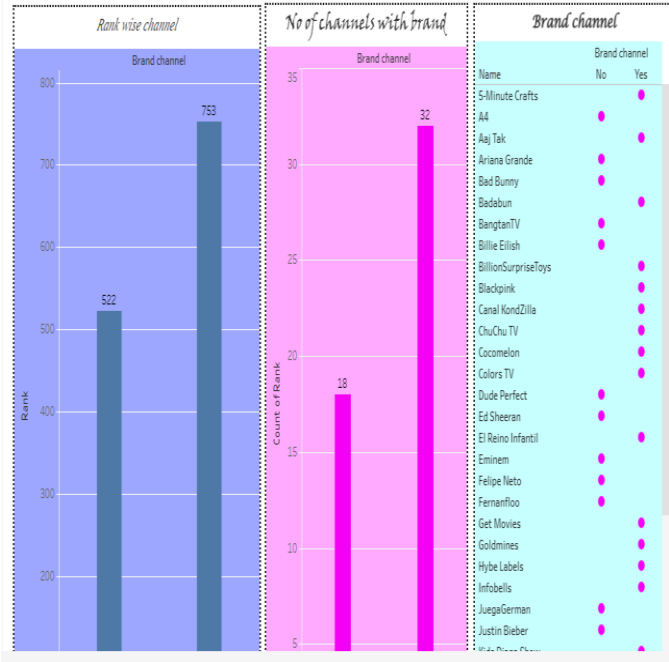
Dashboard 5



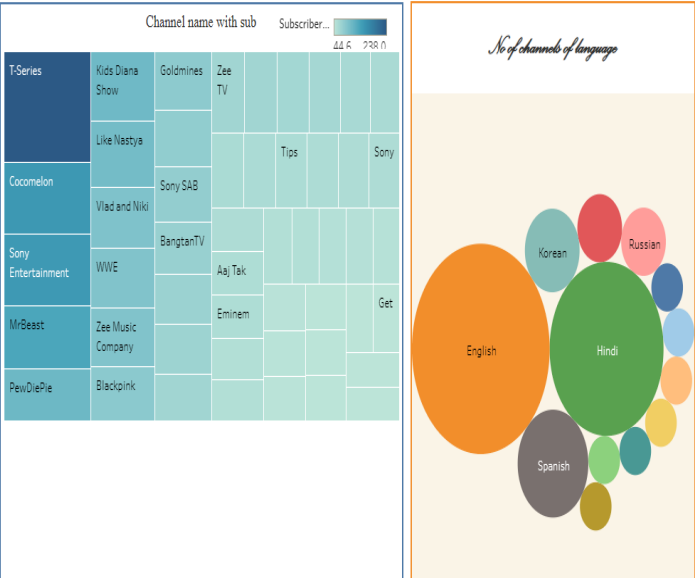
Story

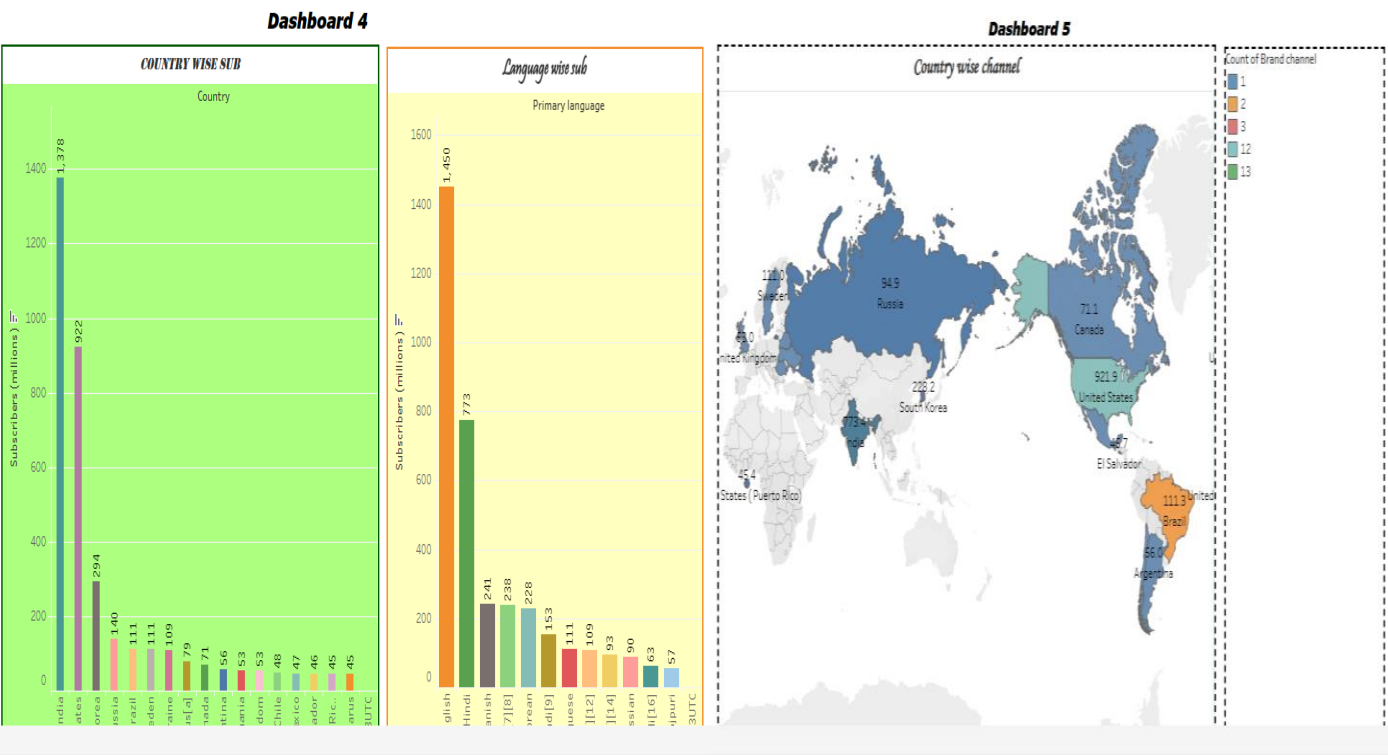
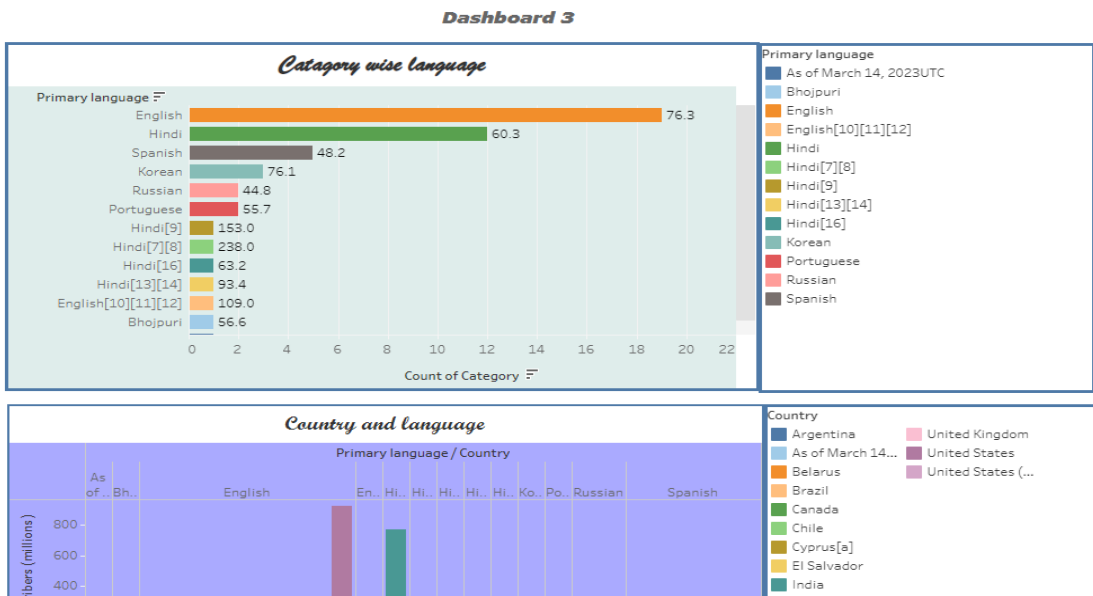


Dashboard 1



Dashboard 2





4. ADVANTAGES

- ❖ Free to use.
- ❖ Gives the opportunity to earn money through videos.
- ❖ An easy way to share information.
- ❖ Can be utilized for study purposes.
- ❖ Free to upload and watch videos.
- ❖ Can learn new skills.
- ❖ Encourages creativity.
- ❖ Expressing ideas and sharing ideas with future generations.
- ❖ Entertainment platform.



5.DISADVANTAGES

- ❖ Inappropriate content also uploaded.
- ❖ Little difficult to start earning.
- ❖ Many youtube channels fail.
- ❖ Youtube can be quite competitive.
- ❖ Editing can be annoying.
- ❖ Some videos on youtube contain misinformation.
- ❖ A lot of distraction.
- ❖ It can be addictive.



6.List of Top-10 youtube channels

Rank	Channel	Subscribers (millions)	Primary Language	Country
1	T-series	250	Hindi	India
2	MrBeast	189	English	United States
3	Cocomelon	166	English	United States
4	Sony Entertainment Television	163	Hindi	India
5	Kids Diana Show	114	English	Ukraine -United States
6	PewDiePie	111	English	Sweden
7	Like Nastya	108	English	Russia – United states
8	Vlad and Niki	101	English	Russia
9	Zee Music Company	97.4	English	United States
10	WWE	97.4	English	United States

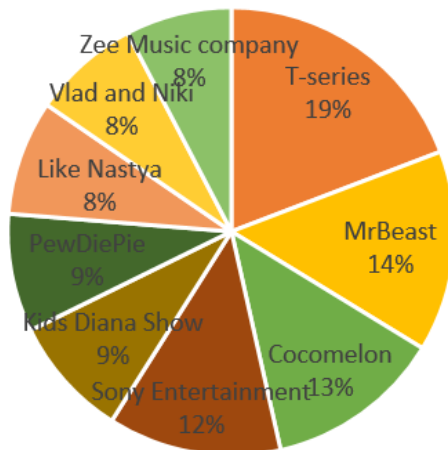
7.Types of YouTube Channel

- ❖ YouTube Shorts
- ❖ YouTube Stories
- ❖ YouTube Go
- ❖ YouTube Music
- ❖ YouTube Kids
- ❖ YouTube Movies
- ❖ YouTube TV
- ❖ YouTube Premium



8.Top 10 Channel name with subscribers using pie chart

SUBSCRIBERS



- | | | |
|----------------------|-------------------|---------------------|
| ■ T-series | ■ MrBeast | ■ Cocomelon |
| ■ Sony Entertainment | ■ Kids Diana Show | ■ PewDiePie |
| ■ Like Nastya | ■ Vlad and Niki | ■ Zee Music company |

9.YouTube capability,financial resources,product category

- YouTube capability,a company's capacity of deploying primarily knowledge based resources it integrated about YouTube, is likely to influence how it approaches the platform.
- In the content marketing context, youTube capability is reflected by a company's understanding of YouTube users.
- Financial resources have been found to affect a company's strategies as well as other resources and capabilities.
- Advertising budget can be calculated at a product level,a brand level,or a company level.
- A brand's industrial environment, as indicated by product category, can affect the brand's marketing strategies.

10.Data Collection and Codeing

- To code videos as they are viewed by consumers on YouTube,the whole codeing process was online.
- This is necessary because YouTube has several interaction functions that only work online.
- Two trained coders coded the videos according to the codebook in two phases.
- The codeing process started in February 2017.

Conclusion

Youtube is a big world .YouTubers who post funny videos or their videos links social media are creating a higher chance of these videos going viral.We can farmely conclude that social media has a very strong social impact on Youtube. Since it makes the producer content reach more people.Students can watch and takes notes from the lecture on YouTubeand work their homeworkat home easily.So, YouTube has an important part in education.YouTube is a creative Outlet and a great way to connect with others.

THANK YOU