

PROJECT REPORT

SUBSCRIBERS GALORE : EXPLORING WORLD'S TOP YOUTUBE CHANNELS

INTRODUCTION :

OVERVIEW :

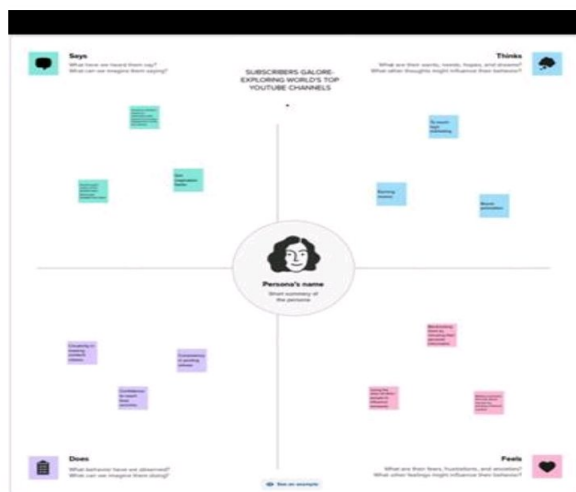
YouTube began publishing a list of its most Subscribed Channels in April 2006. The following table lists the 50 Subscribed YouTube channels. The Channels are ordered by number of Subscribers; which listed Channel current growth rate.

PURPOSE:

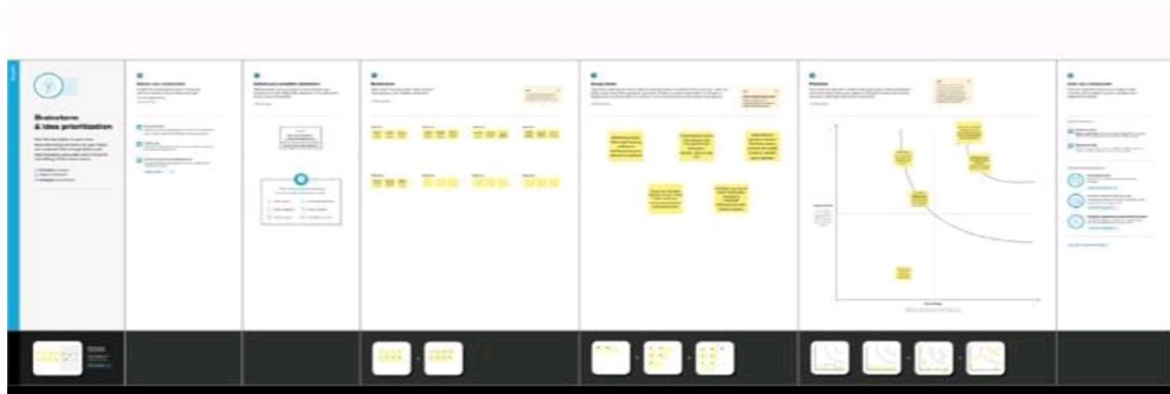
In this project we exploring World's top YouTube channels by listed most – subscribed YouTube Channels , as well as the primary language and content category of each channel. Those whose displayed subscriber counts are identical it indicates that it displayed subscriber count will exceed that of the other channel is listed first.

PROBLEM DEFINITION AND DESIGN THINKING :

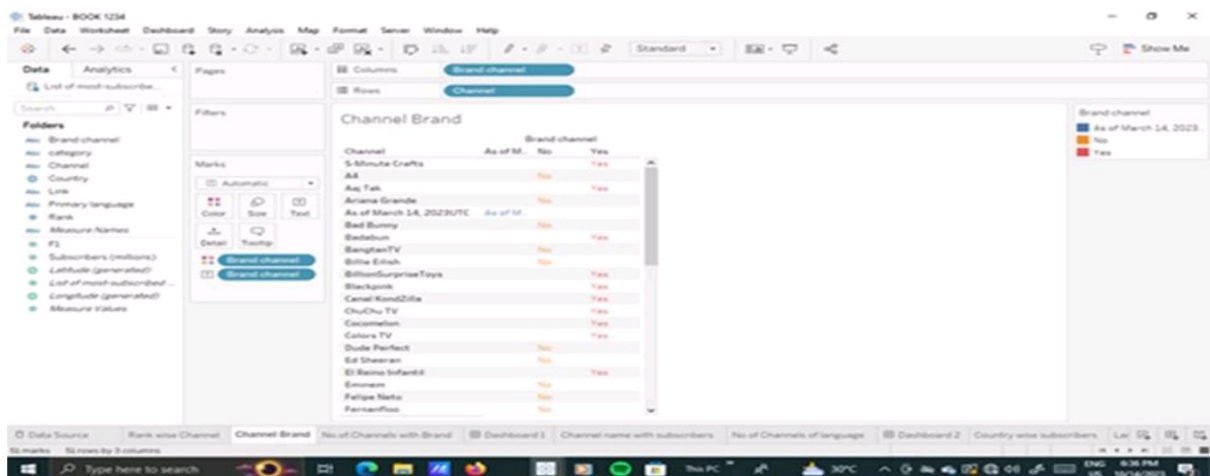
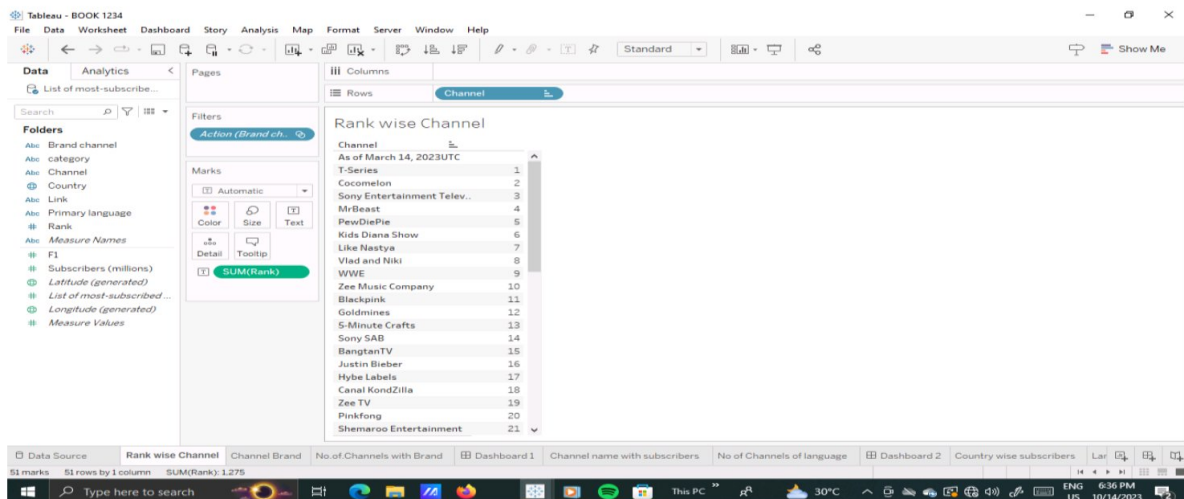
EMPATHY MAP:

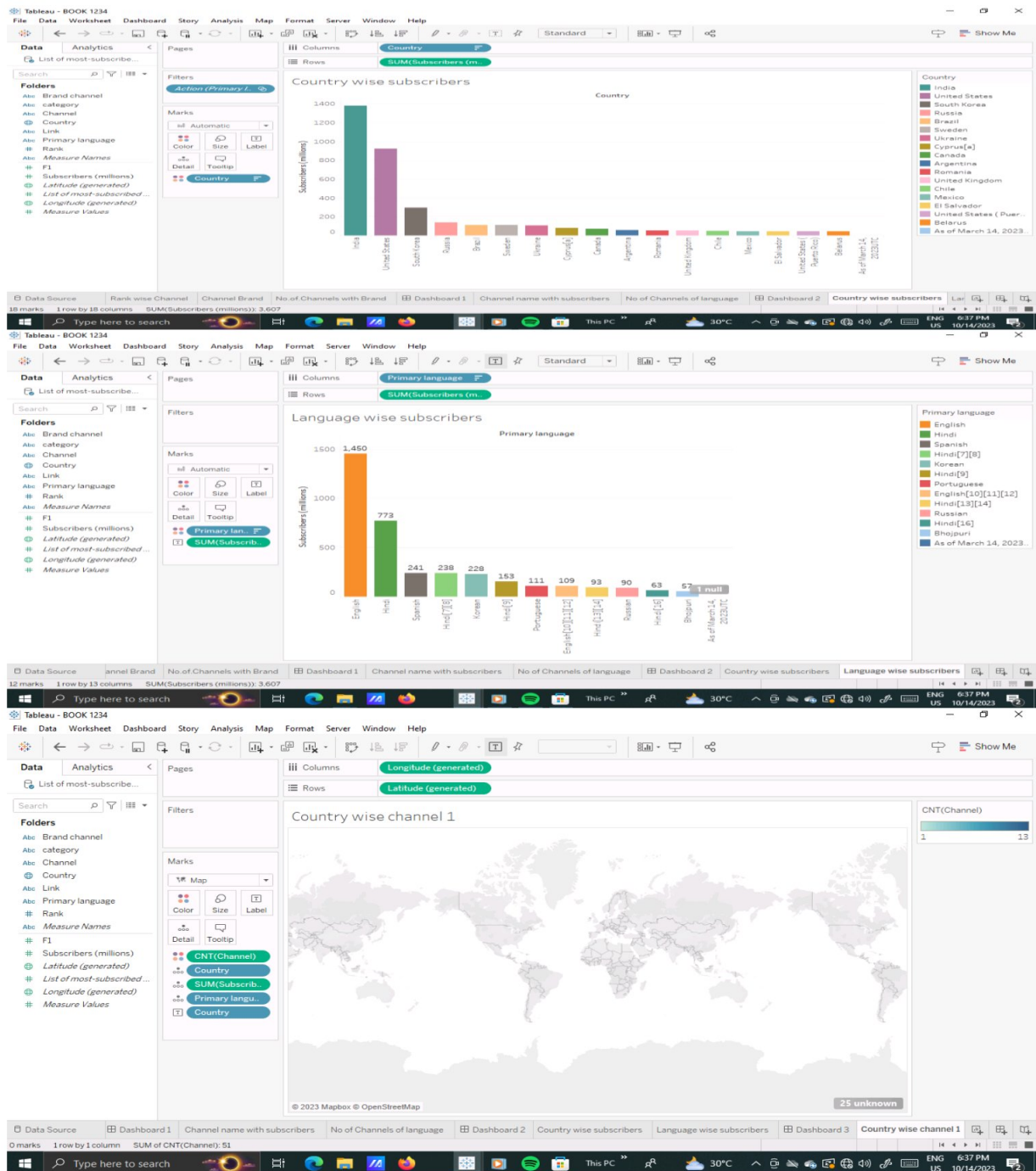


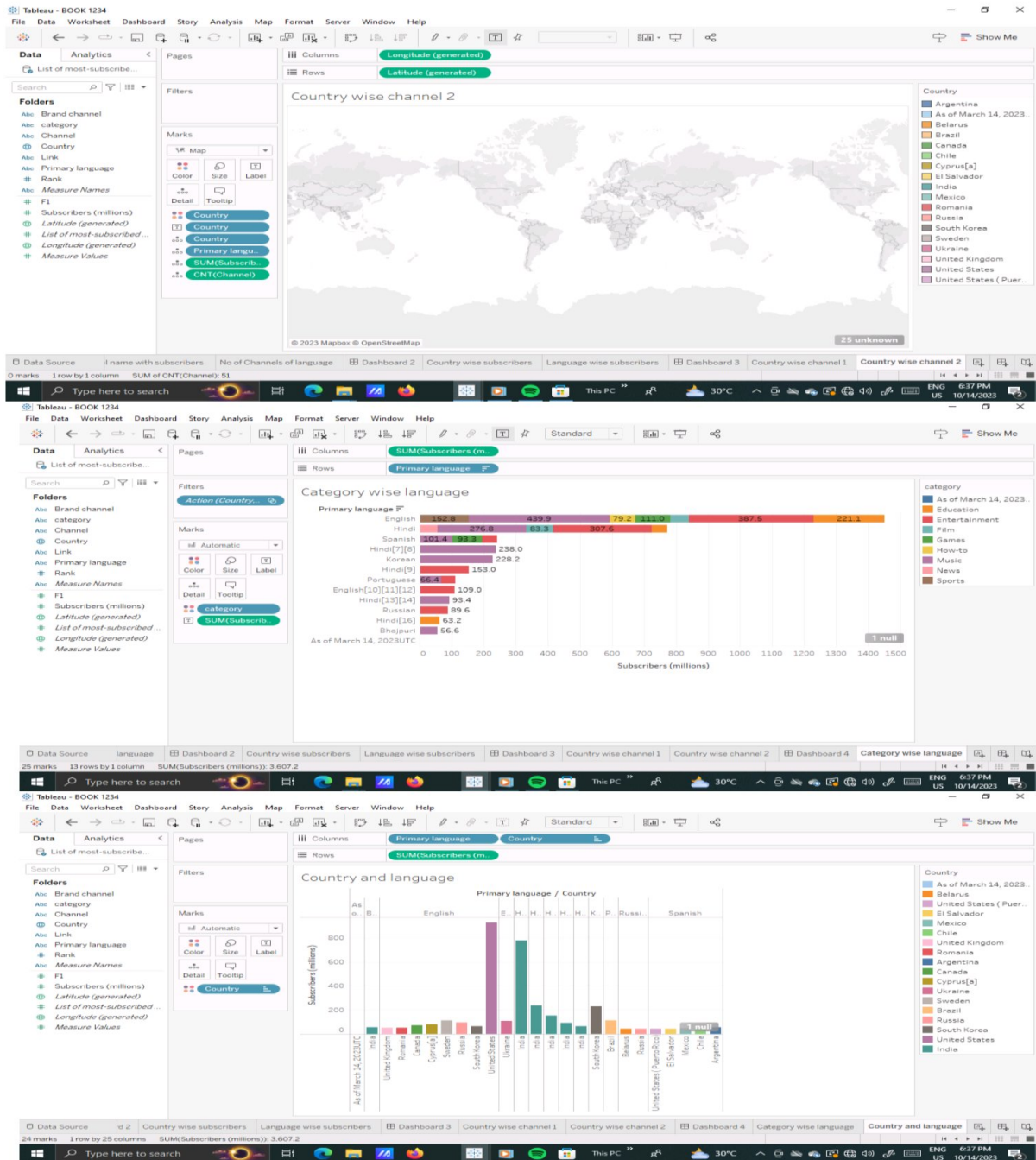
IDEATION AND BRAINSTROMING MAP :



RESULT :







ADVANDAGES AND DISADVANDAGES:

ADVANDAGES:

YOUTUBE MARKETING:

It is the process of promoting the business on YouTube through Videos and Ads.If you want to diversify your traffic sources or even just get your business in front of the target audience.

HIGHER CONVERSION RATES:

A Video makes up for a million words, it can evoke emotion more than any other form of content and it has the power to increase the Conversion rate by 80 percent.

HIGHER VISIBILITY ON GOOGLE:

By writing high-quality content on the Website and creating videos can make the videos visible often on Google's result.

DISADVANDAGES:

USER SAFETY:

YouTube is not always a safe platform for children's or adults. Some videos may contain inappropriate or offensive content, and user may also be exposed to potential cyber-bulling or other online threats.

DATA PRIVACY:

YouTube collects a significant amount of data on its users, which it may use or targeted advertising or other purposes. This can be a concern for users who value their privacy.

COPYRIGHT INFRINGEMENT:

YouTube's policies on copyright infringement are often criticized as being inadequate. This can lead to the widespread unauthorized use of other people's content on the platfotm.

CONCLUSION:

YouTube provides every business with an insane opportunities to get more traffic and customers. However, it is also a very competitive place as well. This means that you can't just start uploading videos and expect to see results overnight. Many big businesses jump into YouTube marketing with no strategy – their lack of views and Subscribers show for it. The truth is that to succeed on YouTube is not just about creating great videos. It's knowing how to optimize those videos around keywords that people on YouTube are searching for. If you want to master YouTube marketing, you can sign up for Simplilearn's POST GRADUATE PROGRAM IN DIGITAL MARKETING in partnership with Purdue University and co-created with Facebook. You will learn all about the practical aspects of SEO, SEM , WEB ANALYTICS , and SOCIAL MEDIA MARKETING THROUGH TOOLS and hands-on practice with this course. Sign up for this course today and master digital marketing.

FUTURE SCOPE

A YouTuber with a decent number of subscribers on their YouTube channel can earn 25,000INR per month. Doubling down on streaming and connected TV to unlocking unparalleled creative potential.

ECONOMIC IMPACT:

According to a report released by YouTube, the YouTube creative ecosystem contributed Rs. 6800 crore to the Indian GDP in 2020 and generated 6,83,900 full – time equivalent jobs for the youth of India.

PROFESSIONAL IMPACT:

63% of creative entrepreneurs agreed that YouTube has helped them land paid opportunities outside the platform. 80% of content creators agree that YouTube has had a substantial positive impact on their professional growth.

UPSKILLING:

It has helped the generation of today and yesterday to upskill free of cost. Today's youth don't want to be in a box and, hence, constantly try to explore and learn new skills.