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# MAJOR PROJECT PRESENTATION

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ANTO ANTONY GEORGE

**MA WEB DESIGN AND CONTENT PLANNING 2021-22**

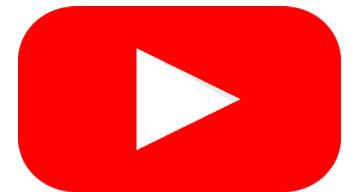
University of Greenwich

- »» Huge number of YouTube channels
- »» No filters based on Language
- »» No user review or rating to determine channel quality apart from Individual blogs on Web
- »» Hard for a new user to identify good content creators on their language or surroundings



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**Suppose, My mom is searching for  
Cooking related You Tube Channels in  
Malayalam (my native language)**



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# YOU CRUX.COM

find the best in YouTube

A  Content Hub

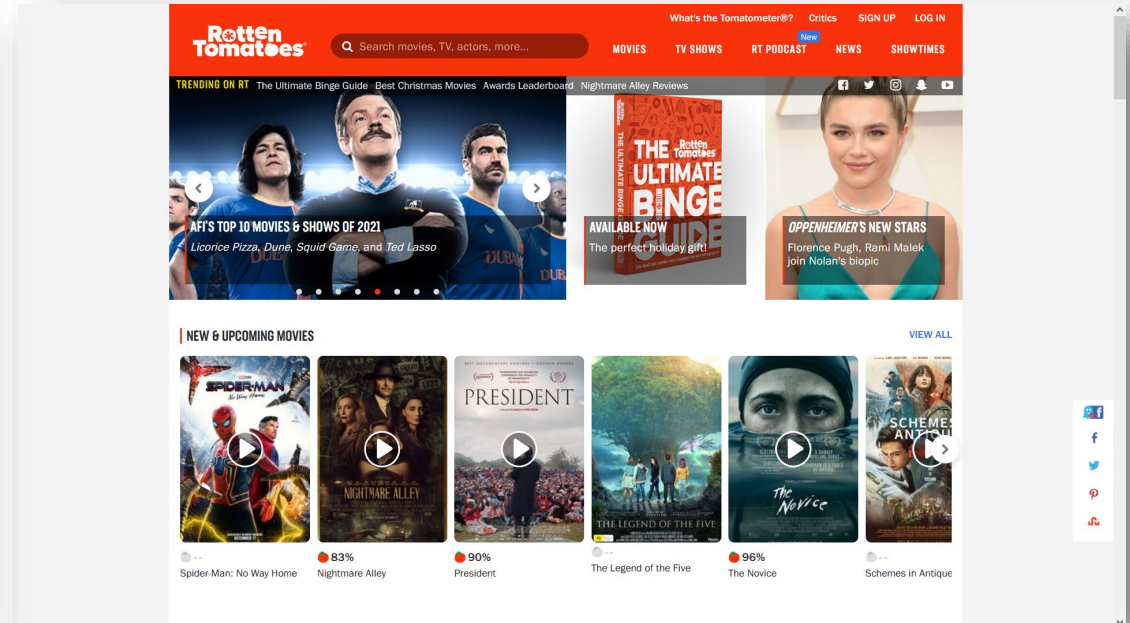
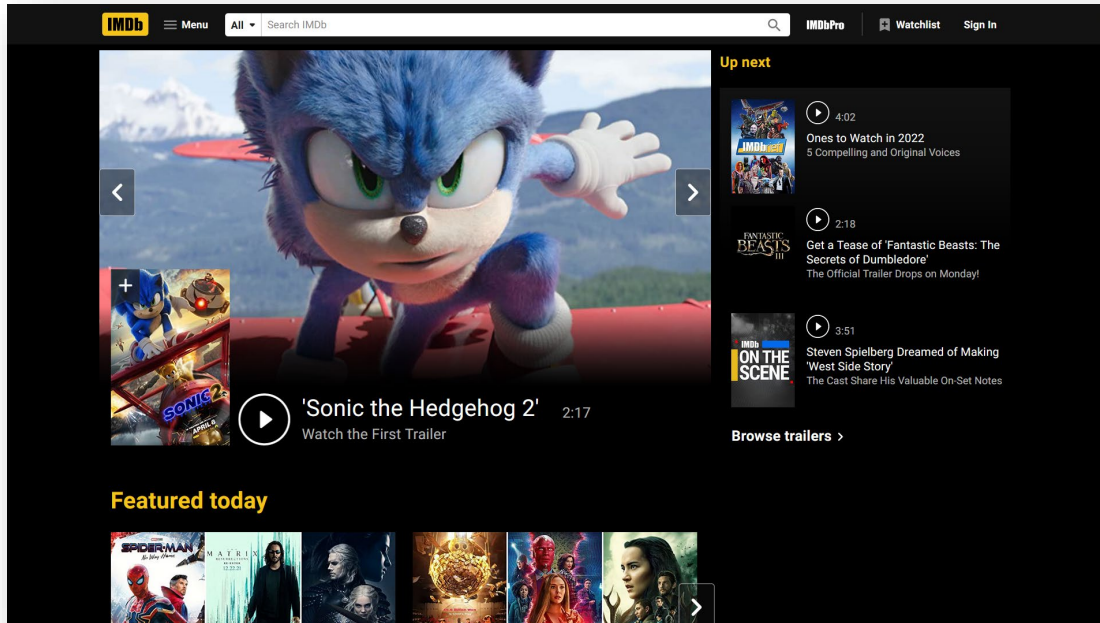
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WHAT IT LOOKS LIKE?

»»» A website to similar to

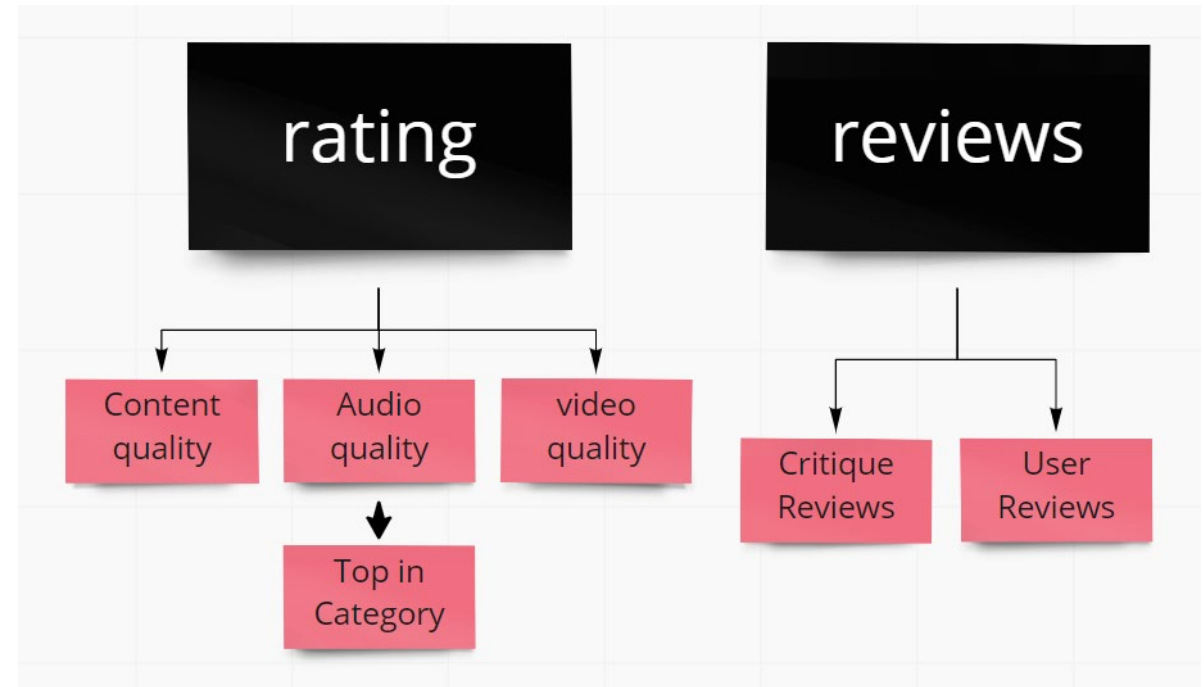
IMDb

Rotten  
Tomatoes®



- »» A website to explore the world of YouTube
- »» users can easily filter YouTube channels they like based on Language, genre etc. and access
- »» user can rate, review and navigate to the particular channel on YouTube
- »» Channels in each genre are ranked based on user ratings and reviews

- ⚙ Top 10 channels
- ⚙ Ranking based on subscribers
- ⚙ Video quality screenshots
- ⚙ Channel Description



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# BUSINESS & CULTURAL CONTEXT

YOUCRUX.COM



# THE INITIAL IMPLEMENTATION

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**YOU**CRUX MALAY**Y**ALAM

**STATIC DATA**

## »» Users who are watching YouTube content in Malayalam Language

Population of State	35-40 Million
Estimated number of Internet users	21-23 Million
Abroad users	5-7 Million

How many YouTube users are there in Kerala? ^

Of **around 35 million people** who stay in Kerala, 80-90% have access to the internet," said Satya Raghavan, director-Content Partnerships, YouTube in India. He said Malayalam was among the top ten language content on YouTube. 28 Jul 2019

<https://timesofindia.indiatimes.com> > ... > kochi News ▾

- » Selecting channels above **1 million** subscribers for listing (300-400 Channels)
- » Segregating channels into different genre like:

TRAVEL

TECHNOLOGY

DESIGN

LIFE-STYLE

EDUCATIVE

ENTERTAINMENT

SPORTS

NEWS

KIDS

&amp; more sub categories

### Helpful

- »» For a user searching Language oriented content
- »» For a user who want to shift youtubing to a total new genre easily
- »» As a Platform for critical review and filtering good quality content from junk
- »» For a fresh person on YouTube looking for good content

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## SIMILAR WEBSITES

<https://youcrux.com/>

The screenshot shows the Social Blade website homepage. At the top, there's a navigation bar with links for Business API, Community Discord, FAQ, Contact, Register, Login, and Forgot Password. Below this is a search bar for YouTube usernames. A red banner below the navigation bar says "Letter grades for YouTube are in the process of being adjusted for our new ranking visualization system. This should be completed later today." The main heading is "ANALYTICS MADE EASY" in large white letters. Below this, a subheading reads: "Social Blade tracks user statistics for YouTube, Twitch, Instagram, and Twitter! Get a deeper understanding of user growth and trends by utilizing Social Blade." There's a large search bar with the placeholder text "Enter in a username from YouTube, Twitch, Twitter, Instagram, or Dailymotion" and a magnifying glass icon. At the bottom, there's a row of statistics: 88.4M Total Accounts, 57.6M YouTube Creators, 9.6M Twitch Streamers, 8.8M Twitter Users, 11M Instagram Accounts, 1.1M Facebook Pages, 221.6K Dailymotion Creators, and 736.7K TikTok Creators. A red banner at the very bottom promotes a Costa Express offer: "BREKKIE BAP ONLY £1.99 WHEN YOU BUY A COSTA EXPRESS" with a "GET DIRECTIONS" button.

SOCIAL BLADE

YouTube Enter YouTube Username

SUPPORTED PLATFORMS TOP LISTS LIVE COUNTS / REALTIME CONSULTING COMPARE BLOG PREMIUM MEMBERSHIP

Letter grades for YouTube are in the process of being adjusted for our new ranking visualization system. This should be completed later today.

# ANALYTICS MADE EASY

Social Blade tracks user statistics for YouTube, Twitch, Instagram, and Twitter!  
Get a deeper understanding of user growth and trends by utilizing Social Blade

Enter in a username from YouTube, Twitch, Twitter, Instagram, or Dailymotion

88.4M Total Accounts 57.6M YouTube Creators 9.6M Twitch Streamers 8.8M Twitter Users 11M Instagram Accounts 1.1M Facebook Pages 221.6K Dailymotion Creators 736.7K TikTok Creators

deli by Shell COSTA EXPRESS BREKKIE BAP ONLY £1.99 WHEN YOU BUY A COSTA EXPRESS GET DIRECTIONS

<https://socialblade.com/>



<https://youcrux.com/>

- ▶ purely statistical website
- ▶ Poor UI
- ▶ Ranking based on YouTube data
- ▶ Statistical and User-oriented website
- ▶ Ranking based on user feedback and statistical ranking both

- »» Upgrading to International
- »» Could be used as a promotional website for YouTube content creators
- »» Paid Expert Advice ( Technical, Tourism, Design) etc.
- »» Branding as Content creator recognizing platform eventually



# THANK YOU