

SUBSCRIBERS GALORE:
EXPLORING WORLD'S TOP YOU TUBE
CHANNELS

Team ID:

NM2023TMID37133

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Project Title:

Subscribers Galore: Exploring World's Top

YouTube Channels

Details:

3rd Year,

B.SC Physics,

Marudhar Kesari Jain College for Women,

Vaniyambadi.

University Affiliated:

Thiruvalluvar University, Vellore.

1. INTRODUCTION:

OVERVIEW:

In this project, we have discussed about the topic, “Exploring world’s top You Tube channel”. A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most- subscribed channels in April 2006. An early archive of the list dates to May 2006. The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed. This is the overview of our project.

PURPOSE:

The main purpose of YouTube is to provide a platform for users to watch, share and create videos. And it should be noted that, in the last decade, YouTube has just become the most popular video-sharing platform in the world.

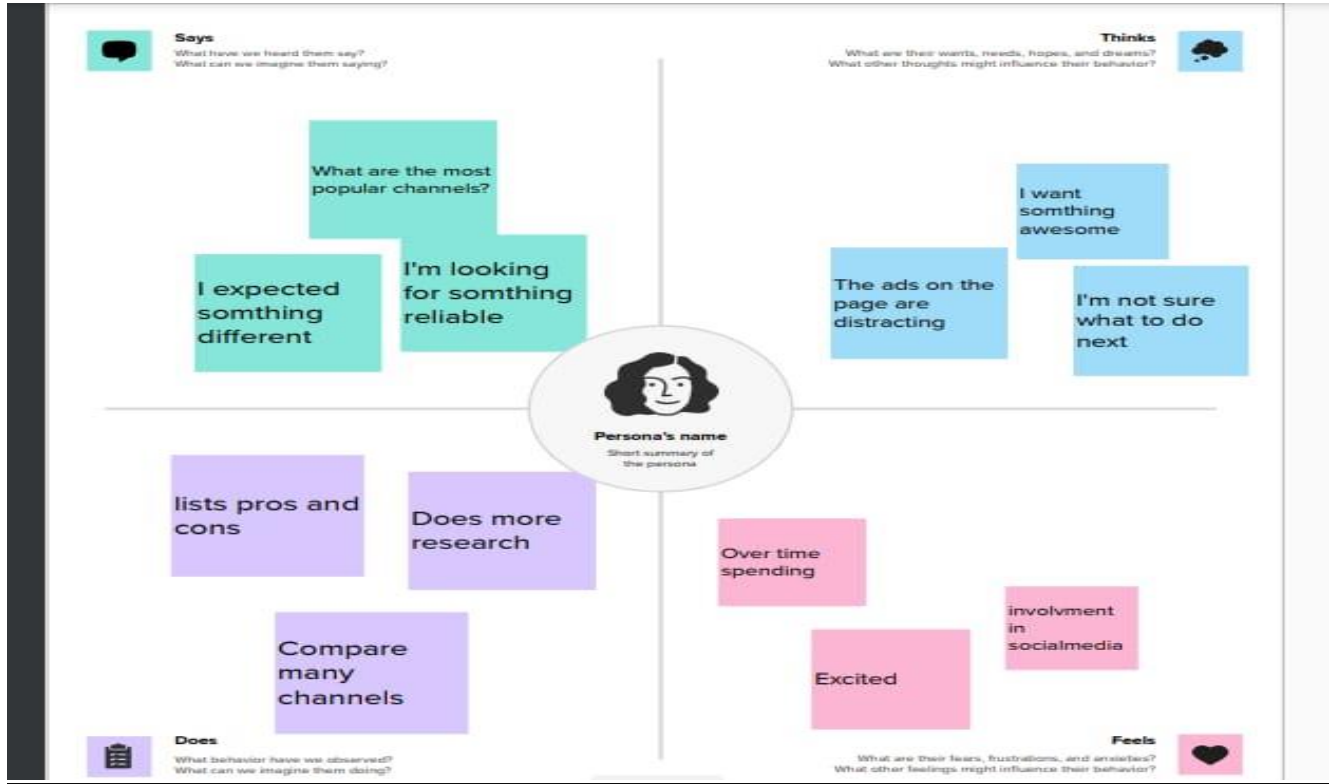
We can put as simply as, YouTube subscribers are refer to the people or account, that are subscribed to your channel. So, whenever you upload a new video, your subscribers will be able to see it in their feeds. This makes your subscribers more likely to watch the videos you upload.

We may also start getting notifications when a channel you subscribe to publishes new content. By default, the highlights only send to you from the channel. We can achieve the knowledge given by Creators flexibility in videos and help us to start filming, sharing and finding your fandoms depending on the way you like to create.

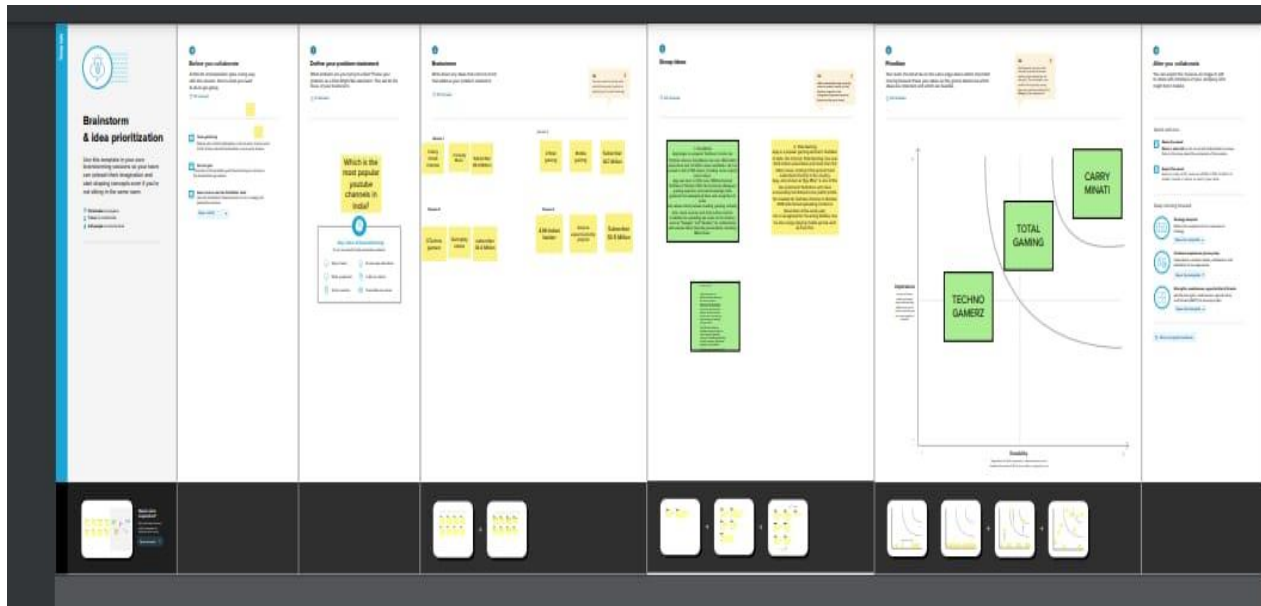
Overall, the purpose of YouTube channel is to provide a space where people can easily watch and share videos with one another. It has become an incredibly popular part of the internet.

2. PROBLEM DEFINITION & DESIGN THINKING:

EMPATHY MAP:



IDEATION & BRAINSTORMING MAP:

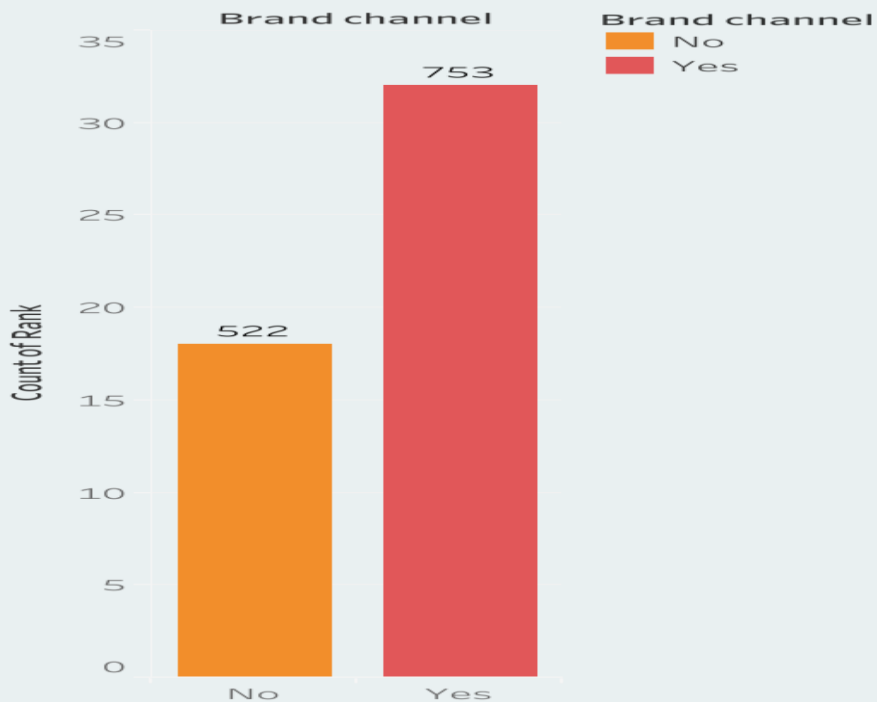


3. RESULT:

sheet 1

Name	
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32
Eminem	33
LooLoo Kids	34
Ed Sheeran	35
Yash Raj Films	36
Ariana Grande	37
Taylor Swift	38
BillionSurpriseToys	39
Infobells	40
JuegaGerman	41
Billie Eilish	42
Badabun	43
Fernanfloo	44
Bad Bunny	45
SonyMusicIndiaVEVO	46
Shemaroo	47
Get Movies	48
Felipe Neto	49
A4	50

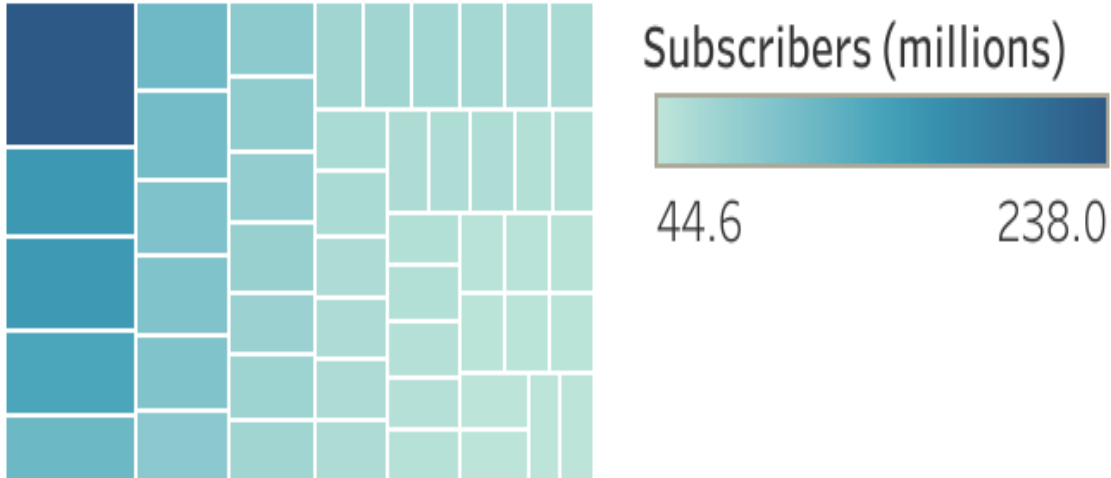
Sheet2



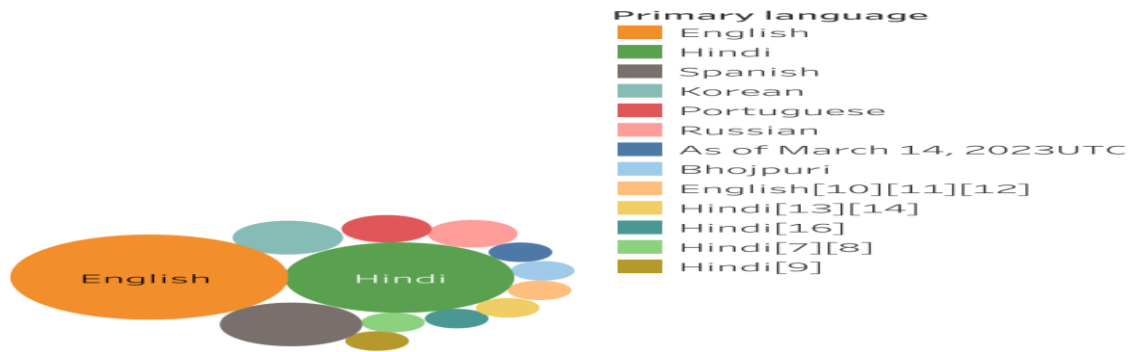
sheet3

Name	As of M..	Brand channel	
		No	Yes
5-Minute Cr..			Yes
A4		No	Yes
Aaj Tak			Yes
Ariana Gran..		No	
As of March..	As of M..		
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Ellish		No	
BillionSurp..			Yes
Blackpink			Yes
Canal Kond..			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude Perfect		No	
Ed Sheeran		No	
El Reino Inf..			Yes
Eminem		No	
Felipe Neto		No	
Fernanfloo		No	
Get Movies			Yes
Goldmines			Yes
Hybe Labels			Yes
Infobells			Yes
JuegaGerm..		No	
Justin Bieber		No	
Kids Diana ..			Yes
Like Nastya		No	
LooLoo Kids			Yes
Marshmello		No	
Movieclips			Yes
MrBeast		No	
PewDiePie		No	
Pinkfong			Yes
Shemaroo			Yes
Shemaroo E..			Yes
Sony Entert..			Yes
Sony Music ..			Yes
Sony SAB			Yes
SonyMusici..			Yes
T-Series			Yes
T-Series Bh..			Yes
Taylor Swift		No	
Tips Indust..			Yes
Vlad and Niki		No	
Wave Music			Yes
WWE			Yes
Yash Raj Fil..			Yes
Zee Music C..			Yes
Zee TV			Yes

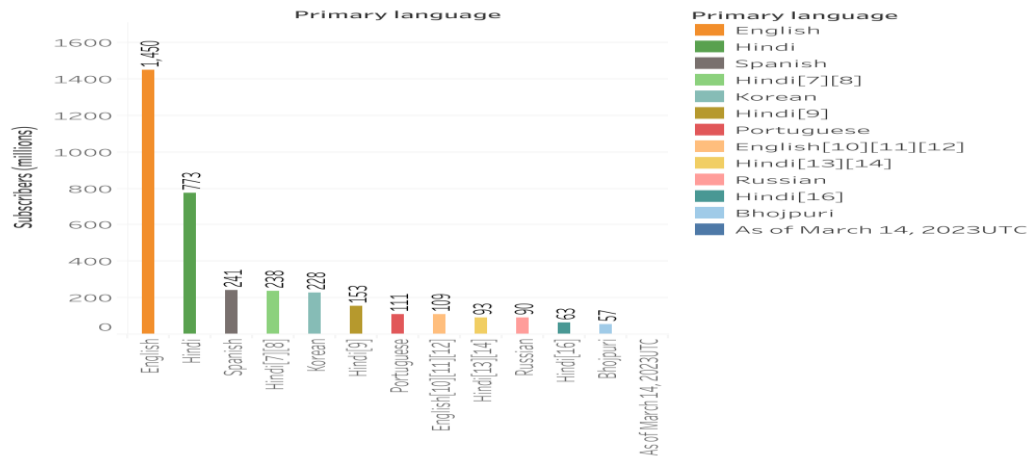
sheet 4



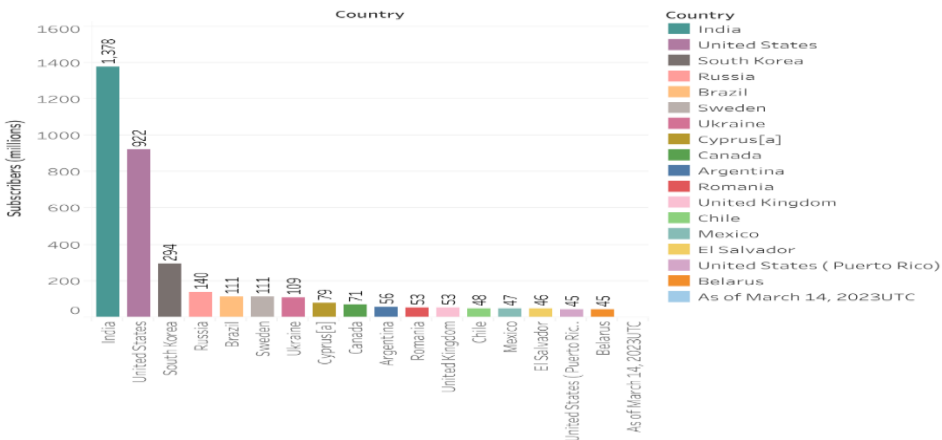
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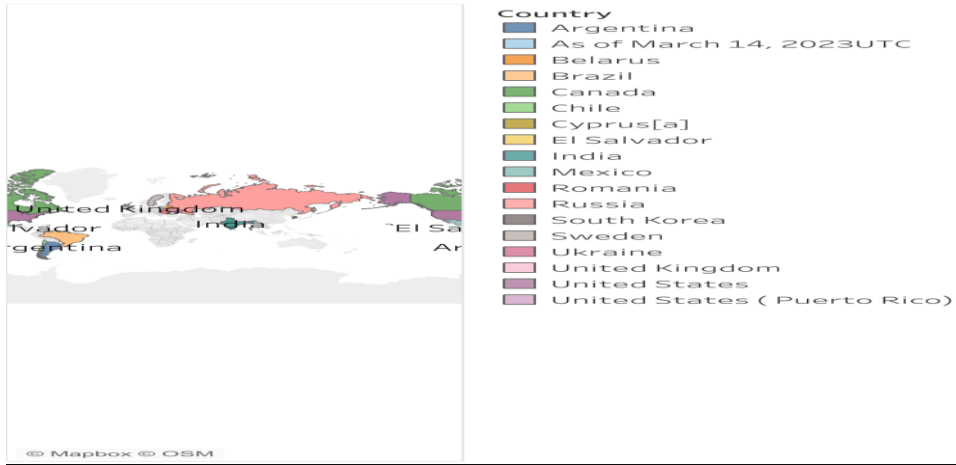
sheet6



Sheet 7



sheet 8

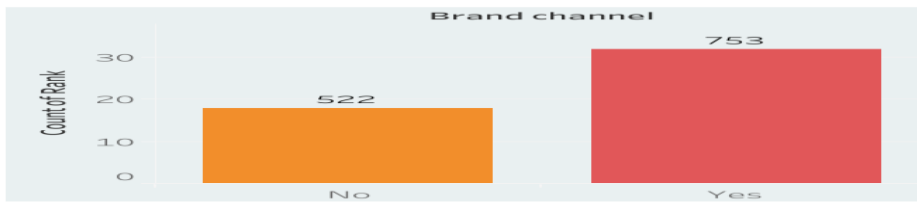


DASHBOARD:

sheet 1

Name	
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	3
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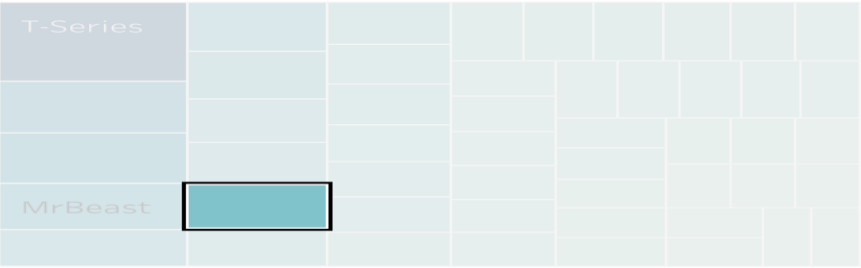
Sheet2



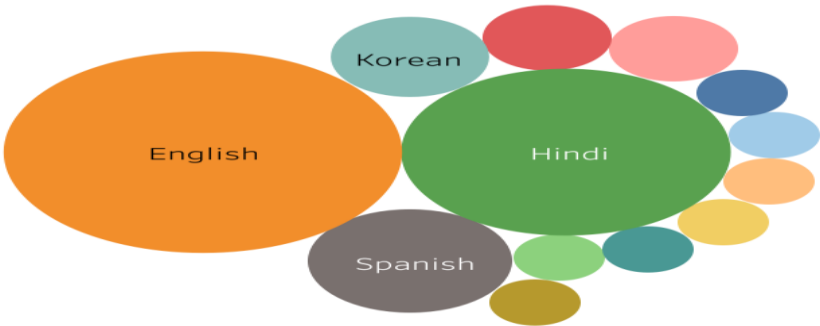
sheet3

Name	As of M..	No	Yes
5-Minute Crafts			
A4		No	Yes
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 2023U..	As of M..		
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	

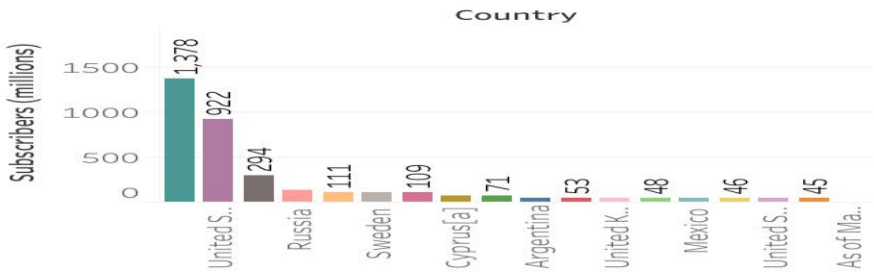
sheet 4



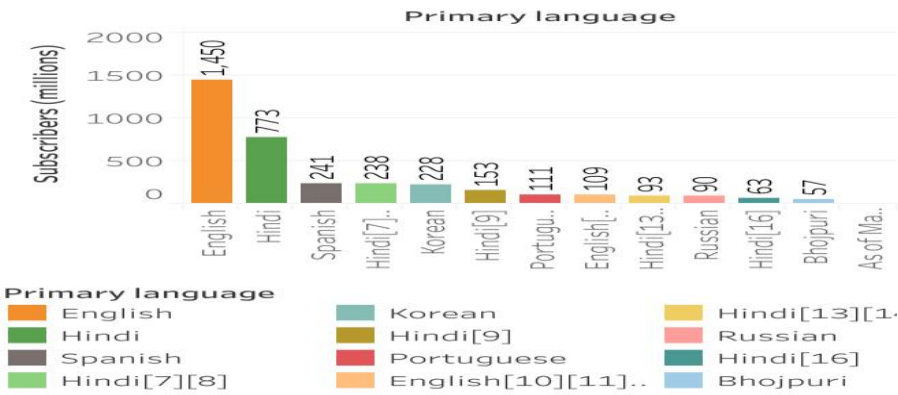
No of Channels of language



Sheet 7



Sheet 11



sheet 8

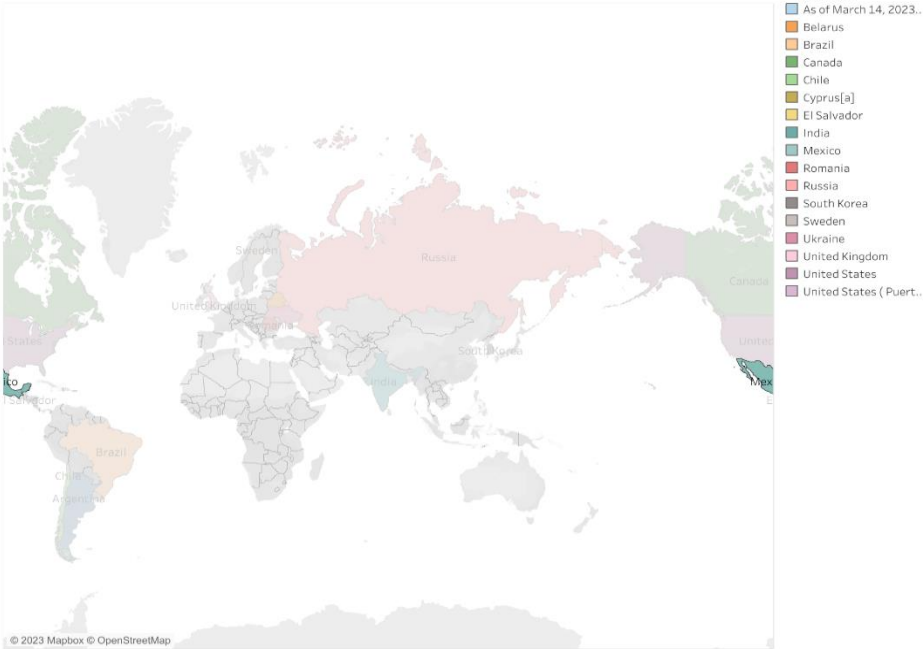


- Country
- Argentina
 - As of March 14, 2023UTC
 - Belarus
 - Brazil
 - Canada
 - Chile
 - Cyprus[a]
 - El Salvador
 - India
 - Mexico
 - Romania
 - Russia
 - South Korea
 - Sweden
 - Ukraine
 - United Kingdom
 - United States
 - United States (Puerto Rico)

Story 1

CHANNEL DETAILS	LIST OF CHANNEL WITH NUMBER OF SU...	CATEGORY WITH LANGUAGE AND COU...	COUNTRY WISE PRIMARY LANGUAGE ..
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sheet 8



4. ADVANTAGES & DISADVANTAGES:

ADVANTAGES:

There are many advantages in this field and some were listed as Follows:

1. **CREATIVE SELF-EXPRESSION:** Making videos on YouTube is a great opportunity for creative self-expression. And it doesn't matter what exactly you are doing, filming a thoughtful show, leading a lifestyle blog, or doing translations.
2. **RECOGNITION:** Although it will not come immediately, even a small audience can inspire confidence and give an incentive to do what you love. This is an indescribable feeling when people are waiting for your videos, listening to your opinion and ready to support you.
3. **SOURCE OF INCOME AND POTENTIAL GROWTH:** Popularity on the internet will help you make money on advertising and partnership programs.
4. **COMMUNICATION:** One of the main advantages of YouTube is the number of People it has on it. Keeping your blog gives you a lot of space to communicate with both your audience and colleagues.
5. **BRAND PROMOTION:** YouTube videos have been an effective branding method for many businesses, especially during the lockdown. There are lot a promotional videos from major business companies such as shopping mode, Apple, BMW, and many more.
6. **USER FRIENDLINESS:** YouTube is made for anyone to find what they enjoy. From pet overs to homemakers, anyone can find content suitable to their interests. YouTube will keep the content informative and stimulating.
7. **BENEFITS TALENTED PEOPLE:** if you think that you're specializing in something then, you are worthy of attention. The time is right to launch your own channel and be awestruck by viewers from all over the world. All you need is to do is be focused on your passions and then roll out your ideas in videos that demonstrate how your work is beneficial in everyday life.

DISADVANTAGES:

1. **TOO MANY AND IRRELEVANT ADS:** There are some distinct disadvantages of watching YouTube videos, which include a lot of commercials. It is possible to skip your mainstream. However, you're often required to watch commercials lasting

between 15 and 20 seconds. This isn't just a time-waster, but it can be irritating at times.

2. **LOTS OF DISTRACTION:** The platform is updated with new content each minute, making it difficult to avoid engaging and interesting videos. When you begin viewing YouTube videos, you'll be able to continue watching more videos in the "Related Videos" section. According to research done by the collective, the issue of distraction while driving can be a worldwide problem that kills and injures thousands of people each year.
3. **BULLYING:** It's a tool that helps the public notice you; untrustworthy people may use YouTube to harm other people's image in public. The public has begun to consider YouTube as a potential social media, particularly over the past five years.
4. **EARNING MONEY IS NOT THAT EASY:** You can sign up for a YouTube affiliate or partner program to earn. However, to be eligible for these programs, you'll need to have at minimum 1000 subscribers as well as 4,000 watching hours over the last twelve months. If you're unable to achieve this, it will come with more drawbacks to YouTube than benefits.
5. **MANY RULES:** Like any other social media platform, YouTube has many rules which restrict what you can do within your channel. This can be through terms of optimization, what things you can post on your channel and how your channel looks.

5. APPLICATIONS:

- You can watch and like videos and subscribe to channels with a Google account. But without a YouTube channel, you have no public presence on YouTube.
- YouTube studio is the official YouTube app from Google for creators. This free tool makes it easier and faster to manage your channel from anywhere.
- YouTube allows users to upload a wide range of job video content, including music videos, movie trailers, educational videos, comedy skits, and more.
- Users can watch these videos for free, and they can also upload their own videos and share them with others.
- In addition to providing a space for users to watch and share videos, YouTube also serves as a platform for businesses, organization and individuals to promote their products, services, and ideas.

- Many content creators and influencers have built their careers on this platform, and some of them have become incredibly successful and well-known.

6. CONCLUSION:

In conclusion, 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, is knowing what people like and knowing how to reach those people, for which of course you will need a mastery of social media.

Overall, YouTube can be a great career option for those who are willing to put in the effort and dedication. It's important to develop a plan and understand the platform and the industry before diving in, but it can be a lucrative and rewarding career path.

7. FUTURE SCOPE:

Over the next decade, expect it to expand into an all-encompassing entertainment service, where you'll not just watch and listen: you'll play. Games, and interactive experiences. In both cases partly driven by YouTube's evolution into the world's largest catalogue of virtual reality content.

YouTube in India is good as a full time career with endless amount of possibilities. But it requires research, dedication, consistency etc... To be a successful You Tuber.

In India, a You Tuber with a decent number of subscribers on their YouTube channel can earn 25,000 INR per month. Additionally, a You Tuber with a few million subscribers and a few million views on their content can earn lakhs. The view count is extremely crucial for deciding how much money as You Tuber video can make.

We're investing in the features and experiences that will make YouTube a great home for viewers and creators now and in the future, from doubling down on streaming and connected TV to unlocking unparalleled creative potential.