

# NAAN MUDHALVAN PROJECT

## SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

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### OVERVIEW:

### INTRODUCTION:

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

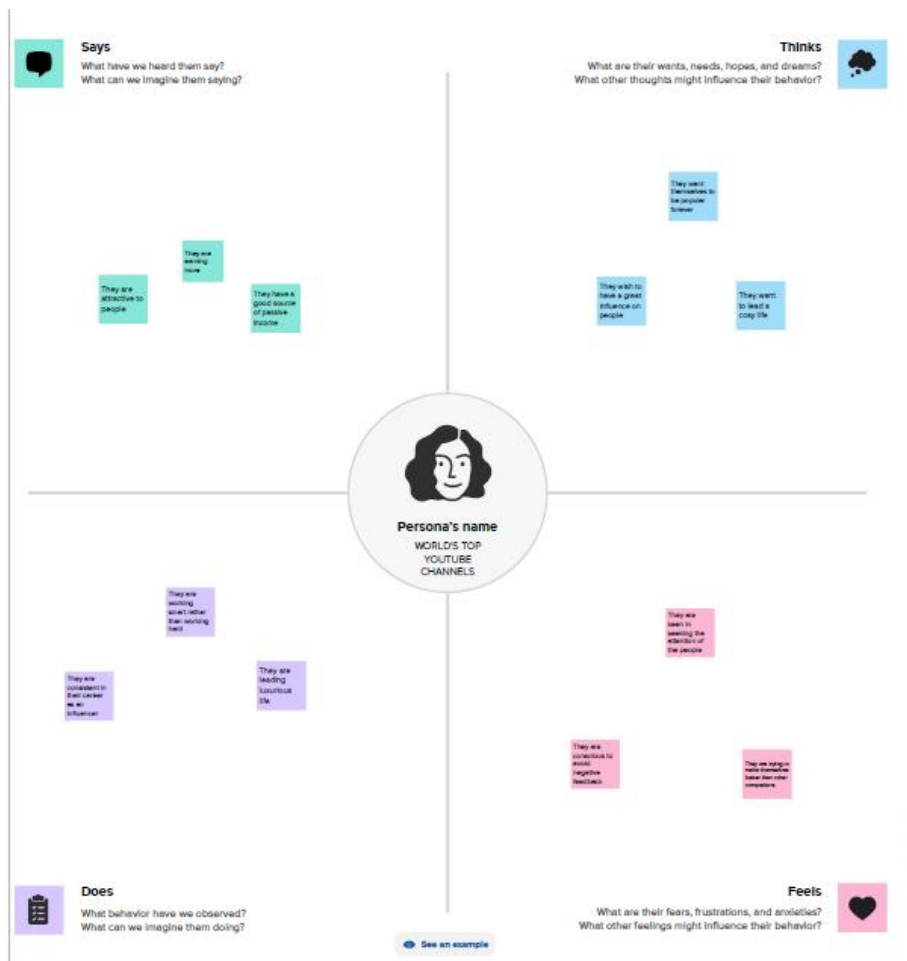
list of its most-subscribed channels in April 2006. An early archive of the list dates to May 2006

## PURPOSE:

- To gather information on top youtube channels .
- To arrange the gathered data based on country, brand ,etc.....
- To know about the interest of the people.
- To represent data in an interesting manner.

# PROBLEM DEFENITION AND DESIGN THINKING

## EMPATHY MAP:



- ☺ Youtube is a best learning platform nowadays.
- ☺ It allows people to earn at doorstep .
- ☺ It is a great source of passive income.

## DISADVANTAGES:

- ☹ As youtube is easily accessible,it leads to wrong informations.
- ☹ It is a distracting platform .
- ☹ Sometimes adult contents are consumed by children.
- ☹ Any advertiser can put an add on any video.

## APPLICATIONS:

- ❖ Youtube is an informative platform .
- ❖ It acts as a talent showing platform
- ❖ It is used to share our views and ideas in a particular topic of our choice.
- ❖ It also allow to show our life by vlogging.

## CONCLUSION:

Through this project ,we have analysed the various information on top youtube channels.We have used different types of charts for our analysis on different sectors.

## FUTURE SCOPE OF YOUTUBE:

Creating community is another key notion that users consider to be the future of youtube ; users believe it facilitates interactive and creative communication among different cultures,races,and societies.

