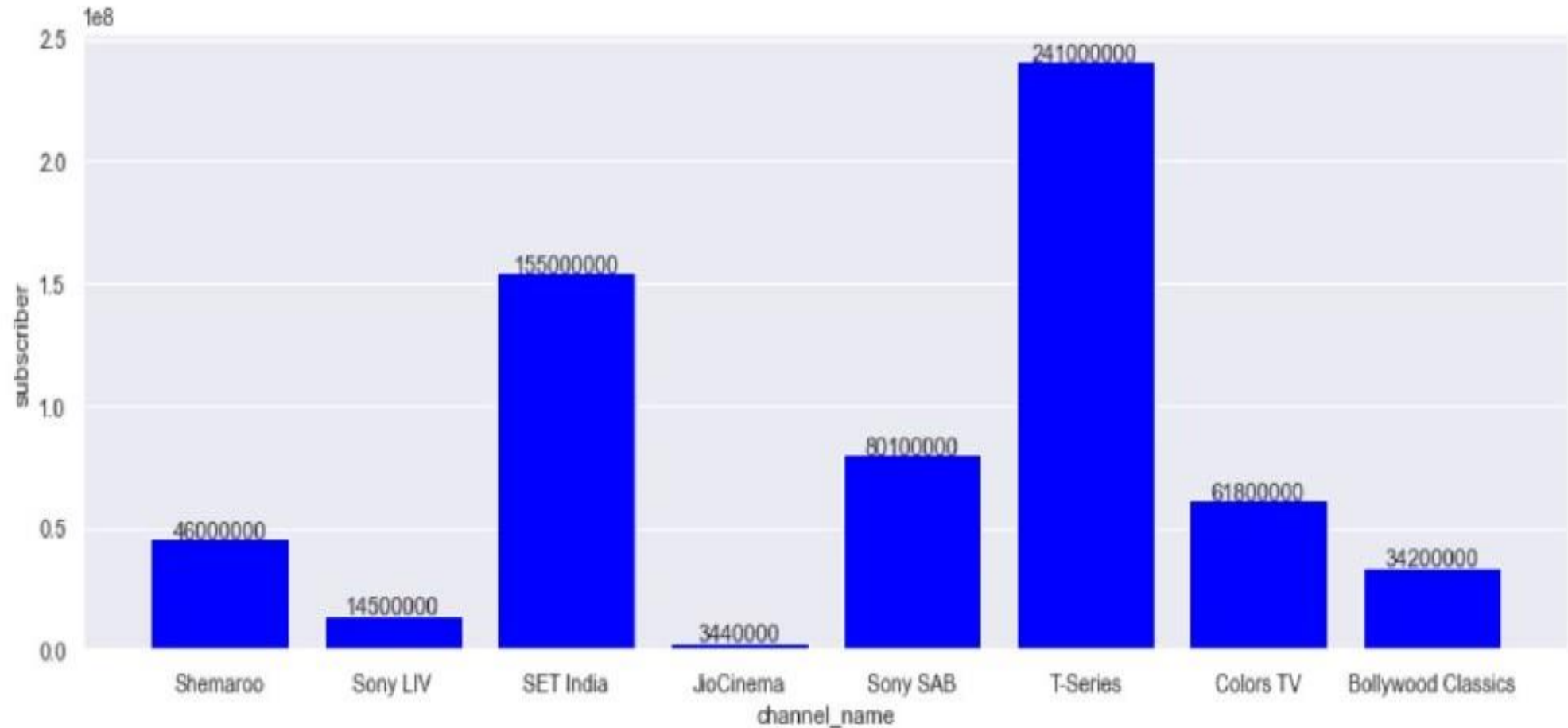


# TOP INDIAN ENTERTAINMENT YOUTUBE CHANNELS ANALYSIS

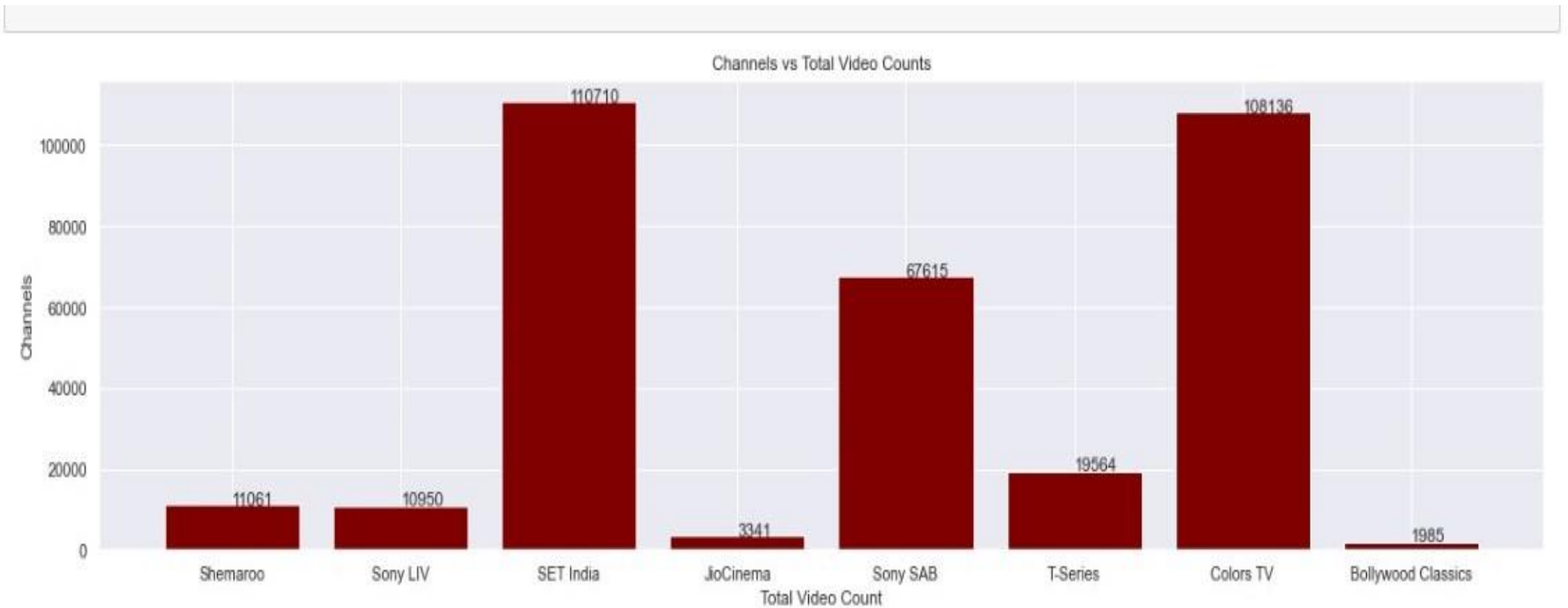


# Real Time Subscriber Count

```
Out[14]: <BarContainer object of 8 artists>
```



# Real Time Video Counts



# SONY CHANNELS STATISICAL ANALYSIS

```
In [18]: sony = sonny.loc[['Sony LIV','SET India','Sony SAB']]  
sony
```

```
Out[18]:
```

	subscriber	viewCount	videoCount
channel_name			
Sony LIV	14500000	7074599947	10950
SET India	155000000	144152866022	110710
Sony SAB	80100000	96606488513	67615

```
In [19]: sonny.loc[['Sony LIV','SET India','Sony SAB']].describe()
```

```
Out[19]:
```

	subscriber	videoCount
count	3.000000e+00	3.000000
mean	8.320000e+07	63091.666667
std	7.030128e+07	50033.586803
min	1.450000e+07	10950.000000
25%	4.730000e+07	39282.500000
50%	8.010000e+07	67615.000000
75%	1.175500e+08	89162.500000
max	1.550000e+08	110710.000000

# JIO CINEMA YOUTUBE CHANNEL ANALYSIS



# TOP 10 MOST LIKED VIDEOS

```
In [41]: tepss = data_details_jioo.sort_values(by='Likes',ascending=False).head(10)
tepss
```

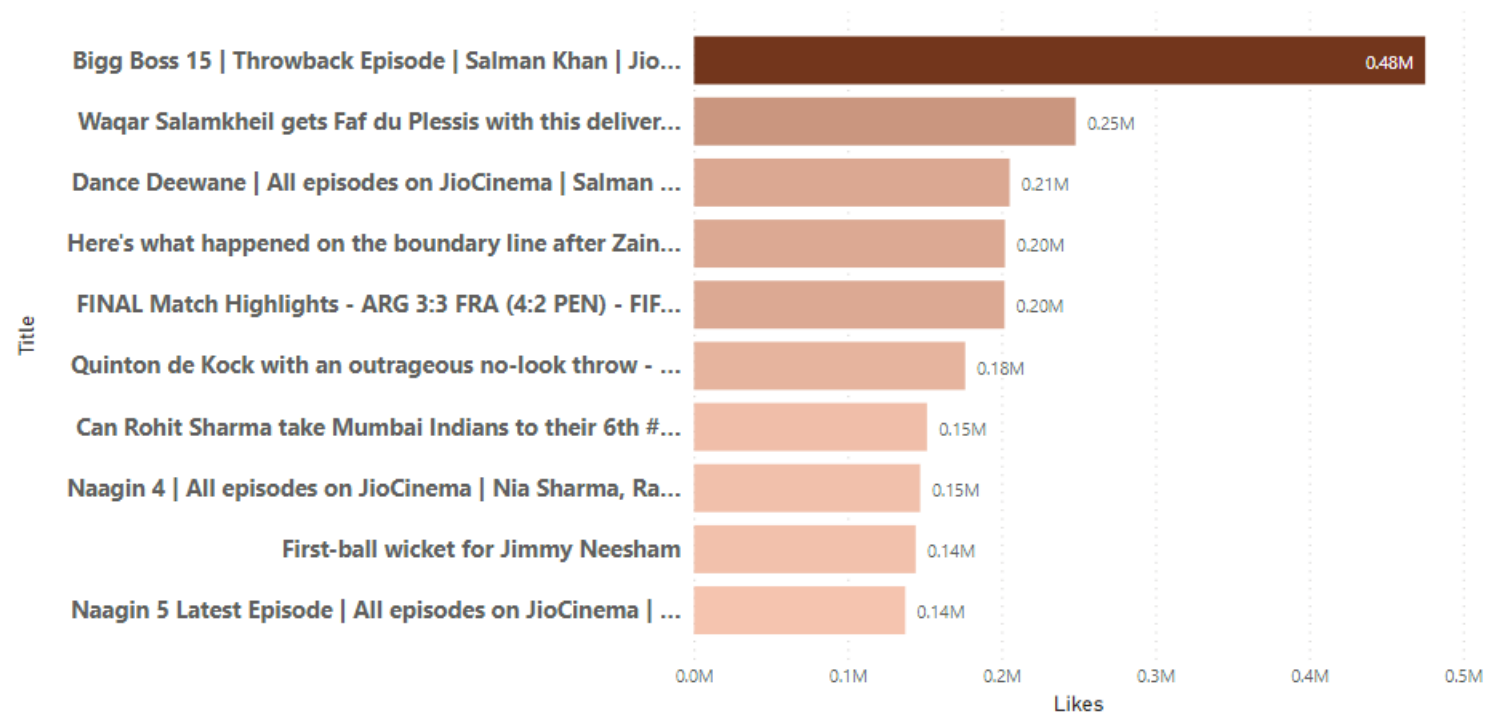
Out[41]:

	Title	publishdate	Views	Likes
3015	Bigg Boss 15   Throwback Episode   Salman Khan...	2022-02-22	19446812	475323
1533	Waqar Salamkheil gets Faf du Plessis with this...	2023-01-14	7732590	248070
3168	Dance Deewane   All episodes on JioCinema   Sa...	2020-06-15	24951311	205235
1424	Here's what happened on the boundary line afte...	2023-01-19	5877553	202187
1854	FINAL Match Highlights - ARG 3:3 FRA (4:2 PEN)...	2022-12-18	13477520	201918
1512	Quinton de Kock with an outrageous no-look thr...	2023-01-15	3550918	176339
1007	Can Rohit Sharma take Mumbai Indians to their ...	2023-02-17	1808367	151521
3153	Naagin 4   All episodes on JioCinema   Nia Sha...	2020-08-11	37437090	147090
1156	First-ball wicket for Jimmy Neesham	2023-02-05	5082312	144195
3118	Naagin 5 Latest Episode   All episodes on JioC...	2020-11-22	22351099	137426

```
In [42]: #Top 10 most Liked Videos
```

# TOP 10 MOST LIKED VIDEOS CHART

Likes by Title





# TOP 10 MOST VIEWED VIDEOS

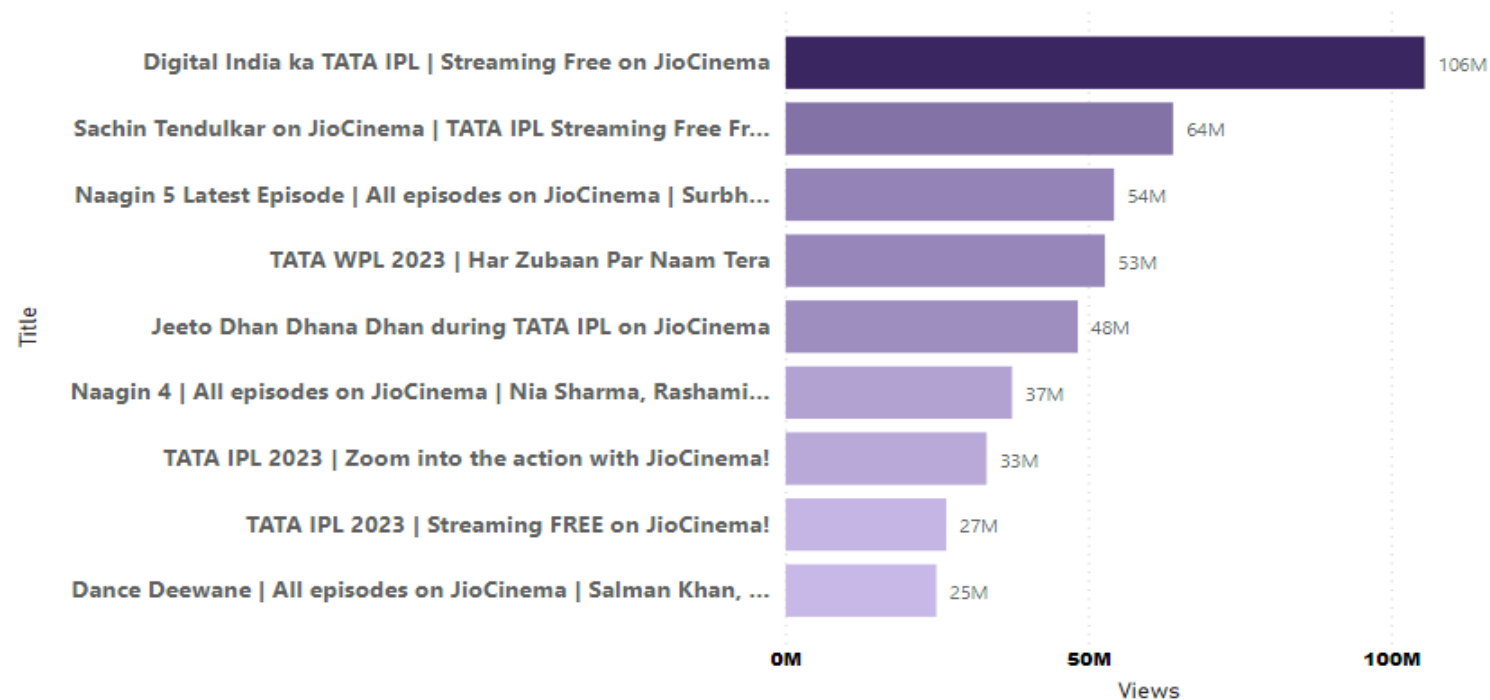
Out[87]:

	Title	publishdate	Views	Likes
901	Digital India ka TATA IPL   Streaming Free on ...	2023-03-11	105548819	53979
811	Sachin Tendulkar on JioCinema   TATA IPL Strea...	2023-03-26	64014699	1484
961	TATA WPL 2023   Har Zubaan Par Naam Tera	2023-03-02	52775835	1455
553	Jeeto Dhan Dhana Dhan during TATA IPL on JioCi...	2023-04-08	48307714	846
3153	Naagin 4   All episodes on JioCinema   Nia Sha...	2020-08-11	37437090	147090
871	TATA IPL 2023   Zoom into the action with JioC...	2023-03-16	33245308	2443
3107	Naagin 5 Latest Episode   All episodes on JioC...	2021-01-04	31932302	132477
882	TATA IPL 2023   Streaming FREE on JioCinema!	2023-03-16	26567685	43791
3168	Dance Deewane   All episodes on JioCinema   Sa...	2020-06-15	24951311	205235
3118	Naagin 5 Latest Episode   All episodes on JioC...	2020-11-22	22351099	137426



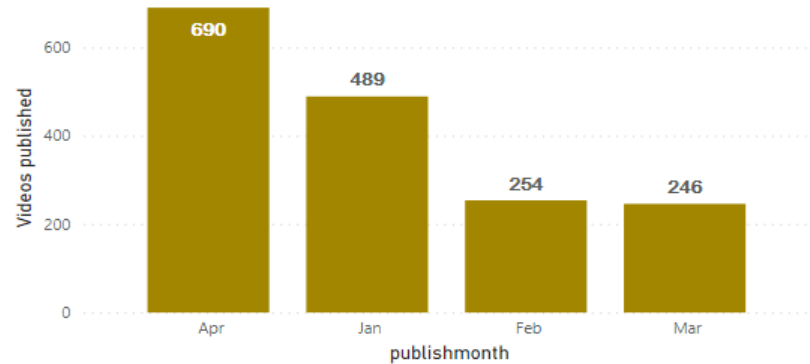
# TOP 10 MOST VIEWED VIDEOS CHART

Most viewed videos on jio cinema

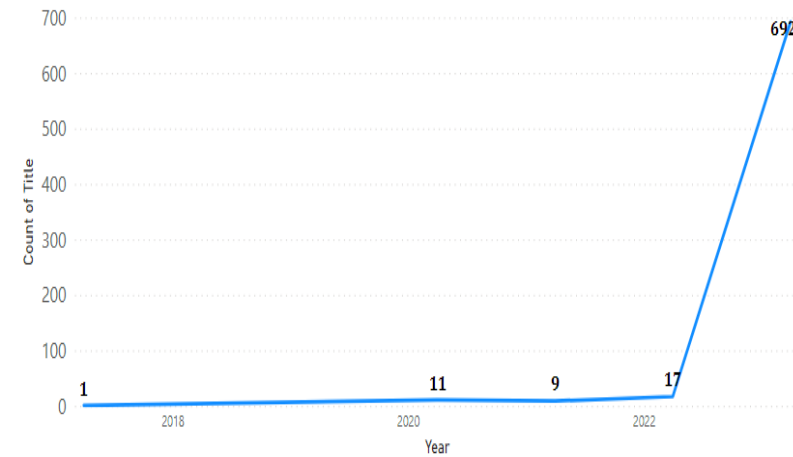


# IPL 2023 SEASON JIOCINEMA STATS

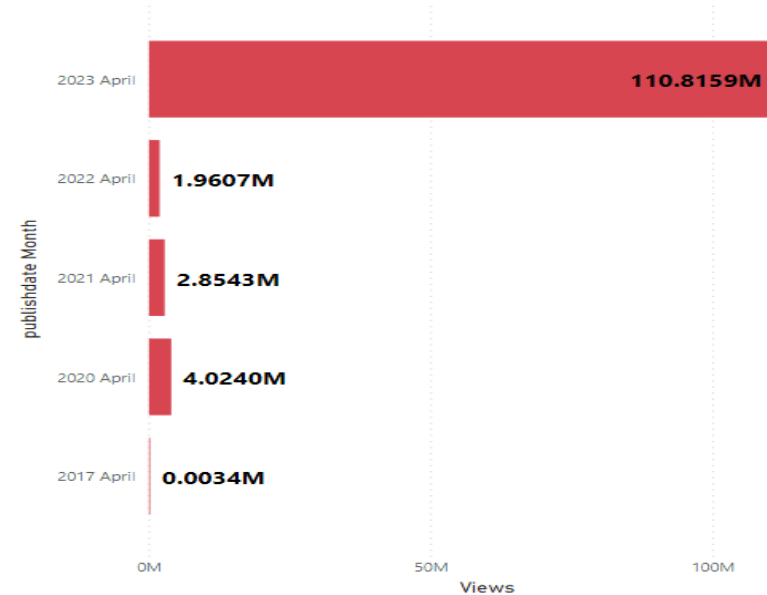
Videos published during 2023



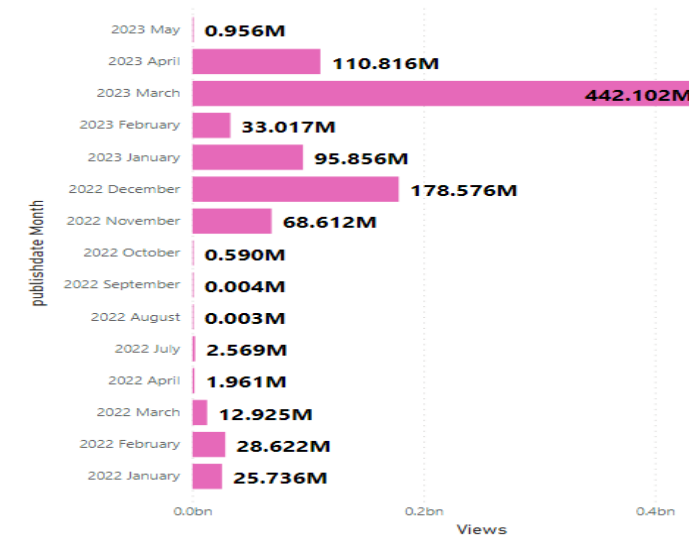
Titles publish increment due to IPL in APRIL



April viewership for the channel



Channel viewership 2022 vs 2023

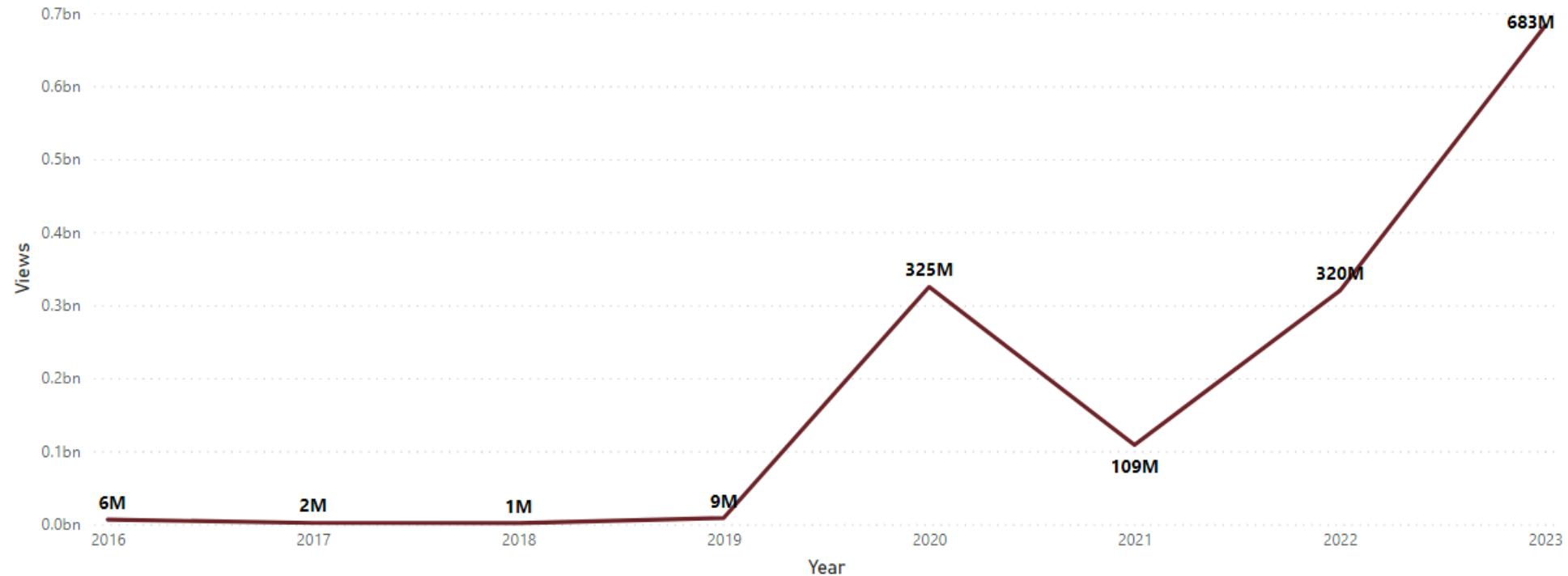


# JIOCINEMA YOUTUBE CHANNEL FINDINGS

- ▶ Even though videos published in April 2023 were 180.4% greater than in March 2023 the viewership dropped drastically in April by 74.8%. This might be due to people switching to Jio Cinema App for IPL.
- ▶ Videos published by the channel in April 2023 were 3970.6% greater than in April 2022. Which shows just how much content is brought in by IPL
- ▶ April 2023 saw 5553.06% more viewership than April 2022.
- ▶ March 2023 saw the maximum viewership 442.1M, alone surpassing the FIFA QUATAR WORLD (Nov. 2022 – Dec. 2022) views by 196M approx. Which shows than craze for IPL is much greater than FIFA World cup.
- ▶ Nov-Dec 2022 brought in 247.1 million views which was almost 77.35% viewership for the whole year which shows than major content for that year was from FIFA WORLDCUP.

# OVERALL INCREASE IN VIEWERSHIP

Total viewership increment wrt time



We can conclude that JIOCINEMA YOUTUBE CHANNEL VIEWERSHIP INCREASED BY **11283.3%** since its inception in 2016. Fifa 2022 and IPL 2023 broadcast rights were a huge kingpin in achieving this milestone.