

PROJECT REPORT TEMPLATE

1.INTRODUCTION

1.1OVERVIEW

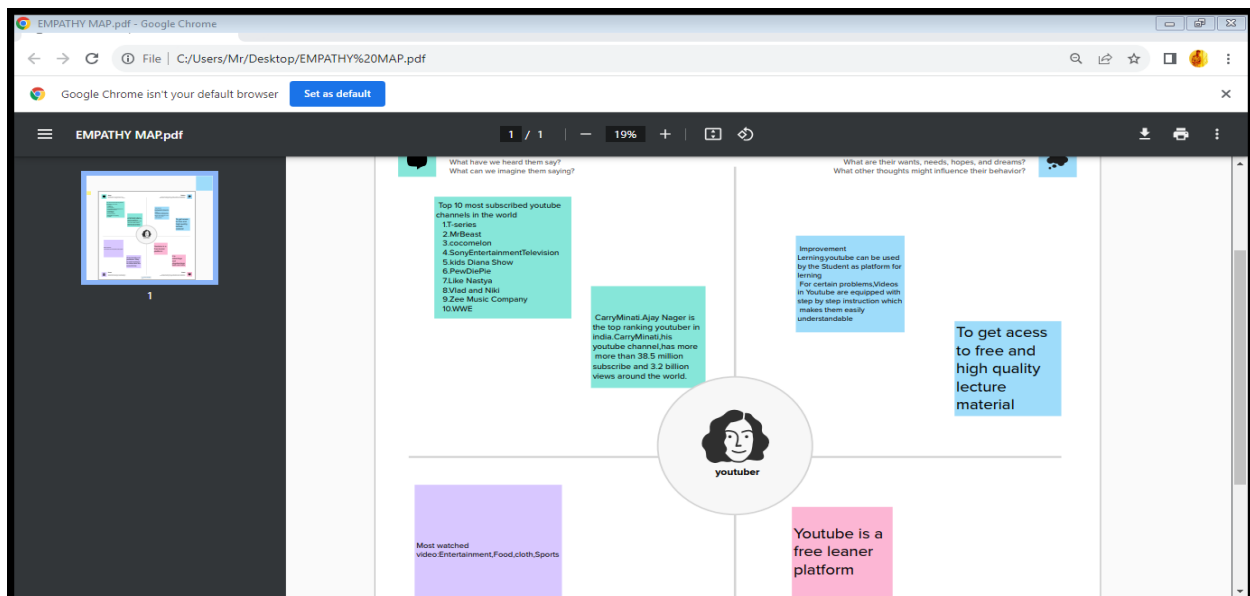
A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users 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.

1.2 PURPOSE

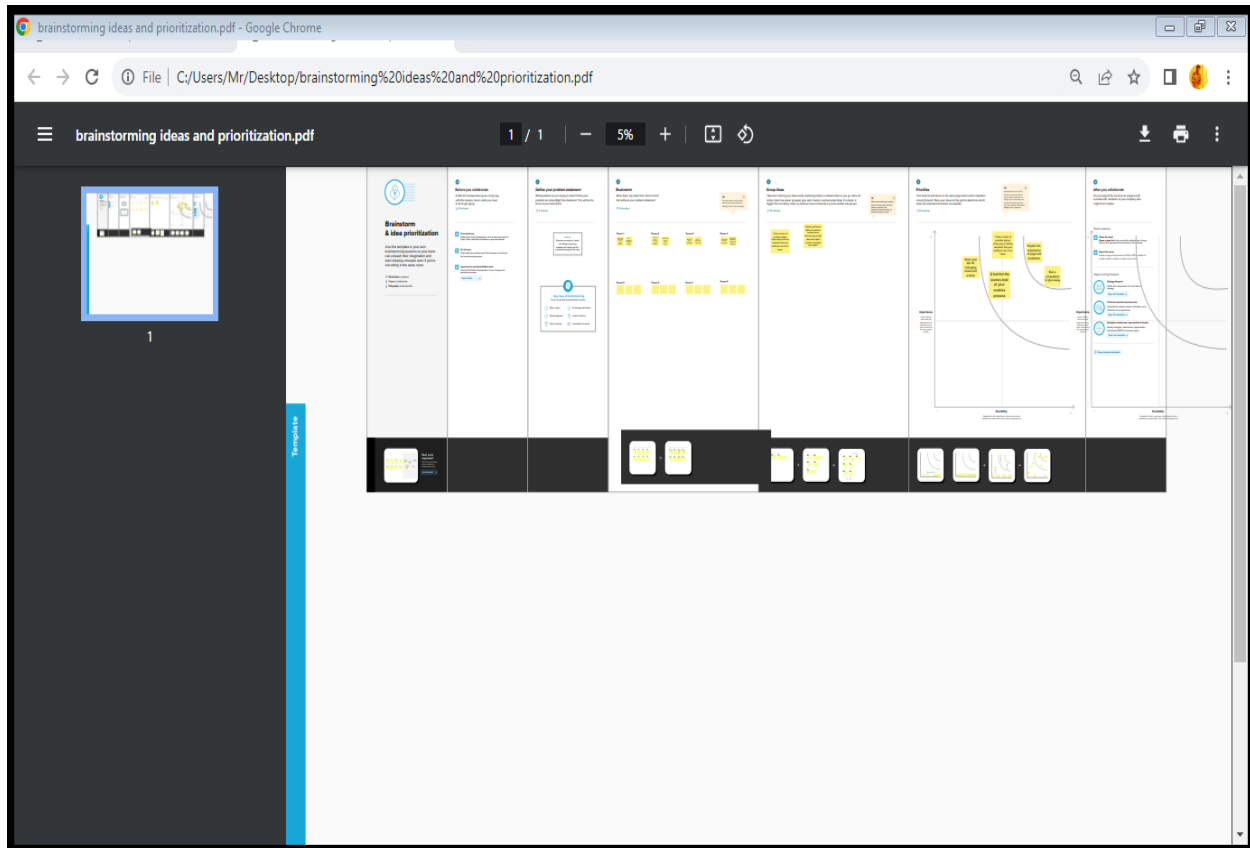
The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first.

2.PROBLEM DEFINITION &DESIGN THINKING

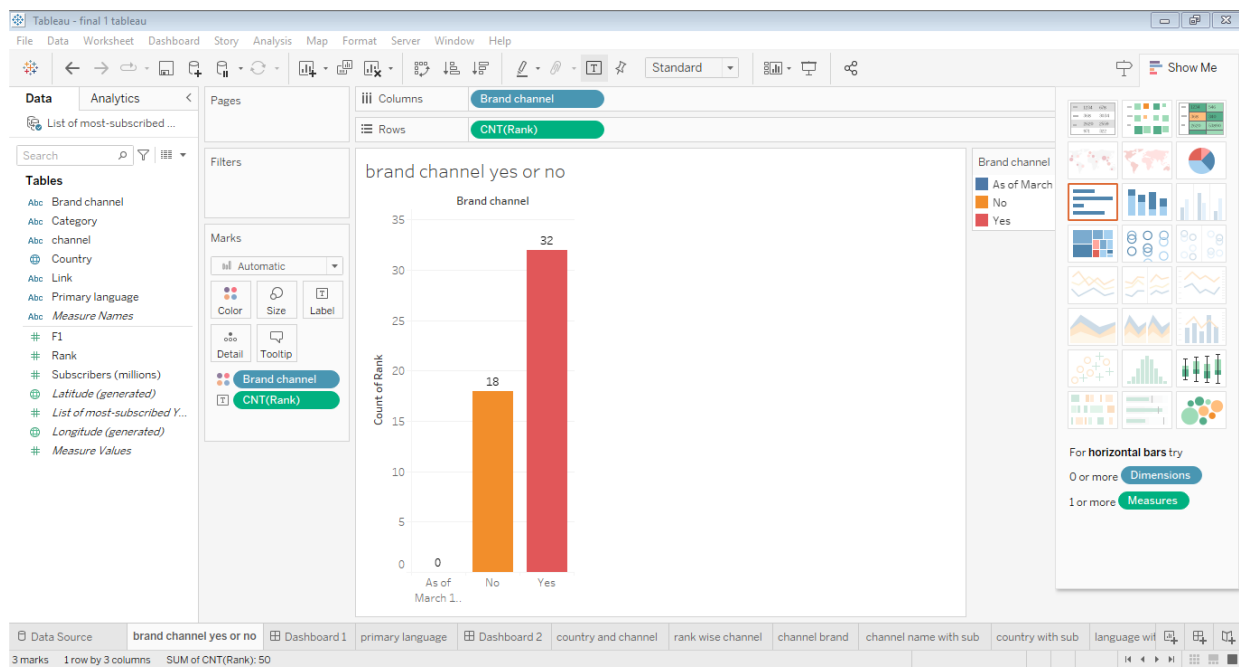
2.1 EMPATHY MAP

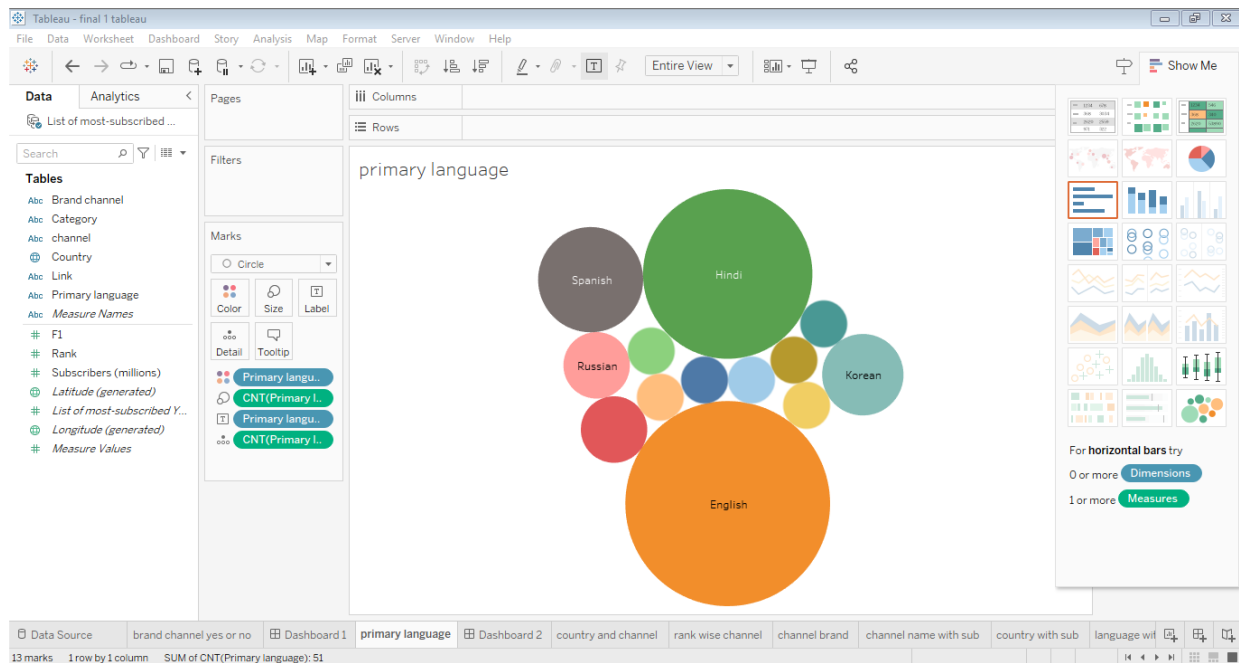
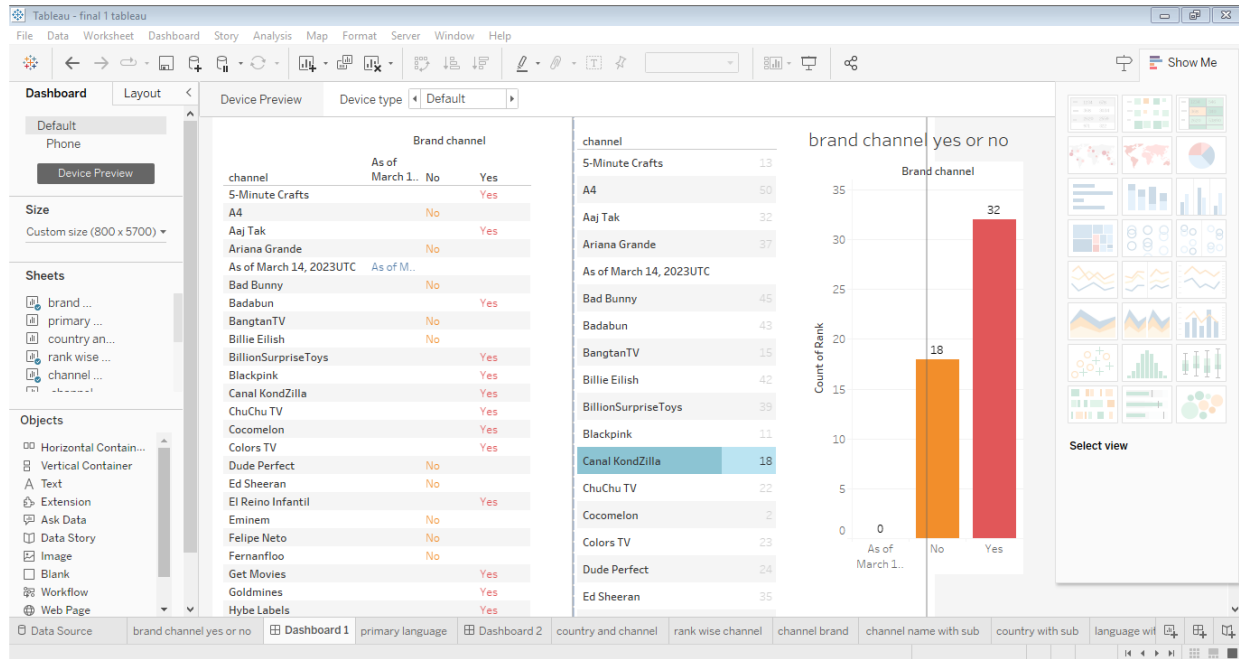


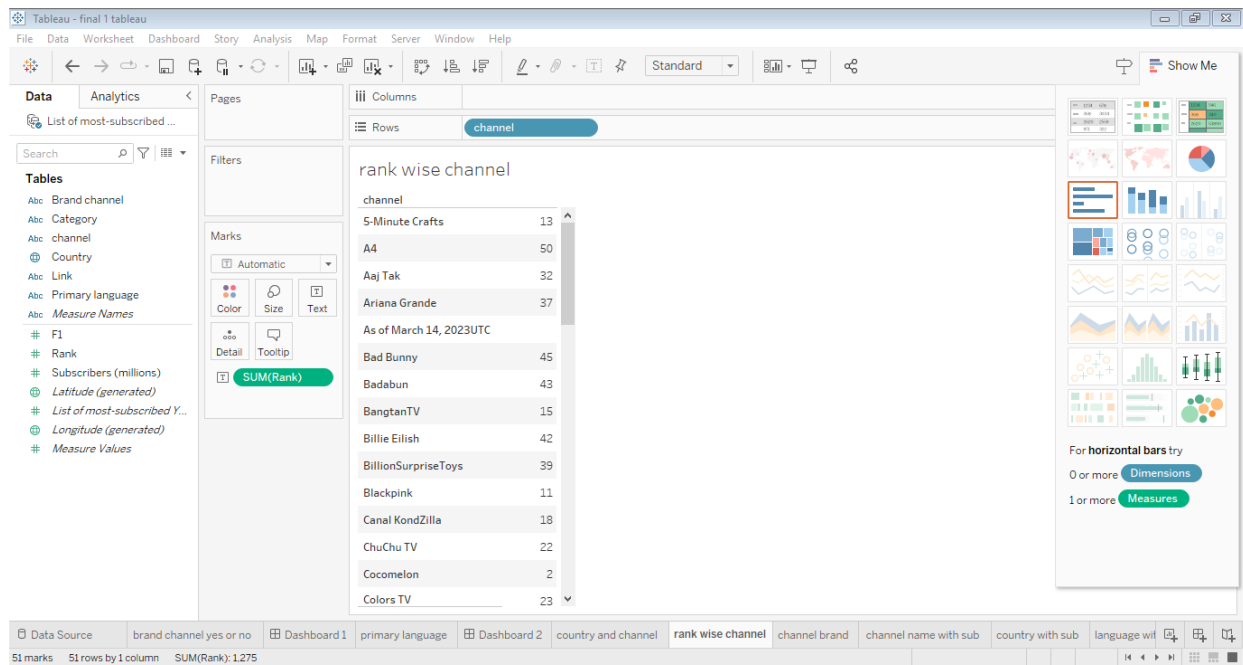
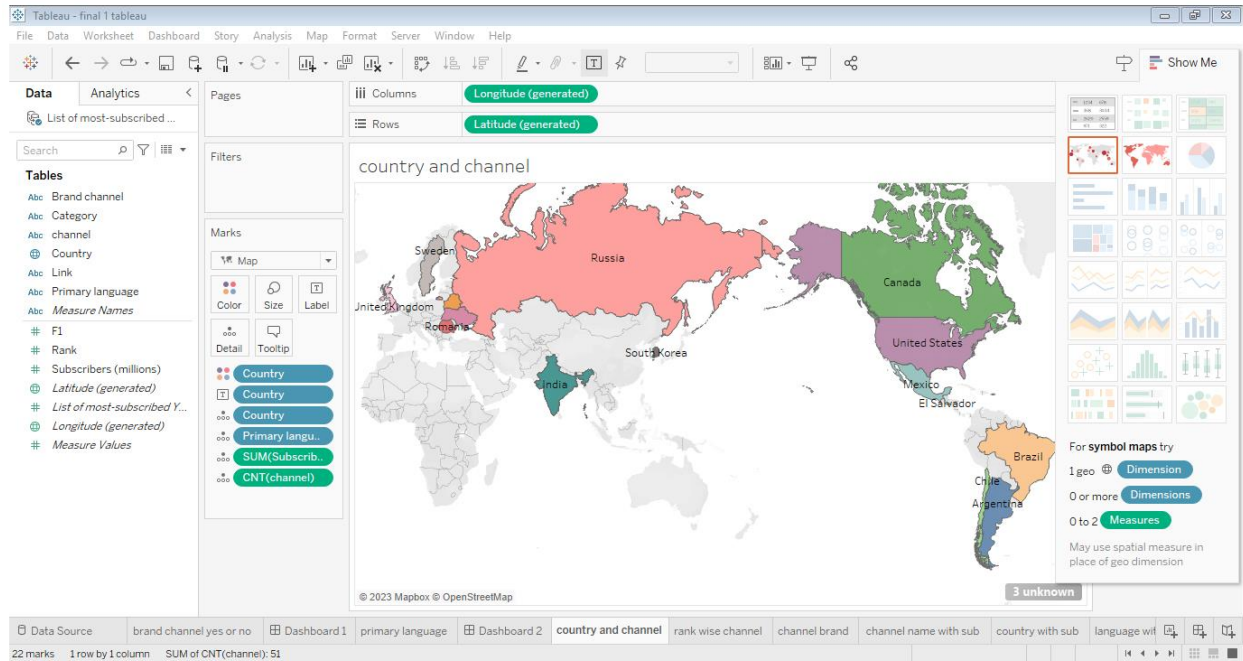
2.2 IDEATION & BRAINSTORMING MAP

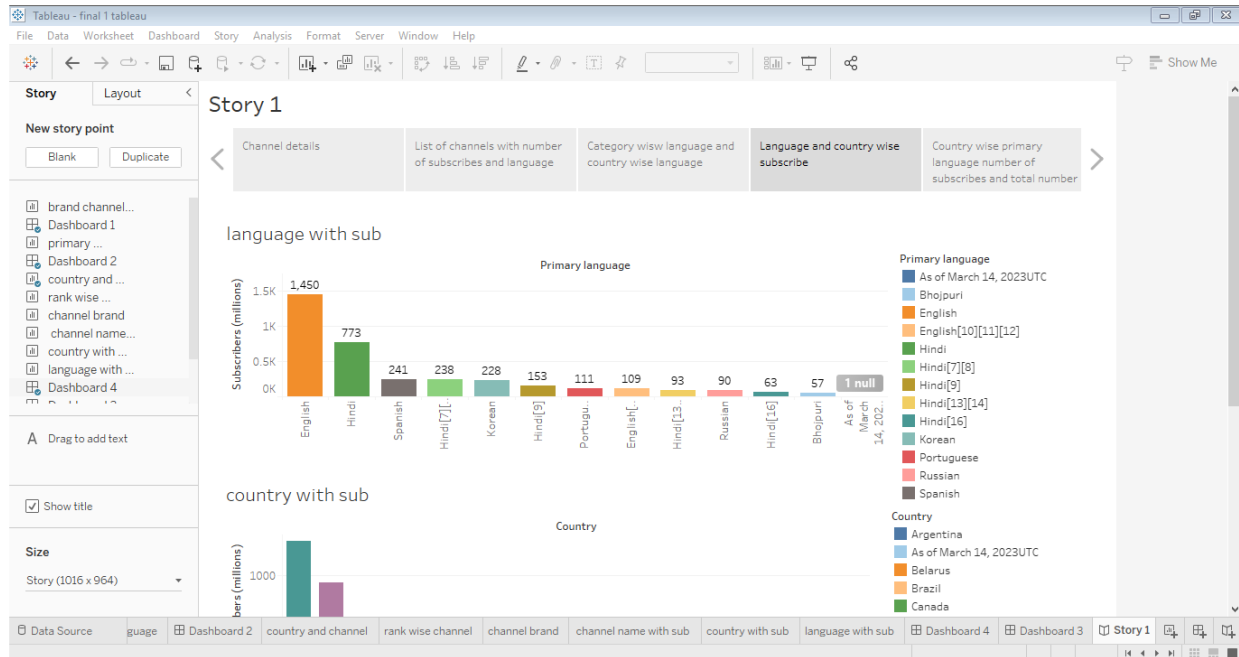


3.RESULT









4.ADVANTAGE & DISADVANTAGE

ADVANTAGE

Exposure to a Worldwide Audience. ...

- Marketing on YouTube Will Help You Get Found on Google. ...
- Gain Qualified Traffic. ...
- YouTube Ads Can Help You Reach Even More People. ...
- Other Ways To Repurpose Your Videos.

DISADVANTAGE

Uncertainty – Although successful YouTubers can earn significant amounts of money, the platform is highly competitive, and it may take some time to build a large enough audience to earn a livable income. **High workload** – Making videos can be a time-consuming and labor-intensive process

6. conclusion

Many people use YouTube as their primary source of entertainment, and they spend hours each day watching videos on the platform. This means that if you use your video marketing tools correctly, you can reach a wider audience than ever before and expose your business to millions of people all over the world.

7.FUTURE SCOPE:

YouTube is ever-changing, whether it's “borrowing” features from other platforms, finding new ways to monetize, or making the platform more accessible to creators and viewers. If YouTube continues on the current path, the future will include more streaming, more eCommerce initiatives, and more immersive experiences