

# **Exploring Worlds Top Youtube Chennels**

---

**By,**

**M.Kasi rajan.**

**R.Madhan.**

**C.Kartheeswaran.**

**M.Maruthuvel.**

**A.Vignesh.**

## TEAM DETAILS & NMID

M.Kasi rajan

885908CB202E7AAAFE243C1F40EE258C

R.Madhan

ED4D7D142BCD01782E948971FE6665A  
C.Kartheeswaran

8E2A0FA6E7447FOB23545A8F4AD64820

M.Maruthuvel

45C01E8E98A6FB994284CV1345FA0FBA

A.Vignesh

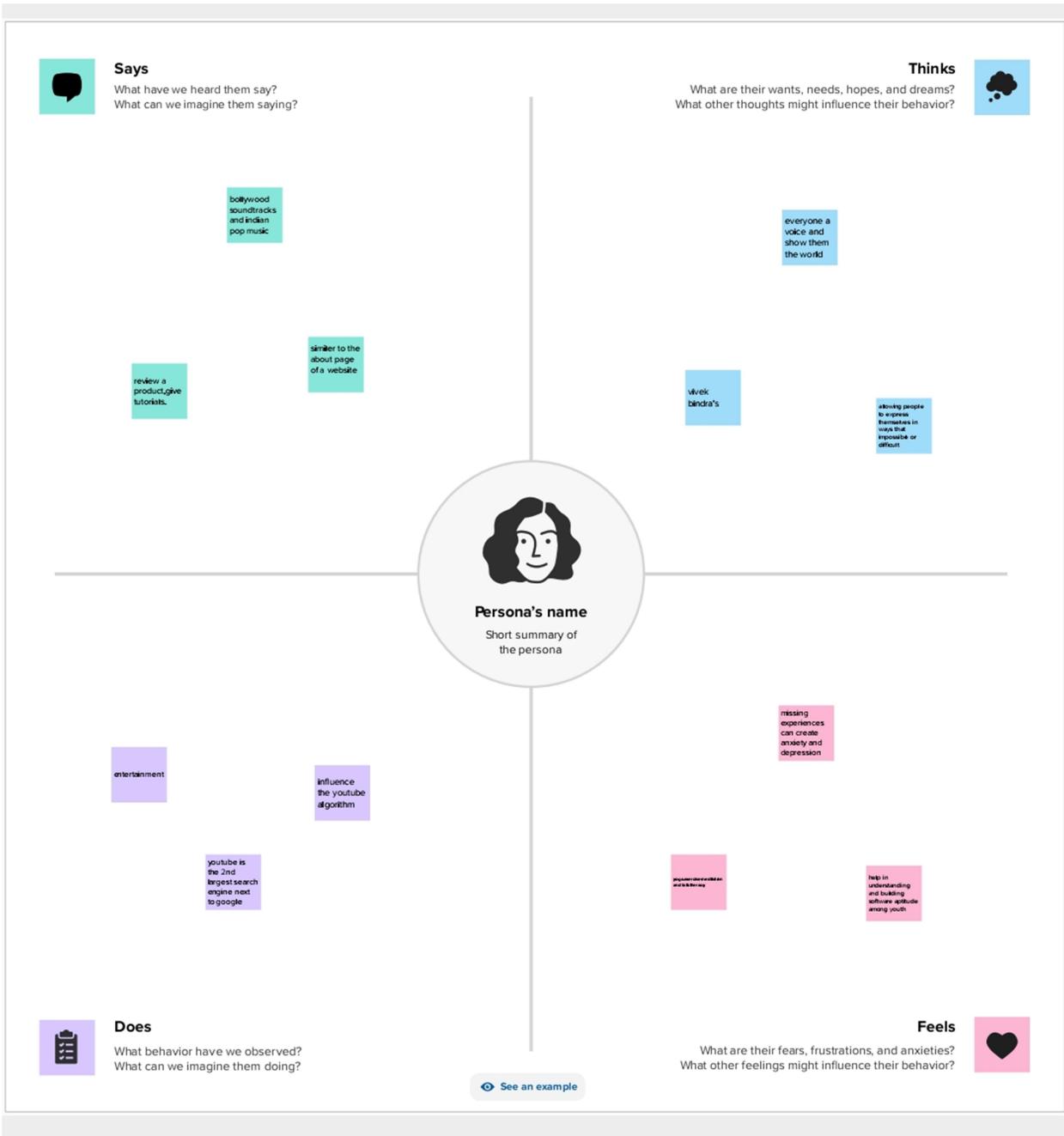
BCA0P25103392FF80694615D7C0B8AE9

## 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.

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. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi. All 50 of the channels have surpassed 40 million subscribers, 39 of them have

surpassed 50 million subscribers, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.



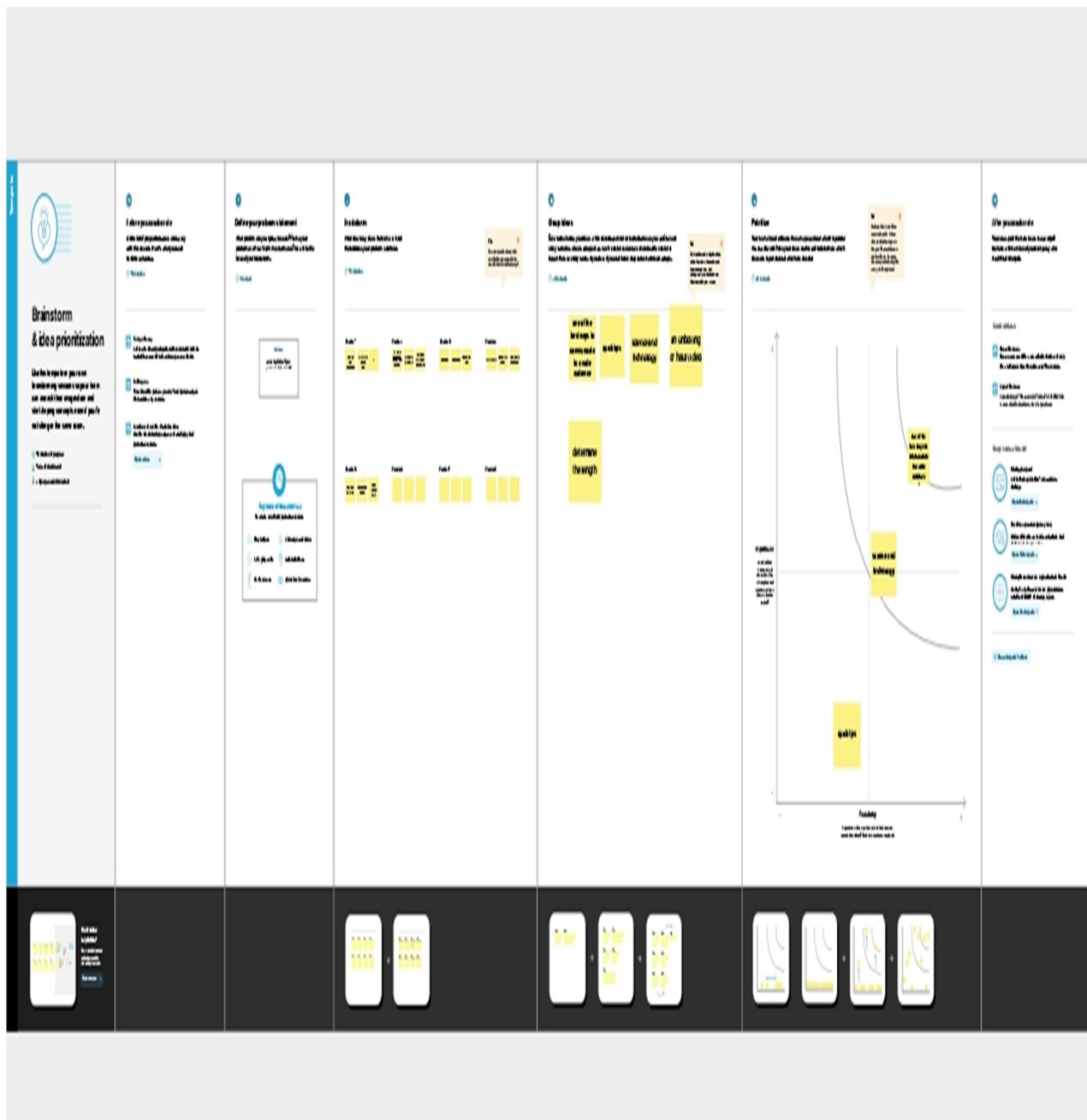


Tableau - Book1 - Tableau license expires in 12 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Pages Columns chennel

Rows chennel

Filters

### Rank wise channel

chennel As of March 14, 2023UTC

Rank	Channel
1	T-Series
2	Cocomelon
3	Sony Entertainment Telev.
4	MrBeast
5	PewDiePie
6	Kids Diana Show
7	Like Nastya
8	Vlad and Niki
9	WWE
10	Zee Music Company
11	Blackpink
12	Goldmines
13	5-Minute Crafts
14	Sony SAB
15	BangtanTV
16	Justin Bieber
17	Hybe Labels
18	Canal KondZilla
19	Zee TV
20	Pinkfong
21	Shemaroo Entertainment

Data Source Sheet 1 Sheet 2 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Dashboard 1 Dashboard 2 Dashboard 3 Story 1

51 marks 51 rows by 1 column SUM(Rank): 1,275

Type here to search 1:20 PM EN 29°C 10/16/2023

Tableau - Book1 - Tableau license expires in 12 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Pages Columns Brand channel

Rows CNT(Rank)

Filters

### No of channels with Brand

Brand channel

Category	Count of Rank
As of March 1..	0
No	18
Yes	32

Brand channel: Yes Count of Rank: 32

Data Source Sheet 1 Sheet 2 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Dashboard 1 Dashboard 2 Dashboard 3 Story 1

3 marks 1 row by 3 columns SUM of CNT(Rank): 50

Type here to search 1:21 PM EN 29°C 10/16/2023

Tableau - Book1 - Tableau license expires in 12 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Standard

Show Me

Data Analytics < Pages Columns Brand channel

List of most-subscribed...

Search

Tables

Abc Brand channel  
Abc Category  
Abc chennel  
Abc Country  
Abc Link  
Abc Primary language  
Abc Measure Names

# F1  
# Rank  
# Subscribers (millions)  
Latitude (generated)  
List of most-subscribed Y...  
Longitude (generated)  
Measure Values

Filters

Marks

Automatic

Color Size Text

Detail Tooltip

Brand channel

Brand channel

Channel Brand

Brand channel

chennel	As of M...	No	Yes
5-Minute Crafts			Yes
A4		No	
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 2023UTC	As of M...		
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	
BillionSurpriseToys			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude Perfect		No	
Ed Sheeran		No	
El Reino Infantil			Yes
Eminem		No	
Felipe Neto		No	
Fernanfloo		No	

Brand channel

As of March 14, 2023..

No

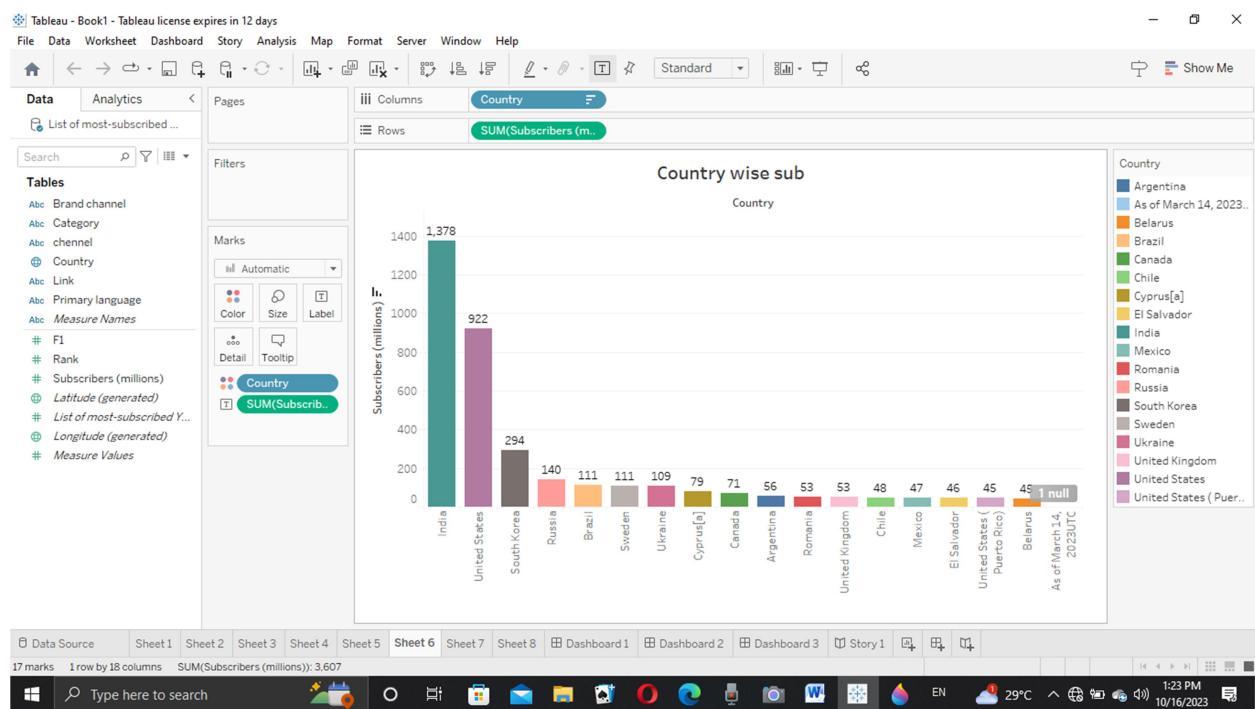
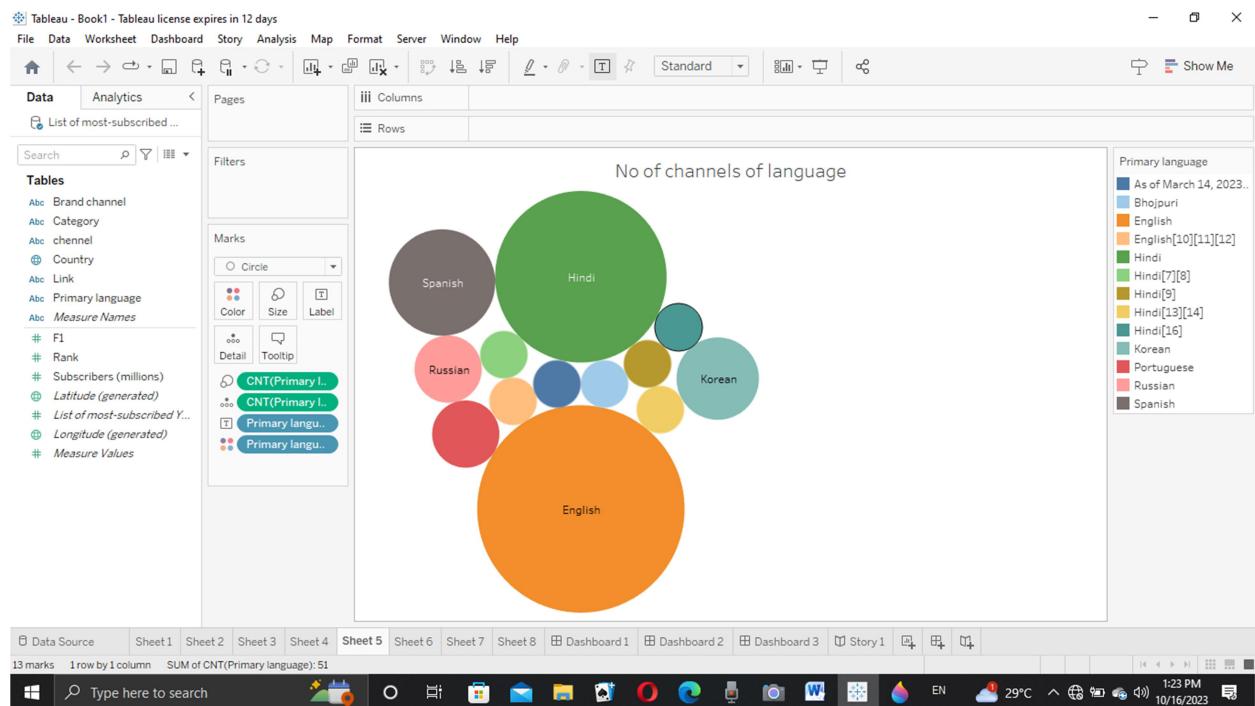
Yes

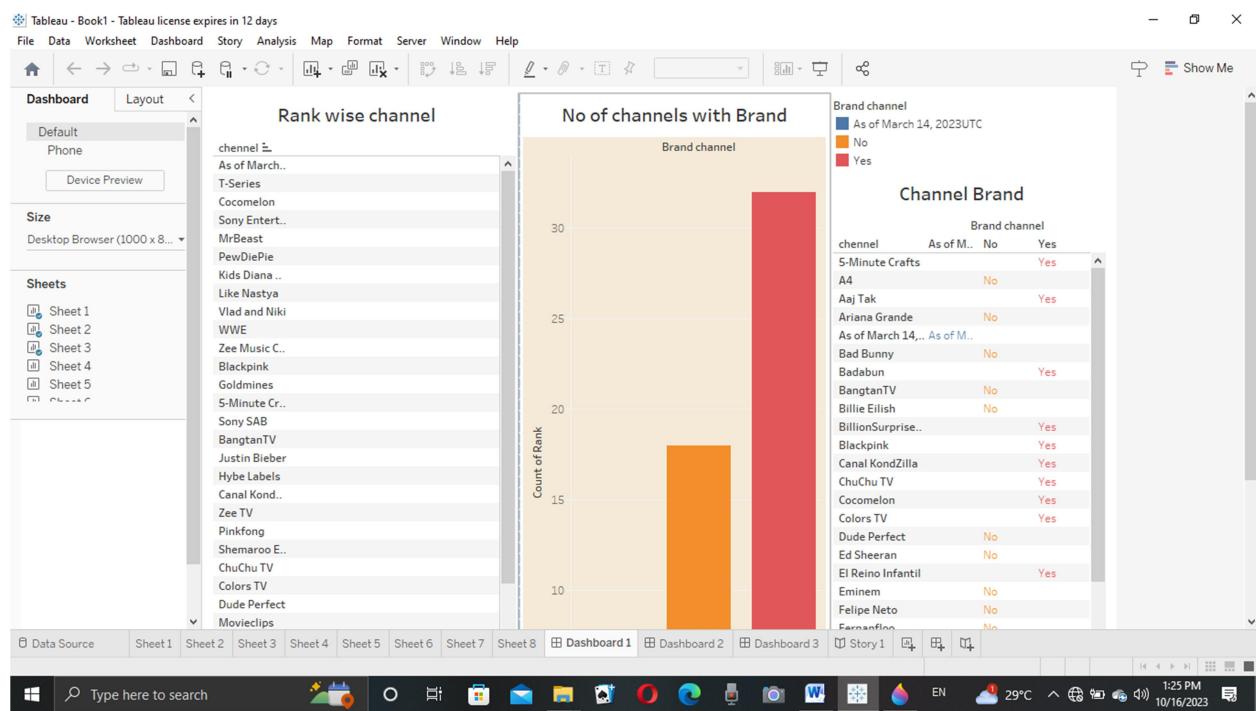
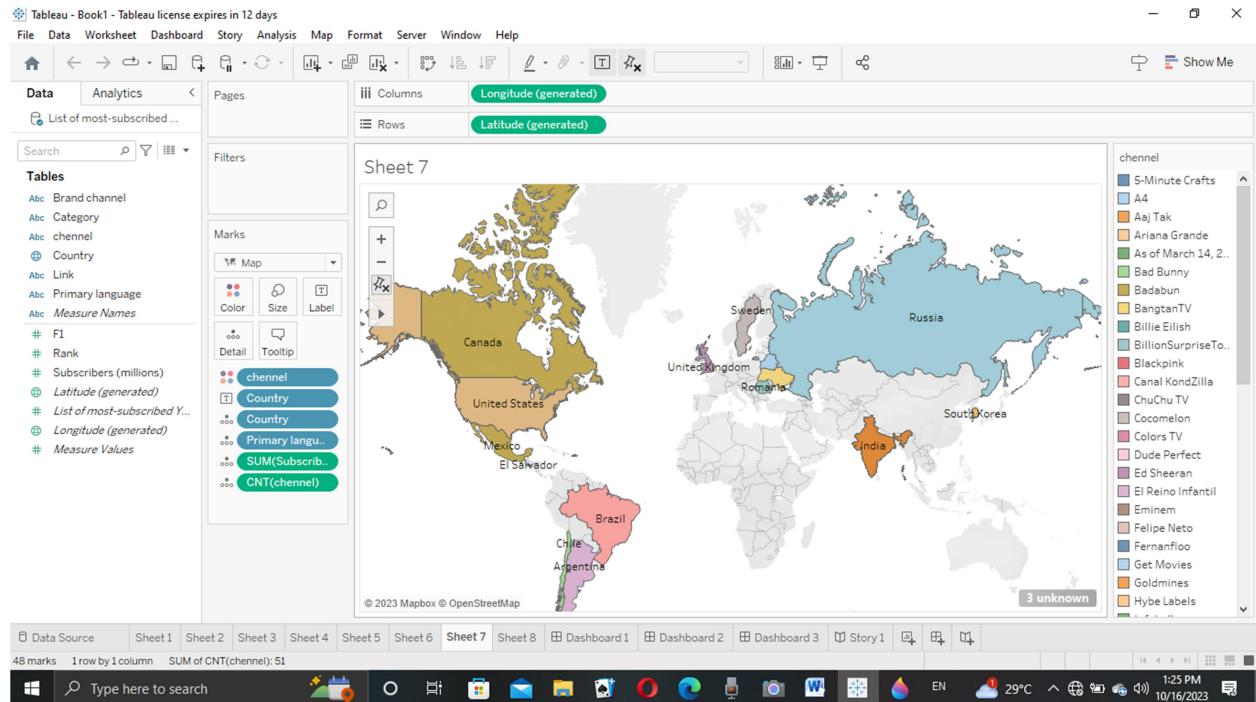
Data Source Sheet 1 Sheet 2 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Dashboard 1 Dashboard 2 Dashboard 3 Story 1

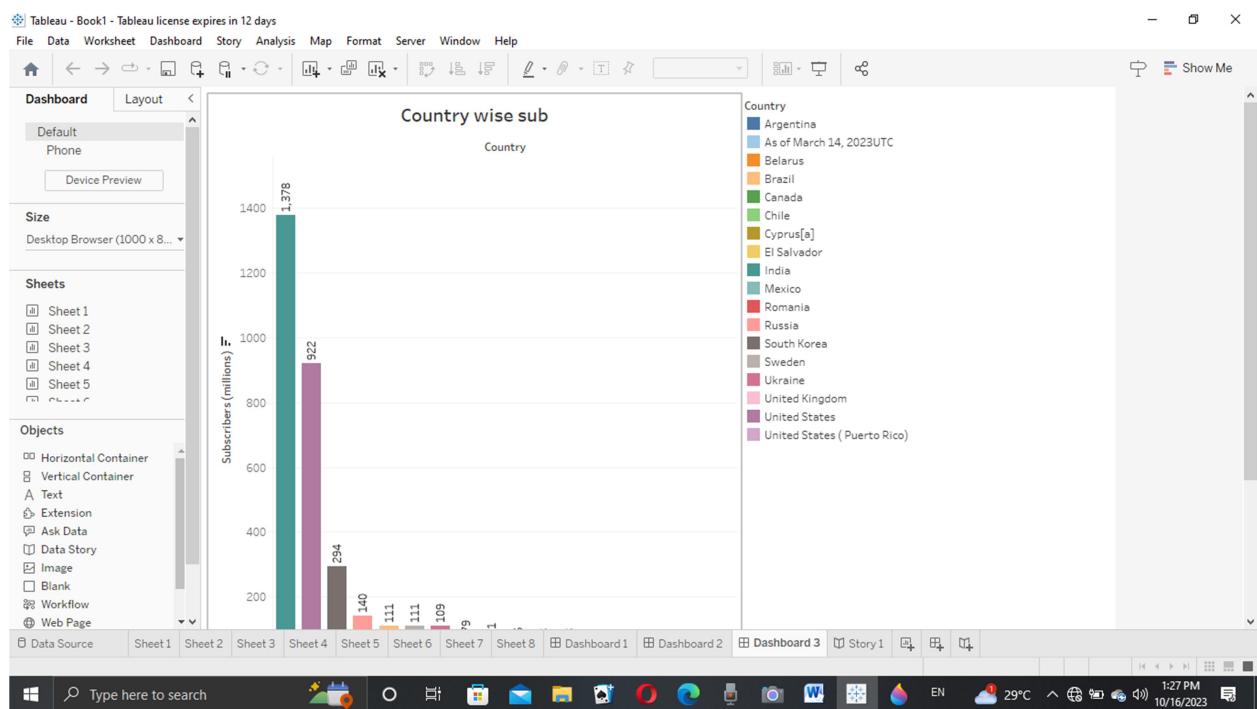
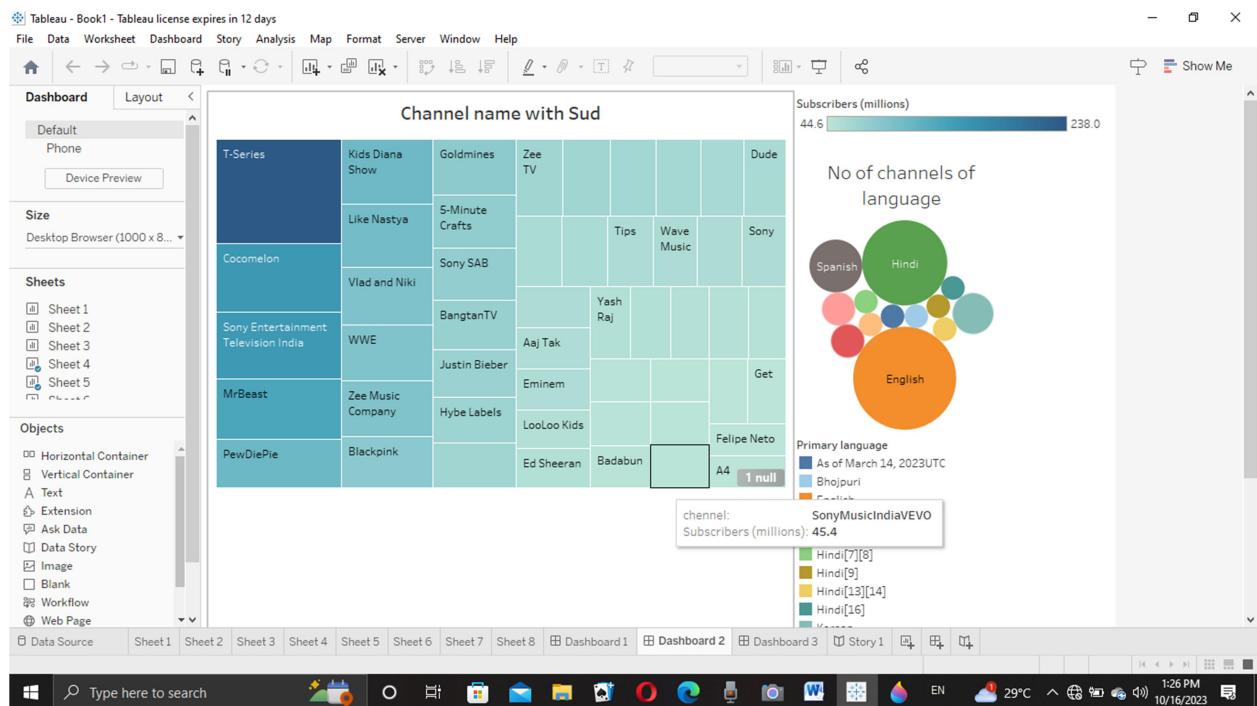
51 marks 51 rows by 3 columns

Type here to search

1:22 PM 10/16/2023







**Story Layout**

New story point

Blank Duplicate

**Rank wise channel**

Channel Details. List of channels with number of subscribers and language and country wise subscribers. Country wise primary language, of subscribers and total number of

As of March..

T-Series  
Cocomelon  
Sony Entert.  
MrBeast  
PewDiePie  
Kids Diana ..  
Like Nasty  
Vlad and Niki  
WWE  
Zee Music C..  
Blackpink  
Goldmines  
5-Minute Cr..  
Sony SAB  
BangtanTV  
Justin Bieber  
Hybe Labels  
Canal Kond..  
Zee TV

No of channels with Brand

Brand channel

As of March 14, 2023 UTC

No Yes

Count of Rank

Brand channel

channel	As of M..	No	Yes
5-Minute Crafts	As of March 14, 2023 UTC	Yes	
A4	As of March 14, 2023 UTC	No	
Aaj Tak	As of March 14, 2023 UTC	No	
Ariana Grande	As of March 14, 2023 UTC	No	
Bad Bunny	As of March 14, 2023 UTC	No	
Badabun	As of March 14, 2023 UTC	Yes	
BangtanTV	As of March 14, 2023 UTC	No	
Billie Eilish	As of March 14, 2023 UTC	No	
BillionSurprise..	As of March 14, 2023 UTC	Yes	
Blackpink	As of March 14, 2023 UTC	Yes	
Canal KondZilla	As of March 14, 2023 UTC	Yes	
ChuChu TV	As of March 14, 2023 UTC	Yes	
Cocomelon	As of March 14, 2023 UTC	Yes	
Colors TV	As of March 14, 2023 UTC	Yes	

Brand channel: No  
channel: A4

Data Source Sheet1 Sheet2 Sheet3 Sheet4 Sheet5 Sheet6 Sheet7 Sheet8 Dashboard1 Dashboard2 Dashboard3 Story1

Type here to search

127 PM 29°C 10/16/2023

## ADVANTAGES

- Youtube as an information disseminating platform for students.
- It's the perfect place to learn and gain expertise.
- Youtube's user-friendliness.
- Youtube for Brand Promotion.

## DISADVANTAGES

- A lot of distraction.
- Defamation and Bullying.
- Making money isn't that easy.

## APPLICATIONS

Pick a strategy for reaching global audiences

- Keep all of your content on one channel.  
Upload videos in multiple languages for different geographies.
- Create separate channels for different languages and geographies

## CONCLUSIN

Youtube is a social platform that allows for two-way communication between brands and their audience. Brands can engage with their audience through comments, live streams, and other features, creating a sense of community and building brand loyalty.

## FUTURE SCOPE

Youtube will evolve into an on-demand video destination and allow the viewers to have a more active role in show creation.youtube creators will look different than they do today.