

EXPOLORING WORLD FAMOUS YOUTUBE CHANNEL

1 INTRODUCTION

1.1 Overview

The Reigning Champion With an astounding 248 million subscribers, T-Series claims the title of the most-followed YouTube channel globally.

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

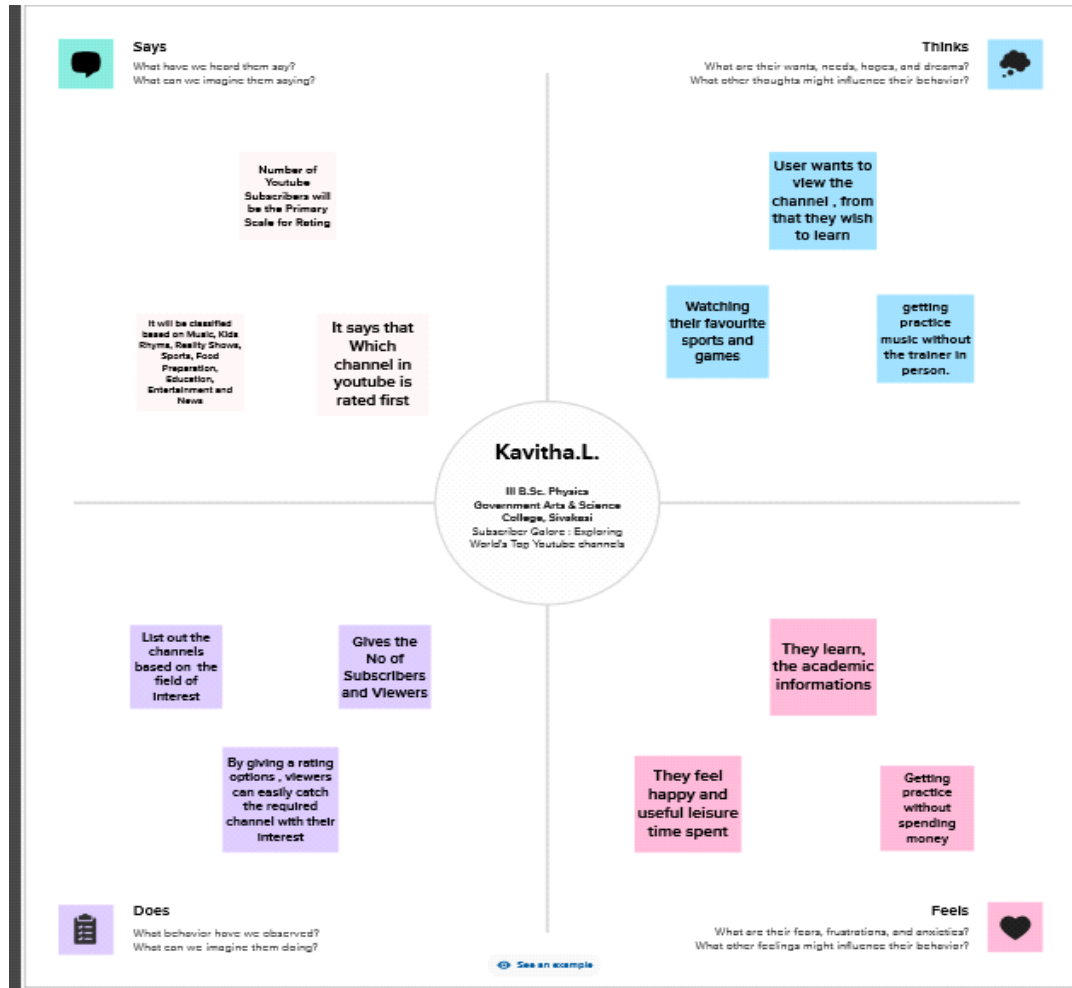
Originating from India, T-Series captivates audiences with enchanting Bollywood soundtracks and captivating Indian pop music.

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.

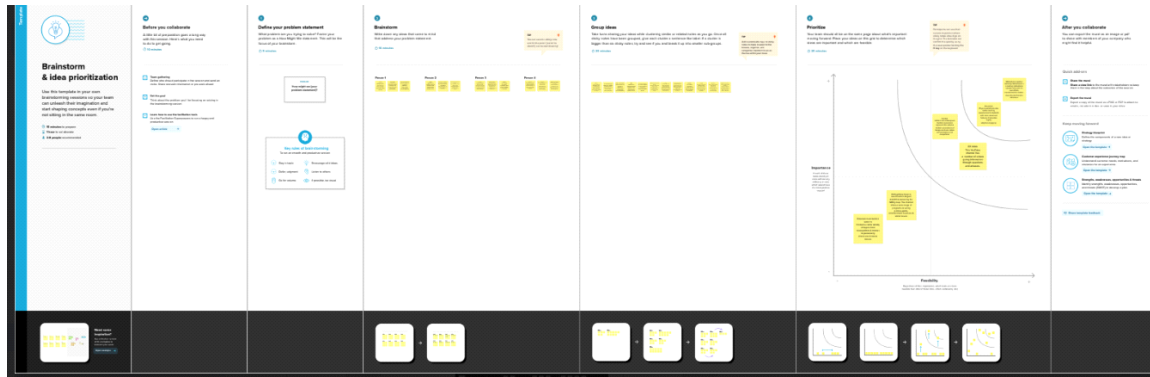
The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identity.

Problem definition & Desing Thinking

2.1 Empathy Map



2.2 Ideation & Brainstroming Map



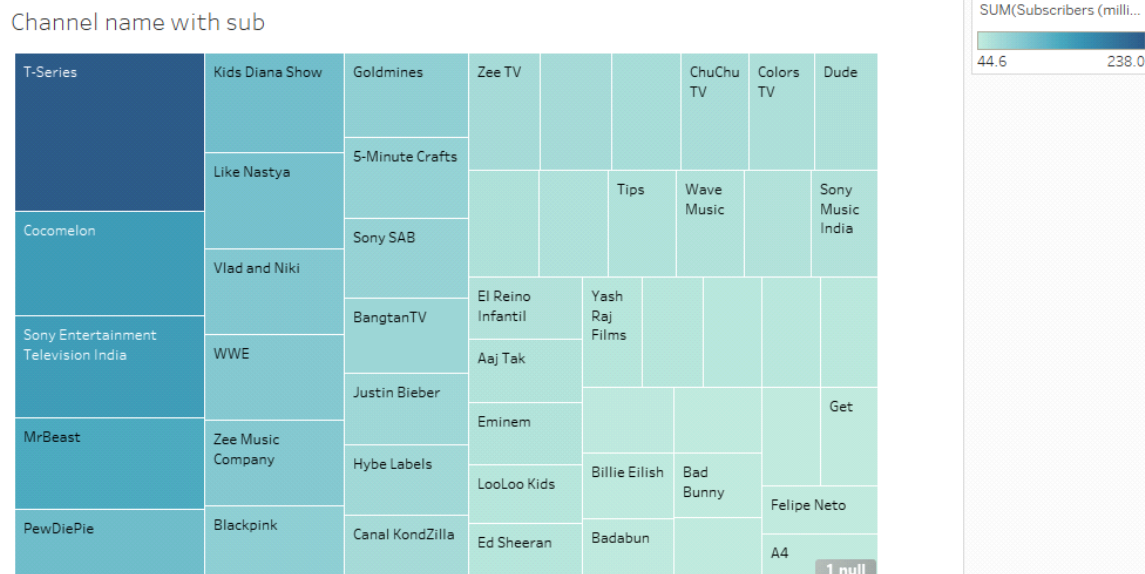
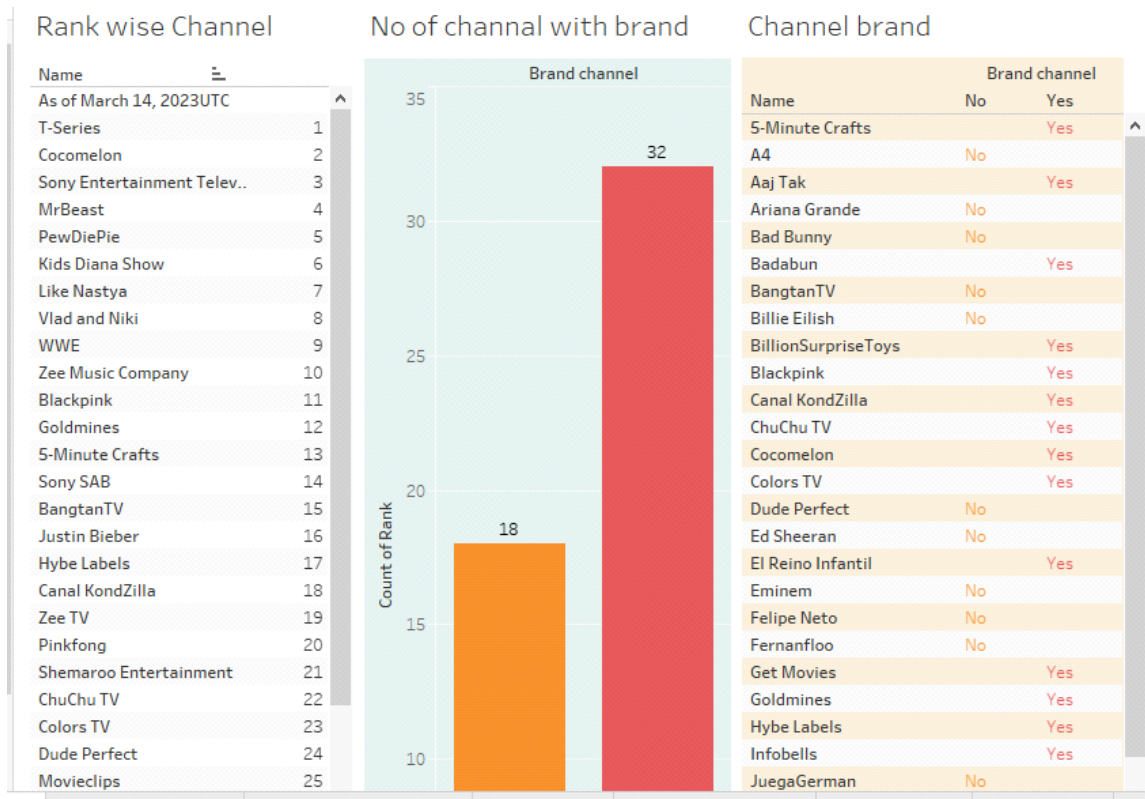
RESULTS

Pinkfong: We'll start with Pinkfong, a South Korean children's educational brand of The Pinkfong Company (formerly SmartStudy). The channel offers educational entertainment through children's songs. The most famous is Baby Shark, which became viral on YouTube with over 12B views.

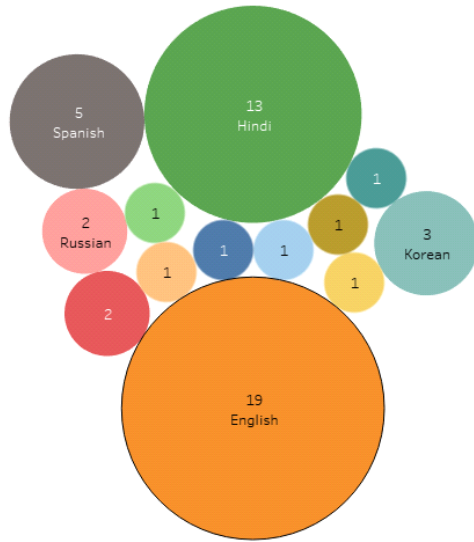
Centered around the funk ostentação genre, the popularity of this music has translated well to YouTube.

Formerly known as the Big Hit Labels channel, it's run by Big Hit Entertainment, the company that manages huge K-pop acts, including BTS. The channel hosts videos from various acts.

Pop clearly gets you far on YouTube. Next, we have a child music sensation turned just regular music sensation, Justin Bieber. He was actually discovered on YouTube, so it makes sense for him to be so far up the list.



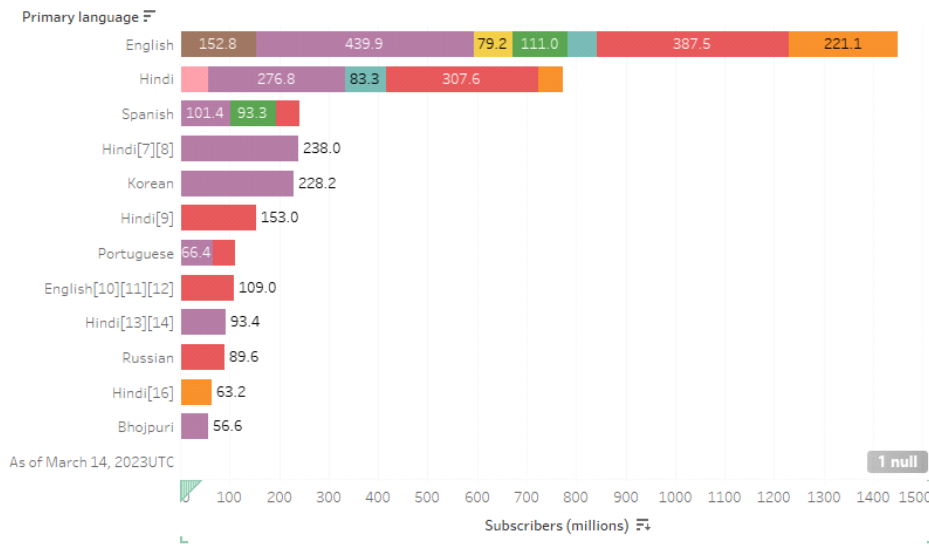
No of channels of language



Primary language

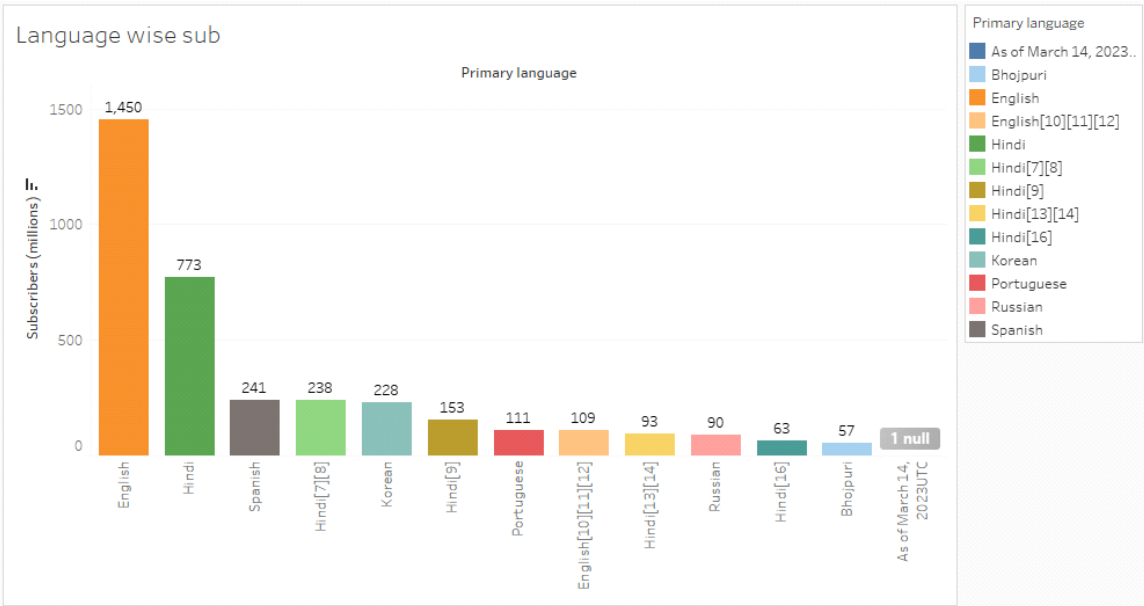
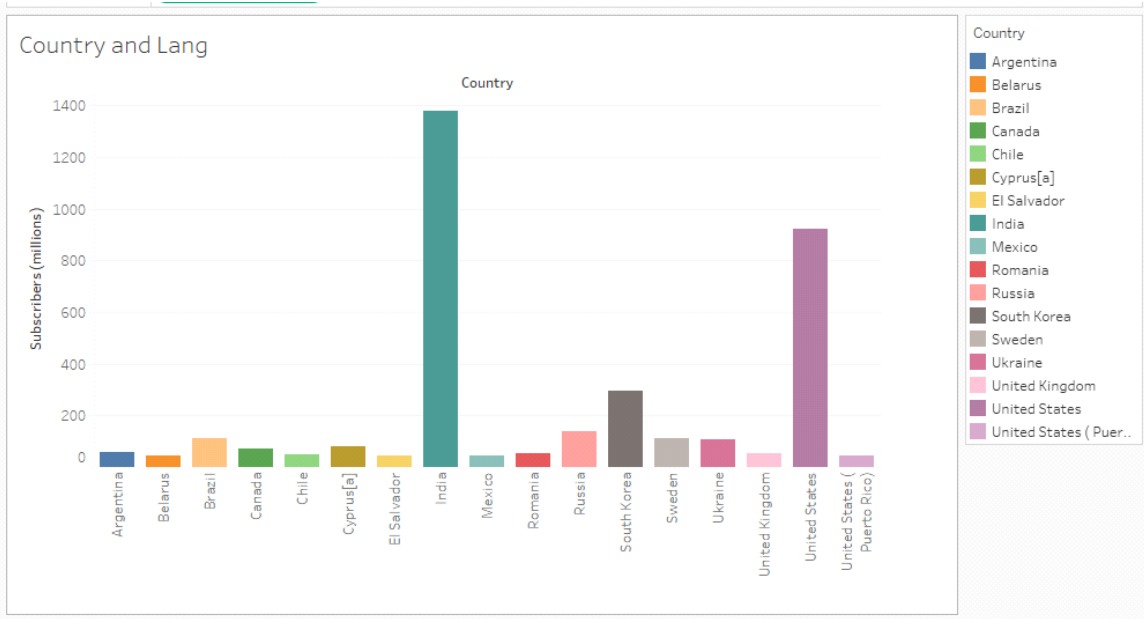
- As of March 14, 2023..
- Bhojpuri
- English
- English[10][11][12]
- Hindi
- Hindi[7][8]
- Hindi[9]
- Hindi[13][14]
- Hindi[16]
- Korean
- Portuguese
- Russian
- Spanish

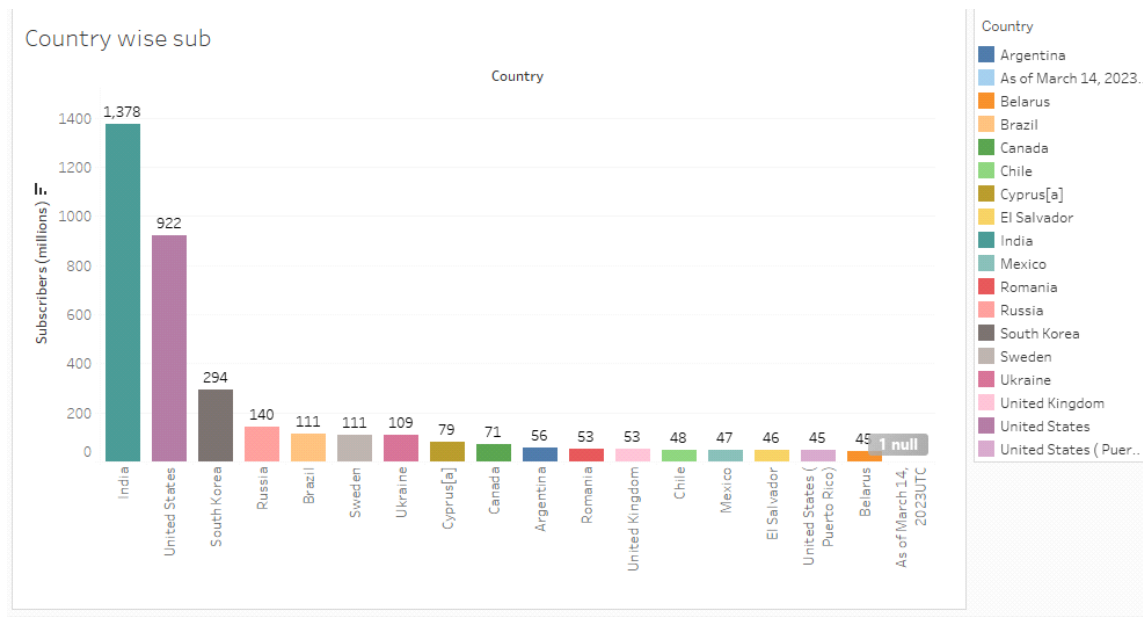
Category wise language



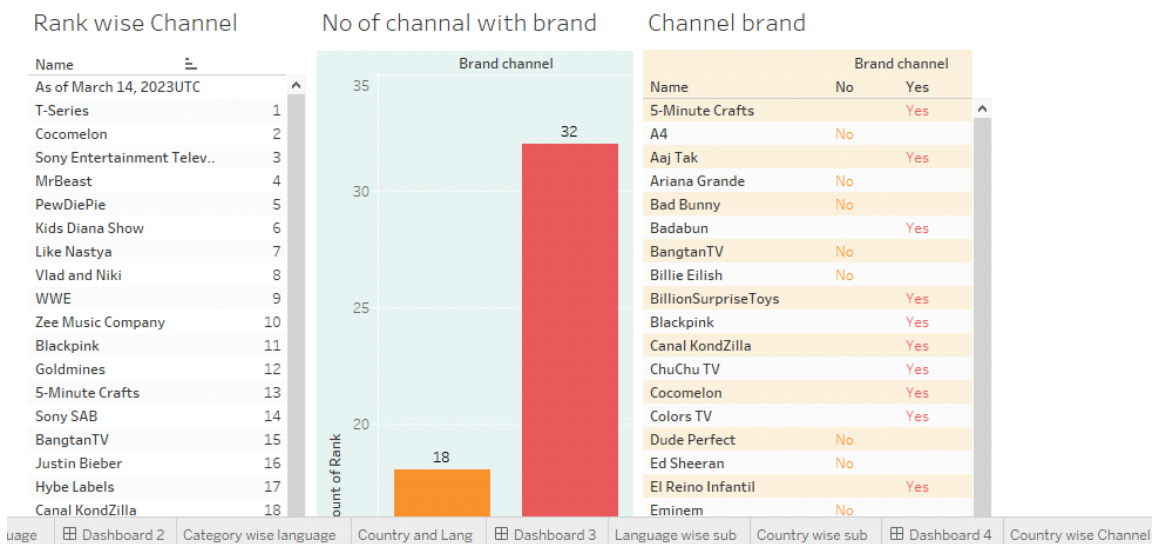
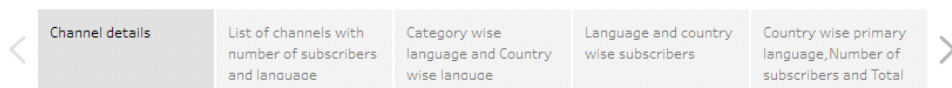
Category

- As of March 14, 2023..
- Education
- Entertainment
- Film
- Games
- How-to
- Music
- News
- Sports





Story 1



ADVANTAGES & DISADVANTAGES

Social media plays an increasingly significant part in people's lives because users spend lots of time online and consider social media to be an important source of information on topics that users are interested in. YouTube, as one of the most popular social media platforms, allows users to post their videos online, set up their channels, and thus create virtual communities that are united by similar interests.

ADVANTAGES

1. YouTube as an information disseminating platform for students

Millions of viewers watch YouTube videos daily, and more than 70 percent of YouTube watching is on mobile devices. There are many YouTube benefits for students in the automotive, IT engineering, financial and Medical fields. There is an expert YouTube channel for every area.

2. YouTube's user-friendliness

If you're interested in food, religion, culture, or parenting tips, there's a channel on YouTube that will offer online help.

3. YouTube for Brand Promotion

With thousands of people using the platform, they are potential buyers too. Building a brand is the simplest method on the top platform. Millions of companies use this method, whether directly or through collaboration with influencers.

4. YouTube 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. DIY and craft projects are searched for constantly. YouTubers with millions of subscribers show off their expertise by creating stunning projects, whether it's woodworking or Scotty Kilmer's automotive techniques.

5. Easy Earning is at the very top of the list of YouTube benefits for Vloggers

Everyone is interested in the opportunity to turn their passion into a profit. This is exactly the kind of thing Youtube can offer any creator who has viewers. If your channel is populated with viewers and interesting content, you'll benefit the most from a YouTube Channel.

You can make money through your YouTube channel after it has reached the point of eligibility. It's easy to upload your content on the platform, and you can handle it all on your own. It is not necessary to invest in expensive equipment or accessories.

DISADVANTAGES

1. Ads- a drawback of YouTube for the audience

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. A lot 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.

3. Obscenity- one of the biggest drawbacks that YouTube has

The kind of content that is uploaded on YouTube is largely in control today. The amount of people uploading videos has grown in the past five years, and it's becoming challenging for parents, as well as YouTube, to review the content. Since YouTube is a no-cost and accessible platform for anyone, children are attracted to watching videos with explicit language and obscenity.

4. Defamation and 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.

However, YouTube also enables people to do socially interaction. While they communicate, any conversation which occurs may be considered cyber-bullying. The easiest method to reach someone on YouTube is via the comment area.

However, many users misuse the platform to spread hate and chaos via content, causing tension between users. This is even when Google requests that users be respectful in their comments.

APPLICATIONS

YouTube has quickly become one of the most important social channels on the planet. With video consumption trends rising at astronomical rates, the possibilities are endless for creators and businesses alike.

- TubeBuddy:

We like this tool because it's a free browser extension as opposed to software you need to download and launch separately each time you want to take advantage of its features.HYPERLINK
"<https://www.quicksprout.com/go/qsp10268/>"ubeBuddHYPERLINK
"<https://www.quicksprout.com/go/qsp10268/>"y automatically integrates with YouTube and assists you with managing your channel.

2. VidIQ

We like vidIQ because it's another way to monitor and track your YouTube audience analytics.

3. Camtasia

Camtasia is a screen recording tool and video editor.

4. Social Blade

Social Blade is another top option for you to consider. We like it because it tracks different statistics on YouTube, Instagram, Twitch, and Twitter.

5. YouTube Studio

YouTube Studio is the official YouTube app for creators.

You shouldn't need to find a computer every time you want to handle something on your page, especially if it's time sensitive.

CONCLUSION

There are many positive aspects to keep in mind about YouTube in comparison to the negatives. By analyzing the positives and negatives of YouTube, it is possible to get an idea of the number of users who receive the information and what percentage of them are misleading. The whole thing is based on people's interests, which is the reason YouTube exists, and so do YouTube channels.

FUTURE SCOPE

ENTERTAINMENT:

Entertainment occupies a huge space in the YouTube economy. It has a diversity of entertainment content for every age group and different sections of society. Be it music videos or movie trailers or comedy stand-up shows, the platform is a show-ground for all. An Indian music channel named T-series has the highest number of subscribers in the world

EDUCATION & INFORMATION:

YouTube has become a huge incubator of knowledge and educational resources. It has made education and information freely accessible to every nook and corner of the world where the internet is available. Many coaching institutes provide training for competitive exams by uploading lecture videos, e.g. Byju's, Unacademy, etc. Some YouTubers preach knowledge by making fact-based or opinion-based video content, e.g. Think School, Ankur Warikoo, etc. Certain channels also make fun and easy to understand by incorporating animated graphics in their videos.

GROWING A BUSINESS:

With the start-up wave slowly grasping the Indian subcontinent, many young business owners are turning to YouTube to grow their business and build a social presence. Since YouTube gets over 4 billion views per day, businesses leverage that to pull traffic towards their websites.

- Running Ads alongside videos of different YouTubers to garner the attention of their target audience.
- Marketing their products on YouTube by uploading original video content related to the products.

- Collaborating with YouTube content creators to showcase and promote their products on the respective creator's channel. In return, the creators get paid in form of money or products. It's also a great way to reach customers from all around the world.
- Researching information and strategies to grow one's business. In fact, YouTube is the most preferred social media platform that B2B owners go to for research purposes.

SOURCE OF INCOME:

YouTube has become one of the most preferred platforms for earning money, be it as one's bread & butter or a simple side hustle. A large part of today's young generation turns to YouTube for showcasing their skills. 'YouTube Shorts' recently launched by the platform has made it even more convenient for the youth to join forces

YouTube Partner Program: Once a channel reaches 1000 subscribers and 4000 watch hours in the previous 12 months, it becomes eligible for the YouTube Partner Program.

SOCIAL TOGETHERNESS:

Making videos or watching videos of different YouTubers makes way for familiarity and connection at a community level. One can also find like-minded people in the community of people following a particular channel. Videos have a way of conveying a certain level of trust and understanding, be it vlogs, dance choreography videos, or cooking videos.

Internet friends, as the youth of today call them, have become a new way of connecting with people not limited by borders or ethnicity. This has led to a supposed extension of the definitions of society and community.

