

PROJECT REPORT TEMPLATE

*Subscribers Galore : Exploring
World's Top YouTube Channels*

1 . INTRODUCTION :

*YouTube is an online video
sharing and social media
platform headquartered in San
Bruno, California, United States.
Accessible worldwide, it was
launched on February 14, 2005,*

by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google and is the second most visited website in the world.

1.1 PURPOSE:

The purpose of YouTube is to provide a platform where users can upload, share, and watch videos. The platform was founded in 2005 with the goal of making it easy for people to share videos with one another, and it has since become one of

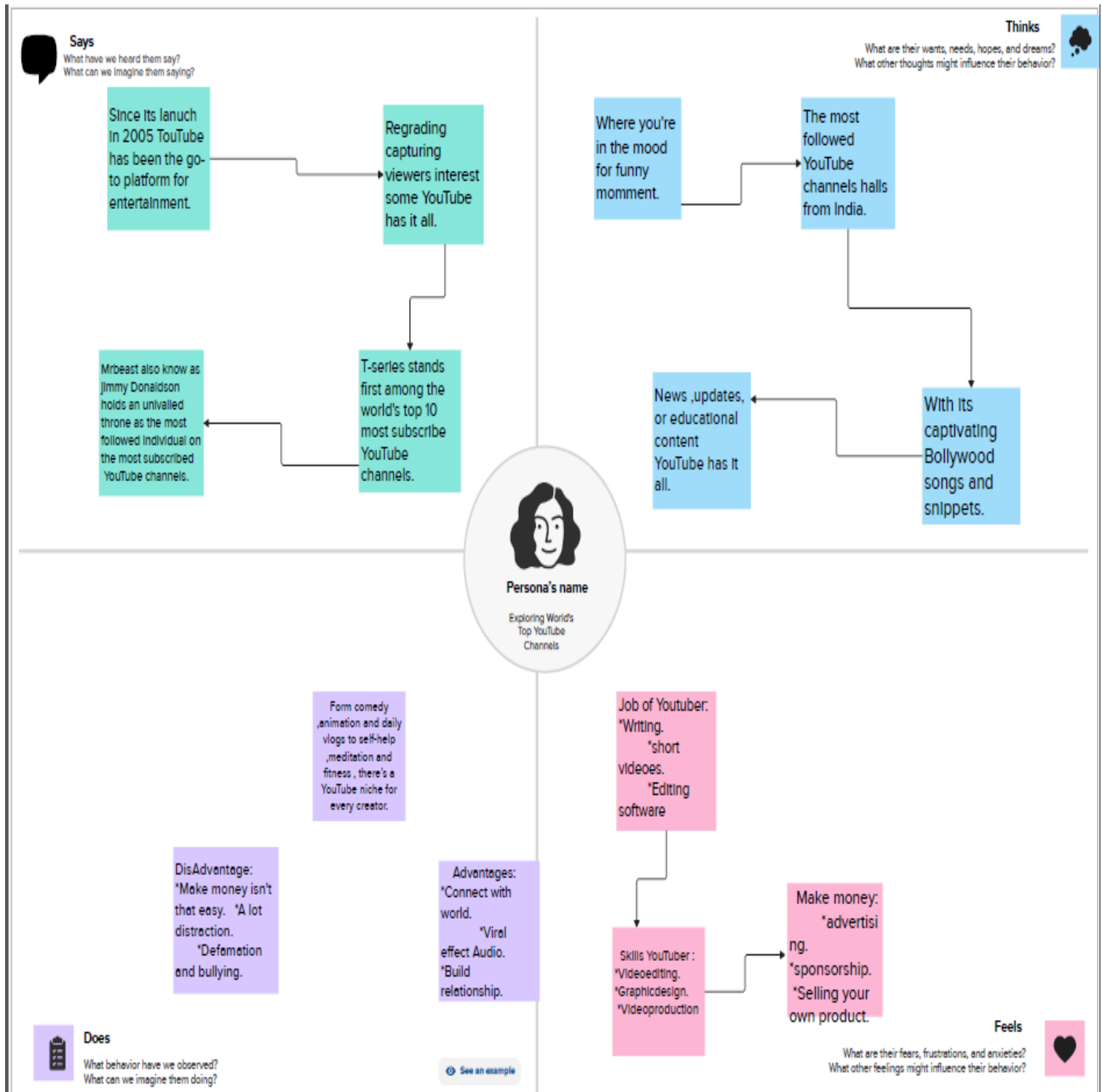
the most popular websites in the world.

YouTube allows users to upload a wide range of video content, including music videos, movie trailers, educational videos, comedy skits, and more. Users can watch these videos for free, and they can also upload their own videos and share them with others.

2.PROBLEM STATEMENT & DESING THINKING:

A problem statement is a concise sentence or maybe two that identifies the gap between the current state and the desired. State it needs to focus on the user. And be actionable.

2.1 EMPATHY MAP



2.1 IDEATION & BRAINSTORMING

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

1. Who's in the process
2. How to collaborate
3. All people recommended

Before you collaborate

A bit of preparation goes a long way with this session. Here's what you need to do to get going.

[Go to resources](#)

- Team gathering**
Get your group to participate in the session and make sure they understand it's a safe space.
- Set the goal**
What about the problem you're looking to solve in the brainstorming session?
- Learn how to use the MiroMiro tools**
Use the MiroMiro Superpowers to run a happy and productive session.

[Click on this](#)

Define your problem statement

What problem are you trying to solve? Phrase your problem as a How might we statement. This will be the focus of your brainstorm.

[Go to resources](#)

Problem

Write the problem statement in the center of the canvas.

Remember that the problem is not a solution, it's a challenge.

Remember to focus on the problem statement, not the solution. Remember to focus on the problem statement, not the solution.

Key rules of brainstorming

Go on an emotion and produce ideas.

- Keep it simple
- Take a break
- Write volume
- Encourage wild ideas
- Listen to others
- If possible, be visual

Brainstorm

Write down any ideas that come to mind that address your problem statement.

[Go to resources](#)

Phase 1

Write down any ideas that come to mind that address your problem statement.

Phase 2

Write down any ideas that come to mind that address your problem statement.

Phase 3

Write down any ideas that come to mind that address your problem statement.

Phase 4

Write down any ideas that come to mind that address your problem statement.

Read some inspiration

Read some inspiration from the MiroMiro community to get you started.

[Open example](#)

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[Open example](#)

3. RESULT

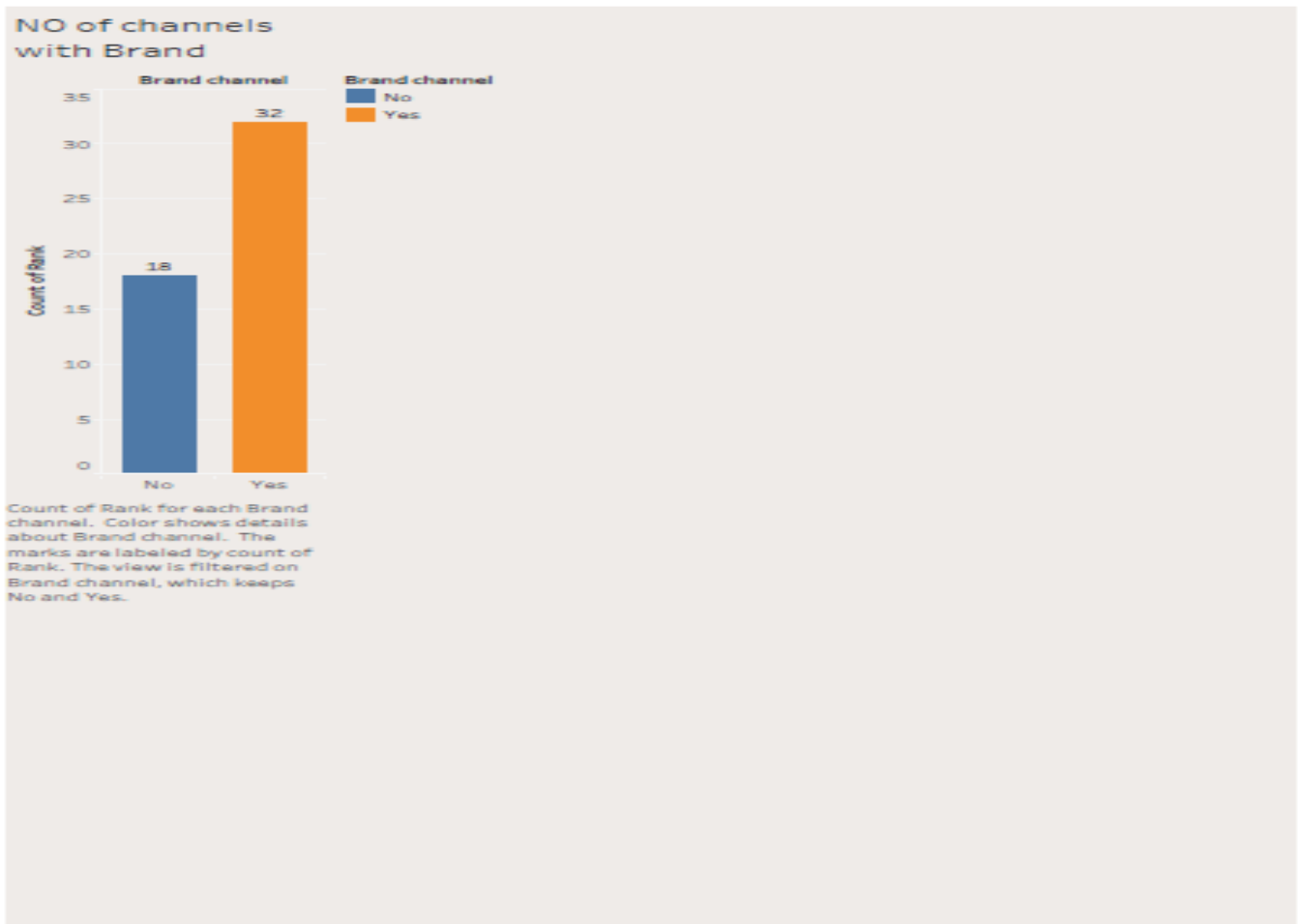
3.1 RANK WISE CHANNEL

Rank wise channel

channel	
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	3
Mr Beast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Nikl	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
S-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32
Eminem	33
LooLoo Kids	34
Ed Sheeran	35
Yash Raj Films	36
Ariana Grande	37
Taylor Swift	38
Billion Surprise Toys	39
Infobells	40
Juega German	41
Billie Eilish	42
Badabun	43
Fernanfloo	44
Bad Bunny	45

Sum of Rank broken down by channel.

3.2 NO OF CHANNEL WITH BRAND



3.3 CHANNEL BRAND

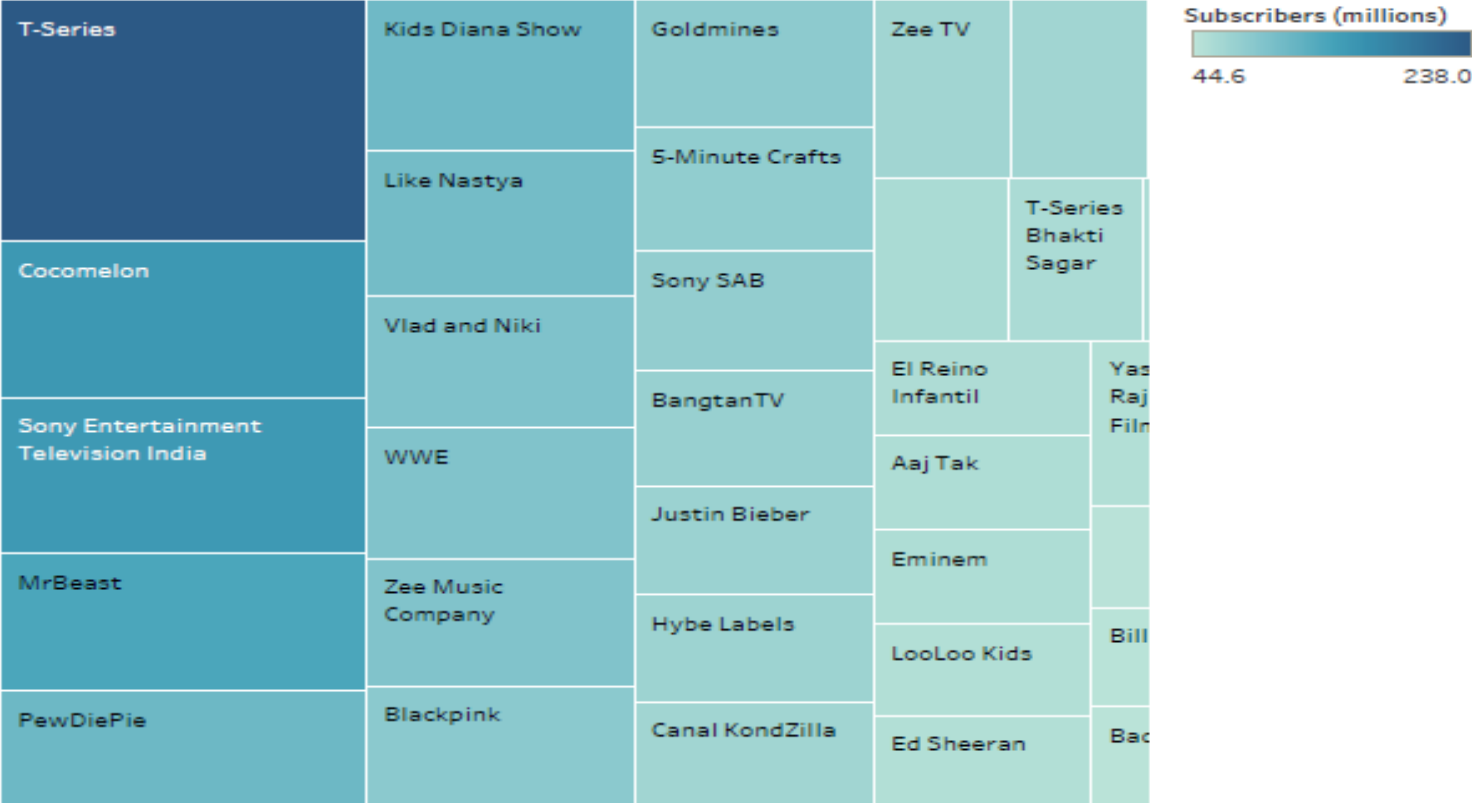
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Sum of Rank broken down by channel.

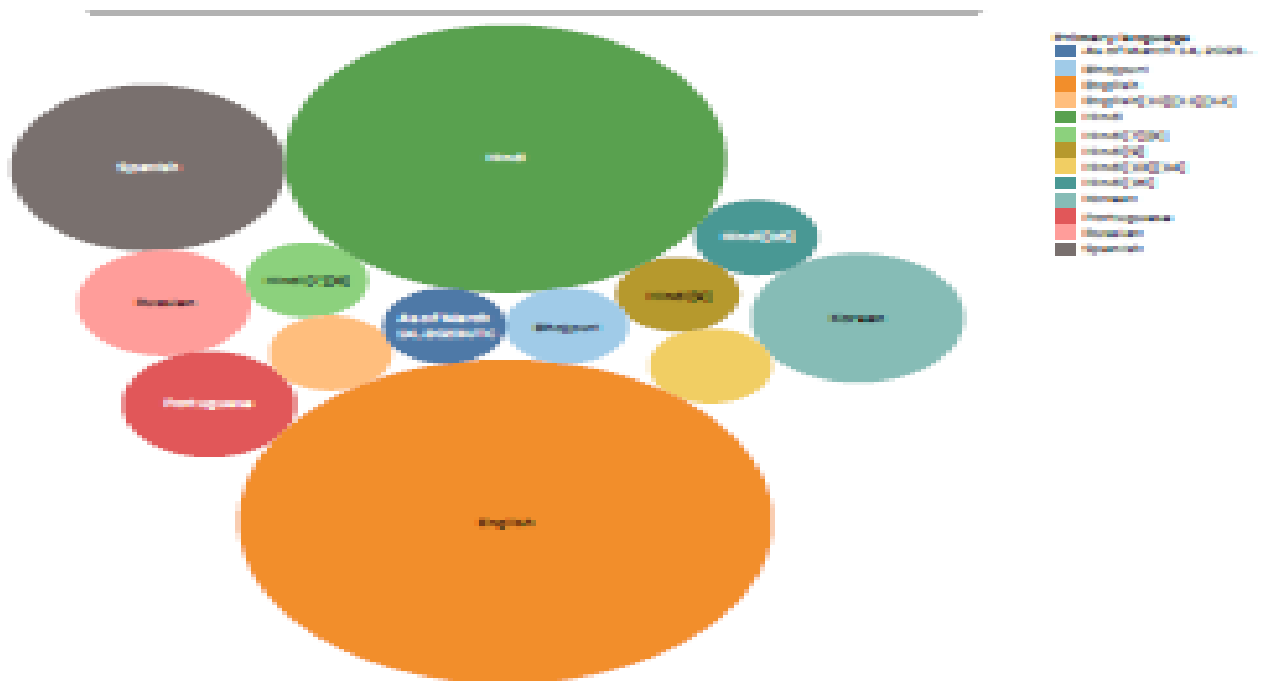
3.4 CHANNEL NAME WITH SUB

channel name with sub



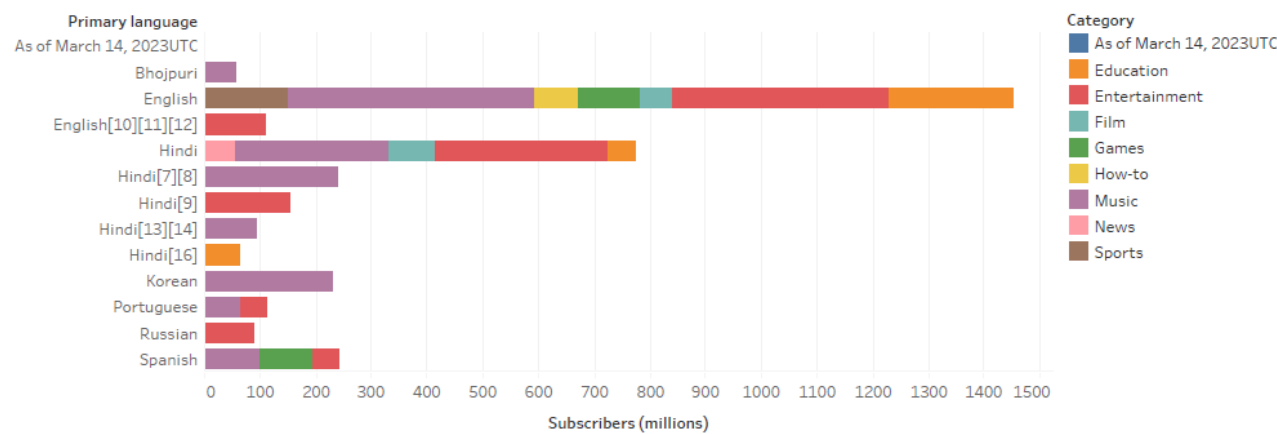
Channel. Color shows sum of Subscribers (millions). Size shows sum of Subscribers (millions). The marks are labeled by channel.

3.5 NO OF CHANNEL OF LANGUAGE



3.6 CATEGORY WISE LANGUAGE

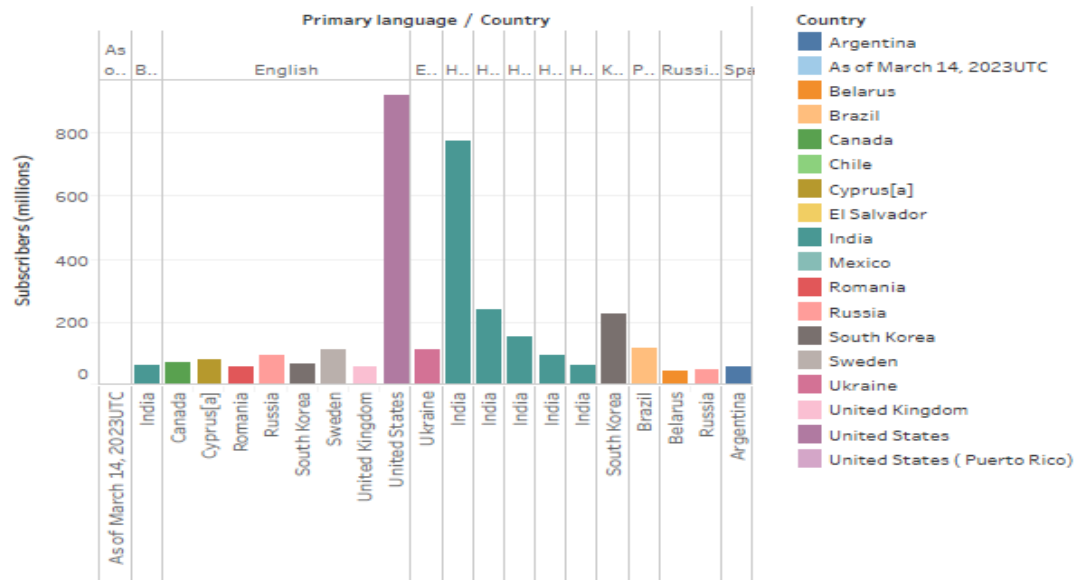
category wise language



Sum of Subscribers (millions) for each Primary language. Color shows details about Category.

3.7 COUNTRY WISE LANGUAGE

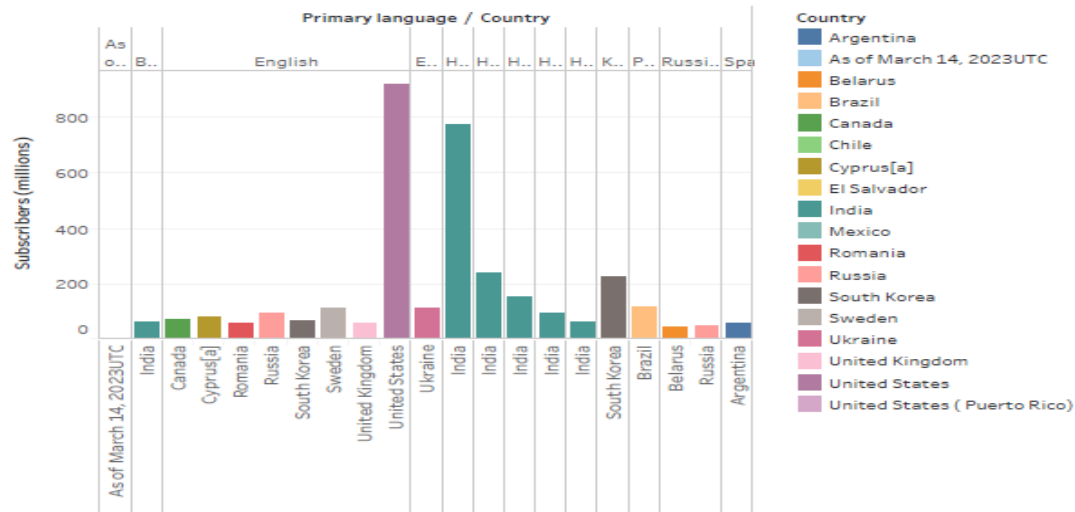
country and language



Sum of Subscribers (millions) for each Country broken down by Primary language. Color shows details about Country.

3.8 COUNTRY WISE SUB

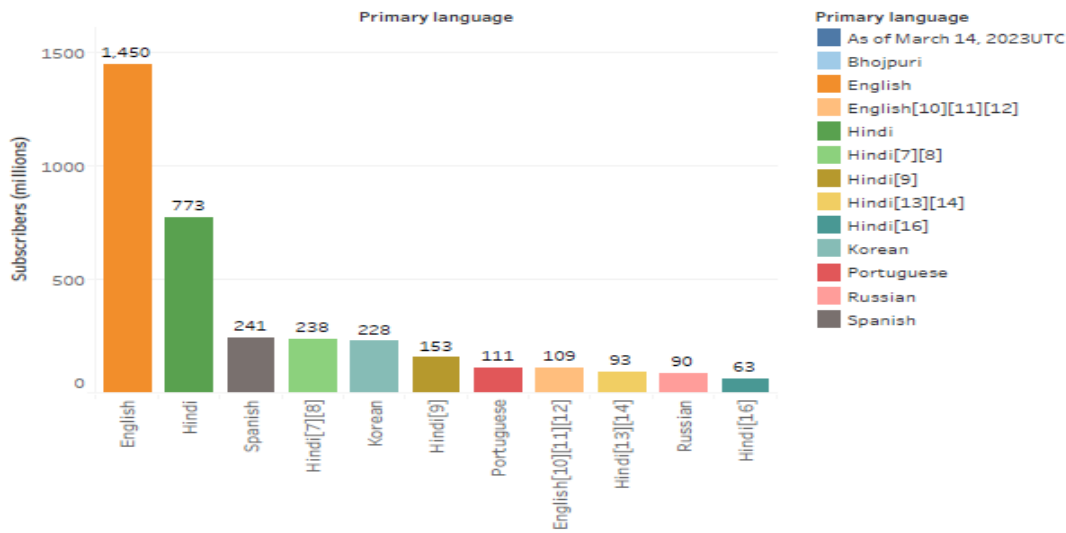
country and language



Sum of Subscribers (millions) for each Country broken down by Primary language. Color shows details about Country.

3.9 LANGUAGE WISE SUB

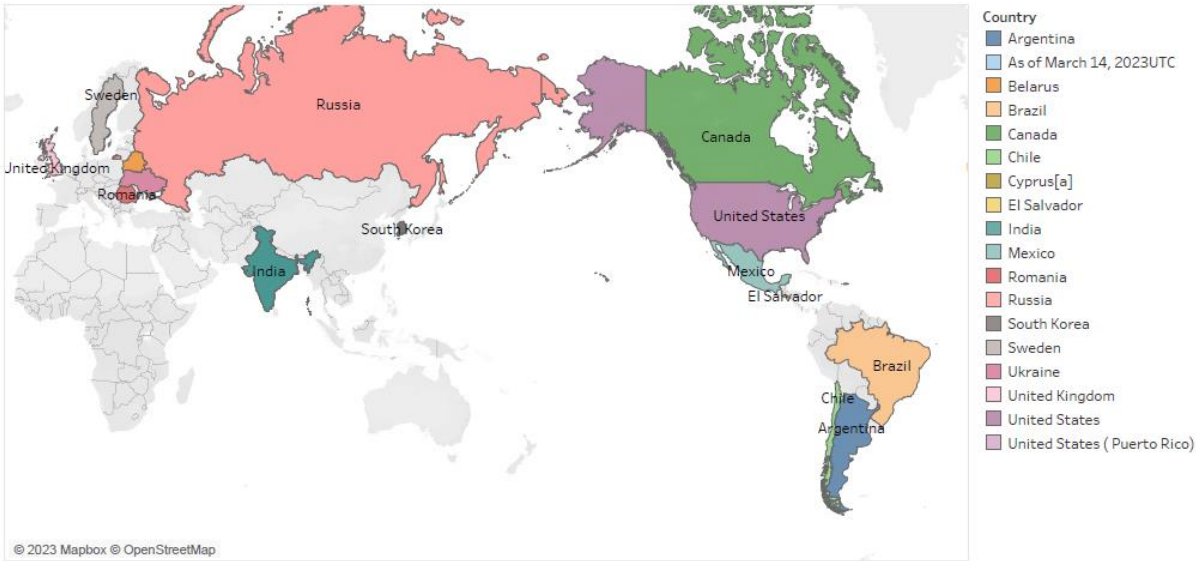
language wise sub



Sum of Subscribers (millions) for each Primary language. Color shows details about Primary language. The marks are labeled by sum of Subscribers (millions).

3.10 COUNTRY WISE CHANNEL

country wise channel



Map based on Longitude (generated) and Latitude (generated). Color shows details about Country. The marks are labeled by Country. Details are shown for Country and Primary language.

DASHBOARD 1

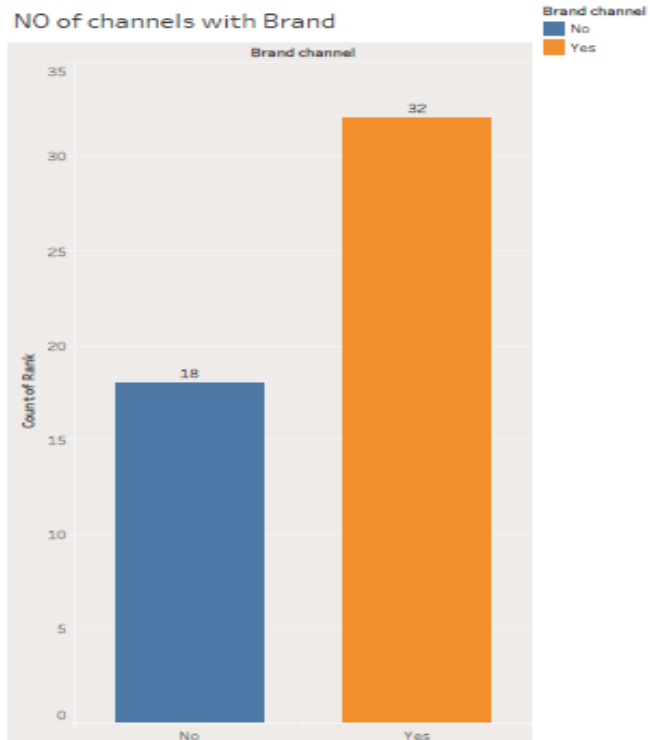
Rank wise channel

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Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14

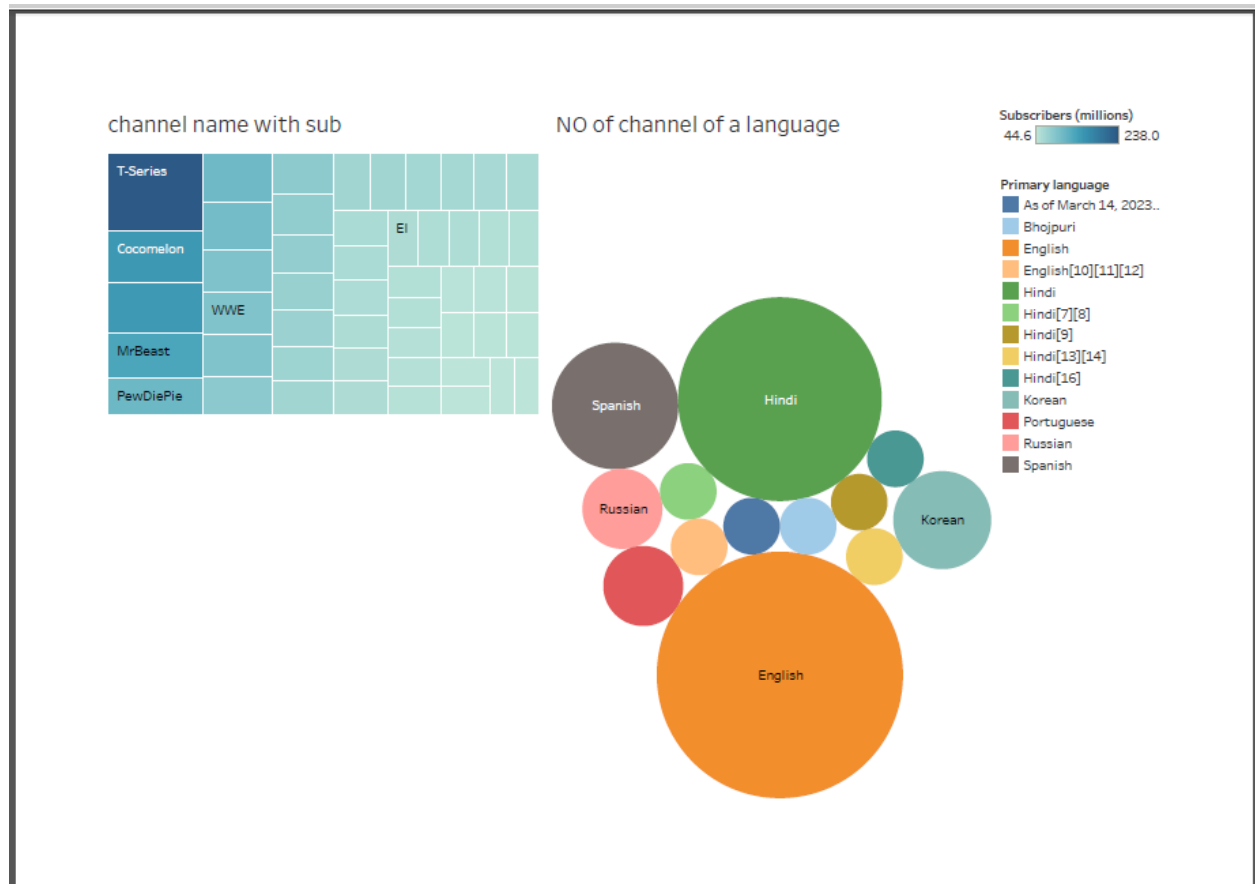
Channel Brand

channel	Brand channel	
	No	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
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	

NO of channels with Brand

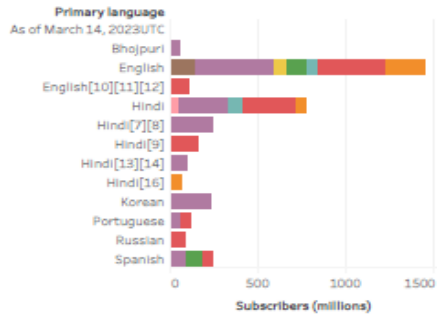


DASHBOARD 2

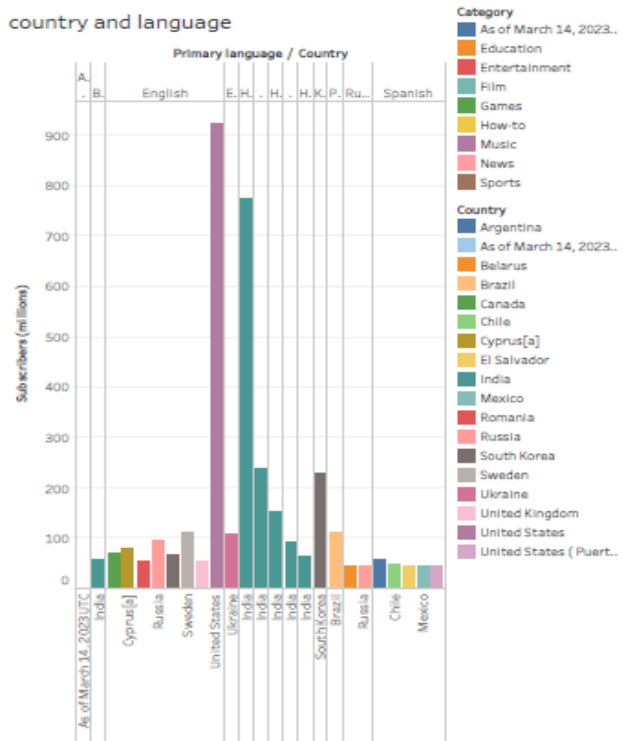


DASHBOARD 3

category wise language

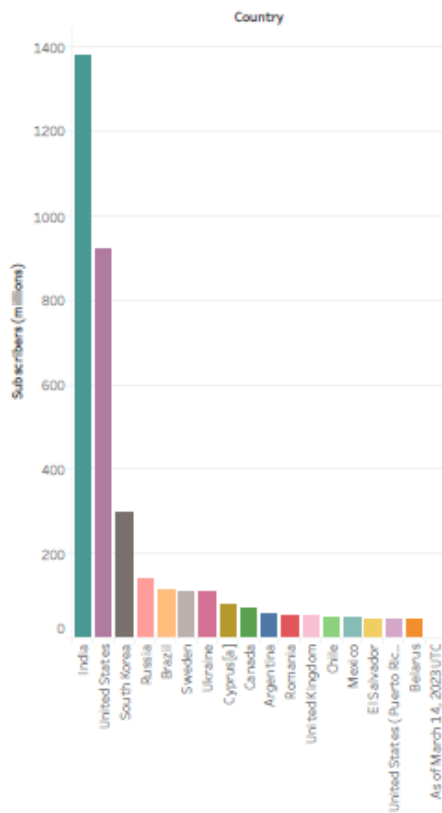


country and language

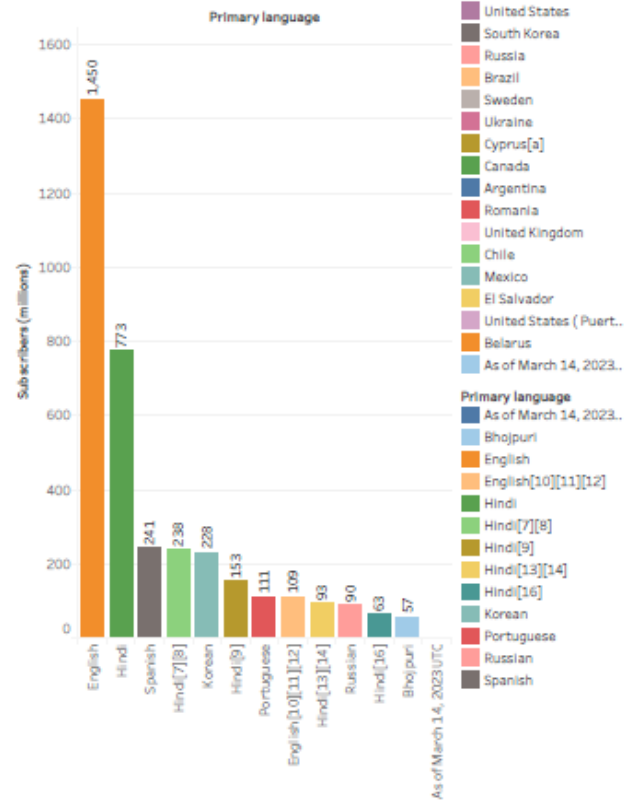


DASHBOARD 4

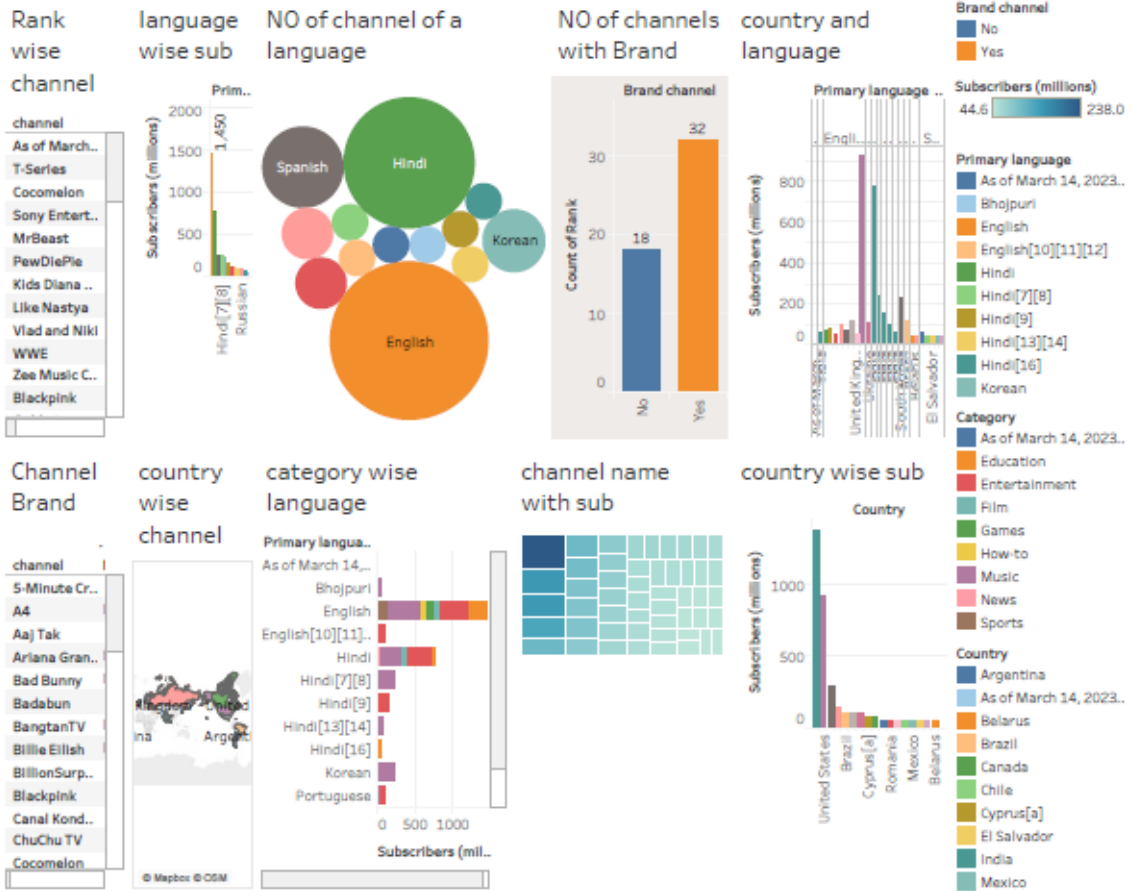
country wise sub



language wise sub



DASHBOARD 5



NO of channel of a language

Spanish
Hindi
Korean
English

NO of channels with Brand

Brand channel
Count of Rank
No 18
Yes 32

country and language

Primary language ...
Subscribers (millions)
44.6 238.0
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
Category
As of March 14, 2023...
Education
Entertainment
Film
Games
How-to
Music
News
Sports

Channel Brand

channel
5-Minute Cr...
A4
Aaj Tak
Ariana Gran...
Bad Bunny
Badabun
BattantTV
Billie Eilish
BillionSurp...
Blackpink
Canal Kond...
ChuChu TV
Cocomelon

country wise channel

© Mapbox © CSM

category wise language

Primary langua...
As of March 14, 2023...
Bhojpuri
English
English[10][11]...
Hindi
Hindi [7][8]
Hindi [9]
Hindi [13][14]
Hindi [16]
Korean
Portuguese
0 500 1000
Subscribers (mil...)

channel name with sub

country wise sub

Country
Subscribers (millions)
United States
Brazil
Cyprus[a]
Romania
Mexico
Belarus

STORY

Story 1

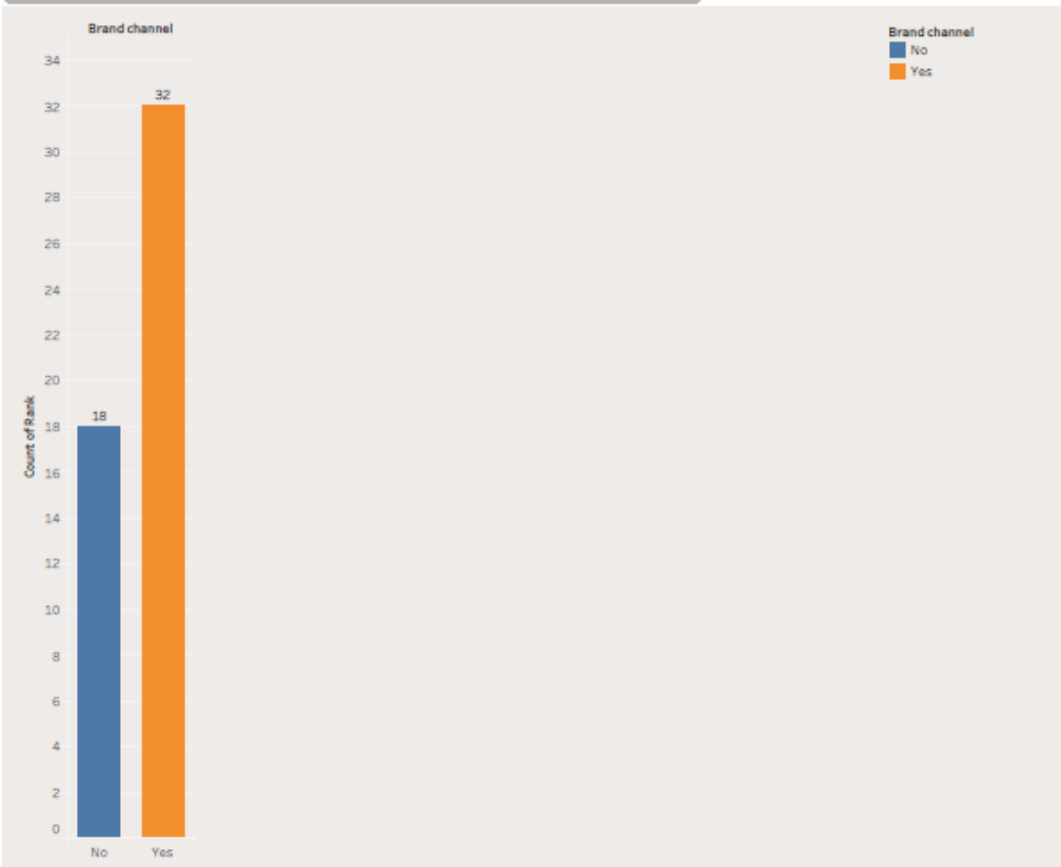
Rank with channel ,	No of channel with Brand	Channel Brand	Channel Name with sub.	No of Channel of language	Category wise language	Country and language
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channel

As of March 14, 2023UTC

T-Series	1
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Rank with channel ,	No of channel with Brand	Channel Brand	Channel Name with sub.	No of Channel of language	Category wise language	Country and language
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channel	Brand channel	
	No	Yes
S-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
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	
Get Movies		Yes
Goldmines		Yes
Hybe Labels		Yes
Infobells		Yes
JuegaGerman	No	
Justin Bieber	No	
Kids Diana Show		Yes
Like Nastya	No	
LooLoo Kids		Yes
Marshmello	No	
Movieclips		Yes
MrBeast	No	
PewDiePie	No	
Pinkfong		Yes
Shemaroo		Yes
Shemaroo Entertainment		Yes
Sony Entertainment Telev...		Yes
Sony Music India		Yes

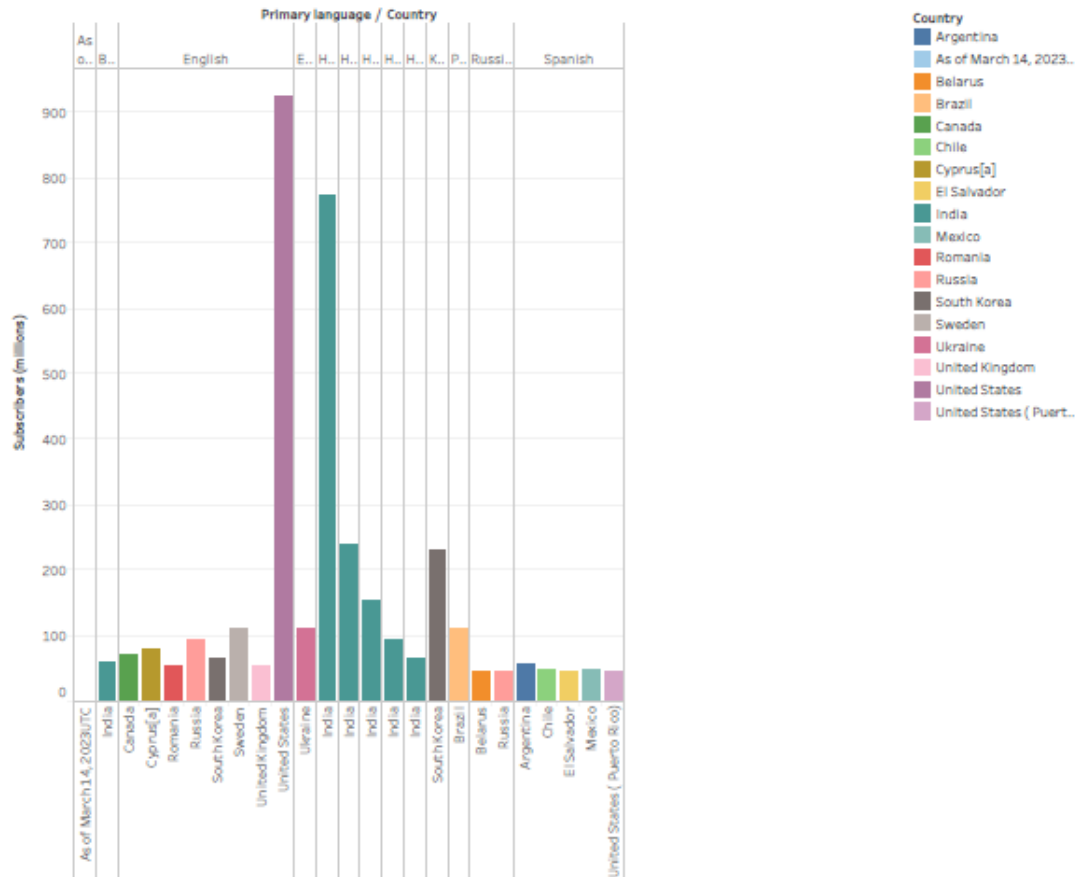
Brand channel
 No
 Yes

Rank with channel ,	No of channel with Brand	Channel Brand	Channel Name with sub.	No of Channel of language	Category wise language	Country and language
---------------------	--------------------------	---------------	------------------------	---------------------------	------------------------	----------------------

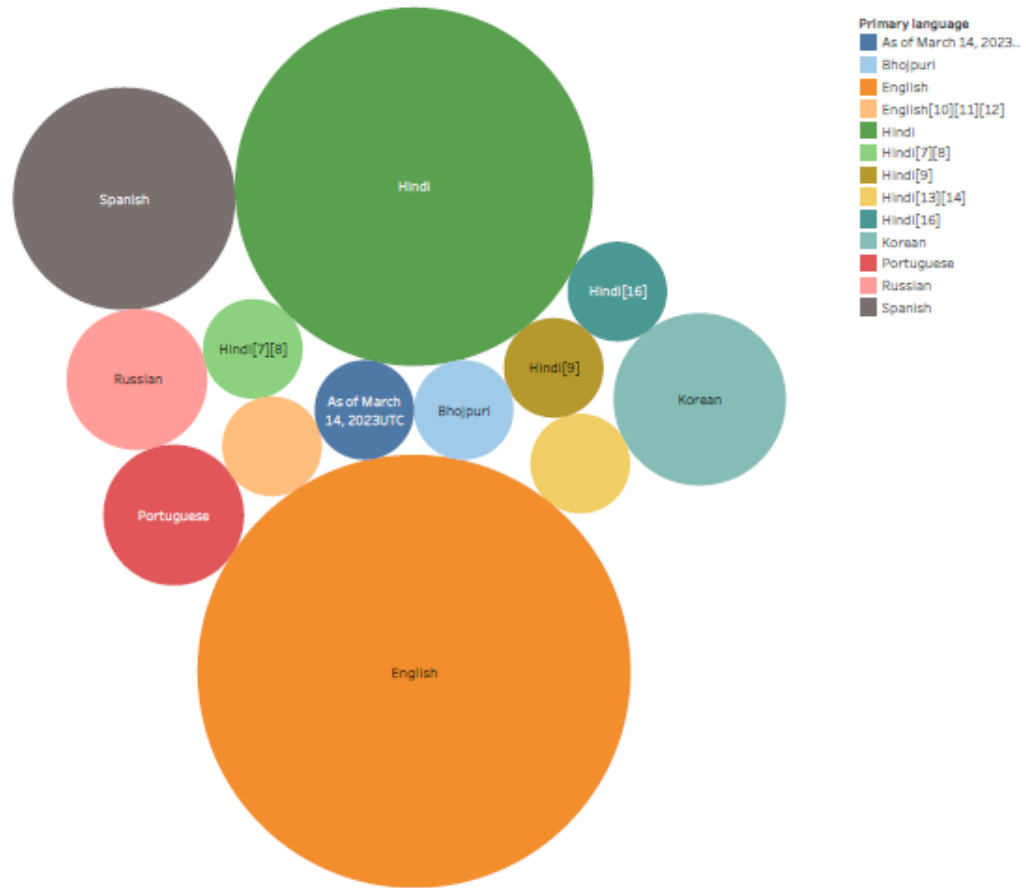
T-Series	Kids Diana Show	Goldmines	Zee TV	Pinkfong		ChuChu TV	Colors TV	Dude Perfect	Subscribers (millions) 44.6  238.0
	Like Nastya	5-Minute Crafts							
Cocomelon		Sony SAB		T-Series Bhakti Sagar	Tips	Wave Music		Sony Music India	
	Vlad and Niki								
		BangtanTV	El Reino Infantil	Yash Raj	Ariana Grande	Taylor Swift			

Sony Entertainment Television India
MrBeast
PewDiePie

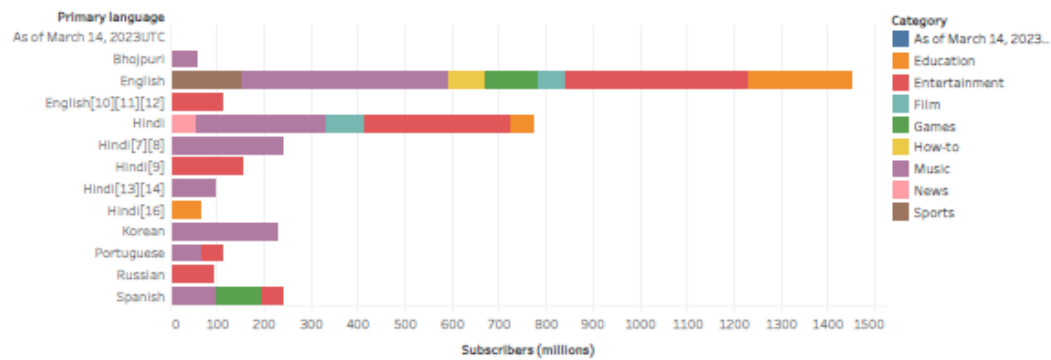
Channel Name with sub.	No of Channel of language	Category wise language	Country and language	Country wise sub	language wish sub	Country wise channel
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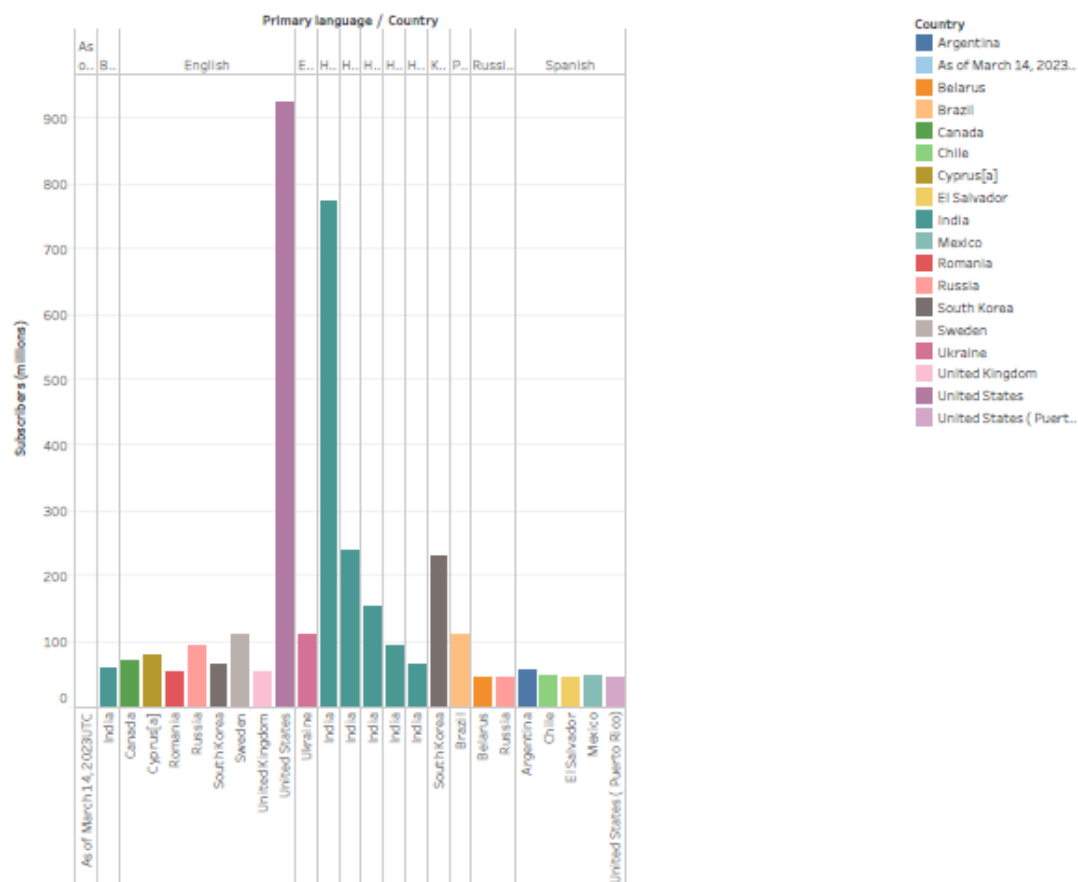
No of channel with Brand	Channel Brand	Channel Name with sub.	No of Channel of language	Category wise language	Country and language	Country wise sub
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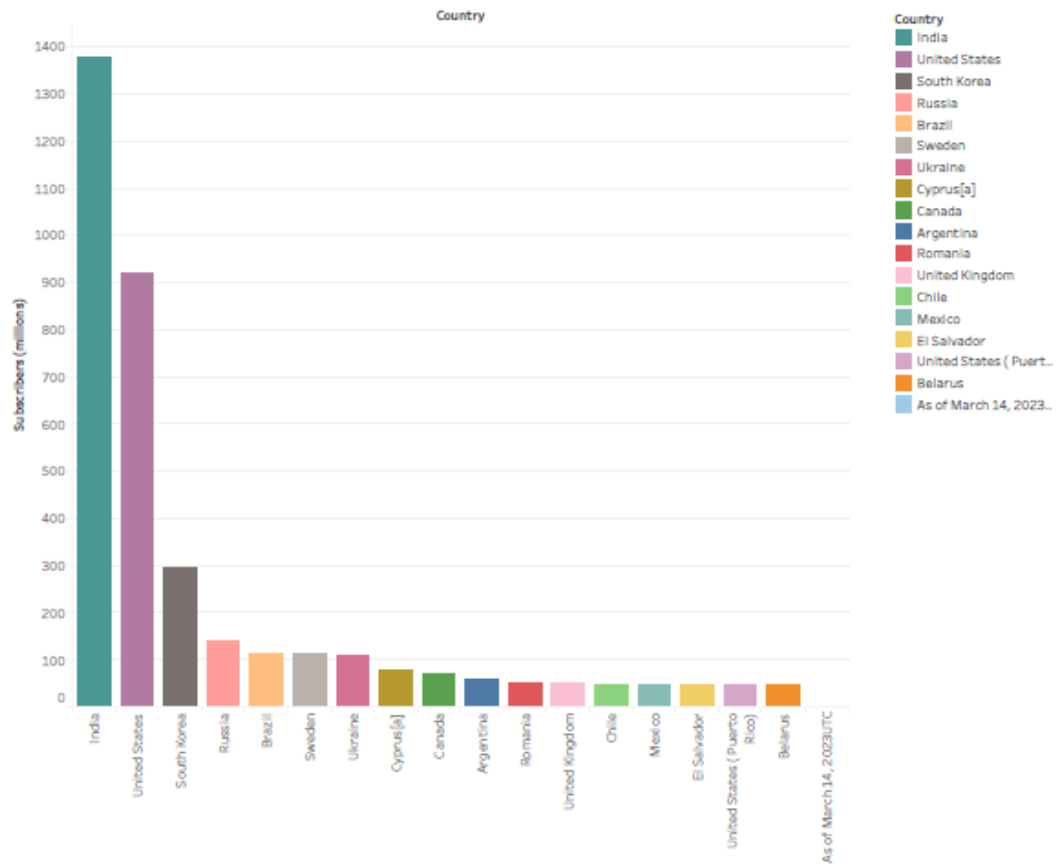
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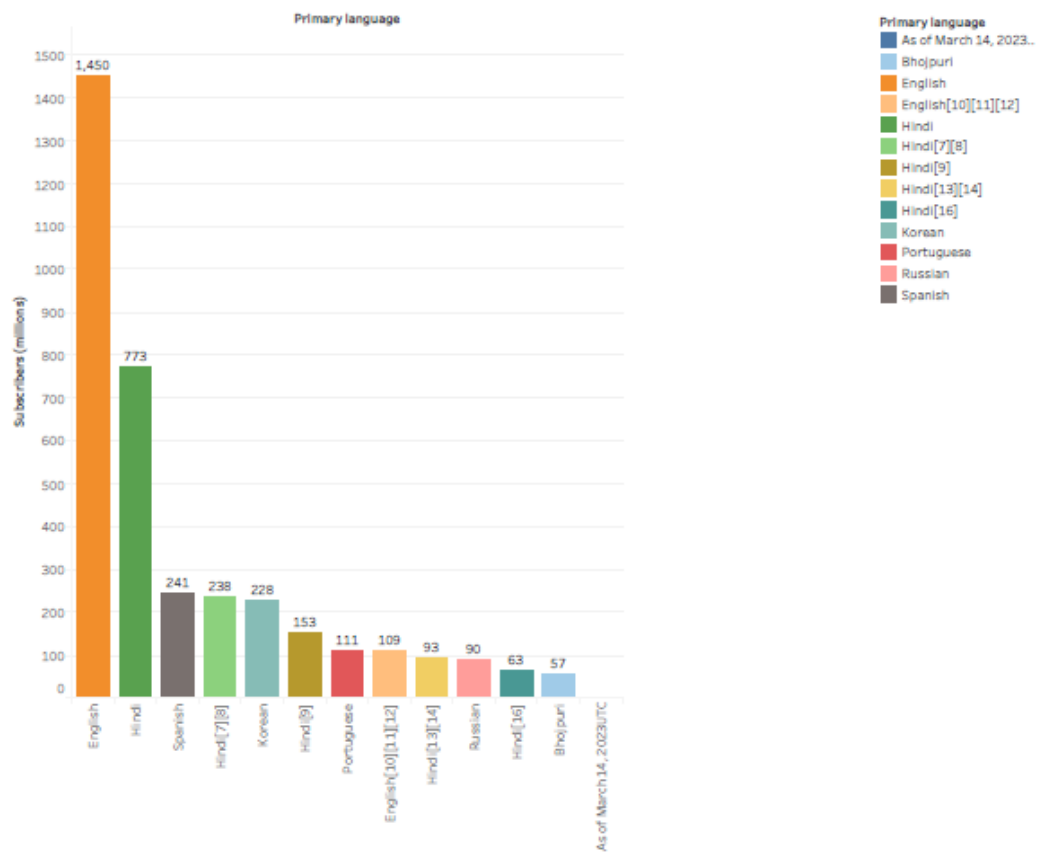
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Channel Name with sub.	No of Channel of language	Category wise language	Country and language	Country wise sub	language with sub	Country wise channel
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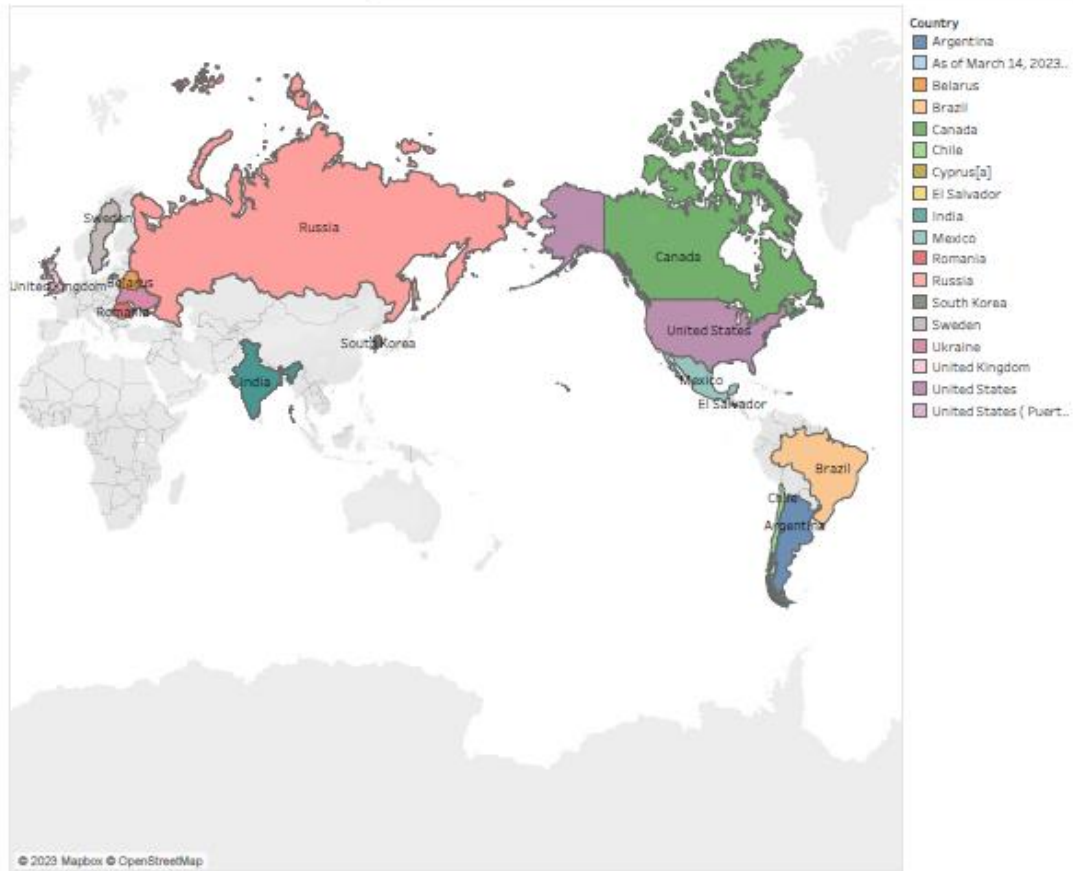


Channel Name with sub.	No of Channel of language	Category wise language	Country and language	Country wise sub	language wish sub	Country wise channel
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Story 1

Channel Name with sub.	No of Channel of language	Category wise language	Country and language	Country wise sub	language with sub	Country wise channel
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ADVANTAGES AND DISADVANTAGE

ADVANTAGE OF YOU TUBE

The pros and cons of YouTube for businesses and students, the audience, and the general public vary because the platform is used to serve a range of different causes. Let's take a look at the advantages

of YouTube from various points of view.

1. YouTube as an information disseminating platform for students

- *In the process, YouTube is now the second largest source of information after Google. According to the most recent data, YouTube has around 2.3*

billion active users as of 2021.

- *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

- *you're interested in
food, religion, culture,
or parenting tips,
there's a channel on
YouTube that will offer
online help. It's not just
for professionals or
pupils; YouTube is made*

for anyone to find what they enjoy. From pet lovers to homemakers, anyone can find content suitable to their interests. YouTube will keep the content informative and stimulating.

3. YouTube for Brand Promotion

- *YouTube videos have been an effective*

branding method for many businesses, especially during the lockdown. There are a lot of promotional videos from major business companies such as shopping mode, Apple, BMW, Motorola, and many more.

- *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. All you need to do is be focused on your passions and then roll out your ideas in videos that demonstrate how your work is beneficial in everyday life.

5.Easy Earning is at the very top of the list of

YouTube benefits for Bloggers

- *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 of YouTube:

Apart from the advantages and benefits, there are also some negative aspects of YouTube for both YouTubers and viewers. There have been numerous instances have been reported concerning content censorship because it is detrimental to students as well as society. The following elements can be attributed to

*the negatives of YouTube
from various points of View-*

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. Another issue that is associated with YouTube is that it requires you to pay a charge if you would like to view ads-free content.

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.*

- *According to research done by the collective, the issue of distraction while driving can be a worldwide problem that kills and injures thousands of people each year. There are fatal outcomes of driving while being*

*distracted by videos
that depict a negative
image of YouTube.*

*Distraction is one of
the most common
disadvantages of
YouTube for drivers,
students, or even
workers.*

***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.*

5. Making money isn't that easy

- *You can sign up for a YouTube affiliate or partner program to earn. However, to be eligible for these programs, you'll need to have at minimum 1000 subscribers as well as 4,000 watching hours over the last twelve months. If you're unable to achieve this, it will come with more*

drawbacks to YouTube than benefits.

- *While it's an easy and efficient method of earning money, it won't be as if it's growing on trees. YouTube has an algorithm that will scrutinize and validate every channel's legitimacy before allowing it to be played. Therefore, if you decide*

to play in a way that is not legitimate, YouTube has the algorithm to catch such activities too.

Feature scope of YouTube

Predicting the future of a platform as dynamic and evolving as YouTube is speculative. However, based on current trends and technological advancements,

several potential developments might shape YouTube in the next five years:

1. Increased Diversification of Content:

YouTube may see a broader range of content, catering to more niche audiences. This trend has been ongoing, with the rise of specialized channels focusing on specific topics, hobbies, and communities.

2. Continued Emphasis on Short-Form Videos:

The popularity of short-form content, as seen with the introduction and success of YouTube Shorts, is likely to persist. YouTube may invest more in short, catchy, and easily consumable content.

3. Virtual and Augmented Reality Integration:

With the advancement of VR and AR technologies, YouTube

might explore more immersive experiences, allowing viewers to engage with content in more interactive and three-dimensional ways.

4.Enhanced Personalization and AI Recommendations:

YouTube may refine its algorithm further to offer more personalized recommendations. AI and machine learning might play a more significant role in

suggesting content tailored to individual preferences.

5. Live Streaming and Interactive Features:

Live streaming has gained popularity, and YouTube might expand features for more interactive experiences during live events, premieres, and Q&A sessions.

6. Monetization Changes:

The platform might introduce new ways for creators to

monetize content or explore alternative revenue streams beyond ad-based income, like channel memberships, merchandise integrations, or NFTs.

7. Regulatory Changes and Content Moderation:

With increasing scrutiny on content moderation and regulations, YouTube might adapt its policies and moderation practices to

address concerns related to misinformation, harmful content, and privacy.

8. Global Expansion and Localization:

YouTube could expand its reach in different regions, adapting to local cultures and languages to connect with a more diverse audience worldwide.

9. Integration of E-commerce:

The platform might explore integrating e-commerce features, allowing creators to sell products directly through their videos, capitalizing on the growing trend of influencer marketing.

10. Environmental Sustainability Efforts:

With growing concerns about environmental impact, YouTube might take steps to reduce its carbon footprint, implement

eco-friendly practices, or support sustainability initiatives.

These predictions are speculative and subject to change based on technological advancements, market shifts, and user behaviors. YouTube's future direction will likely depend on how it adapts to emerging trends and addresses the needs and expectations of its vast user base.

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.