

## **Subscribers Galore : Exploring World's Top Youtube Channels**

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.

### **1. INTRODUCTION:**

#### **1.1. OVERVIEW:**

First I created an EMPATHY MAP . A map has four quadrants - says, Thinks, Does and Feels. Why we are subscribe the YouTube channel and what are difficulties subscribe in YouTube channel. This are the thing shown in four quadrants. Next I created the BRAINSTROME. Our team take a problem statement and we discuss how to solve that problem. Our team problem statement is “ list of most- subscribed YouTube channels”. Then I created my data analysis- Dashboard and Story. Next step I published my Dashboard and story in tableau public.

## 1.2 Purpose:


A subscriber to a channel on the American video sharing platform 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 video published by channels to which the user is subscribed.

## PROBLEM DEFINITION & DESIGN THINKING



## 2.1 EMPATHY MAP

## 2.2 BRAIN STORMING



### Brainstorm & idea prioritization

Use this template to generate ideas for your project. It's a great way to get everyone's input and to prioritize the best ideas.

- 1. Brainstorm ideas
- 2. Prioritize ideas
- 3. Implement ideas

**Define your problem statement**

Write down your problem statement in a clear, concise way. This will help you to focus on the right ideas.

**Brainstorm**

Write down all the ideas you can think of. Don't worry about whether they are good or bad. Just write them down.

**Group ideas**

Group the ideas into categories. This will help you to see the big picture and to prioritize the best ideas.

1. Brainstorm ideas

2. Prioritize ideas

3. Implement ideas

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1. Brainstorm ideas

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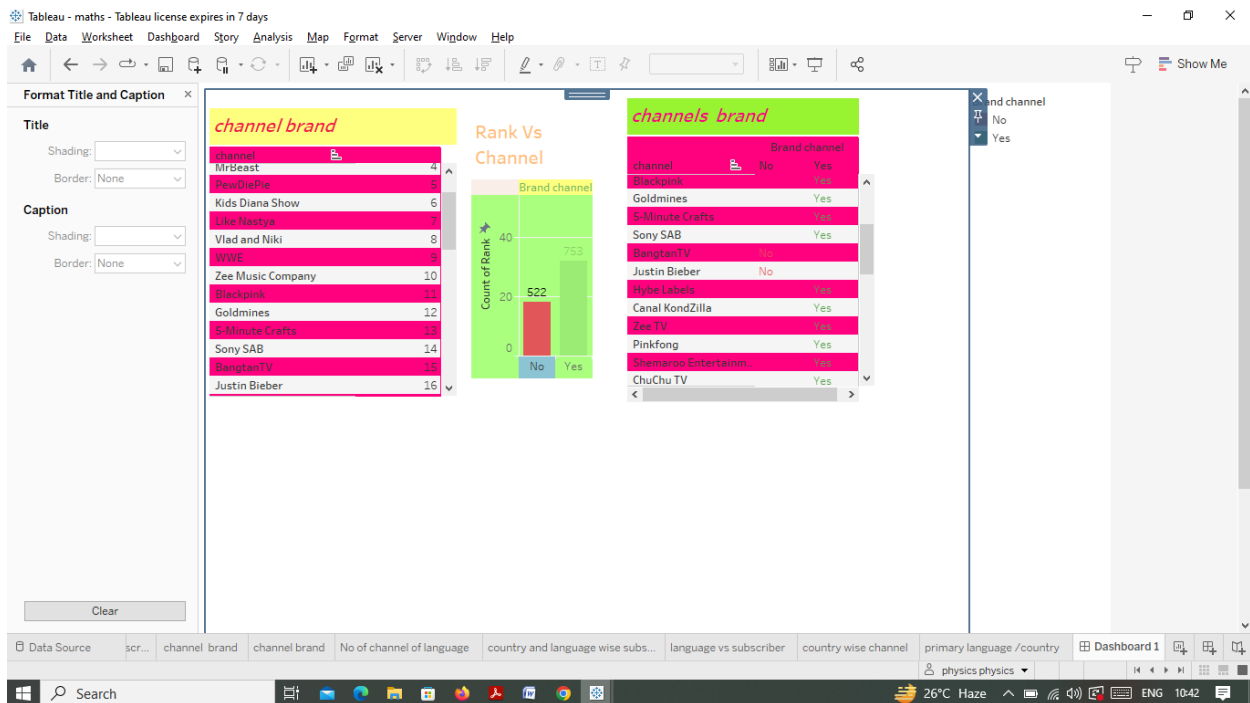
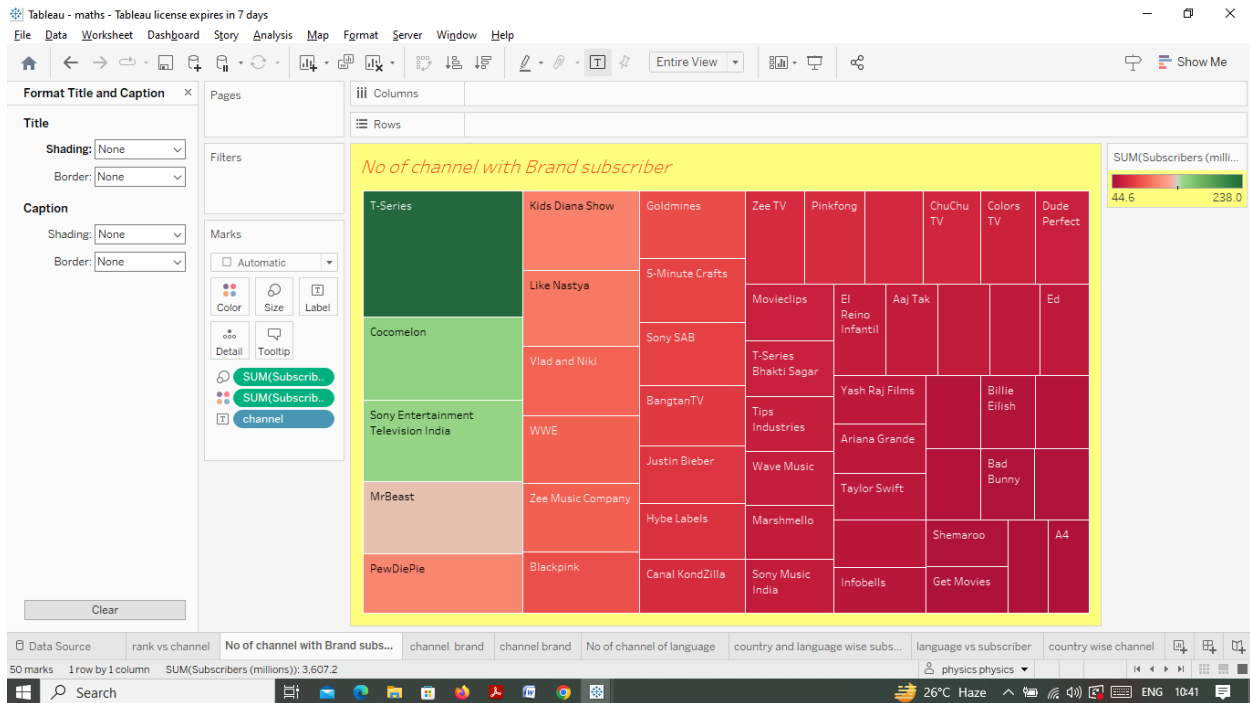
3. Implement ideas

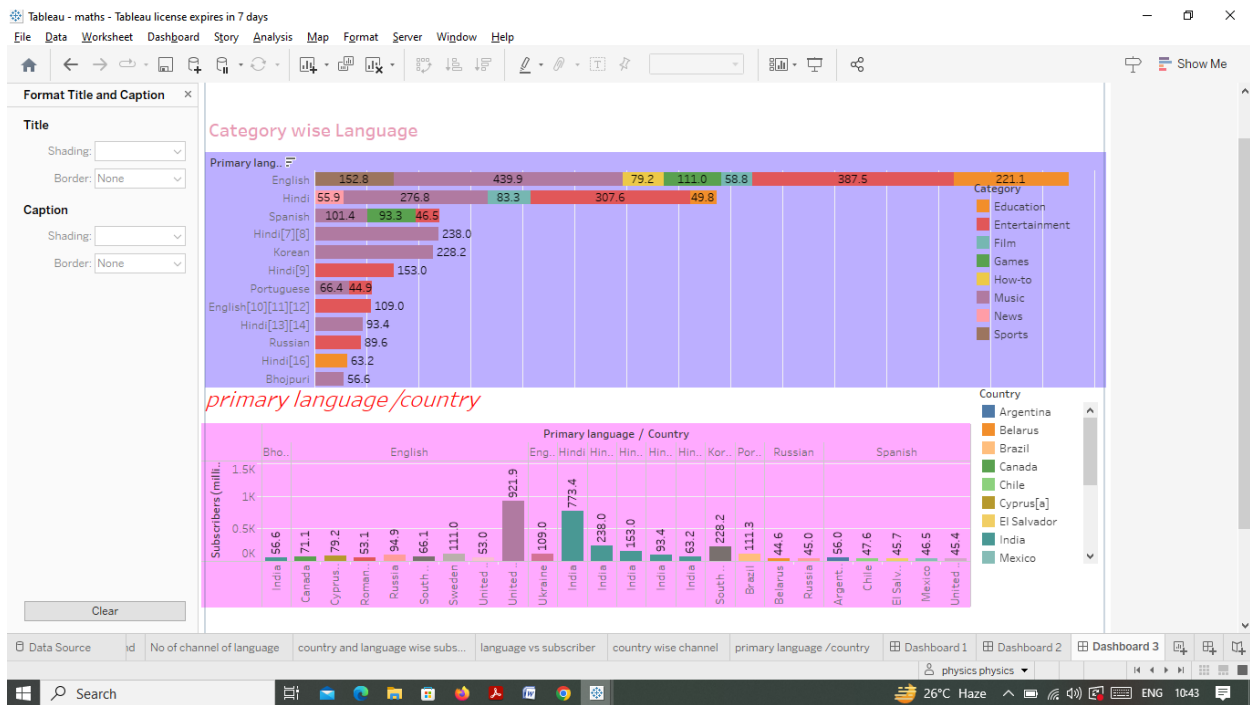
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RESULT:









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## ADVANTAGES & DISADVANTAGES

### ADVANTAGES:

- \* YouTube as an information disseminating platform for students
- \* YouTube's user - friendliness
- \* YouTube for brand promotion
- \* YouTube benefits talented people
- \* Easy Earning is at the very top of the list of YouTube benefits for Vloggers

### DISADVANTAGES:

- \* Ads - a drawback of YouTube for the audience
- \* A lot of distraction
- \* Obscenity - one of the biggest drawback that YouTube
- \* Defamation and Bullying
- \* Making money isn't that easy

### APPLICATION:



- \* YouTube is a web application.
- \* It's useful for money earning.
- \* Become popularity.
- \* We can learn new information for YouTube

## CONCLUSION:

Indian record label T-Series is the most subscribed channel with over 250 million subscribers as of September 2023. YouTube can find valuable inspiration for their own content by a look at the strategies of the top channels.

## FUTURE SCOPE:

YouTube will continue to be where people go for informative and educational videos. As more innovative technology comes out, YouTube will evolve with it. By 2022, it will be even more powerful, and we'll see many new changes that are sure to revolutionize marketing as a whole.