

SUBSCRIBERS GALORE :EXPLORING WORLD 'S TOP YOUTUBE CHANNELS

1.INTRODUCTION

OVERVIEW

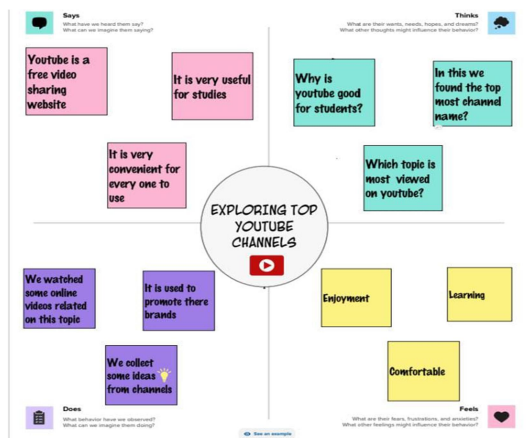
- A YouTube intro is a short introductory clip that plays at the beginning of all of a channel's videos. YouTube intros give channels a stronger brand identity, make videos look more professional, and help to maintain a level of consistency.

PURPOSE

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.

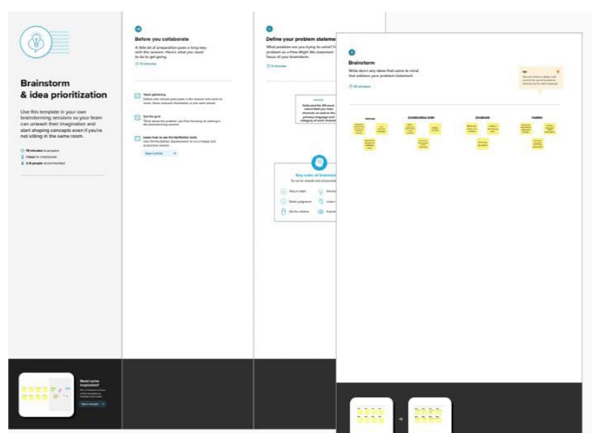
2.PROBLEM DEFINITION&DESIGN THINKING

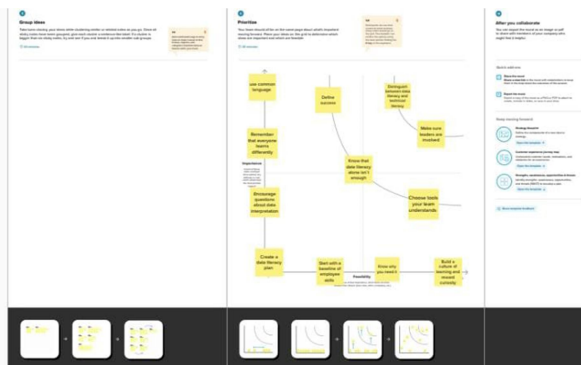
EMPATHY MAP



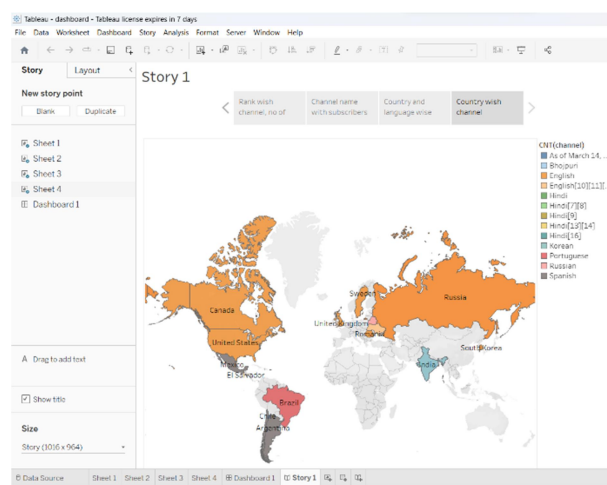
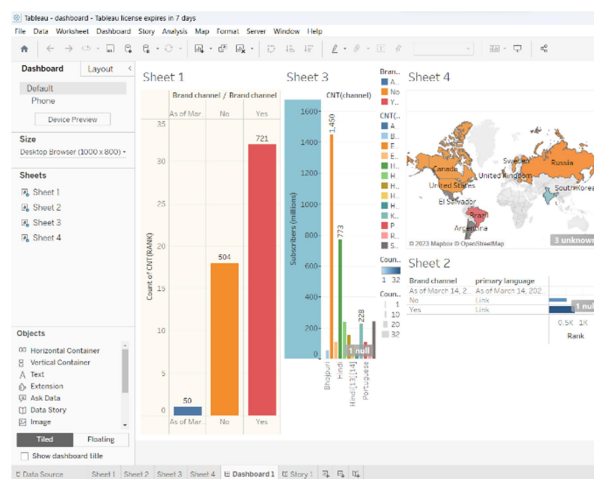
IDEATION &

BRAINSTORMING MAP





3.RESULT



4.ADVANTAGES & DISADVANTAGES

ADVANTAGES:

“YouTube is television for generations.

Alphabet **said YouTube** reaches more 18 to 49-year-olds than all linear TV networks combined. This potentially lets you move beyond just direct-response digital advertising, as you can position your business alongside an entertainment brand and get a halo effect for your own brand.

Solid monetization tools exist once you’re at scale. If your YouTube channel is racking up views, it’s easy to click a button and really start earning money. You don’t have to futz with selling anything, you can focus on creating content and the ads will be inserted automatically for you.

A potentially large audience exists to get to know you, your brand, and your products. People watch more than a billion hours of YouTube video every day! Along with the ads, it’s a useful way to get people to check out your website, potentially sign up for your email list, and more.

DISADVANTAGES:

You’re building on rented land with YouTube. That’s mostly fine, but you’re always an algorithm change away from having a successful channel turn into an unsuccessful one. If you can, try to get your YouTube audience over to your owned channels like your website or your email marketing list.

It takes a lot of time and effort to build a large audience. YouTube has a lot of people watching and a lot of people creating.

YouTube can lead to burnout. High-profile creators consistently say that YouTube can be demanding. You're constantly creating more videos and often longer ones, to satisfy an ever-changing algorithm. Creators often have little say in how YouTube changes its algorithm and monetization tools, too.

5.APPLICATIONS

Promote your videos in a Youtube Community post 30. Do what your favorite YouTubers do Get your free pack of 5 customizable YouTube banner templates now. Save time and look professional while promoting your brand in style.

6.CONCLUSION

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.

7.FUTURE SCOPE

At Future Scope, we believe that by understanding the future, we can create it. Join us as we explore the opportunities and challenges of the future economy and technology and discover new...

8.APPENDIX

With its captivating Bollywood songs and snippets, T-Series claims the top spot among the top 10 YouTube channels with the most subscribers (as of September 04, 2023) Let's take a look at the others. T-Series stands first among the world's top 10 most subscribed YouTube channels.