

WDA - Seminar Ex 11

Naël and Marwa

These are the companies we focus on in our project, and their YouTube channel's IDs.

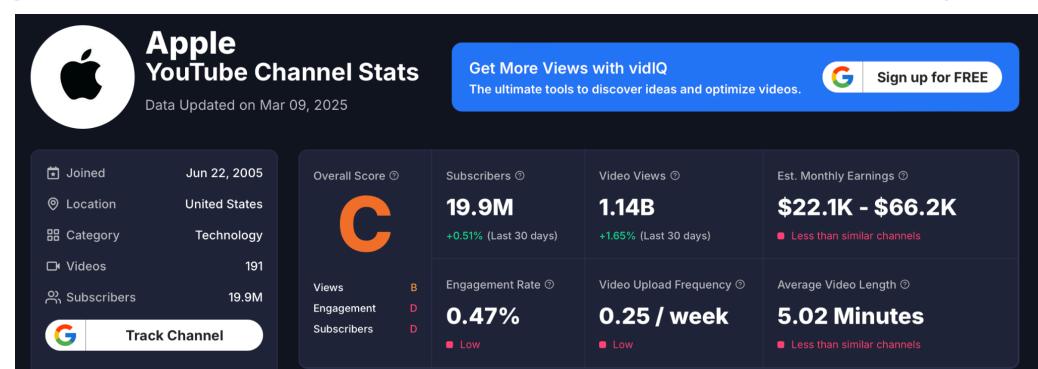
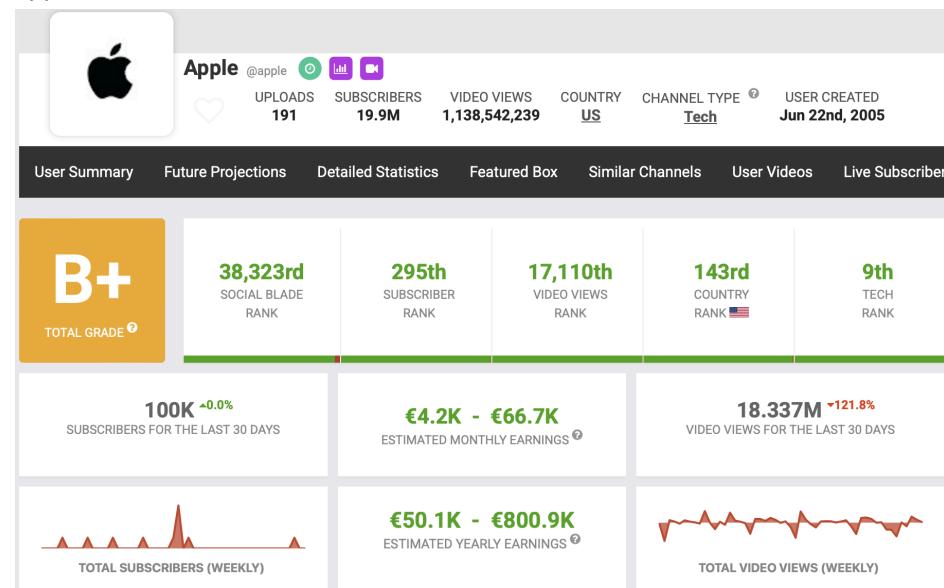
1. **Apple** UCE_M8A5yxnLfW0KghEeajjw
2. **Samsung** UCWwgaK7x0_FR1goeSRazfsQ
3. **Huawei** UCtjV1_XU6gvPYyreaFScxBQ
4. **Xiaomi** UCCspJ6mFfCwOV4qFjZWi2wg
5. **Google (Pixel)** UCIG1k8umaCIrrujZPzZPIMA
6. **OnePlus** UC7zygr3uEiMSkxv-6nbFUGQ
7. **Sony (Xperia)** UCVjS9AuBloqJJhsy3vlfug
8. **Nokia** UCMdtv1z_kXj7Wd97MA7BjXA
9. **Motorola** UCJkBleTewoQGgtviUe5LH_g
10. **Oppo** UC1ET-1gMajGNKzOvm2e_D7Q

For each company, we have listed first the data extracted through socialblade.com, and secondly through vidiq.com.

We can see that both websites offer different results. Socialblade provides a ranking system in different categories, and vidiq provides more metrics such as engagement rate and video upload frequency. Using the two tools together gives a broader picture with the combined metrics. We can also see that some metrics such as the estimated monthly earning is very different between the two websites ; they probably use different methods to estimate the earnings. Also the grade given to each channel differs between the two websites.

Here are the results

Apple



Shows strong metrics in both subscriber growth and views, indicating high influence and strong brand engagement. Differences in estimated earnings between Social Blade and VidIQ might be due to different estimation algorithms as explained before.

Samsung

Samsung @samsung

UPLOADS 2,198 SUBSCRIBERS 7.25M VIDEO VIEWS 2,307,416,139 COUNTRY KR CHANNEL TYPE Tech USER CREATED Mar 11th, 2006

User Summary Future Projections Detailed Statistics Featured Box Similar Channels User Videos Live Subscriber

A-	1,199th SOCIAL BLADE RANK	671st SUBSCRIBER RANK	7,111th VIDEO VIEWS RANK	69th COUNTRY RANK	53rd TECH RANK
30K +82.4% SUBSCRIBERS FOR THE LAST 30 DAYS	€70.7K - €1.1M ESTIMATED MONTHLY EARNINGS	310.568M +183.5% VIDEO VIEWS FOR THE LAST 30 DAYS			
TOTAL SUBSCRIBERS (WEEKLY)	€847.8K - €13.6M ESTIMATED YEARLY EARNINGS	TOTAL VIDEO VIEWS (WEEKLY)			

Samsung YouTube Channel Stats

Data Updated on Mar 09, 2025

Joined Mar 11, 2006	Location South Korea	Category Technology	Overall Score B	Subscribers 7.25M	Video Views 2.31B	Est. Monthly Earnings \$376.1K - \$1.1M
Location South Korea	Category Technology	Joined Mar 11, 2006	Views A	+0.42% (Last 30 days)	+15.79% (Last 30 days)	More than similar channels
Category Technology	Joined Mar 11, 2006	Location South Korea	Engagement D	0.11%	3.75 / week	Excellent
Joined Mar 11, 2006	Category Technology	Location South Korea	Subscribers B	Low	Average Video Length 3.24 Minutes	Less than similar channels

Consistently high in both subscriber numbers and views. Samsung's channel likely benefits from broad global brand recognition and diverse content that appeals to a wide audience.

Huawei

The screenshot shows the Social Blade YouTube channel stats page for Huawei. At the top, it displays basic channel information: **Huawei** (@huawei), **UPLOADS 3,116**, **SUBSCRIBERS 1.39M**, **VIDEO VIEWS 453,243,356**, **COUNTRY HK**, **CHANNEL TYPE Tech**, and **USER CREATED Jul 15th, 2010**. Below this is a navigation bar with links to User Summary, Future Projections, Detailed Statistics, Featured Box, Similar Channels, User Videos, and Live Subscriber.

The main stats area features a grid of performance metrics:

TOTAL GRADE B	162,536th SOCIAL BLADE RANK	1,271st SUBSCRIBER RANK	47,250th VIDEO VIEWS RANK	112th COUNTRY RANK	359th TECH RANK
-- SUBSCRIBERS FOR THE LAST 30 DAYS	€808 - €12.9K ESTIMATED MONTHLY EARNINGS	3.55M ▾11.9% VIDEO VIEWS FOR THE LAST 30 DAYS			
€9.7K - €155.1K ESTIMATED YEARLY EARNINGS					
					TOTAL SUBSCRIBERS (WEEKLY)

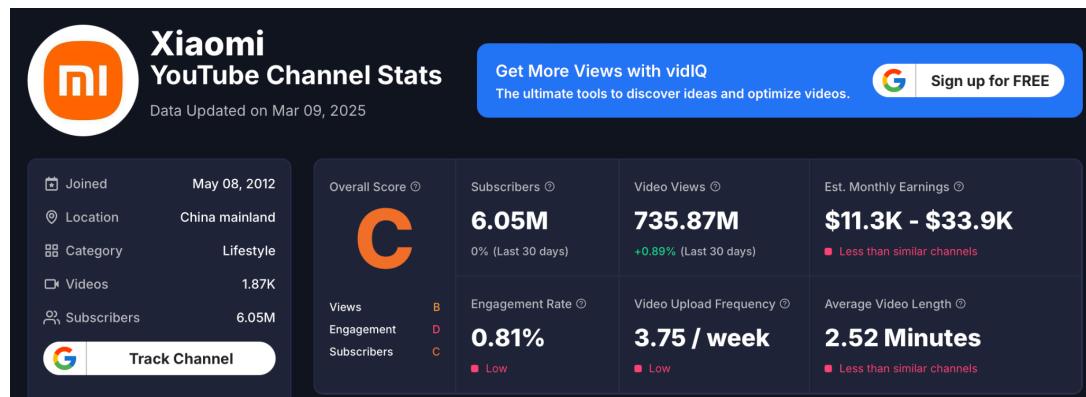
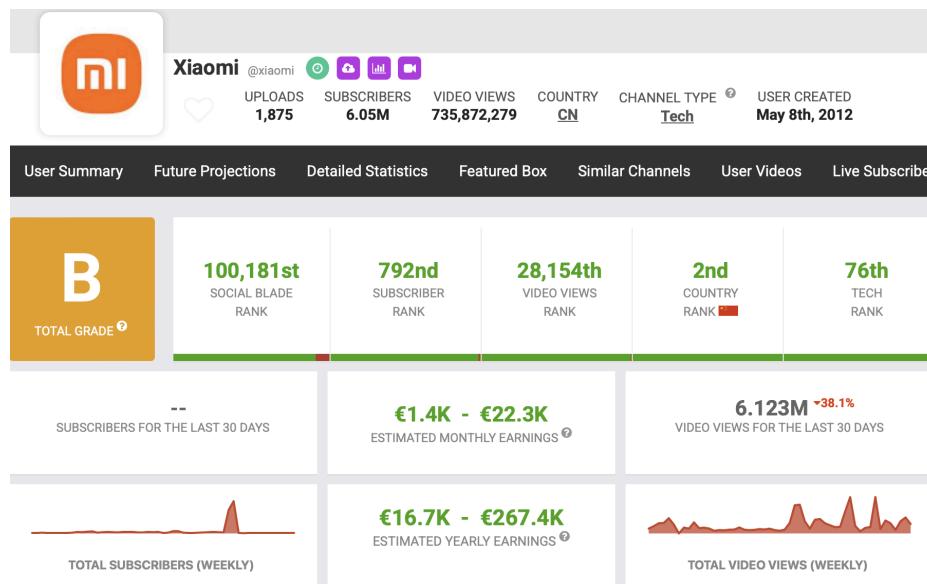
Below the stats area, the "Huawei YouTube Channel Stats" section provides detailed channel information:

Joined Jul 15, 2010	Overall Score C	Subscribers 1.39M 0% (Last 30 days)	Video Views 453.24M +0.79% (Last 30 days)	Est. Monthly Earnings \$6.2K - \$18.5K ■ Less than similar channels
Location Hong Kong	Views B	Engagement Rate D	Video Upload Frequency 5.5 / week ■ Low	Average Video Length 2.27 Minutes ■ Less than similar channels
Category Lifestyle	Engagement D	Subscribers D		
Videos 3.11K	Subscribers D			
Subscribers 1.39M				

At the bottom right of the stats section, there is a call-to-action button: **Get More Views with vidIQ** The ultimate tools to discover ideas and optimize videos. **Sign up for FREE!**

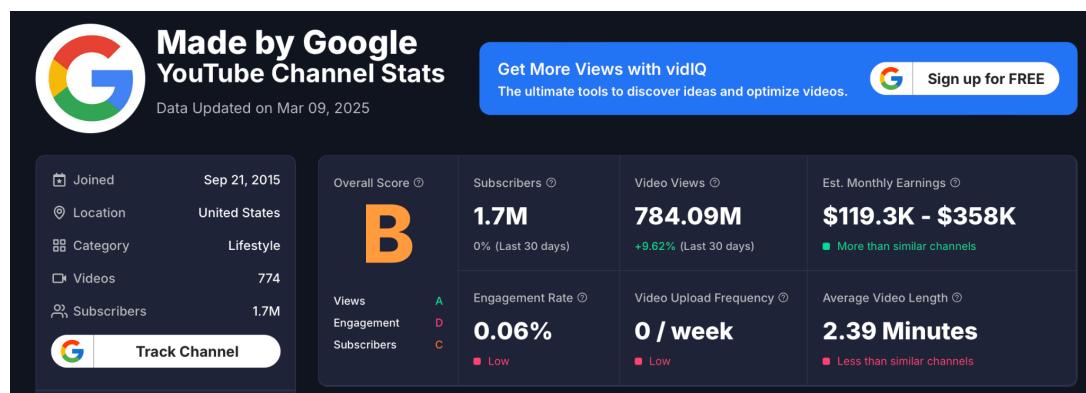
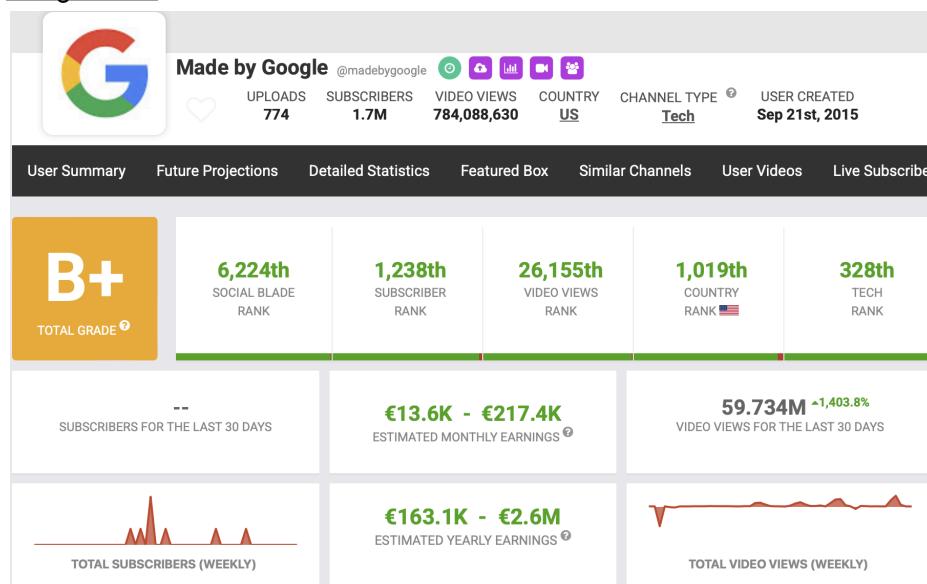
Despite challenges in global markets, Huawei's YouTube performance is solid, suggesting effective use of the platform to engage with tech enthusiasts and customers.

Xiaomi



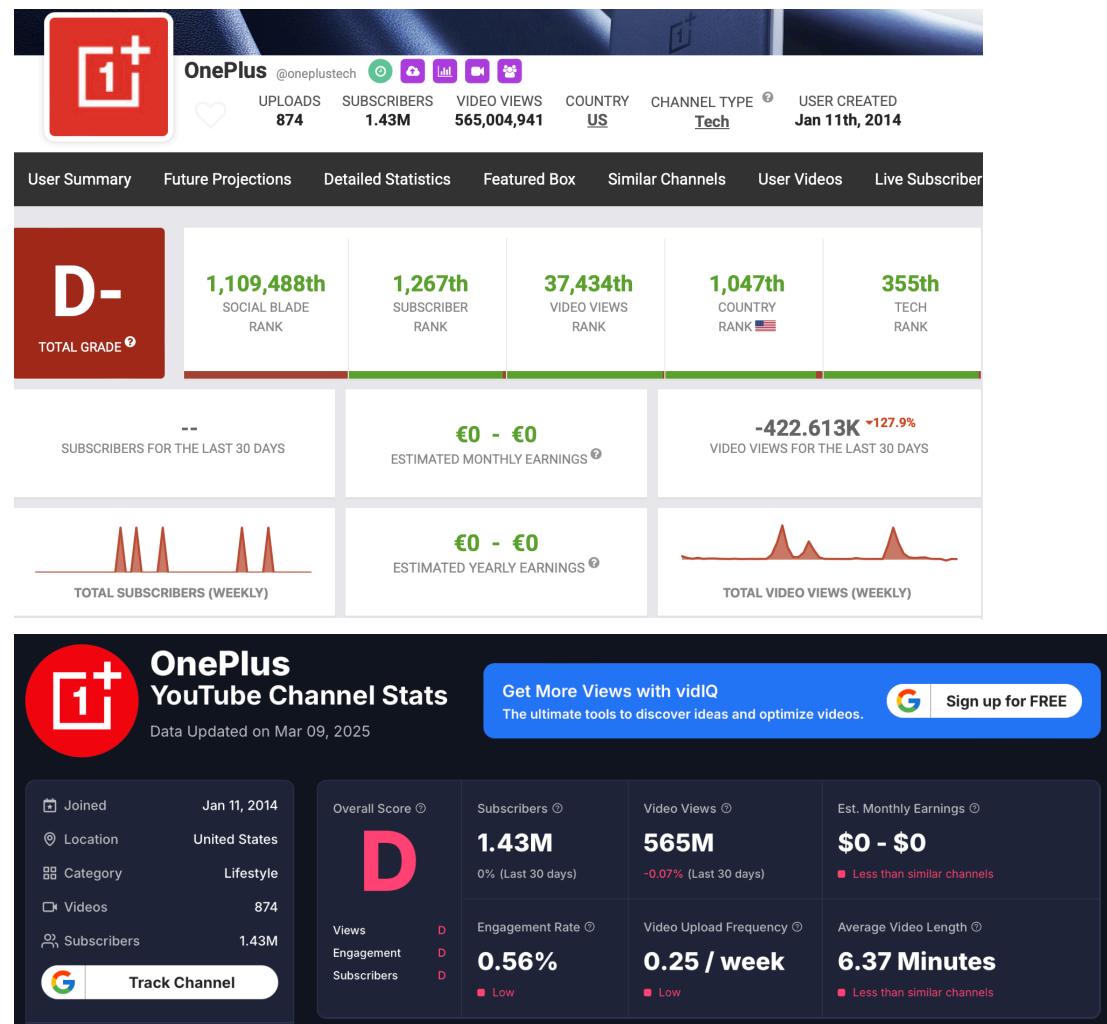
Strong performance, particularly in engagement rates, indicates Xiaomi's effectiveness in reach.

Google Pixel



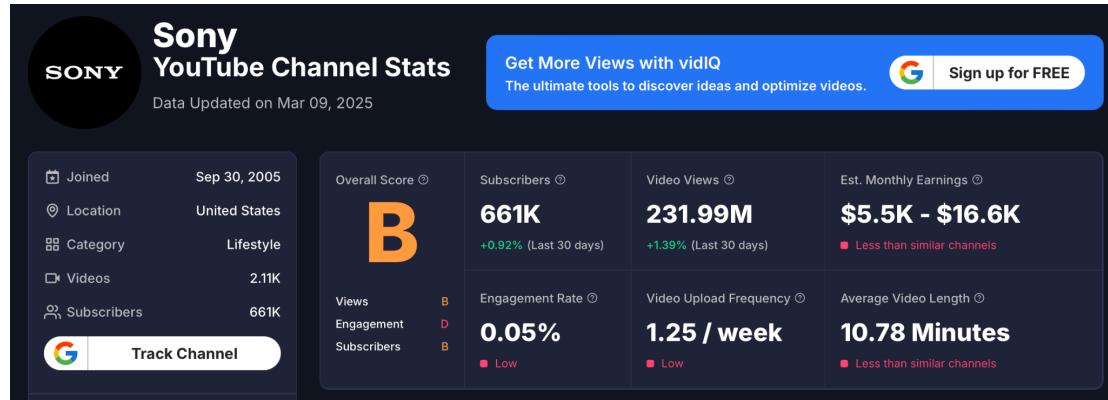
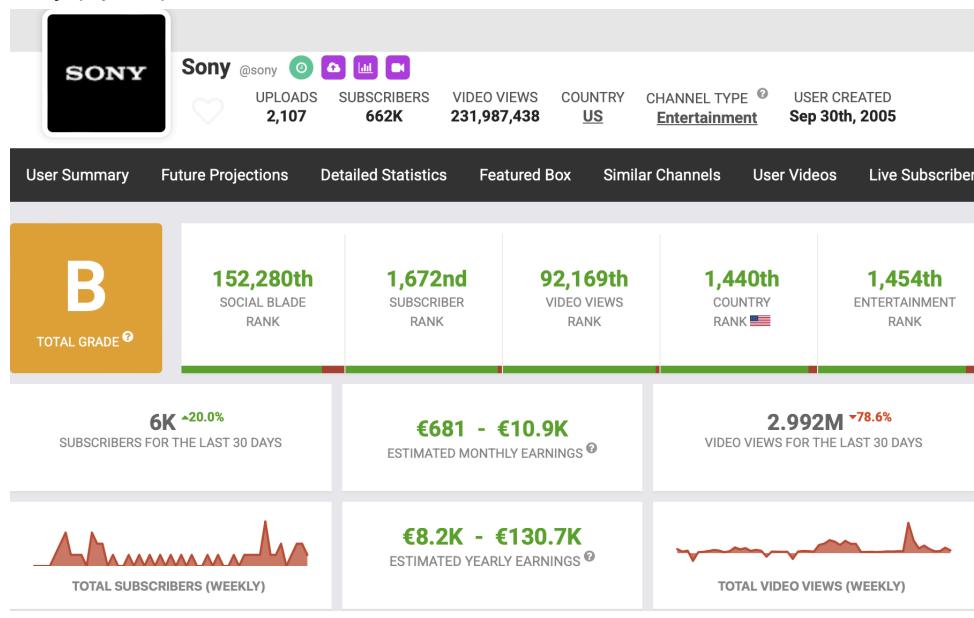
Notably good engagement metrics, reflecting the targeted marketing and tech-savvy audience of Google's hardware products.

OnePlus

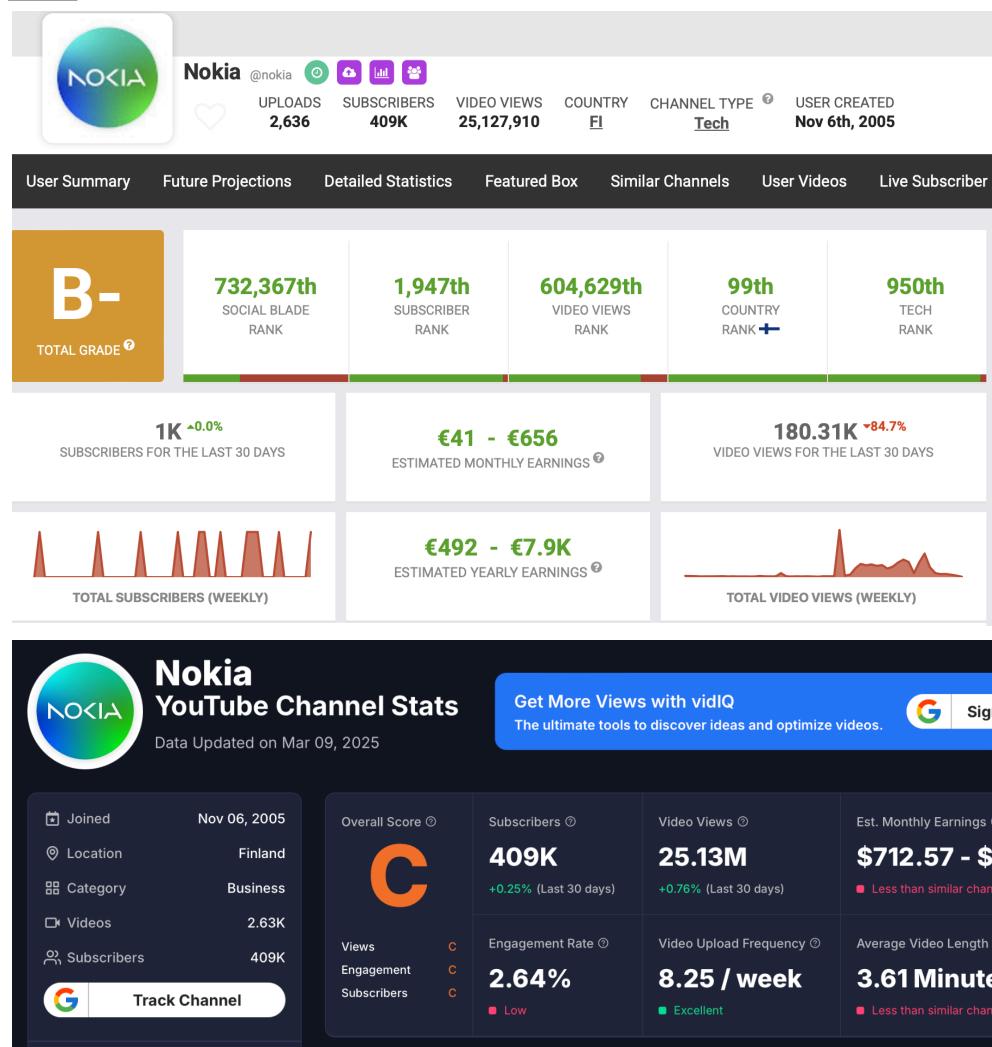


Although smaller in comparison to giants like Apple and Samsung, OnePlus shows good engagement. The website score is much lower than the other brands however, meaning that effort should be made by the company to promote their youtube channel more.

Sony (Xperia)

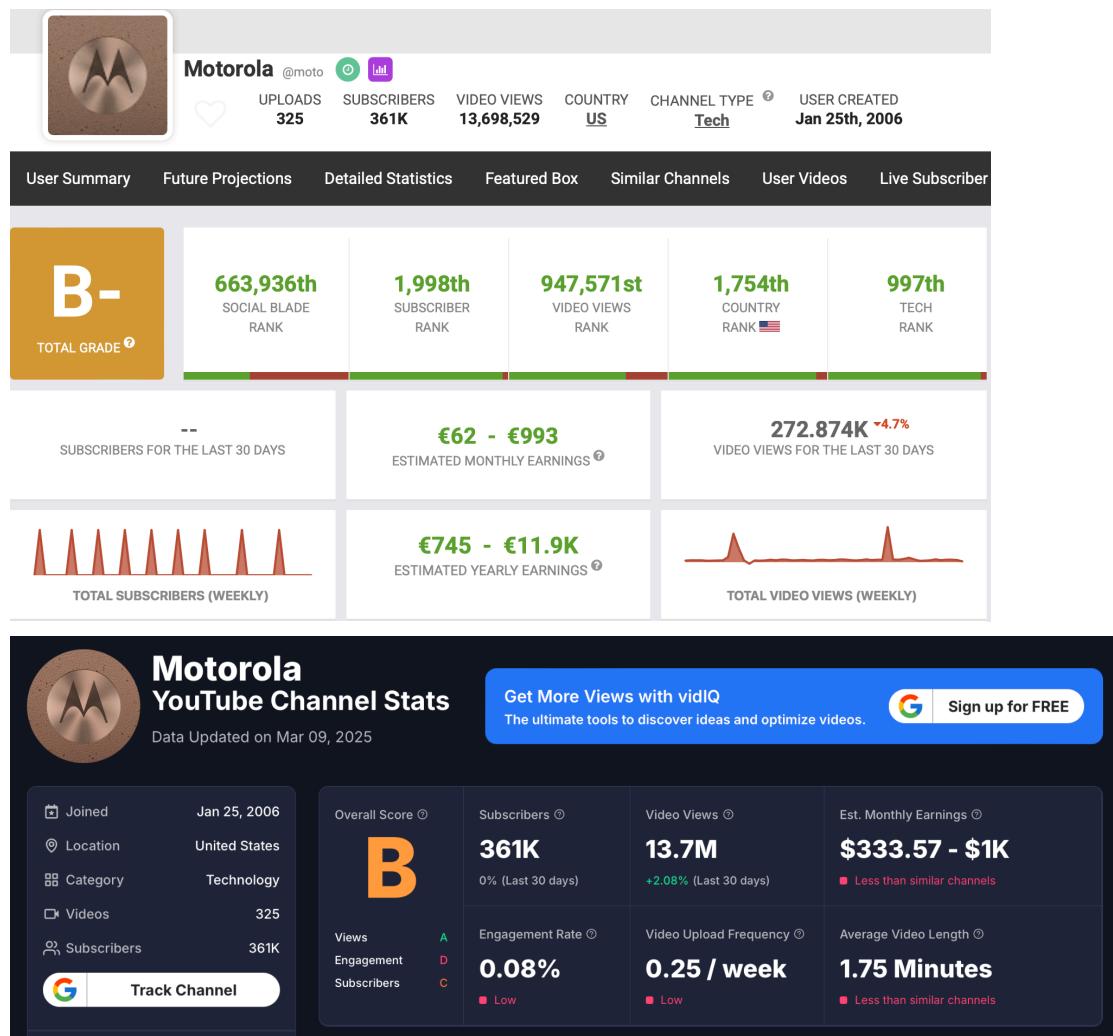


Nokia



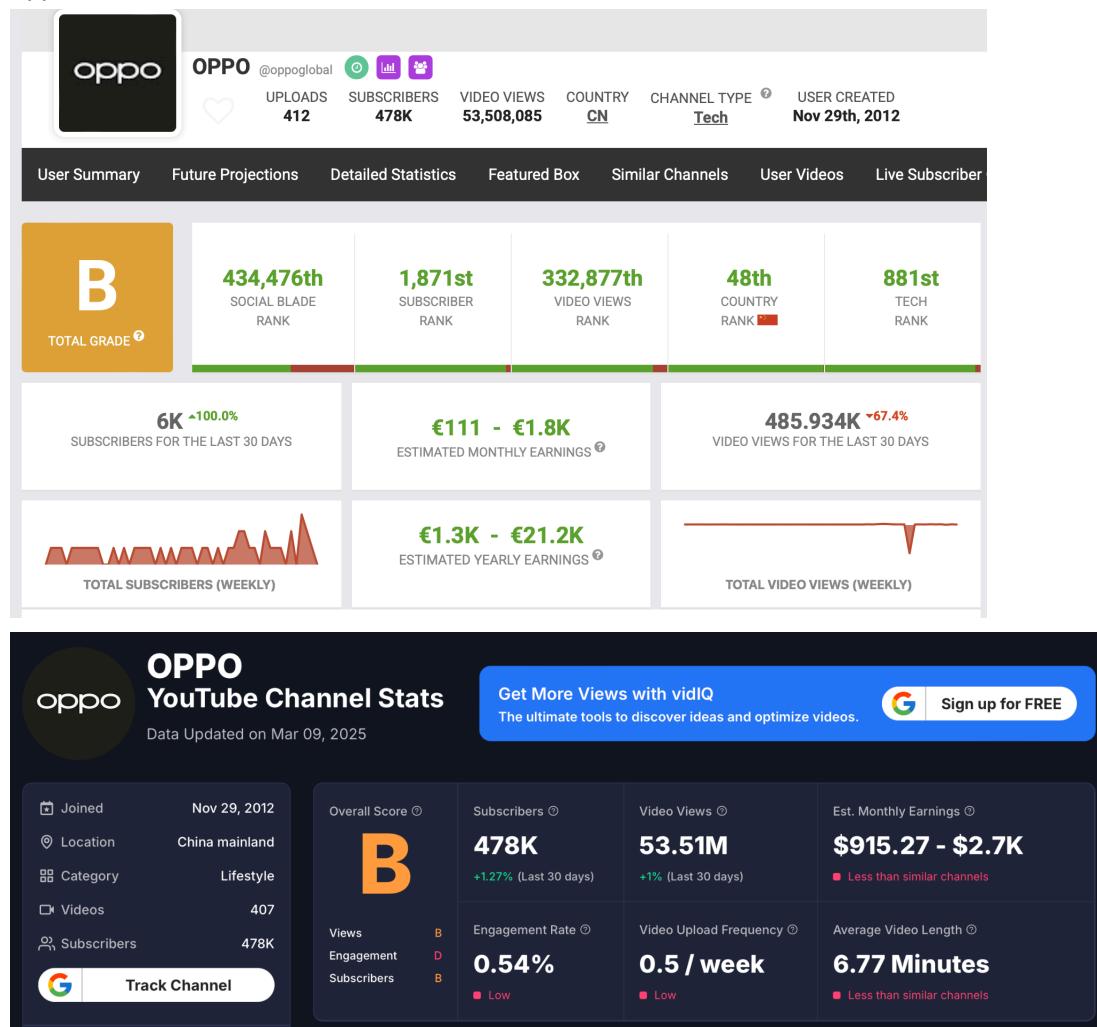
Shows efforts in rebuilding brand presence with steady engagement and growth metrics, focusing on nostalgia and reliability.

Motorola



Moderate metrics suggest a steady but less aggressive approach in the competitive smartphone market and less market shares as the bigger brands.

Oppo



Good engagement and growth metrics indicate Oppo's rising influence.

Apple and Samsung are likely the most influential channels given their high subscriber counts, extensive global brand recognition, and high engagement levels. Xiaomi and Oppo show significant influence within specific markets, marked by high engagement rates and rapid growth.