

PROJECT REPORT TEMPLATE

SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP MOST YOU TUBE CHANNELS

1.INTRODUCTION:

1.1 OVERVIEW:

The overview tab in you tube analytics gives view a high-level summary of how Your channel and videos are performing on you tube. The key metrics card shows your views , watch time, subscribers and estimated revenue(if you are in the you tube partner program).

You tube is a free video sharing website that makes it easy to watch online Videos. You can even create and upload your own videos to share with others. Originally created in 2005, You tube is now one of the most popular site on the web With visitors watching around 6 billion hours of video every month.

Indian record label T-Series is the most subscribed channel, with over 250 Million subscribers as of October 2023. American you tube personality Mr Beast Is the most subscribed individual and second most-subscribed channel overall, With 194 million subscribed as of October 2023.

1.2 PURPOSE:

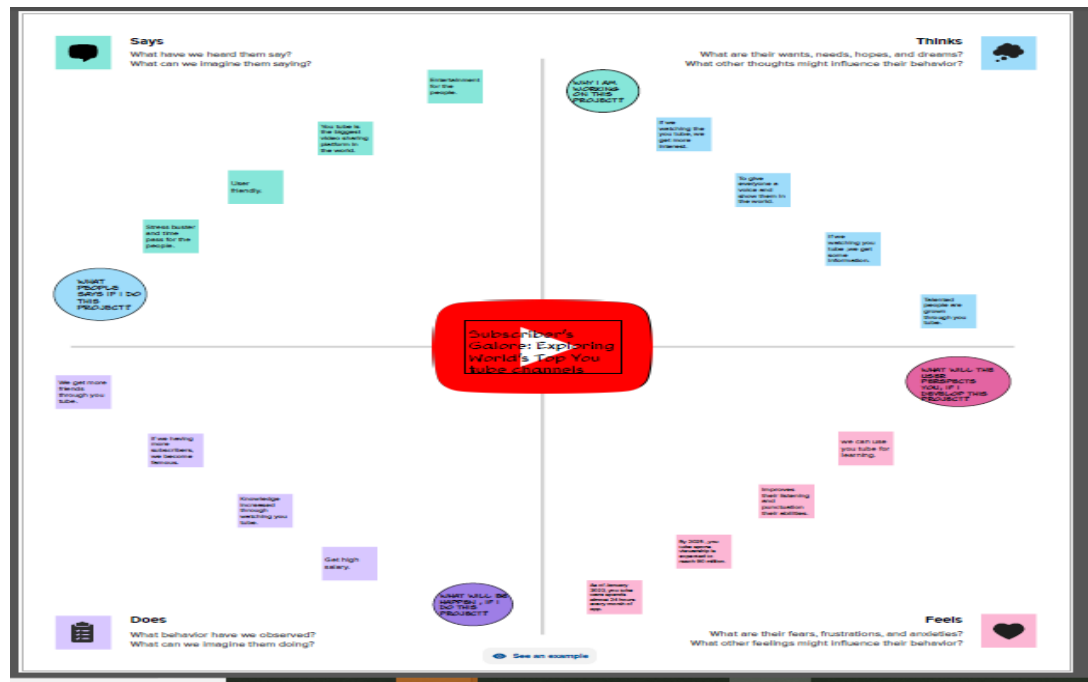
The main purpose of you tube is to provide a platform for users to watch, Share and create videos. In the last decade, you tube has just become the most popular video sharing platform in the world.

The combination of visuals and audio-along with youtube's content Culture of simple,digestible messaging-makes you took videos a great tool for Engaging students in learning. Infact, 91% of educational institutions say video Increases student satisfaction.

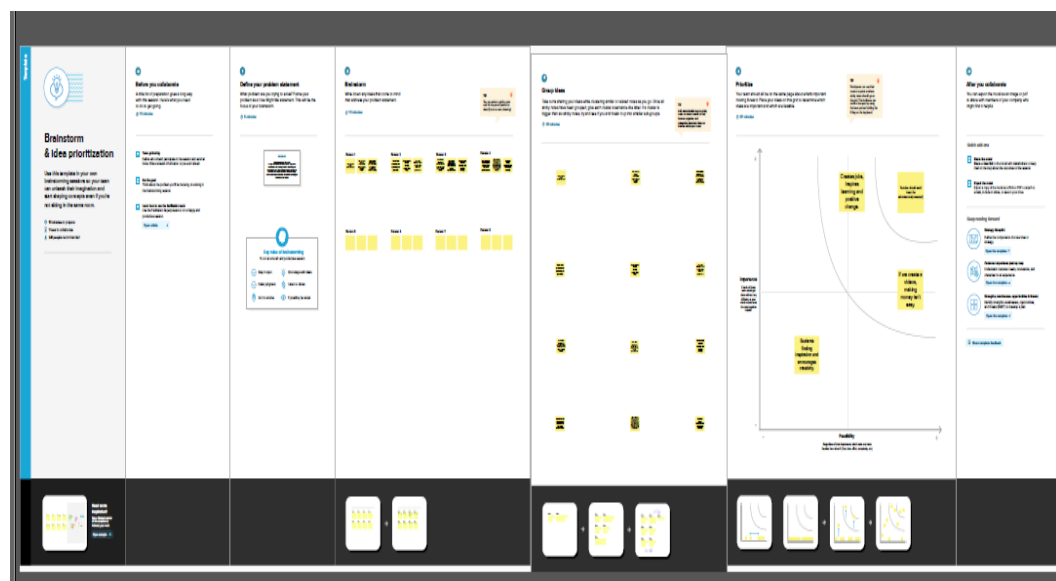
You tube is the second largest search engine in the world, so creating You tube channel is a fantastic way to enhancee your content visibility. You tube can offer you a more intimate and engaging connection with your audience.

2.PROBLEM DEFINITION AND DESIGN THINKING:

2.1 EMPATHY MAP

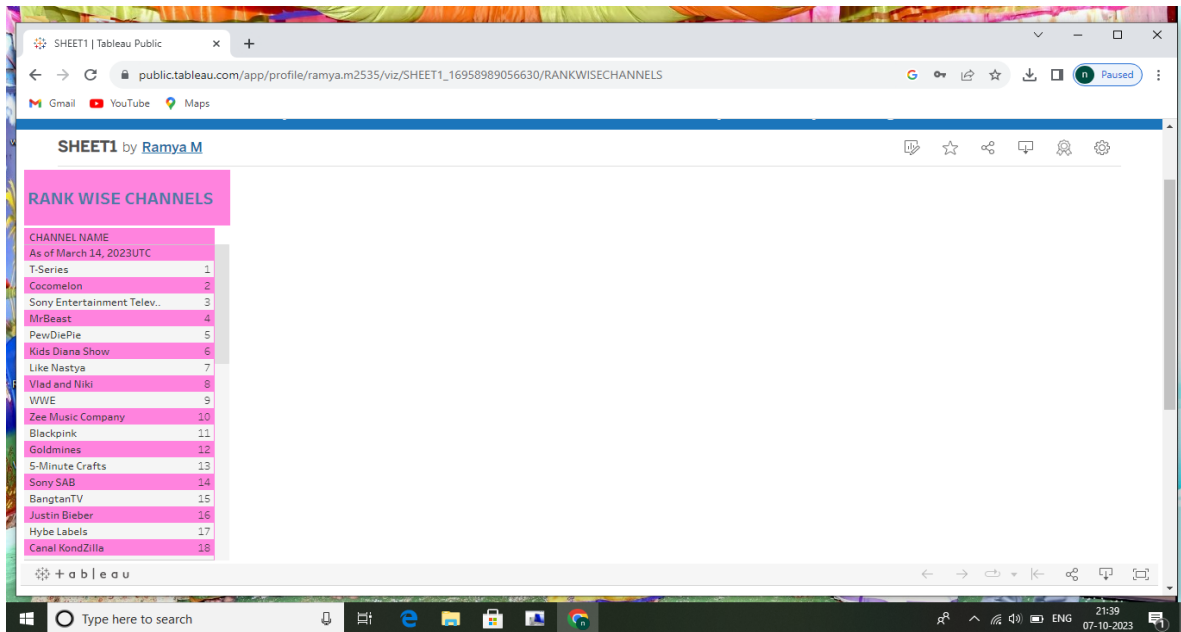


2.2 IDEATION AND BRAINSTORMING MAP

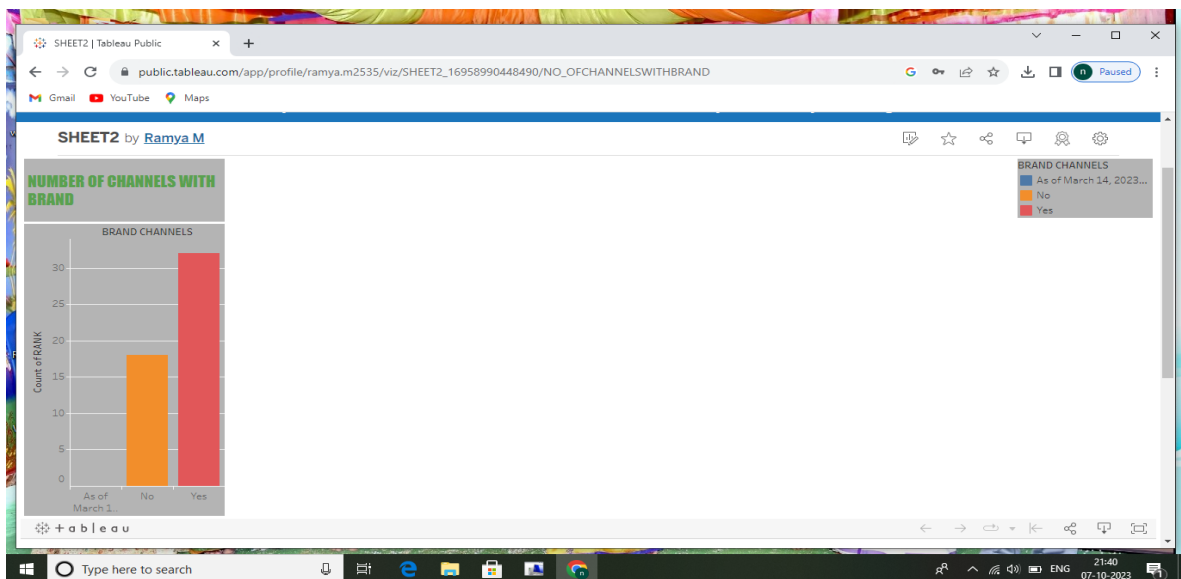


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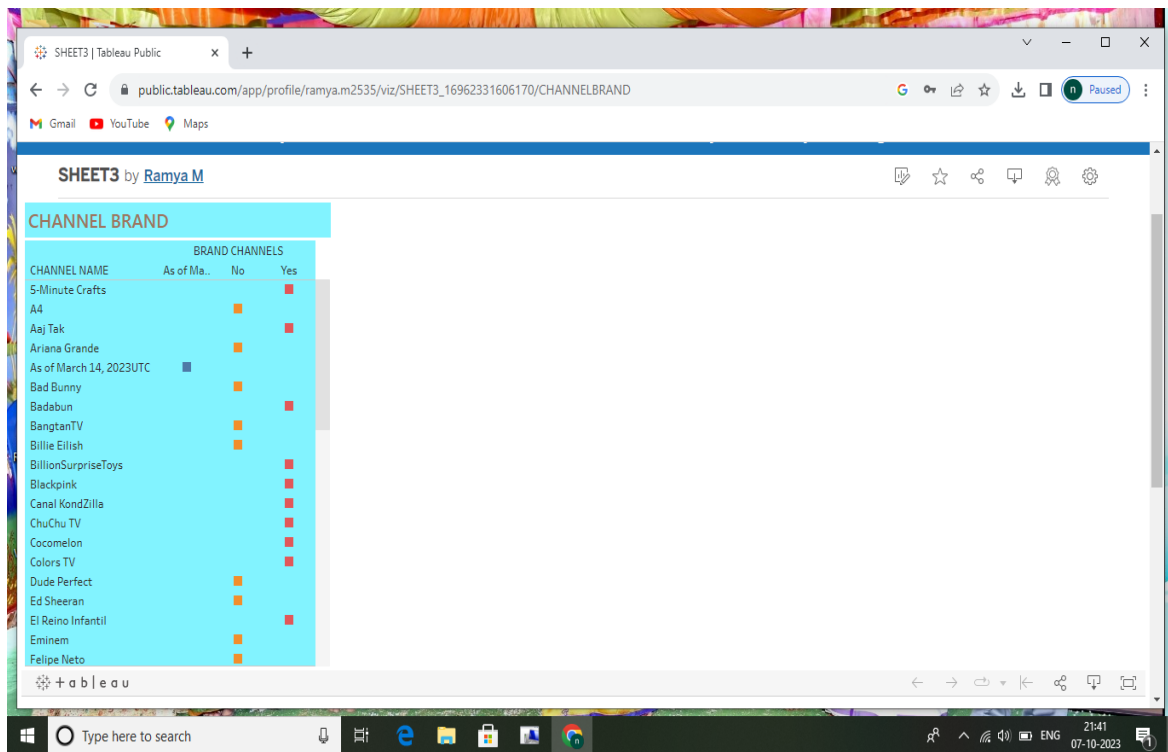
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SHEET 2



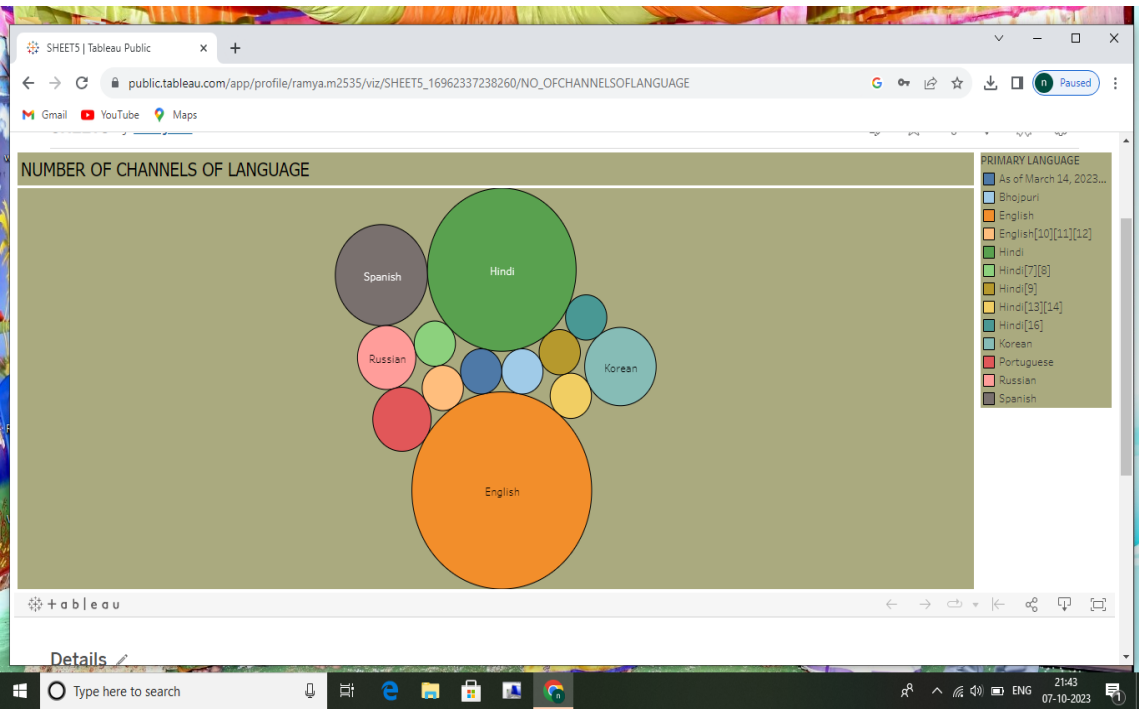
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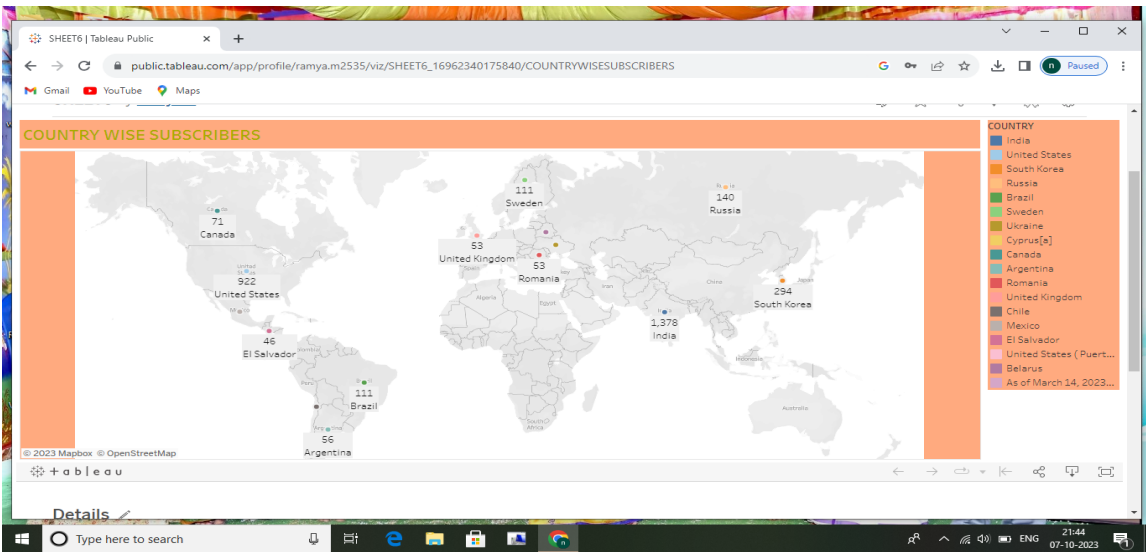
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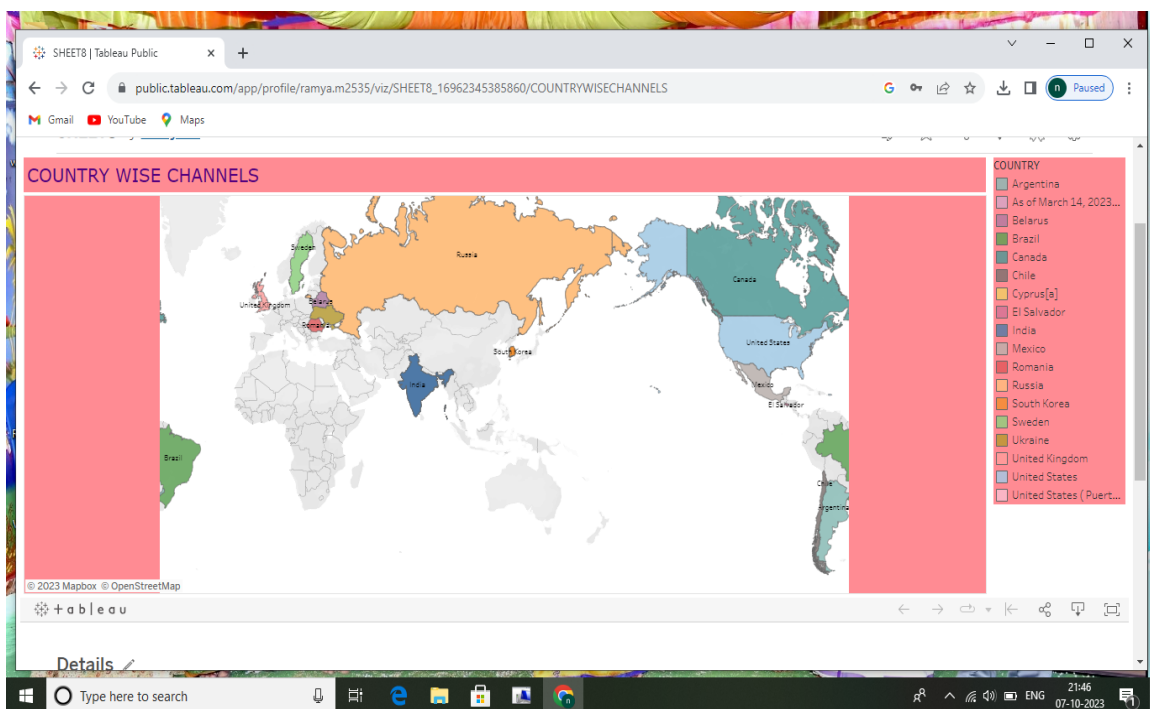
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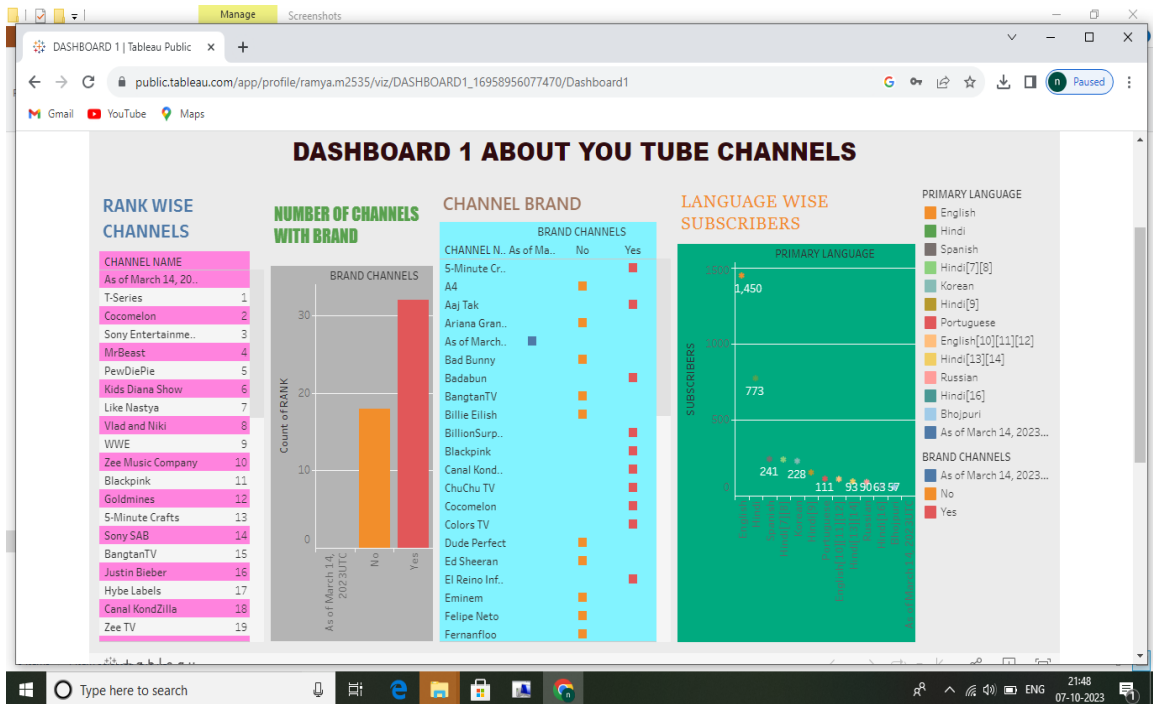
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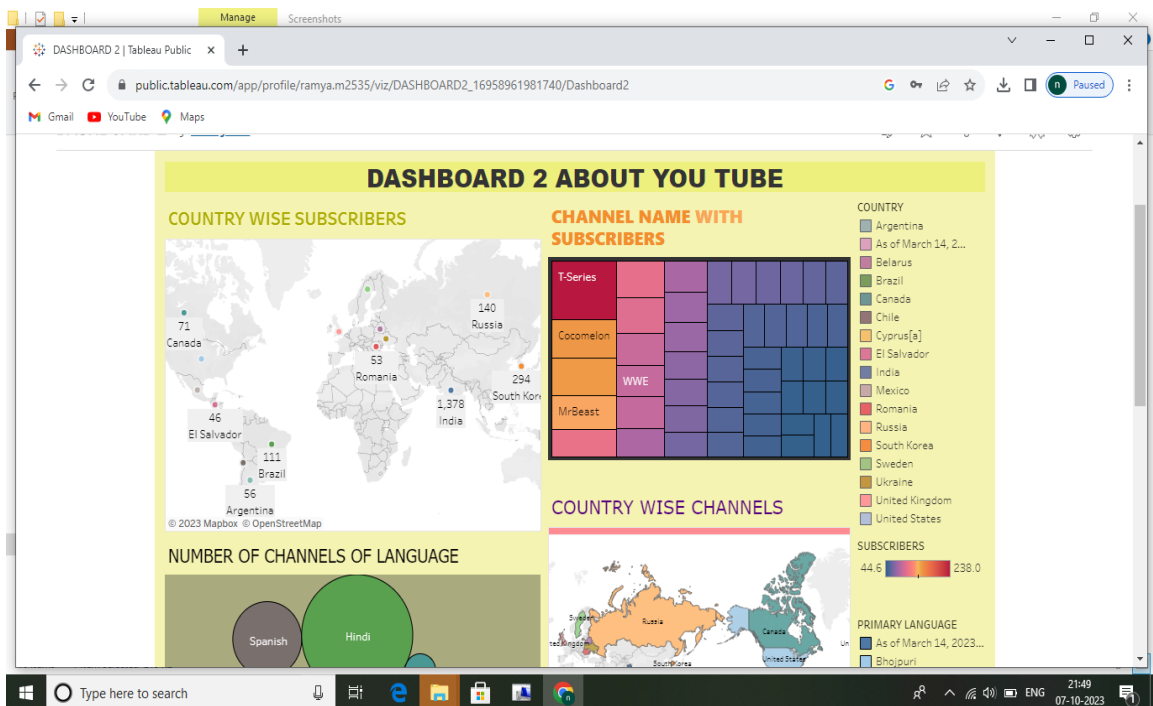
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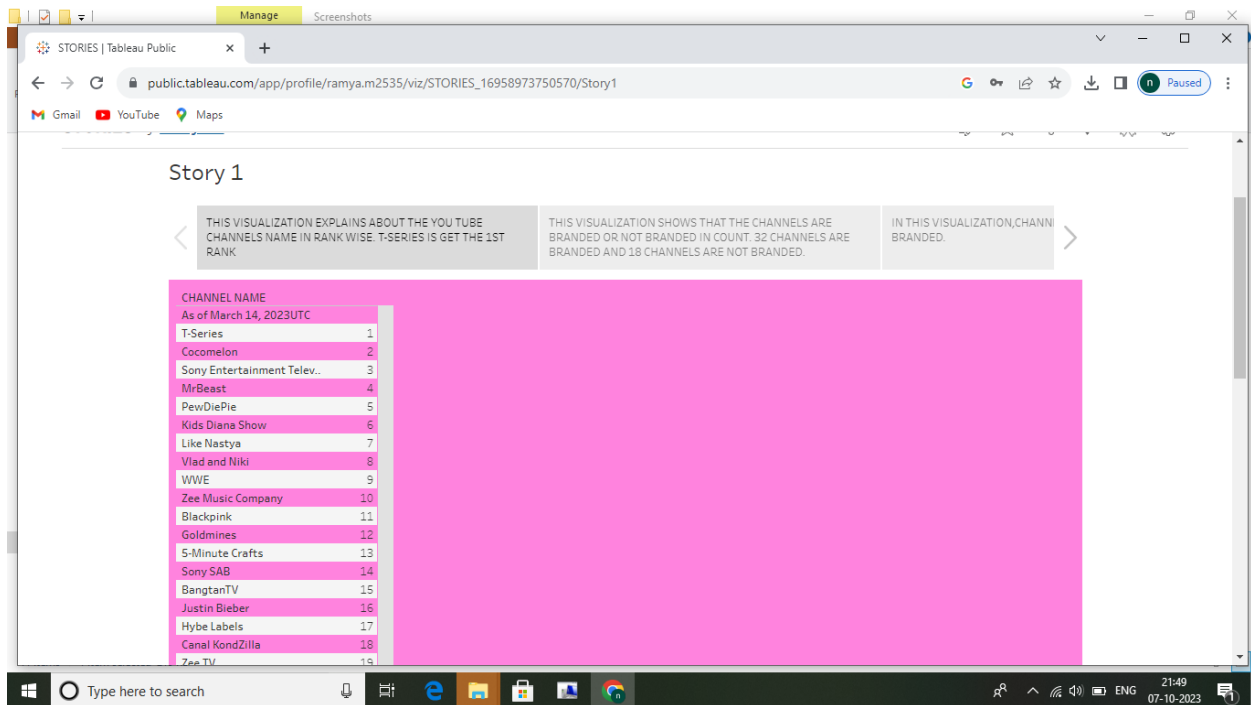
DASHBOARD 1



DASHBOARD 2



STORY



4. ADVANTAGES AND DISADVANTAGES:

ADVANTAGE:

1. You tube as an information disseminating platform for students

The pros and cons of you tube 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 you tube from various Points of view.

2. You tube's user friendliness

If you are interested in food, religion, culture or parenting tips, there is a Channel on you tube that will offer online help. It is not just for professionals Or pupil's you tube is made for anyone to find what they enjoy. From pet lovers To home makers , anyone can find content suitable to their interest.

3. You tube 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 red bull, shopping mode, apple, BMW, motor Law, many more.

4. You tube benefits talented people

If you think that your 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 wood working 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 you tube benefits for vloggers

There have been numerous instances that 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 you tube from various points of view.

Disadvantages:

1. Ads-a drawback of you tube for the audience

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

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 you tube videos, you will be able to continue watching more videos in the "Related videos" section.

3. Obscenity-one of the biggest drawbacks that you tube has.

The kind of content that is uploaded on you tube 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.

4. Defamation and Bullying

It's a tool that helps the public notice you; untrustworthy people may use You tube to harm other people's image in public. The public has begun to consider you tube as a potential social media, particularly over the past five years.

5. Making money isn't that easy

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.APPLICATION:

You tube can also be a source of promoting people and ideas as users can use social Media platforms to put forward themselves and their thoughts. In this case, one of The main advantages of you tube is its ability to perform because the people who Upload their videos on you tube concentrate on their performance. In other words, They won't draw much attention and are practically useless for all others who use You tube but for the creators of the videos.

6.CONCLUSION:

They are many positive aspects to keep in mind about you tube in comparison To the negatives. By analyzing the positives and negatives of you tubes, 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 you tube exists, and so do you tube channels.

In this project, we get more knowledge about my topic "subscribers Galore exploring world's top most you tube channels".

7.FUTURE SCOPE:

Youtube is constantly changing, and with those changes come new Opportunities for content creators. Here's what you need to know about The future of the you tube platform so that you can stay ahead of the curve. You tube is a powerful force in the online world. With over 1 billion users and Counting, the videos-sharing platform is a significant player in online content Distribution and advertising.

