Project title is about

Exploring world's top
YouTube channels

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Welcome all
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1.INTRODUTION:

Keep in mind that YouTube's landscape is ever-evolving, and new channels may have risen to prominence since my last update. You can explore these channels on YouTube to discover their latest content and check their current subscriber counts.

1.1.OVERVIEW:

As of my last knowledge update in September 2021, I can provide you with an overview of some of the top YouTube channels. Please keep in mind that YouTube ranking can change rapidly due to shifts in viewership and subscriptions. For the most current information, consider checking you tuber's official statistics or third-party tracking websites.

1.2.PURPOSE:

The top YouTube channels serve various purposes and cater to a wide range of audiences. Here are some common purposes of the world's top YouTube channels.

These are just a few examples of the diverse purposes that top YouTube channels serve. YouTube has become a platform where creators can share their passions, expertise, and creativity with a global audience, making it a versatile medium for various forms of content.

2.PROBLEM DEFINING & DESIGN THINKING:

Defining a problem and applying design thinking to address it can be a valuable approach for YouTube channels looking to improve or grow their content and audience. Here's how you can apply problem definition and design thinking to top YouTube channels. By following these steps and maintaining a user-centric approach, YouTube channels can address problems, enhance their content, and better connect with their target audience, ultimately leading to growth and success.

Says

What have we heard them say?
What can we imagine them saying?

the abilityto subscriber to user was introduced in october "2005"

- A subcriber to channel on the american vedio sharing platform youtube is user who has choosen to receive the channels "subcriber"button.

youtube began publising a list of it most subcribed channels in april 2006

An early archive of the dates to may "2006"

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

indian record label T-series is the most subscribed channel , with over 248 million subscribers as of august 2023

[illegible] youtube personality "MR.be[illegible] most-subscribed individual and secon[illegible] most subscribed channel over all, with over "181" million subscriber as of september 2023

since mid -2006,when smosh occupied the top position with less than 3,000 subscriber
At least 10 other youtube channels have held the top spot

exploring top youtube channels

top 3 most subscribed youtbe channel:
#1 T - series -248million
MR.beast-180 million
#cocomelon-164 million

indian best vloger:
gaurav taneja - (flying beast) is known as best vloger in india

youtube channels playing main role in enterntainment, and education

I my opinion my fav you[illegible] channel is madan gowri

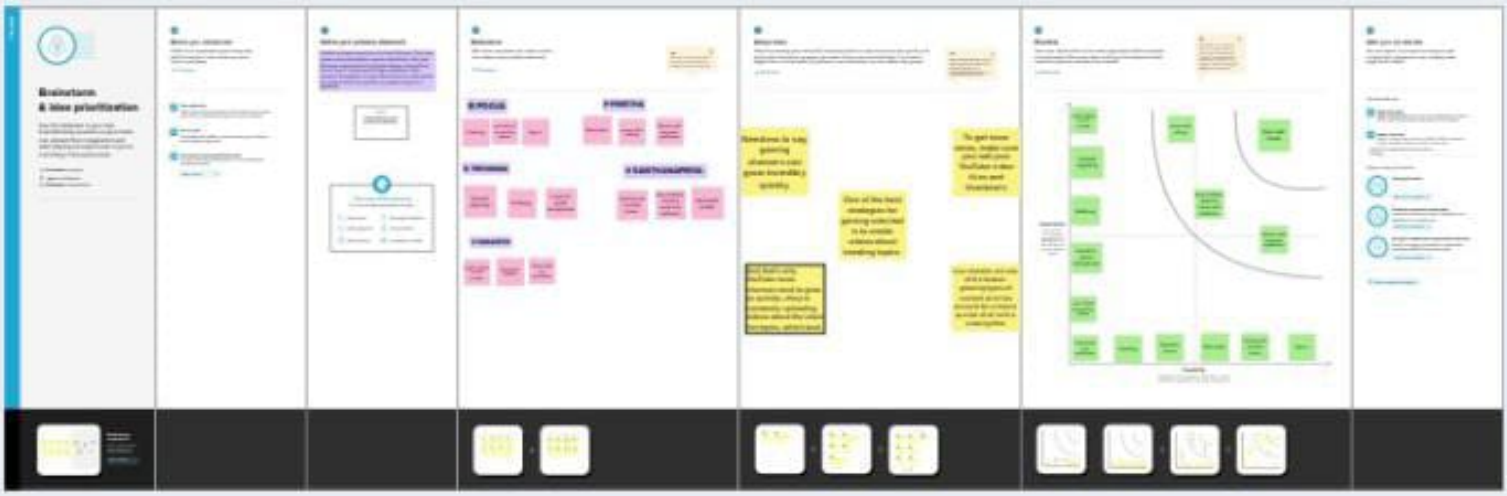
Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example


Brainstorm
& idea prioritization

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Needless to say, gaming channels can grow incredibly quickly.

To get more views, make sure you nail your YouTube video titles and thumbnails

One of the best strategies for gaining subs fast is to create videos about trending topics.

And that's why YouTube news channels tend to grow so quickly—they're constantly uploading videos about the latest hot topics, which tend

Live streams are one of the fastest-growing types of content and now account for almost a quarter of all online viewing time

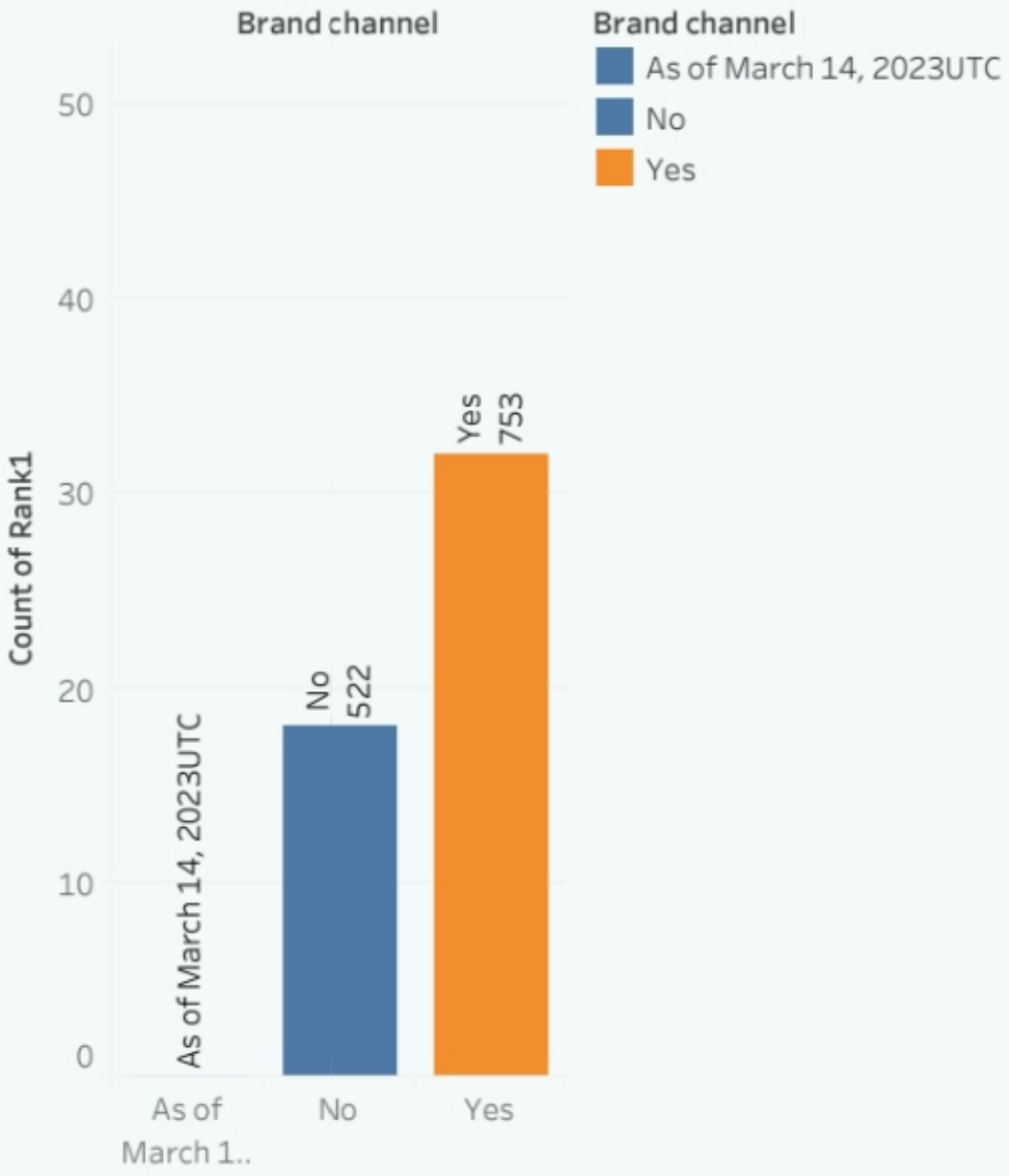
uld all be on the same page about what's important
d. Place your ideas on this grid to determine which
rtant and which are feasible.

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

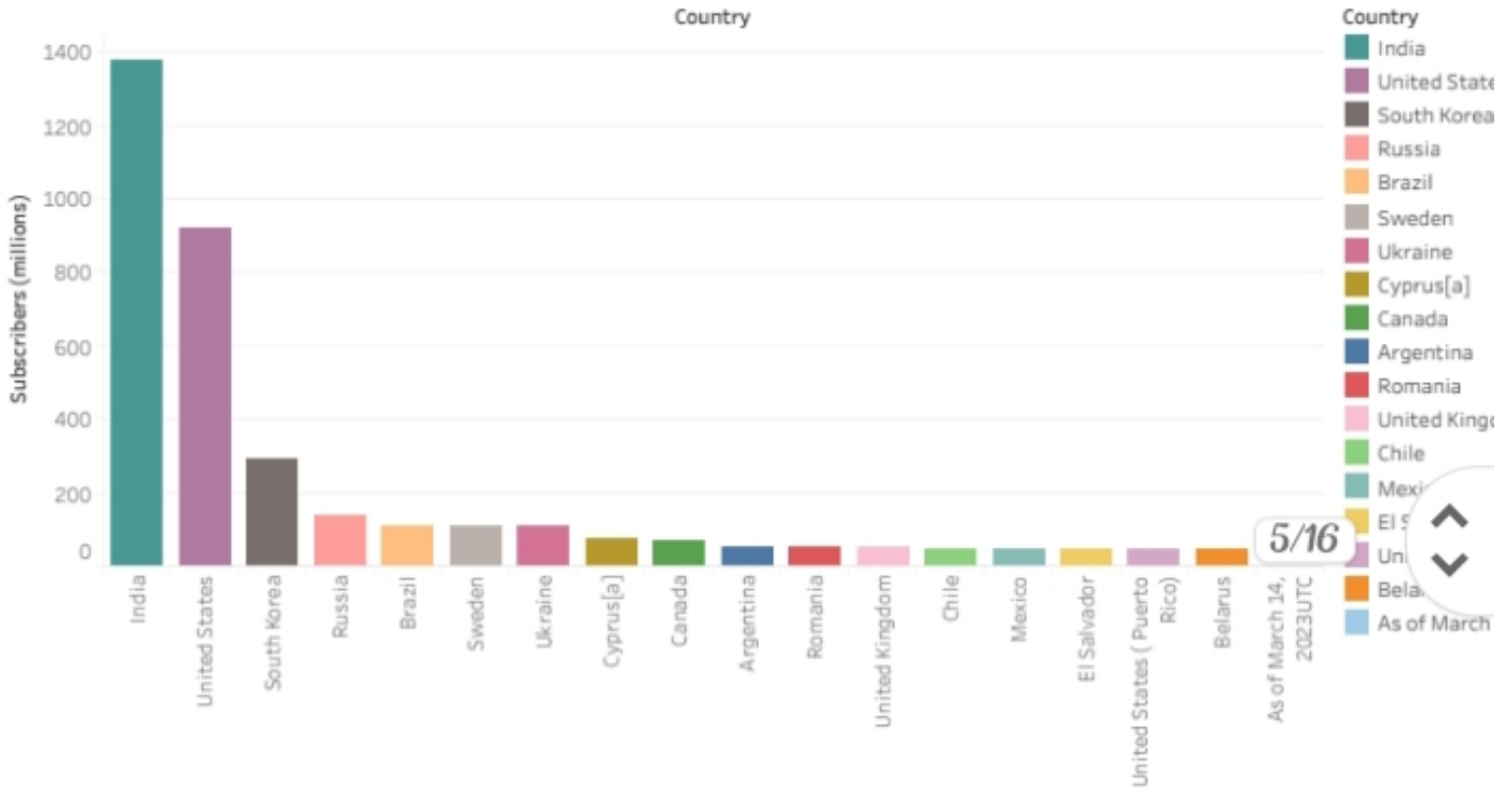
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

No Of Channels With Brand



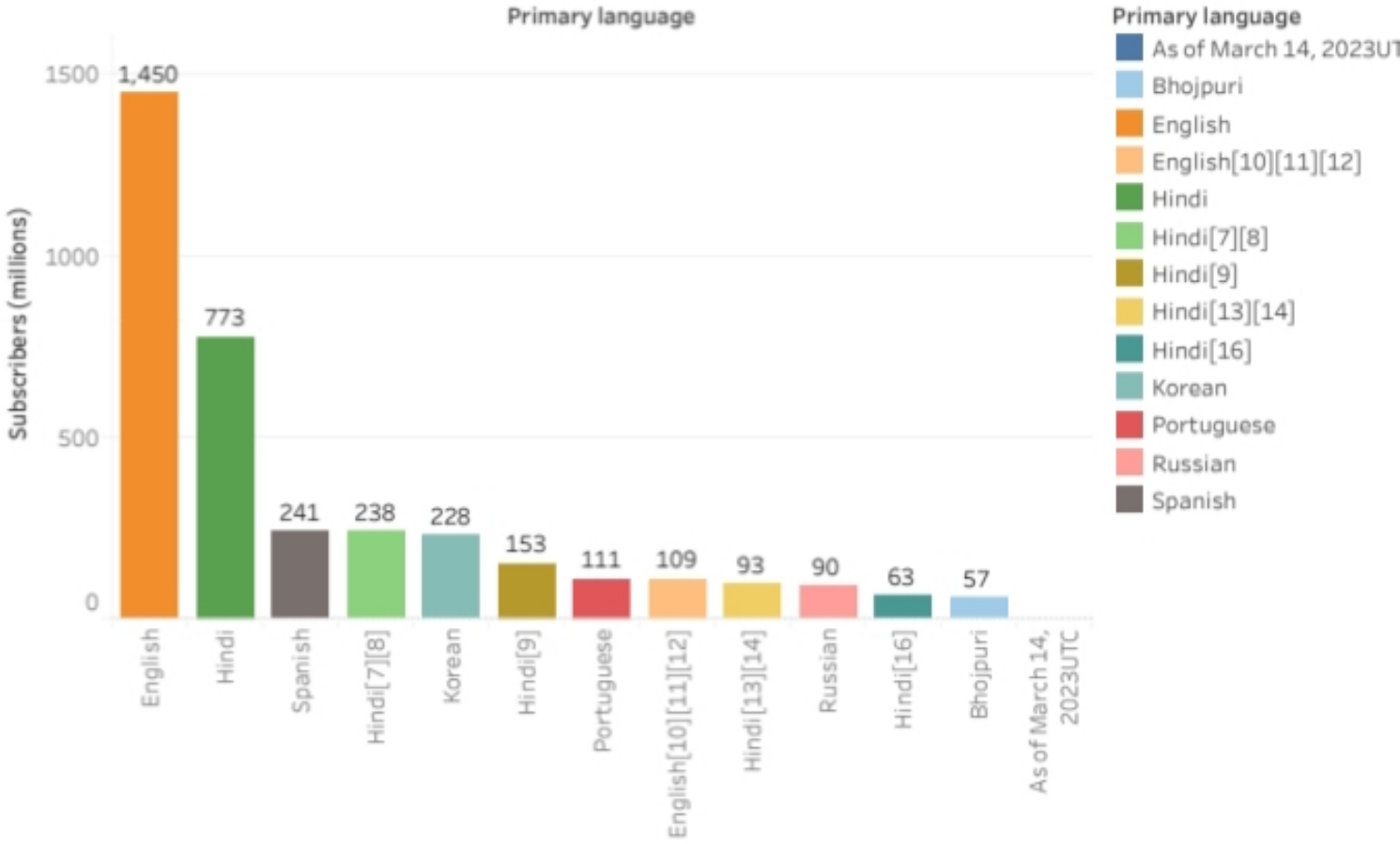
Count of Rank1 for each Brand channel. Color shows details about Brand channel. The marks are labeled by minimum of Brand channel and sum of Rank1.

Sheet 5



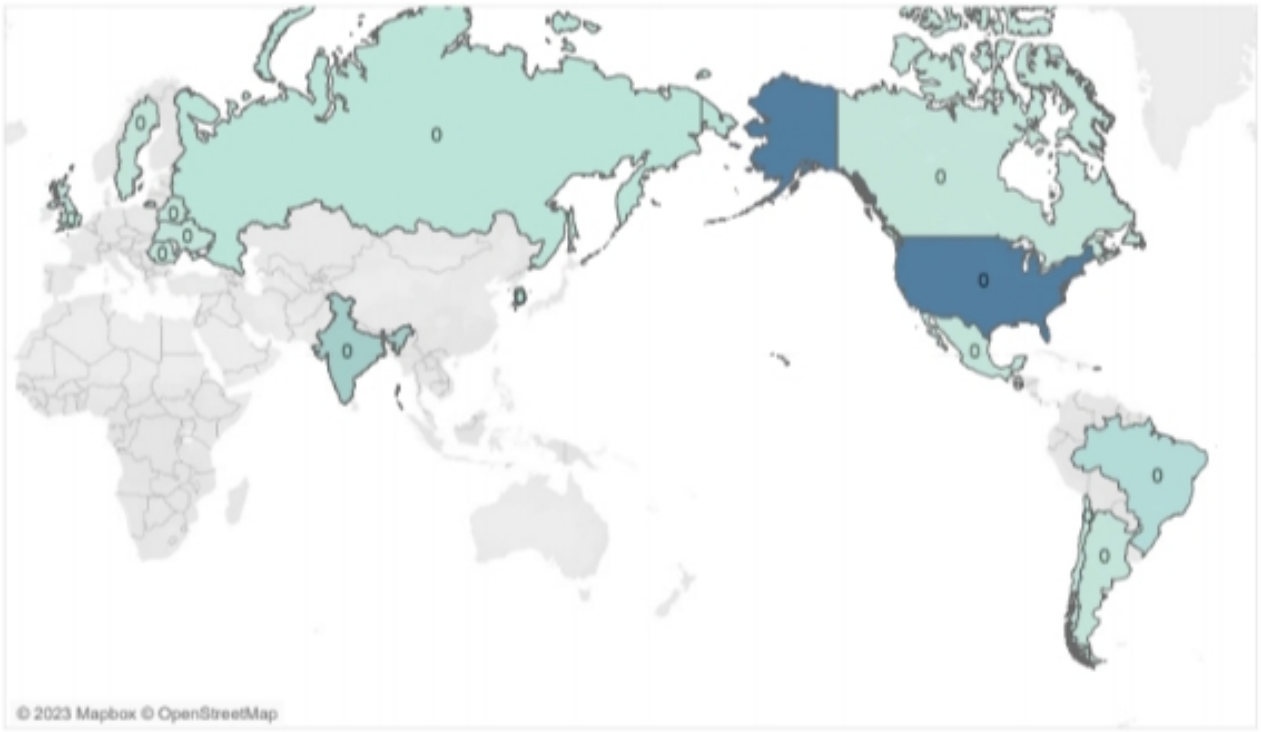
Sum of Subscribers (millions) for each Country. Color shows details about Country.

Sheet 6



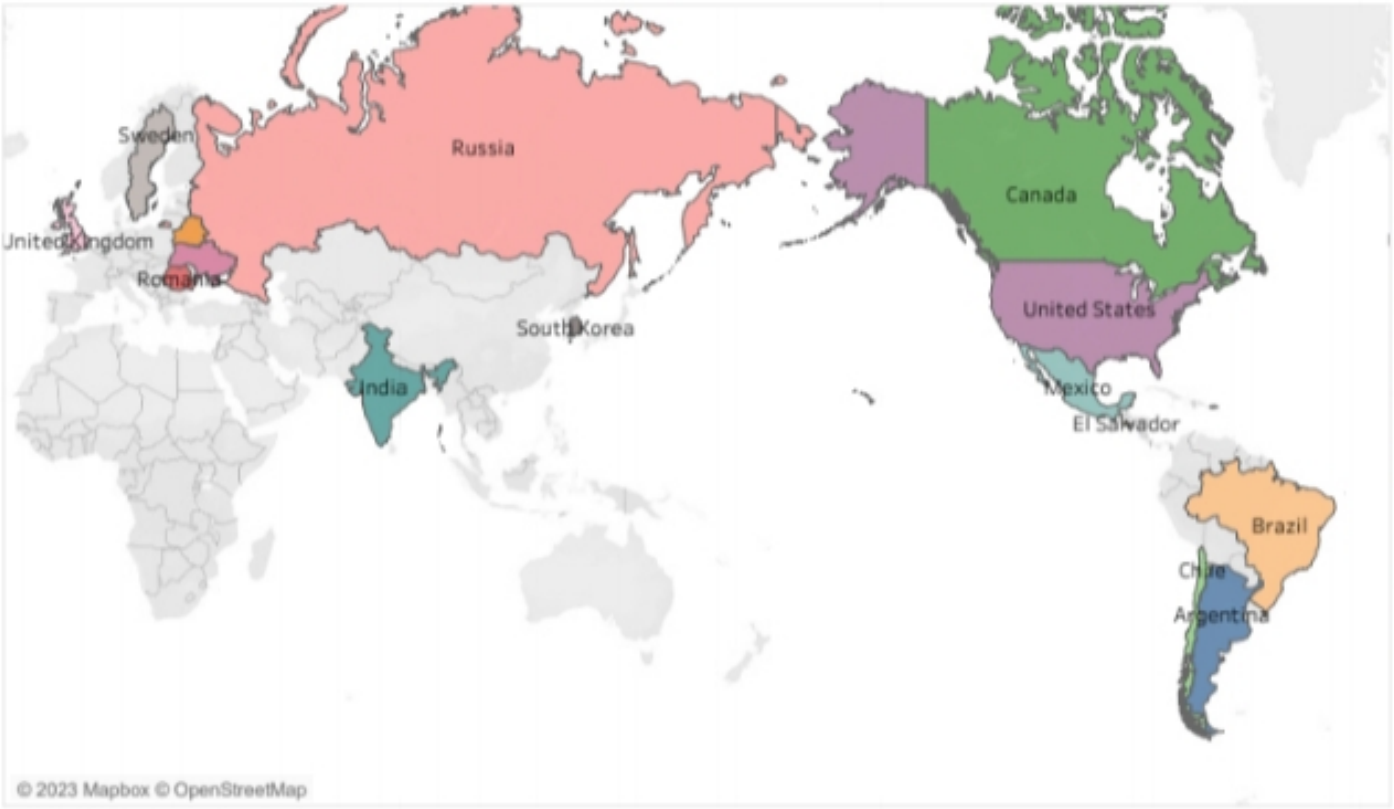
Sum of Subscribers (millions) for each Primary language. Color shows details about Primary language. The marks are labeled by sum of Subscribers (millions).

Sheet 9



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

Sheet 11



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

4.1.ADVANTAGES:

- Top YouTube channels often have millions or even billions of subscribers and viewers, allowing them to reach a global audience and have a significant impact.
- Popular channels can generate substantial income through ads, sponsorships, merchandise sales, and fan contributions, making YouTube a lucrative platform for content creators.
- They have highly engaged fan bases, which can lead to stronger community
- They can use their platform to raise awareness about important issues, promote social causes, and contribute positively to society.

4.2.DISADVANTAGES:

- There is immense pressure to maintain high-quality content and engagement levels. Any decline in performance can lead to a loss of viewership and revenue.
- Personal privacy can become a major concern, as fans and the media may intrude into the creator's personal life, causing stress and discomfort.
- Top channels are often highly dependent on YouTube's algorithms for visibility and recommendations. Changes in these algorithms can impact views and income.

5.APPLICATION:

Many top YouTube channels are focused on entertainment. They create content such as vlogs, comedy sketches, music videos, and gaming videos to entertain and engage their audience. Several top channels provide educational content in various fields, including science, technology, cooking, DIY projects, and more. They serve as valuable resources for learning and skill development.

6.CONCLUSION:

In conclusion, the world's top YouTube channels have a significant impact on the digital landscape and global culture. They offer a wide range of content, from entertainment and education to advocacy and product promotion. These channels enjoy advantages such as massive reach, monetization opportunities, and creative freedom, but they also face challenges like privacy invasion, burnout, and the need to adapt in a competitive environment.

7.FUTURE SCOPE:

The future scope for the world's top YouTube channels will be shaped by technological advancements, shifting audience preferences, and the evolving digital landscape. Adaptability, creativity, and a strong understanding of their audience will be key factors for continued.