

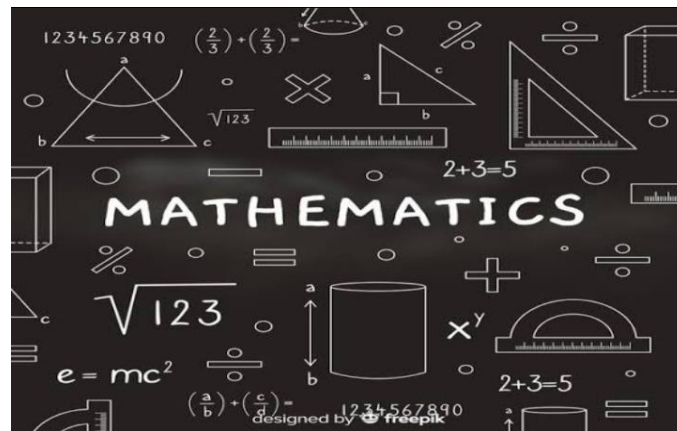
Subscribers Galore: Exploring World's Top Youtube Channels





COLLEGE NAME

GOVINDAMMAL
ADITANAR COLLEGE
FOR WOMEN
TIRUCHENDUR



OUR TEAM MEMBERS

▶ **Princy Joshna G**

▶ **Sahaya Swetlin K**

▶ **Suganthi M**

▶ **Swetha E**

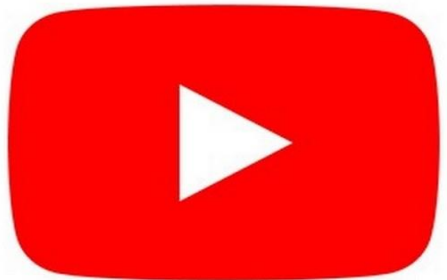
▶ **Thanusha M**

CONTENTS

- ❖ Introduction
- ❖ Problem definition & Design thinking
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INTRODUCTION

Its launch in 2005, **YOUTUBE** has become the ultimate destination for entertainment, offering a diverse range of content, from hilarious moments to news updates and educational recourses. Among the plethora of channels, a select few have risen to the top, securing a place in the world's top 10 most subscribed YouTube channels.



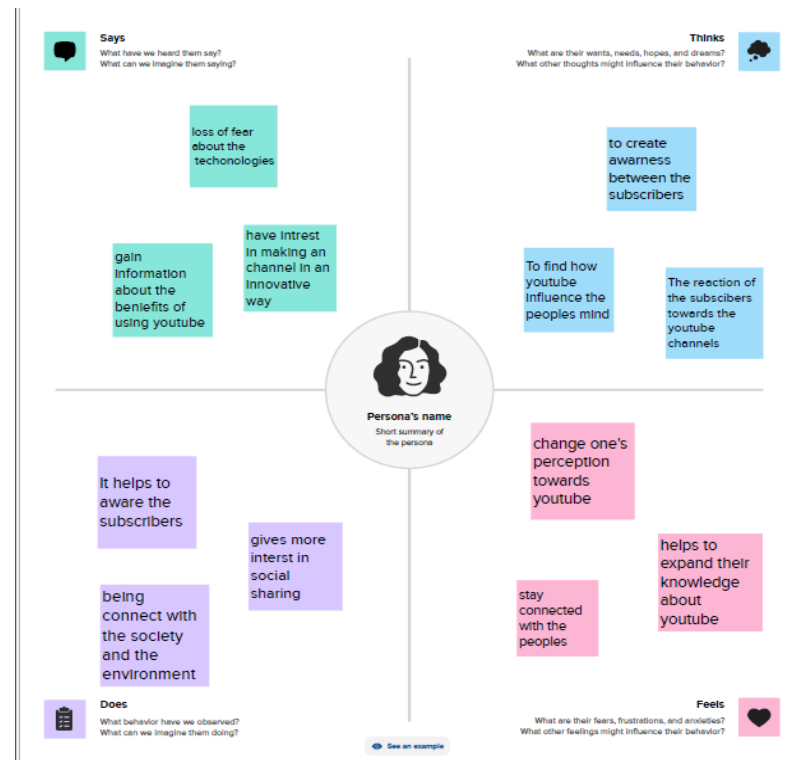
DEFINITION



YOU TUBE SUBSCRIBERS REFER TO THE PEOPLE OR ACCOUNTS THAT ARE SUBSCRIBED TO YOUR CHANNEL. SO WHENEVER YOU UPLOAD A NEW VIDEO, YOUR SUBSCRIBERS WILL BE ABLE TO SEE IT IN THEIR FEEDS. THIS MAKES YOUR SUBSCRIBERS MORE LIKELY TO WATCH THE VIDEOS YOU UPLOAD.

EMPATHY MAP

EMPATHY MAP TO DEFINE AND UNDERSTAND THE PROBLEM. OUR EMPATHY MAP IS SHOWN BELOW



BRAINSTORM MAP

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

PROBLEM
1. How to win the election of Lok Sabha?
2. Why Lok Sabha is more powerful than Rajya Sabha?



Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1 I want to see to all such citizens of India people must have trust on the candidate candidates must have capacity of work	Person 2 candidates must provide their service for people candidates should have a good reputation among people candidates must have a good reputation among people	Person 3 It has larger membership through sabha participants free priority to Lok Sabha increasing participation of the people in the decision making process	Person 4 The Lok Sabha has more power than Rajya Sabha The Lok Sabha has more power than Rajya Sabha The Lok Sabha has more power than Rajya Sabha
Person 5 [Yellow sticky note]	Person 6 [Yellow sticky note]	Person 7 [Yellow sticky note]	Person 8 [Yellow sticky note]

BRAINSTORM

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 can 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.

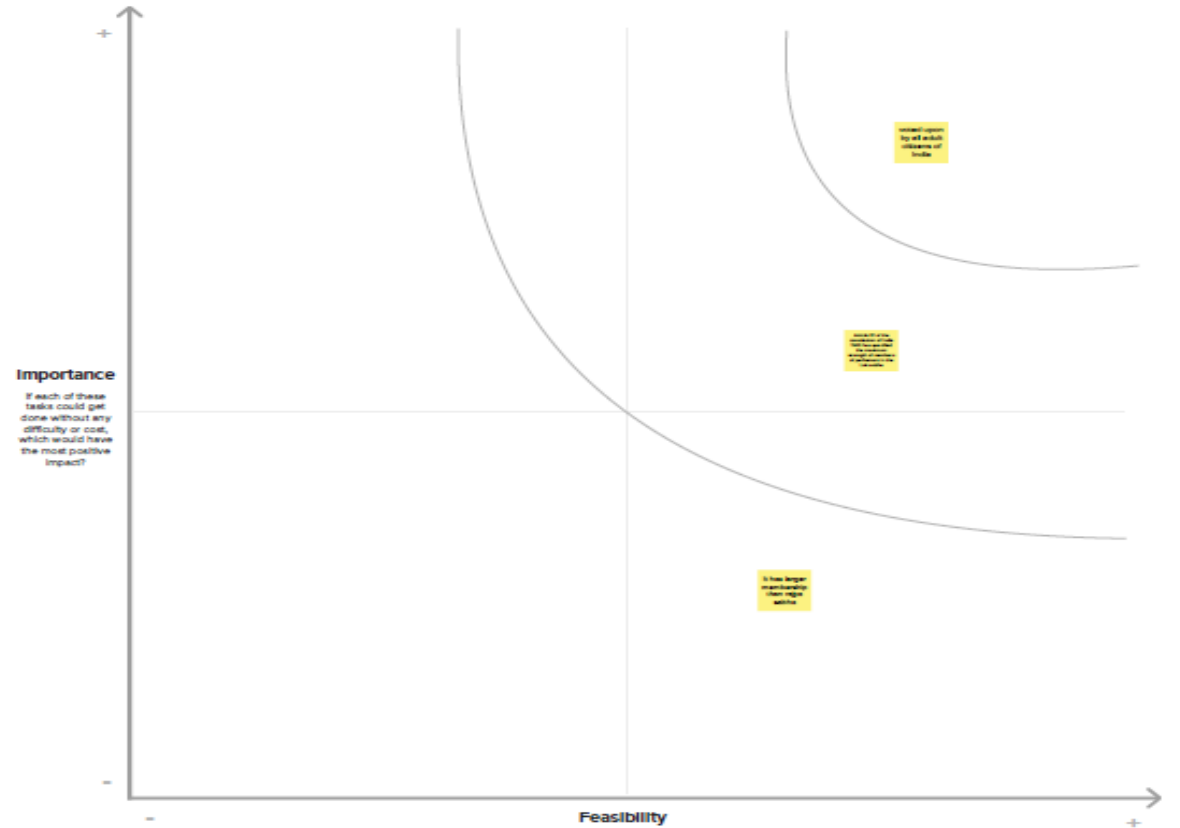


Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

Participants can use their custom 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.



DATA COLLECTION

WE USE THIS DATABASE LINK TO COLLECT THE DATA

<https://www.kaggle.com/datasets/rajkumarpandey02/list-of-most-subscribed-youtube-channels-in-world>

DATA VISUALISATION

Rank Wise Channels

Rank wise Channel		
Name		
T-Series	1	
Cocomelon	2	
Sony Entertainment Telev...	3	
MrBeast	4	
PewDiePie	5	
Kids Diana Show	6	
Like Nastya	7	
Vlad and Niki	8	
WWE	9	
Zee Music Company	10	
Blackpink	11	
Goldmines	12	
5-Minute Crafts	13	
Sony SAB	14	
BangtanTV	15	
Justin Bieber	16	
Hybe Labels	17	
Canal KondZilla	18	
Zee TV	19	
Pinkfong	20	
Shemaroo Entertainment	21	
ChuChu TV	22	

No Of Channels With Brand



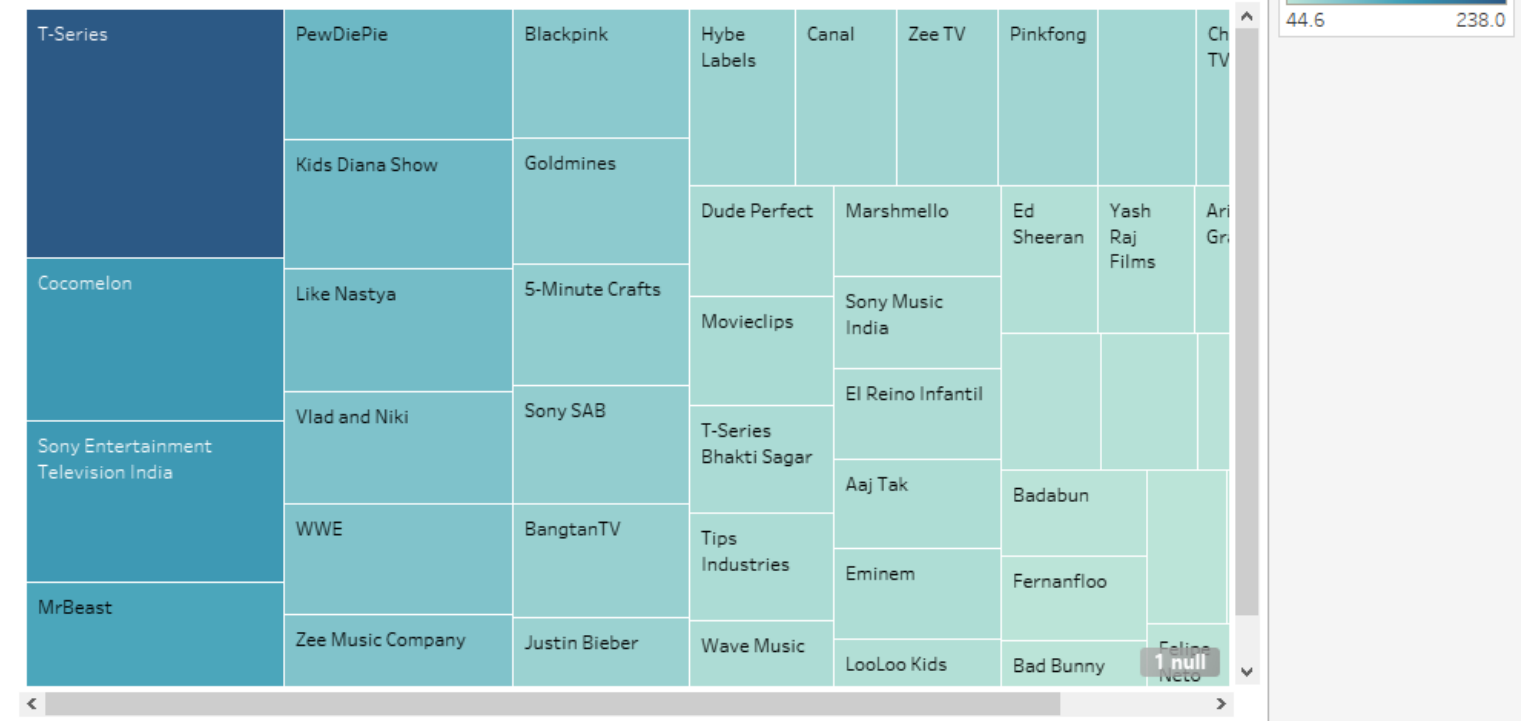
Channel Brand

Channel Brand

Name	Brand channel	
	No	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Billie Eilish	No	
BillionSurpriseToys		Yes
Blackpink		Yes
Canal KondZilla		Yes
ChuChu TV		Yes
Cocomelon		Yes
Colors TV		Yes
Dude Perfect	No	
Ed Sheeran	No	
El Reino Infantil		Yes
Eminem	No	
Felipe Neto	No	
Fernanfloo	No	
Get Movies		Yes

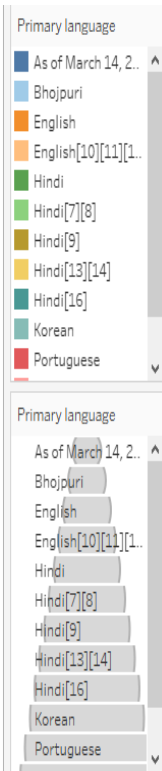
Channels Name With Sub

Channel name with Sub



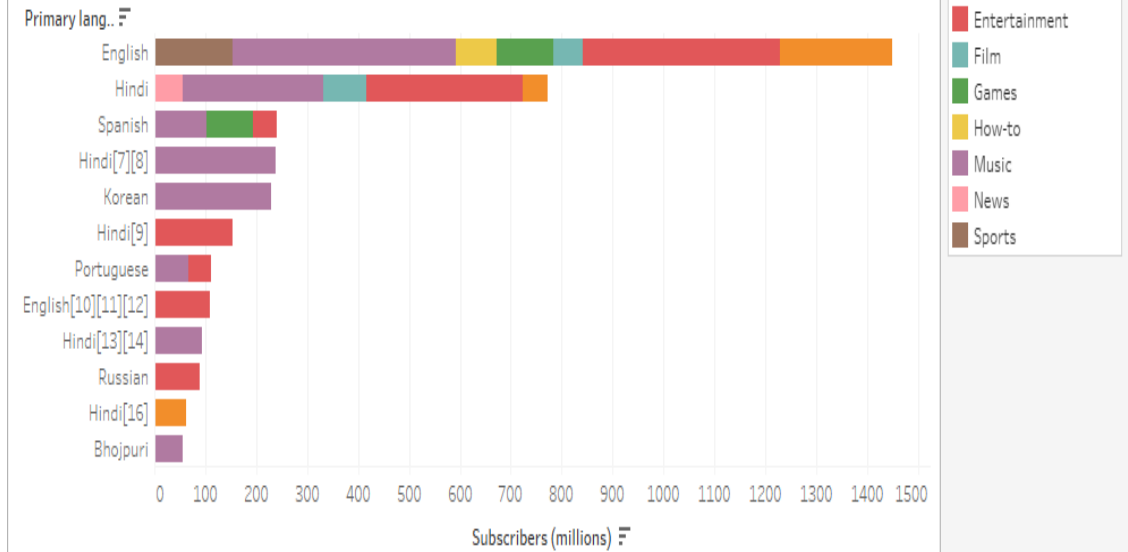
No Of Channels Of Language

No of Channels of language



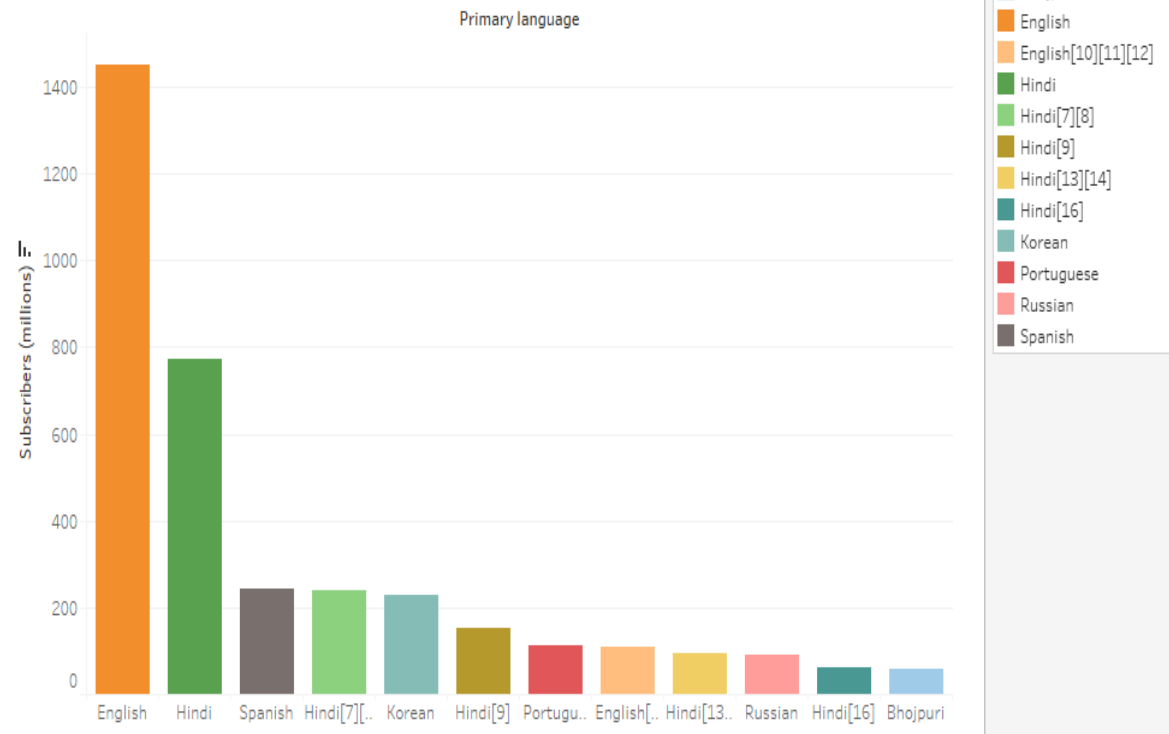
Category Wise Language

Category wise language



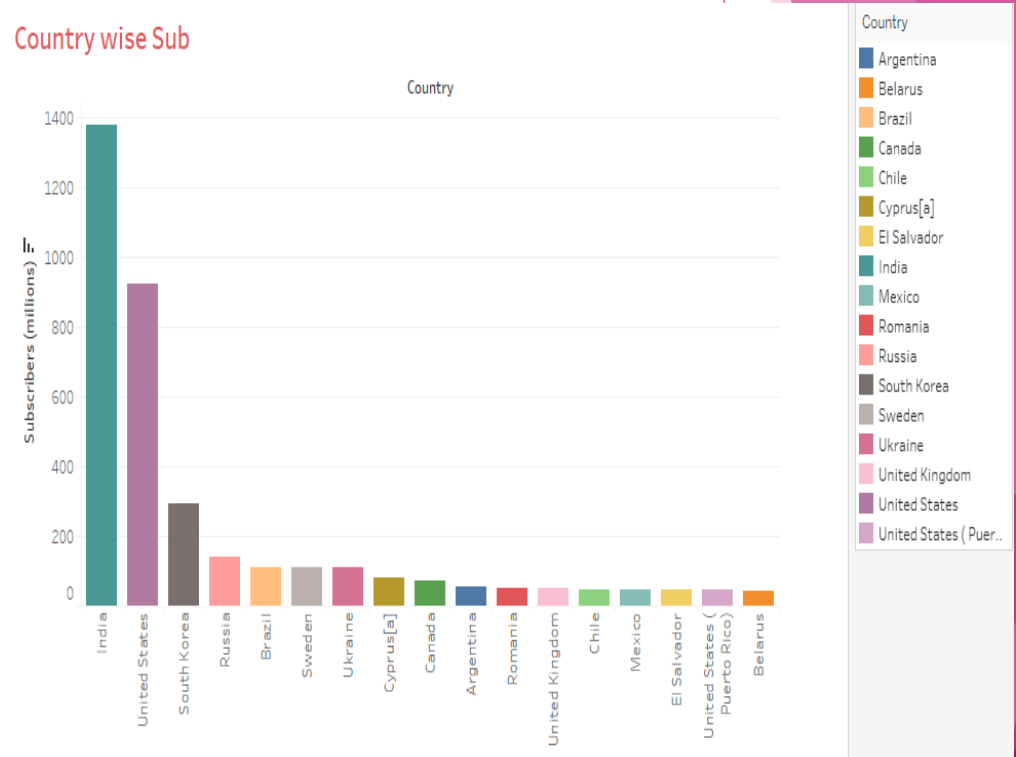
Country and Language

Country and Language



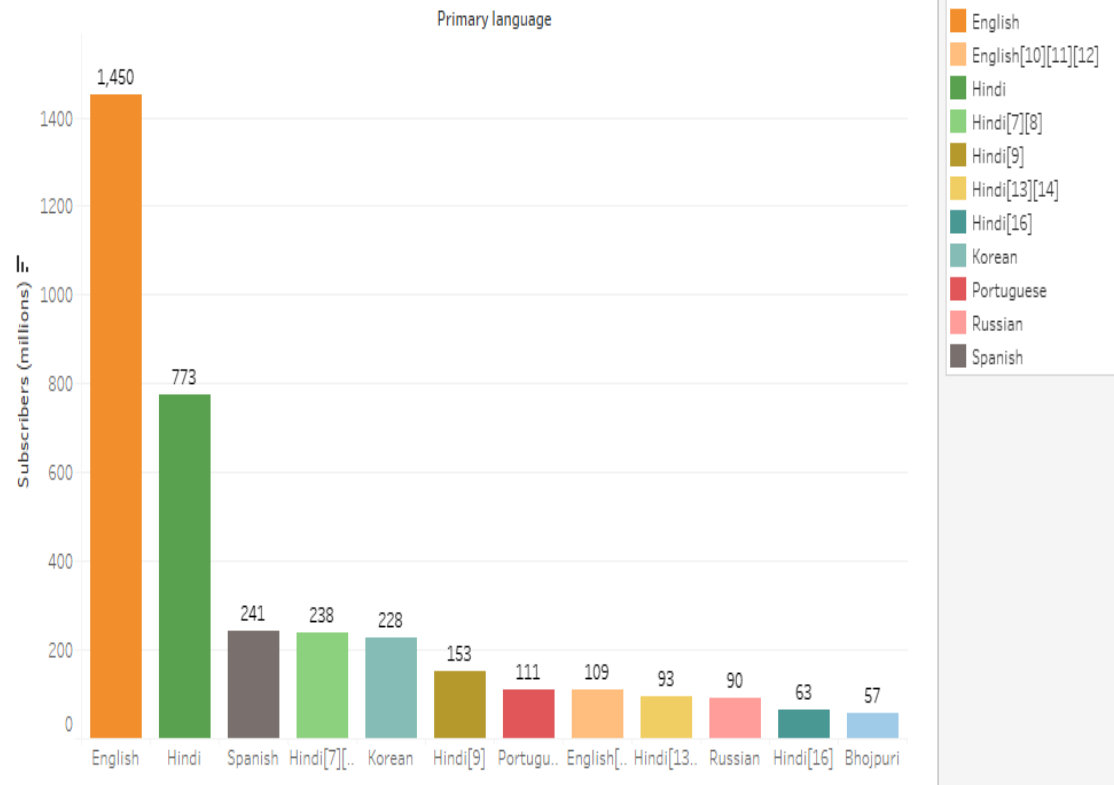
Country Wise Sub

Country wise Sub



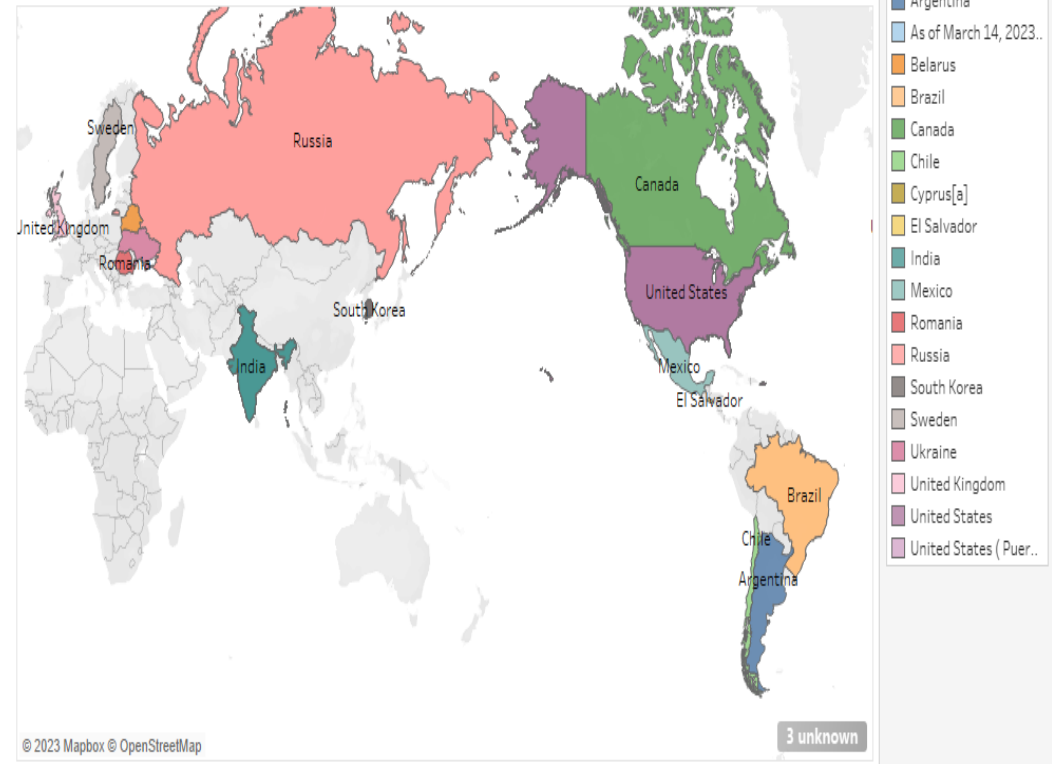
Language Wise Sub

Language wise Sub

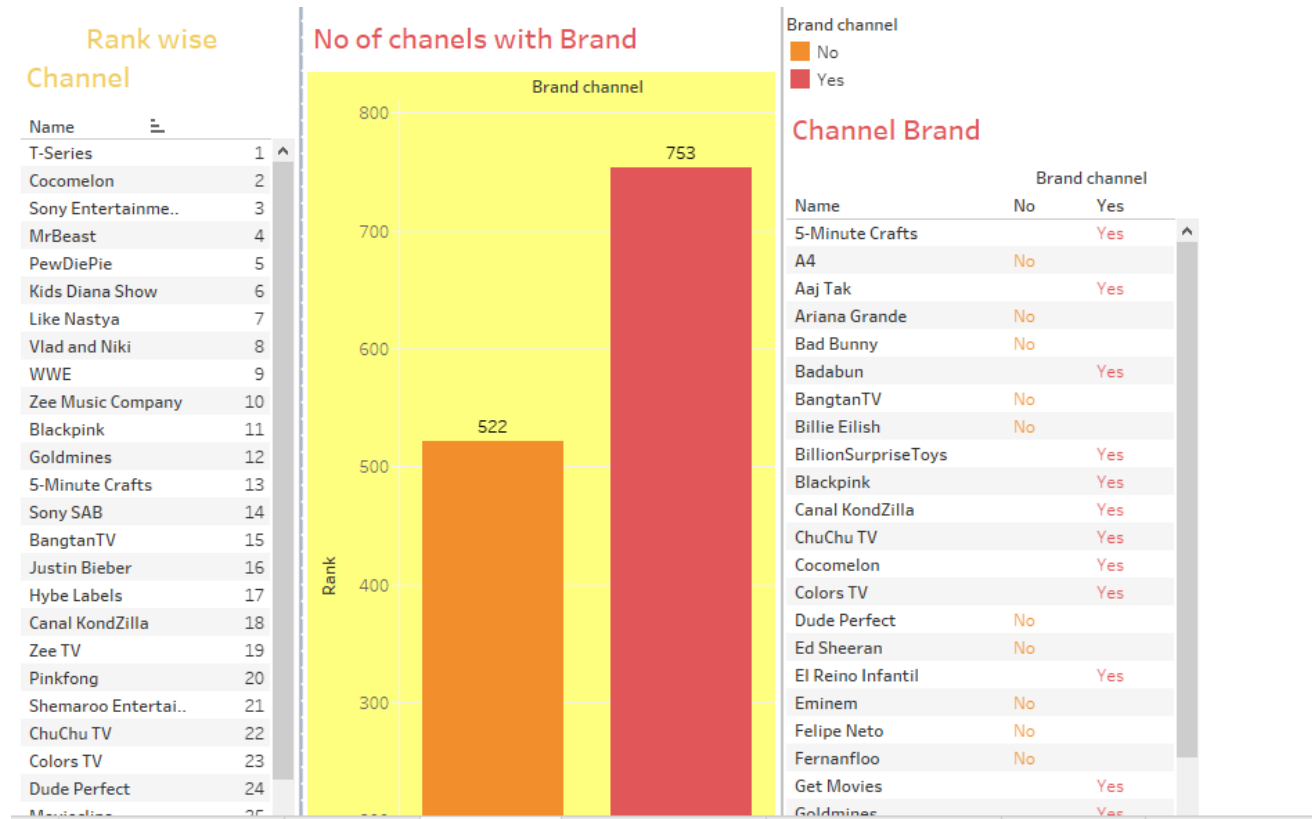


Country Wise Channel

Country wise Channel

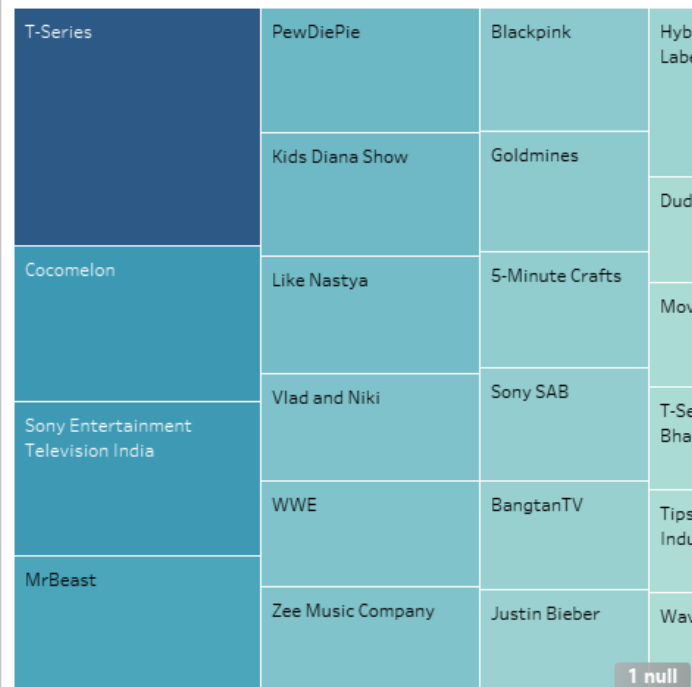


DASHBOARD 1



DASHBOARD 2

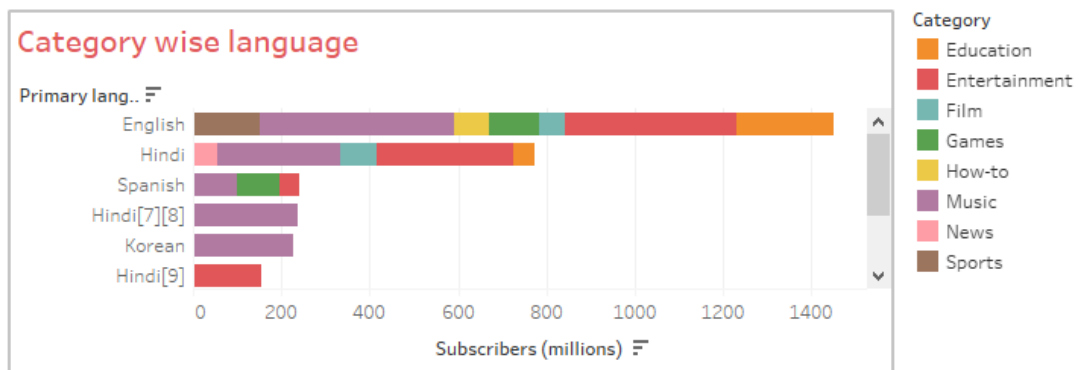
Channel name with Sub



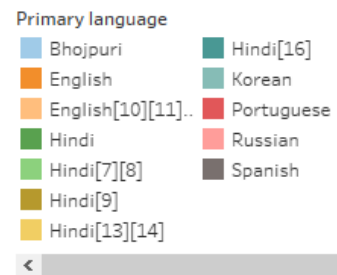
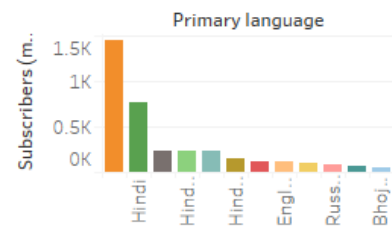
No of Channels of language



DASHBOARD 3

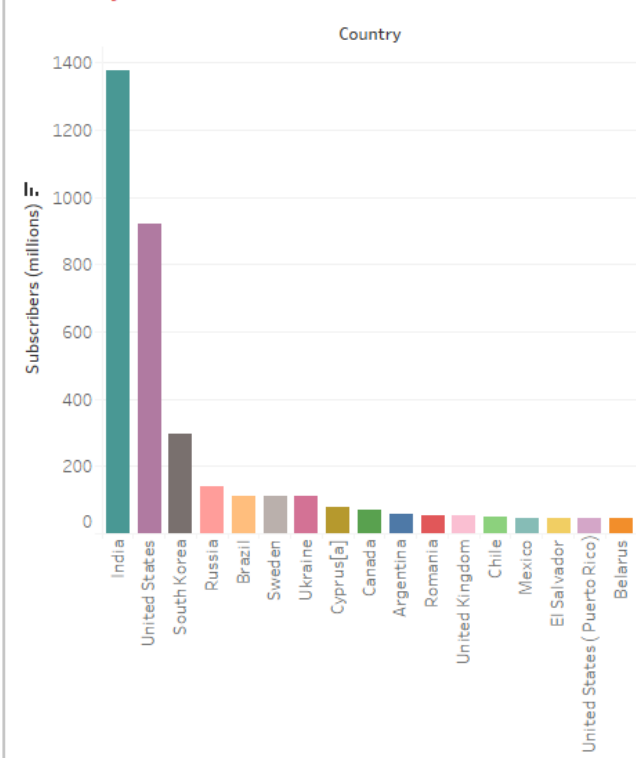


Country and Language

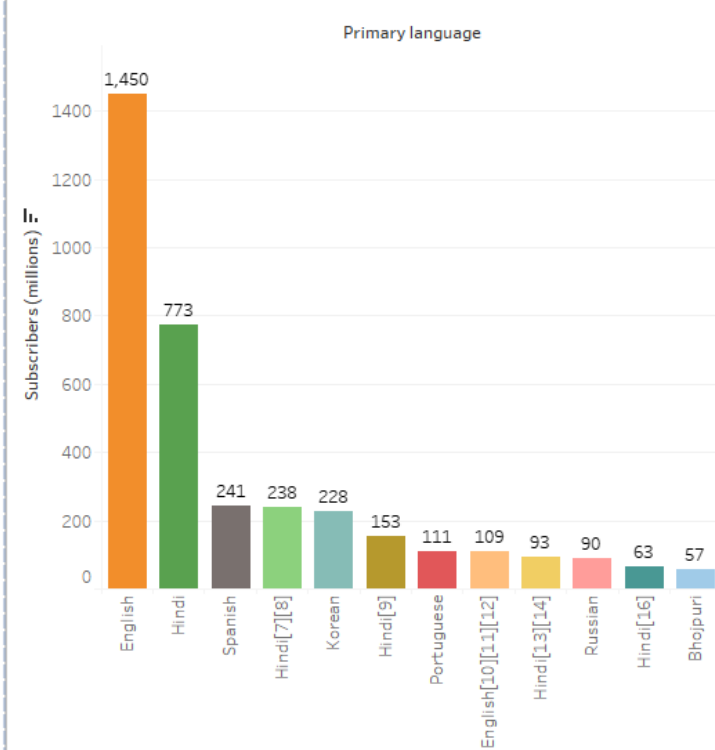


DASHBOARD 4

Country wise Sub



Language wise Sub

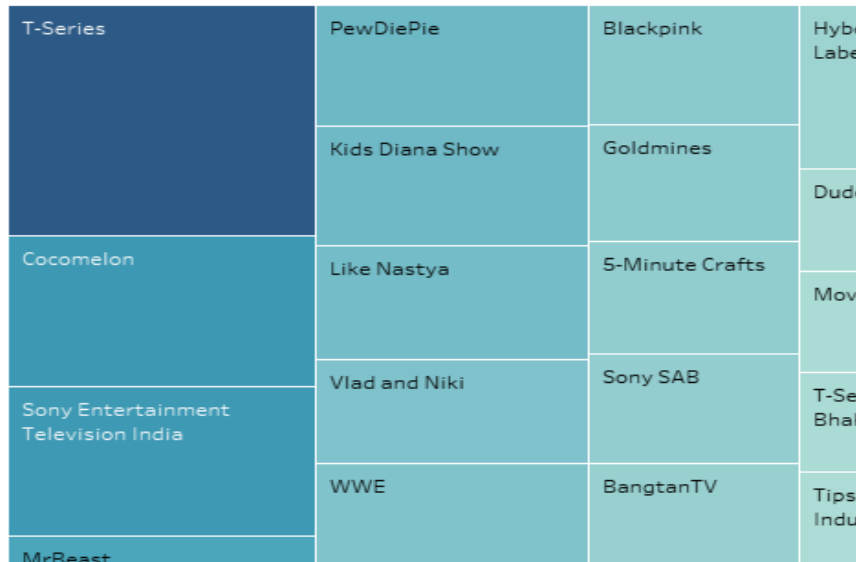


STORY

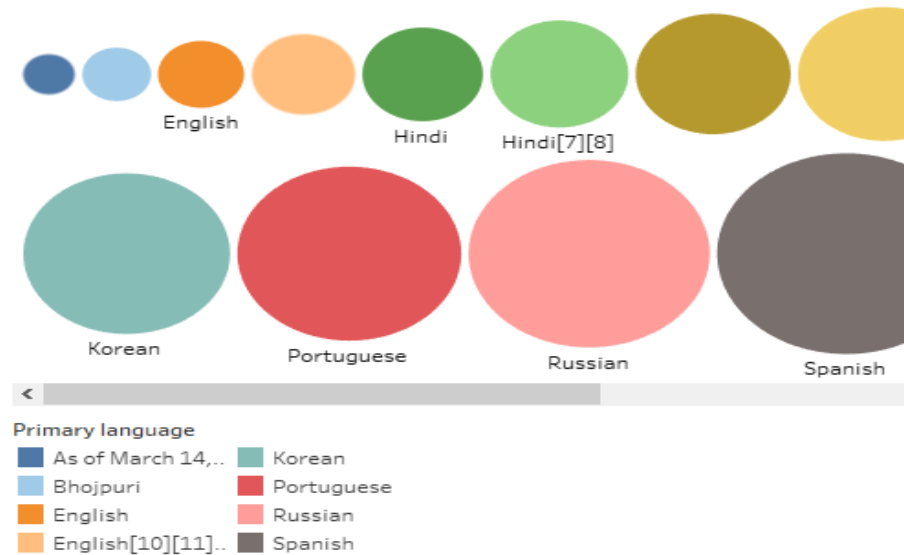
Story 1



Channel name with Sub



No of Channels of language



ADVANTAGES

BENEFITS OF HAVING A YOUTUBE CHANNEL

- ❑ Give the Audience More Content

One really good reason to add video and a You Tube channel to your site is to give the audience more content. When people get a lot of good content that is solving their problems, they stay longer and like to com back and visit more often.

- ❑ Extra Source of Traffic

A nice side effect of adding the extra content is that it drivers more traffic. People can now find you on You Tube and on your site. Right now, we still drive more traffic from our site to the You Tube channel than the other way around, but we are starting to see some come the other way.

DISADVANTAGES

- ❑ **Algorithm Changes**

You Tube's algorithms are constantly changing, which can affect the visibility of a creator's content and make it harder to grow their subscriber base.

- ❑ **Copyright Issues**

You Tub's content policies are strict, and content creators can face copyright strikes and other penalties for using copyrighted material without permission.

- ❑ **Production Quality**

Video content requires a higher level of production quality than other types of content, which can be more time-consuming and expensive.

PROVIDE MORE CONTENT TO THE AUDIENCE

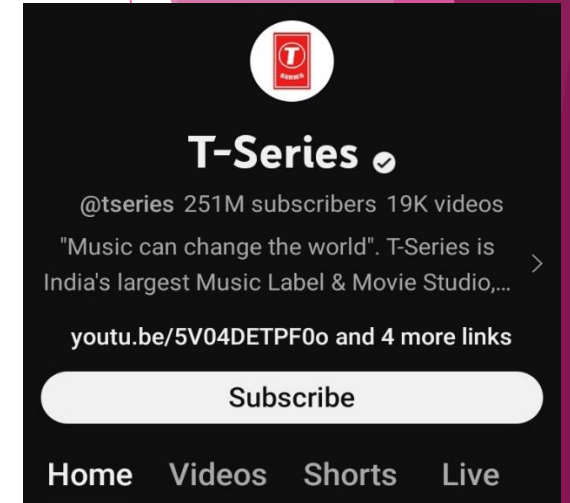
One compelling argument to include video and a YouTube account on your website is to provide your viewers with more content. People stay longer and return more frequently when they find a lot of valuable material that solves their problems. We've seen a lot of engagement that we wouldn't have seen otherwise without the addition of the video channel, and we're only 7 months and 50 videos in.

TOP 2 MOST SUBSCRIBED YOUTUBE CHANNELS IN THE WORLD

T-Series

For some time, PewDiePie was the most – followed YouTube channel. And then T- Series came along, a record label and film production company from India. Despite PewDiePie trying his hardest to stay ahead of T-Series, he's now far behind.

The content on the channel is a huge collection of music videos, film clips, and trailers from T-Series creative output. Only time will tell if PewDiePie can ever retake the top spot.





Cocomelon

Cocomelon's high position represents how much young kids watch YouTube videos. The platform gives parents an easy way to keep their kids entertained.

The channel has a huge bank of nursery rhymes about various subjects, featuring CGI characters and location in a cartoonish design.

FUTURE SCOPE

- ▶ Yes it's a good sector for passive income and better future if some one continue with his passion where we want to contributed and make sure about the quality video to your audience whatever the topic you want to work...I have personally know some people who make \$3000 - \$5000 per month with one or two channel in...
- ▶ YouTube as a career is definitely rising as a current sensation. It does have a lot of scope, exposure and of course, leads you to popularity and fame in your field of choices. But like every other profession, YouTube career too has its own pros and cons.





CONCLUSION

MANY PEOPLE USE YOUTUBE AS THEIR PRIMARY SOURCE OF ENTERTAINMENT, AND THEY SPEND HOURS EACH DAY WATCHING VIDEOS ON THE PLATFORM. THIS MEANS THAT IF YOU USE YOUR VIDEO MARKETING TOOLS CORRECTLY, YOU CAN REACH A WIDER AUDIENCE THAN EVER BEFORE AND EXPOSE YOUR BUSINESS TO MILLIONS OF PEOPLE ALL OVER THE WORLD.

IT DEPENDS ON AN INDIVIDUAL'S GOALS AND INTERESTS. YOUTUBE CAN BE A VIABLE CAREER OPTION IN INDIA AS ITS HAS A LARGE AUDIENCE AND CONTENT CREATORS HAVE THE POTENTIAL TO EARN MONEY THROUGH ADVERTISING REVENUE, SPONSORSHIPS, AND COLLABORATIONS. HOWEVER, IT CAN BE A HIGHLY COMPETITIVE FIELD AND SUCCESS IS NOT GUARANTEED.





THANK YOU...

