

# ***SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS***



T Series



MrBeast



Cocomelon

**Most Subscribed Youtube  
Channels in the World**

# ***GOVINDAMMAL ADITANAR COLLEGE FOR WOMAN ,TIRUNCHENDUR***

## **OUR TEAM MEMBERS:**

- ❖ **P.PETCHI PRIYA**
- ❖ **P.SUBITHA MARY**
- ❖ **J .BANUMATHI**
- ❖ **T.AMALA RITHISHA**
- ❖ **III BSC MATHEMATICS**

# Project Objectives

- ❖ INTRODUCTION

- ❖ Result

- ❖ Advantages

- ❖ Disadvantages

- ❖ Applications

- ❖ Conclusion

- ❖ Future scope

- ❖ Appendix

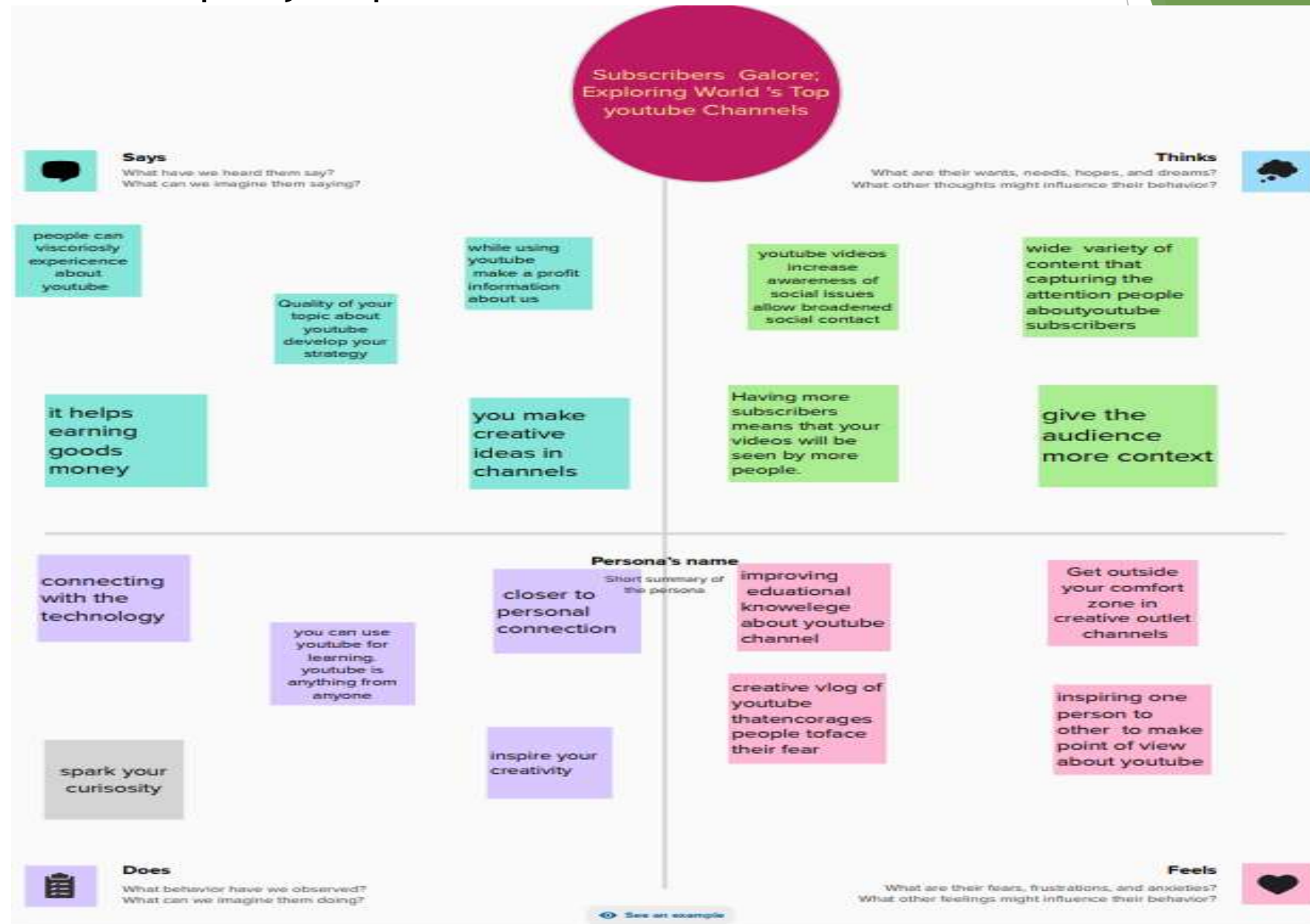
# INTRODUCTION

## DEFINTION

Youtube qualifies as social media because it allows users to share free content with one another. Starting a youtube gives your audience access to more of your content. If you already use video marketing in your marketing strategy a youtube channel gives you centralised location to post advertisements informational content and entertainment videos.

Defining problem/problem understanding  
we created an empathy map to defined and understand the problem. Our empathy map is shown below:

## EMPATHY MAP



# BRAINSTROMING

## 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

Youtube as an information disseminating platforms students it the perfect place to learn gain expertise



**Key rules of brainstorming**  
To run an smooth and productive session

⌚ Stay in topic.



## 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.

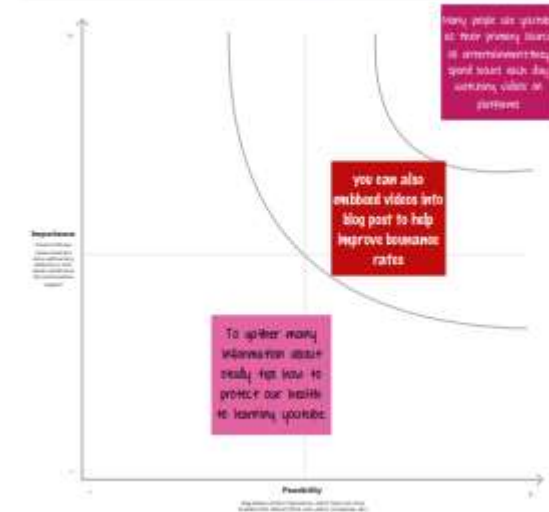
⌚ 20 minutes



## Prioritize

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

⌚ 10 minutes





# BRAINSTROMING

## Person 1

Many people use youtube as their primary source of entertainment. They spend hours of entertainment watching videos on the platform

You can also embed videos into blog post to help improve bounce rates.

Having more subscribers means that your videos will be seen by more people.

## Person 2

Easy earning is at the very top of list of youtube benefits for vloggers.

Focus creating videos that generate results

To gather many information about study tips how to protect our health to learning youtube

## Person 3

optimise your channel to attract new subscribers.

Expose your business to millions of all people all over the world.

Youtube videos are easily shareable

## Person 4

Youtube is wide variety of content that creators produce capturing the attention of millions

In current year 2.70 billion subscribers.

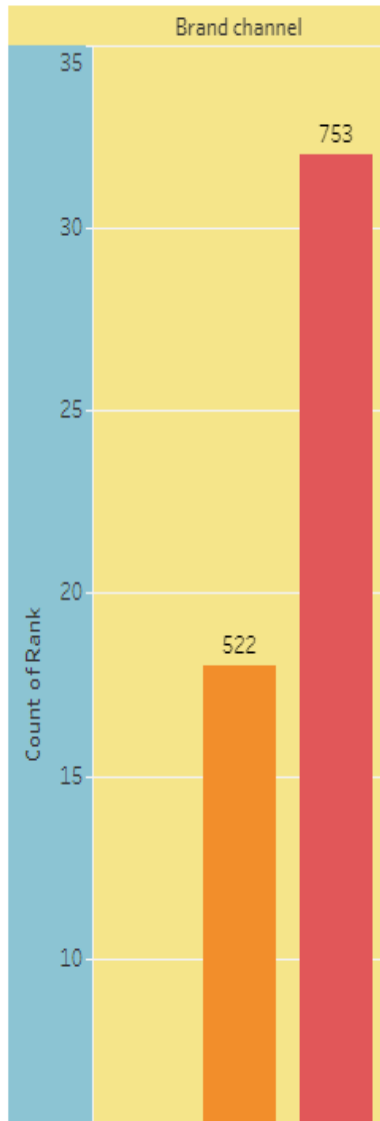
another source of revenue

# RESULT

## Rank wise Channel

Channel	
As of March 14, 2023UTC	
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
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28

## No of channels with Brand



## Channel brand

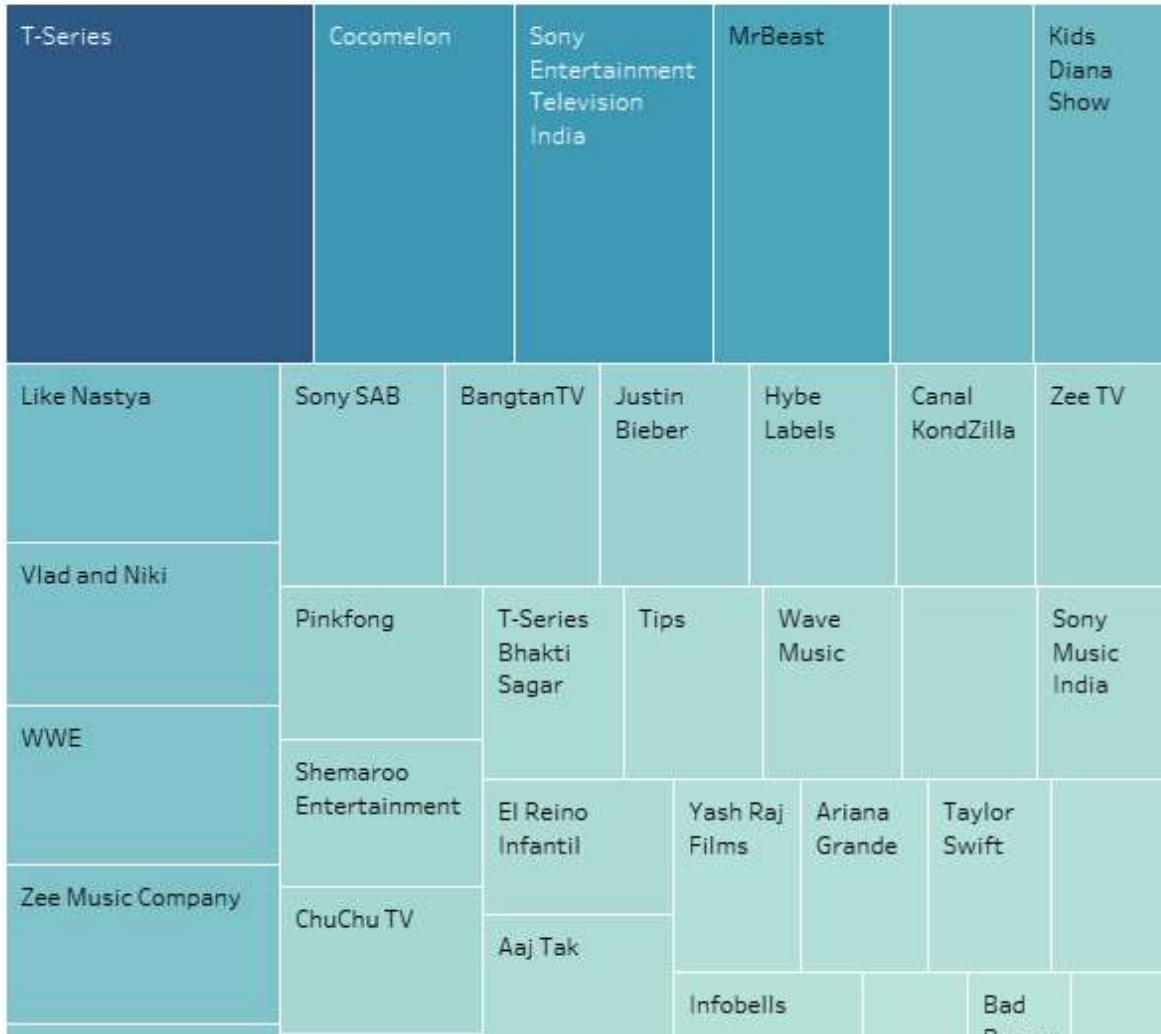
Channel	Brand channel		
	As of M..	No	Yes
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	
Billion Surprise Toys			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude Perfect		No	
Ed Sheeran		No	
El Reino Infantil			Yes
Eminem		No	
Felipe Neto		No	
Fernanfloo		No	
Get Movies			Yes
Goldmines			Yes
Hybe Labels			Yes
Infobells			Yes
JuegaGerman		No	
Justin Bieber		No	
Kids Diana Show			Yes
Like Nastya		No	
LooLoo Kids			Yes
Marshmello		No	
Movieclips			Yes
MrBeast		No	

## Brand channel

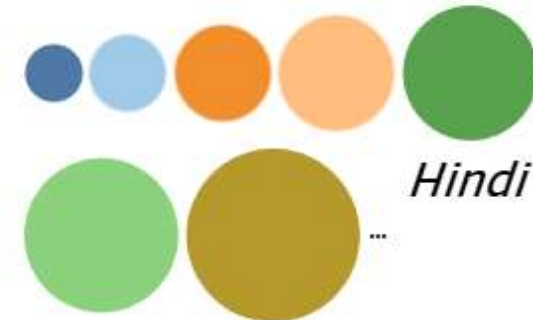
- As of March 14, 2023...
- No
- Yes



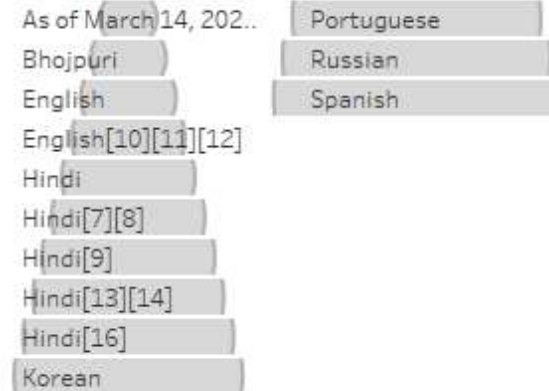
Channel name with sub  
Channel name with sub



No of channels of a language

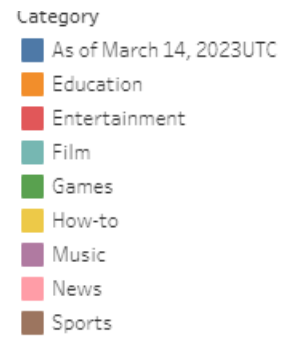
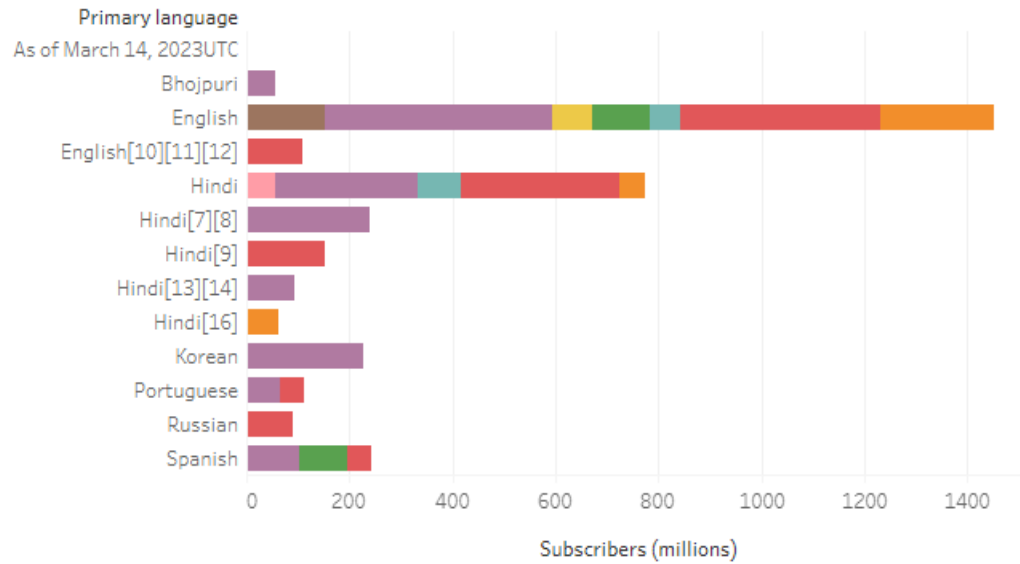


Primary language

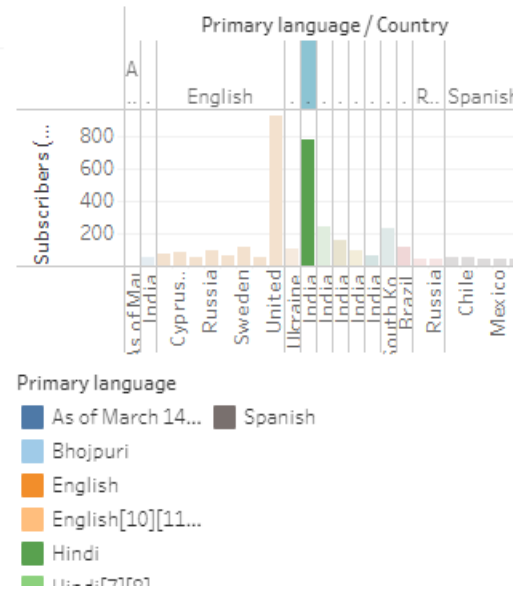


Primary language

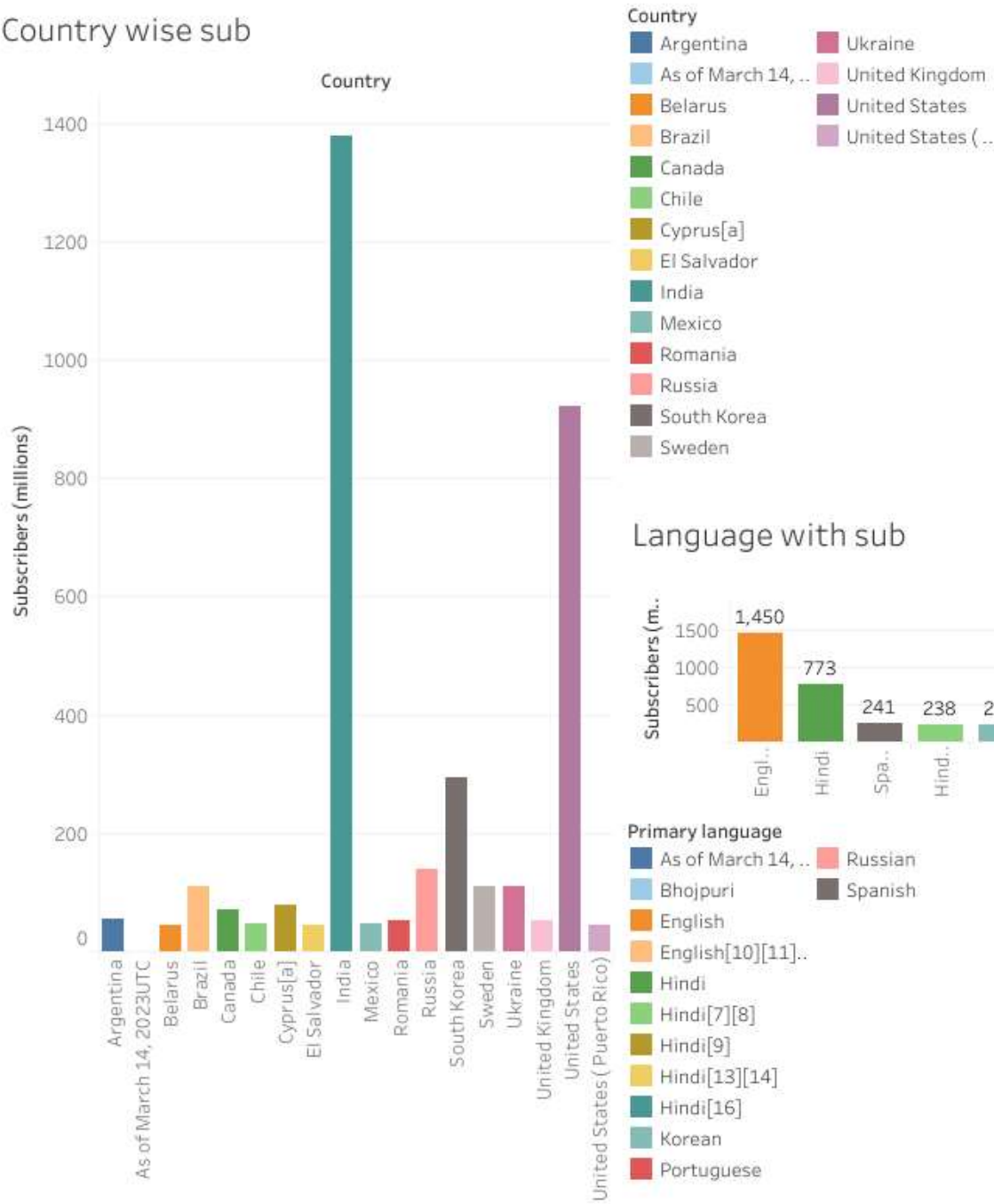
### Category wise language



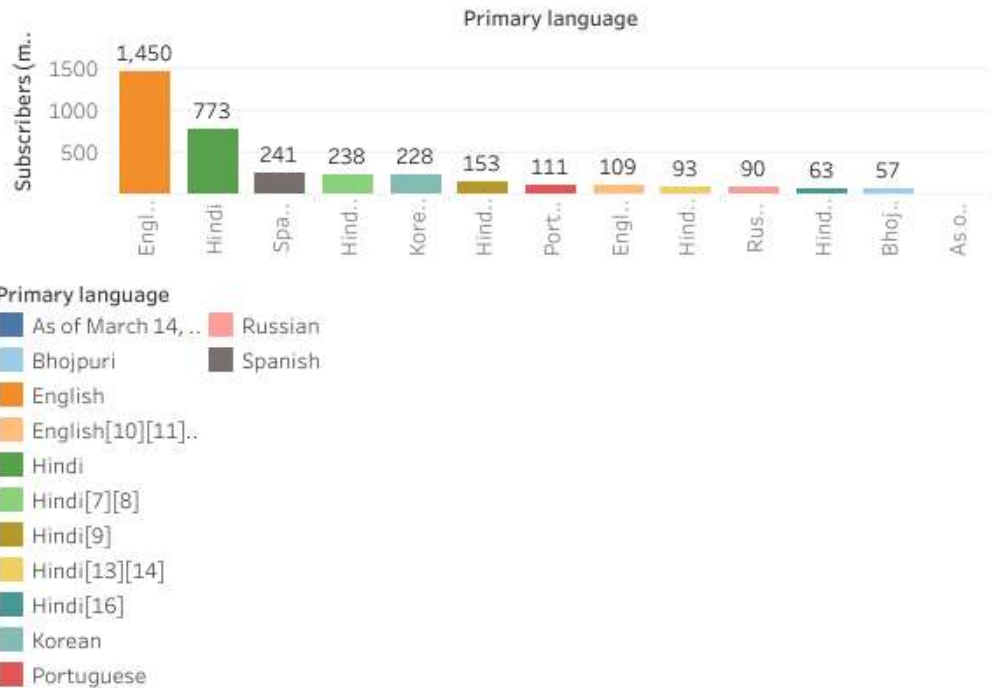
## Country and Language



Country wise sub



Language with sub



Dashboard

Layout

Default

Phone

Device Preview

Size

Desktop Browser (1000 x 800)

Sheets

Rank wise ...

No of channel...

Channel brand

Channel name...

No of channel...

Category...

Objects

Horizontal Container

Vertical Container

Text

Extension

Ask Data

Data Story

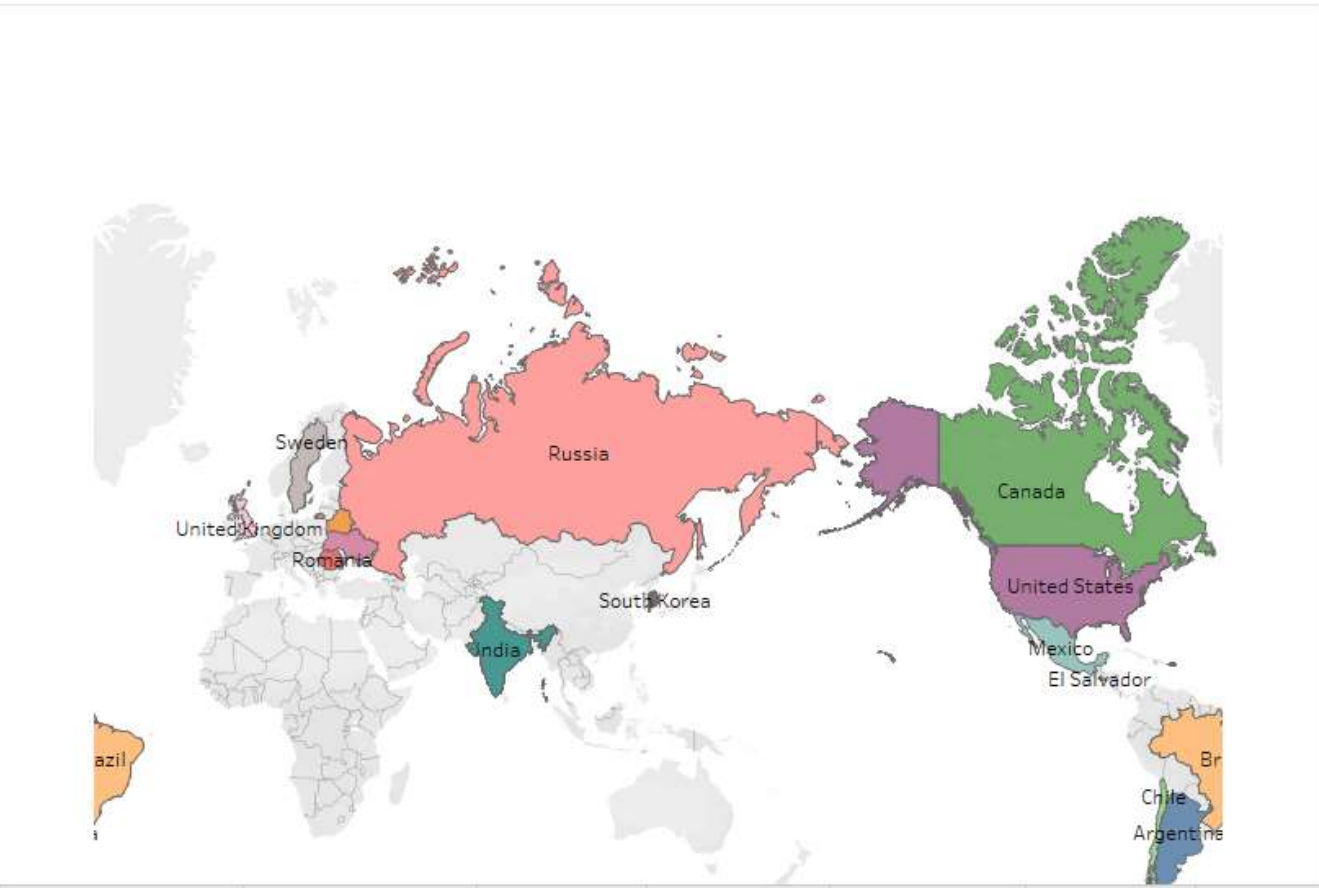
Image

Blank

Workflow

Web Page

Country wise channel



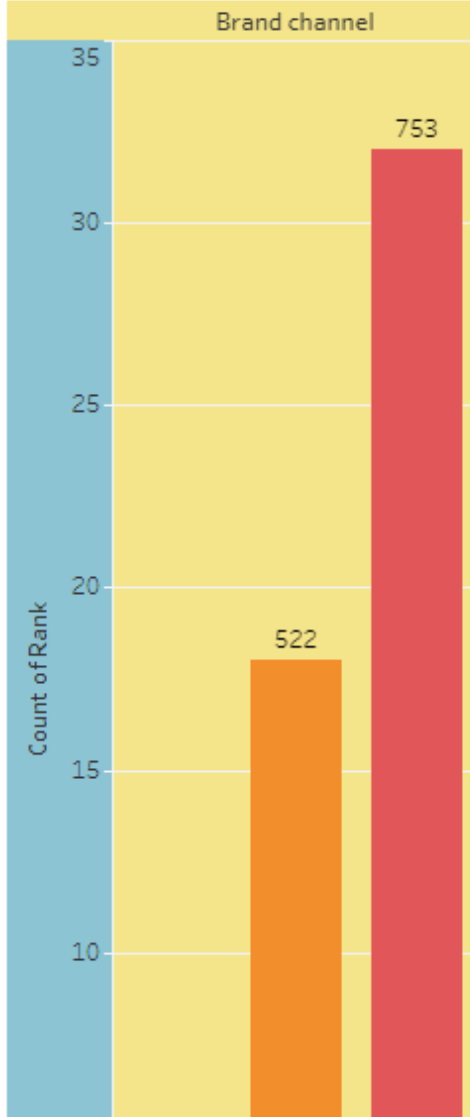
- Country
- As of March 14, 2023..
- Belarus
  - Brazil
  - Canada
  - Chile
  - Cyprus[a]
  - El Salvador
  - India
  - Mexico
  - Romania
  - Russia
  - South Korea
  - Sweden
  - Ukraine
  - United Kingdom
  - United States
  - United States (Puer..)

# DASHBOARD1

## Rank wise Channel

Channel	
As of March 14, 2023UTC	
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
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28

## No of channels with Brand



## Channel brand

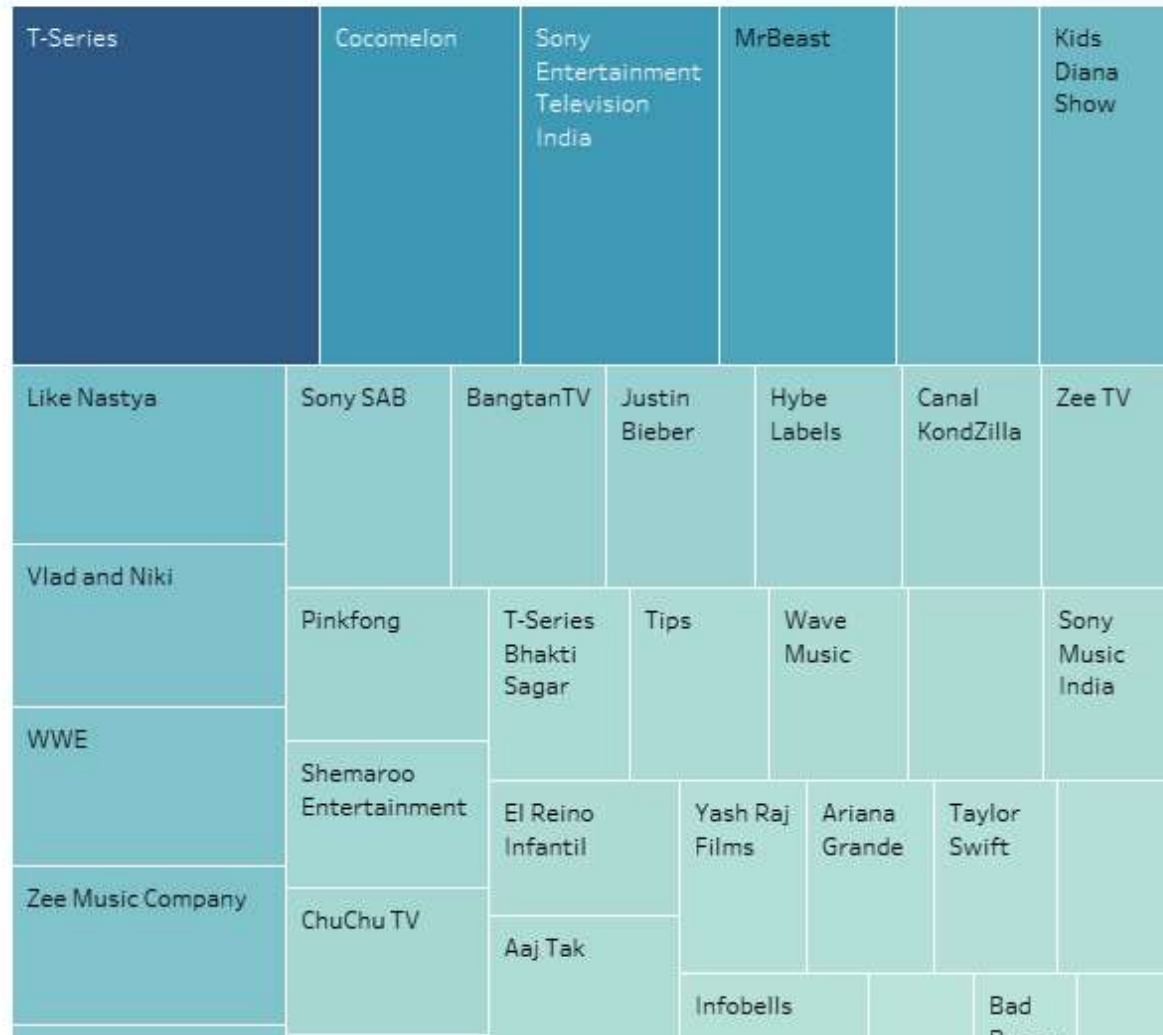
Channel	Brand channel		
	As of M..	No	Yes
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	
BillionSurpriseToys			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude Perfect		No	
Ed Sheeran		No	
El Reino Infantil			Yes
Eminem		No	
Felipe Neto		No	
Fernanfloo		No	
Get Movies			Yes
Goldmines			Yes
Hybe Labels			Yes
Infobells			Yes
JuegaGerman		No	
Justin Bieber		No	
Kids Diana Show			Yes
Like Nastya		No	
LooLoo Kids			Yes
Marshmello		No	
Movieclips			Yes
MrBeast		No	

## Brand channel

- As of March 14, 2023...
- No
- Yes

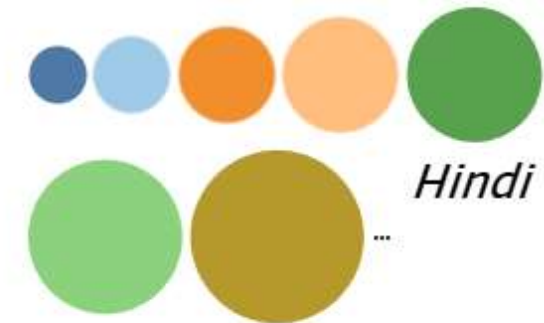
# DASHBOARD2

Channel name with sub



44.6 238.0

No of channels of a language



Primary language

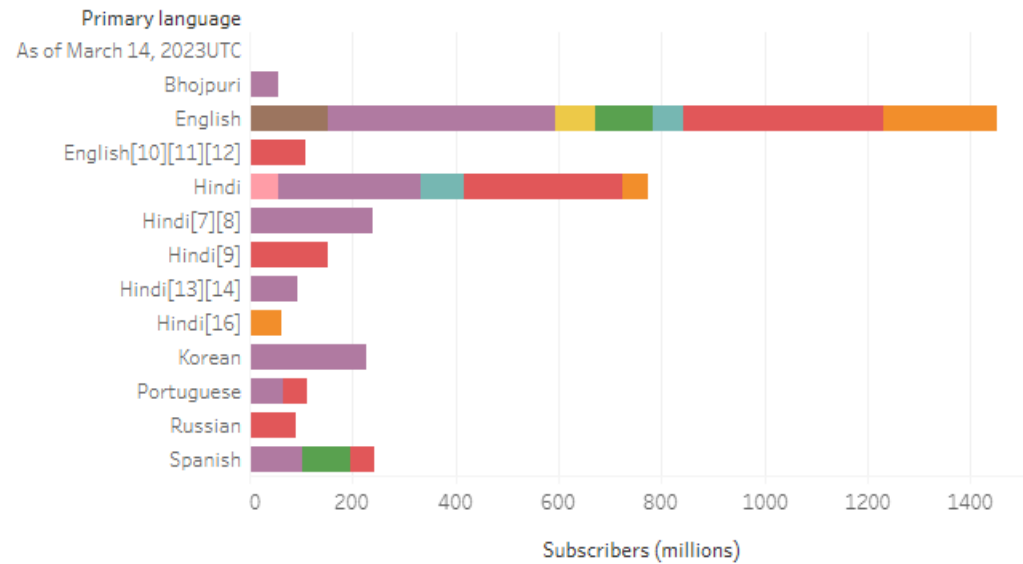


Primary language



# DASHBOARD3

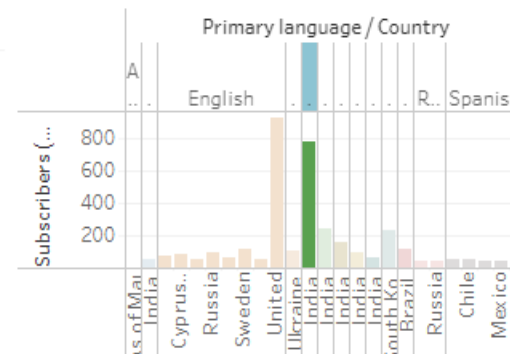
## Category wise language



### Category

- As of March 14, 2023UTC
- Education
- Entertainment
- Film
- Games
- How-to
- Music
- News
- Sports

## Country and Language

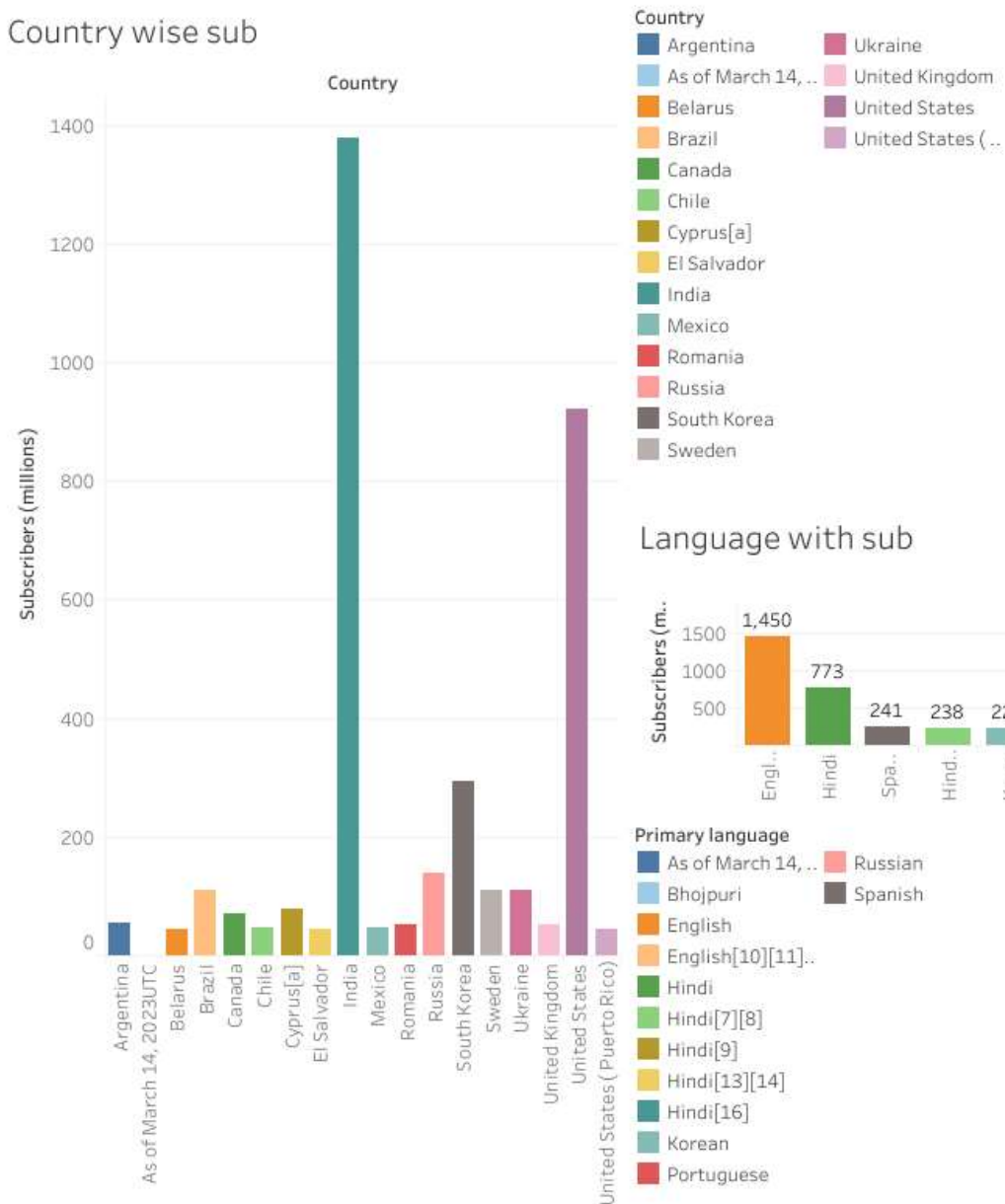


### Primary language

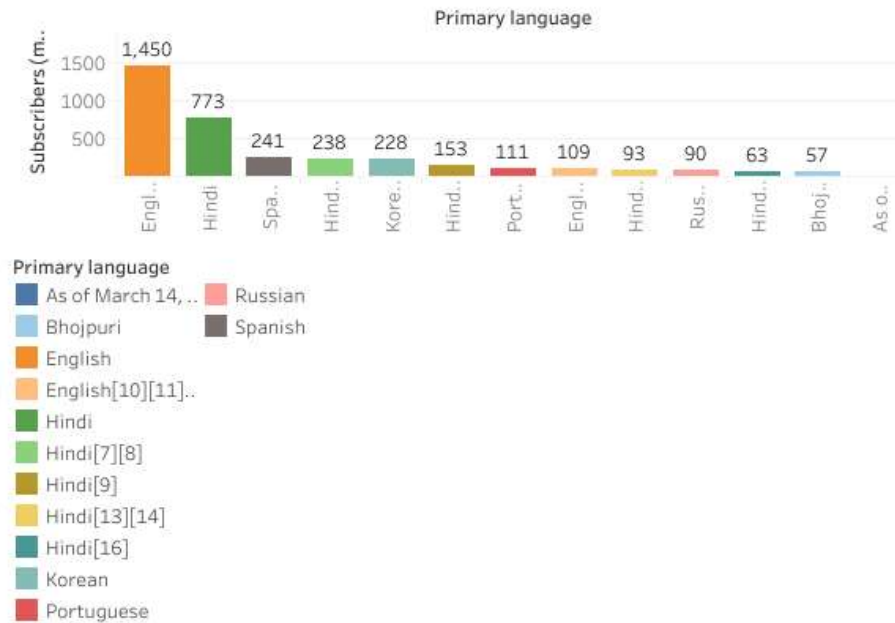
- As of March 14, 2023UTC
- Bhojpuri
- English
- English[10][11][12]
- Hindi
- Hindi[7][8]
- Hindi[9]
- Hindi[13][14]
- Hindi[16]
- Korean
- Portuguese
- Russian
- Spanish

# DASHBOARD4

Country wise sub



Language with sub



# STORY

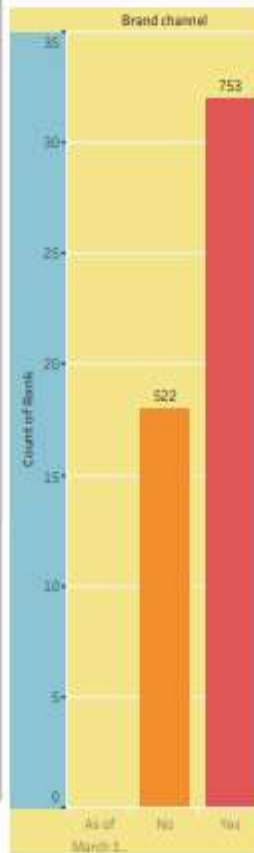
## Story 1

Channels details	List of channels with number subscribers and...	Category wise language and country...	Language and country wise subscribers	Country wise primary language number of s...
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### Rank wise Channel

Channel	
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	3
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ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32

### No of channels with Brand



### Channel brand

Channel	Brand channel	
	As of M...	No Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
As of March 14, 2023U... As of M...		
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
Goldmines		Yes
Hybe Labels		Yes
Infobells		Yes
JuagaGerman	No	
Justin Bieber	No	
Kids Diana Show		Yes
Like Nastya	No	
LooLoo Kids		Yes
Marshmello	No	
Movieclips		Yes
MrBeast	No	
PewDiePie	No	

Brand channel  
 As of March 14, 2023  
 No  
 Yes

# ADVANTAGES

- Backlinks are generated
- Give you opportunity to earn money
- Any easy way to share information.Free to use.
- A creative outlet
- Can be source of income
- Free to upload and watch videos
- Can learn new skills
- Source of entertainment
- No time limit on the videos
- Source of revenue for youtuber's
- Source of wide variety of information
- Also used by students for educational videos.

# Disadvantages

- ❖ Every thing is public
- ❖ Your account can be disabled without any reason
- ❖ Any advertise can put an add on your video
- ❖ Content can be 18+ and is accessible by all ages
- ❖ High copyright issues
- ❖ Rules and regulations
- ❖ Sometimes the content is misleading
- ❖ Ever video is public
- ❖ Strict terms and condtions
- ❖ High times consumption for editing videos
- ❖ Need parental control set up
- ❖ Inappropriate content also uploaded

# APPLICATIONS

- YOUTUBE IS A VIDEO SHARING SERVICE WHERE USERS CAN WATCH ,LIKE, SHARE, COMMENT AND UPLOAD THEIR OWN VIDEOS.

A SUBSCRIBERS TO A CHANNEL ON THE AMERICAN VIDEO SHARING PLATFORM .

- The most subscribed channel is the indian record T-series which hosts its music videos on it channel .
- With over250 million subscribers as October 2023the channels has held the top position.
- Youtuber Mr.breast who is the second most subscribed channel overall with 196 million subscribers as of octoiber2023
- The current growth rate indicates that its displayed subscriber count will exceed that of the other channel is the listed first.



## FUTURE SCOPE

In the Youtube career individuals generally work for themselves and don't need to join a specific organisation or company to get employed. Subscribers play a pivotal role in a youtuber career as more subscribers come with more views on content, followed by more money making

# Conclusion

Summarizing all the learnt techniques  
Importance of practice & long-term  
involvement for reaping great benefits from  
your Youtube channel. A youtube summary is  
a short concise text that allows readers to  
understand the main idea without watching  
the entire video. youtube is a very strong  
growing platform creating lots of  
opportunities for entrepreneurs.

The background features abstract, overlapping green geometric shapes in various shades of green, creating a modern, layered effect. The shapes are primarily located on the right side of the image, with some extending towards the center.

**THANK YOU**

THANK YOU