

Subscribers Galore: Exploring the World's Top YouTube Channels

1. INTRODUCTION

1.1 Overview

A subscriber to a channel on video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most-subscribed channels in April 2006. An early archive of the list dates to May 2006.

The following tables list the 50 most-subscribed YouTube channels and each channel's primary language and content category. The channels are ordered by the number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first. Automatically generated channels that lack their videos (Such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi. All 50 of the channels have surpassed 40 million subscribers 39 of them have surpassed 50 million subscribers 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million, and 7 of them have surpassed 100 million subscribed only 1 channel (T-series) has surpassed 200 million subscribers.

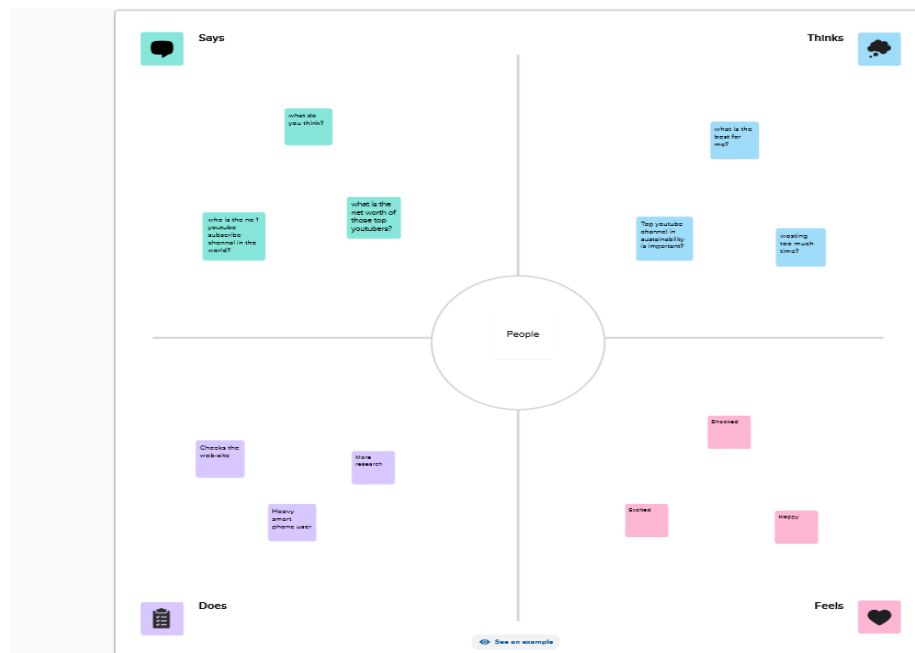
1.2 Purpose

YouTube allows users to upload a wide range of video content, including music videos, movie trailers, educational videos, comedy skills, and more users can watch these videos for free and they can also upload their own videos and share them with others.

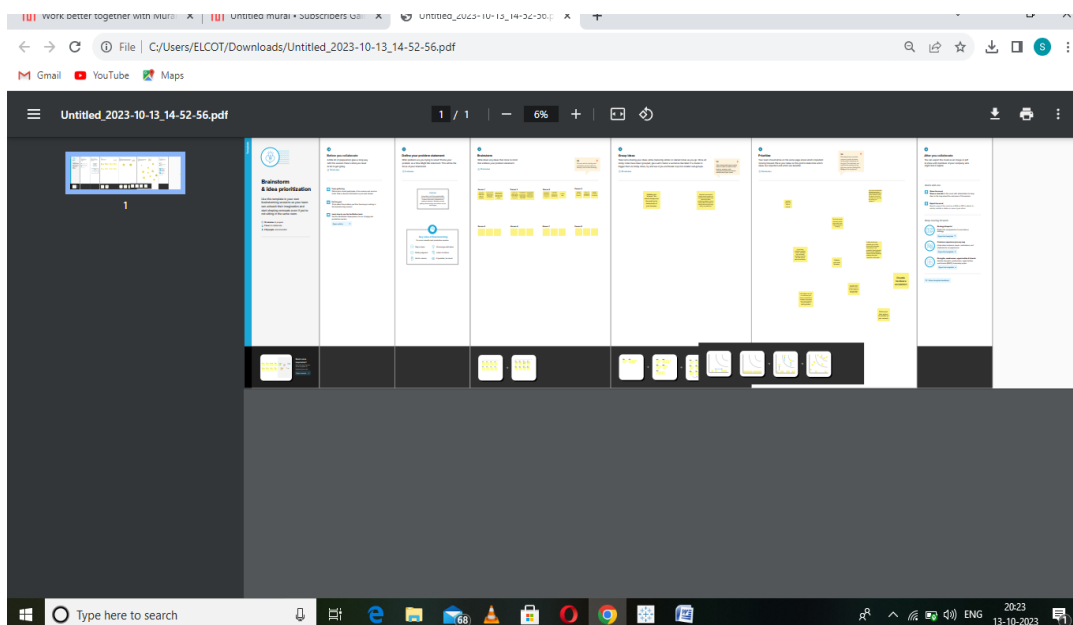
In addition to providing a space for users to watch and share videos YouTube also serves as a platform for businesses, organizations, and individuals to promote their products services, and ideas many content creators and influencers have built their careers on the platform and some of them have become incredibly successful and well- known.

2. Problem Definition & Design Thinking

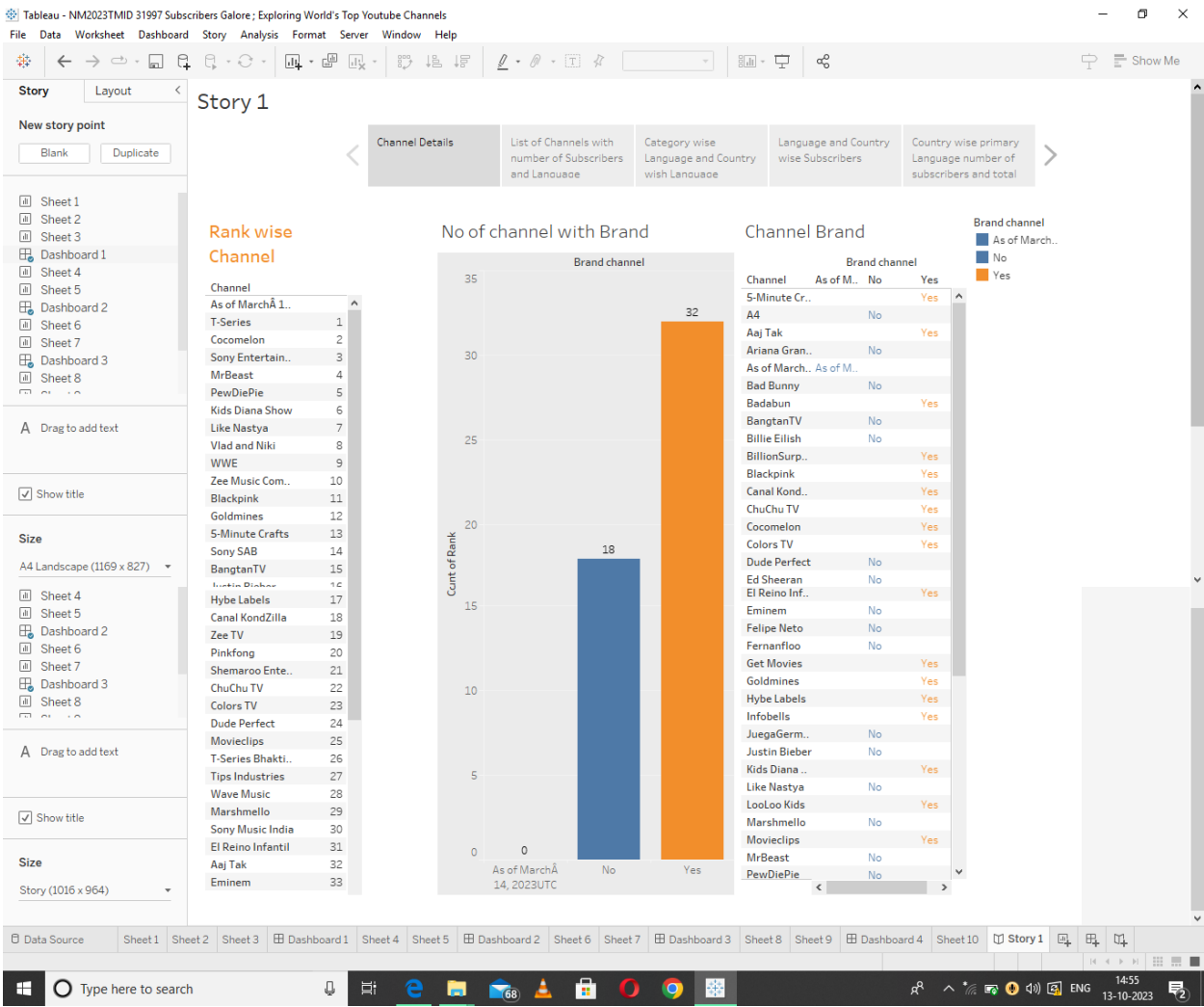
2.1 Empathy Map



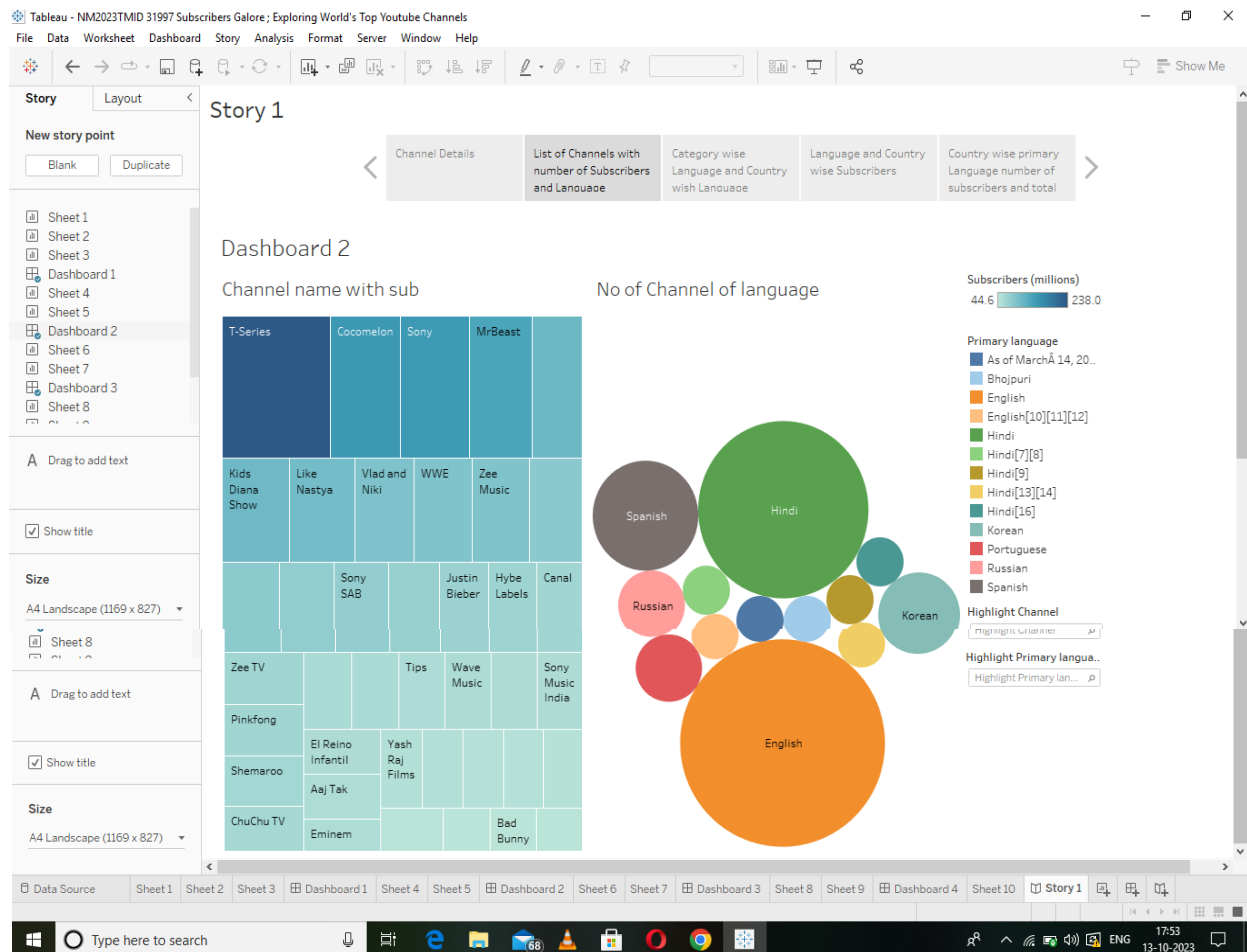
2.2 Ideation & Brainstorming Map



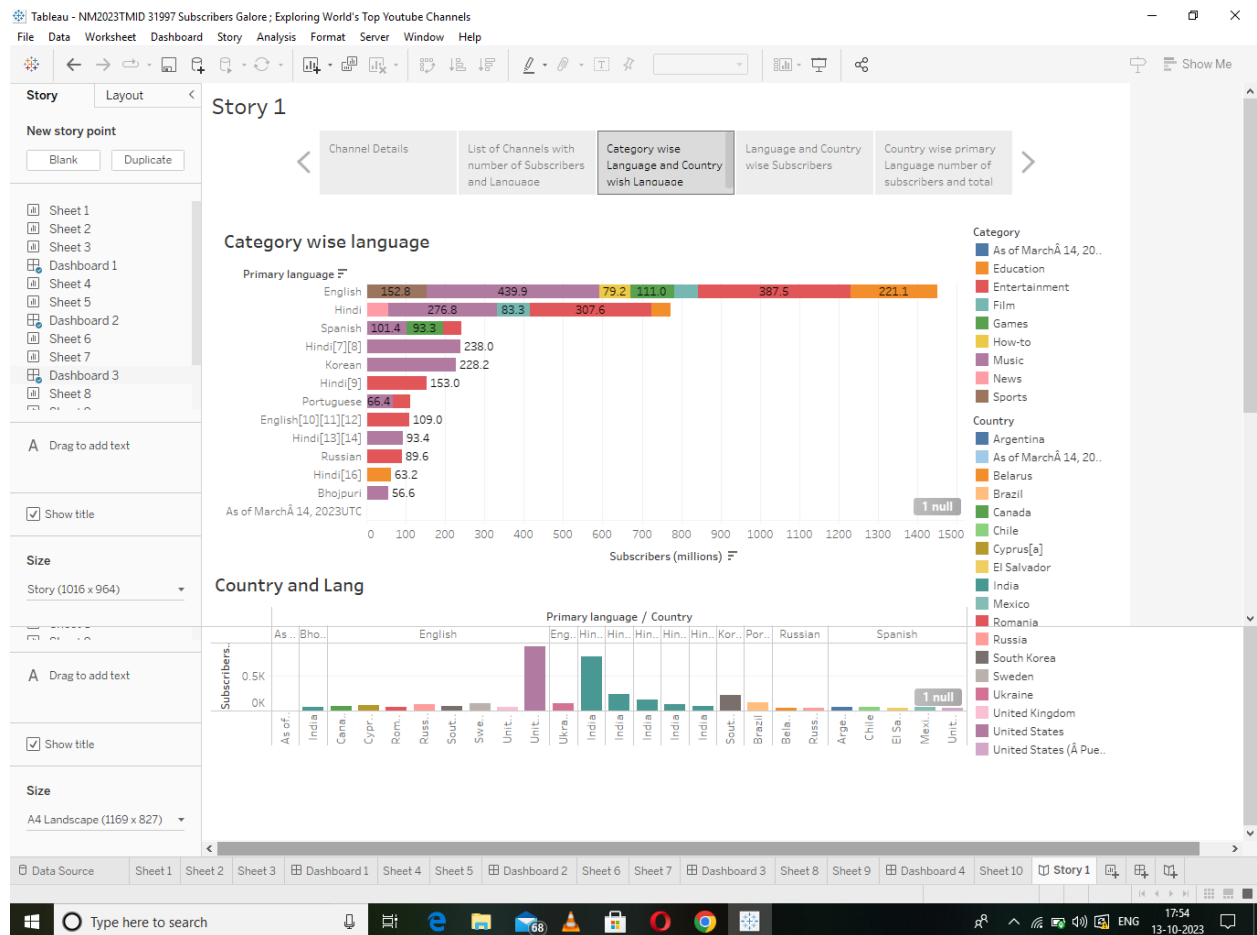
3. RESULT



The first one is a Rank-wise channel. Rank-wise channels are in ascending order. Next, the channel is not of channel brand of numbers

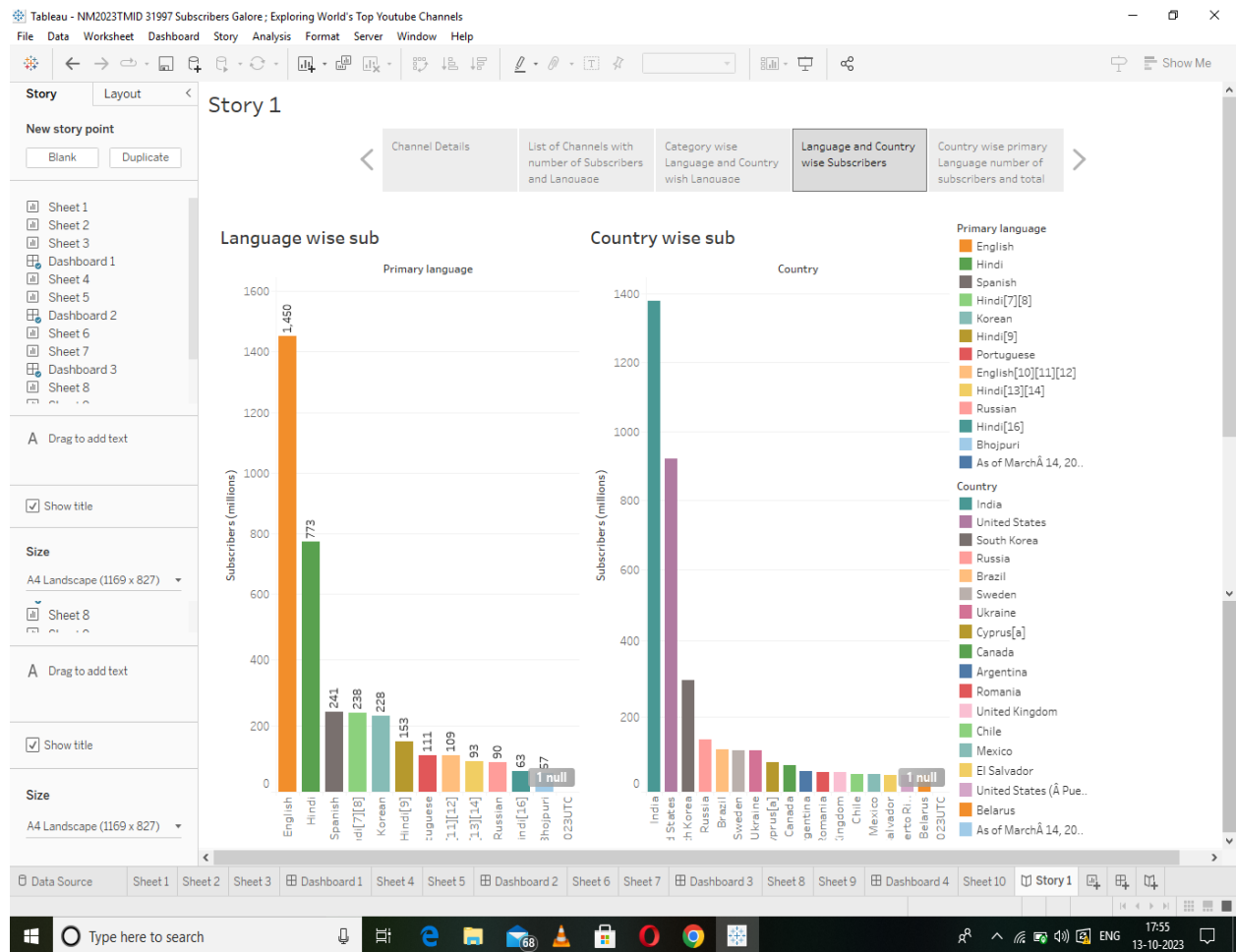


The second one is the channel name with subscribers the highlight of the channel is A4. The A4 channel has 44.6 million subscribers. No channel of language is highlighted if the channel is Korean.

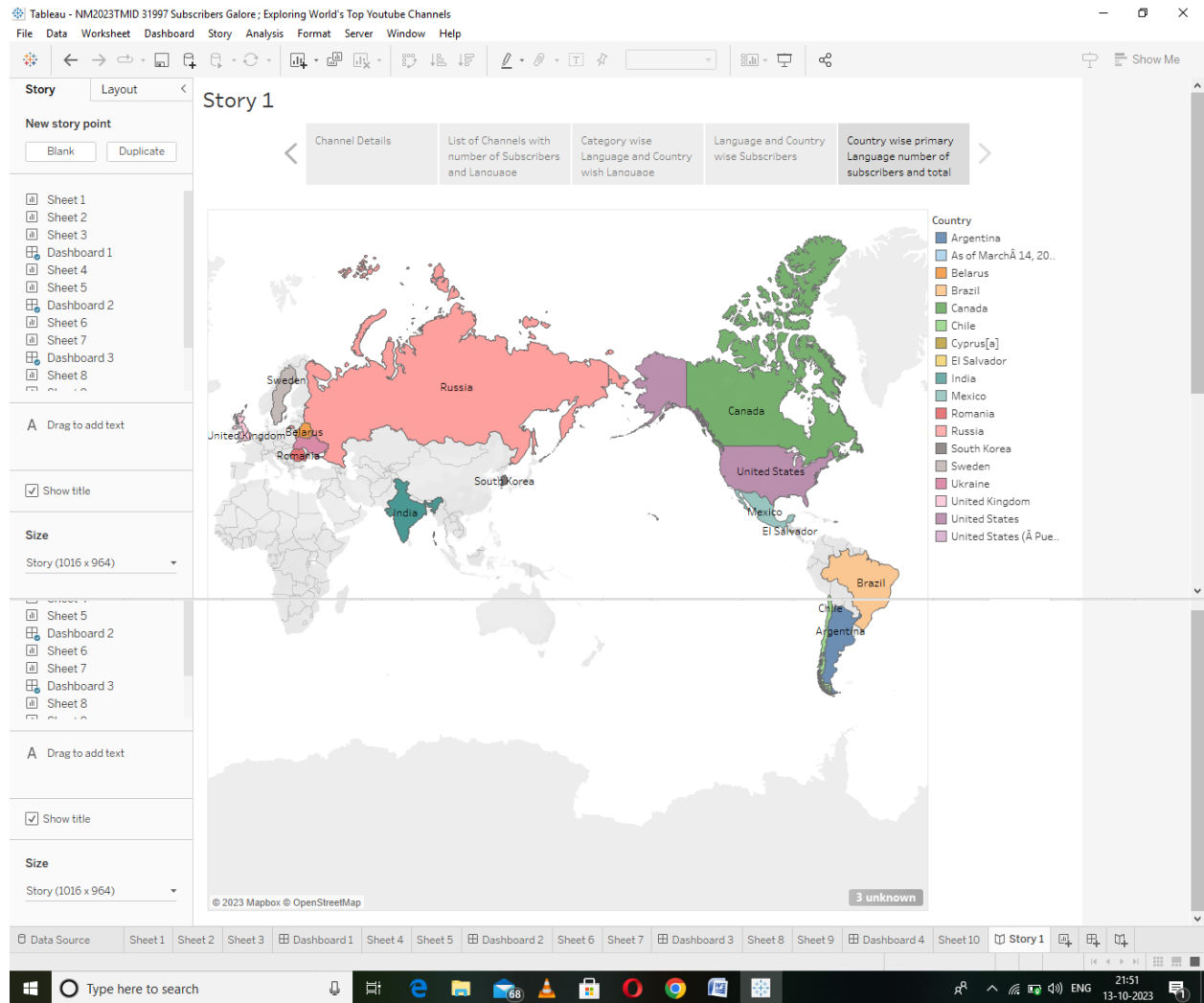


The third one is category wise language and country and language arranged in ascending order.

Most of the primary language in united states of language in English and 921.9 million subscribers



The fourth one is language and country-wise subscribers most of the language of subscribers are English. Country-wise most of the subscribers are in India.



The last one is the country and primary language number of subscribers and total number of subscribers.

4. ADVANTAGES & DISADVANTAGES

Advantages

- ❖ YouTube will expose you to a huge audience
- ❖ You can utilize YouTube ads to reach an even bigger audience
- ❖ YouTube ads can help you reach even more people
- ❖ There are several ways to repurpose YouTube videos
- ❖ Videos are better at getting people to take action

Disadvantage

- A lot of distraction
- Misinformation
- YouTube wastes your time
- Copyright issues
- Rules and Regulations
- Constant access to the internet
- Cost of making videos
- Explicit content
- Copyright infringement issues

5. APPLICATIONS

- Gain qualified traffic
- Marketing on YouTube will help you get found on Google
- Exposure to a worldwide audience
- Grow your audience worldwide
- Build your Email list in YouTube

6. CONCLUSION

This study had its limitations the sample size of this study was small if the size was larger more data could have been collected that would have further explored the similarities and differences that popular youtubers share this study did not focus on the audience of each you tuber. Future research could be conducted among different age groups to gain more perspective about what viewers like and dislike about user-generated content.

Conclusion YouTube has evolved from a content-sharing website to a platform for creating user-generated content.

7. FUTURE SCOPE

Continued growth and expansion

YouTube has already experienced tremendous growth in recent years and this trend is expected to continue with over 2 billion monthly active users and increasing consumption of video content YouTube is poised for continued growth in the coming years.

Increased focus on monetization

As YouTube faces increasing competition from other platforms, it may focus more on monetization to remain competitive this could mean more advertising on the platform or new monetization options for creators such as paid subscription or merchandise sales.