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# Exploring Worlds Top Youtube Channels

**Abstract**

This report analyzes YouTube, the top video-sharing website. This paper examines the video-sharing site to better understand features and trends of the top YouTube channels. Statistics from Social Blade were used to acquire data. This data includes information such as total view counts and number of subscribers, among other statistics. The report compiles the top 100 YouTube channels based on its number of subscribers. In addition, this report analyzes the top 100 channels to understand what the most frequent genres are as well as to see which genres make the most money. The data on earnings is well documented on sites such as Celebrity Net Worth. A question this report addresses is what views or subscriptions mean for making money. Number of subscribers and total view count are the two indicators of a video's popularity and key to understanding what advertisers might value more.

I. **Introduction**

YouTube is one of the most popular websites on the Internet and generates an immense amount of traffic every day. YouTube and Google Video, which owns YouTube, accounted for four times the amount of unique users as the closest competing online video distribution network [1]. In addition YouTube ranks third on a list of the top online brands, falling behind only Google and Apple (Ibid). Another amazing aspect of YouTube is its rapid growth. In 2006, only one year after its establishment, 70% of YouTube viewers were American. Only two years later the amount of YouTube users who were American had dwindled down to 30%, which demonstrates the global popularity of the site. Further research indicates by 2009 over 152 million Americans had viewed online videos 16.8 billion times [2]. These statistics demonstrate YouTube's immense scope on our social and demographic landscape.

Users who upload numerous videos under a single account on YouTube have what is called "a channel". On a YouTube channel, an individual or an organization can upload a collection of videos, which are available together on a single page. Users' channels vary greatly according to genre, spanning from video game analysis to world politics. Viewers who take a liking towards a particular channel can subscribe to it in order to stay up to date on news and additional videos uploaded to the channel's page. This report focuses on the top 100 most subscribed YouTube channels to understand what the most popular genres are.

Another key area on YouTube is the money making process. While there are few YouTube personalities that make millions off their videos through advertising, the majority of content producers make very little money. For the users that do make a decent earning, there are two main statistics that can dictate the value of a YouTube channel. These two statistics are views and subscribers. This report examines the importance and flaws of both statistics.

II. **Analysis**

A. **Top YouTube Channels by Genre**

The majority of videos uploaded to YouTube are by individuals unaffiliated with companies or organizations. A conducted survey of the 4,320 most popular videos on YouTube indicates that 2,177 of them were coming from beyond the broadcast and established media [3]. This trend holds true when compared to present statistics on the YouTube landscape.

The resource used to acquire the YouTube data is Social Blade, an online site that tracks YouTube analytics. The sole purpose of the site is to provide data to better understand progress and growth on YouTube. Social Blade is useful in understanding what the most popular YouTube channels are and reliable since it is considered a YouTube "certified company". After breaking down the data the following results are displayed in Figure 1.
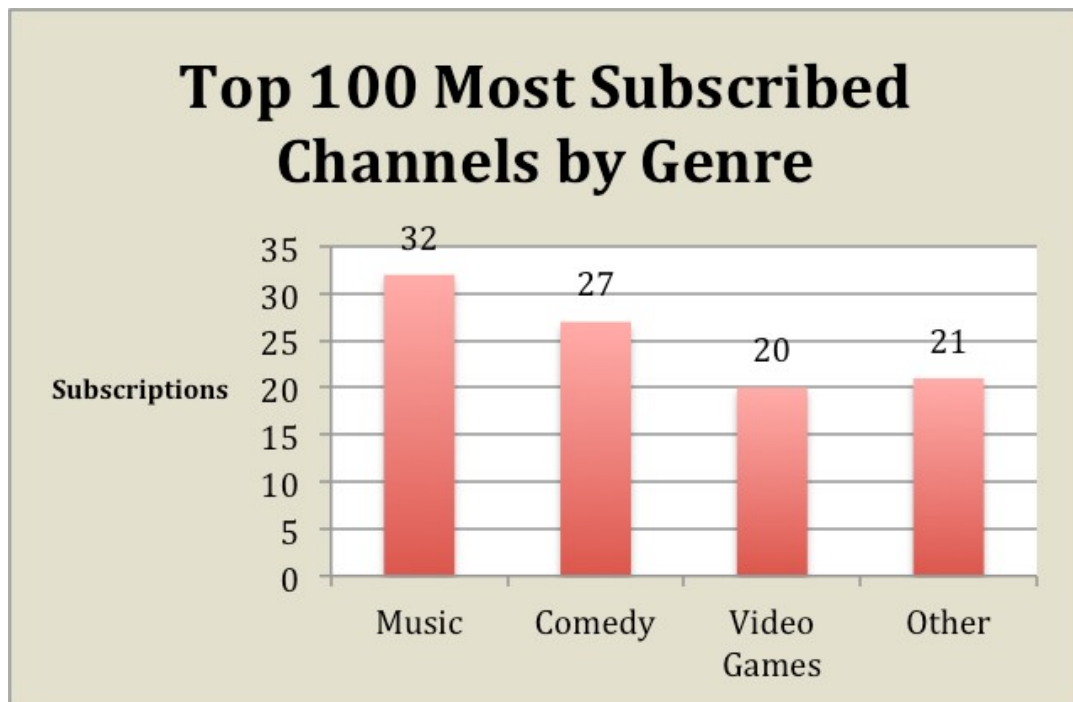
**FIGURE 1 Top Most Subscribed Channels by Genre**

The data is from Social Blade. This shows which genres are best represented out of the top 100 most subscribed channels.

Based on the data the music genre leads followed closely behind by the comedy genre. A little further below that are channels focused on video games. There were a lot of other genres that didn't quite amount to have substantial meaning in the larger context of the data. Therefore these data points are grouped together in the category "other". Based on the data it is clear music, comedy, and video games are the dominant genres on YouTube.

In addition the site VidStatsX also tracks YouTube analytics. VidStatsX doesn't seem to have any stake on this topic, unlike Social Blade, there is no official certification between VidStatsX and YouTube. VidStatsX is useful in analyzing the top trending

YouTube channels in recent timespans. Site data is updated on a daily basis, so the most up to date information is obtained. Since VidStatsX data provides up to the minute results on YouTube rankings, the results shown are as of April 1, 2015 at 7p.m. EST.
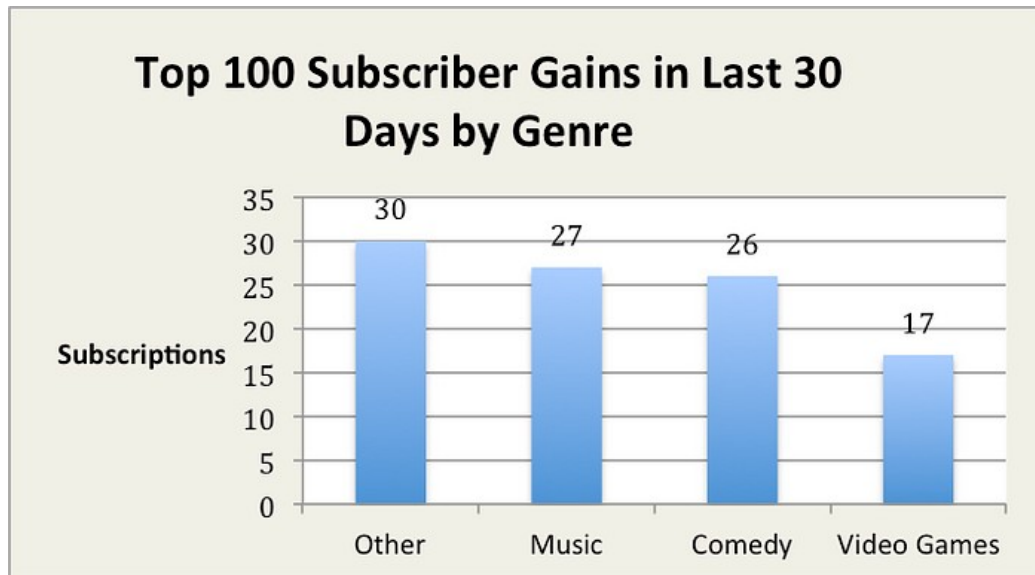
**Top 100 Subscriber Gains in Last 30 Days by Genre**

| | Other | Music | Comedy | Video Games |
|---|---|---|---|---|
| Subscriptions | 30 | 27 | 26 | 17 |

**FIGURE 2  Top Subscriber Gains in Last 30 Days by Genre**

The data is from VidStatsX. This shows out of the top 100 channels, which genres acquired the most subscription gains over the last 30 days.

The data shown in Figure 2 is not too different from the data displayed in Figure 1. In the last 30 days video games, music, and comedy were the three dominant genres as was the case in Figure 1. No other genre constituted enough to have its own group, which caused them to be grouped together under "other".

B. **Making Money through YouTube**

The primary resource used to acquire the wealth of the top YouTubers is through the website Celebrity Net Worth. The site's founder, Brian Warner, is also the CEO of the site. Celebrity Net Worth provides the annual earnings of thousands of celebrities. Celebrity Net Worth provides the net worth of celebrities in every industry. The featured page regarding YouTube stars gives an explanation of how the net worth of YouTube stars is calculated. Numbers are provided on the amount of money YouTube and its content creators receive every time 1000 advertisements are shown. The site obtains information through the collection of documents such as endorsements, record sales, and real estate holding records. The 40 highest paid YouTube stars are broken down based on genre to understand if covering a certain genre is related to higher earnings. This data is depicted in Figure 3. The data was acquired from Celebrity Net Worth. This shows which genres generate the most money.
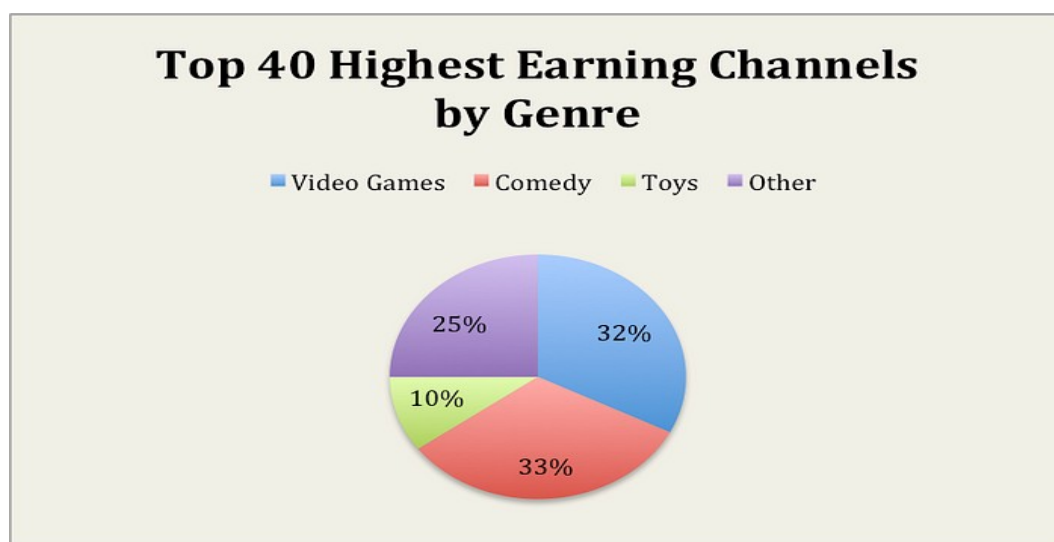
**Top 40 Highest Earning Channels by Genre**

■ Video Games  ■ Comedy  ■ Toys  ■ Other

25%  32%  10%  33%

**FIGURE 3  Top Highest Earning Channels by Genre**

Figure 3 demonstrates some overlap with the top 100 most subscribed YouTube channels by genre as seen in Figure 1. In both data breakdowns, the comedy and video games represent two of the top three genres in terms of subscriptions and earnings. It's worth noting that there is no music genre, because musicians are not considered to be "YouTubers". Surprisingly there are four YouTube channels focused solely on toys that make up the top 40 highest earning channels. None of these four toy channels made the top 100 most subscribed channels. This indicates there may be additional factors that make up the value of a channel aside from views and subscriptions.

C. **What Matters More: Views or Subscribers?**

The question of whether views or subscribers matters more for making money is complex. Multiple sources have slightly varying answers to this question. From a certain perspective it appears views matter more. In other cases subscribers seem to be the best indicator of prosperity.

Jin Kim offers insight on the matter in his article the institutionalization of YouTube: From user-generated content to professionally generated content [4]. This resource is an online journal database of peer-reviewed articles involving media. The article was published to explore the transformation of YouTube from a user generated content site to a professionally generated content site. Important concepts are explained such as advertising on YouTube as well as the growing interest of large corporations investing in online video. Kim offers a simple explanation of the relationship between advertising, YouTube, and the content provider. The process is when an advertisement is played before the featured video; the revenue from the ad is split between YouTube

and the content provider. While this is information is useful, it doesn't go into the breakdown of earnings into numerical figures.

A case study by the Harvard Business Review gives additional insight into advertising dollars on YouTube. This resource says advertising rates apply for every 1000 impressions of a video, also known as a CPM. The estimated range of earnings YouTube receives is between $10 and $15 for every 1000 ad impressions (Elberse & Gupta, 2010, 5). It is unclear how much of this money the content provider receives. Contrary to the previous two studies, Celebrity Net Worth offers a more in depth analysis of the role views and subscriptions play in earning money. Figure 4 breaks down this information into a flow chart. The article explains for every 1000 impressions for an ad preceding the video (CPM), YouTube receives between $20 and $25. In addition once an individual gets a certain number of subscribers for the channel, the owner can apply to be a member of the Partner Program. This program allows partners to earn a portion of the CPM earned. A partner earns around $7 CPM while YouTube takes the rest of the earnings, which can be around $18
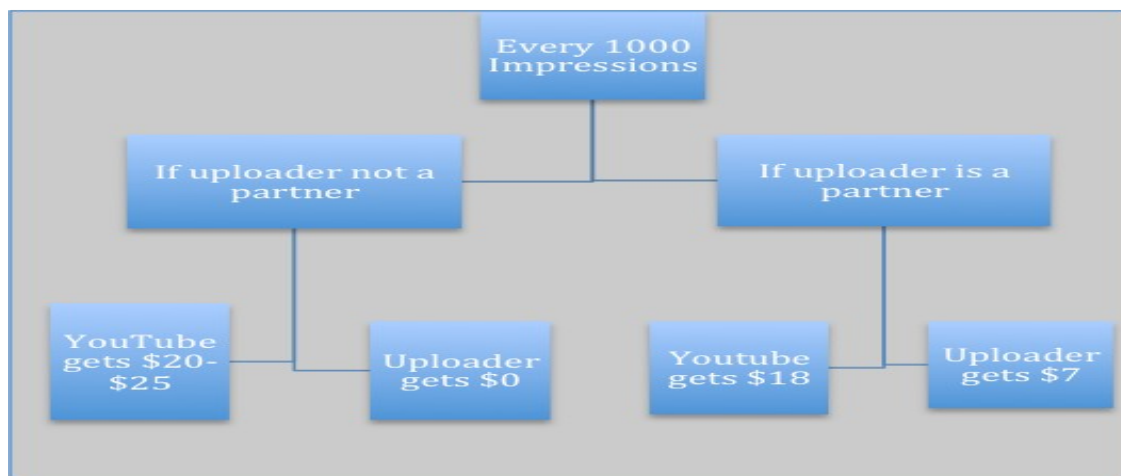
[5].



FIGURE 4

Money breakdown from Celebrity Net Worth. This displays the portion of money
YouTube and the uploader receives.

Lastly, the argument can be made neither views nor subscriptions are truthful
indicators for making money. An article from the tech publishing site Gigaom makes a
strong case. The argument of whether views or subscribers on YouTube matters more
is a widely debated topic. The Gigaom source argues that subscribers are more
important than views but notes that both statistics can be drastically inflated. The site
uses a variety of evidence to support its position. The source explains views can be a

bad metric because they can be easily manipulated. Manipulation to subscription numbers can be applied by networking to other channels. This makes it so an individual who signs// up for one channel ends up signing up for multiple others without visiting those channel pages. Despite technical loopholes to views and subscriptions, the advisable metric to focus on is subscriptions. The Gigaom source states, "view counts may indicate popularity, but an active subscription base indicates consistency. Which, in the long term, might become the more powerful number" ("What Should Matter More", 2010). It can be understood views serve as a good starting point but in the end subscriptions are what deliver the desired end result.

*"view counts may indicate popularity, but an active subscription base indicates consistency. Which, in the long term, might become the more powerful number"*

## TOP 10 YOUTUBE CHANNELS

1.  PewDiePie

2.  Dude Perfect

3.  MrBeast

4.  Markiplier

5.  Smosh

6.  Sony Entertainment Television

7. T-Series

8. JuegaGerman

9. Cocomelon

10. Kids Diana Show

1. **PewDiePie**

111M subscribers4.7K videos. I make videos. bit.ly/pdpstoreand 1 more link. Subscribe. HomeVideosLive · Escaping to Japan's Secret Paradise ...About

**Description**

Felix Arvid Ulf Kjellberg, better known as PewDiePie, is a Swedish YouTuber known for his comedic videos. Kjellberg's popularity on YouTube and extensive media coverage have made him one of the most noted online personalities and content creators.

**Born:** 24 October 1989 (age 33 years), Gothenburg, Sweden

**Spouse:** Marzia Kjellberg (m. 2019)

**Full name:** Felix Arvid Ulf Kjellberg

**Siblings:** Fanny Kjellberg

**Parents:** Lotta Kristine Johanna Kjellberg, Ulf Kjellberg

**Also known as:** Pewds

**Channel:** PewDiePie

**Felix Arvid Ulf Kjellberg**

(/ˈʃɛlbɜːrɡ/ *SHEL-burg*, Swedish   born 24 October 1989), better known as **PewDiePie** , is a Swedish YouTuber known for his comedic videos. Kjellberg's popularity on YouTube and extensive media coverage have made him one of the most noted online personalities and content creators. He has been portrayed in the media as a figurehead for YouTube, especially in the genre of gaming.

Born and raised in Gothenburg, Kjellberg registered his YouTube channel "PewDiePie" in 2010, primarily posting Let's Play videos of horror and action video games. His channel gained a substantial following and was one of the fastest growing channels in 2012 and 2013, before becoming the most-subscribed on YouTube on 15 August 2013. From 29 December 2014 to 14 February 2017, Kjellberg's channel was also the most-viewed on the platform. During this period, his content shifted focus from Let's Plays and diversified to include vlogs, comedy shorts, formatted shows, and music videos.

Kjellberg's content was already noted for its polarizing reception among general audiences online, but in the late 2010s, it became more controversial and attracted increased media scrutiny. In 2019, following a public competition with Indian record label T-Series, Kjellberg was overtaken as the most-subscribed YouTube channel. Kjellberg also became more reserved online, uploading less consistently and taking frequent breaks from Internet use. He eventually semi-retired from YouTube, choosing to upload less frequently for his enjoyment rather than as a career. Meanwhile, in his personal life, he moved to Japan with his wife, Italian Internet personality Marzia.

With over 111 million subscribers and 29 billion views, his channel still ranks as one of the most-subscribed and viewed on YouTube. His popularity online has been noted to boost sales for the video games he plays, and has allowed him to stir

support for charity fundraising drives. In 2016, *Time* magazine named him as one of the world's 100 most influential people.

Early life and education Felix Arvid Ulf Kjellberg was born on 24 October 1989 in Gothenburg, where he was also raised. He was born to Lotta Kristine Johanna (née Hellstrand, born 1958) and Ulf Christian Kjellberg (born 1957), and grew up with his older sister, Fanny. His mother, a former chief information officer (CIO), was named the 2010 CIO of the Year in Sweden. His father is a corporate executive.



Kjellberg studied at Chalmers University of Technology in Gothenburg.During his childhood, Kjellberg was interested in art and has detailed that he would draw popular video game characters such as Mario and Sonic the Hedgehog, as well as play video games on his Super Nintendo Entertainment System, such as *Star Fox* and *Donkey Kong Country 2: Diddy's Kong Quest*. During high school, he frequently played video games in his bedroom and would skip classes to join at an Internet café with friends. During his last year of high school, he bought a computer with the money he made selling artwork through his grandmother's gallery.

Kjellberg then went on to pursue a degree in industrial engineering and management at Chalmers University of Technology in Gothenburg, but left the university in 2011. While it has been reported that he left Chalmers to focus on his

YouTube career, Kjellberg clarified in 2017 that he had left due to a lack of interest in his course of study. He further expressed that, in general, leaving university to pursue a YouTube career would be "fucking stupid".

Kjellberg has also discussed an enjoyment of Adobe Photoshop, wanting to work on photo manipulation art using the program rather than be in school. Following this passion after he departed from Chalmers, he entered Photoshop contests and almost earned an apprenticeship at a prominent Scandinavian advertising agency. He was also interested in creating content on YouTube; after not earning the apprenticeship, he sold limited edition prints of his photoshopped images to purchase a computer to work on YouTube videos.

## 2.Dude Perfect

### Description

Dude Perfect is an American sports and comedy group headquartered in Frisco, Texas. The group consists of Tyler "The Beard" Toney, "The Twins" Cory and Coby Cotton, Garrett "The Purple Hoser" Hilbert, and Cody "The Tall Guy" Jones, all of whom are former college roommates at Texas A&M University.

Dude Perfect (DP) is an American sports and comedy group headquartered in Frisco, Texas. The group consists of Tyler "The Beard" Toney, "The Twins" Cory and Coby Cotton, Garrett "The Purple Hoser" Hilbert, and Cody "The Tall Guy" Jones, all of whom are former college roommates at Texas A&M University. Their YouTube channel has over 59.5 million subscribers and is the second-most-subscribed sports channel as well as the 27th-most-subscribed channel overall.

Dude Perfect's content predominantly consists of videos depicting various trick shots, stereotypes, and stunts. The group also regularly uploads videos of

"battles", in which the individual members of Dude Perfect compete against one another in a good-natured game or contest, often incorporating different sports and a unique set of rules. Dude Perfect also created the show Overtime, a series where they host several segments, such as "Wheel Unfortunate", in which a contestant spins a wheel and gets a random penalty, and "Absurd Recurds", in which the Dudes attempt to break the most absurd world records they can find.

**History**

Early years On April 9, 2009, a video of the group performing trick shots at Tyler Toney's house and a local public park was released on YouTube. Within a week, the video received 200,000 views and was mentioned on Good Morning America.

The group's second video, filmed at a Christian summer camp, was released shortly thereafter. The video amassed over 18 million views and went viral. For every 100,000 views the video received, Dude Perfect pledged to sponsor a child from Compassion International.

In 2010, Dude Perfect introduced the Panda mascot. The Panda quickly grew into a popular symbol at Texas A&M basketball games when taunting players of the opposing team.  Professional endorsements and collaborations In 2016, Dude Perfect traveled to the United Kingdom to film a video with players of Manchester City, Arsenal and Chelsea.[11] In 2020, Dude Perfect released their fourth All Sports Golf Battle that was pre-recorded in 2019 with actor Zac Efron. The group also got a chance to visit the US Navy's *Nimitz*-class aircraft carrier USS *Nimitz* for a 3-day trip aboard and released their trip's video as an episode as part of their *Bucket List*. Dude Perfect also visited South Africa in their second bucket list video. In 2021, Dude Perfect released episode 27 of "Overtime", which featured a cameo from Dallas

Mavericks center Boban Marjanovic. In another collaboration, star Mavericks guard Luka Dončić makes a guest appearance on a special Overtime episode. Business ventures In 2011, Dude Perfect launched a free mobile game for iOS and Android, titled *Dude Perfect*. The group subsequently released *Dude Perfect 2,* and other games titled *Endless Ducker* and *That's Lit*. Following the release of the mobile apps, Cory Cotton authored a nationally published book titled *Go Big*, in which he shared the secrets the group has learned along the way building a business in a world largely influenced by social media. In June 2015, the group was selected by the Harlem Globetrotters in their annual player draft. In September 2015, the group was approved for a television series entitled *The Dude Perfect Show* on CMT, which began airing during the first half of 2016. The show's second season aired on Viacom sibling network Nickelodeon [6].

In 2019, Dude Perfect went on their very first live tour. In 2020, the group also announced their second live tour, which was later postponed to 2021 due to the COVID-19 pandemic. In 2020, Dude Perfect partnered with Serious Bean Co. to develop a new flavor of baked beans, The group also partnered with TruLabs to sell personalized products and merchandise. Partnering with YouTube Originals in 2020, Dude Perfect released a documentary: 'Backstage Pass'. The documentary provided a behind-the-scenes look at their live tour: 'Pound It, Noggin'. In 2021, Dude Perfect released their first song, titled "The Pet Peeves Song", on May 3, 2021. Later that same year, a book, *Dude Perfect 101 Tricks, Tips, and Cool Stuff*, written by Travis Thrasher and authorized by the group, was announced; the hard copy of the book was released on June 22. The book contains behind-the-scenes of many of their ventures, as well as deeper looks on each member. The book also contains how-tos for many at-home trick shots. In August 2023, Burnley Football Club announced Dude Perfect as

the official shirt partner for 2023/24 junior retail shirts and academy teams. Later that month, Dude Perfect



announced that they had made an investment in the club. Dude Perfect en.wikipedia.org Description Dude Perfect is an American sports and comedy group headquartered in Frisco, Texas. The group consists of Tyler "The Beard" Toney, "The Twins" Cory and Coby Cotton, Garrett "The Purple Hoser" Hilbert, and Cody "The Tall Guy" Jones, all of whom are former college roommates at Texas A&M University.

### 3.MrBeast

James Stephen Donaldson (born May 7, 1998), known professionally as MrBeast (or Jimmy Donaldson), is an American YouTuber, credited with pioneering a genre of YouTube videos that centers on expensive stunts and challenges. With over 200 million subscribers he is the most-subscribed individual on the platform and the second-most-subscribed channel overall, and has ranked on the Forbes list for the highest paid YouTube creator in 2022.

Donaldson grew up in Greenville, North Carolina. He began posting videos to YouTube in early 2012, at the age of 13, under the handle MrBeast6000. His early content ranged from Let's Plays to "videos estimating the wealth of other YouTubers". He went viral in 2017 after his "counting to 100,000" video earned tens of thousands of views in just a few days, and he has become increasingly popular ever since, with most of his videos gaining tens of millions of views.

His videos, typically involving challenges and giveaways, became increasingly grand and extravagant. Once his channel took off, Donaldson hired some of his childhood friends to co-run the brand. As of 2023, the MrBeast team is made up of over 250 people, including Donaldson himself. Other than MrBeast, Donaldson runs the YouTube channels Beast Reacts, MrBeast Gaming, MrBeast 2 (formerly MrBeast Shorts), and the philanthropy channel Beast Philanthropy. He formerly ran MrBeast 3 (initially MrBeast 2), which is now inactive. As of 2023, he is the highest paid YouTuber, and has an estimated net worth of $500 million.

Donaldson is the founder of MrBeast Burger and Feastables; and a co-creator of Team Trees, a fundraiser for the Arbor Day Foundation that has raised over $23 million; and Team Seas, a fundraiser for Ocean Conservancy and The Ocean Cleanup that has raised over $30 million. Donaldson won the Creator of the Year award four times at the Streamy Awards in 2020, 2021, 2022, and 2023; he also won the Favorite Male Creator award twice at the Nickelodeon Kids' Choice Awards in 2022 and 2023. In 2023, Time magazine named him as one of the world's 100 most influential people.

Early life

James Stephen Donaldson[b] was born on May 7, 1998 in Wichita, Kansas. He was mainly raised in Greenville, North Carolina with his brother CJ. He moved often and was under the care of au pairs due to his parents working long hours and serving in the military. His parents divorced in 2007. In 2016, Donaldson graduated from Greenville Christian Academy, a small private evangelical Christian high school in the area. He briefly attended East Carolina University before dropping out.

YouTube career Early viral attempts (2012–2017) Donaldson uploaded his first YouTube video in February 2012, at the age of 13, under the name of "MrBeast6000". His early content ranged from Let's Plays, mainly focused on Minecraft and Call of Duty: Black Ops II, videos estimating the wealth of other YouTubers, videos that offered tips to upcoming YouTube creators, and commentary on YouTube drama. Donaldson appeared infrequently in these videos.

In 2015 and 2016, Donaldson began to gain popularity with his "Worst intros on YouTube" series poking fun at YouTube video introductions. By mid-2016, Donaldson had around 30,000 subscribers. In fall 2016, Donaldson dropped out of East Carolina University to pursue a full-time career as a YouTuber. His mother did not approve of this and made him move out of the family home.

As his channel grew, Donaldson hired four childhood friends – Kris Tyson (formerly Chris Tyson), Chandler Hallow, Garrett Ronalds, and Jake Franklin – to contribute to his channel. They then contacted numerous YouTubers in order to obtain statistics of their successful videos and predict the platform's recommendation system. [clarification needed] Franklin left the crew in 2020. Afterwards, Karl Jacobs, previously a cameraman, was promoted to take his place.

## 4. Markiplier

**Mark Edward Fischbach** (/ˈfɪʃˌbɑːk/ *FISH-bahk*; born June 28, 1989), known online as **Markiplier**, is an American YouTuber and film director. He mainly uploads Let's Plays and is known for his videos of indie horror games. After joining YouTube in 2012, Fischbach became popular on the platform with Let's Plays of *Amnesia: The Dark Descent* (2010) and the *Five Nights at Freddy's* series. As of June 2023, his channel has over 35 million subscribers. After expressing an interest in more traditional entertainment, Fischbach signed with talent agency William Morris Endeavor in 2016.

In the following years, he went on a live tour, started a clothing line named Cloak, wrote and directed the YouTube Original series *A Heist with Markiplier* (2019) and *In Space with Markiplier* (2022), and several podcasts—two of which reached No. 1 on Spotify. In 2023, Fischbach moved to United Talent Agency. In April 2023, Fischbach announced he was leading production of the horror film *Iron Lung*, which will be his theatrical film debut.

Fischbach is one of the most popular gaming YouTubers on the platform. He was listed by *Forbes* as the third highest-paid content creator on the platform in 2022, and has won four Streamy Awards and a Golden Joystick Award for "Best Streamer/Broadcaster".

**Early life and education**

Mark Edward Fischbach was born on June 28, 1989, in Honolulu, Hawaii. His father Cliffton was a German American military officer who met his Korean mother Sunok Frank while stationed in South Korea. Fischbach's maternal family history is explored in the 2022 documentary *Markiplier from North Korea*.

After Fischbach was born, the family moved to Cincinnati, Ohio, but his parents divorced when he was young. Fischbach graduated from Milford High School in 2007 and enrolled at the University of Cincinnati, where he took a biomedical engineering program. His father died in 2008. Fischbach met Wade Barnes in sixth grade and roomed with Bob Muyskens in his freshman year—they would both become his long-term friends and collaborators.

In 2012, Fischbach was beset by many different issues: he went through a breakup, was laid off of his job, moved to an apartment after his mother kicked him out of her house, had an emergency appendectomy and went into debt. After being hospitalized because of an adrenal tumor, he "decided that he wanted to do something else."

YouTube career HistoryEarly years and growth (2012–2014) Fischbach in 2014

Fischbach registered his first YouTube channel on March 6, 2012. He originally intended to upload comedy sketches and action videos. He named the channel "Markiplier", a portmanteau of *Mark* and *multiplier*, as he would be portraying all the characters in the sketches. Fischbach later said it was a "really dumb name". However, Fischbach also had a lifelong interest in video games and decided to do gaming videos while the trend was growing.[12] His first series was a Let's Play of *Amnesia: The Dark Descent* (2010), and the channel reached over 94,000 subscribers within the year.

YouTubers with over one thousand subscribers were then eligible to earn money under YouTube's AdSense program.[8] However, Fischbach had problems with his AdSense account which prevented him from monetizing his videos, and he was forced to move to his current channel in April, originally named "markiplierGAME". He dropped out of university the same year to support his growing online career, only two semesters away from graduating. In early 2014, Fischbach moved to Los Angeles to be closer to potential business opportunities.

**5. Smosh**

Smosh is an American YouTube sketch comedy-improv collective, independent production company, and former social networking site founded by Anthony Padilla and Ian Hecox. In 2002, Padilla created a website named "smosh.com" for making Flash animations, and he was later joined by Hecox. They began to post videos on Smosh's YouTube channel in the fall of 2005 and quickly became one of the most popular channels on the site. As of May 2022, the Smosh channel has over 10 billion views and over 25 million subscribers.

Since 2012, the Smosh brand has expanded to consist of multiple channels, including a Spanish-language channel (ElSmosh), a channel focused on gaming content (Smosh Games), and a variety channel (Smosh Pit). The sketches have also included more actors. The Smosh channel has experienced three different spans as the most subscribed YouTube channel. The first period spanned from May to June 2006, the second from April 2007 to September 2008, and the third span from January to August 2013.

In 2017, Padilla left the channel to pursue independent ventures and focus on his own separate channel. On November 6, 2018, Smosh's parent company Defy Media abruptly closed without warning. Six days later, the Smosh cast released a video announcing that production of Smosh, Smosh Pit, and Smosh Games content was still ongoing, and that existing videos would be finished and other content would be released independently by Smosh on their YouTube channels. They subsequently joined Mythical Entertainment after their company was purchased by Rhett & Link on February 22, 2019. After four years of ownership under Mythical, it was announced in June 2023 that Padilla had returned to the channel, and that he, along with Hecox, had bought the company back from Mythical, re-establishing Smosh as an independent entity. As of 2023, the channel's regular cast consists of Padilla and Hecox who run the majority of its content. History Formation and lip sync videos (2002–2006) Padilla (left) and Hecox (right) at the second annual Streamy Awards in 2010

The franchise began when Anthony Padilla built a website in 2002, smosh.com, and made several different Flash animations. He has stated that the name "Smosh" came from an incident where he mistook a friend explaining a mosh pit as a "smosh pit". Other content creators in the pre-YouTube era would also upload videos to smosh.com, including future YouTuber TomSka. Later, his friend, Ian Hecox, joined the venture; Padilla and Hecox first met in the sixth grade. They became friends, and quickly discovered their knack for comedy. In 2005, they joined YouTube and made several videos together, lip syncing the theme songs to *Mortal Kombat*, *Teenage Mutant Ninja Turtles* and *Power Rangers*, the latter of which was their first video uploaded to the website. At first, these videos were not intended to be posted online, but after they sent them to their friends, they started a YouTube channel.

One of Smosh's earliest videos, "Pokémon Theme Music Video", was released on November 28, 2005. It followed the same style as their other earlier videos, featuring the duo lip-synching the original English theme song for the *Pokémon* anime. However, the video instantly became much more popular than any of their other videos. Over the course of its lifetime, it gained over 24 million views, becoming the most-viewed video on all of YouTube at that time. This held that title until being dethroned by Judson Laipply's "Evolution of Dance". It was later removed for copyright.

The success of their *Pokémon* video and other videos led Smosh to be featured in the "Person of the Year: You" issue of *Time*, published December 13, 2006. Due to the channel's continued success, and Smosh's partnership with YouTube, the two recreated the video in November 2010, this time changing the words to be critical of The Pokémon Company taking down the Pokémon theme video.

## 6. Sony Entertainment Television

Sony Entertainment Television (SET) is an Indian Hindi-language general entertainment pay television channel, that was launched on 8 October 1995, and is owned by Culver Max Entertainment. SET India's YouTube channel has over 149 billion total views, making it the third most-viewed YouTube channel overall; and over 160 million subscribers, making it the fourth most-subscribed YouTube channel as of July 2023. History[edit] This channel was launched in September 1995 which started airing many dramatic and reality shows. It also started airing all Disney Channel shows and Disney movies until 2003 and it also aired *CID* and *Crime Patrol*. In 2006, Sony made an adaptation of the famous show Big Brother, Bigg

Boss. It also made an adaptation of American show Fear Factor, Fear Factor India but all these shows were moved to Colors TV**[7]**.

In 2001, it changed its logo to a green colour. In 2016, it changed its logo to a purple colour. In 2022, it changed its logo to match that of SonyLIV. Programming*Main article: List of programs broadcast by Sony Entertainment Television* Associated channelSony SAB Sony SAB is an Indian Hindi-language general entertainment pay television channel owned by Culver Max Entertainment. The channel was launched on 23rd April 1999, the channel was formerly known as SAB TV. Sony Pal

Sony Pal (stylised as Sony पल) (Hindi for Moment) is an Indian pay television channel that was launched on 1 September 2014. It was initially aimed at women with women-oriented Hindi-language programming, now focused on family-oriented programming. The channel is owned by Culver Max Entertainment. The channel is available on Dish Network and Sling TV in USA.

Sony Kal



**Sony Kal** is an Indian-based international television service owned by Culver Max Entertainment, itself owned by Sony. It was launched on 28 January 2022, and distributes Indian soap operas and other television programs in the United States and Canada. It is available on platforms such as Xumo, Sling TV, and TCL.

Logos



Sony Entertainment Television logo from 2001 to 2007

Sony Entertainment Television logo from 2016 to 2022



## 7. T-Series

**Super Cassettes Industries Private Limited**, doing business as **T-Series**, is an Indian music record label and film production company founded by Gulshan Kumar on 11 July 1983. It is primarily known for Hindi film soundtracksand Indi-pop music. As of 2014, T-Series is India's largest music record label, with up to a 35% share of the Indian music market, followed by Sony Music India and Zee Music. T-Series also owns and operates the most-viewed and the most-subscribed YouTube channel, with over 251 million subscribers and 235 billion total views as of 15 October 2023. While best known as a music label, T-Series has also had some moderate success as a film production company[8].

Kumar, initially a fruit juice seller in Delhi, founded T-Series to sell pirated Hindi songs before the company eventually began producing new music.

Their breakthrough came with the soundtrack for the 1988 Bollywood blockbuster *Qayamat Se Qayamat Tak*, composed by Anand–Milind, written by Majrooh Sultanpuri, and starring Aamir Khan and Juhi Chawla, which became one of the best-selling Indian music albums of the 1980s, with over 8 million sales.

They eventually became a leading music label with the release of *Aashiqui* (1990), composed by Nadeem–Shravan, which sold 20 million copies and became the best-selling Indian soundtrack album of all time. However, Gulshan Kumar was murdered by the Mumbai mafia syndicate D-Company on 12 August 1997. Since then, T-Series has been led by his son Bhushan Kumar and younger brother Krishan Kumar.

On YouTube, T-Series has a multi-channel network, with 30 channels (including Lahari Music) that have over 382.3 million subscribers as of 15 December 2021. The company's YouTube team consists of 13 people at the T-Series headquarters. The company's main T-Series channel on YouTube primarily shows music videos as well as film trailers. It became the most-viewed YouTube channel in January 2017. The T-Series channel primarily features content in the Hindi language, and occasionally several other languages including Bhojpuri, Punjabi and English.

T-Series also have other channels dedicated to content in several Indian languages including Bengali, Bhojpuri, Punjabi, Tamil, Telugu, Malayalam, Kannada, Gujarati, Marathi and Rajasthani.

History T-Series was founded on 11 July 1983 by Gulshan Kumar, at the time a fruit juice seller in the Daryaganj neighbourhood of Delhi. The company initially soldsSSSSss pirated Hindi film songs, prior to releasing original music. Back then, the Indian audio cassette market was small-scale, with widespread piracy, but there was growing demand for cassette music. According to *Rediff*, while Kumar "was involved in piracy, he was passionately market- and consumer-driven." The company also took advantage of loopholes in copyright law allowing for the release of cover versions of songs, which T-Series would then flood the market with. Researchers Lawrence Liang and Ravi Sundaram wrote:

T-Series was a profoundly disruptive force in the Indian music market, in large part because it was a tremendously successful pirate. The company built its catalog through a variety of quasi-legal and illegal practices ... [T-Series] engaged in more straightforward copyright infringement in the form of pirate releases of popular hits, and it often illegally obtained film scores before the release of the film to ensure that its recordings were the first to hit the market.

Krishan Kumar (left) and CEO Bhushan Kumar (right), the brother and son of Gulshan Kumar, respectively, during the audio release of *Aashiqui 2* (2013)

Kumar discovered that there was also a market for devotional music, and began recording and selling it. Kumar noticed that many elderly Hindu followers could not read hymns and chants because of failing eyesight, so Kumar hired singers to record the chants and sold them as cheap cassettes. Later, he filmed major Hindu pilgrimages in India and sold them on VHS and video cassette tapes.

T-Series' first original film soundtrack release was for *Lallu Ram* in 1984, with music scored by Ravindra Jain. The company's breakthrough came when it released the soundtrack for the 1988 film *Qayamat Se Qayamat Tak* (also known as *QSQT*), directed by Mansoor Khan and starring Aamir Khan and Juhi Chawla. The *Qayamat Se Qayamat Tak* soundtrack, composed by Anand–Milind and written by Majrooh Sultanpuri, became the best-selling Indian soundtrack album of 1988 and one of the best-selling Indian soundtrack albums of the 1980s, with more than 8 million units sold. The biggest hit song from the album was "Papa Kehte Hain", sung by Udit Narayan and picturised on Aamir Khan. T-Series founder Gulshan Kumar soon played a key role in Hindi film music's cassette boom of the late 1980s with his affordable T-Series albums.

T-Series later became a leading music label with the release of *Aashiqui* (1990), directed by Mahesh Bhatt. The *Aashiqui* film soundtrack album, composed by the duo Nadeem–Shravan, sold 20 million units in India, and is the best-selling Hindi film soundtrack album of all time.[11] A cover version of "Dheere Dheere" from *Aashiqui* was later sung by Yo Yo Honey Singh and released by T-Series in 2015.

## 8. Germán Garmendia

**Germán Alejandro Garmendia Aranis** (Spanish pronunciation: [xeɾˈman ale ˈxandɾo ɣaɾˈmendja aˈɾanis]; born April 25, 1990) is a Chilean YouTuber, singer-songwriter, comedian and writer. He became famous for his YouTube channel **HolaSoyGerman**, in which he uploaded humorous videos about everyday situations. In 2013, he created his gameplay channel, **JuegaGerman**, which over time would end up surpassing his previous channel in subscribers. It also is the second-most subscribed channel in the Spanish language, behind Argentine channel El Reino Infantil. He is the most-subscribed YouTuber in Chile.

In 2016 he became the first YouTuber to receive two Diamond plates and outside his YouTube career, he formed a musical career with bands like Zudex, Feeling Every Sunset and Ancud, he also released several songs in his solo career. In April 2016, he released his first book, *#ChupaElPerro*. Another book, *Di Hola*, was released in 2018. He has received praise for his YouTube channels. In the MTV Millennial Awards, he won the Digital Icon and Master Gamer categories in 2014 and 2015, respectively. He was listed as one of the biggest YouTube stars by *The Washington Post*, one of the most popular by BBC, and one of the most influential in *Time* magazine.

Early lifeGermán Alejandro Garmendia Aranis was born on April 25, 1990, in Copiapó, Chile, and lived there until he was 12 years old. In 1993, when he was three, his father, Germán Luis Garmendia, died in a car crash on Christmas Eve. After the death of his father, he, his mother Cecilia del Carmen Aranis, and his brother Diego Garmendia traveled across the country until they settled in Los Vilos, a coastal city located to the north of Santiago, where he lived much of his adolescent life.

In that town he met his first love, to whom he dedicated a song called "Para Ti". He had originally planned to study civil engineering, however he never carried it out.

At the age of 13, he along with his brother and some of his friends formed a Pop rock band called Zudex. In 2006, he would start his career as a YouTuber by uploading videos of his band. They made several presentations in youth festivals and schools, achieving some renown in that field. Individual obligations and responsibilities precipitated the end of the band. In the early 2010s, he was the vocalist of his next group Feeling Every Sunset. Internet careerOn September 9, 2011, he uploaded the HolaSoyGerman first video titled *Las cosas obvias de la vida* (lit. "The obvious things in life"). The videos on the channel consisted of humorous monologues talking about everyday life situations. In an interview with BBC Mundo, he stated that "The humor I do on YouTube is quite innocent. I've always liked making people laugh by making fun of myself, never of others." In 2013, he created another YouTube channel called JuegaGerman, where he mainly uploads gameplay videos and other content.

A Spanish YouTuber named YoLordestructor uploaded a video accusing him of using bots to artificially boost his subs. He cite a deleted video from HolaSoyGerman, *Internet y Redes Sociales*, in which it displayed various websites marked as AddSocials, YouLikeHits and SocialClump, which are allegedly for using bots. Days later, he uploaded another video in which he accused Germán of having deleted his previous video due to copyright claims.

Later, other youtubers such as the Mexican Diego de La Mattaz known as Diego Mexivergas and the Chilean Xodaaa uploaded videos giving the accusations as true. On August 24, 2013,

he uploaded a video responding to these accusations, claiming they were false, which racked up over four million views before being removed. JuegaGerman's profile picture

In that same year, he uploaded the HolaSoyGerman most popular video titled L*os Hermanos*. At the end of 2013, through his channel HolaSoyGerman, which by then had 12 million subscribers, he became the youtuber with the second most subscribers, only behind PewDiePie, according to data provided by YouTube Rewind. In August 2014 he won the "Digital Icon" category from MTV Millennial Awards.

In April 2014, he was scheduled to appear at the Telmex Aldea Digital in Zócalo, Mexico City. The event had many problems, the talk he gave did not have a good sound, the tent was filled with many more people than it could bear. People pushed each other and those who tried to enter were injured. After the Secretary of Public Security of the Government of the Federal District regained control of the situation, the crowd dispersed and the event was cancelled.

In 2015 he went together with El Rubius and other youtubers to the Club Media Fest. In October 2015, Jack Black appeare-d in a video titled *Tipos de alumnos* (transl. "Types of students") to publicize the movie *Goosebumps*. In March 2016, the Canadian rock band, Simple Plan was featured in the intro of a video entitled *La Comida*. In April 2016, he would reach 10 million subscribers in his two main channels HolaSoyGerman and JuegaGerman, which led him to be the first youtuber to obtain two Diamond plates. In June 2016, he won the category "Master Gamer" from MTV Millennial Awards, at the Pepsi Center WTC in Mexico City.

**9.Cocomelon**

**Cocomelon** ([/koʊkoʊmɛlən/](#) and stylized as **CoComelon**) is an American YouTube channel owned by the British company Moonbug Entertainment and maintained by the American company **Treasure Studio**. Cocomelon specializes in 3D animation videos of both traditional nursery rhymes and their own original children's songs.

**Content**

Cocomelon's videos feature children, adults, and animals who interact with each other in daily life. The lyrics appear at the bottom of the screen in the same way on all displays. In 2020, Treasure Studio added Cocomelon content to Netflix, Roku, and Hulu. The company also delivers music through popular streaming services. YouTube content consists of standalone music videos, compilations, and livestreams.

**History**

Videos checkgate aka ThatsMeOnTV.com (2006–2013)

On September 1, 2006, Cocomelon was created on YouTube to provide free education and entertainment for the founder of Cocomelon, Jay Jeon, his wife, his children. Then known as "checkgate",the channel uploaded two versions of the alphabet song to YouTube on their first day. The channel uploaded their third video 9 months later, titled "Learning ABC Alphabet – Letter "K" — Kangaroo Game". Most videos on the channel taught the alphabet with a typical length of between one and two minutes.

## 10.Kids Diana Show

**Eva Diana Kidisyuk** (born April 1, 2014), known online as **Kids Diana Show** (stylized as � Kids Diana Show), is a Ukrainian-American YouTuber. Together with her brother Roma (born October 22, 2012) and parents Volodymyr and Olena, she hosts several YouTube channels producing roleplay-oriented children's content. Her main channel is the 5th most-viewed and 5th most-subscribed in the world.

**Content**

Diana's content includes children's songs, unboxings, vlogging, educational entertainment, and roleplays. Her older brother, Roma Kidisyuk, runs a YouTube channel entitled ★ **Kids Roma Show**. She also has a younger brother, Oliver (born December 12, 2020) and her family's channels are dubbed into many languages, including Hindi, Japanese, Indonesian, Russian, Spanish, German, Portuguese, and Arabic.

Diana was nominated for the 2020 tenth annual Streamy Awards in the Kids and Family category and the 2021 Short Awards in the Parenting, Family and Kids category.

**History**

Olena and Volodymyr Kidisyuk started making YouTube videos as a hobby when Diana's brother, Roma, was born. Born in Kyiv, Ukraine, Diana first appeared in a video in 2015 when Olena launched a YouTube channel to share videos of Diana with friends and family. The channel quickly grew, hitting 1M subscribers in just over a year. In 2017, both parents left their jobs to focus full-time on their YouTube channel and later relocated to Miami, Florida.

In May 2020, Diana's parents signed a deal with Pocket.Watch, a startup children's media company founded in 2016 by Chris Williams and Albie Hecht. It has spearheaded *Love, Diana — The Princess Of Play*, a franchise based around their brand including an animated series, mobile game, and merchandise based on their channel's brands.

*Love, Diana* is a live-action animated series consisting of short stories set in the fictional "Land of Play" that follows Diana and Roma as they protect friends and family from characters symbolizing demonized boredom. The show is distributed on YouTube and OTT services like Amazon Prime Video, The Roku Channel, and Samsung TV+.

| Channel | Subscribers, millions | Views, billions | YouTube Creator Awards | | | | |
|---|---|---|---|---|---|---|---|
| | | | 0.1 | 1 | 10 | 50 | 100 |
| Kids Diana Show | 114 | 92.78 | 2016 | 2016 | 2018 | 2020 | 2022 |
| Diana and Roma ARA | 24 | 10.98 | 2019 | 2019 | 2020 | | |
| Diana and Roma ESP | 30.5 | 12.27 | 2019 | 2019 | 2020 | | |
| Diana and Roma EN | 23.7 | 7.09 | 2017 | 2017 | 2020 | | |
| Kids Roma Show | 27.1 | 10.19 | 2016 | 2017 | 2019 | | |
| Diana and Roma HIN | 25.9 | 11.29 | 2019 | 2019 | 2020 | | |
| Диана и Рома на русском | 6.28 | 2.56 | 2019 | 2020 | | | |
| Diana and Roma JPN | 3.83 | 1.58 | 2019 | 2020 | | | |
| Diana and Roma VNM | 8.65 | 3.32 | 2019 | 2020 | | | |
| Love, Diana | 8.78 | 3.32 | 2019 | 2020 | | | |
| Diana and Roma PRT | 10.7 | 4.49 | 2019 | 2019 | 2022 | | |
| Diana and Roma IND | 12.7 | 5.53 | 2019 | 2020 | 2022 | | |
| Diana and Roma Vlog | 1.59 | 0.52 | 2019 | 2019 | | | |

Main channels' statistics (24 Jun 2023)

Awards and nominations

| Year | Award | Category | Result | Ref(s) |
|------|-------|----------|--------|--------|
| 2022 | Kids' Choice Awards | Best Female Creator | Nominated | |

**Conclusion**

Looking at the research, it is clear that YouTube is one of the strongest forces and most influential video-sharing platforms. Data shows based on the top 100 most subscribed channels of all time on YouTube, music is the most subscribed genre. Behind music are the genres comedy and then video games. The top three genres maintain the same order according to the top genres subscribed over the last 30 days. This indicates the current trend will continue to be this way in the near future.

According to the top 40 highest earning YouTube channels, comedy and video games were the most represented genres. One noteworthy finding was the toy genre makes up 10% of the top 40 highest earning channels. This is surprising considering none of the four toy channels exist in the top 100 most subscribed channels. There

might be a disconnect however, between certain genres when it comes to accumulating earnings and obtaining subscriptions but there isn't enough evidence to support that claim in this report.

Lastly, there is a question whether views or subscriptions should be valued more in order to earn money. Initially what appears to matter the most for revenue is view count due to the CPM and the divided cost between the content provider and YouTube. Through further analysis it's understood the real way to make money is to acquire as many subscribers as possible. This is because once a producer acquires enough subscribers, a content producer can apply to be a partner and earn money for views that previously were not worth anything. Even though value is based on subscriptions and views, further research demonstrates these statistics may not be reliable ways to measure the value of videos or channels in terms of advertising revenue. In the long run there ought to be foreseeable alternative that is clearer than the current system in place.

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