

GOVERNMENT ARTS COLLEGE, PARAMAKUDI
UG DEPARTMENT OF PHYSICS

PROJECT TITLE :

SUBSCRIBERS GALORE EXPLORING WORLD'S TOP YOUTUBE CHANNELS

SUBMITTED BY:

TEAM MEMBERS NAME	UNIVERSITY REGISTER NUMBER	NAAN MUDHALVAN ID	TEAM ID
SANTHOSH M	1421122030	0E1FBEE38BC8E6480AB4C598CBE37494	NM2023TMID36873
RAMAN C	1421122029	14DE3D01D3C29CC9F274757C408E8F65	
SEENIVASAN KM	1421122033	1B7D032F3B875D994FC45616E62BA4A2	
SOPAN k	1421122034	6E9F07B7CF9BD37A5314243A6ABA65F4	
POOMURUGAN M	1421122027	C50BD3FB81ABEBCB03A4BE9FAD10BAA9	

FACULTY INCHARGE:

G.GANGADHARAN

GENERAL LEADER (GL)

DEPARTMENT OF PHYSICS

GOVERNMENT ARTS COLLEGE, PARAMAKUDI

PROJECT REPORT

1.INTRODUCTION :

OVERVIEW:

A subscriber to a channel on the American video-sharing platform 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.

PURPOSE:

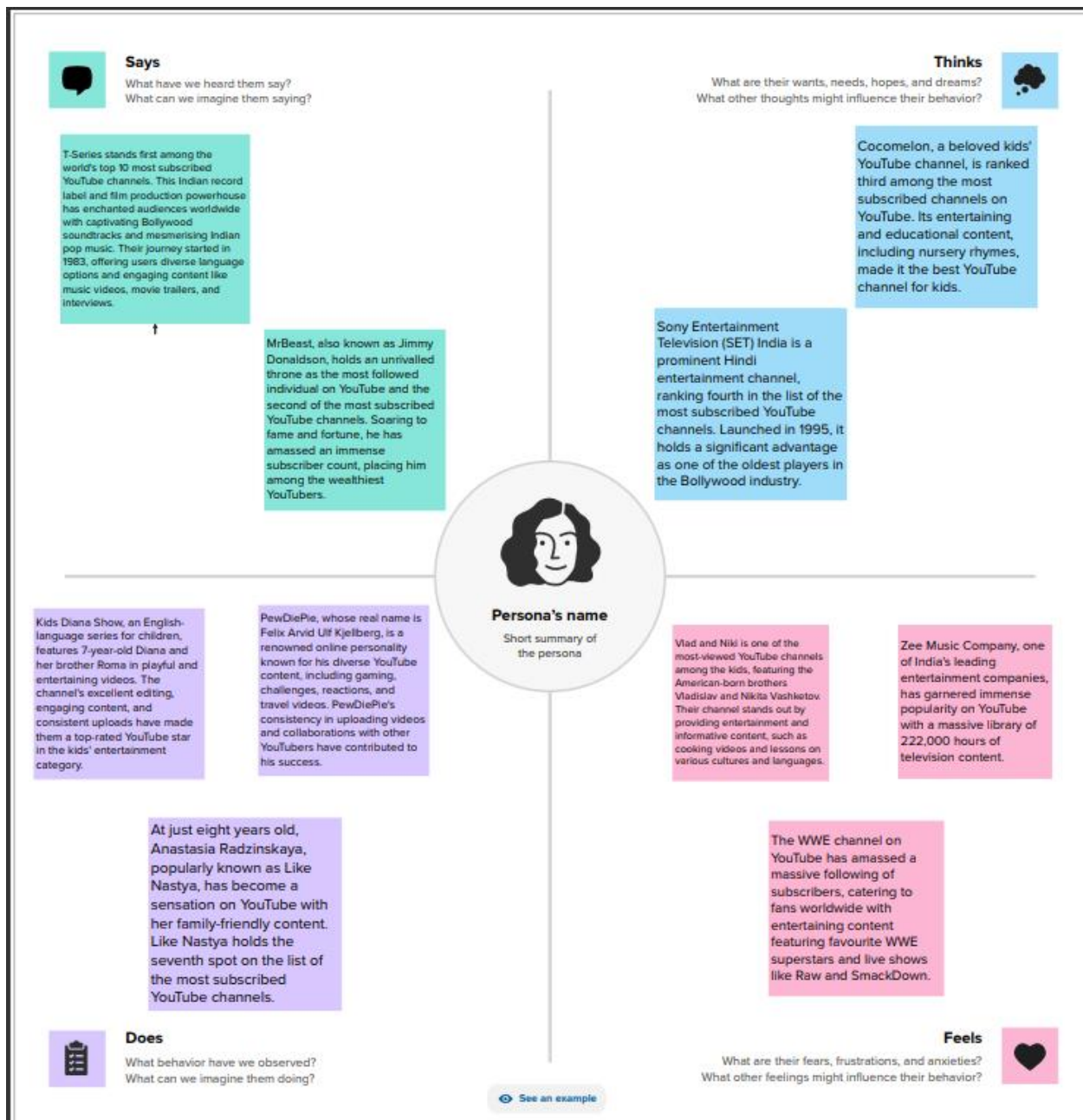
It would be no exaggeration to name YouTube as the world's biggest video-sharing platform with no parallel.

It has the biggest directory of content in the video format on every topic or theme you can think of. Over 800 million videos are on YouTube, and 100 hours of content is uploaded every minute.

YouTube can mean anything to the seeker. If you seek a teacher, YouTube can provide educational content on every topic. If you want product reviews before purchasing, YouTube can be your consultant.

2. PROBLEM DEFINITION & DESIGN THINKING

EMPATHY MAP



IDEATION & BRAINSTORMING MAP

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

For me, it's creating content that I love and what other people love. At the same time it needs to be a high demand topic but less videos on it.

Person 2

It's all about marketing and reaching out to the right audience at the right time. If I'm spending money and time making videos, I would love for more people to watch it.

Person 3

1k subscribers and 4000 watch hours . Many people who really have good content to show they end up doing just because they don't see results . You need to have patience .

Person 4

1. Another one is you have to frequently upload new content to make your viewers remember you .
2. If you are making an educational channel then you will need digital writing pad or pen mouse .

Person 5

For all , you'll need to buy camera , mic , video editing software , laptop or pc ... which you need to invest and tons of your time .

Person 6



Person 7



Person 8



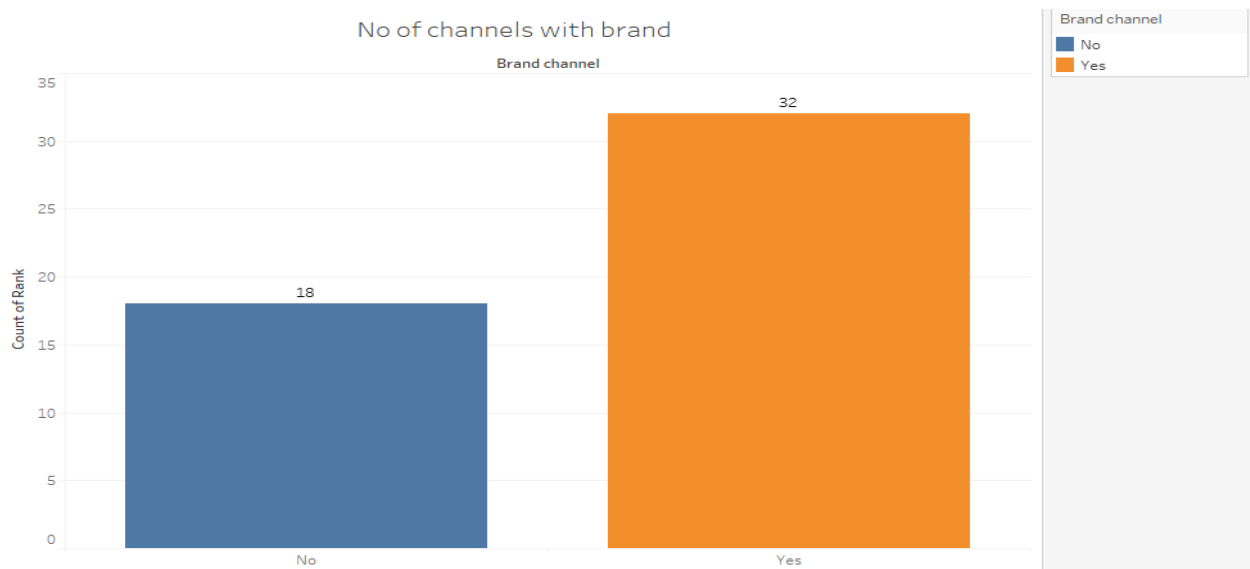
3. Result

SHEETS

RANK WISE CHANNEL

Rank wise channel	
Channel Name	
T-Series	1
Locomelon	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
Bangtan TV	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
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Baj Lak	32
Eminem	33
LooLoo Kids	34
Ed Sheeran	35
Yash Raj Films	36
Ariana Grande	37
Taylor Swift	38
Billions Surprise Toys	39
Infobells	40
JuegaGerman	41
Billie Eilish	42
Badabun	43
Fernanfloo	44
Bad Bunny	45
Sony Music India VEVO	46
Shemaroo	47
Get Movies	48
Felipe Neto	49
	50

NO OF CHANNELS WITH BRAND



CHANNELS WITH BRAND

Channels with brand

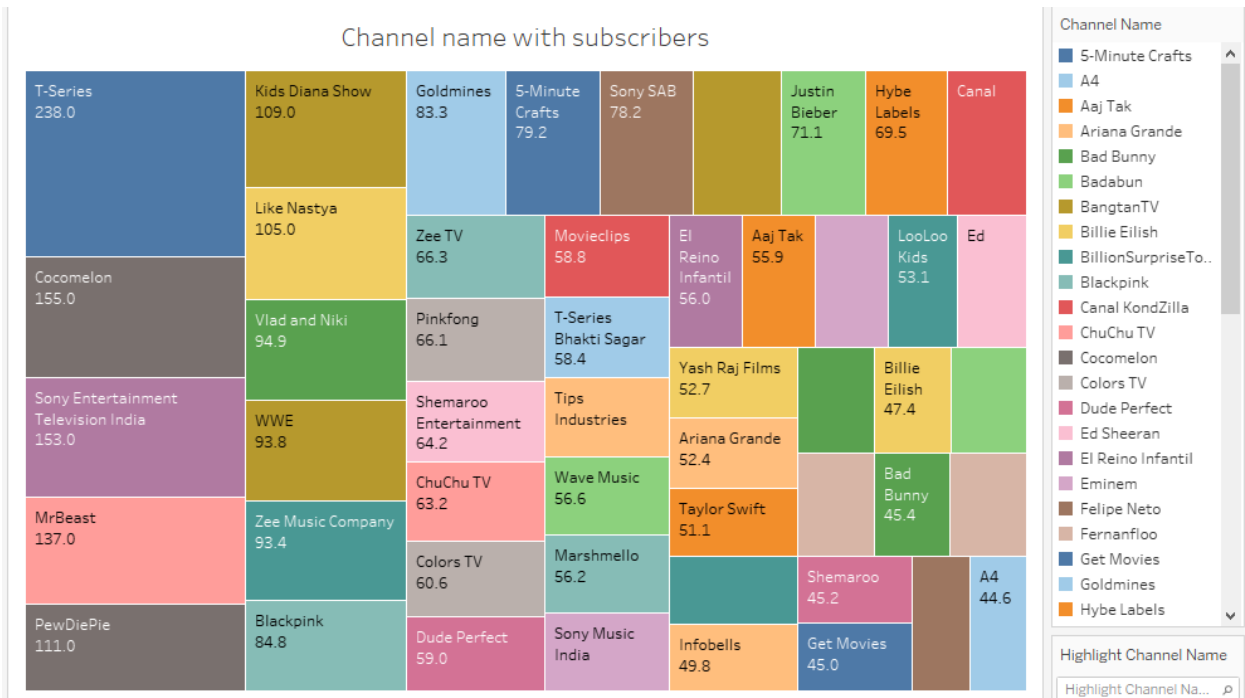
Channel Name	No	Yes
5-Minute Crafts	No	Yes
A4	No	Yes
Aaj Tak	No	Yes
Ariana Grande	No	Yes
Bad Bunny	No	Yes
Badabun	No	Yes
BangtanTV	No	Yes
Billie Eilish	No	Yes
BillionSurpriseToys	No	Yes
Blackpink	No	Yes
Canal KondZilla	No	Yes
ChuChu TV	No	Yes
Cocomelon	No	Yes
Colors TV	No	Yes
Dude Perfect	No	Yes
Ed Sheeran	No	Yes
El Reino Infantil	No	Yes
Eminem	No	Yes
Felipe Neto	No	Yes
Fernanfloo	No	Yes
Get Movies	No	Yes
Goldmines	No	Yes
Hybe Labels	No	Yes
Infobells	No	Yes
JuegaGerman	No	Yes
Justin Bieber	No	Yes
Kids Diana Show	No	Yes
Like Nastya	No	Yes
LooLoo Kids	No	Yes
Marshmello	No	Yes
Movieclips	No	Yes
MrBeast	No	Yes
PewDiePie	No	Yes
Pinkfong	No	Yes
Shemaroo	No	Yes
Shemaroo Entertainment	No	Yes
Sony Entertainment Telev..	No	Yes
Sony Music India	No	Yes
Sony SAB	No	Yes
SonyMusicIndiaVEVO	No	Yes
T-Series	No	Yes
T-Series Bhakti Sagar	No	Yes
Taylor Swift	No	Yes
Tips Industries	No	Yes
Vlad and Niki	No	Yes
Wave Music	No	Yes
WWE	No	Yes
Yash Raj Films	No	Yes
Zee Music Company	No	Yes
Zee TV	No	Yes

Brand channel

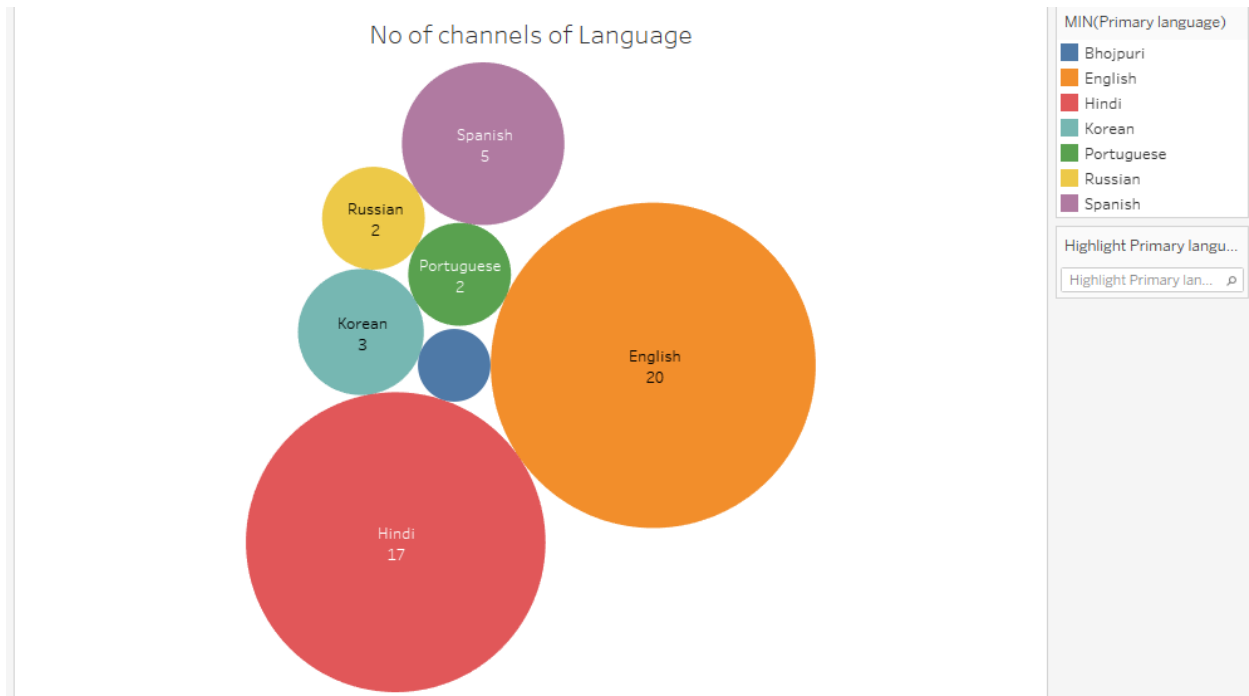
No

Yes

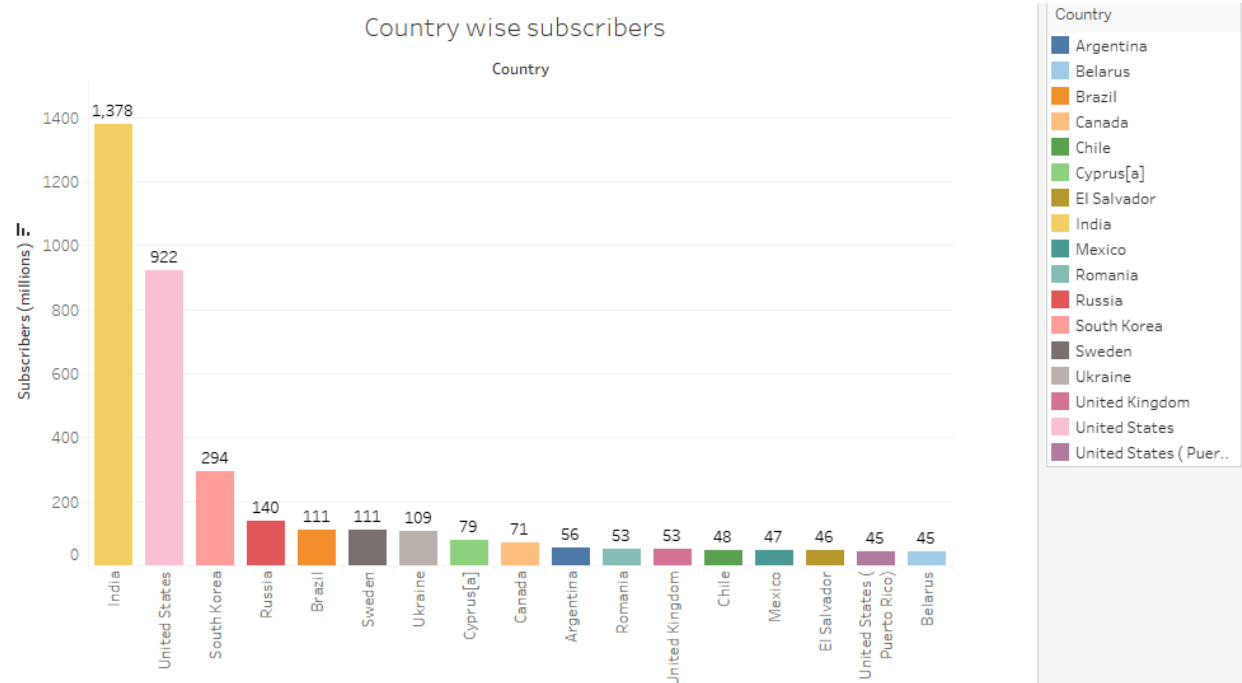
CHANNEL NAME WITH SUBSCRIBERS



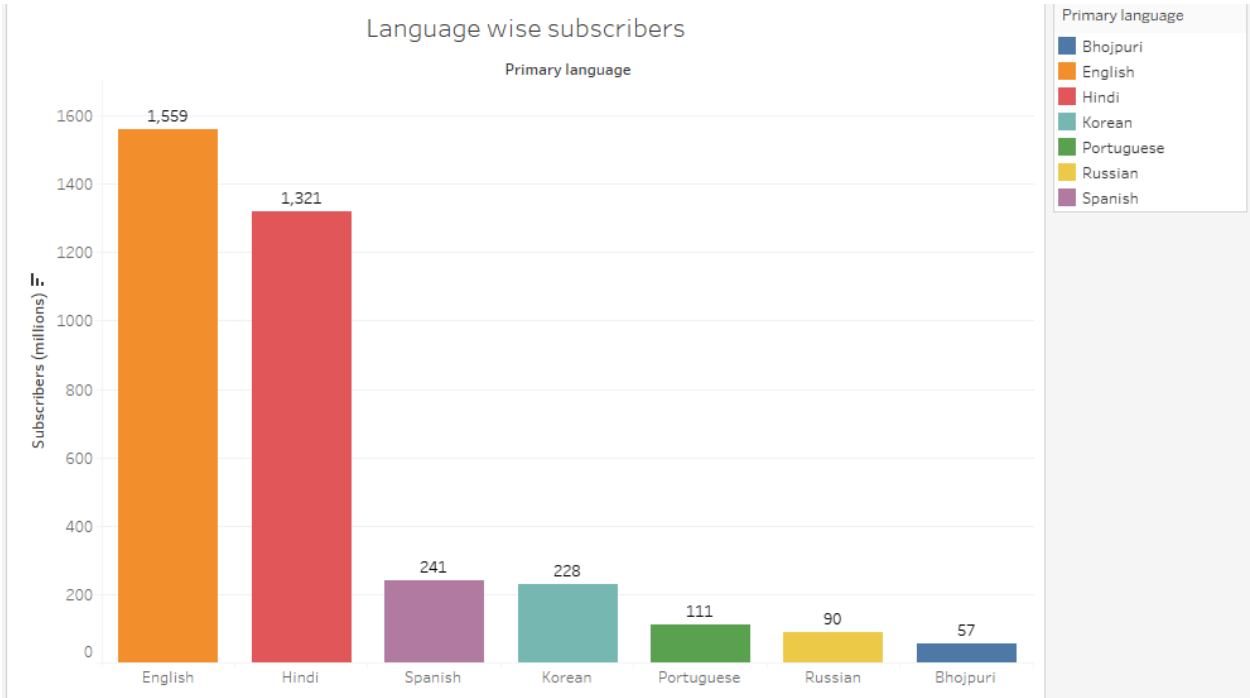
NO OF CHANNELS OF LANGUAGE



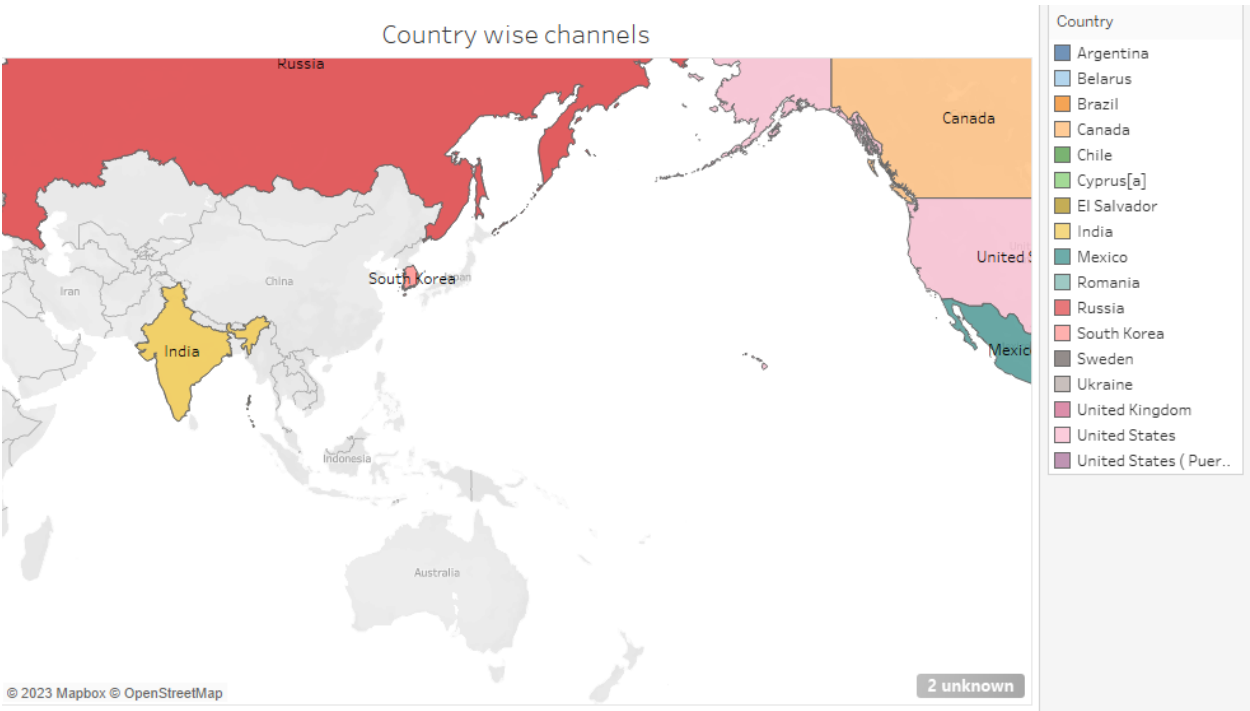
COUNTRY WISE SUBSCRIBERS



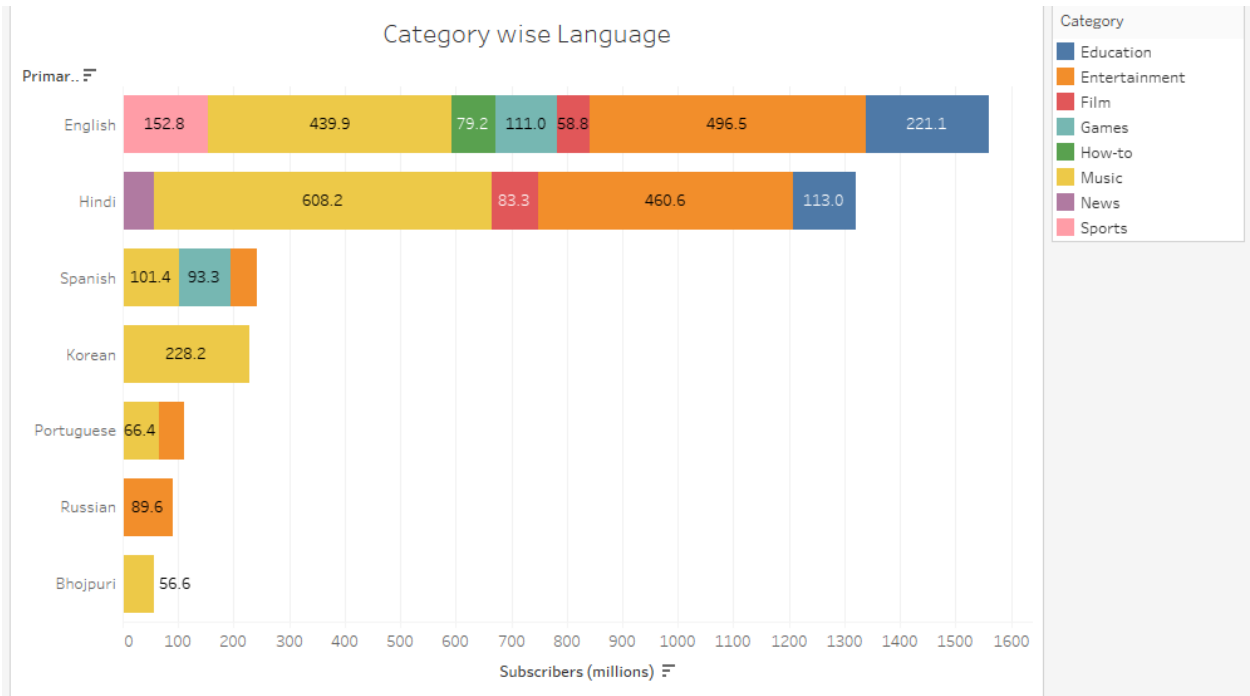
LANGUAGE WISE SUBSCRIBERS



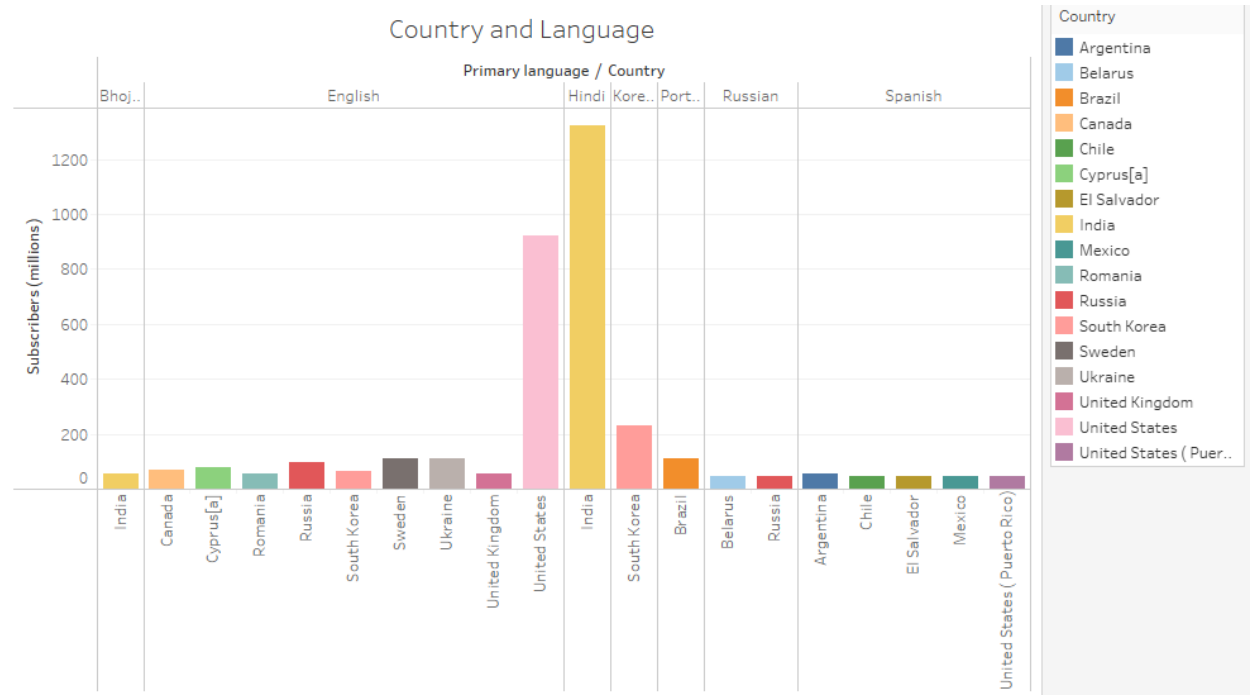
COUNTRY WISE CHANNELS



CATEGORY WISEE LANGUAGE



COUNTRY AND LANGUAGE

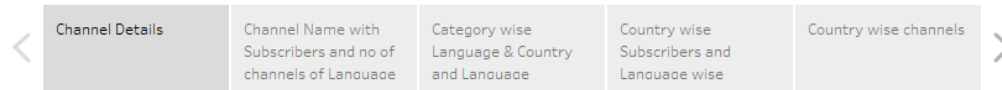


DASHBOARD



STORY

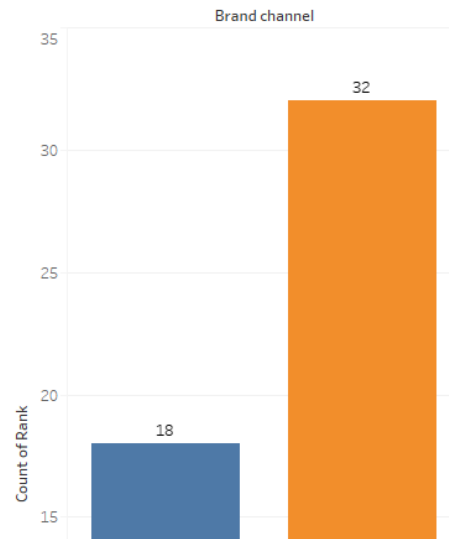
Story 1



Rank wise channel

Channel Name	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	3
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Kids Diana Show	6
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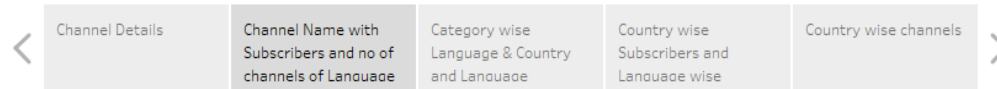
No of channels with brand



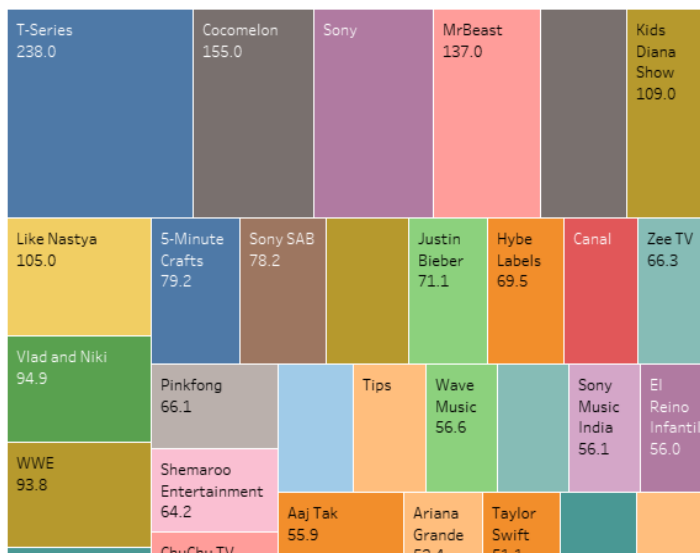
Channels with brand

Channel Name	No	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
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Badabun		Yes
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Goldmines		Yes
Hybe Labels		Yes
Infobells		Yes
JuegaGerman	No	
Justin Bieber	No	
Kids Diana Show		Yes
Like Nastya	No	
Marshmello		Yes

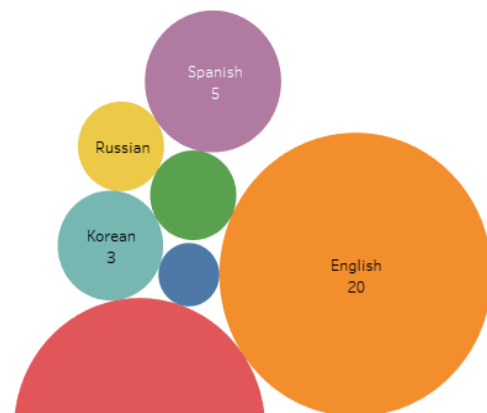
Story 1



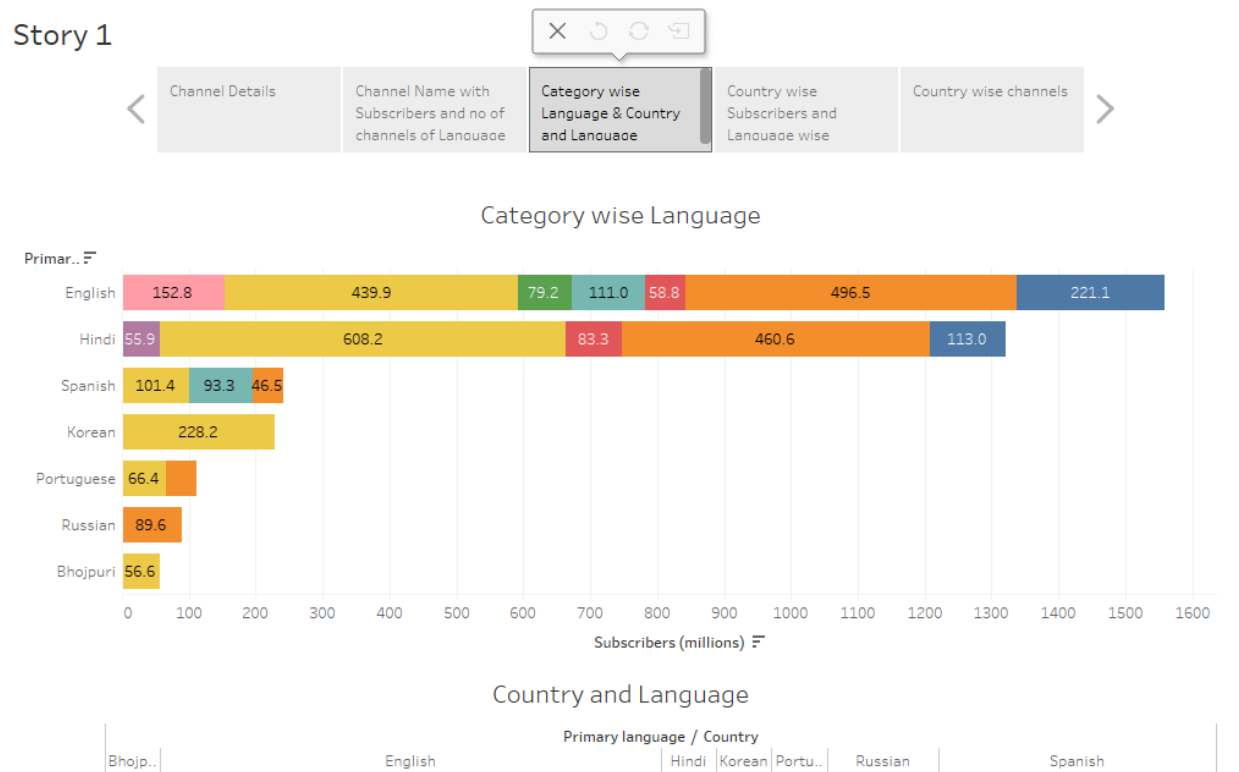
Channel name with subscribers



No of channels of Language



Story 1



Story 1



Story 1

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Channel Details

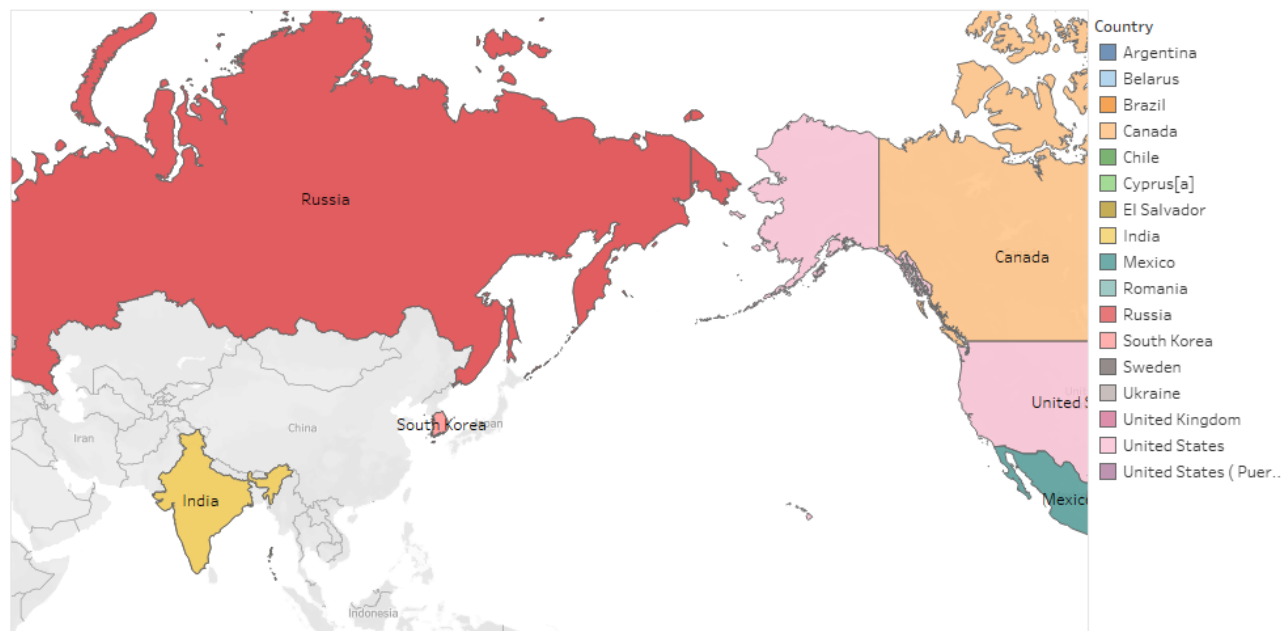
Channel Name with
Subscribers and no of
channels of Language

Category wise
Language & Country
and Language

Country wise
Subscribers and
Language wise

Country wise channels

>



ADVANTAGES & DISADVANTAGES

ADVANTAGES OF EXPLORING TOP YOUTUBES CHANNELS

1. Cost-free –

YouTube is completely free (with ads displaying) to watch and upload videos on the platform. You will not get charged for uploading too many videos in a single day, there is no limitation in uploading, sharing, or watching videos. You don't even need to sign up for an account on YouTube to watch videos, but for uploading content, you need to create an account on the YouTube platform.

2. Opportunity-

Over 15 million people visit per month on this platform, which is a lot of visitors. This is your massive opportunity to showcase your talent or express your ideas before these massive audiences. Although over the years the competition to rank a video of a particular niche is increasing day by day but still with proper keyword research, and marketing you can rank your videos.

3. Earning opportunities –

At present YouTube is regarded as one of the top income source platforms for YouTubers all over the world. Many YouTubers right now living a luxurious life by earning money from the YouTube platform. You can earn money from YouTube from various sources such as by

- Selling your products- In the YouTube platform you can sell your brand products through your videos, unlike affiliate marketing here you will get full profit by selling your own products.**
- Sponsorship- By seeing the popularity and the engagement of the audience on your channel, if a company wants to advertise their product through your videos; then they may contact you. By advertising their products through your videos you can earn money. There is no certain answer that how much money they will pay you, well it is totally based on your channel views reach as well as their company value.**

DISADVANTAGES OF EXPLORING TOP YOUTUBE CHANNELS

1. Lack of content ideas –

Sometimes you may run out of ideas for creating a video. Lack of content ideas may affect your channel growth because you need to keep making content regularly for your audience for engagement and also for the YouTube SEO factor which helps you in ranking your videos. So you need to search for content ideas related to your niche extensively, and sometimes this may lead you to frustration because looking for new ideas every time is not an easy task

2. Equipment cost-

Well, it depends upon some factors such as the quality of the video how much professional you want to make your video, and different niches. Except for the basic vlogging kit that you need for documenting, if you want to make your video high quality then you need to buy different equipment; which will cost you some heavy money.

3. Time-consuming –

Selecting an idea, making a script on it, filming it, editing the content, and later uploading it on YouTube is a very time-consuming process. Marketing the content will also consume extra time from you. Editing and marketing of a video will consume more time than filming the video, like if the filming process takes 40% of your time then the marketing and editing process takes 60% of your time.

APPLICATIONS :

Using YouTube for business can help you to re-purpose content you've already created without the need to spend a lot of time or to invest in expensive equipment.

Re-purposing content you have already created is an effective form of content marketing, as you can reach an audience that will love that particular type of content.

Podcasts

Infographics

Presentations

Video series

This approach enables you to create at least 4 pieces of content from just 1 idea, resulting in an engaged audience who can easily digest the information you provide for them.

CONCLUSION :

When analyzing YouTube and the *YouTubers lives* from a social, economic and physiological point of view, we can see some patterns and facts that contribute to success in this platform. Every successful *YouTuber* has social media, such as Facebook, Twitter or Instagram, and apart from putting the links to each of their social media websites in the YouTube channel main page, they will also mention it at the end of the video.

FUTURE SCOPES :

With the continued growth of online video and the increasing popularity of the platform, YouTube is poised to become an even more important destination for creators, marketing, and businesses in 2023,2024, and beyond.

One of the biggest changes we can expect to see on YouTube in the coming years is an emphasis on more personalized and interactive content.

As the YouTube platform continues to evolve and tries to keep up with other platforms such as YouTube will also become more focused on fostering a sense of community among its users.

This could include the development of new features and tools that make it easier for creators to connect and collaborate on projects.

From research, there are also many indicators that YouTube will allow creators to earn money in different ways which will also allow YouTube itself to earn more and grow.

You have most likely come across Open A.I as it's currently going viral but there are other services such as Jasper A.I and so on that are equally popular.

But nonetheless.... this could include the use of AI to analyze viewer data and provide creators with insights into what types of videos will get more views with their audience, as well as tools to help them optimize their content for maximum engagement.