

Subscribers Galore : Exploring World's Top Youtube Channels

1. INTRODUCTION:

1.1 OVERVIEW:

A subscriber to a channel on the 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.

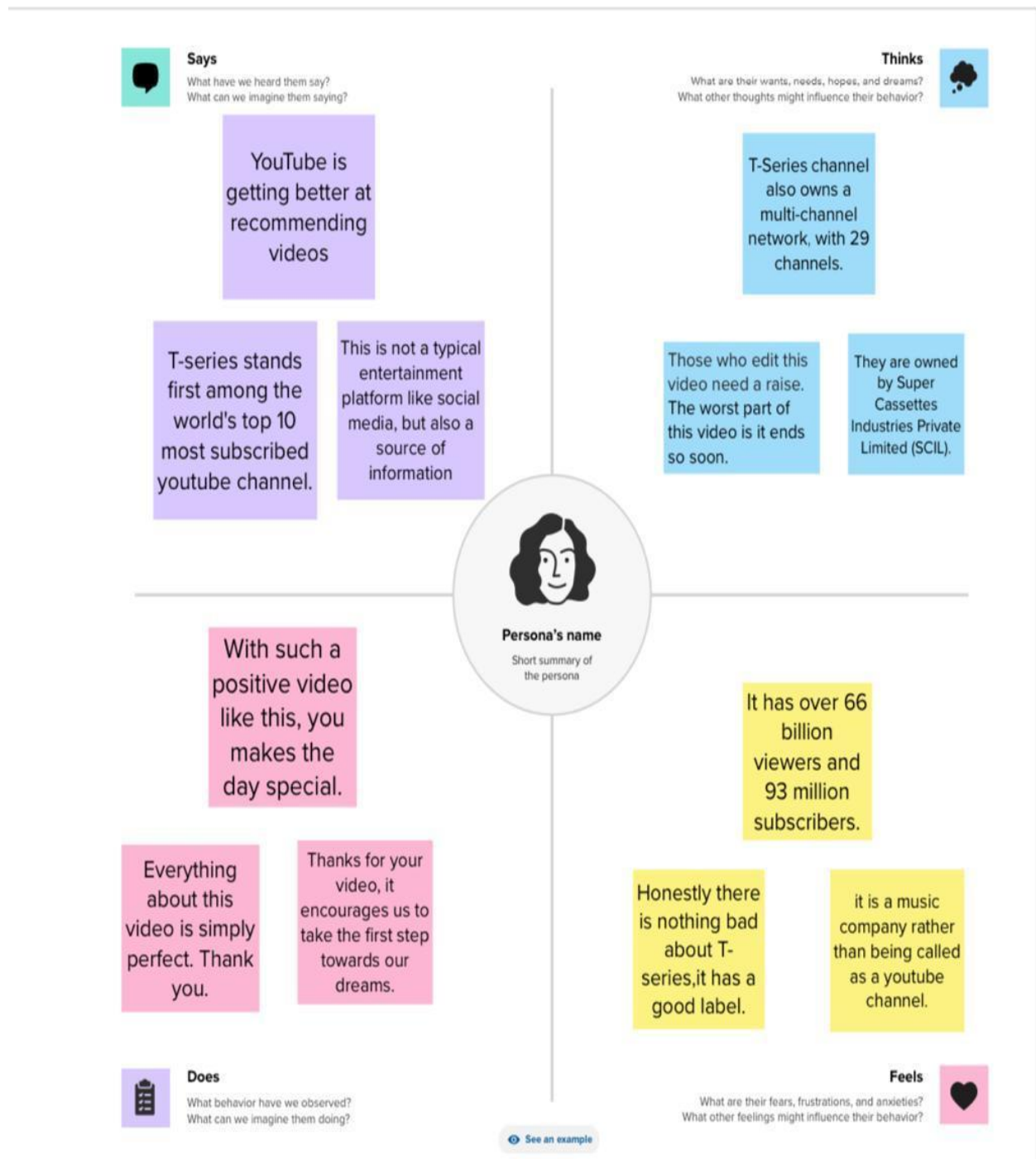
The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (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, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 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 subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.

1.2 PURPOSE:

Starting a YouTube channel gives your audience access to more of your content. If you already use video marketing in your marketing strategy, a YouTube channel gives you a centralized location to post advertisements, informational content and entertainment videos. Eligibility requirements and territory restrictions apply. Earn ad revenue from display, overlay, and video ads that run on your channel. With YouTube Premium, you can earn a portion of a subscriber's fee when they watch your content. Give your fans another way to connect with you during live streams and Premieres.

2. PROBLEM DEFINITION AND DESIGN THINKING:

2.1 EMPATHY MAP:



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕒 10 minutes to prepare
- 🕒 1 hour to collaborate
- 👤 2-8 people recommended

➡

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

- Team gathering**
Outline who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➡

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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

What are the problems does YouTube creators face?

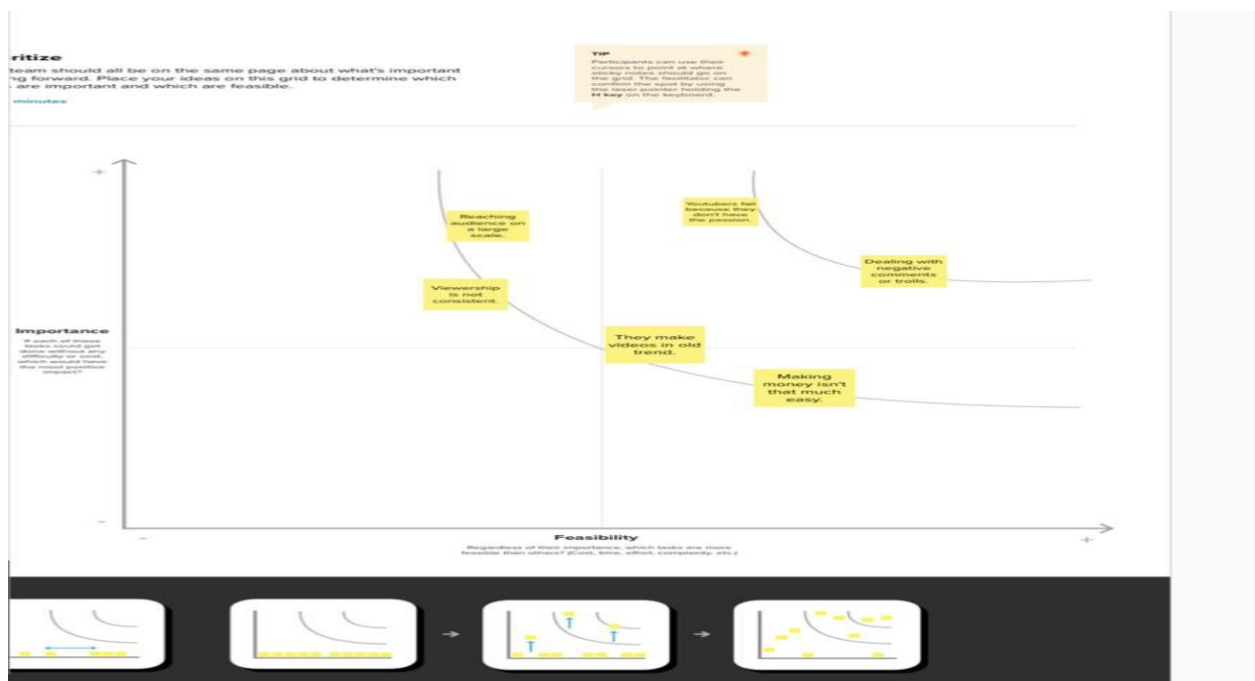
Key rules of brainstorming
To run an smooth and productive session

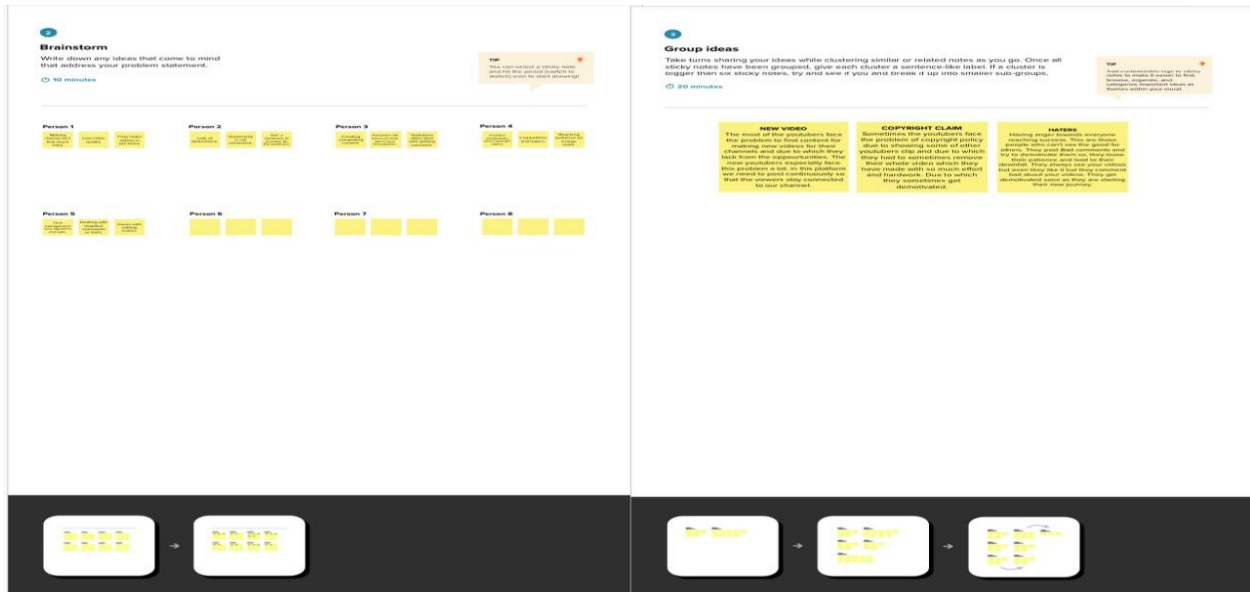
- 1 Stay in topic. 🧠 Encourage wild ideas.
- 2 Defer judgment. 👂 Listen to others.
- 3 Go for volume. 🗣️ If possible, be visual.

Need some inspiration?

Take a 10-minute preview of this template to understand your needs.

[Open example](#) ➡



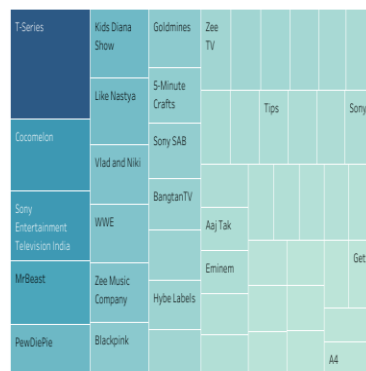


3. RESULT:

Channel Brand

Channels	Brand channel
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
JugaGerman	No
Justin Bieber	No
Kids Diana Show	Yes
Like Nastya	No
Looloo Kids	Yes
Marshmello	No
Movieclips	Yes
MrBeast	No
PewDiePie	No
Pinkfong	Yes
Shemaroo	Yes
Shemaroo Entertainment	Yes
Sony Entertainment Telev...	Yes
Sony Music India	Yes
Sony SAB	Yes
SonyMusicIndiaVEVO	Yes
T-Series	Yes
T-Series Bhakti Sagar	Yes

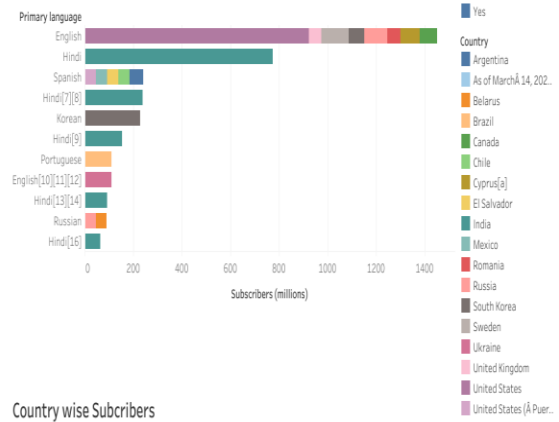
Channel name with Subscribers



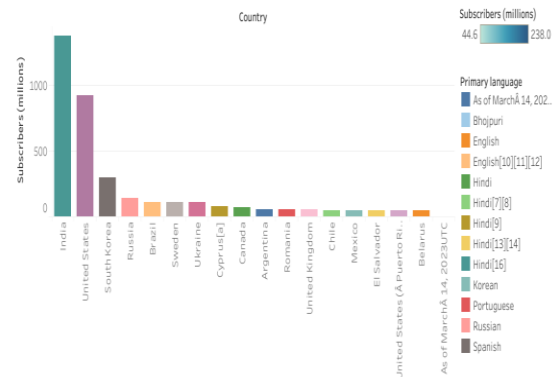
No of channels for Languages



Category wise language

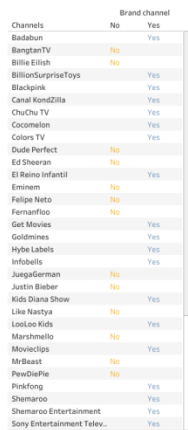


Country wise Subscribers



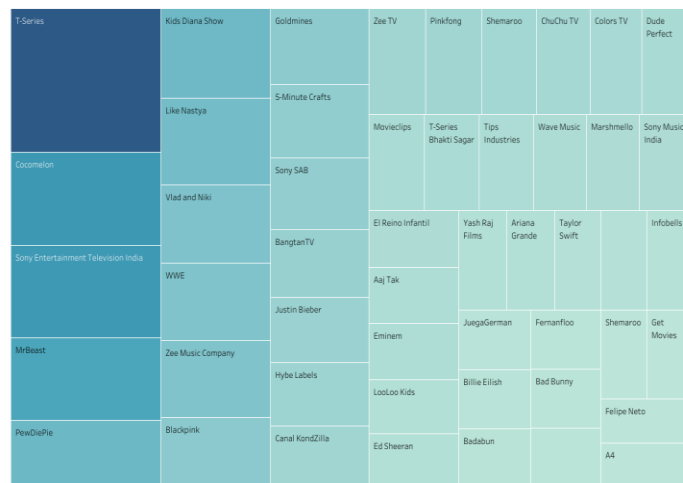
Story 1

Brand channel	Channel name with Subscribers	No of channels for languages	Category wise languages	Country wise subscribers
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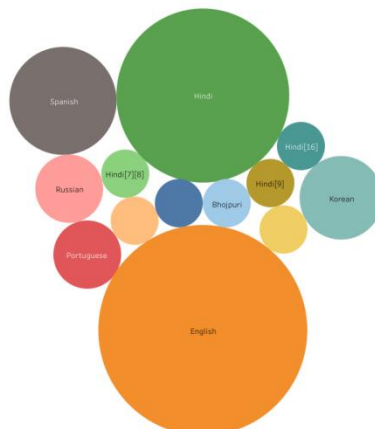
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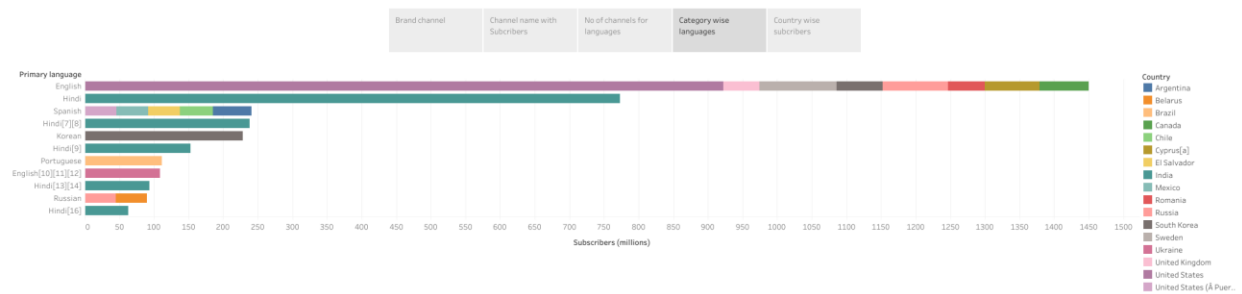


Story 1

Brand channel	Channel name with Subscribers	No of channels for languages	Category wise languages	Country wise subscribers
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Story 1



Story 1



4. ADVANTAGES AND DISADVANTAGES:

ADVANTAGES:

- Exposure to a Worldwide Audience.
- Marketing on YouTube Will Help You Get Found on Google.
- YouTube Ads Can Help You Reach Even More People.

DISADVANTAGES:

- Ads- a drawback of YouTube for the audience. ADVERTISEMENT.
- Obscenity- one of the biggest drawbacks that YouTube has. The kind of content that is uploaded on YouTube is largely in control today.
- Making money isn't that easy.

5. APPLICATIONS:

- YouTube Studio is the official YouTube app from Google for creators. This free tool makes it easier and faster to manage your channel from anywhere. YouTube Studio lets you see real-time views, respond to comments, monitor known issues, and even change your channel name and profile picture.
- You can watch and like videos and subscribe to channels with a Google Account. But without a YouTube channel, you have no public presence on YouTube. Even if you have a Google Account, you need to create a YouTube channel to upload videos, comment, or make playlists.

6. 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. YouTube is a very strong growing platform creating lots of opportunities for entrepreneurs and motivated people. The best way to succeed at it, apart from creating good video content, is knowing what people like and knowing how to reach those people, for which of course you will need a mastery of social media.

7. FUTURE SCOPE:

- It is a field that offers tremendous scope for growth and other benefits such as flexibility of work, the ability to express yourself, opportunities to showcase your creativity, and a shot at earning popularity and fame.
- Continued push towards AI and machine learning: YouTube has been using AI and machine learning to improve the user experience, such as recommending videos and improving search results. This trend is expected to continue, with YouTube investing in more advanced AI technologies to enhance the platform further.