

SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

1.INTRODUCTION

1.1 Overview:

Project Description:

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.

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.

1.2 Purpose:

(The use of the project):

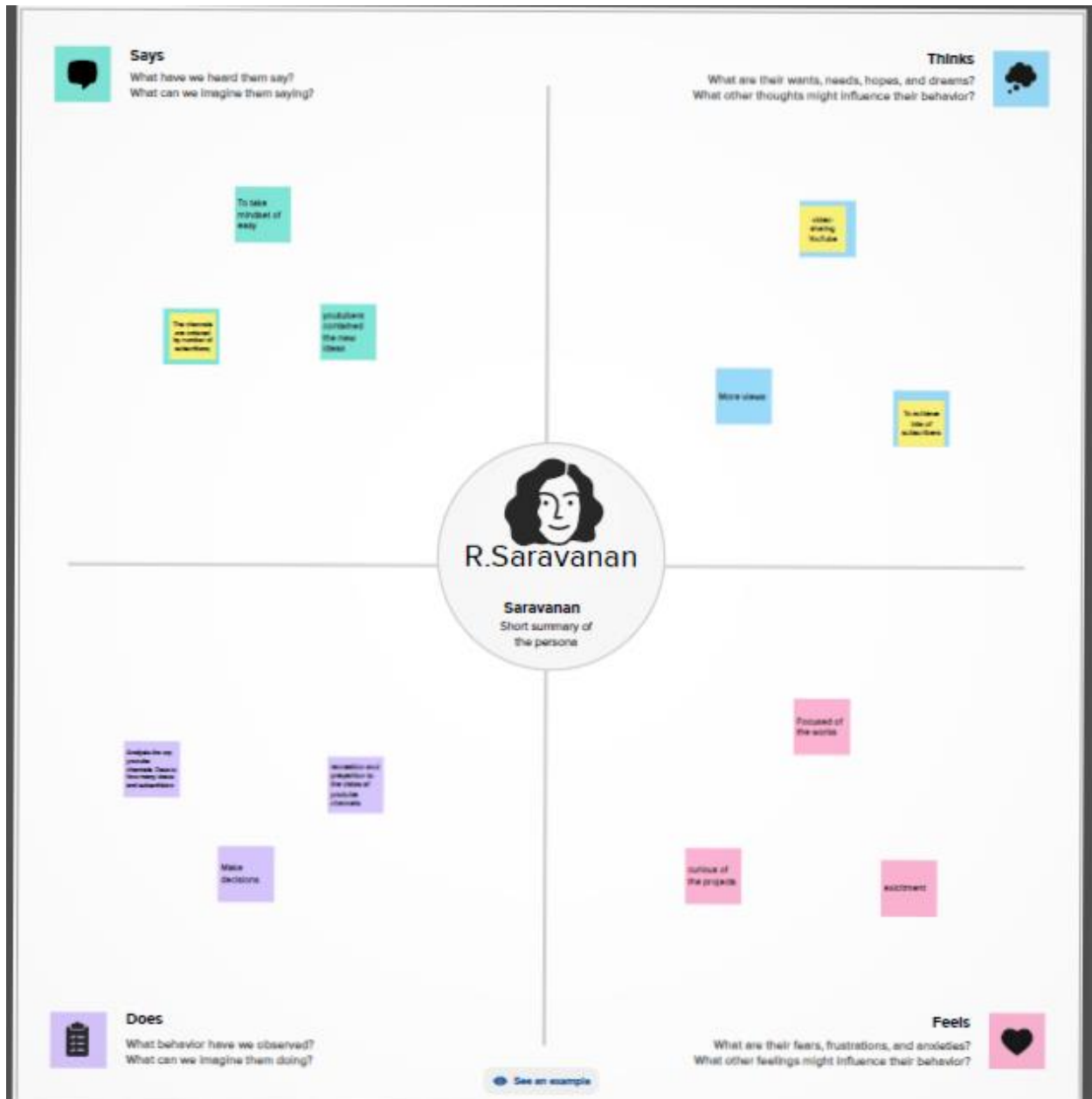
YouTube is the second-largest search engine in the world, so creating a YouTube channel is a fantastic way to enhance your content's visibility. YouTube can offer you a more intimate and engaging connection with your audience.

To our best knowledge, no studies in the research literature have explored the relationships between the degree of YouTubers' self-disclosure, similarity of viewers and YouTubers, YouTubers' attractiveness, and viewers' pseudo-social interaction with YouTubers and how these affect viewers' stickiness to YouTubers, viewers' brand attitudes toward products, and viewers'

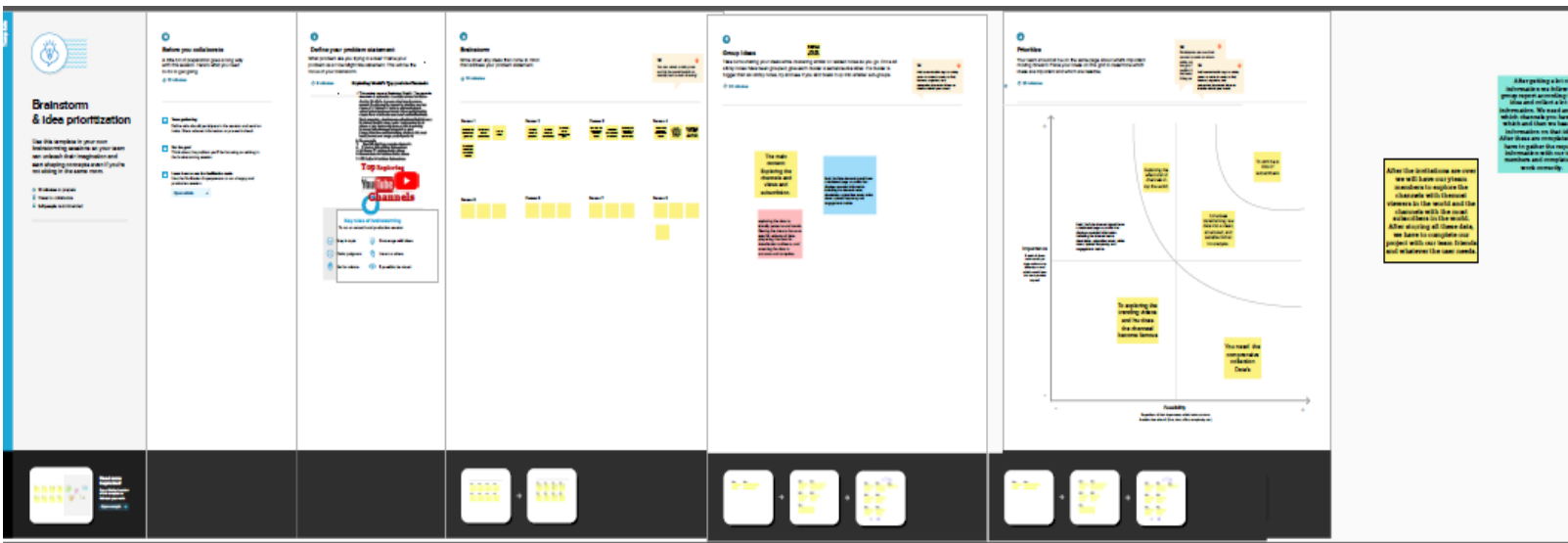
perceptions and purchase intentions of YouTuber-recommended brands and products.

2. Problem Definition & Design Thinking:

2.1 Empathy Map:



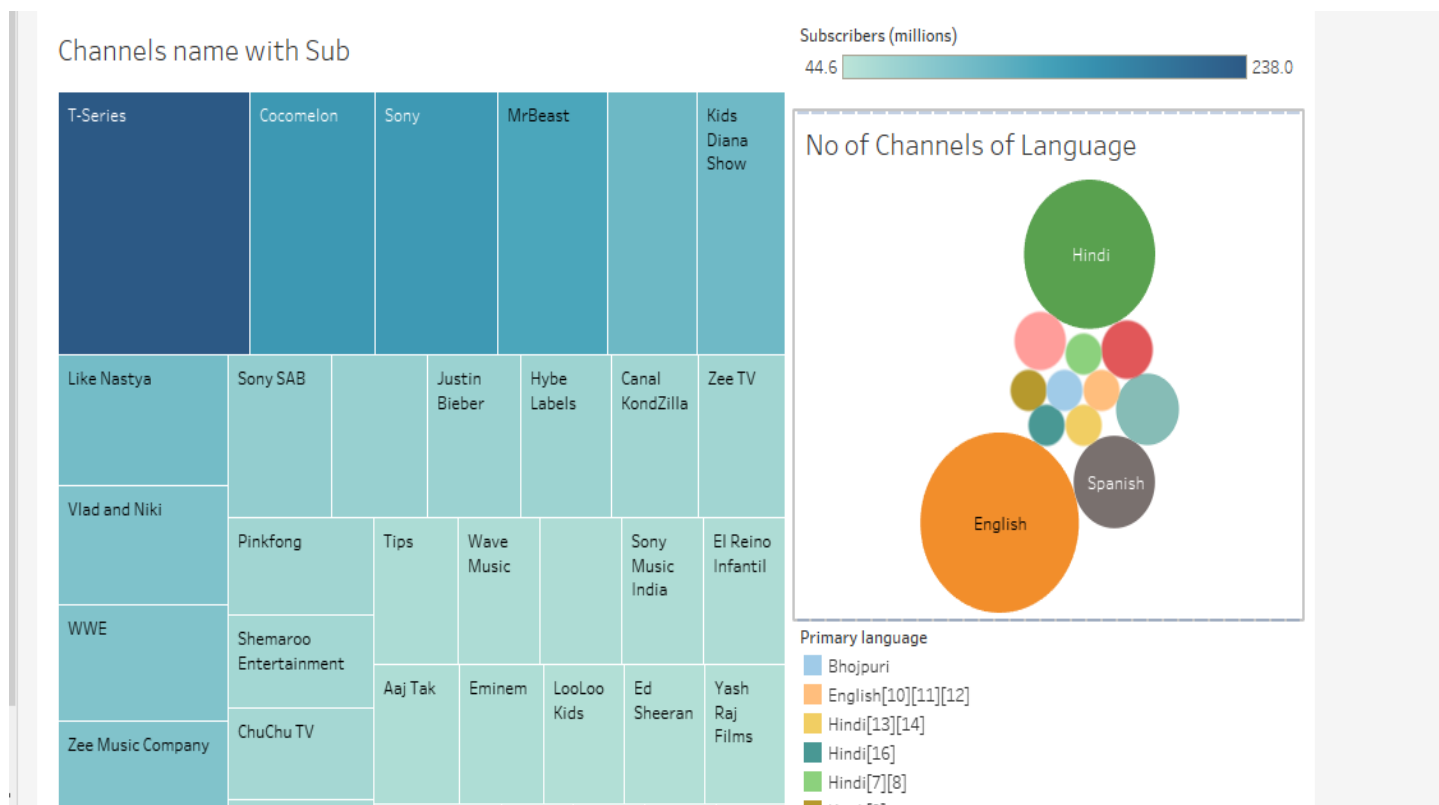
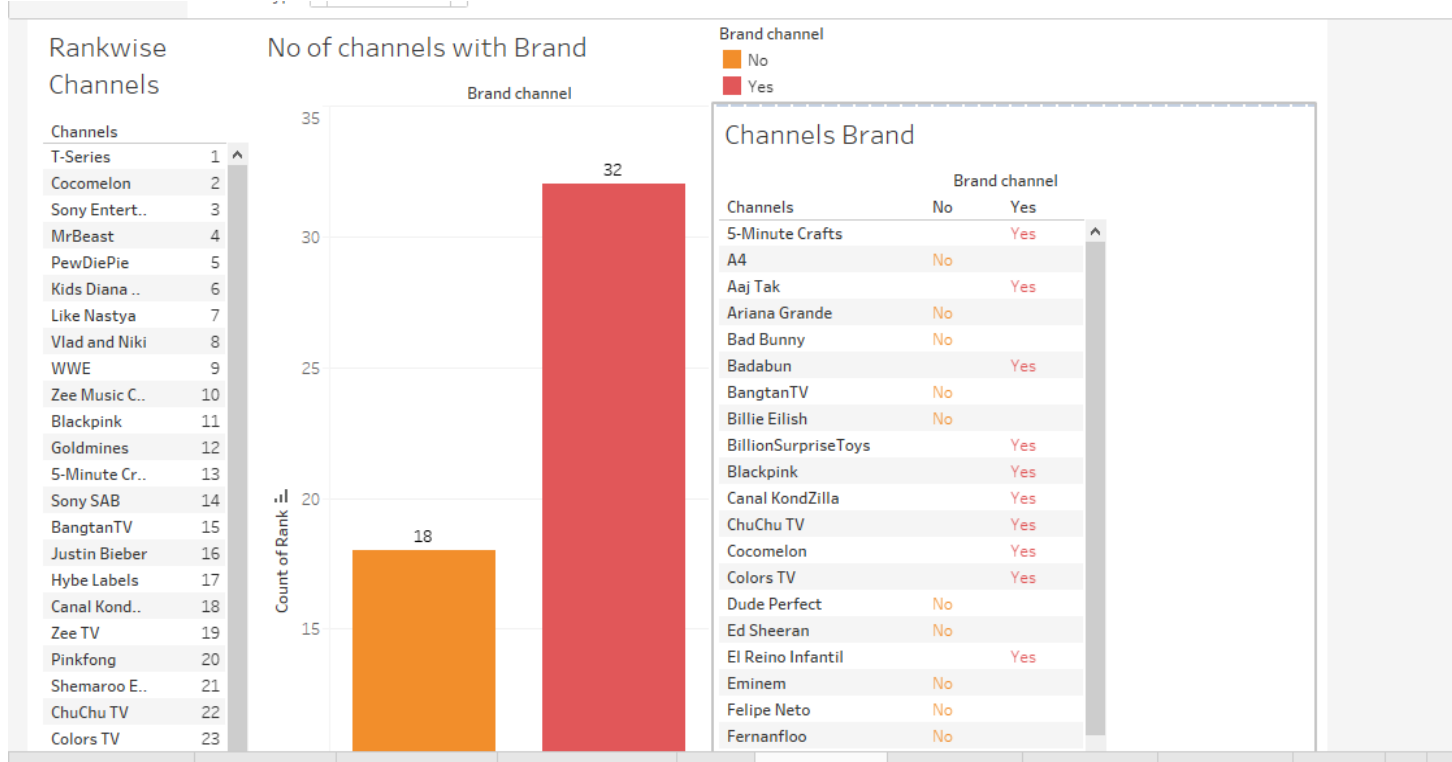
2.2 Ideation & Brainstorming map:



3.Result:

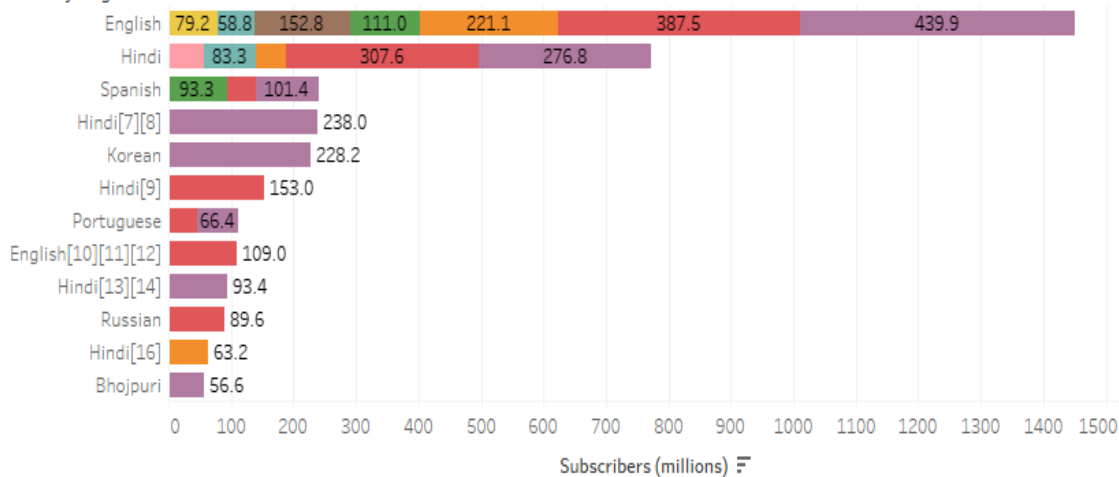
3.1 Final finding (Output) of the project along with screenshots.

The screenshot shows a Tableau public profile page for a user named 'saravanan r'. The page includes a header with the Tableau logo and navigation links, a profile picture placeholder, the user's name, and a 'Follow' button. Below the profile information, there are tabs for 'Vizzes', 'Favorites', 'Following', and 'Followers'. The 'Vizzes' tab is currently selected, showing a list of visualizations. The page is displayed in a web browser window with a Windows taskbar at the bottom.



Category wise language

Primary lang..



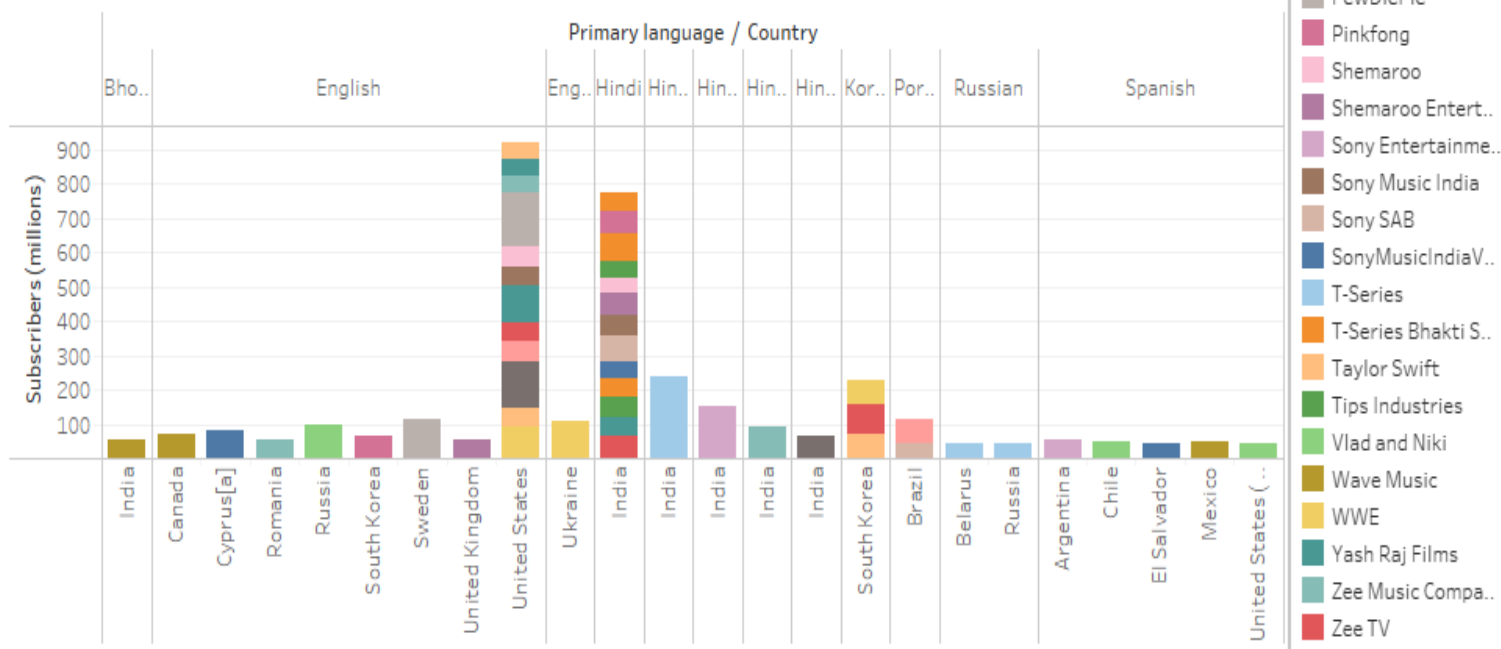
Category

- Music
- Entertainment
- Education
- Games
- Sports
- Film
- How-to
- News

Channels

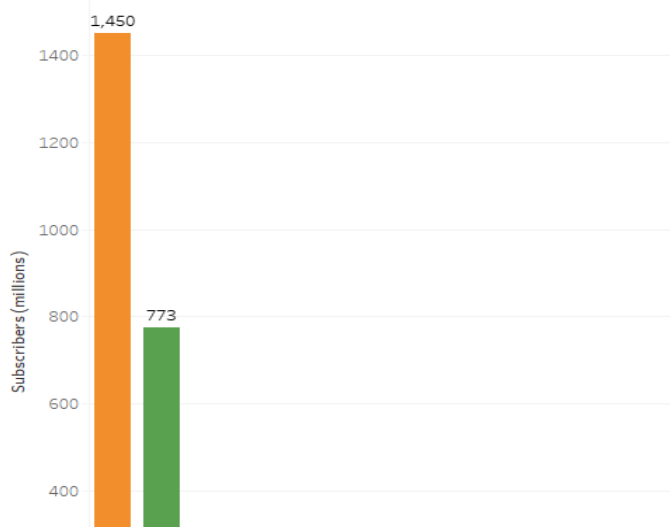
- 5-Minute Crafts
- A4
- Aaj Tak
- Ariana Grande
- Bad Bunny
- Badabun

Country and Language



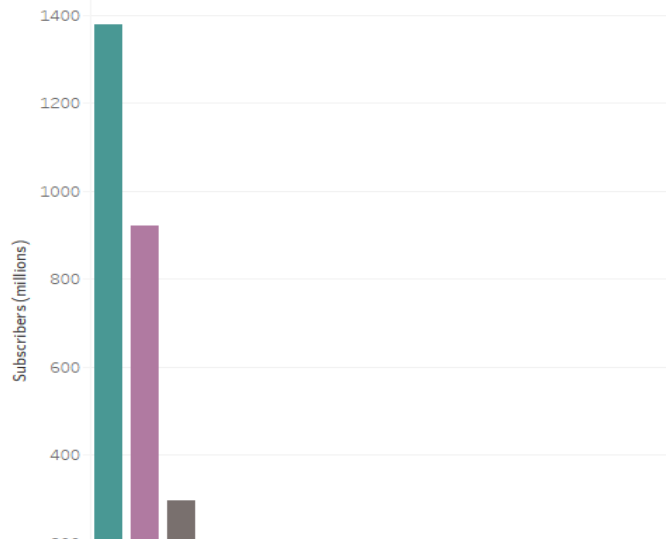
Language wise sub

Primary language



Countrywise sub

Country



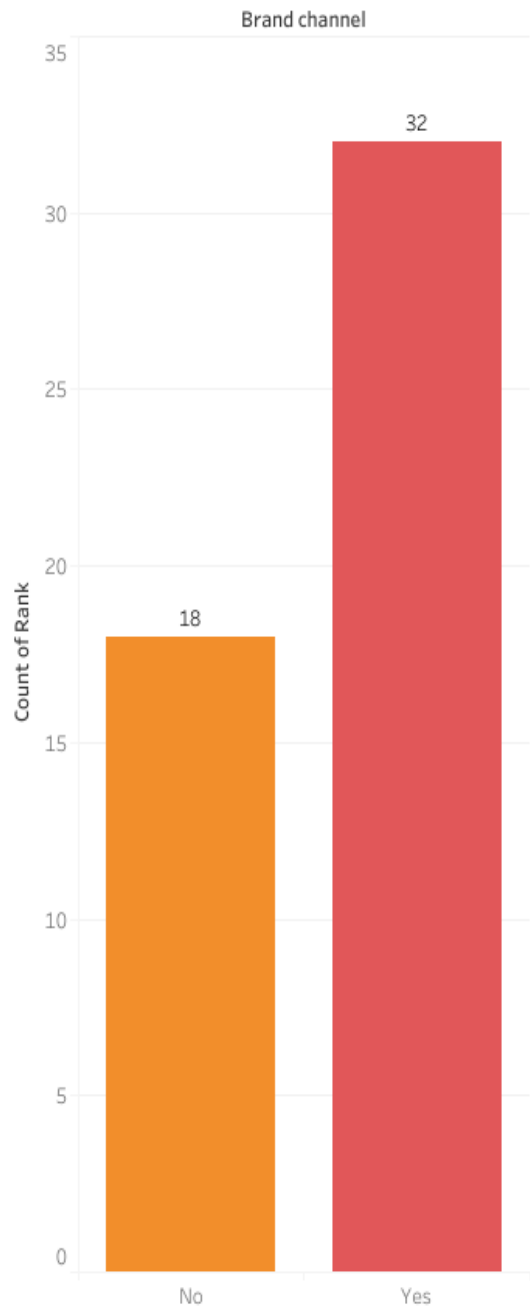
Story 1

Channels Details	List of Channels with number of Subscriber..	Category wise Language and Countr..	Language and country wise Subscribers	Country wise primary language number of s..
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Rankwise Channels

Channels	
T-Series	1
Cocomelon	2
Sony Entert..	3
MrBeast	4
PewDiePie	5
Kids Diana ..	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music C..	10
Blackpink	11
Goldmines	12
5-Minute Cr..	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal Kond..	18
Zee TV	19
Pinkfong	20
Shemaroo E..	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bh..	26
Tips Indust..	27
Wave Music	28
Marshmello	29
Sony Music ..	30
El Reino Inf..	31
Aaj Tak	32
Eminem	33
LooLoo Kids	34

No of channels with Brand



Brand channel
No
Yes

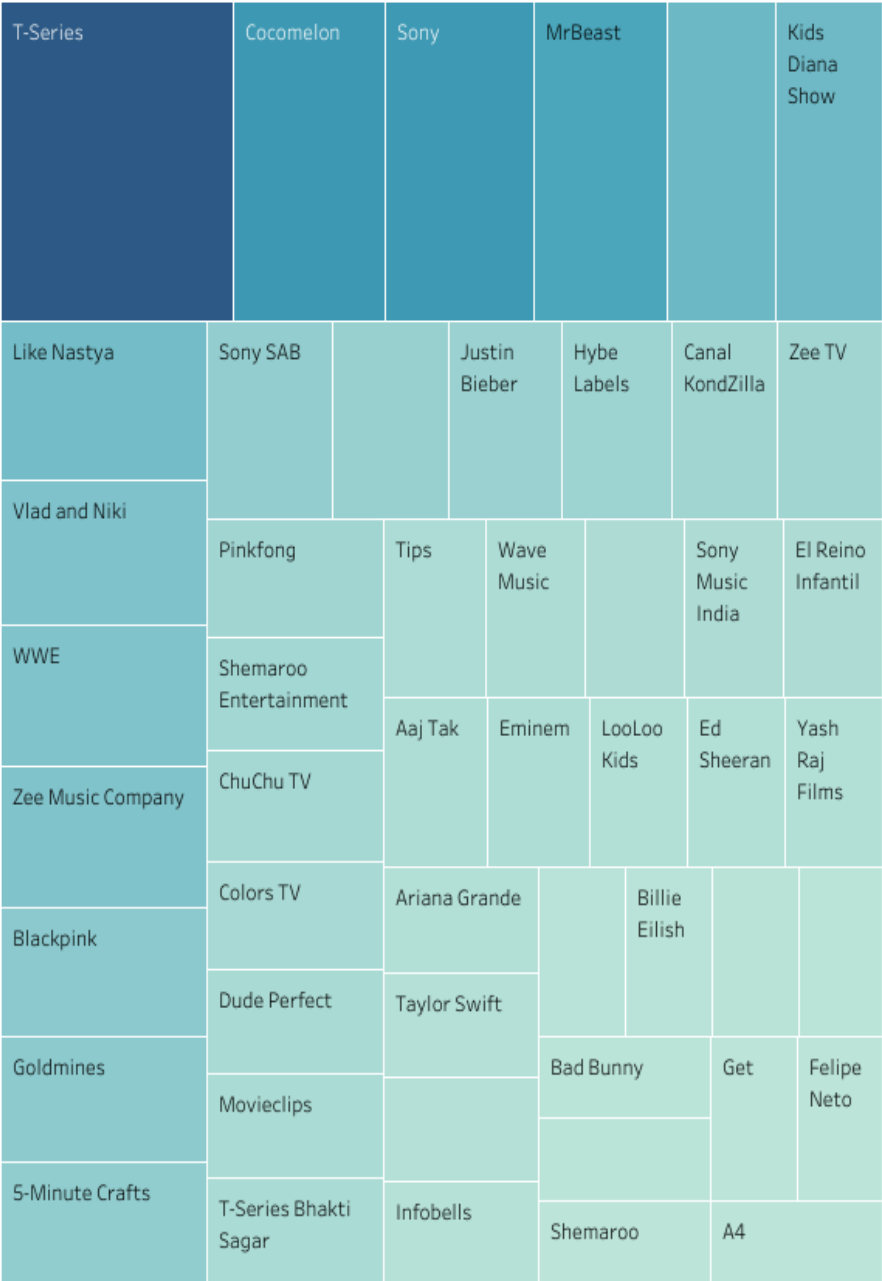
Channels Brand

Channels	Brand channel	
	No	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
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

Story 1

Channels Details	List of Channels with number of Subscriber..	Category wise Language and Countr..	Language and country wise Subscribers	Country wise primary language number of s..
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Channels name with Sub



Subscribers (millions)
44.6 238.0

No of Channels of Language



- Primary language
- Bhojpuri
 - English[10][11][12]
 - Hindi[13][14]
 - Hindi[16]
 - Hindi[7][8]
 - Hindi[9]
 - Portuguese
 - Russian
 - Korean
 - Spanish
 - Hindi
 - English

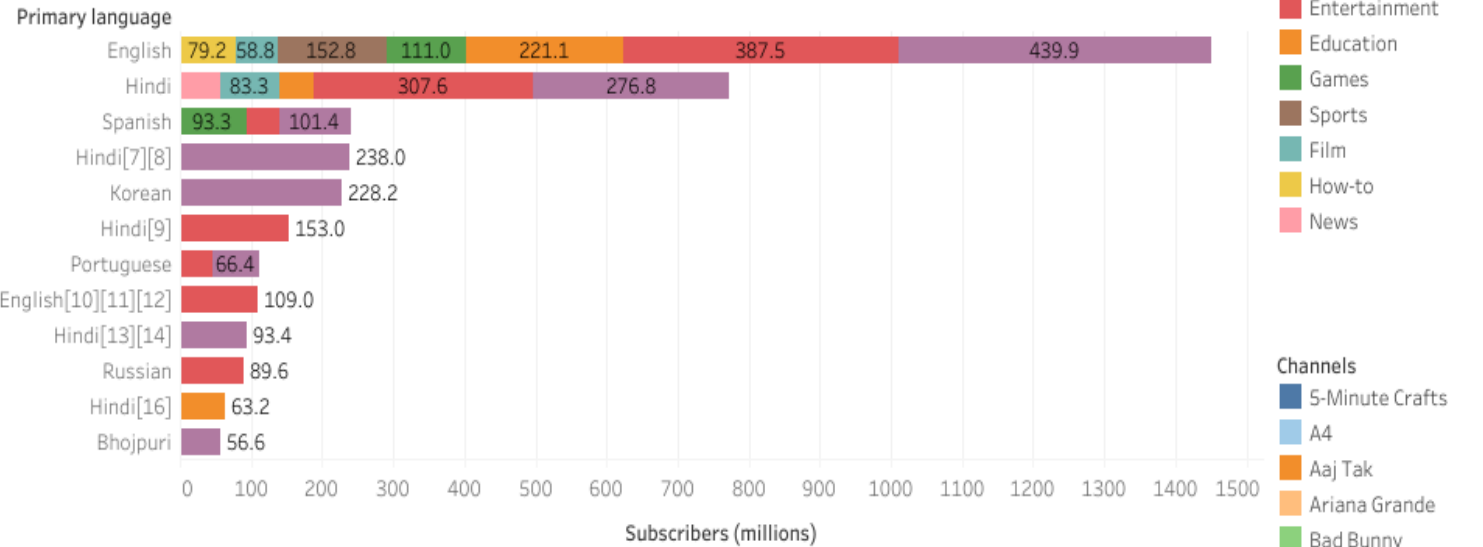
Highlight Channels
No items highlighted

Highlight Primary language
No items highlighted

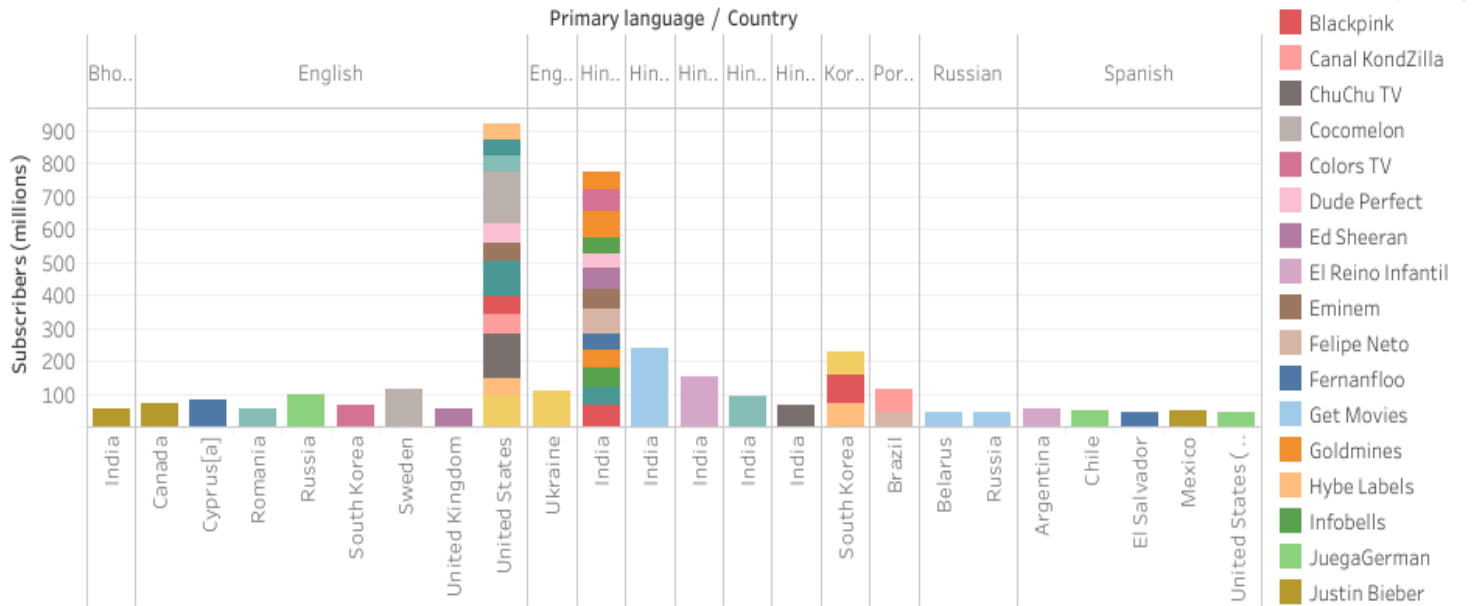
Story 1

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Category wise language



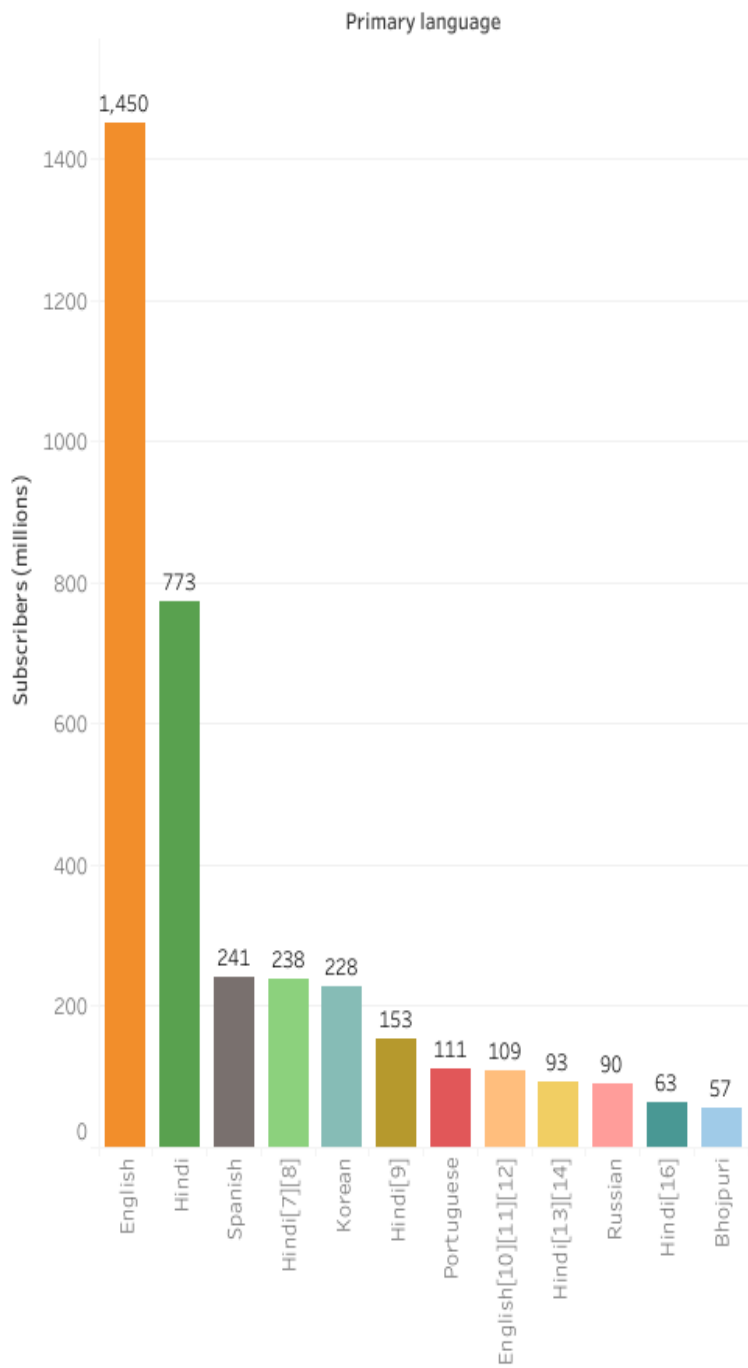
Country and Language



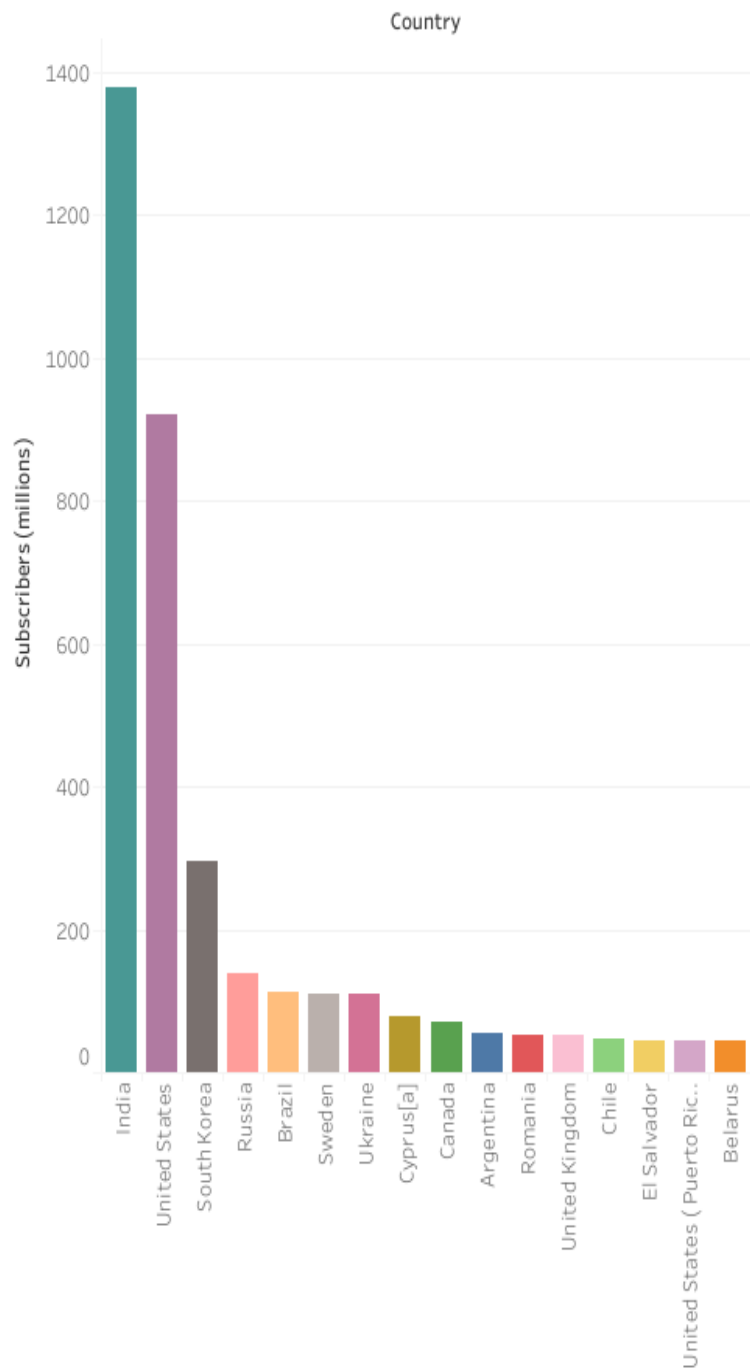
Story 1

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Language wise sub

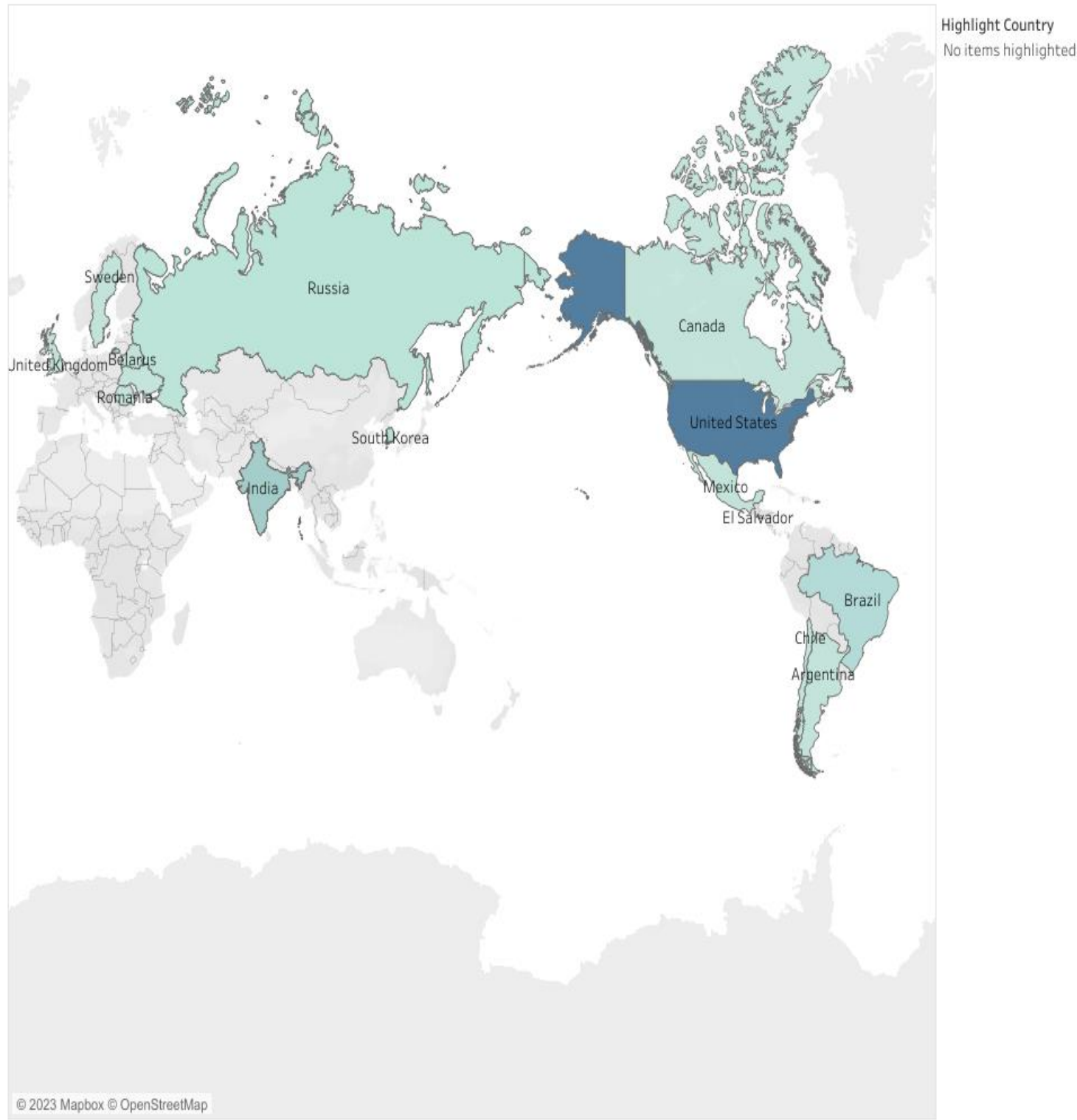


Countrywise sub



Story 1

Channels Details	List of Channels with number of Subscriber..	Category wise Language and Countr..	Language and country wise Subscribers	Country wise primary language number of s..
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Advantages & Disadvantages

Advantages:

Exposure to a Worldwide Audience. ...

Marketing on YouTube Will Help You Get Found on Google. ...

Gain Qualified Traffic. ...

YouTube Ads Can Help You Reach Even More People. ...

YouTube enables users to stay informed about current affairs and news events of the day, providing trusted content relating to their local area and even that of national and international importance.

High-Quality Production: Many top channels have professional production values, ensuring a visually and aurally pleasing viewing experience.

Expertise and Education: You can learn from experts in various fields, including cooking, technology, science, and more.

Entertainment: Top channels provide endless hours of entertainment through vlogs, skits, music, and other creative content.

Community and Interaction: You can engage with a global audience through comments and discussions on videos, building a sense of community.

Flexibility and Convenience: YouTube is accessible on various devices, allowing you to watch content at your convenience.

Free Access: Most content on YouTube is free, which makes it an affordable source of information and entertainment.

Inspiration and Creativity: Top channels often inspire viewers to pursue their passions, whether it's in cooking, art, fitness, or other areas.

Trend Awareness: Top channels can keep you updated on current trends, news, and pop culture.

Accessibility: You can find content in various languages and on almost any topic, making YouTube a valuable resource for global audiences.

By exploring top YouTube channels, you can tap into a vast array of content and opportunities for learning, entertainment, and personal growth.

4.2 Disadvantages:

There are some distinct disadvantages of watching YouTube videos, which include a lot of commercials. It is possible to skip your mainstream. However, you're often required to watch commercials lasting between 15 and 20 seconds. This isn't just a time-waster, but it can be irritating at times. Another issue that is associated with YouTube is that it requires you to pay a charge if you would like to view ads-free content.

Time-consuming: It's easy to get lost in the vast amount of content on YouTube, which can be time-consuming, leading to procrastination and reduced productivity.

Distraction: YouTube is designed to keep you engaged, which can be a major distraction from other important tasks.

Clickbait and low-quality content: Some popular channels may use clickbait titles and produce low-quality content to gain views and subscribers.

Information overload: With so much content available, it can be overwhelming to find reliable and accurate information on certain topics.

Privacy concerns: YouTube tracks user behavior, and if you're not careful, your personal information may be collected and used for targeted advertising.

Filter bubbles: Watching only the content from top channels may limit your exposure to diverse perspectives and ideas, creating a filter bubble.

Potential negative influence: Some top channels may promote negative behaviors, unrealistic ideals, or harmful content.

- can cause meltdowns. ...
- It can be addictive. ...
- It may promote unsafe behavior. ...
- Your child is targeted by ads, ads and more ads. ...
- It can affect sleep. ...
- YouTube comments can be problematic.

7. Appendix:

Story Board:

https://public.tableau.com/views/SubscribersGaloreExploringworldsTopYouTubeChannels/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_linkhttps://public.tableau.com/view/s/SubscribersGaloreExploringworldsTopYouTubeChannels/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Google Drive Video link:

https://drive.google.com/file/d/1hfyacvsDvmu4KFjX3TT40IMtjmjrR36N/view?usp=drive_sdk

Thank You

