

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. 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. YouTube is huge. It's also become a platform where YouTubers can gain immense popularity on their own, establishing themselves as superstars in their respective domains. From cooking shows to streamers, YouTube has videos on every topic conceivable. The most-subscribed channel is the Indian record label T-Series, which hosts its music videos on its channel. With over 250 million

subscribers as of October 2023, the channel has held the top position since April 14, 2019. The most-subscribed channel which is not 'branded' (i.e., does not belong to an organization or company) is that of American YouTuber MrBeast, who is the second most-subscribed channel overall, with over 200 million subscribers as of October 2023.

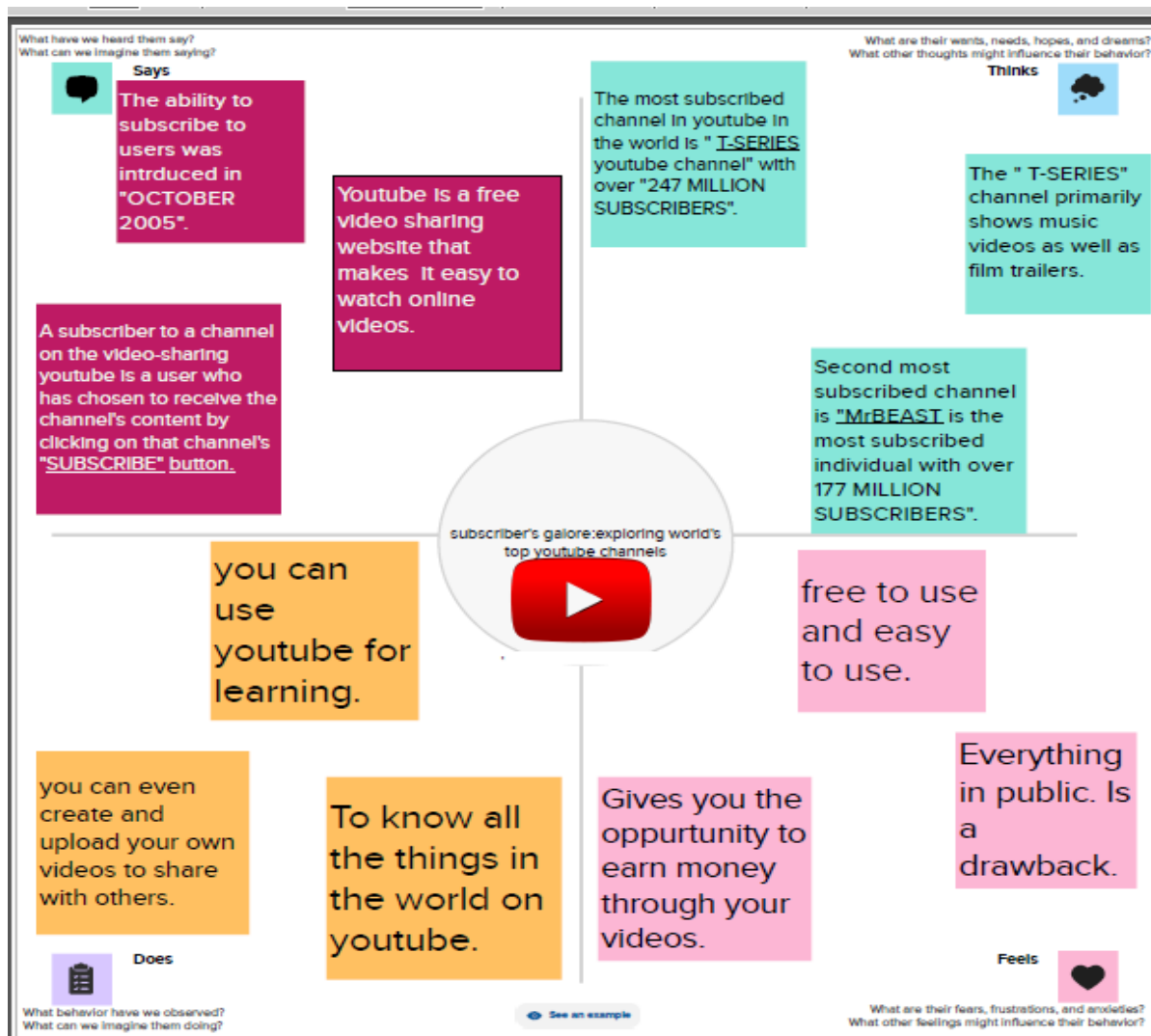
1.2 PURPOSE

Simply put, YouTube subscribers refer to the people or accounts that are subscribed to your channel. Once you have built up your subscriber numbers, you can start to make money from each video. YouTube is also a great platform for building a community around a shared interest or passion. By creating content that resonates with a particular group of people, you can attract like-minded individuals who can engage with you and each other through comments, social media, and other channels. YouTube is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others. By default, we'll only send you the highlights from the channel. Learn how to manage your

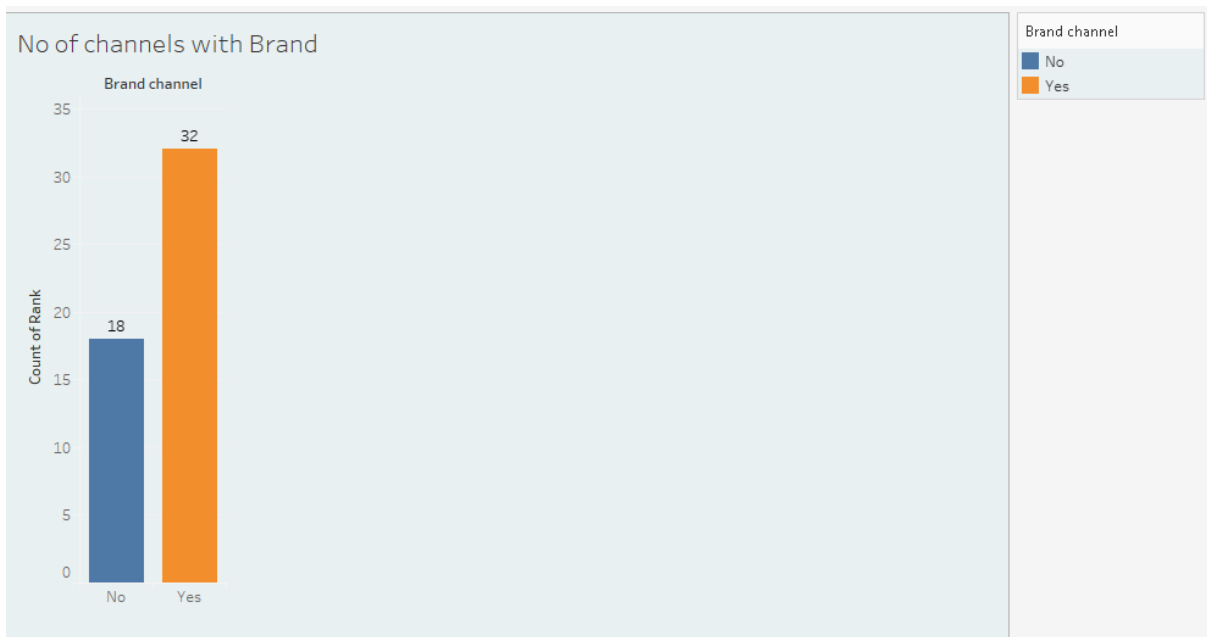
notifications. YouTube has an important part in education, because it allows students to learn more about a particular topic or subject just by watching a short video.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1. EMPATHY MAP



2.2 IDEATION & BRAINSTORMING MAP



channel brand

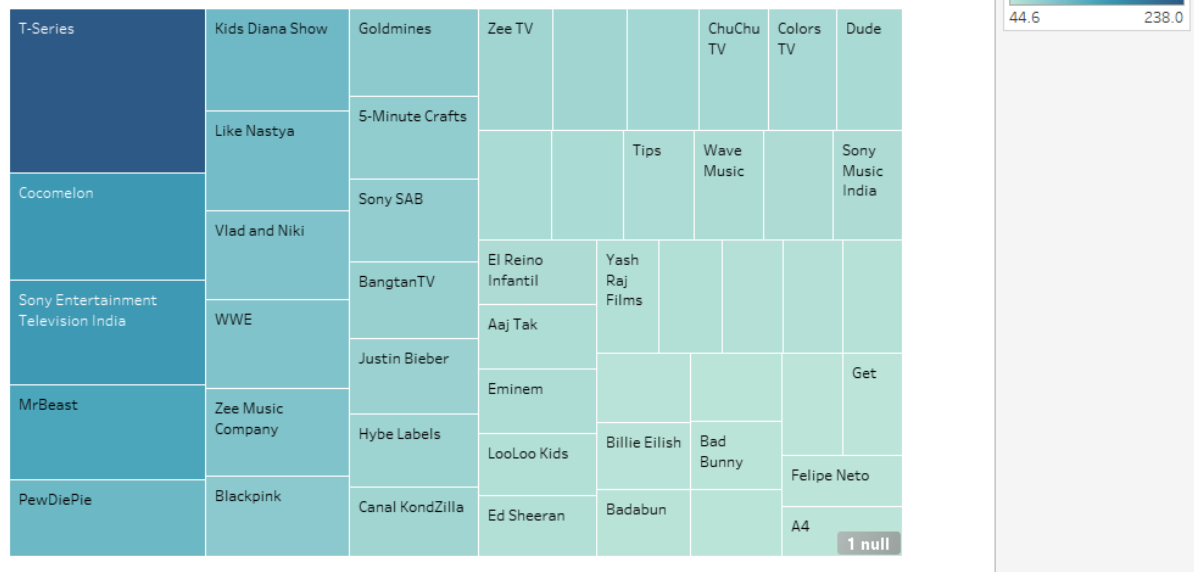
Brand channel

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

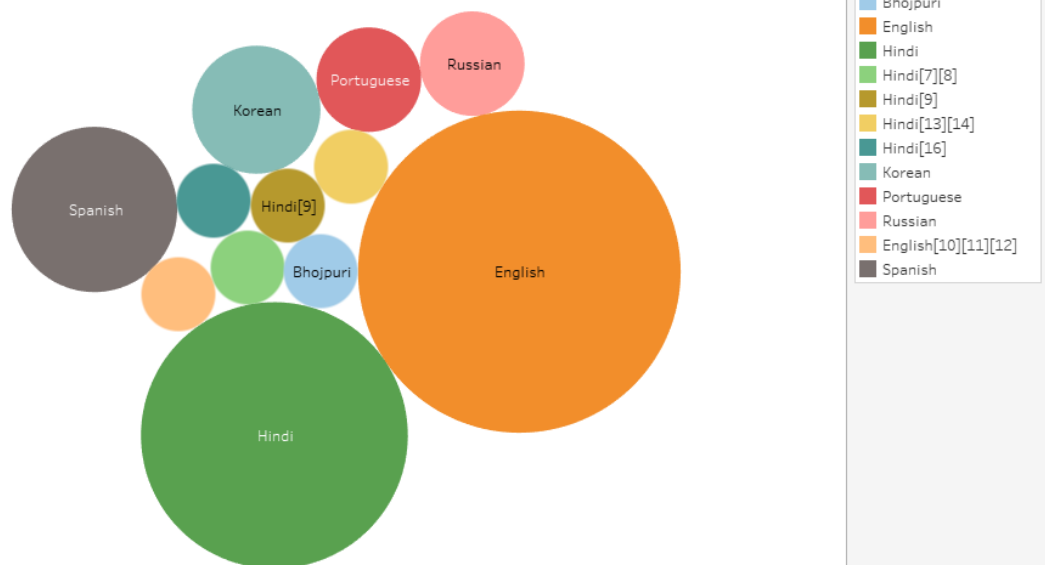
Brand channel

- No
- Yes

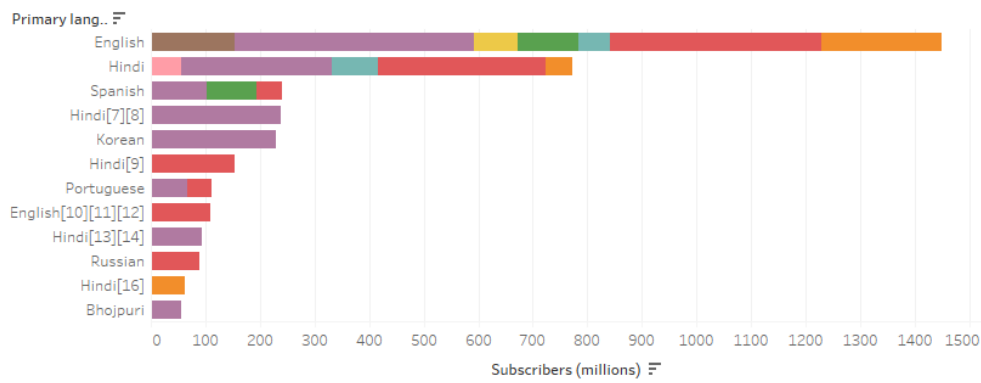
Channel Name With Subscribers



No Of Channels For particular Language



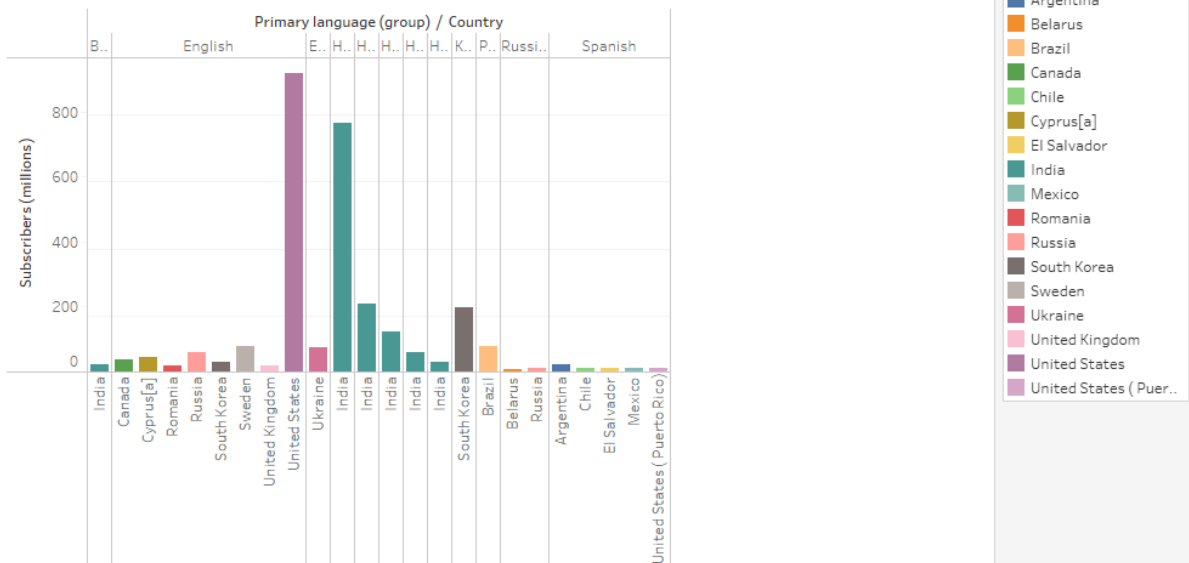
Category wise language



Category

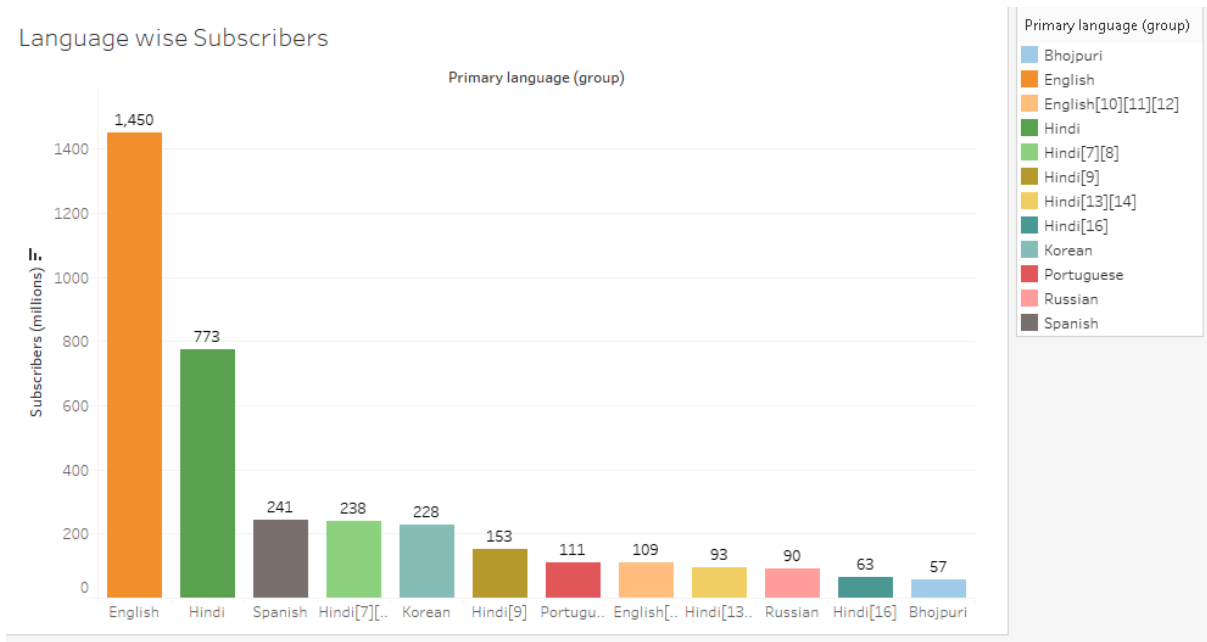
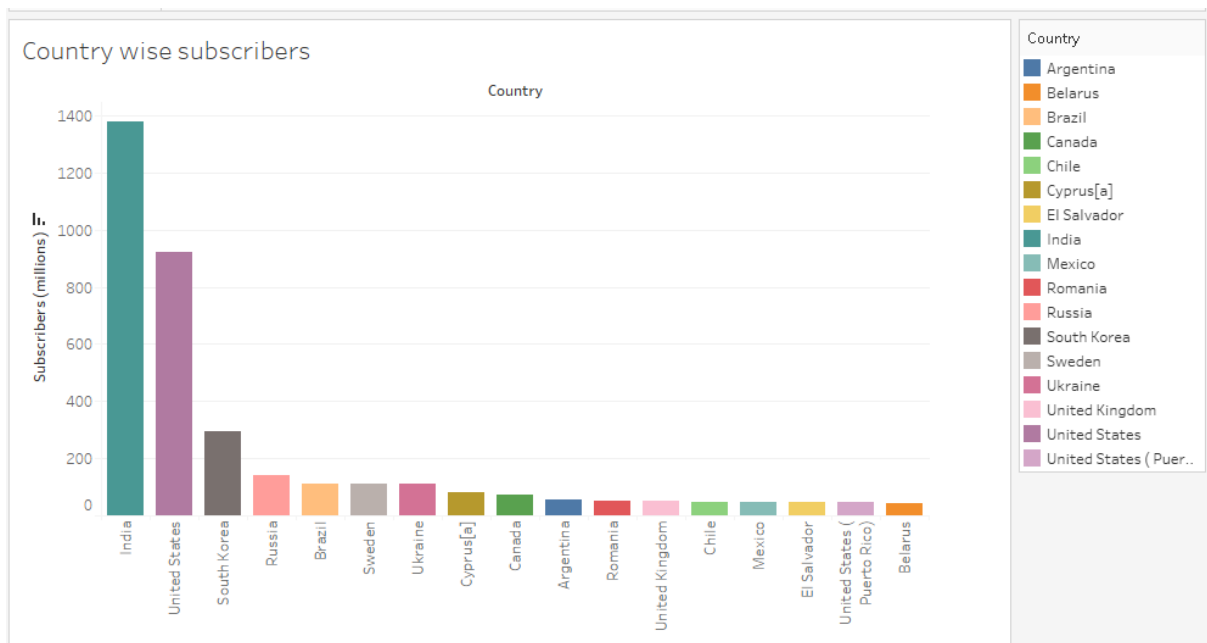
- Education
- Entertainment
- Film
- Games
- How-to
- Music
- News
- Sports

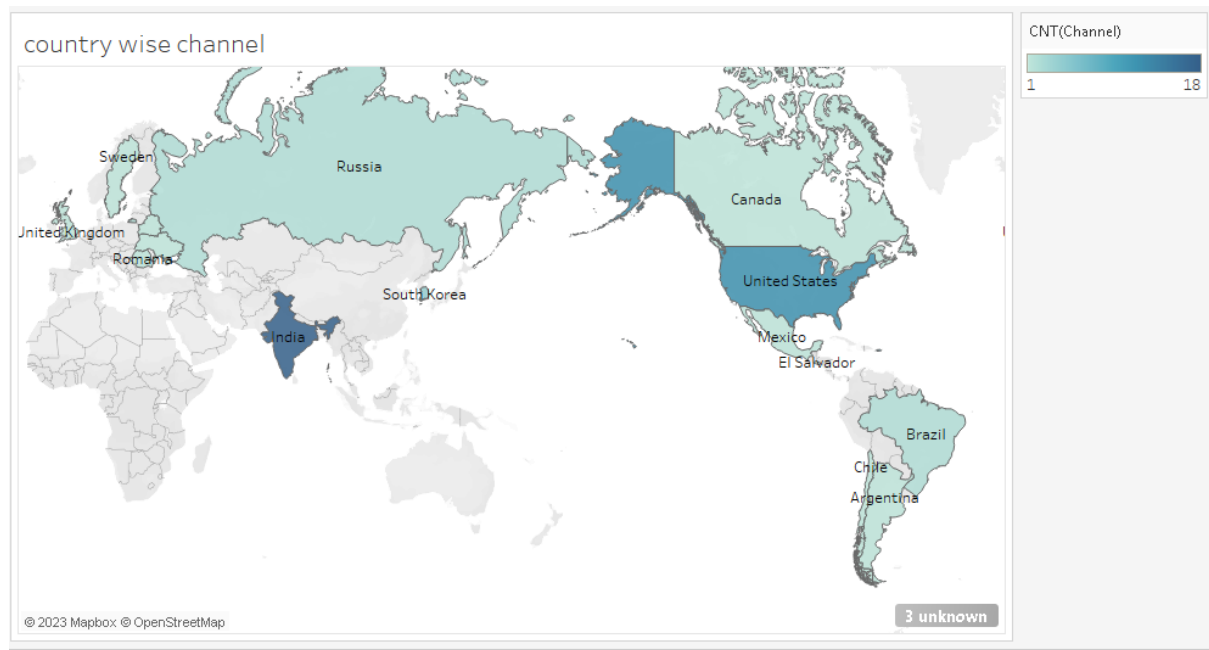
Country and Language



Country

- Argentina
- Belarus
- Brazil
- Canada
- Chile
- Cyprus[a]
- El Salvador
- India
- Mexico
- Romania
- Russia
- South Korea
- Sweden
- Ukraine
- United Kingdom
- United States
- United States (Puer..)





4.ADVANTAGES & DISADVANTAGES

ADVANTAGES:

1. YouTube as an information disseminating platform for students.
2. YouTube's user-friendliness.
3. YouTube for Brand Promotion.
4. YouTube benefits talented people.
5. Easy Earning is at the very top of the list of YouTube benefits for Vloggers.

DISADVANTAGES:

1. Ads- a drawback of YouTube for the audience.
2. A lot of distraction.
3. Obscenity- one of the biggest drawbacks that YouTube has.
4. Defamation and Bullying.
5. Making money isn't that easy.
6. Everything is public.

6.CONCLUSION

The youtube can also be inspiring and supportive comments as well as advice or tips for future videos. In conclusion, YouTube is a very strong growing platform creating lots of opportunities for entrepreneurs and motivated people. YouTube has an important part in education, because it allows students to learn more about a particular topic or subject just by watching a short video. YouTube is a powerful platform. It can be used for many and many useful things like Information, for getting unbiased news, entertainment for free, etc.

But it can also be used as a hate machine for brewing the seeds of hate in the people which YouTube needs to maintain and control.

7.FUTURE SCOPE

Overall, it's challenging to predict precisely what the future holds for YouTube. Still, it's likely that the platform will continue to evolve and adapt to changing user needs and technological developments, making it a central player in the online video space for years to c. YouTube as a career is definitely rising as a current sensation. It does have a lot of scope, exposure and of course, leads you to popularity and fame in your field of choice. But like every other profession, Youtube career too has its own pros and cons. Building for the YouTube of the Future We're investing in the features and experiences that will make YouTube a great home for viewers and creators now and in the future, from doubling down on streaming and connected TV to unlocking unparalleled creative potential.

*****THE END*****

