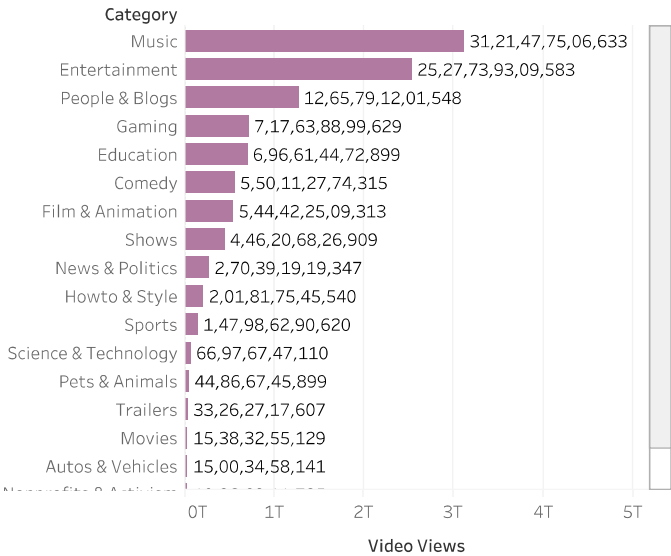# GLOBAL YOUTUBE ANALYSIS 2023

YOUTUBE ANALYSIS

YouTube, the second most popular social media platform worldwide, is a global video-sharing platform with over 2.7 billion active users. This vast dataset of YouTubers from around the world provides insights into global trends, such as popular YouTubers, video categories, and earning potential. Businesses and individuals can use this insights to create effective YouTube marketing strategies.

GLOBAL YOUTUBE ANALYSIS 2023

"Category-based Views"

Category	Video Views
Music	31,21,47,75,06,633
Entertainment	25,27,73,93,09,583
People & Blogs	12,65,79,12,01,548
Gaming	7,17,63,88,99,629
Education	6,96,61,44,72,899
Comedy	5,50,11,27,74,315
Film & Animation	5,44,42,25,09,313
Shows	4,46,20,68,26,909
News & Politics	2,70,39,19,19,347
Howto & Style	2,01,81,75,45,540
Sports	1,47,98,62,90,620
Science & Technology	66,97,67,47,110
Pets & Animals	44,86,67,45,899
Trailers	33,26,27,17,607
Movies	15,38,32,55,129
Autos & Vehicles	15,00,34,58,141
Nonprofits & Activism	

"Youtuber Count and Earnings by Category"

Category	Youtuber	Yearly Earnings
Entertainment	241	1,803,634,876
Music	202	1,341,935,490
People & Blogs	132	865,770,302
Comedy	69	554,665,000
Film & Animation	46	404,688,697
Education	45	374,597,601
Shows	13	317,000,000
Gaming	94	305,724,317
News & Politics	26	200,401,569
Sports	11	105,766,300
Howto & Style	40	92,658,704
Science & Technology	17	41,063,019
Pets & Animals	4	38,300,346
Autos & Vehicles	2	26,300,000
Movies	2	10,900,000
Nonprofits & Activism	2	9,400,000
Trailers	2	8,700,000
Travel & Events	1	1,500,000

"Uploads by Each Category"
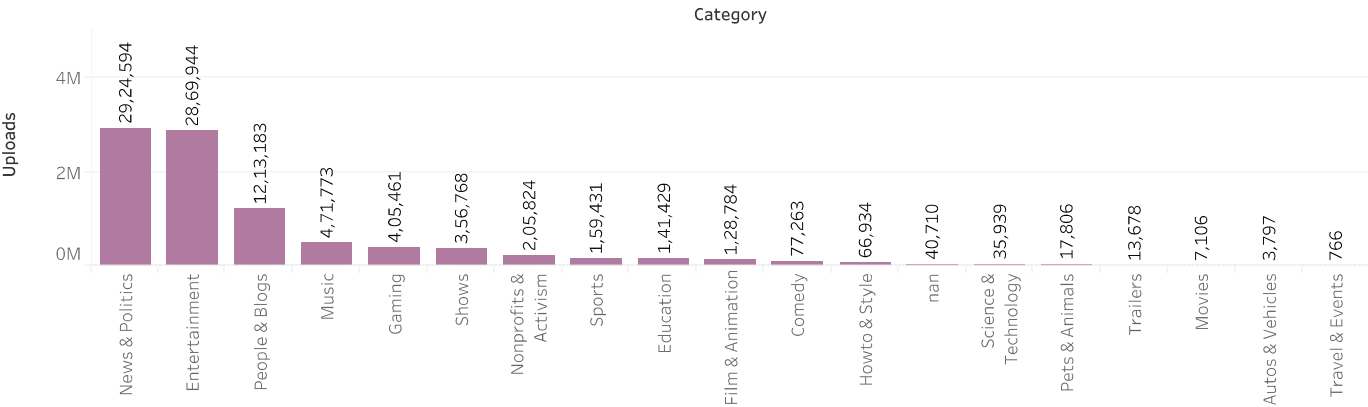
Category	Uploads
News & Politics	29,24,594
Entertainment	28,69,944
People & Blogs	12,13,183
Music	4,71,773
Gaming	4,05,461
Shows	3,56,768
Nonprofits & Activism	2,05,824
Sports	1,59,431
Education	1,41,429
Film & Animation	1,28,784
Comedy	77,263
Howto & Style	66,934
nan	40,710
Science & Technology	35,939
Pets & Animals	17,806
Trailers	13,678
Movies	7,106
Autos & Vehicles	3,797
Travel & Events	766

GLOBAL YOUTUBE ANALYSIS 2023

"Leading Countries in Views"

United States

India

Mexico

Brazil

Russia

Canada

United Kingdom

Thailand

Spain
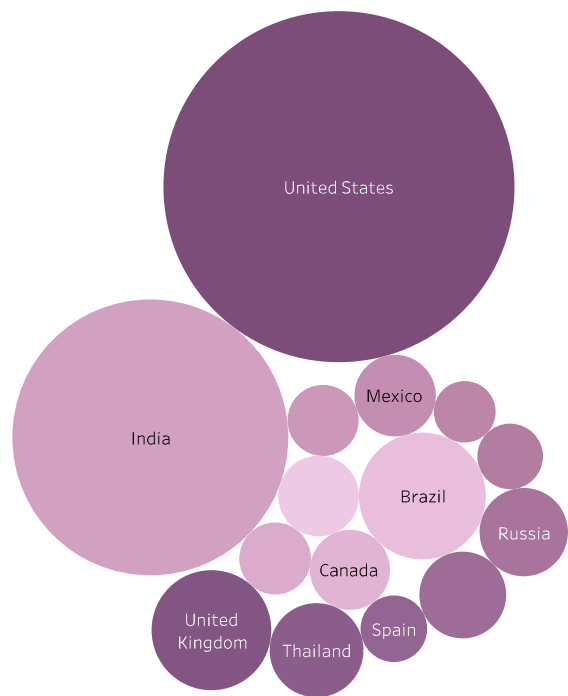
"Country-wise User Totals"
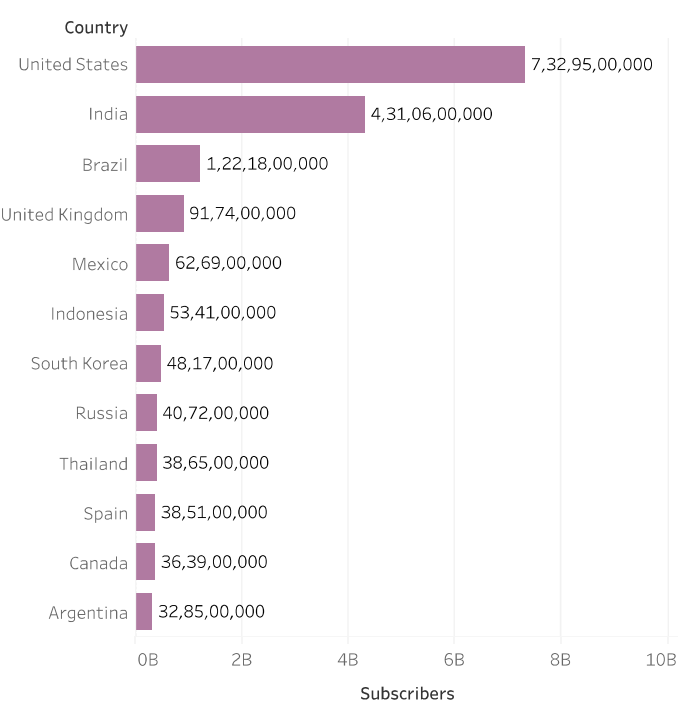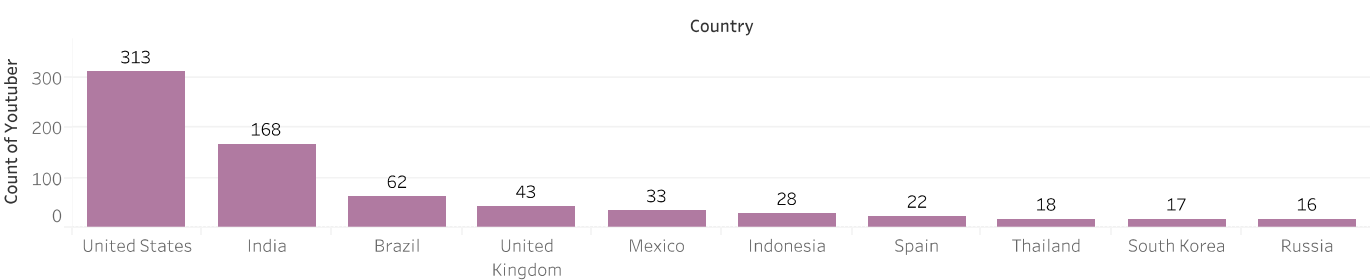
Country

Country	Subscribers
United States	7,32,95,00,000
India	4,31,06,00,000
Brazil	1,22,18,00,000
United Kingdom	91,74,00,000
Mexico	62,69,00,000
Indonesia	53,41,00,000
South Korea	48,17,00,000
Russia	40,72,00,000
Thailand	38,65,00,000
Spain	38,51,00,000
Canada	36,39,00,000
Argentina	32,85,00,000

Subscribers

"Youtubers per Country"

Country

Count of Youtuber

Country	Count
United States	313
India	168
Brazil	62
United Kingdom	43
Mexico	33
Indonesia	28
Spain	22
Thailand	18
South Korea	17
Russia	16

GLOBAL YOUTUBE ANALYSIS 2023

Sheet 10

Country	Youtuber	Max. Subscribers	Yearly Earnings	Highest Monthly Earnings	Lowest Monthly Earnings
India	168	245,000,000	1,791,753,749	149,186,204	9,332,619

"Total Views by Video Category"

Category

Music
Entertainment
Shows
Education
People & Blogs
Film & Animation
News & Politics
Comedy
Trailers
Howto & Style
Movies
Science & Technology
Gaming

0B   100B   200B   300B   400B   500B   600B   700B

Video Views
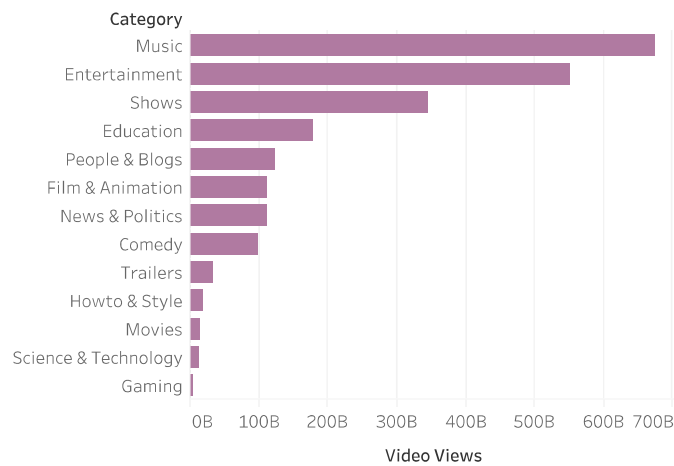
"Highest Income among Top 10 Indian Youtubers"

T-Series
SET India
Zee TV
StarPlus
Sony SAB
Colors TV
Sun TV
Infobells - Hindi
Vijay Television
Goldmines Gaane Sune Ansune
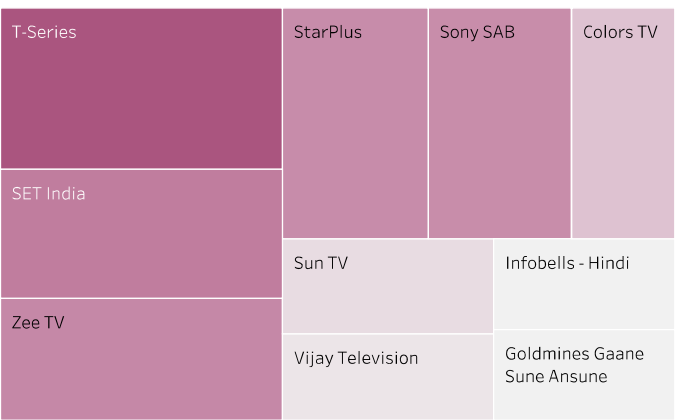
"Leading 20 YouTubers in Subscribers"
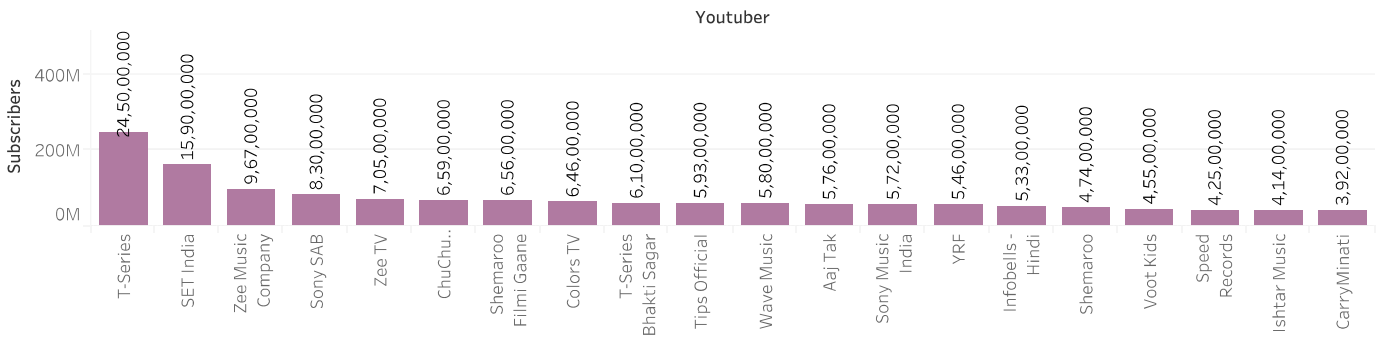
Youtuber

Subscribers

Youtuber	Subscribers
T-Series	24,50,00,000
SET India	15,90,00,000
Zee Music Company	9,67,00,000
Sony SAB	8,30,00,000
Zee TV	7,05,00,000
ChuChu..	6,59,00,000
Shemaroo Filmi Gaane	6,56,00,000
Colors TV	6,46,00,000
T-Series Bhakti Sagar	6,10,00,000
Tips Official	5,93,00,000
Wave Music	5,80,00,000
Aaj Tak	5,76,00,000
Sony Music India	5,72,00,000
YRF	5,46,00,000
Infobells - Hindi	5,33,00,000
Shemaroo	4,74,00,000
Voot Kids	4,55,00,000
Speed Records	4,25,00,000
Ishtar Music	4,14,00,000
CarryMinati	3,92,00,000

GLOBAL YOUTUBE ANALYSIS 2023

"Top 10 Youtuber by Total Subscribers"

Youtuber	Subscribers
T-Series	24,50,00,000
Cocomelon - Nursery Rhy..	16,20,00,000
SET India	15,90,00,000
ýýý Kids Diana Show	11,20,00,000
Like Nastya	10,60,00,000
Vlad and Niki	9,89,00,000
Zee Music Company	9,67,00,000
WWE	9,60,00,000
Sony SAB	8,30,00,000
Zee TV	7,05,00,000
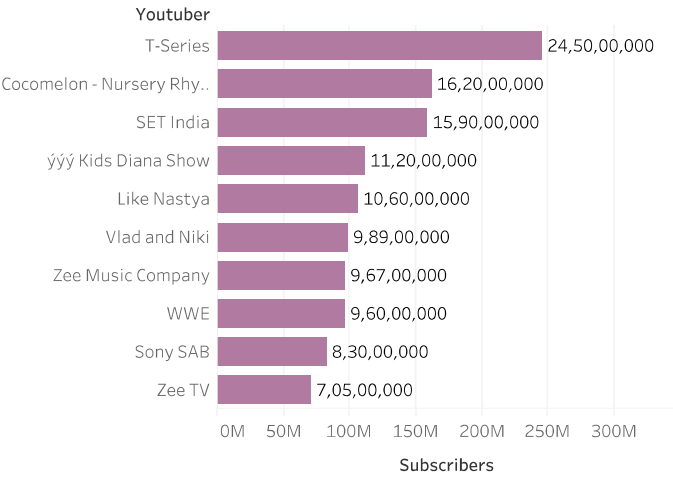
"Ranking and Subscribers Count of YouTubers"

Youtuber	Rank	Subscribers
T-Series	1	245,000,000
YouTube Movies	2	170,000,000
MrBeast	3	166,000,000
Cocomelon - Nursery Rhymes	4	162,000,000
SET India	5	159,000,000
Music	6	119,000,000
ýýý Kids Diana Show	7	112,000,000
PewDiePie	8	111,000,000
Like Nastya	9	106,000,000
Vlad and Niki	10	98,900,000

"Annual Earnings of YouTubers"
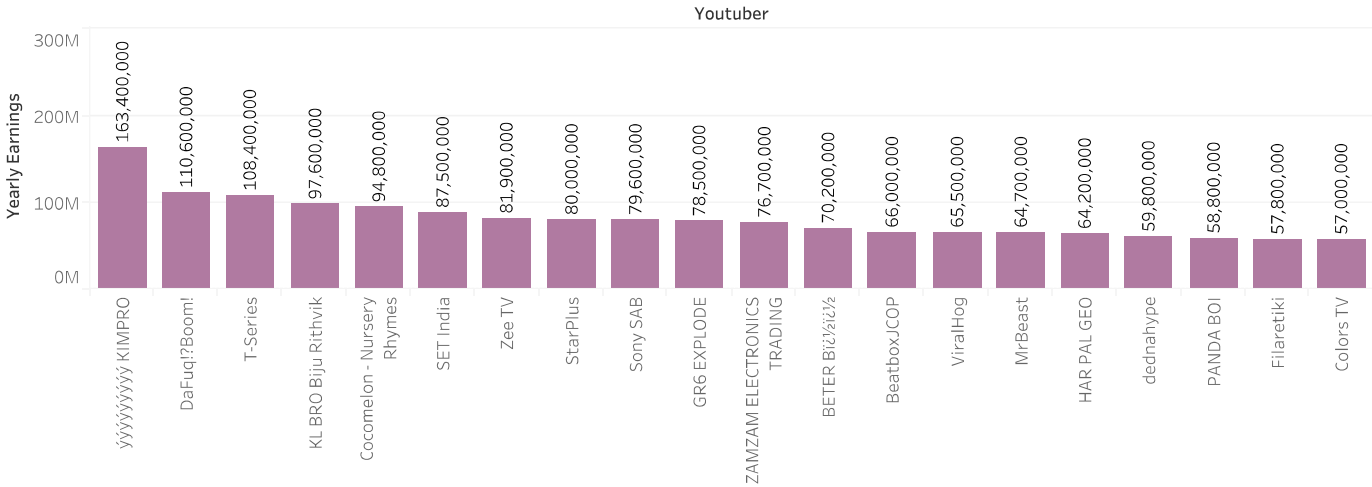
Youtuber	Yearly Earnings
ýýýýýýýý KIMPRO	163,400,000
DaFuq!?Boom!	110,600,000
T-Series	108,400,000
KL BRO Biju Rithvik	97,600,000
Cocomelon - Nursery Rhymes	94,800,000
SET India	87,500,000
Zee TV	81,900,000
StarPlus	80,000,000
Sony SAB	79,600,000
GR6 EXPLODE	78,500,000
ZAMZAM ELECTRONICS TRADING	76,700,000
BETER Bï½ï½	70,200,000
BeatboxJCOP	66,000,000
ViralHog	65,500,000
MrBeast	64,700,000
HAR PAL GEO	64,200,000
dednahype	59,800,000
PANDA BOI	58,800,000
Filaretiki	57,800,000
Colors TV	57,000,000

GLOBAL YOUTUBE ANALYSIS 2023

KEY INSIGHTS

Geographical Viewership: United States and India.
Preferred Content Types: Music and entertainment.
Top Content Category: News & politics content .
lowest viewership: Travel-based videos
Dominant Channels: Channels like T-Series, YouTube Movies, MrBeast, and Cocomelon - Nursery Rhymes.