

Subscriber's Galore: Exploring The World's Top Youtube Channels

1.INTRODUCTION

1.1 Overview

Start by getting to know your audience and what type of content they want to see from you. If you're just starting to promote your YouTube channel, take a look at your competitors or other video creators in your industry. Look at which of their videos get the most views and engagement. This will give you an idea of what topics your audience wants to learn about and what style of videos they prefer.

Although you might not think of YouTube as a social network per se, the platform does represent a thriving community where users are engaging via content, profiles, "likes" and comments.

For example, music channel Artists Of Morality regularly likes and responds to comments on its recent uploads. The channel's creator regularly engages with subscribers to show appreciation and answer questions, too. She even posts a call to action or challenges in her pinned comments like in the one.

1.2 Purpose

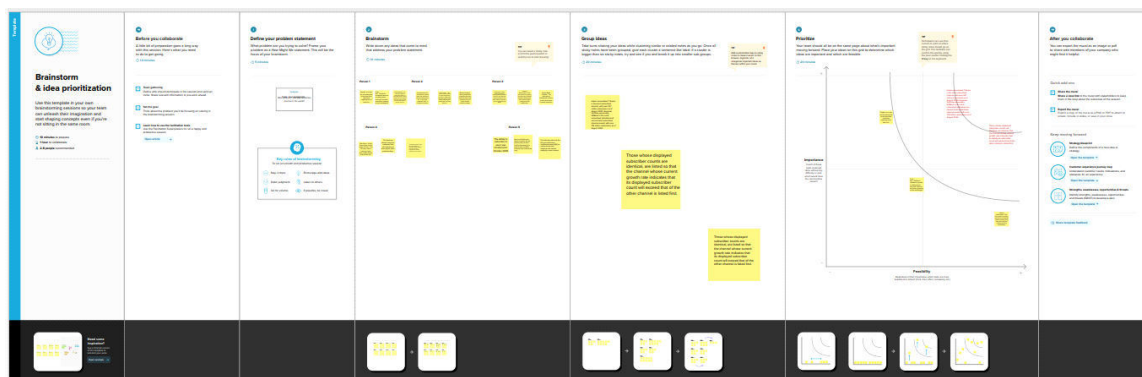
A smart way to promote your YouTube channel is by creating a specific videos series that cover a recurring theme or topic. For example, Sprout Social's YouTube channel has a variety of different series that make up our YouTube presence, like our "Always On" videos.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

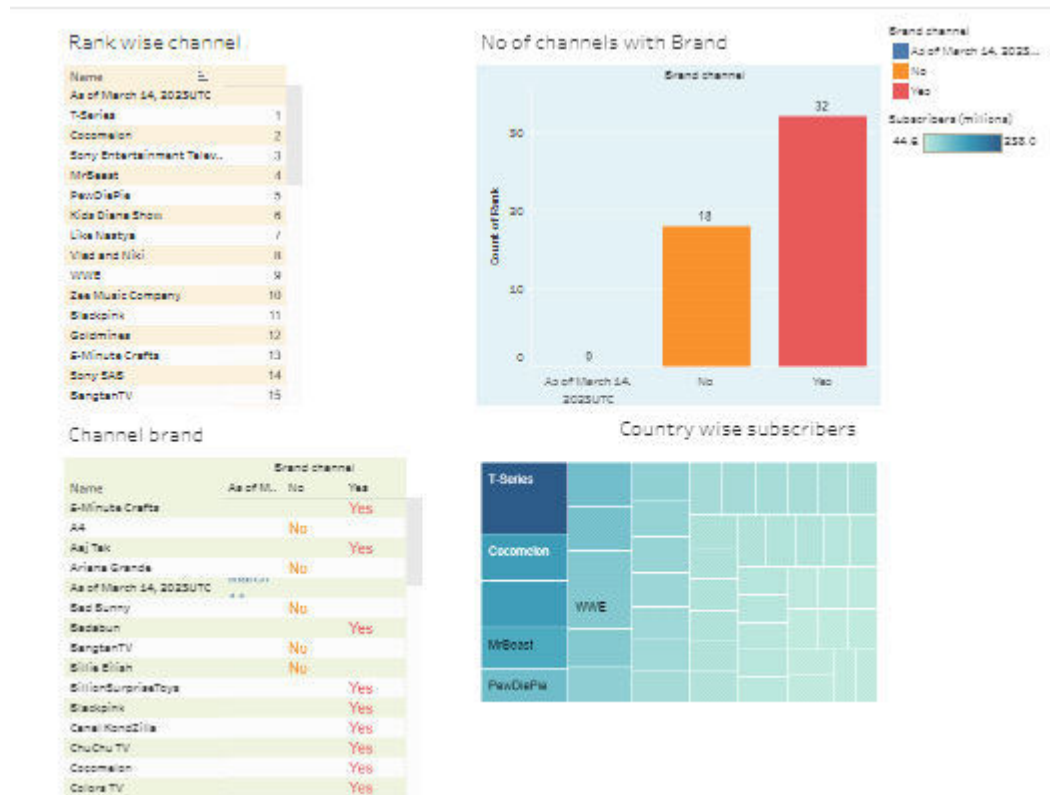


2.2 Ideation & Brainstorming Map



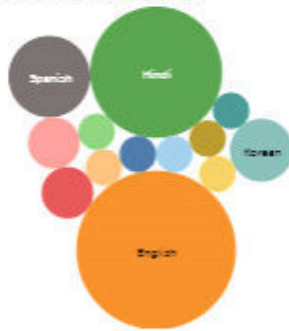
RESULT

Dashboard 1

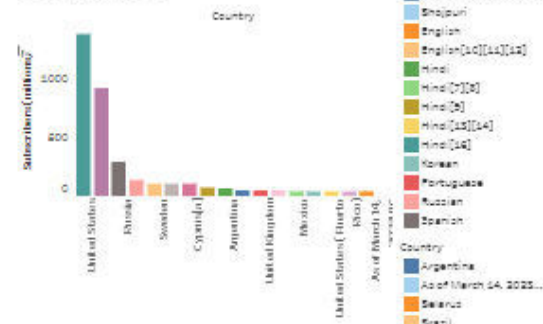


Dashboard 2

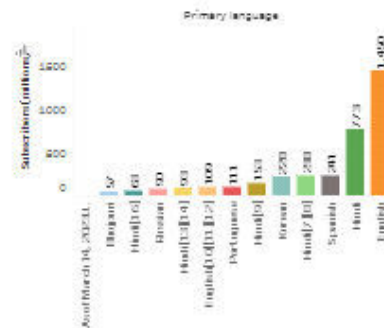
No of channels of language



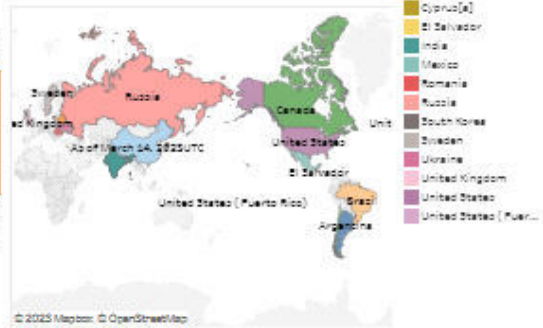
Country wise sub



Language wise sub



Country wise channel



Story

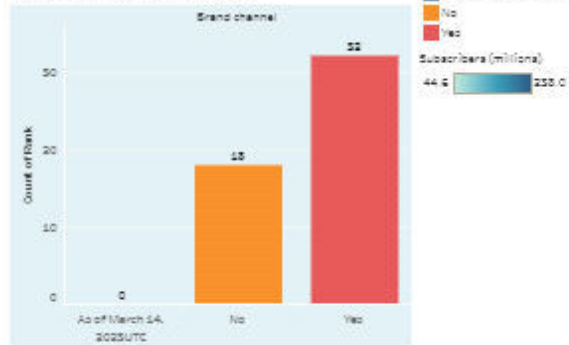
Story 1

< 1. Rank wise channel, 2. No of channels with Brand channel wise >
 3. No of channels of language, 4. Country wise with T1 audience

Rank wise channel

Name	Rank
As of March 14, 2023 UTC	
T-Series	1
Cocomelon	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
Goldmine	12
5-Minute Crafts	13
Sony SAB	14
SingtanTV	15

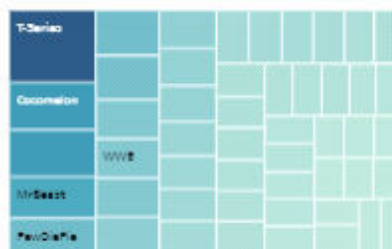
No of channels with Brand



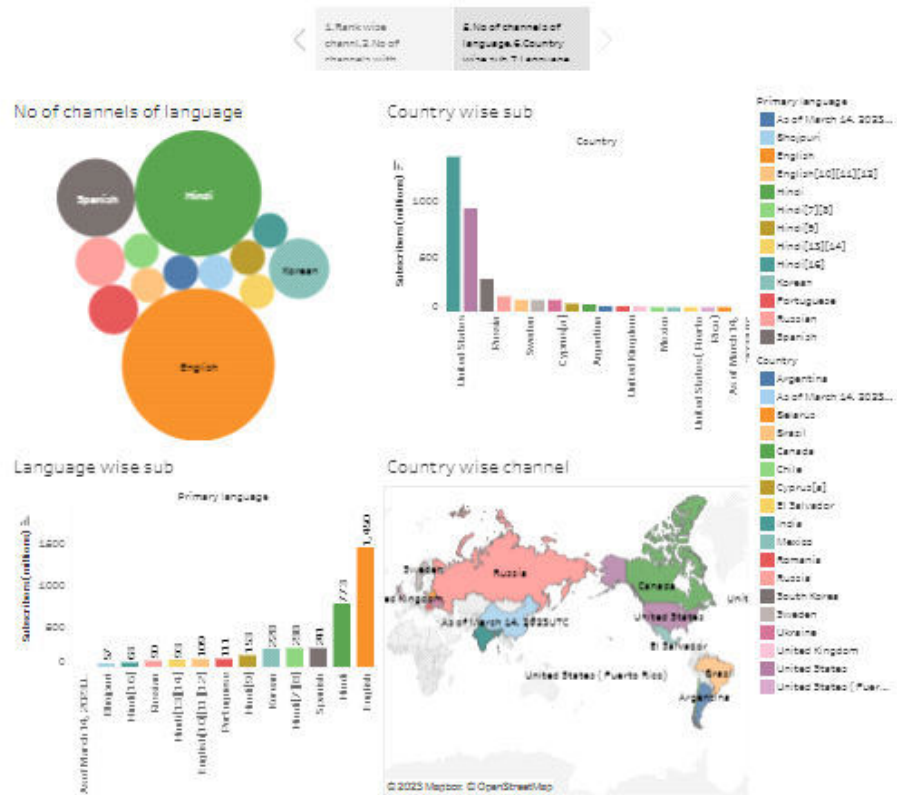
Channel brand

Name	Brand channel
As of March 14, 2023 UTC	
5-Minute Crafts	Yes
A4	No
Aaj Tak	Yes
Ariana Grande	No
As of March 14, 2023 UTC	
Bad Bunny	No
Beatsbox	Yes
SingtanTV	No
Billie Eilish	No
BillboardSurpriseToys	Yes
Blackpink	Yes
Canal KondZilla	Yes
ChuChu TV	Yes
Cocomelon	Yes
Colors TV	Yes

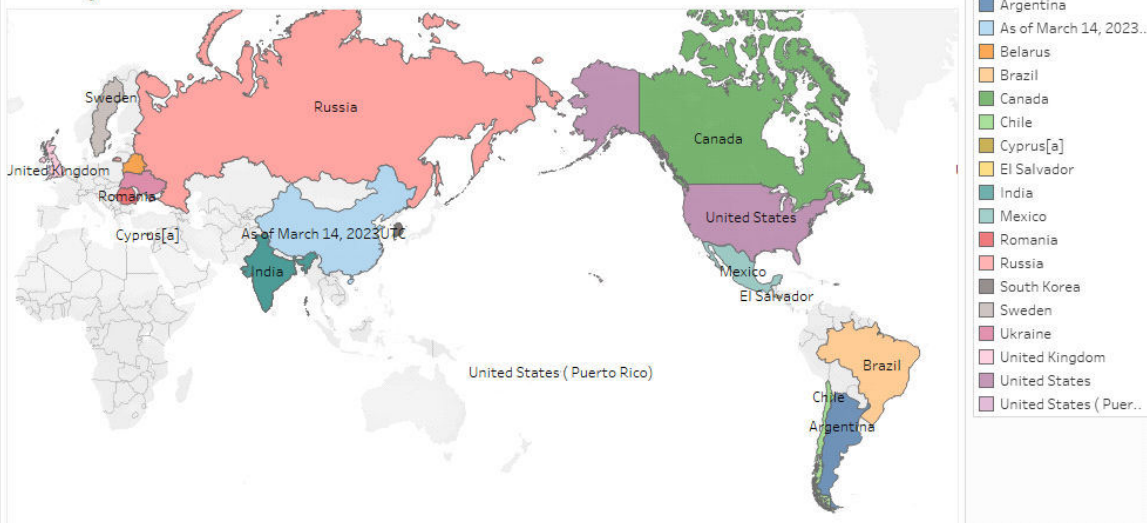
Country wise subscribers

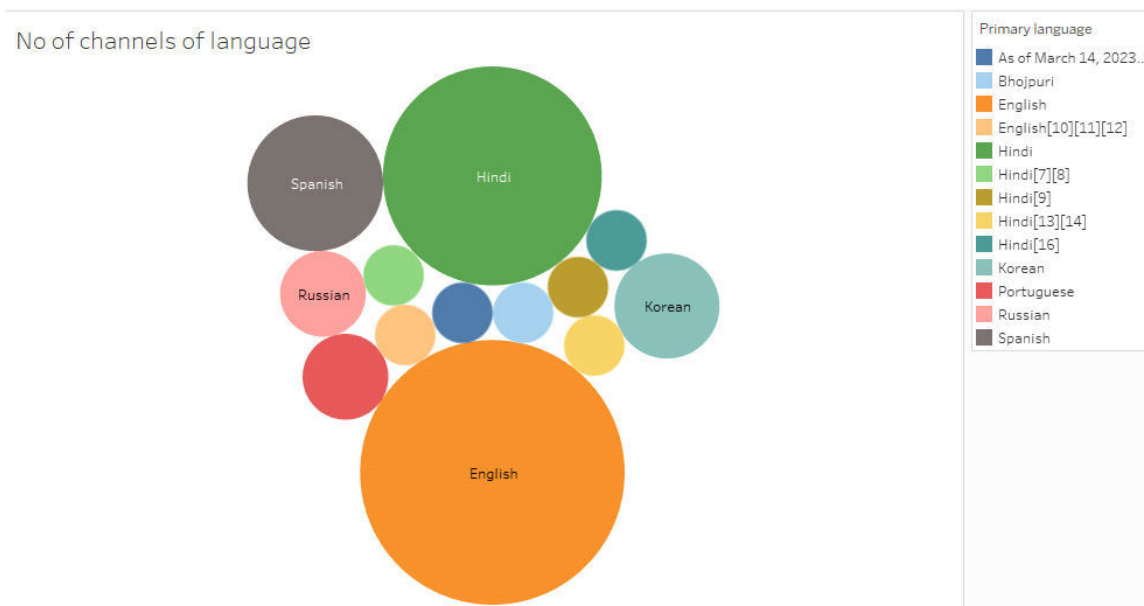
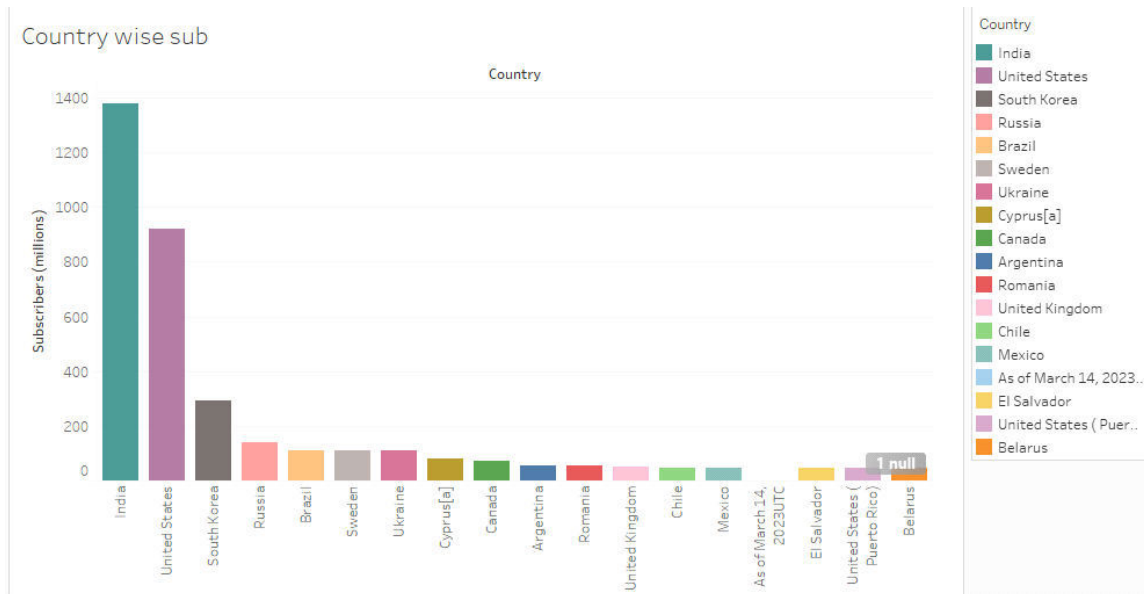


Story 1



Country wise channel





ADVANTAGES

With YouTube, you can earn money for your views. To earn money through your videos.

* Affiliate links

- * Sponsorships
- * Merch and products
- * Offer service

and much more

DISADVANTAGES

* The content you are publishing is in breach of the Terms of Service and Community Guidelines that you need to agree to create a YouTube Channel.

* You continue to act in predatory behaviour towards other people. Examples of this behaviour are harassment, sexual comments, and spam.

* Your videos are repeatedly reported for claims of copyrights infringement.

APPLICATIONS

Views: The number of legitimate views on your content.

Watch Time: The estimate amount of time that viewers watched your content.

Subscribers: The number of viewers have subscribed to your channel.

Likes: The number of likes on your shorts content.

Top videos and live streams: Your most popular videos and live streams.

CONCLUSION

Problem Definition & Design Thinking is done by creating Empathy Map and Brainstorming Map. Data visualization is done by creating Map representations. The goal of data visualization is to make complex data sets more assessable, intuitive and easier to interpret. Dashboard for this project is created which is crucial to ensure that the information is easily understandable and finally story is done which is the way of presenting data and analysis in a narrative format. The main goal of storyboard is making the information more engaging and easier to understand. By building this project we can understand the impact of **Subscribers of the YouTube Channel.**

FUTURE SCOPE

YouTube will continue to be where people go for informative and educational videos. As more innovative technology comes out, YouTube will evolve with it. It will be even more powerful, and we'll see many new changes that are sure to revolutionize marketing as a whole.

