

Subscriber's Galore: Exploring World's Top YouTube Channels

Introduction

- ❖ Overview
- ❖ Purpose

Overview:

❖ YouTube subscribers are users who have chosen to follow a specific YouTube channel to receive updates about its content. Subscribing to a channel allows users to stay informed about new videos and engage with the content creator's community.

Here's an overview of YouTube subscribers

❖ YouTube analytics gives you a high-level summary of how your channel and videos performing on YouTube. It has been a long way to individuals reaching 100 million subscribers. The subscribers count gives an overview of how many organic views: YouTube provides a "Subscribe" button below every channel's videos. When a user clicks this button, they become a subscriber of that channel.

❖ Subscribers' identities are generally kept private, and channel owners cannot see the specific list of subscribers. Subscribers can choose to make their subscriptions public or private in their YouTube settings. Creators often employ various strategies to attract and retain subscribers, such as creating high-quality content, engaging with the audience, and promoting their channel through social media.

Purpose:

❖ They got more profit. YouTube pays creators a portion of the advertising revenue generated from ads shown in their videos. This is usually based on factors like the number of views, watch time, and audience engagement. Some creators receive donations or use crowdfunding platforms like Patreon to support their content.

❖ Subscribers are viewers who have shown a higher level of interest in your content and have chosen to stay updated with our channel. They are more likely to watch your videos regularly and engage with our content. When you upload a new videos, subscribers are notified, which can lead to an intial surge in views and engagement. This can be crucial for the early success of a video.

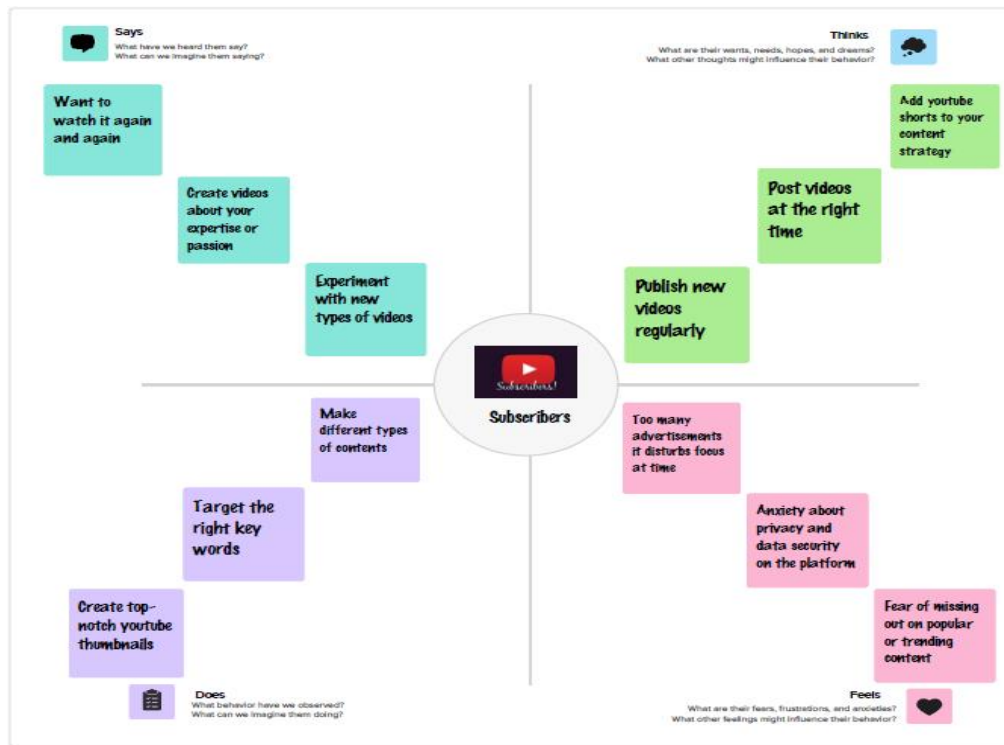
❖ Subscribers contribute to the long-term growth of your channel. As your subscriber count increases, it becomes easier to attract new viewers and subscribers because a larger subscriber base can make your channel appear more credible and popular.

❖ A channel needs at least 1000 subscribers and 4000 watch hours in the past 12 months to be eligible for monetization through You Tube's Partner Program. Subscribers are a crucial part of meeting this requirement. When you have a Substantial subscriber base, it becomes more attractive to potential brand partners for sponsored content or collaborations.

Problem Definition & Design Thinking;

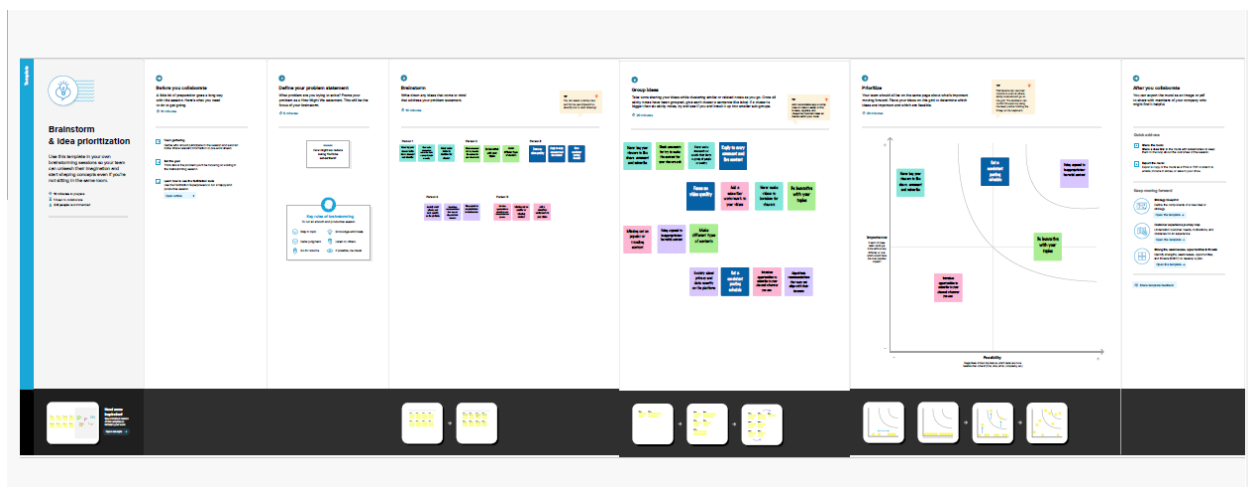
- ❖ Empathy Map
- ❖ Ideation & Brainstorming Map

Empathy Map:



- ❖ An empathy map is a tool used to understand the says, feelings, thinks and need of a specific target audience or customer segment.

Ideation & Brainstorming Map:



- ❖ Creating an ideation and brainstorming map can help generate creative ideas and strategies for the business. It can be useful reference for planning and prioritizing actions to achieve the business objectives.

Result:

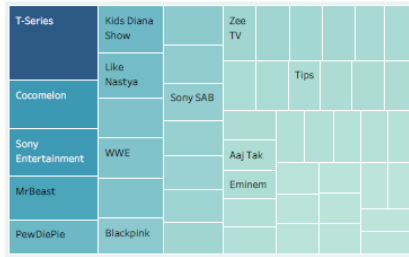
Final output of our project:

Dashboard 1:

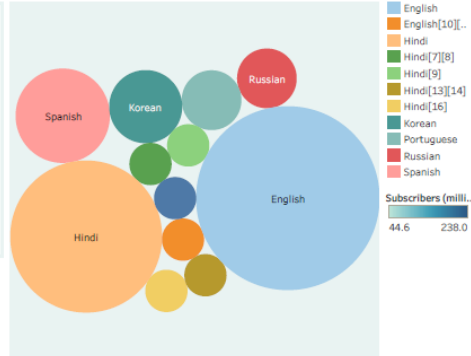


Dashboard 2:

Channel name with sub

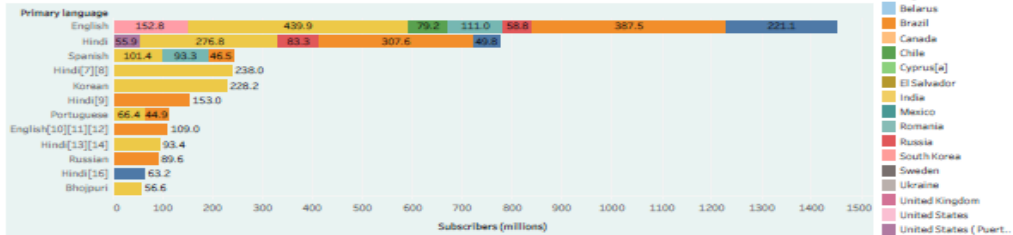


No of channel of language

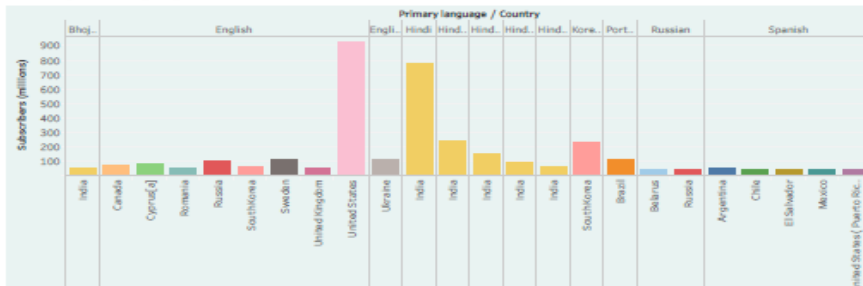


Dashboard 3:

Category wise language

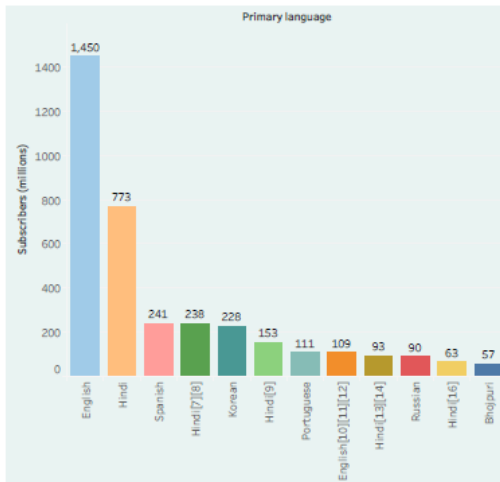


Country and language

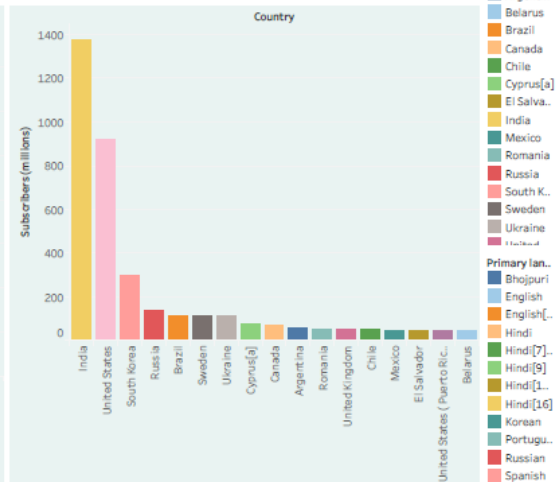


Dashboard 4:

Language wise sub



Country wise sub



Dashboard 5:

Sign

Find text or tools 🔍

Country wise channel



Sheet 11

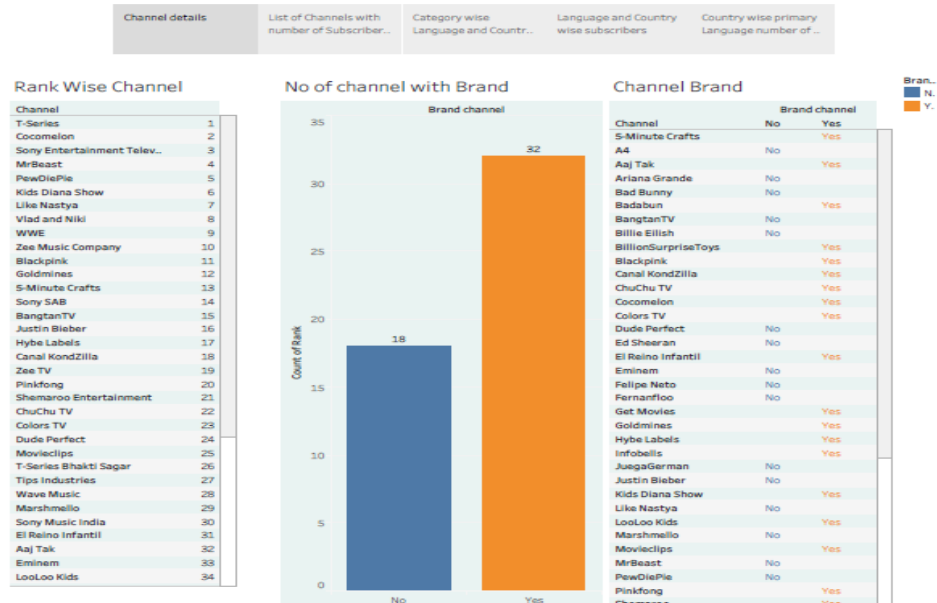


Count of Channel



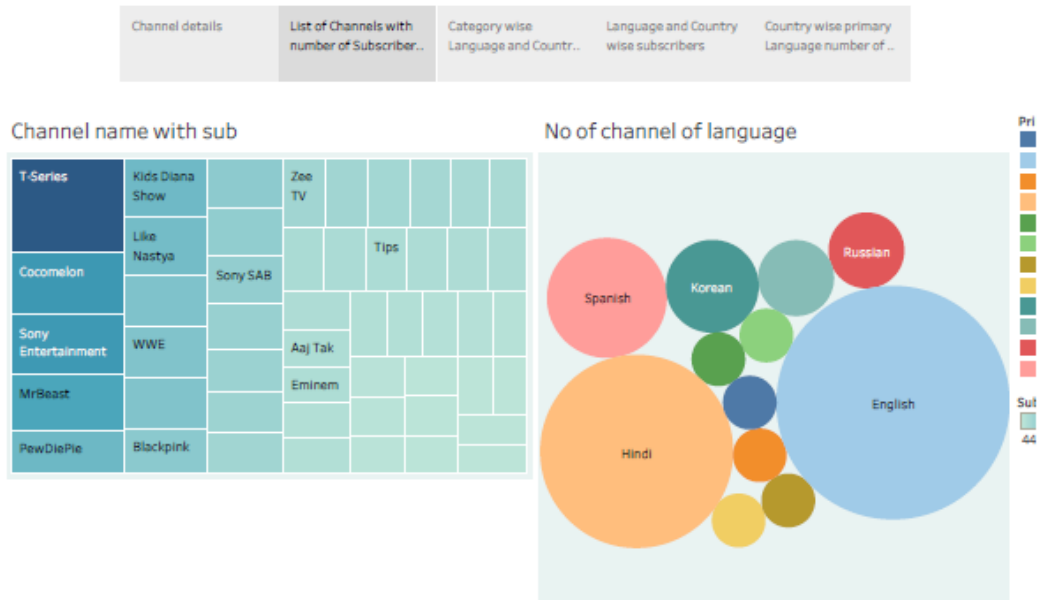
Story:

Story 1



❖ This output shows the Rank wise channels the order of channels and language

Story 1

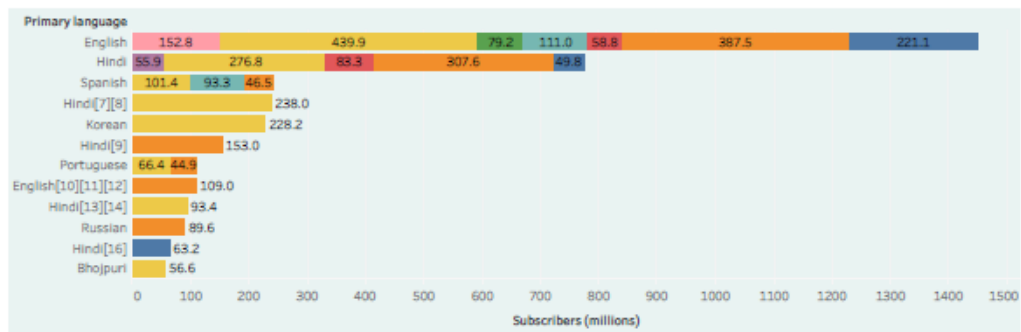


- ❖ This output shows the channel name with subscribers and No of channel of language. It shows the order of channels with language.

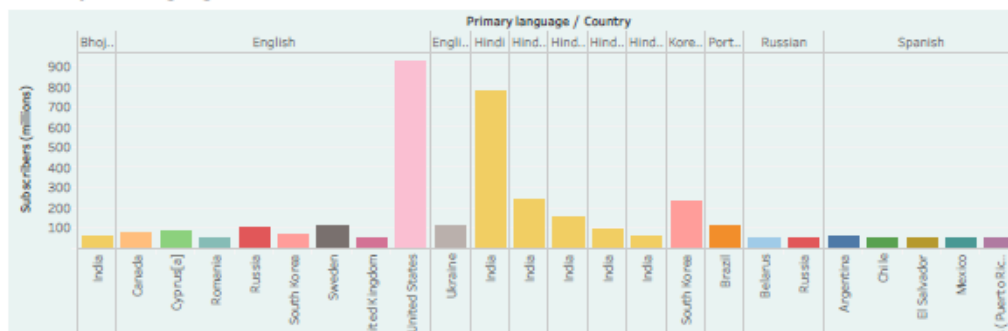
Story 1

Channel details	List of Channels with number of Subscriber..	Category wise Language and Countr..	Language and Country wise subscribers	Country wise primary Language number of ..
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Category wise language



Country and language

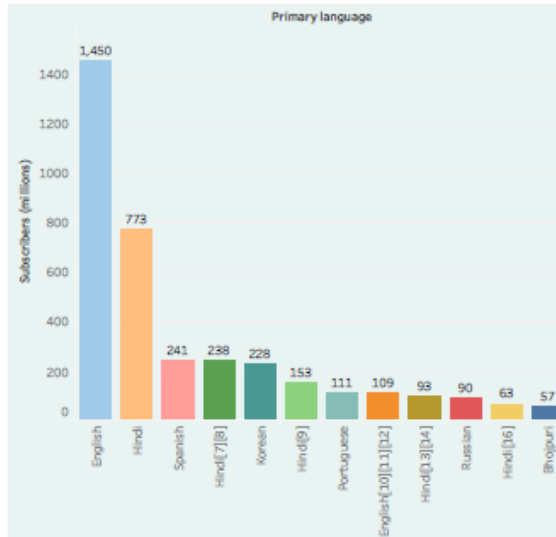


- ❖ This output shows the category wise language of primary language and country and language. It shows the order of the country and language.

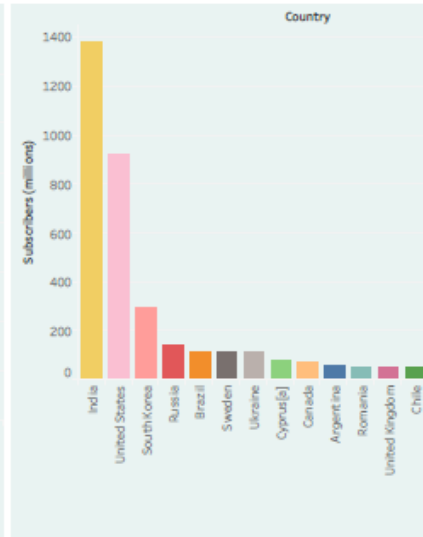
Story 1

Channel details	List of Channels with number of Subscriber...	Category wise Language and Countr...	Language and Country wise subscribers	Country wise primary Language number of ..
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Language wise sub



Country wise sub



❖ This output shows the Language wise subscribers and country wise subscribers of the YouTube channels

Story 1

Channel details	List of Channels with number of Subscriber...	Category wise Language and Countr...	Language and Country wise subscribers	Country wise primary Language number of ..
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Country wise channel



Sheet 11



Count of Ch



Country
Argentina
Belarus
Brazil
Canada
Chile
Cyprus[6]
El Salvador
India
Mexico
Russia
South Korea
United States
Ukraine

- ❖ *This output shows the world map of the country wise you tube channels and primary language.*

Advantages and Disadvantages:

Advantages

- ❖ *Subscribers are typically your most loyal viewers who consistently watch your content. Videos with more subscribers tend to rank better and get more exposure on You Tube's platform.*
- ❖ *A high subscriber count can boost your channel's credibility and attract more viewers. Subscribers often engage with your content through likes, comments, and shares, helping you build a community around your channel.*
- ❖ *Subscribers can provide valuable feedback and support for your content and channel growth.*

Disadvantages:

- ❖ *The larger subscriber base, higher the expectations, which can create pressure to consistently produce high-quality content. High subscribers counts don't guarantee high engagement, and engagement is often more valuable for video performance.*
- ❖ *You tube's algorithm can be unpredictable and changes may impact how your content is distributed to your subscribers. Limited in the types of content you can create if you have a specific niche and a large subscriber base that expects a certain style of content.*
- ❖ *Some viewers may subscribe to many channels, leading to subscription burnout, where they can't keep up with all the content they've subscribed to. While subscribers are essential for channel growth, it also important to focus on creating engaging, high quality content to retain and activate your subscriber base.*

Applications:

- ❖ *Subscribers are your loyal viewers who regularly watch your content, like, comment, and share. They contribute to community engagement and discussions. To earn money on You Tube, you need at least 1000 subscribers. Subscribers are part of the criteria for the You Tube Partner Program, which enables monetization through ads, super chats, and channel memberships.*
- ❖ *Subscribers are more likely to engage with your content by liking, commenting, and sharing. This engagement can boost your videos' visibility. Subscribers provide a baseline of viewership for your videos. They receive notifications when you upload new content, increasing the chances of immediate views.*
- ❖ *To be eligible for YouTube's Partner Program and start earning revenue from ads, you need at least 1,000 subscribers and 4,000 watch hours in the past 12 months. A channel*

with a substantial subscriber count is often seen as more credible and authoritative in its niche or category .Feedback and Community Building: Subscribers can provide valuable feedback through comments and discussions. This can help you understand your audience better and tailor your content accordingly.

Conclusion:

- ❖ *A higher number of subscribers generally indicates a larger audience base. This can lead to more views, engagement, and potentially more revenue through ads and sponsorships. While a high subscriber count is certainly impressive, what matters even more is how engaged those subscribers are. Channels with a smaller, highly engaged audience can sometimes be more influential than those with a large but passive subscriber base.*
- ❖ *Regularly uploading quality content is crucial for maintaining and growing a subscriber base. Inactive channels may see a decline in subscribers over time .It's better to have a smaller number of engaged and loyal subscribers than a large number of inactive or uninterested ones. Subscribers can fluctuate due to various reasons such as content changes, algorithm adjustments, or even audience preferences shifting. Creators may gain or lose subscribers over time.*
- ❖ *Engaging with your audience, responding to comments, and building a sense of community around your channel can lead to more loyal subscriber. .Achieving certain subscriber milestones (like 100k, 1 million, etc.) is often celebrated by creators as they represent significant achievements. YouTube has privacy settings that allow users to hide their subscriptions. This means that some subscribers may choose to keep their subscriptions private.*