

EXOPLOING WORLD'S TOP YOUTUBE CHANNELS

SUBMITTED BY

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EXPLORING WORLD'S TOP YOUTUBE CHANNELS

1.INTRODUCTION

1.1 OVERVIEW

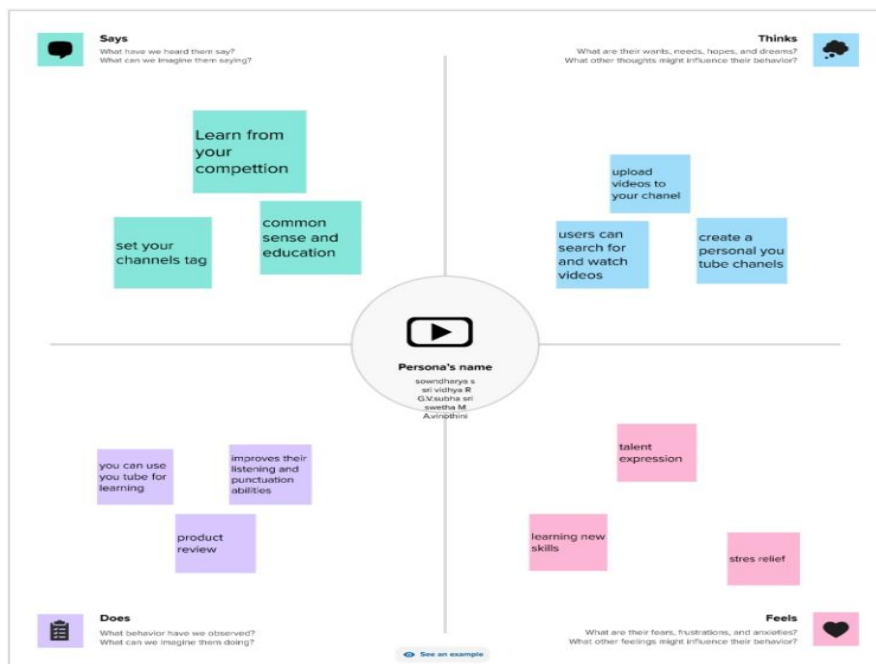
A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users 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.

PURPOSE

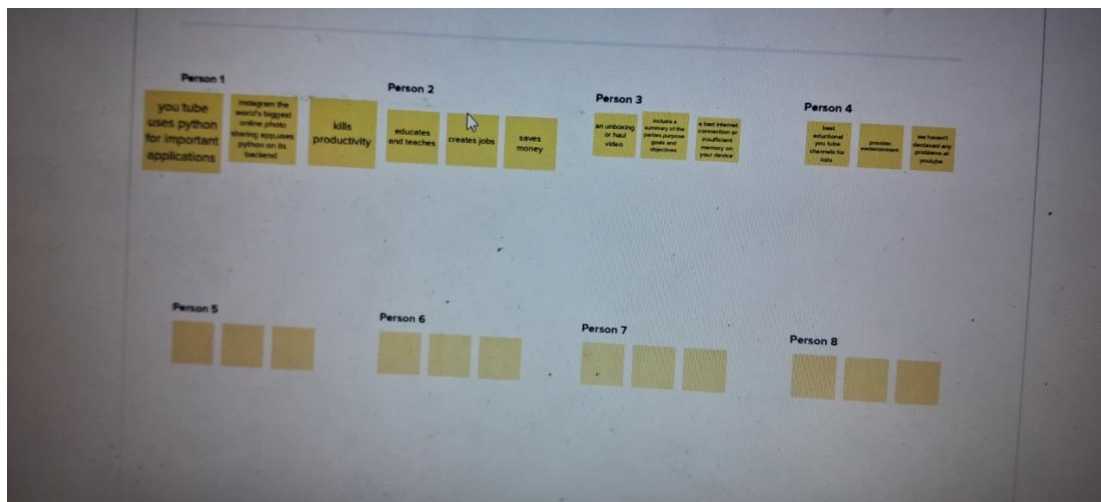
EMPATHY MAP :

An empathy map helps understand customer emotions needs and behaviors.



IDEATION & BRAINSTORMING MAP

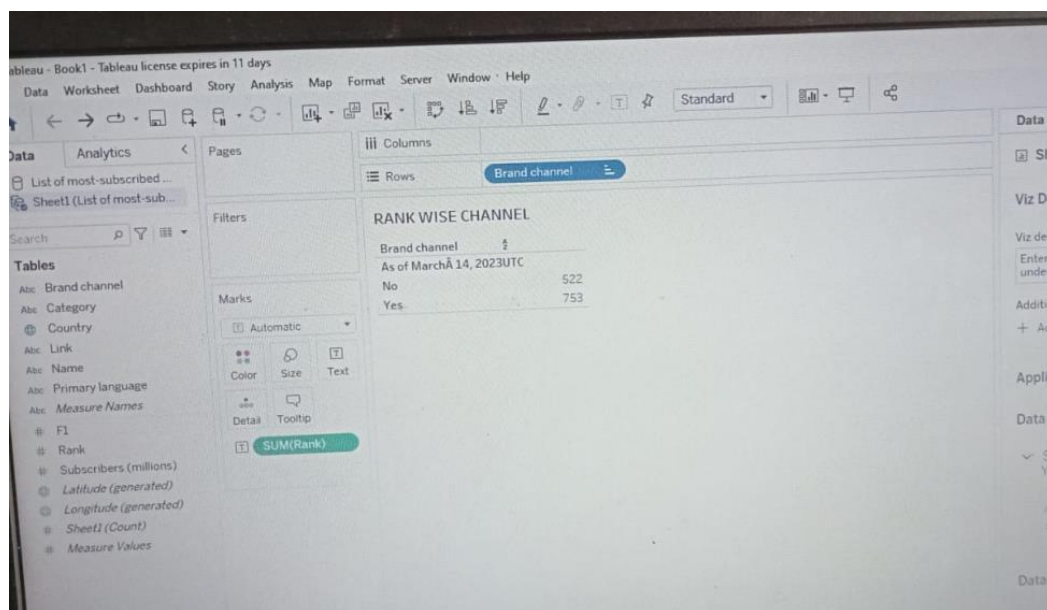
Brainstorming map is a visual tool that fosters creative idea generation.



RESULT :

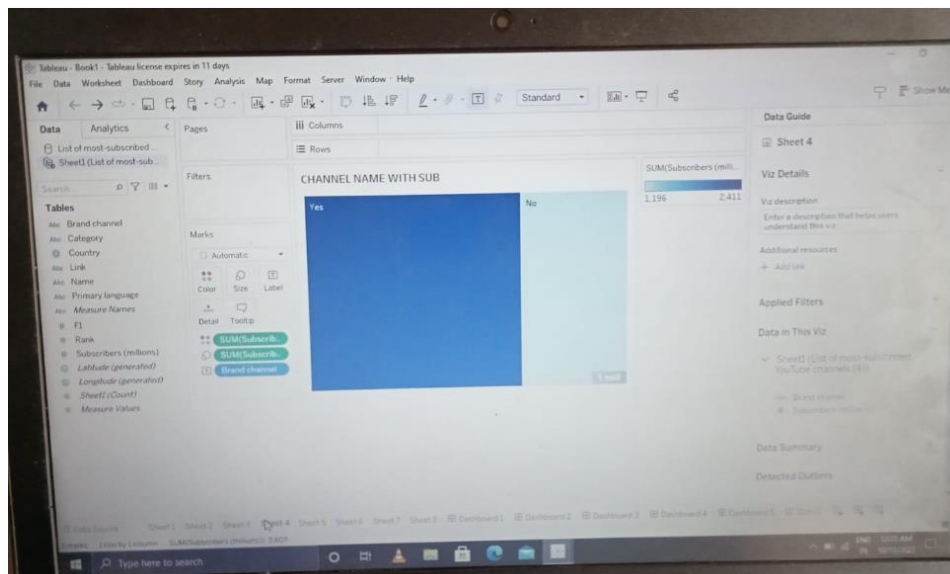
RANK WISE CHANNEL :

The following chart represents the rank wise channel.



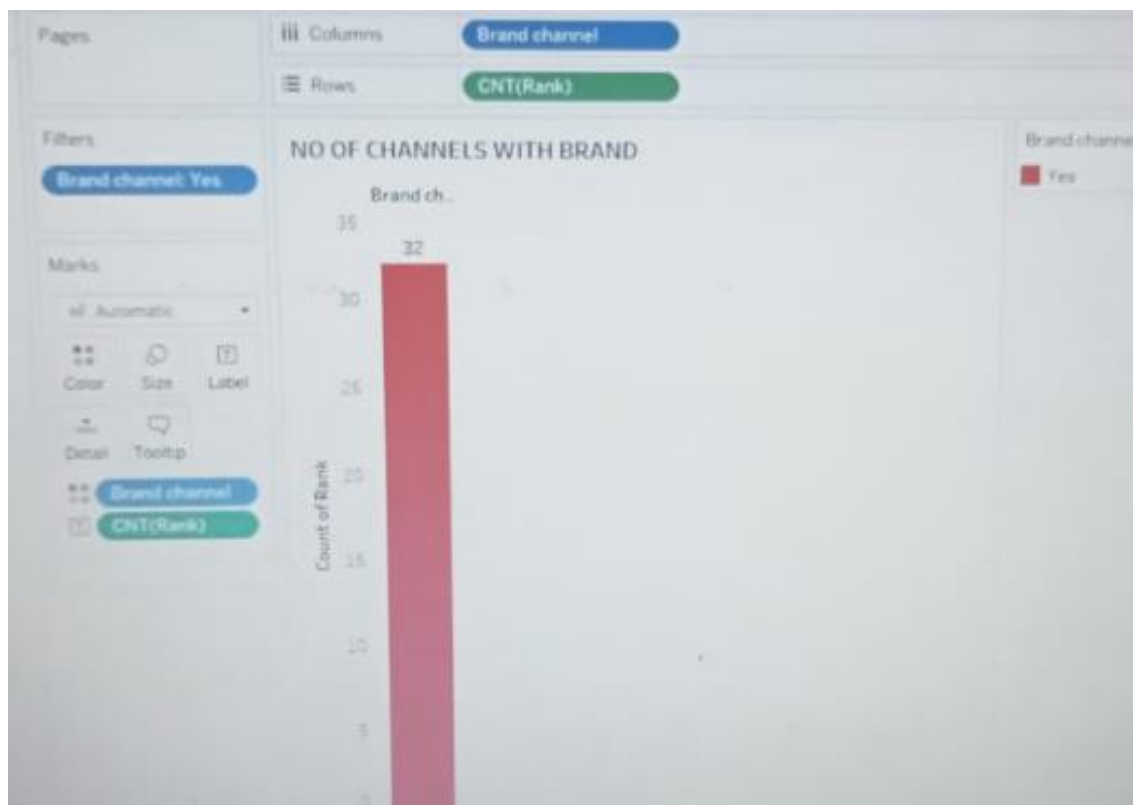
CHANNEL NAME WITH SUB :

You can subscribe to channels you like to see more content from those channels. You can find a Subscribe button under any YouTube video or on a channel's page. Once you subscribe to a channel, any new videos it publishes will show up in your Subscriptions feed.



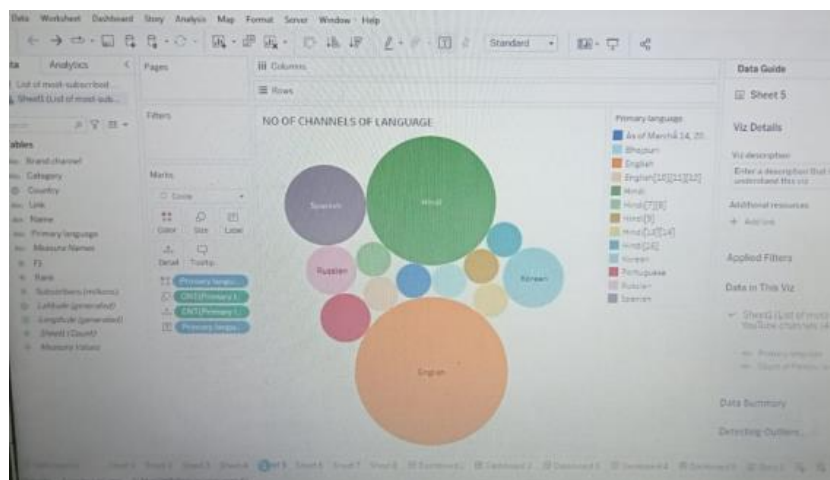
No of channel with brand :

The following visualization chart represents the no. Of channels with brand.



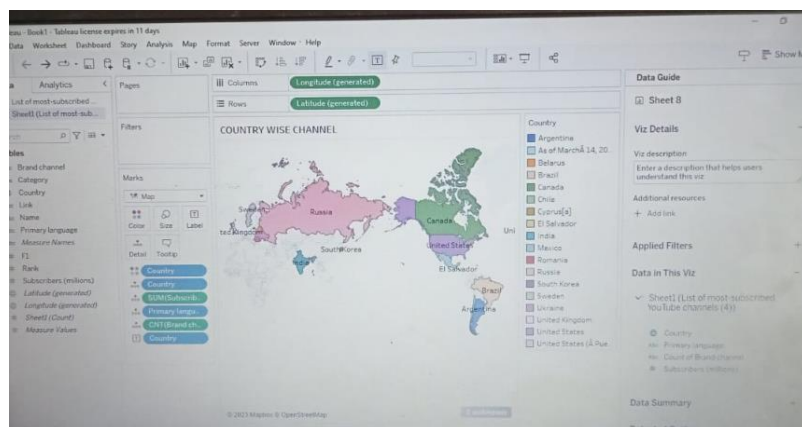
No of channel with language :

Channels in Hindi constituted the highest number of television channels in India, tallying 175 in total and accounting for 43 percent of TV viewership in 2021. Tamil and English channels followed next, with 65 and 60 channels respectively. The overall number of television channels in India amounted to 909 that year.



Country wise channel

There are about 33,000 television stations in the world (including some but not all cable stations), according to the CIA World Factbook 2000. This means that there are approximately 193 million hours of television programming per year (assuming each station broadcasts 16 hours per day).



ADVANTAGES AND DISADVANTAGES

ADVANTAGES

- ❖ **It's free to use:** You can watch and upload videos on YouTube. However, to get the free services, now, you have to manage several advertisements, most of which can skip, but some of which need to play partially or wholly. YouTube Premium is a paid service that allows users to go ad-free.
- ❖ **Wide selection of content:** There is a wide variety of content available on YouTube, including music videos, educational videos, movie trailers, and more, as we have mentioned above. The range is such that people have made entire careers by being YouTube content creators in several niches.
- ❖ **Accessibility:** You can access YouTube from any device with an internet connection, including your computer, smartphone, and tablet. It brings knowledge of the world, such as Ted Talks, to your room. You can even rent movies on YouTube.

DISADVANTAGES

- ❖ **Quality and Copyright:** The quality of videos on YouTube can vary significantly as not all videos are created professionally, and some are pirated from other places and uploaded to YouTube.
- ❖ **Misinformation:** Some videos on YouTube contain misinformation or false information. Fact-checking information you find online, including those on YouTube, is essential. Taking the lead from personal vlogs can be exceptionally dangerous as that information can be precise to the people involved and might not be the best for you as an individual.
- ❖ **Inappropriate content:** While YouTube has strict policies to remove inappropriate content, some videos may not be suitable for all audiences. YouTube has a feature that helps keep children away from adult content.

APPLICATIONS

Data analytics can be applied in business in various ways. It can be used to analyze customer behavior, optimize marketing campaigns, improve supply chain management, enhance product development, predict demand, identify fraud, optimize pricing strategies, and improve overall business performance.

CONCLUSION :

There are currently 900 permitted private satellite television channels in India as of February 2021. Numerous regional channels are available throughout India, often distributed according to languages.

FUTURE SCOPE

The future scope of data analytics is vast and promising. Data analytics plays a crucial role in various industries and offers numerous opportunities for professionals. Here are some key areas where the future scope of data analytics is prominent:

Data Aggregation and Analysis: Data analytics enables organizations to collect and analyze large volumes of data from various sources. By aggregating and analyzing data, businesses can gain valuable insights into customer behavior, market trends, and business operations. This can help them make informed decisions and improve their overall performance.

Data analytics allows businesses to identify untapped markets and understand their potential. By analyzing market data and consumer preferences, organizations can discover new opportunities for expansion and growth. This helps them stay ahead of competitors and make strategic business decisions. 1

Efficient Distribution of Resources: Data analytics helps optimize the distribution of resources within an organization. By analyzing data on resource utilization, companies can identify areas of inefficiency and allocate resources more effectively. This can lead to cost savings, improved productivity, and better decision-making.

Overall, the future scope of data analytics is immense. It offers endless possibilities for businesses to derive insights, optimize operations, and make data-driven decisions. By leveraging the power of data analytics, organizations can thrive in the competitive landscape and achieve sustainable growth.