

Subscribers Galore: Exploring World's Top YouTube Channels

A PROJECT REPORT

Submitted by

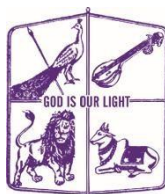
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in partial fulfilment for the award of the degree of

BACHELOR OF SCIENCE

IN

PHYSICS



DEPARTMENT OF PHYSICS

SRI KUMARA GURUPARA SWAMIGAL ARTS COLLEGE
Srivaikuntam – 628 619, Tamil Nadu

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APRIL - 2024

ACKNOWLEDGEMENT

First of all, I express my profound gratitude to the God Almighty for the successful completion of the project work.

We have great pleasure in expressing our heartfelt thanks with gratitude to my guide **Mr.K. Suddalai kannan**, Assistant Professor of Physics, Sri K.G.S. Arts college, Srivaikuntam, for her academic guidelines, support and constant encouragement for the successful completion of this project work.

We express our sincere to our **Secretary Dr. S. Sankaranarayanan**, for taking enormous care for the completion of this project report in a successful manner.

We extremely thanks to our **Principal Dr. N. Vijayakumar**, for the encouragement and help rendered towards the completion of this project work.

We express heartfelt thanks to our college **SPOC Dr. C.Geetha** for the completion of this project report in a successful manner.

We extremely thank to our **Naan mudhalvan Industry Mentors Mr.Vijay Vajravel, Mr. Hemant Kumar and Mr.Jai Prakash**, for the encouragement and help rendered towards the completion of this project report in a successful manner.

We express our heartfelt thanks to all the department staff members and lab assistants for their co-operation for this project work.

We express our whole hearted indebtedness to our beloved parents, family members and friends for their immense help to execute the project work successfully.

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Subscribers Galore: Exploring World's Top

YouTube Channels

1. INTRODUCTION:

YouTube is an [online video sharing](#) and [social media](#) platform headquartered in [San Bruno, California, United States](#). Accessible worldwide,^[7] it was launched on February 14, 2005, by [Steve Chen](#), [Chad Hurley](#), and [Jawed Karim](#). It is owned by [Google](#) and is the [second most visited](#) website in the world, after [Google Search](#). YouTube has more than 2.5 billion monthly users,^[8] who collectively watch more than one billion hours of videos every day.^[9] As of May 2019, videos were being uploaded to the platform at a rate of more than 500 hours of [content](#) per minute.^{[10][11]}

1.1 OVERVIEW:

The **list of most-viewed YouTube channels** is topped by [T-Series](#), an Indian record label known for [Hindi film music](#).^{[1][2][3][4][5]} T-Series became the most-viewed [YouTube](#) channel on February 16, 2017, and has more than 230 billion total views as of October 2023. The top 50 most-viewed channels have all surpassed 29 billion total views. 44 of these have surpassed 30 billion total views, and 21 have surpassed 40 billion total views, and 4 have surpassed 100 billion total views.^{[1][6]}

1.2. PURPOSE:

Entertainment: YouTube is a popular platform for watching a wide range of entertainment content, such as music videos, vlogs, comedy sketches, and more.

Education: Many users and organizations use YouTube to share educational content, tutorials, and lectures.

Information: YouTube is a source of news and information, where people can find news reports, documentaries, and informative videos.

Expression: It allows individuals to express themselves, share their opinions, and showcase their talents.

Marketing: Many businesses and creators use YouTube as a marketing tool to reach a global audience and promote products or services.

Community Building: YouTube fosters online communities where viewers can engage with content creators, discuss topics, and interact with like-minded individuals.

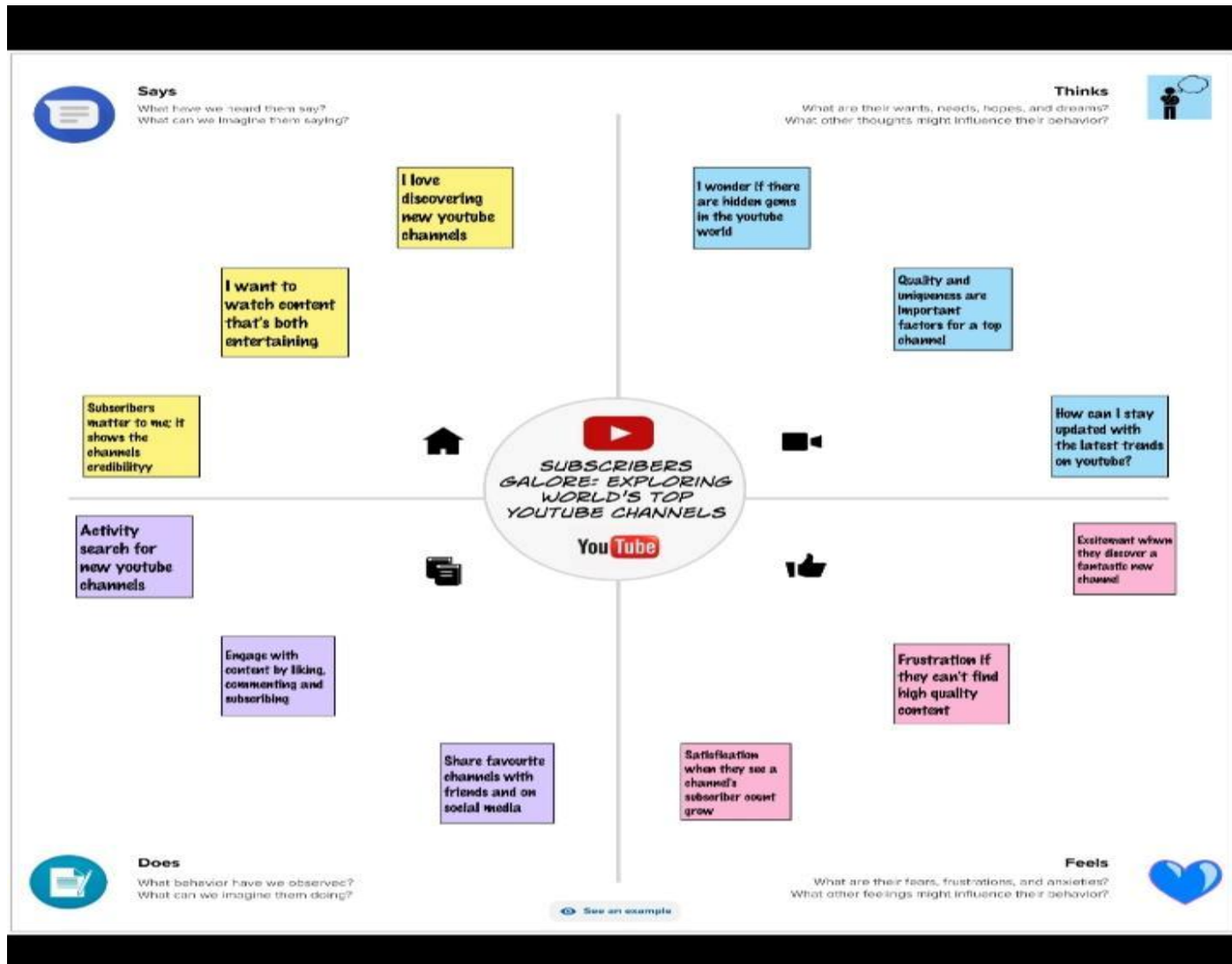
Archive: It serves as a vast video archive, preserving a wide range of content for future reference.

Overall, YouTube's purpose is to be a versatile platform that enables the sharing and consumption of video content for a multitude of purposes.

2. PROBLEM DEFINITION & DESIGN THINKING:

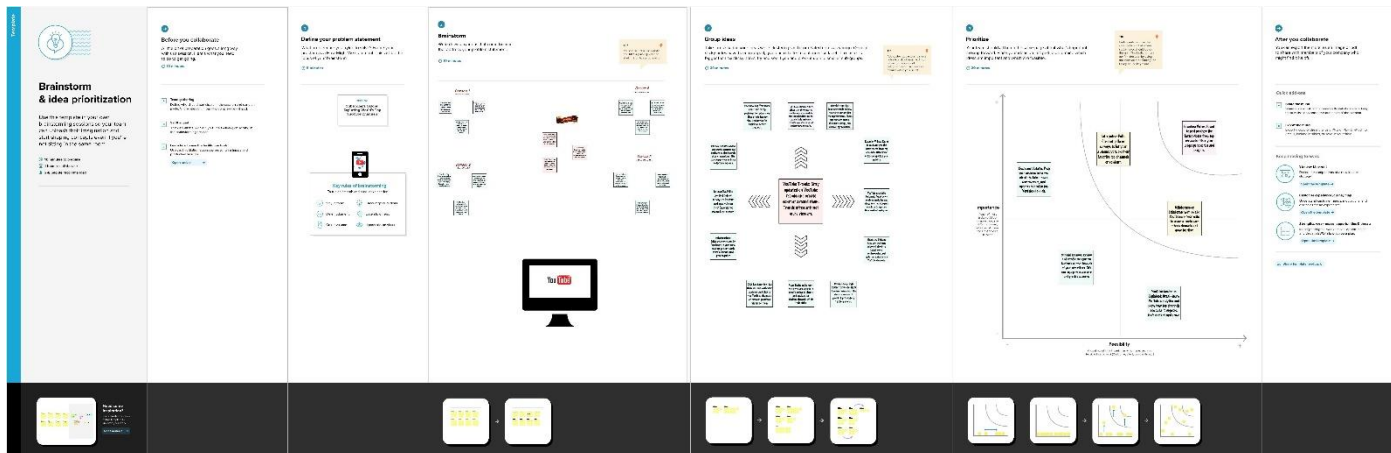
2.1 EMPATHY MAP:

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user.



2.2 IDEATION & BRAINSTORMING MAP:

Brainstorming is a group problem solving method that involves the spontaneous contribution of creative ideas and solutions.

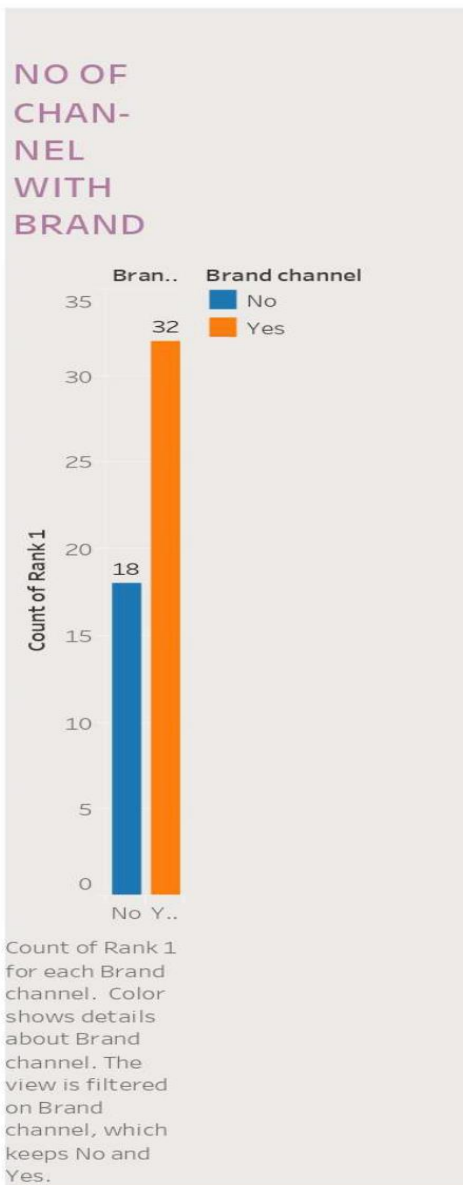


3. RESULT:

Rank wise channel

RANK WISE CHANNEL	
channel	
As of March 14, 2023UTC	
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
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Moviedips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32
Eminem	33
LooLoo Kids	34
Ed Sheeran	35
Yash Raj Films	36
Ariana Grande	37
Taylor Swift	38
Billion Surprise Toys	39
Infobells	40
Juega German	41
Billie Eilish	42
Badabun	43
Fernanfloo	44
Bad Bunny	45
SonyMusicIndia/EVO	46
Shemaroo	47
Get Movies	48
Felipe Neto	49
A4	50
Sum of Rank 1 broken down by channel.	

No of channel with brand:

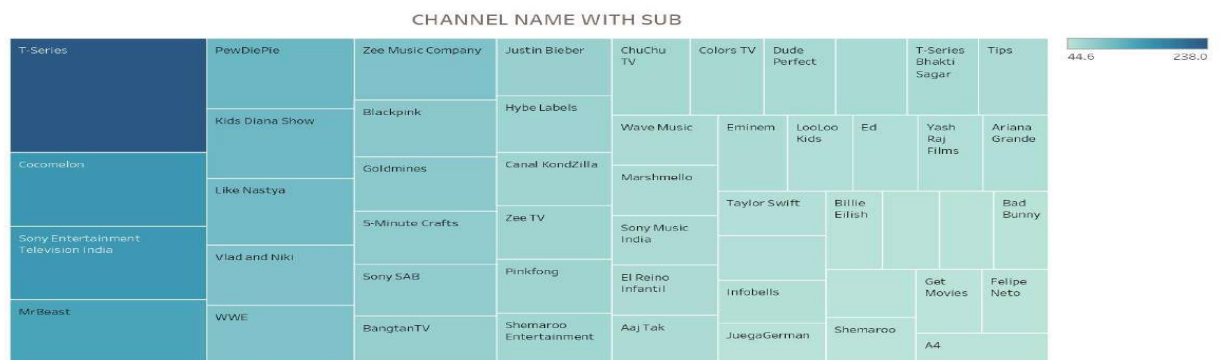


Channel brand:

BRAND		CHANNEL	
channel	As of M..	Brand channel	Brand channel
5-Minute Crafts		No	Yes
A4		No	Yes
Aaj Tak		No	Yes
Ariana Grande		No	Yes
As of March 14, 2023UTC	As of M..		
Bad Bunny		No	Yes
Badabun		No	Yes
BangtanTV		No	Yes
Billie Eilish		No	Yes
BillionSurpriseToys		No	Yes
Blackpink		No	Yes
Canal KondZilla		No	Yes
ChuChu TV		No	Yes
Cocomelon		No	Yes
Colors TV		No	Yes
Dude Perfect		No	Yes
Ed Sheeran		No	Yes
El Reino Infantil		No	Yes
Eminem		No	Yes
Felipe Neto		No	Yes
Fernanfloo		No	Yes
Get Movies		No	Yes
Goldmines		No	Yes
Hybe Labels		No	Yes
Infobells		No	Yes
JuegaGerman		No	Yes
Justin Bieber		No	Yes
Kids Diana Show		No	Yes
Like Nastya		No	Yes
LooLoo Kids		No	Yes
Marshmello		No	Yes
Movieclips		No	Yes
MrBeast		No	Yes
PewDiePie		No	Yes
Pinkfong		No	Yes
Shemaroo		No	Yes
Shemaroo Entertainment		No	Yes
Sony Entertainment Telev..		No	Yes
Sony Music India		No	Yes
Sony SAB		No	Yes
SonyMusicIndiaVEVO		No	Yes
T-Series		No	Yes
T-Series Bhakti Sagar		No	Yes
Taylor Swift		No	Yes
Tips Industries		No	Yes
Vlad and Niki		No	Yes
Wave Music		No	Yes
WWE		No	Yes
Yash Raj Films		No	Yes
Zee Music Company		No	Yes
Zee TV		No	Yes

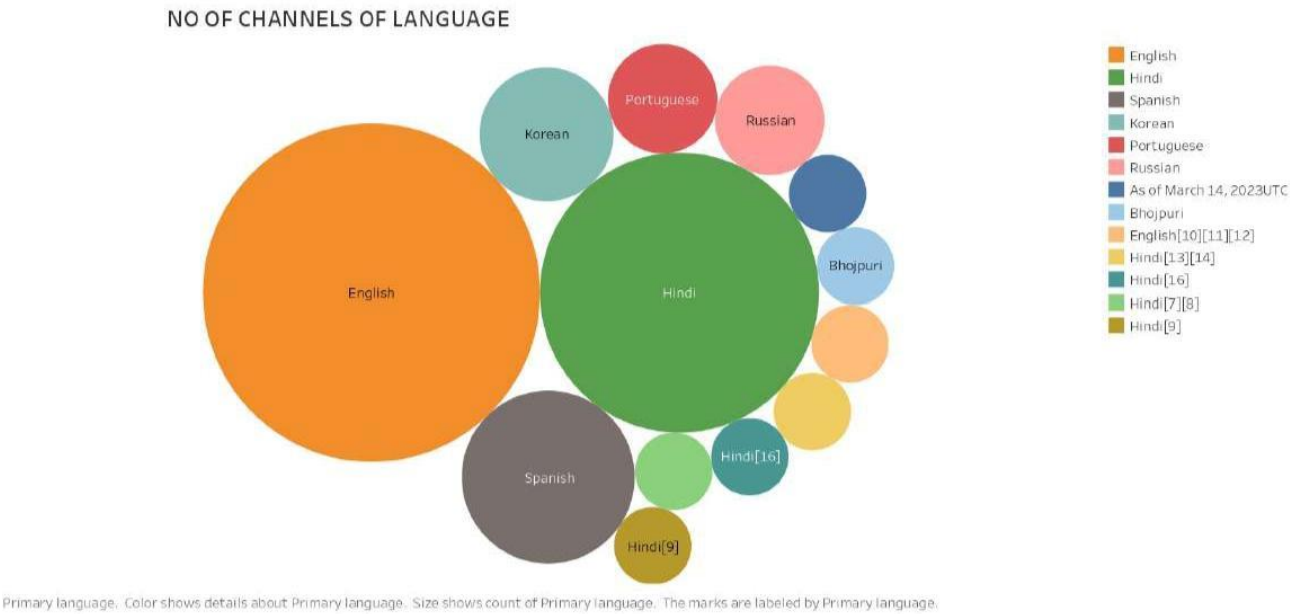
Brand channel broken down by Brand channel vs. channel.
Color shows details about Brand channel. Details are shown for Brand channel.

Channel name with sub:

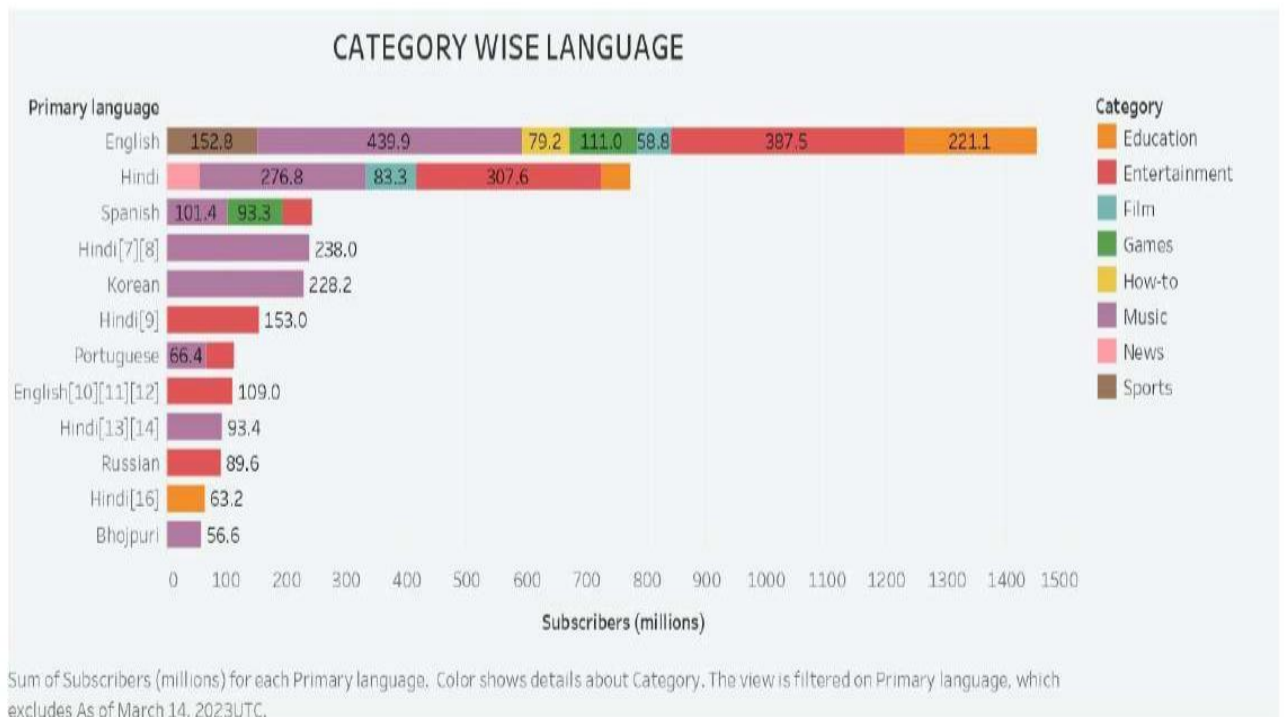


Channel. Color shows sum of Subscribers (millions). Size shows sum of Subscribers (millions). The marks are labeled by channel.

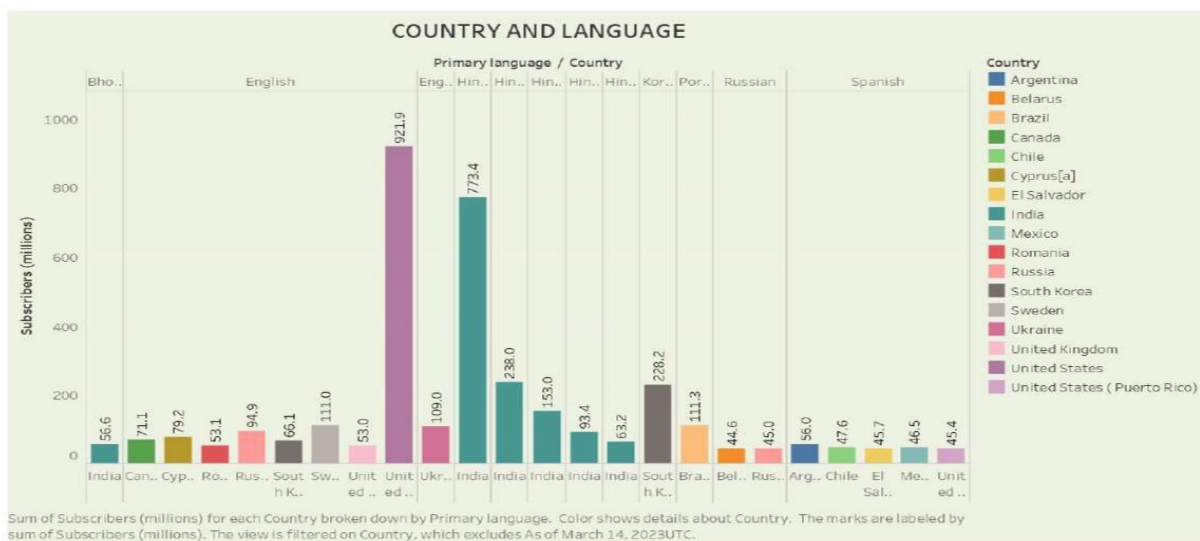
No of channels of launguage:



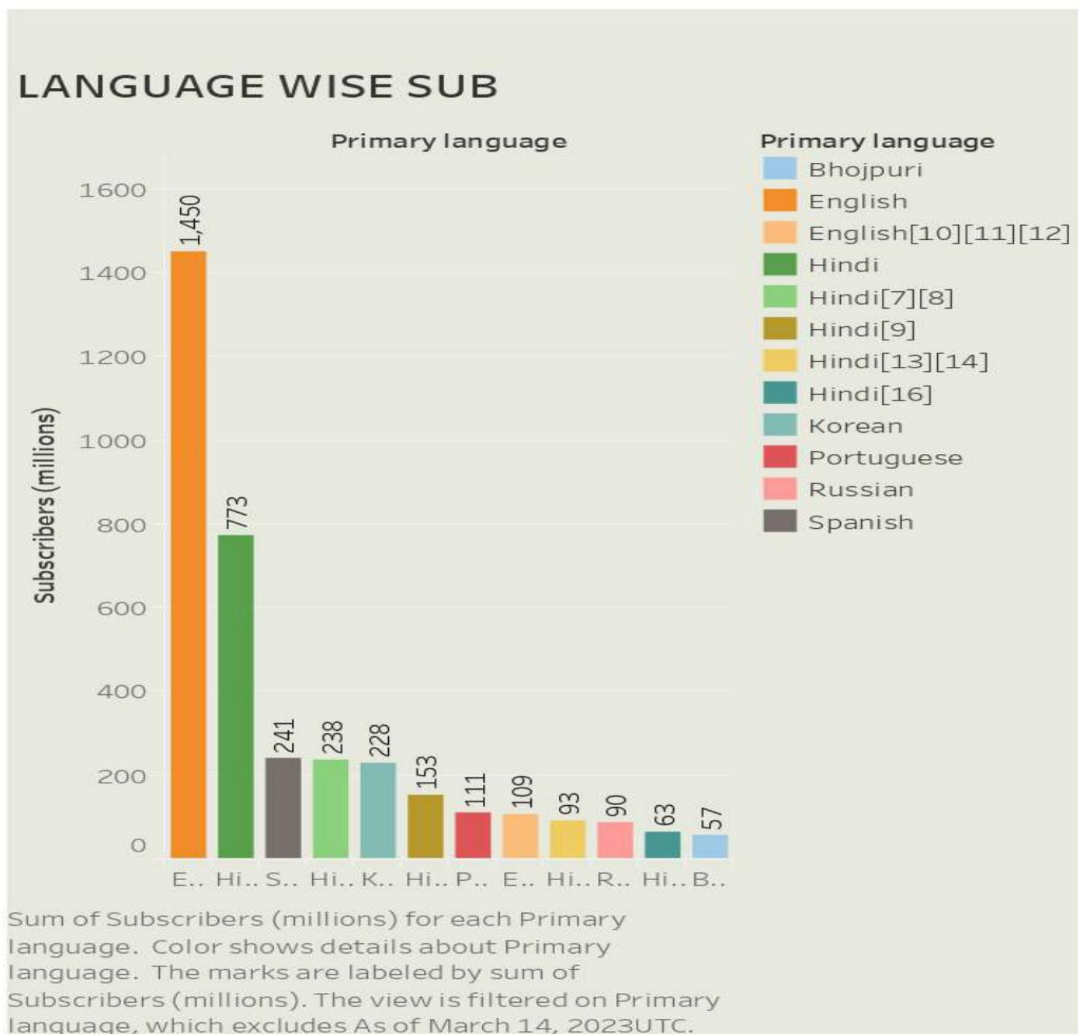
Category with launage:



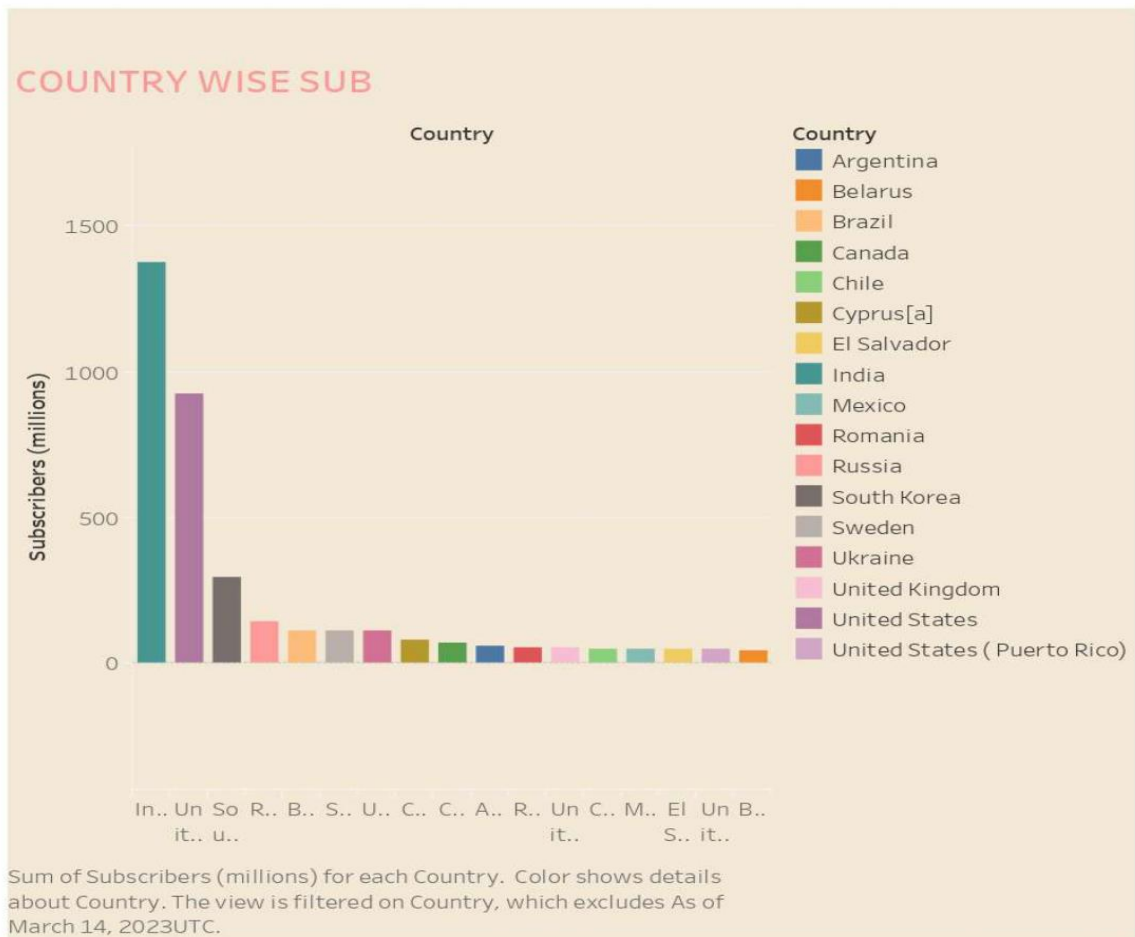
COUNTRY AND LAUNGUAGE:



Language wise sub:



Country wise sub:



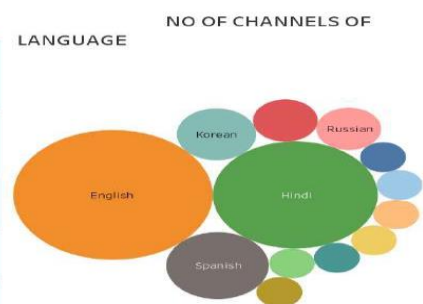
Dashboard 1 :



Dashboard 2 :

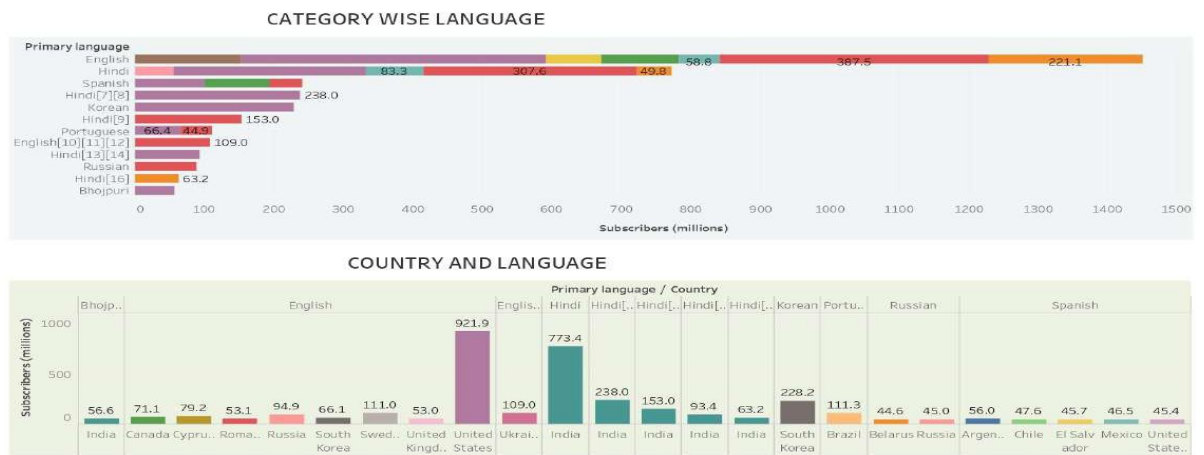
Channel Name With Sub									
T-Series	Kids Diana Show		5-Minute Crafts	Sony SAB		Justin Bieber	Hybe Labels	Canal	
	Like Nastya	Zee TV		Movieclips	El Reino	Aaj Tak			Ed
Cocomelon	Vlad and Niko	Pinkfong	T-Series Bhakti Sagar						
Sony Entertainment Television India	WWE	Shemaroo Entertainment		Tips Industries	Yash Raj Films		Billie Eilish		
					Ariana Grande			Bad Bunny	
MtBeast	Zee Music Company	ChuChu TV	Wave Music		Taylor Swift				
		Colors TV	Marshmello				Shemaroo		A4
PewDiePie	Blackpink	Dude Perfect	Sony Music India		Infobells		Get Movies		

No items highlighted Highlight channel



Highlight Primary language
No items highlighted

Dashboard 3 :



Dashboard 4:



Story :

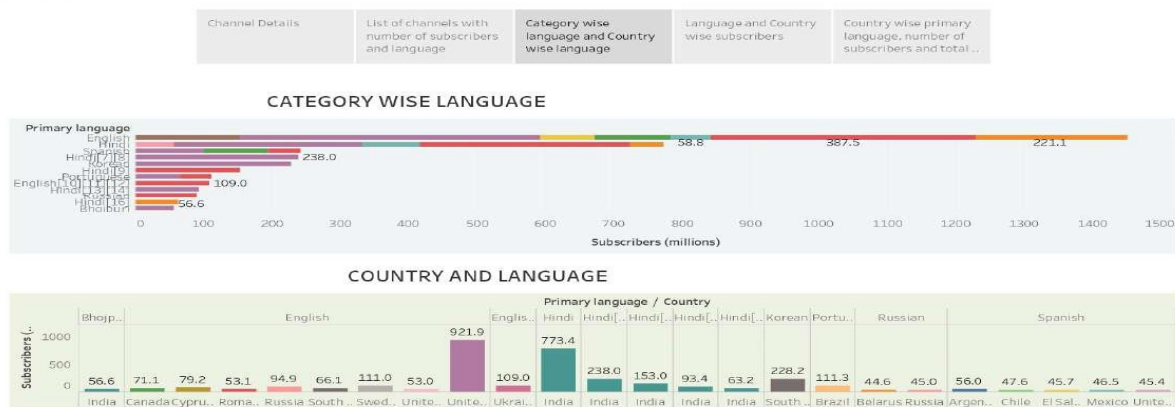
Story 1



Story 1

Channel Details	List of channels with number of subscribers and language	Category wise language and Country wise language	Language and Country wise subscribers	Country wise primary language, number of subscribers and total ...
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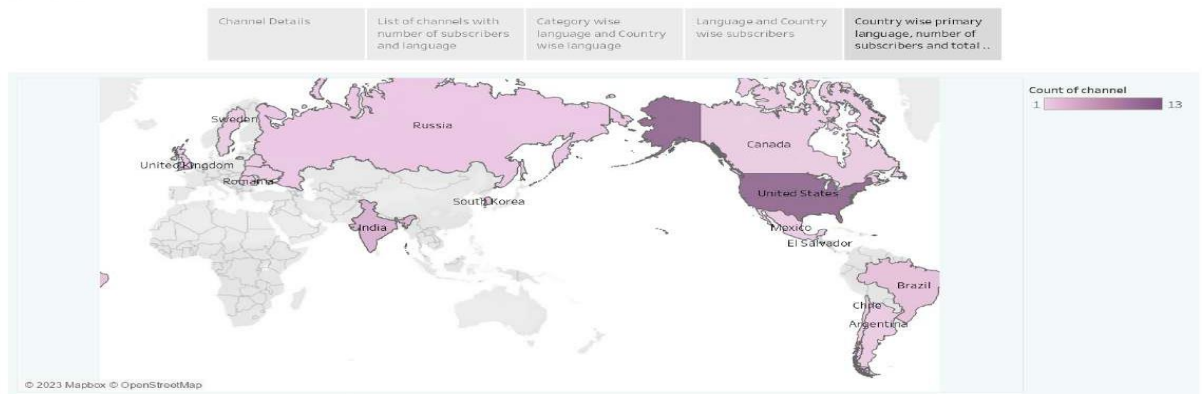


Story 1

Channel Details	List of channels with number of subscribers and language	Category wise language and Country wise language	Language and Country wise subscribers	Country wise primary language, number of subscribers and total ...
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Story 1



4. ADVANTAGES

ADVANTAGES:

- Advantages of you tube
- YouTube offers several advantages, both for creators and viewers:
- **Vast Audience:** YouTube has a massive user base, providing creators with access to a global audience. This can be especially beneficial for businesses and content creators looking to reach a wide demographic.
- **Free to Use:** YouTube is a free platform for both creators and viewers, making it accessible to a broad range of people.
- **Monetization:** Creators can earn money through various monetization options, such as ads, channel memberships, merchandise shelf, and Super Chat during live streams.
- **Diverse Content:** YouTube hosts a wide variety of content, from entertainment and education to DIY tutorials and news. This diversity caters to many interests and needs.
- **Searchability:** YouTube's search engine is powerful, making it easy for viewers to find specific content or topics of interest.
- **Community Building:** Creators can build a loyal following and engage with their audience through comments, live chats, and community posts, fostering a sense of community.
- **Educational Resource:** It's a valuable resource for learning through tutorials, documentaries, and how-to videos on a vast array of subjects.
- **Convenience:** YouTube is accessible on various devices, including smartphones, tablets, and smart TVs, allowing users to watch content at their convenience.
- **Global Reach:** YouTube transcends geographical boundaries, enabling international exposure for creators and ideas.

- **Archive and Storage:** Creators can use YouTube as a platform for storing and sharing videos over time, acting as a sort of video archive.
- **Feedback and Analytics:** Creators have access to detailed analytics, which can help them understand their audience better and improve their content.
- **Collaboration:** Creators can collaborate with others, which can lead to cross-promotion and increased visibility.

5.APPLICATIONS:

YouTube is a versatile platform with various applications, including:

Content Creation: Many individuals and businesses create and upload videos to share information, entertain, or market their products and services.

Education: YouTube is used for educational purposes, with many educational channels offering tutorials, lectures, and how-to videos on a wide range of subjects.

Entertainment: It's a major source of entertainment, with music videos, vlogs, comedy sketches, and more.

Marketing: Businesses use YouTube for marketing and advertising, creating promotional content to reach a broader audience.

News and Information: News outlets and independent journalists use YouTube to provide news updates and in-depth analysis.

Community and Social Interaction: Many users engage with their communities through comments, live streams, and fan interactions.

Monetization: Content creators can earn money through ads, sponsorships, and merchandise sales on YouTube.

Documentary and Documentary Style: Many documentaries and docu-style videos are uploaded, raising awareness on various topics.

Music Discovery: People use YouTube to discover new music and artists.

How-To Guides: DIY enthusiasts often turn to YouTube for step-by-step guides on various projects.

Travel and Exploration: Travel vloggers share their adventures and insights from around the world.

Gaming: The gaming community is significant, with gamers streaming gameplay, providing reviews, and creating gaming-related content.

Health and Fitness: Fitness instructors offer workout routines and health tips on YouTube.

Cooking and Food: Cooking enthusiasts upload recipes and cooking tutorials.

Fashion and Beauty: Beauty gurus showcase makeup tutorials and fashion tips.

Reviews and Product Demonstrations: Users can find reviews and demonstrations for various products and services.

Social and Political Commentary: Many YouTubers offer their opinions on current events and social issues.

Livestreaming: Live events, including concerts, conferences, and gaming, are often streamed on YouTube.

Archiving and Sharing Memories: Individuals use YouTube to store and share personal videos with friends and family.

6. CONCLUSION:

T-Series: Known for its music content and being one of the most-subscribed channels globally.

PewDiePie: A popular gamer and internet personality with a massive following.

Cocomelon – Nursery Rhymes: A top channel for children’s content and educational songs.

5-Minute Crafts: Features various life hacks, DIY projects, and quick tips.

SET India: Offers a range of Indian television shows and content.

WWE: Home to wrestling content, including matches and behind-the-scenes clips.

Like Nastya: A family vlog channel centered around a young girl’s adventures.

NBA: Features highlights, interviews, and basketball-related content.

Vlad and Niki: Another popular kids’ channel featuring two young brothers.

MrBeast: Known for his philanthropic stunts and entertaining challenges.

Please note that the popularity of YouTube channels can change rapidly due to various factors, including the content creators’ activity and trends. I recommend checking YouTube’s “Trending” and “Top Charts” sections for the most up-to-date information on popular channels.

7.FUTURE SCOPE:

T-Series: Known for its music content and being one of the most-subscribed channels globally.

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As of my last knowledge update in September 2021, YouTube continues to be a dominant platform for video content, and its future scope is promising. Here are some potential areas of growth and development for YouTube:

Live Streaming: YouTube Live has gained popularity for streaming events, gaming, and live performances. The future may see even more integration of live content, including virtual events, concerts, and live Q&A sessions.

Original Content: YouTube has been investing in original content and exclusive series. This trend is likely to continue, with more creators and studios producing high-quality, YouTube-exclusive shows and movies.

Monetization: YouTube's monetization options, such as AdSense, Super Chats, and channel memberships, are expected to evolve. Creators may see more diverse income streams, including direct fan support and merchandise sales.

VR and 360-Degree Videos: YouTube supports VR and 360-degree video content, and this could expand, offering immersive experiences in various fields like travel, education, and gaming.

Short-Form Content: The popularity of short-form videos, as seen with TikTok, may influence YouTube's development. The platform introduced YouTube Shorts to compete in this space.

Global Expansion: YouTube's global reach will continue to grow, with more content tailored to international audiences. This includes supporting more languages and regional content.

Educational Content: YouTube has been a valuable resource for education. The platform may expand further into online learning, with more educational institutions and experts creating content.

Regulations and Policies: YouTube will continue to adapt to changing regulations, especially related to content moderation, copyright, and privacy.

Virtual Reality (VR) and Augmented Reality (AR): YouTube may explore VR and AR experiences for users, offering innovative ways to engage with content.

Community Building: YouTube is likely to focus on enhancing community features to help creators and viewers connect and engage more effectively.

Source code:

Dashboard 1

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Dashboard 2

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Dashboard 4

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Story 1

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