SRI VASAVI COLLEGE , ERODE

(Self Finance Wing)

Department of Electronics

Project Title:

“Subscribers Galore: Exploring World’s Top Youtube Channels”

Work done by

Univ.Reg.No	Naan Mudhalvan ID	Name	class
2122M0033	66D1D4DE9949A5AB6B942560A4BE9C53	SUBASH.S	B.Sc Electronics
2122M0028	C57140A67661724AC4440983A3BF40DC	KARTHICKRAJA.M	B.Sc Electronics
2122M0034	31391B6A8F6CE9FB15240930A1A93531	VASANTHAKUMAR.M	B.Sc Electronics
2122M0035	CADB16C5FC313DE9C984B11E465148CF	VINITH.R	B.Sc Electronics

Team ID: NM2023TMID07954

INDEX

S.no	TITLE
1	Introduction
2	Problem Definition and design Thinking
3	Result
4	Advantages & Disadvantages
5	Application
6	Conclusion
7	Future Scope
8	Appendix

SUBSCRIBERS GALORE:EXPLORING WORLD'S TOP YOUTUBE CHANNELS

INTRODUCTION :

Briefly introduce the popularity and impact of YouTube as a video-sharing platform.Highlight the significance of YouTube channels with millions of subscribers.Provide an overview of the purpose and scope of the paper.

OVERVIEW:

This project aims to analyze the impact of YouTube as a leading global video-sharing platform and the role of high-subscriber channels in shaping the digital media landscape.It will investigate the significance of subscribers on YouTube channels, emphasizing how a substantial subscriber base can translate to influence, reach, and success for content creators. The project will examine specific examples of top YouTube channels with massive subscriber counts. It will highlight what distinguishes them and the strategies that contributed to their growth. Highlight the challenges faced by high-subscriber channels, including dealing with controversies and maintaining privacy. Explore how channels manage adversity and sustain their subscriber count.

PURPOSE:

Content Creation and Strategy: Content creators can gain insights into successful strategies employed by top YouTube channels with a large subscriber base. This knowledge can inform their content creation, helping them grow their channels and engage with their audience more effectively.

Marketing and Brand Collaborations: Marketers and brands can identify influential YouTubers for potential collaborations and sponsorships. Understanding the dynamics of top YouTube channels helps in making informed decisions about reaching a broader audience.

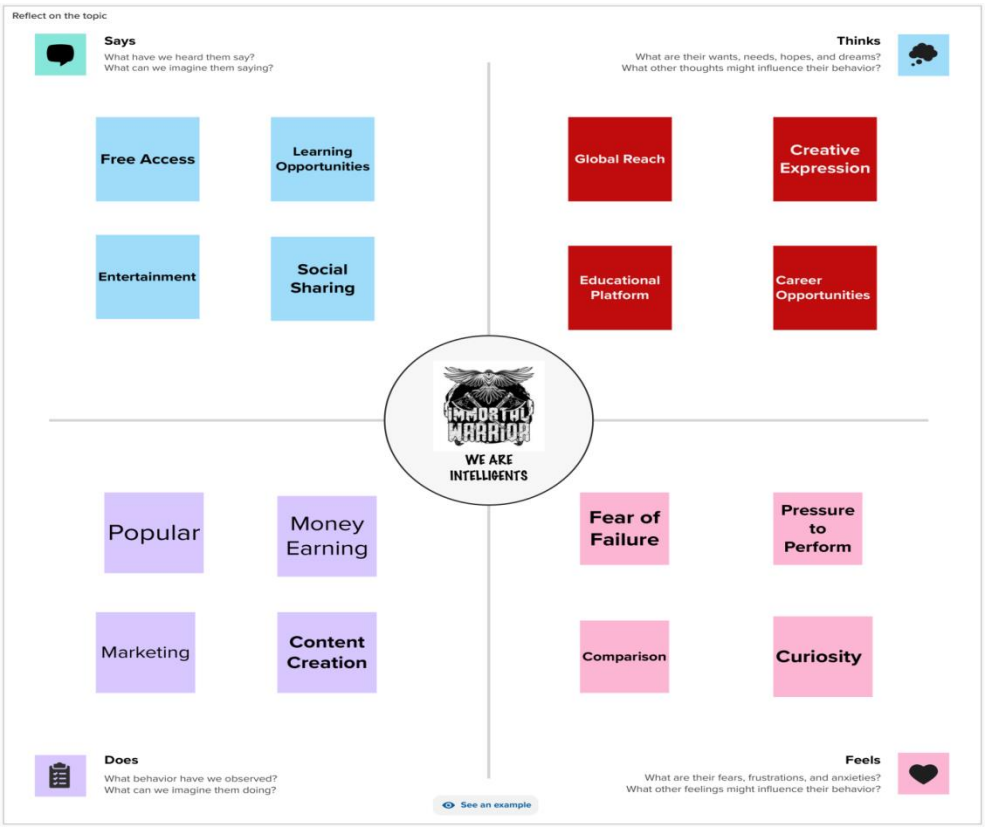
Audience Engagement: By studying the content and engagement strategies of top channels, creators and marketers can learn how to better engage and retain their audience, which is essential for building a loyal fan base.

Data-Driven Decision-Making: The project can provide valuable data and trends in the YouTube landscape. Researchers and analysts can utilize this information to make data-driven decisions regarding content trends, algorithmic influences, and audience behavior.

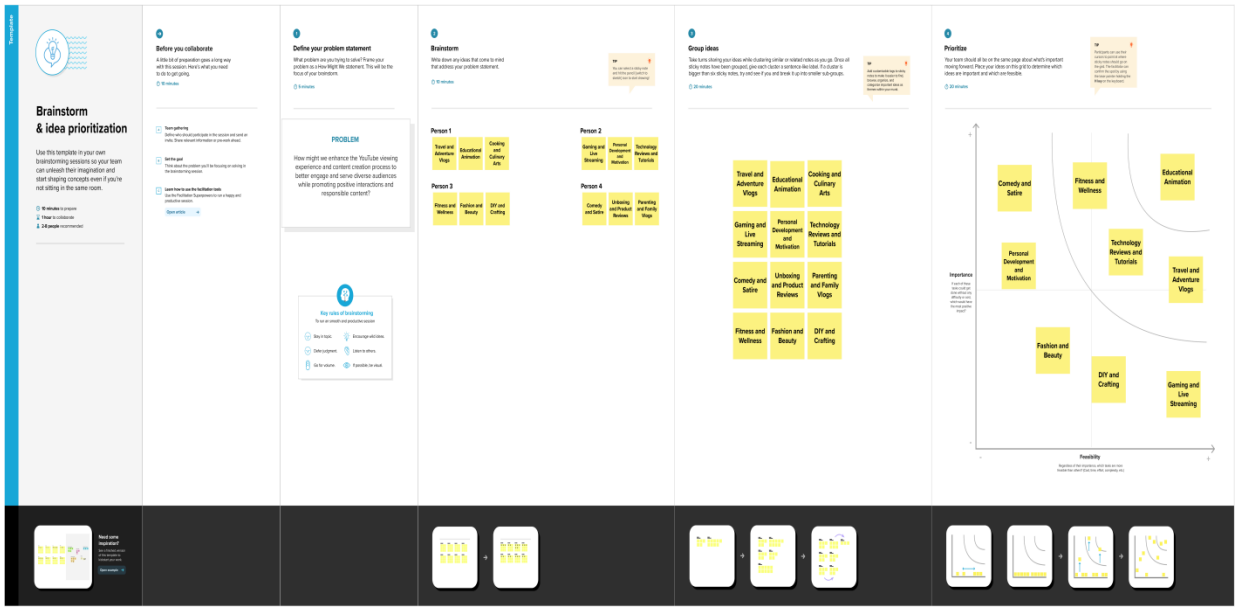
Innovation and Adaptation: As the project explores future trends in the YouTube ecosystem, it can help content creators, marketers, and platform developers anticipate changes and innovations in content, technology, and the digital media landscape.

Problem Definition & Design Thinking

Empathy Map:



BrainstormMap:



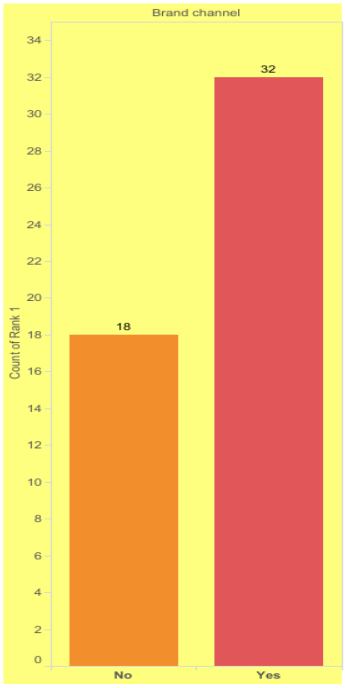
RESULTS

Dashboard 1

Rank wise Channel01

channel	
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Televisi..	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
Movieclips	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
BillionSurpriseToys	39
Infobells	40

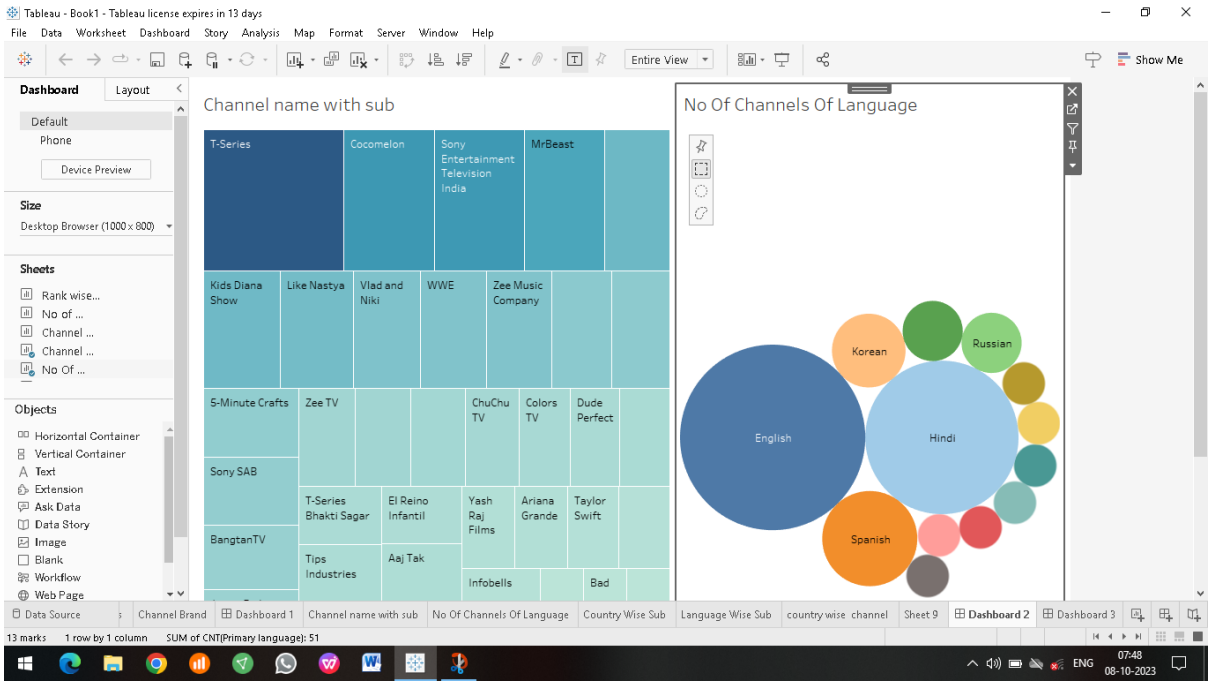
No of Channels With Brands



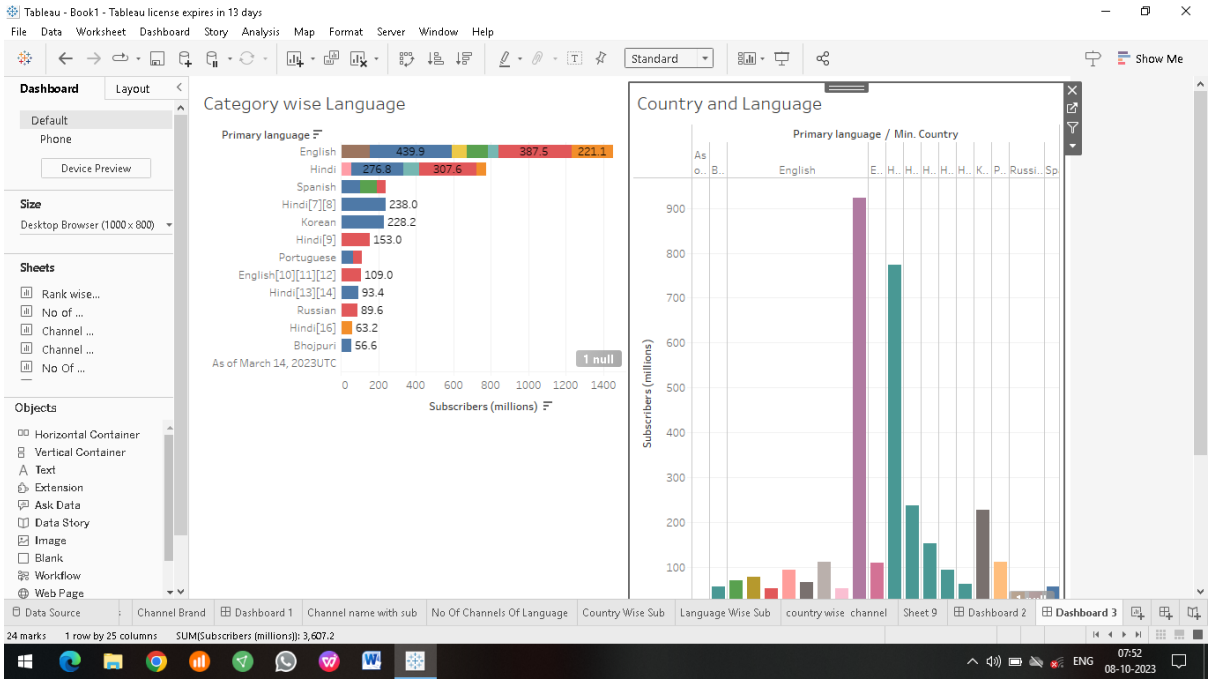
Channel Brand

channel	Brand channel: No	Brand channel: Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Billie Eilish	No	
BillionSurpriseToys		Yes
Blackpink		Yes
Canal KondZilla		Yes
ChuChu TV		Yes
Cocomelon		Yes
Colors TV		Yes
Dude Perfect	No	
Ed Sheeran	No	
El Reino Infantil		Yes
Eminem	No	
Felipe Neto	No	
Fernanfloo	No	
Get Movies		Yes
Goldmines		Yes
Hybe Labels		Yes
Infobells		Yes
JuegaGerman	No	
Justin Bieber	No	
Kids Diana Show		Yes
Like Nastya	No	
LooLoo Kids		Yes
Marshmello	No	
Movieclips		Yes
MrBeast	No	
PewDiePie	No	
Pinkfong		Yes
Shemaroo		Yes
Shemaroo Entertainment		Yes

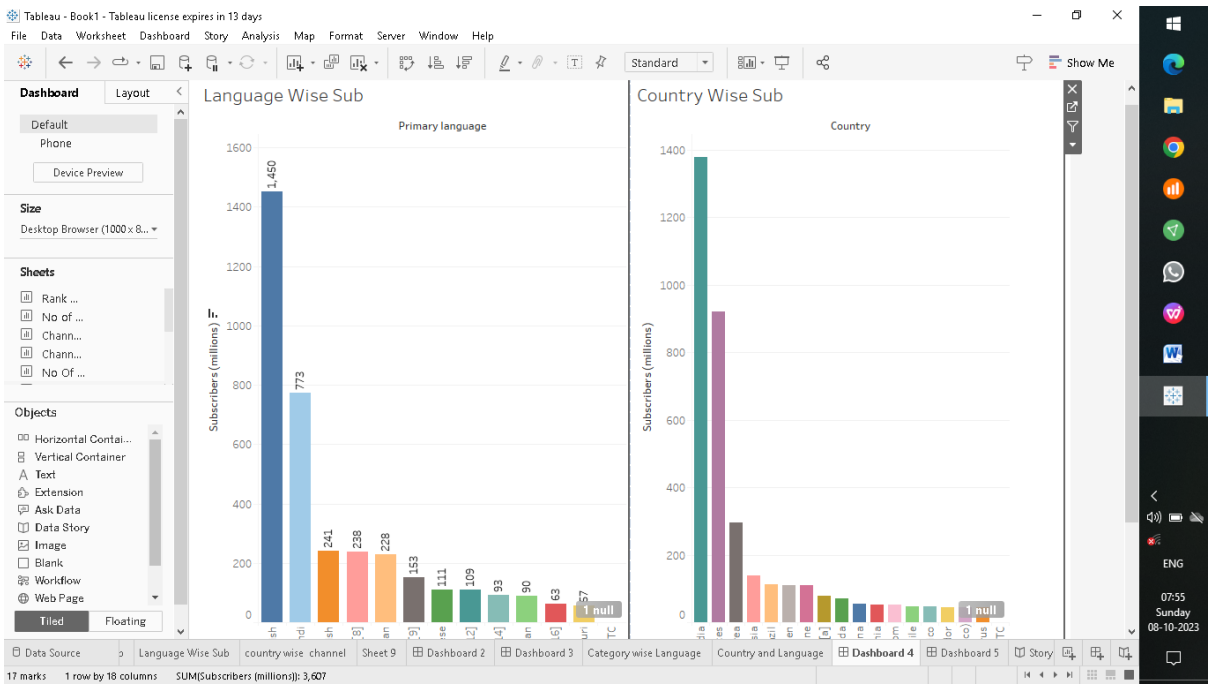
Dashboard2



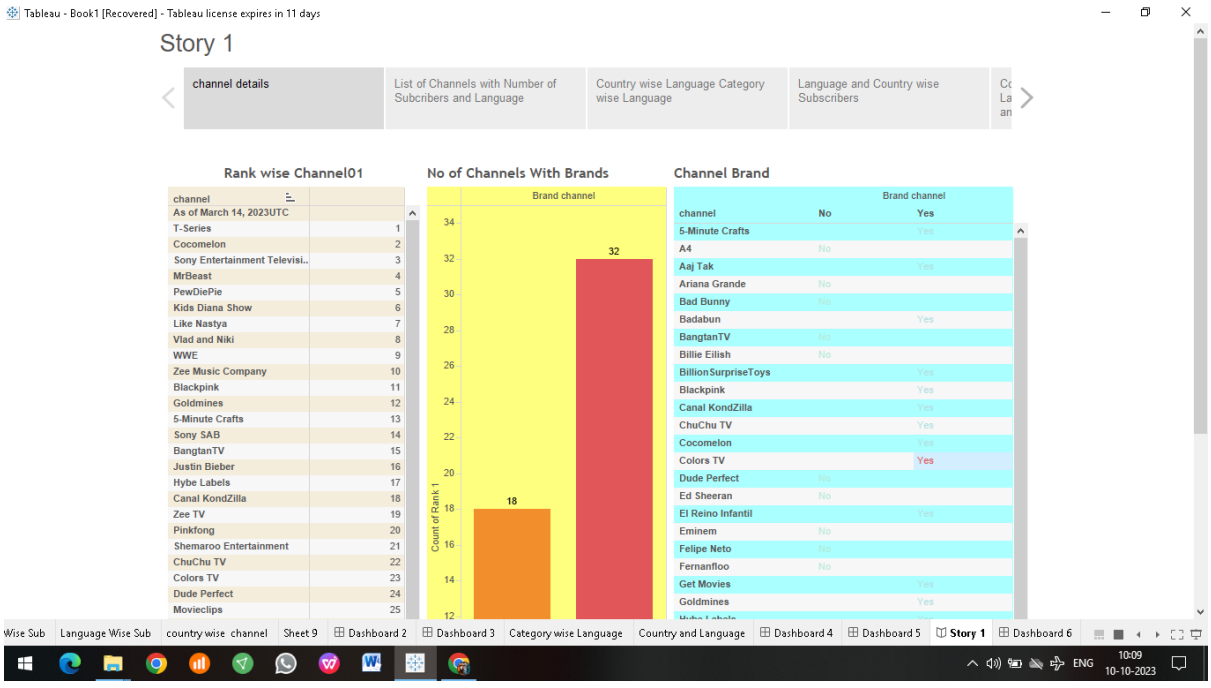
Dashboard 3



Dashboard 4



Story

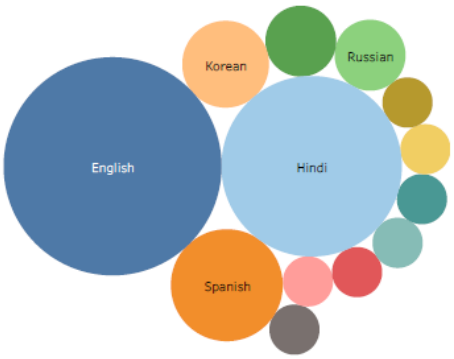


Story 1

channel details | List of Channels with Number of Subcribers and Language | Country wise Language Category wise Language | Language and Country wise Subscribers | Country wise Primary Lan..

Channel name with sub

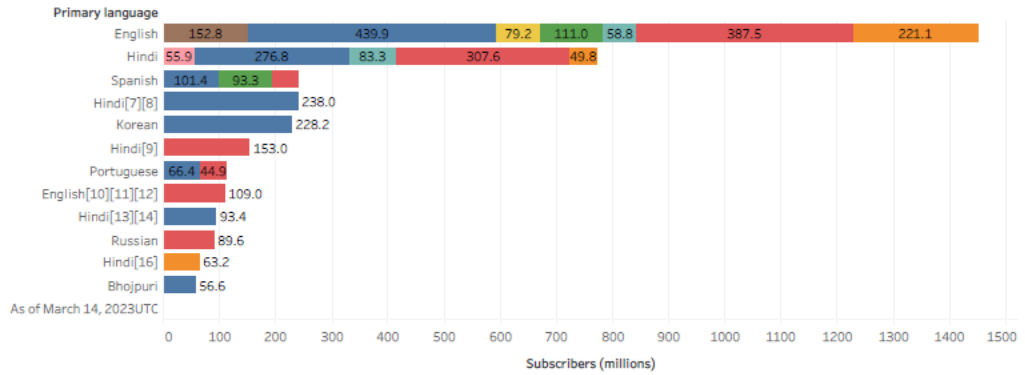
No Of Channels Of Language



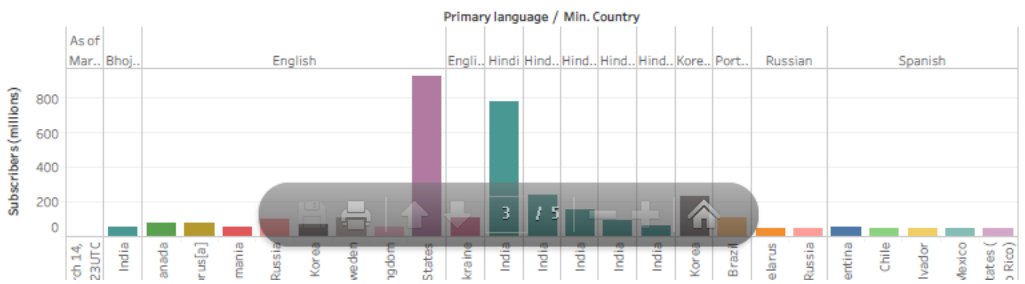
Story 1

channel details | List of Channels with Number of Subcribers and Language | Country wise Language Category wise Language | Language and Country wise Subscribers | Country wise Primary Language,Number of Sub..

Category wise Language



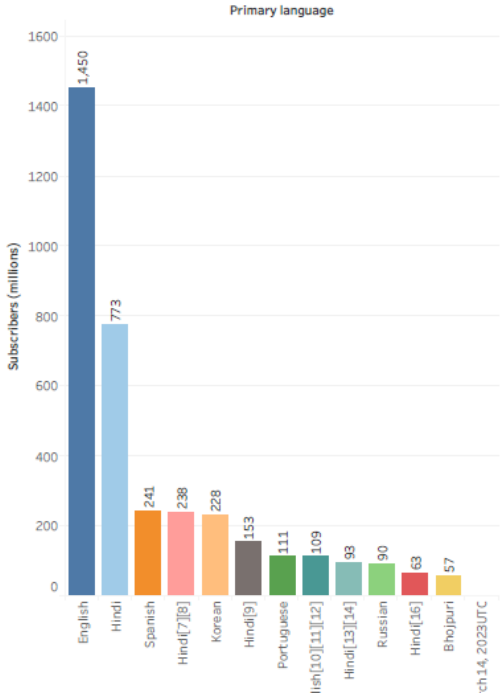
Country and Language



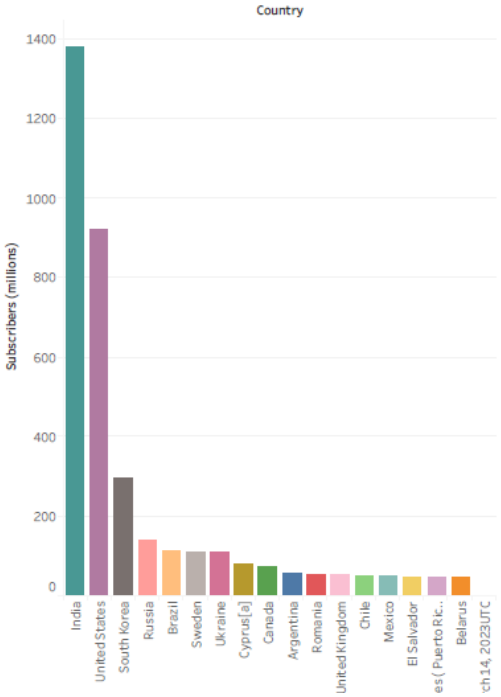
Story 1

channel details | List of Channels with Number of Subcribers and Language | Country wise Language Category wise Language | **Language and Country wise Subscribers** | Country wise Primary Language,Number of Subscribers a..

Language Wise Sub



Country Wise Sub



Story 1

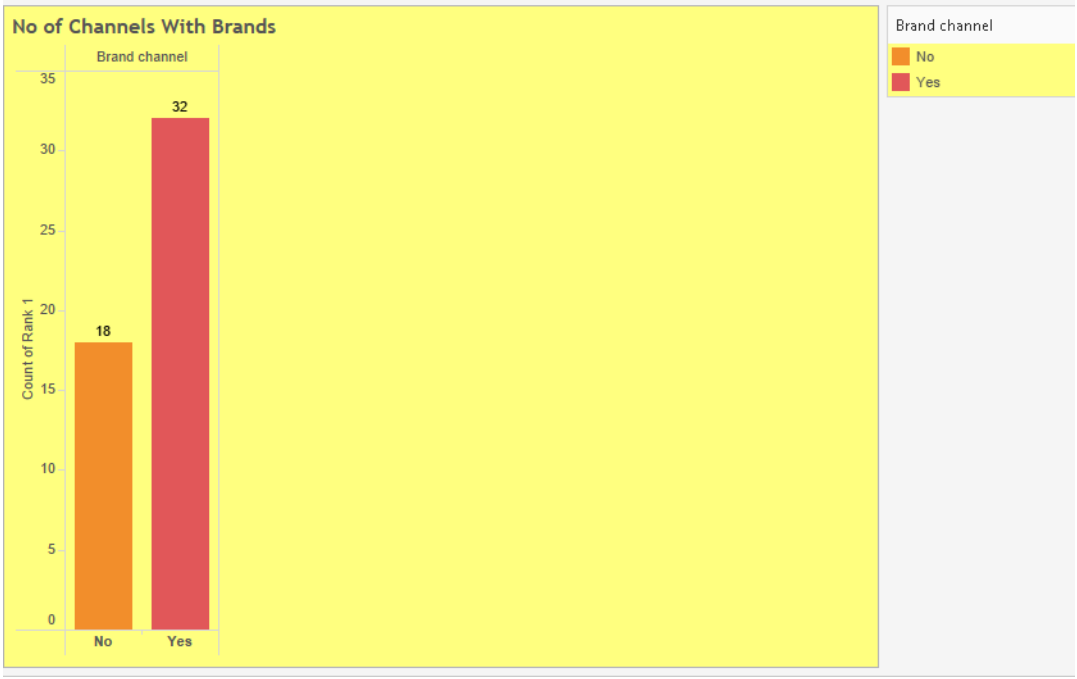
channel details | List of Channels with Number of Subcribers and Language | Country wise Language Category wise Language | Language and Country wise Subscribers | **Country wise Primary Language,Number of Subscribers a..**

country wise channel

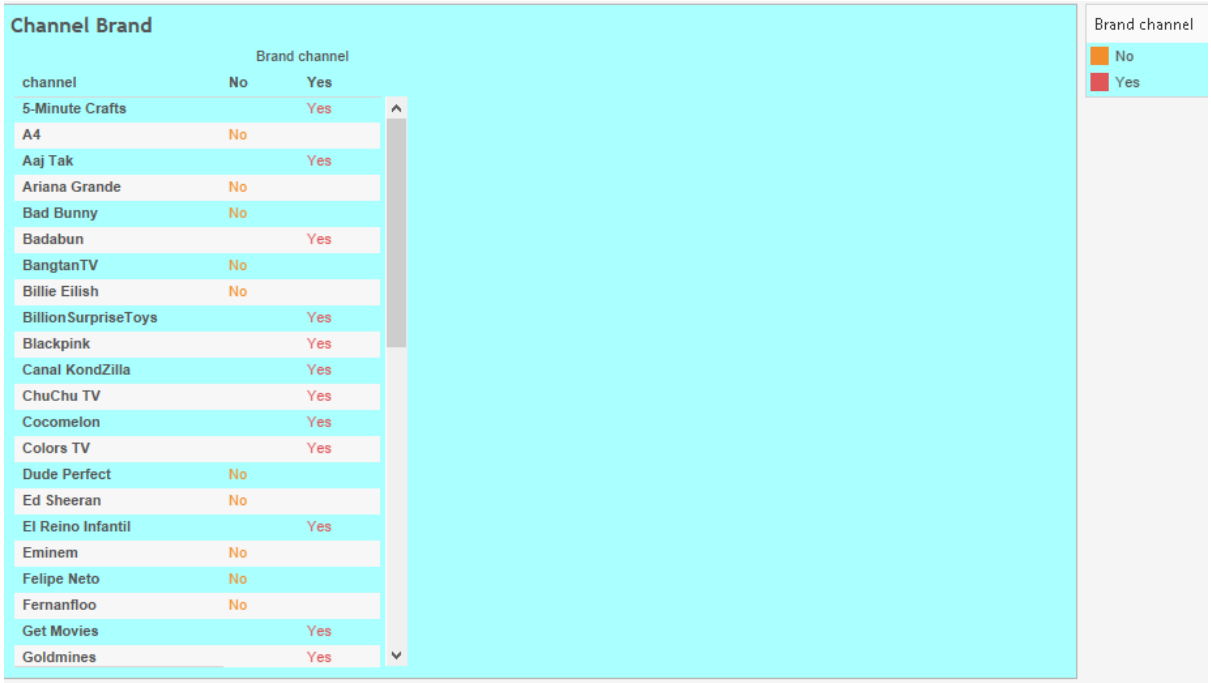
VISUALIZATIONS

1. Rank wise channel

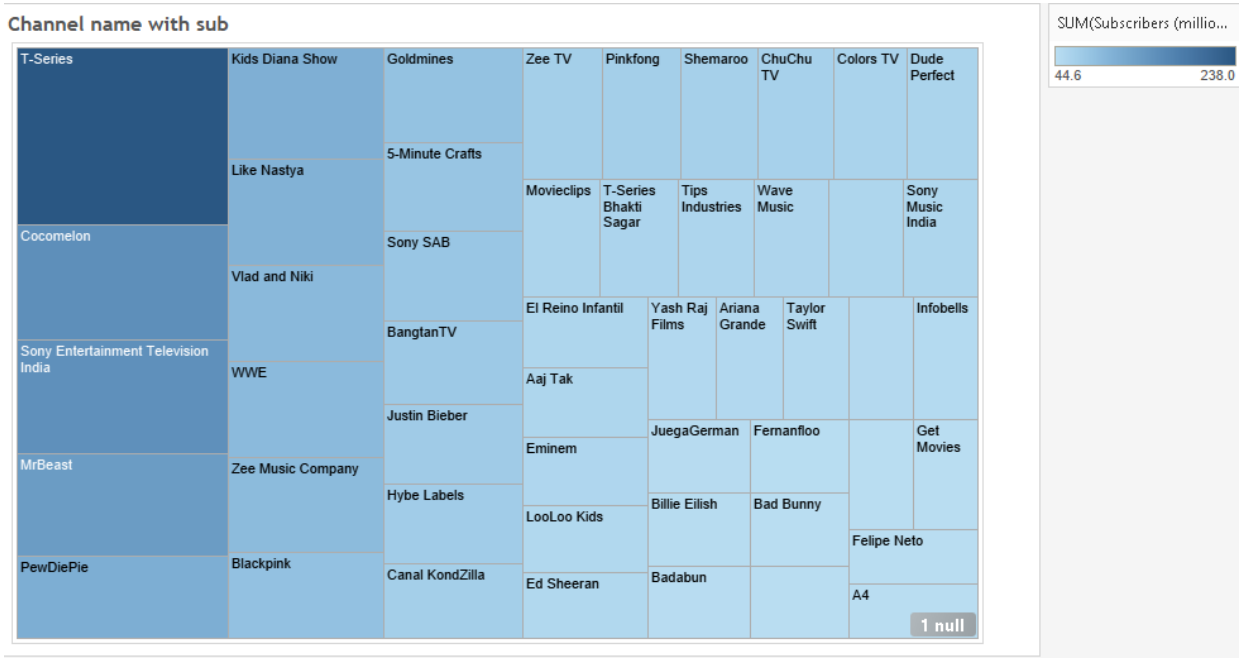
2. No of Channels with Brands



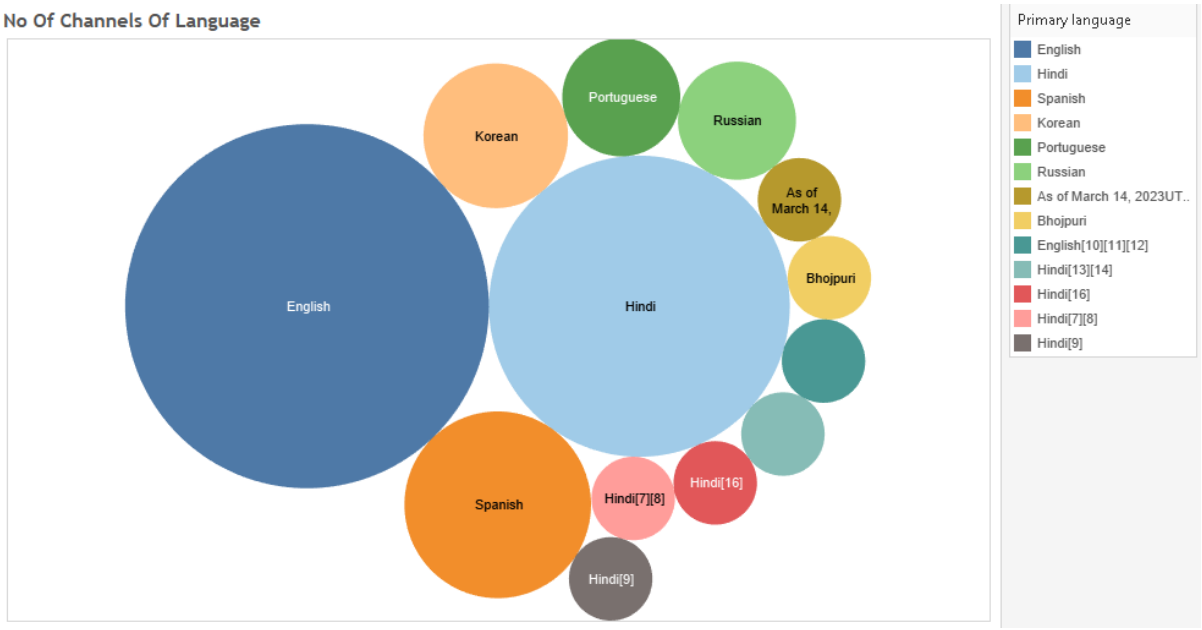
3. Channel Brand



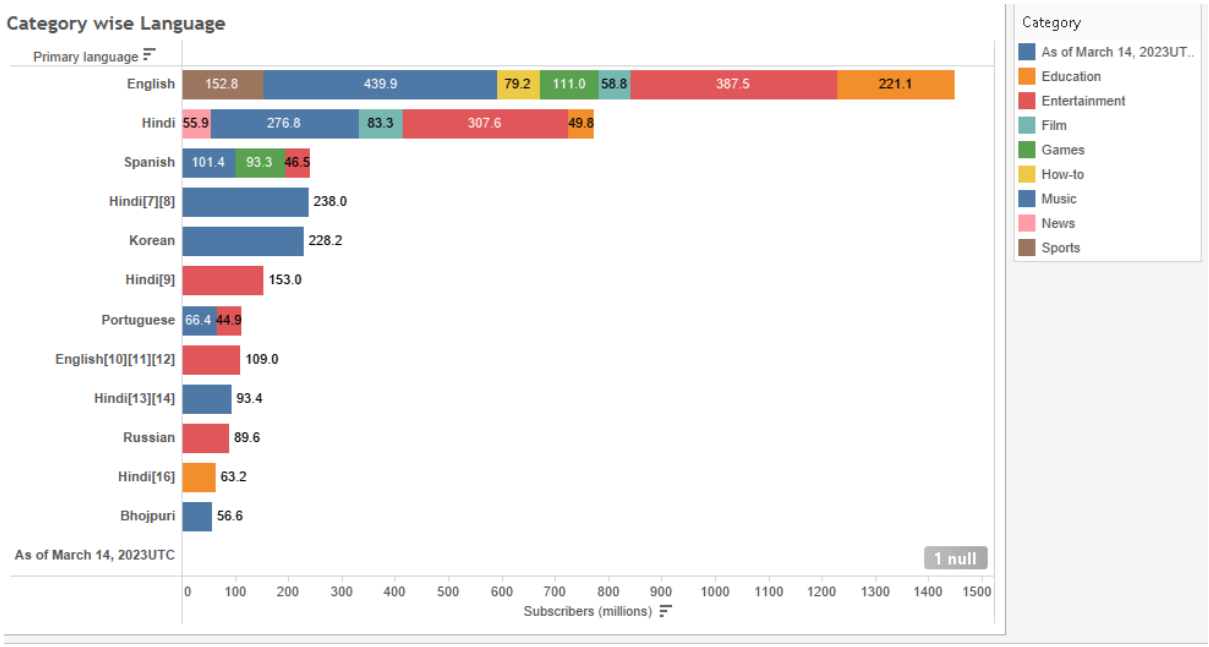
4. Channel Name with Subscribers



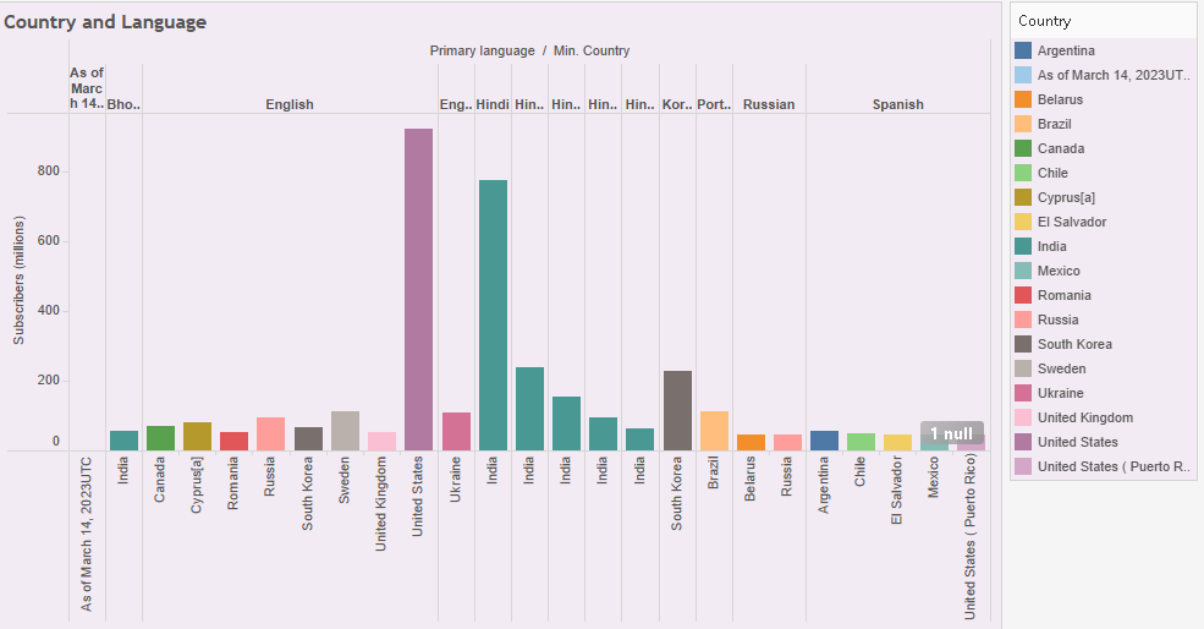
5. No of Channels of Language



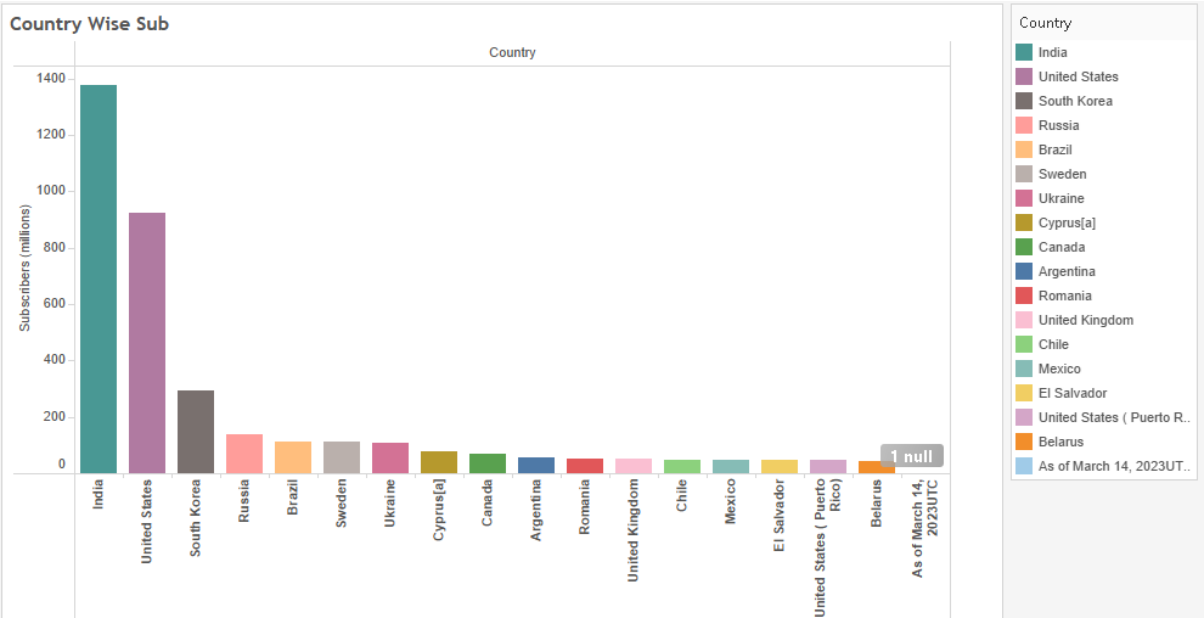
6. Category wise Language



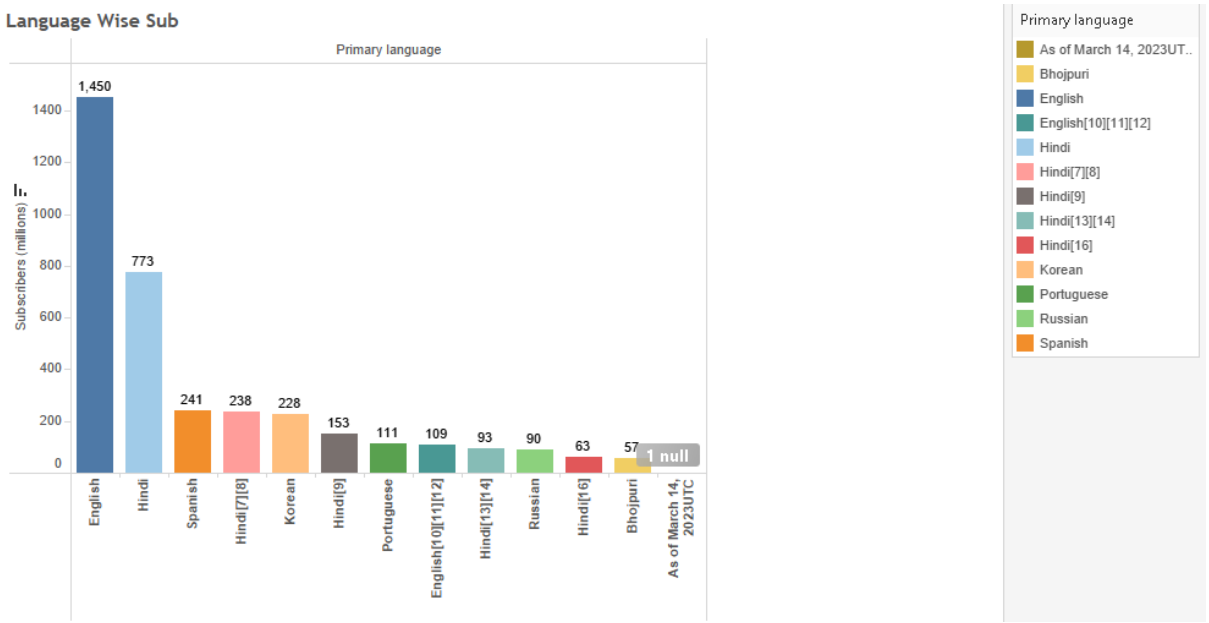
7. Country and Language



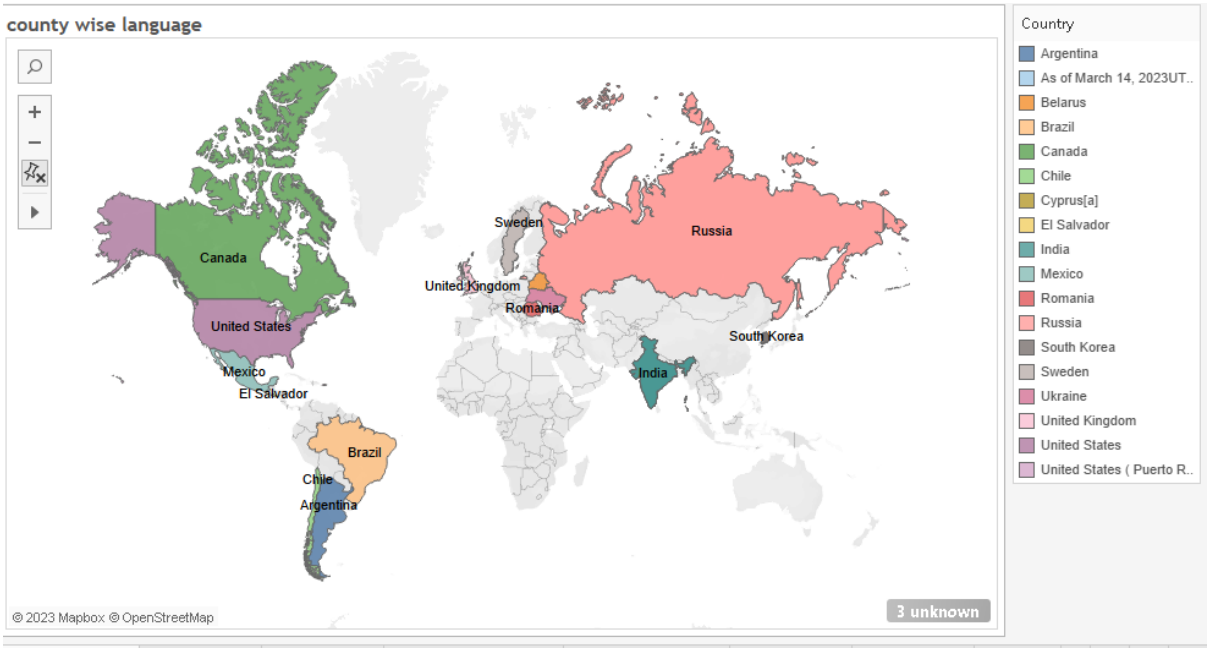
8. Country wise Subscribers



9. Language wise Subscribers



10. Country wise Language



ADVANTAGES & DISADVANTAGES

Advantages:

- Vast Content Variety: YouTube hosts a diverse range of content, from educational tutorials and entertainment to news, music, and vlogs. This diversity allows users to find content that suits their interests.

- Accessibility: YouTube is available on various devices, including smartphones, tablets, desktops, and smart TVs. It's accessible to people around the world, offering content in multiple languages.

- User-Friendly Interface: YouTube is easy to navigate, with a user-friendly interface that allows users to quickly search, discover, and view videos.

- Free to Use: Most of the content on YouTube is free to access, which makes it a cost-effective source of entertainment and information.

- Content Creators: YouTube provides a platform for content creators to share their work and build an audience. Creators can monetize their content through ads, channel memberships, merchandise, and other means.

Disadvantages:

- **Inappropriate Content**: YouTube has faced criticism for hosting inappropriate, offensive, or harmful content, which can be particularly concerning for younger viewers.
- **Copyright Infringement:** Many users upload copyrighted content without permission, leading to copyright infringement issues. YouTube has systems in place to address this, but it remains a significant challenge.
- **Misinformation and Disinformation**: The platform has been criticized for spreading false information, conspiracy theories, and fake news, which can have real-world consequences.
- **Privacy Concerns**: Users should be cautious about the personal information they share on YouTube. Privacy settings can be complex, and there have been instances of data breaches and privacy violations.
- **Ad Overload:** Some viewers find the number of ads on YouTube videos to be excessive, which can be intrusive and disrupt the viewing experience.

APPLICATIONS

- Entertainment
- Education
- Music and Performance
- Travel and Exploration
- Marketing and Advertising

Entertainment: YouTube is a hub for entertainment content, including music videos, comedy skits, vlogs, and short films. Many artists, comedians, and content creators use YouTube as a means to entertain and engage with their audience.

Education: YouTube is a valuable resource for learning. It hosts a vast number of educational channels that cover a wide range of topics, from academic subjects to DIY projects, language learning, and how-to tutorials.

Music and Performance: Musicians and performers upload music videos, live concert recordings, and cover songs on YouTube. It's a platform that has launched the careers of many artists.

Travel and Exploration: Travel vloggers document their journeys and adventures, showcasing different destinations, cultures, and experiences. This content allows viewers to virtually explore the world.

Marketing and Advertising: Many businesses use YouTube to promote their products or services through video ads, product demonstrations, and branded content. The platform offers various advertising options to reach a broad and targeted audience.

Conclusion

YouTube is a multifaceted platform with a wide array of applications that have transformed the way we consume and interact with media. It has become a cornerstone of the digital age, providing opportunities for entertainment, education, information, and creative expression. From entertainment and education to business marketing and community building, YouTube continues to shape our online experiences in profound ways. As it evolves, YouTube will likely continue to serve as a dynamic space for both content creators and viewers, connecting people across the globe through the power of video content and online engagement.

Summarize the Content: Briefly recap the main points or highlights of the video. This helps reinforce the key takeaways for your audience.

Call to Action (CTA): Encourage your viewers to take specific actions, such as subscribing to your channel, liking the video, sharing it, or visiting your website or social media profiles.

Tease Future Content: Mention upcoming videos or projects to generate anticipation and keep your viewers engaged with your channel.

Thank Your Audience: Express gratitude for your viewers' support, comments, and feedback. This personal touch can help build a stronger connection with your audience.

End Screen and Annotations: Use YouTube's end screen features to promote other videos or playlists on your channel that are relevant to the content your viewers just watched.

FUTURE SCOPE

Live Streaming: YouTube Live was already popular for live events, gaming, and even educational content. The future may see an increase in live-streamed content, including concerts, sporting events, news coverage, and interactive experiences.

Original Content: YouTube has invested in creating original content through YouTube Originals. This may continue to grow, with more high-quality productions to compete with traditional television and streaming platforms.

Virtual Reality (VR) and Augmented Reality (AR): YouTube has experimented with VR and 360-degree video content. As VR and AR technologies become more accessible and mainstream, YouTube could be a platform for immersive content.

Monetization: The platform is likely to continue evolving its monetization options for content creators, providing new ways for YouTubers to make money beyond ads and memberships. This could include more merchandise integrations, brand partnerships, and exclusive content for subscribers.

Education and E-Learning: YouTube has already been a popular platform for educational content. The future may see more

institutions and educators using YouTube as a primary means of disseminating knowledge, with better tools for content creators to organize and deliver educational content.

APPENDIX

Dashboard 1:

https://public.tableau.com/app/profile/subash.s5331/viz/Dashboard1_16970910077530/Dashboard1

Dashboard 2:

https://public.tableau.com/app/profile/subash.s5331/viz/Dashboard2_16970918336850/Dashboard2

Dashboard 3:

https://public.tableau.com/app/profile/subash.s5331/viz/Dashboard3_16970923478140/Dashboard3

Dashboard 4:

https://public.tableau.com/app/profile/subash.s5331/viz/Dashboard4_16970933686050/Dashboard4

Story :

https://public.tableau.com/app/profile/subash.s5331/viz/Book1_16965658712880/Story1

VISUALIZATION 1:

https://public.tableau.com/app/profile/subash.s5331/viz/sheet1_16971876493730/RankwiseChannel

VISUALIZATION 2:

https://public.tableau.com/app/profile/subash.s5331/viz/sheet2_16971877423820/NoofChannelsWithBrands

VISUALIZATION 3:

https://public.tableau.com/app/profile/subash.s5331/viz/sheet3_16971878367790/ChannelBrand

VISUALIZATION 4:

https://public.tableau.com/app/profile/subash.s5331/viz/sheet4_16971879172090/Channelnamewithsub

VISUALIZATION 5:

https://public.tableau.com/app/profile/subash.s5331/viz/sheet5_16971879795140/NoOfChannelsOfLanguage

VISUALIZATION 6:

https://public.tableau.com/app/profile/subash.s5331/viz/sheet6_16971880552090/CountryWiseSub

VISUALIZATION 7:

https://public.tableau.com/app/profile/subash.s5331/viz/sheet7_16971881401160/LanguageWiseSub

VISUALIZATION 8:

https://public.tableau.com/app/profile/subash.s5331/viz/sheet8_16971882124780/countrywisechannel

VISUALIZATION 9:

https://public.tableau.com/app/profile/subash.s5331/viz/sheet9_16971883097920/countywiselanguage

VISUALIZATION 10:

https://public.tableau.com/app/profile/subash.s5331/viz/sheet10_16971884060480/CategorywiseLanguage

Video demonstration link: