

Subscribers Galore : Exploring World's Top Youtube Channels

1. Introduction:

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.

1.1. Overview:

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. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi. All 50 of the channels have surpassed 40 million subscribers, 39 of them have surpassed 50 million subscribers, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.

1.2. Purpose:

Once you subscribe to a channel, any new videos it publishes will show up in your Subscriptions feed. You may also start getting notifications when a channel you subscribe to publishes new content. By default, we'll only send you the highlights from the channel.

2. Problem Statement & Design thinking:

Problem of Subscriber Galore

Whatever your vocation or pastime, you will continue to have problems. A person without a problem is a non-existent entity.

Now, the question is, how are we dealing with our problems? Are they affecting our well-being? Are they coming in the way of our growth and development?

Can we solve our problems effectively on our own?

Consider the following instances.

A student has difficulty remembering the study material, concentrating on studies, communicating with others, and scoring well in exams.

Applicant rarely receives a call and when they do, they don't succeed in the interview.

A worker has a conflict at work, low reward systems, or little recognition.

Similarly, an executive, a homemaker, a retiree, or an aged person may have unique problems.

Whatever our position mentioned above, we still have to deal with others who have problems, in addition to solving our problems.

Problems also arise because of the roles we need to play in society. It could be a son, daughter, classmate, friend, playmate, brother, sister, father, mother, uncle, aunt, relative, neighbor, commuter, etc. Can we maintain a workable relationship with the others?

Are we able to do it or do we need help and guidance from outside?

This is a chance to discuss those problems and find suitable solutions.

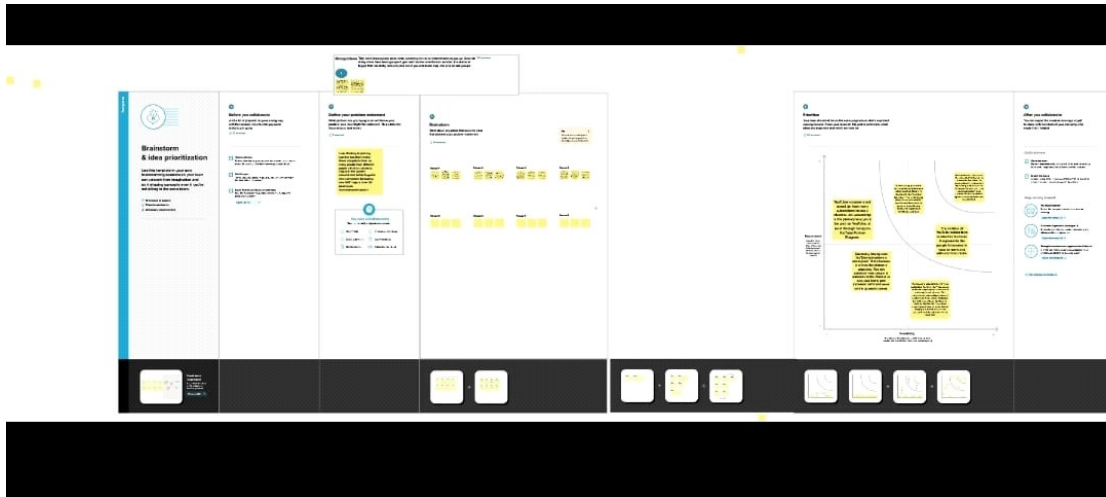
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You can also go through the relevant articles at “Swach Chetan – Clean Consciousness” to further your personal, intellectual, economic, social, and spiritual growth and development.

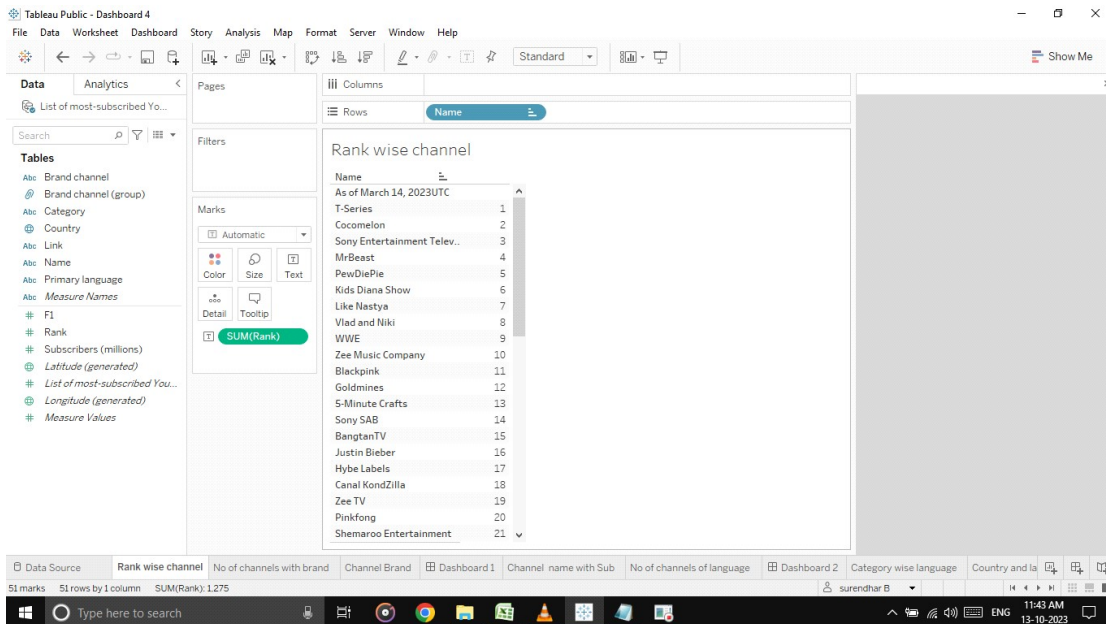
2.1 Empathy map:

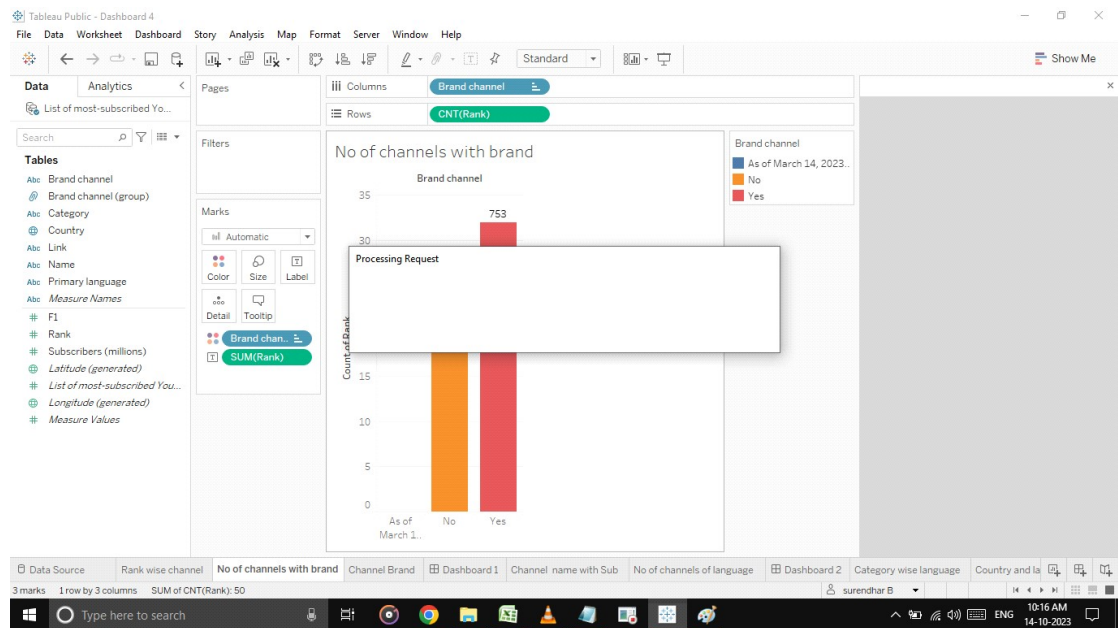
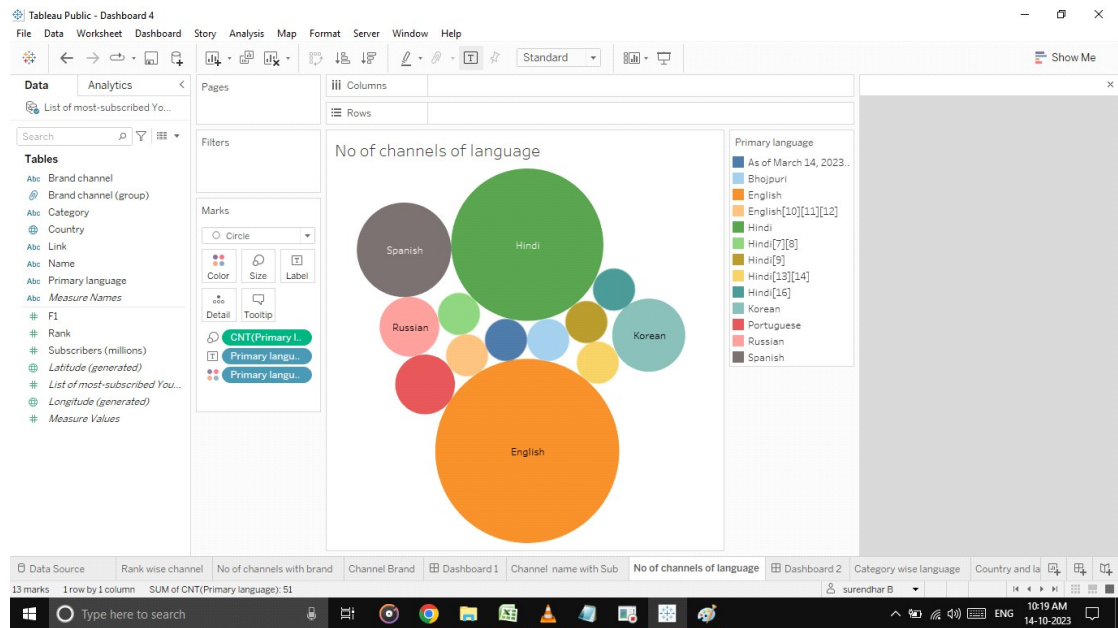


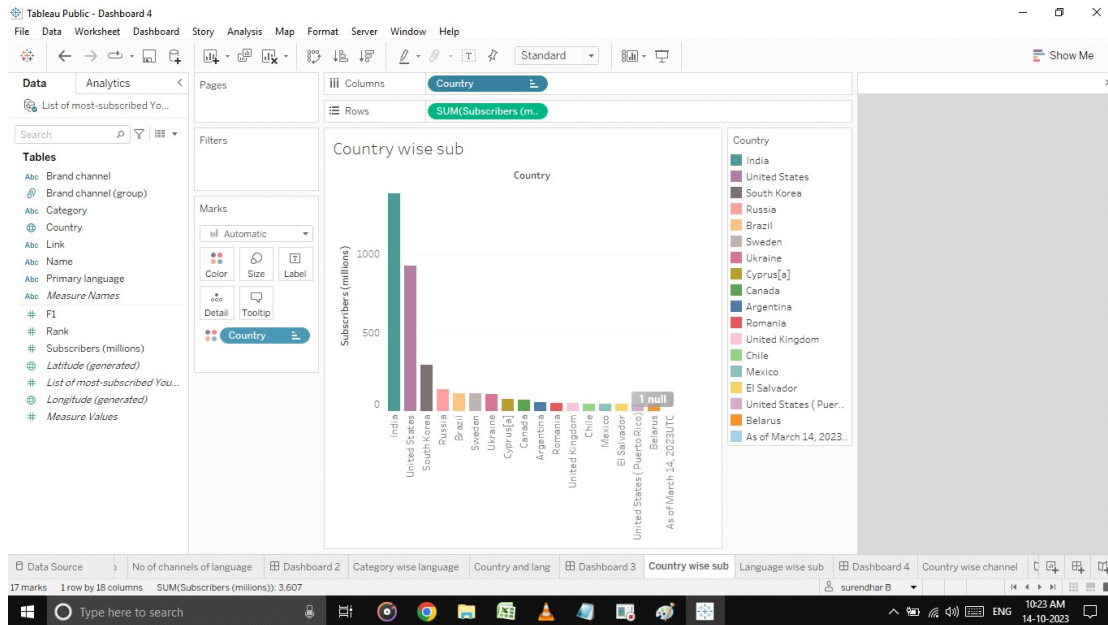
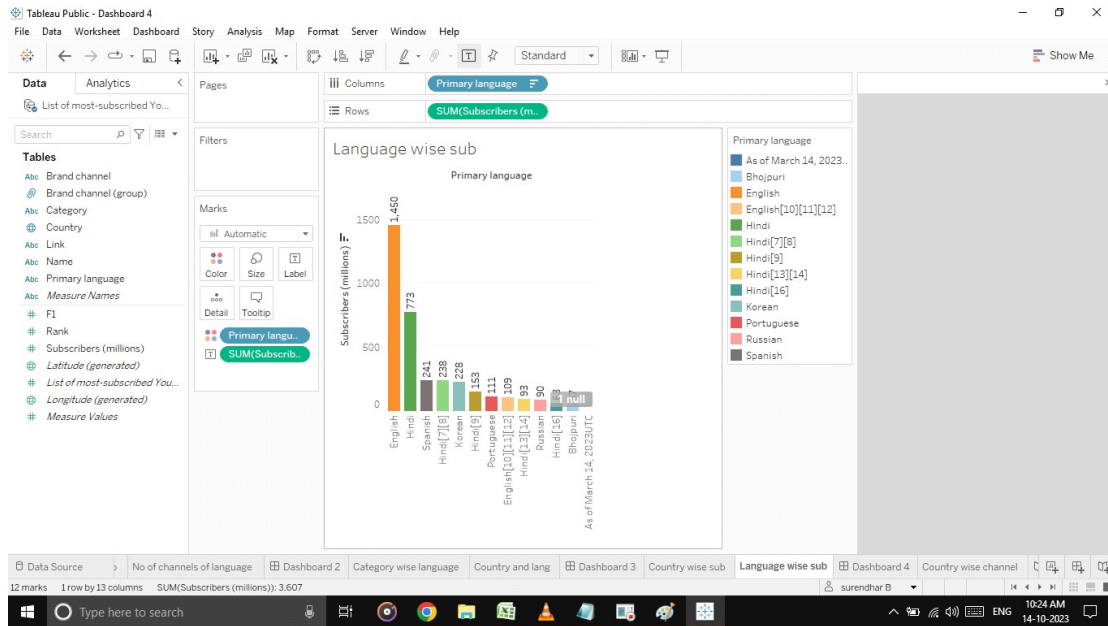
2.2 Ideation and Brainstorming Map:

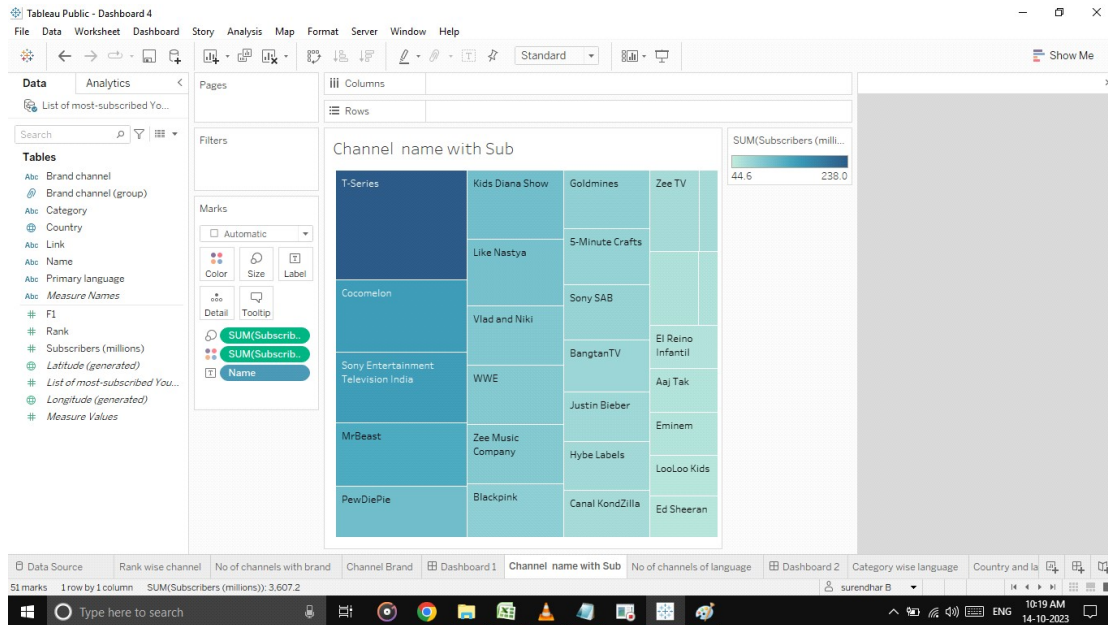
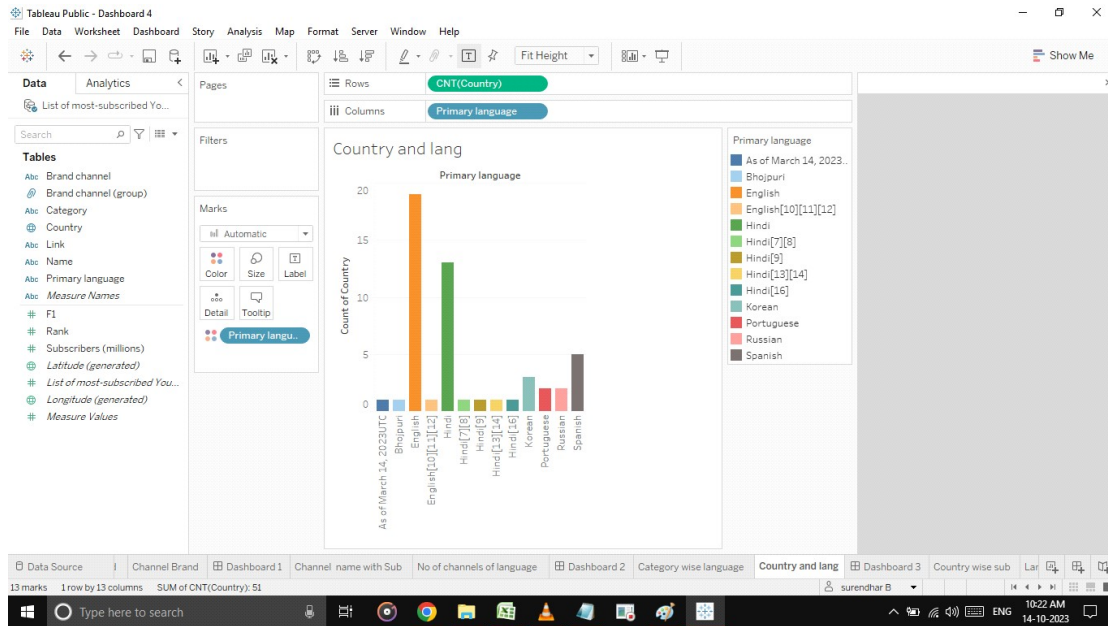


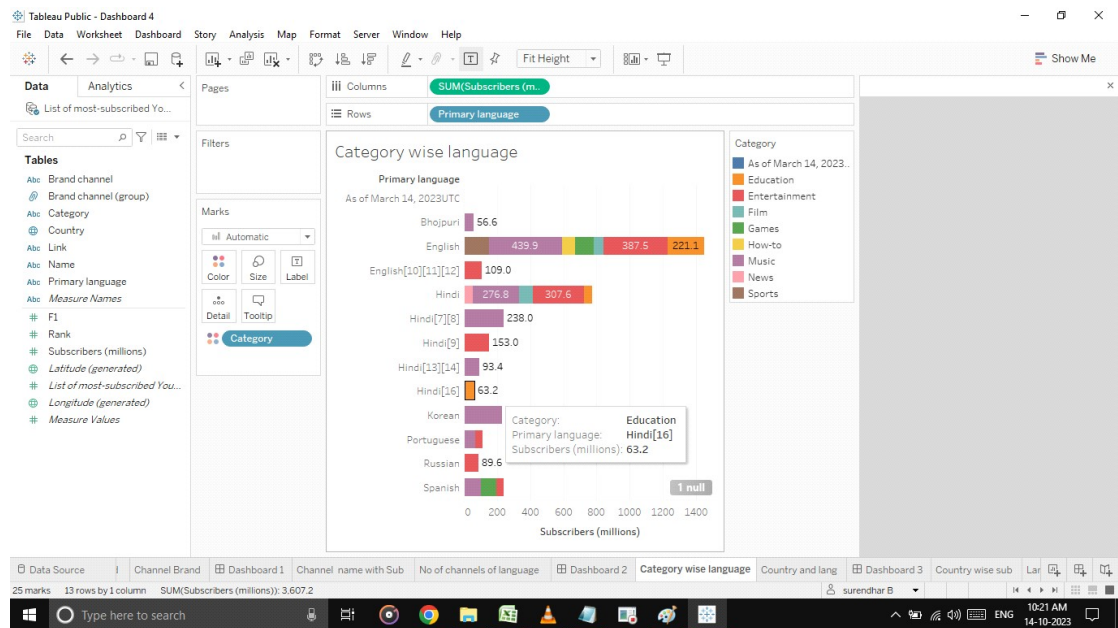
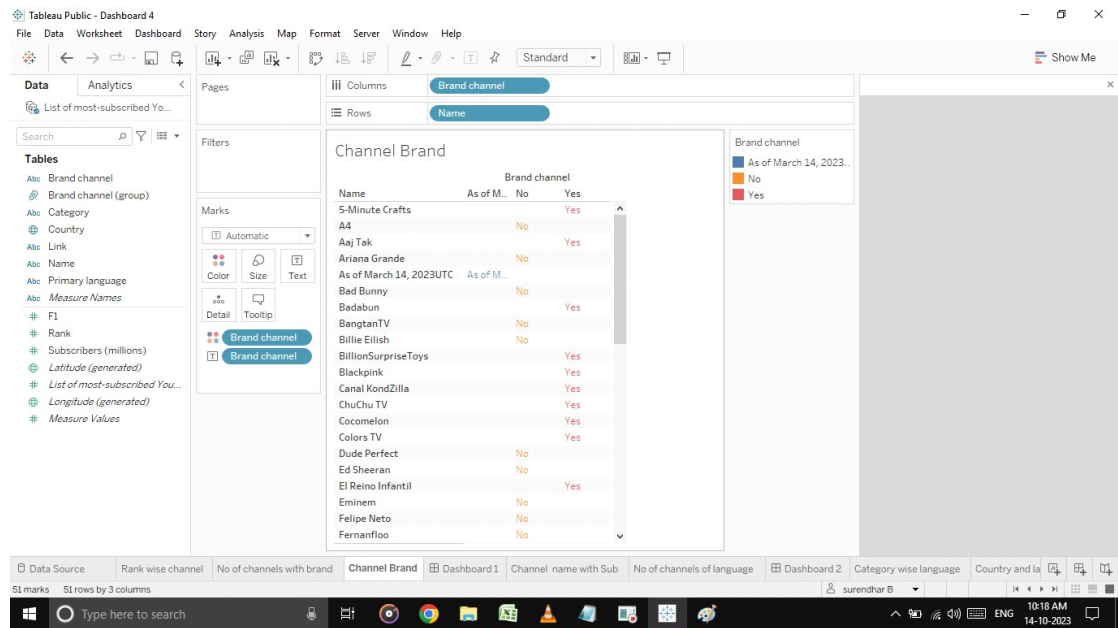
3. Result

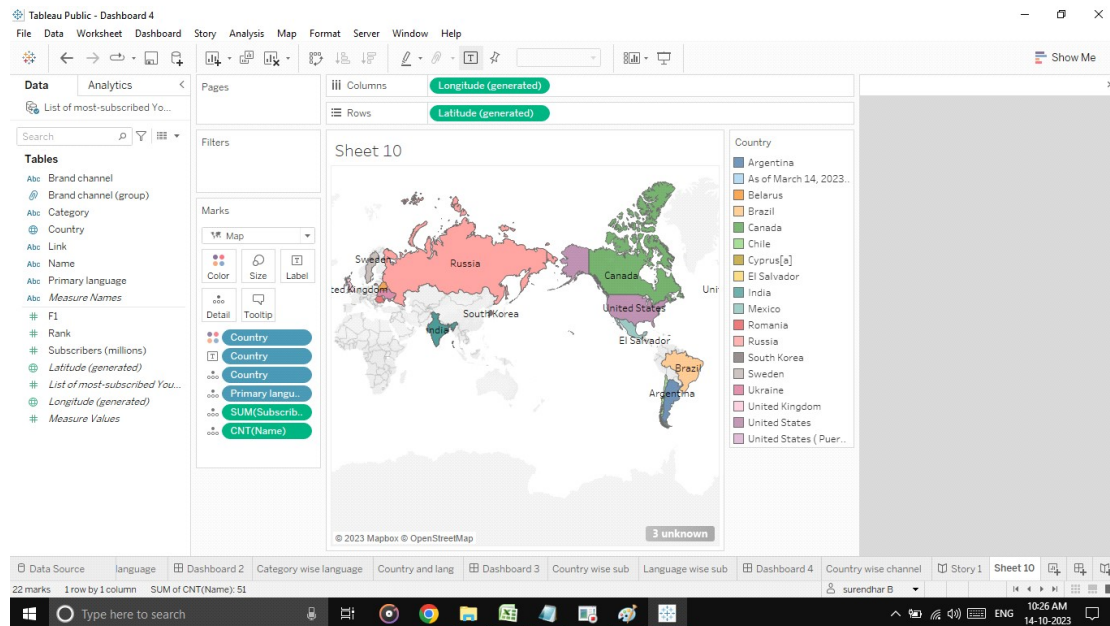












4. Advantage and Disadvantage :

Advantages:

- You can save money on your subscription fee, as the ad-supported tier is included in the Amazon Prime membership, which costs \$14.99 per month, or \$8.99 per month if you only want Prime Video. This is cheaper than the ad-free tier, which will cost an extra \$2.99 per month on top of your current subscription.
- You can access a vast selection of movies and series, including Amazon Originals such as The Boys, The Lord of the Rings: The Rings of Power, The Wheel of Time, and The Marvelous Mrs. Maisel. You can also watch live sports such as the NFL's Thursday Night Football.
- You can benefit from the other perks of Amazon Prime membership, such as

free shipping on packages, Amazon Music, and more.

Disadvantages:

- You have to watch commercials before or during your streaming of Prime Video content, which may interrupt your viewing experience or cause annoyance³. Amazon promises to have "meaningfully fewer" ads than linear TV and other streaming TV providers, but the exact number and duration of ads are not specified.

- You may miss out on some exclusive content that is only available for the ad-free tier, such as some movies or shows that have licensing restrictions or higher production costs.

- You may have to wait longer for some content to become available on the ad-supported tier, as some titles may be released earlier or exclusively on the ad-free tier.

5. Application :

#1 T-Series

The Reigning Champion With an astounding 248 million subscribers, T-Series claims the title of the most-followed YouTube channel globally. Originating from India, T-Series captivates audiences with enchanting Bollywood soundtracks and captivating Indian pop music. Their journey began in 1983, offering a rich array of content including music videos, movie trailers, and interviews.

#2 MrBeast

A Phenomenon in Entertainment Boasting 180 million subscribers, MrBeast, also known as Jimmy Donaldson, reigns as the most-followed individual on YouTube. His rise to fame and fortune has been marked by awe-inspiring feats, electrifying stunts, and jaw-dropping prize challenges, solidifying his place among the wealthiest YouTubers.

#3 Cocomelon

A Nursery Rhyme Sensation Cocomelon, a beloved kids' YouTube channel, takes the third spot with 164 million subscribers. Offering a delightful blend of entertainment and education through nursery rhymes, Cocomelon has become a go-to channel for young viewers. Its vibrant visuals, catchy tunes, and simple language ensure high engagement and repeated views.

#4 Sony Entertainment

A Bollywood Powerhouse SET India, with 161 million subscribers, stands as a prominent Hindi entertainment channel. Established in 1995, it holds a venerable position in the Bollywood industry. The channel's array of dramas and reality shows has propelled it to global acclaim, making SET India one of the most-viewed YouTube channels worldwide.

#5 Kids Diana Show

A Charismatic Sibling Duo With 113 million subscribers, Kids Diana Show, featuring the dynamic duo of 7-year-old Diana and her brother Roma, offers playful and entertaining content. The channel's superb editing, engaging videos, and consistent uploads have catapulted them to YouTube stardom, especially within the kids' entertainment category.

6. Conclusion :

since its launch in 2005, YouTube has been the go-to platform for entertainment. Whether you're in the mood for funny moments, news updates, or educational content, YouTube has it all. Regarding capturing viewers' interest, some YouTube channels have stood out and secured a spot in the world's top 10 most subscribed YouTube channels. In this article, we find out all about these most subscribed channels on YouTube.

7. Future scope :

If you are an aspirational YouTuber, you must be curious to know who has most subscribers on YouTube.

In this sea of hustlers, you can find some channels managed by a pact of competent teams while some set out on an individual journey to run the show.

For example, T-series is the channel who has most subscribers on YouTube. It is an Indian music company with a whopping 199 million subscribers and over 192 billion total views.

And behind this roaring success, there's a dedicated team of professionals managing every minute aspect of their primary channel along with 29 other channels on YouTube.

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