

SUBSCRIBERS GALORE : EXPLORING WORLD'S TOP YOUTUBE CHANNELS

1.1 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. 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

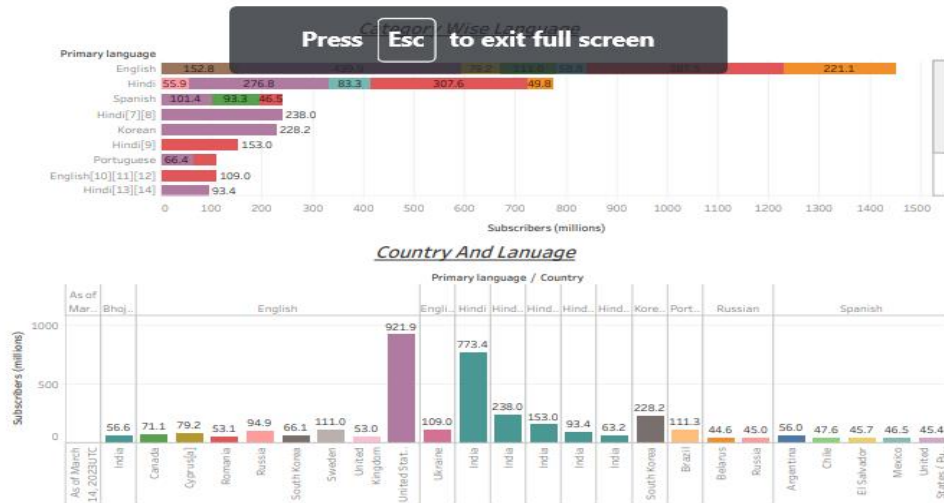
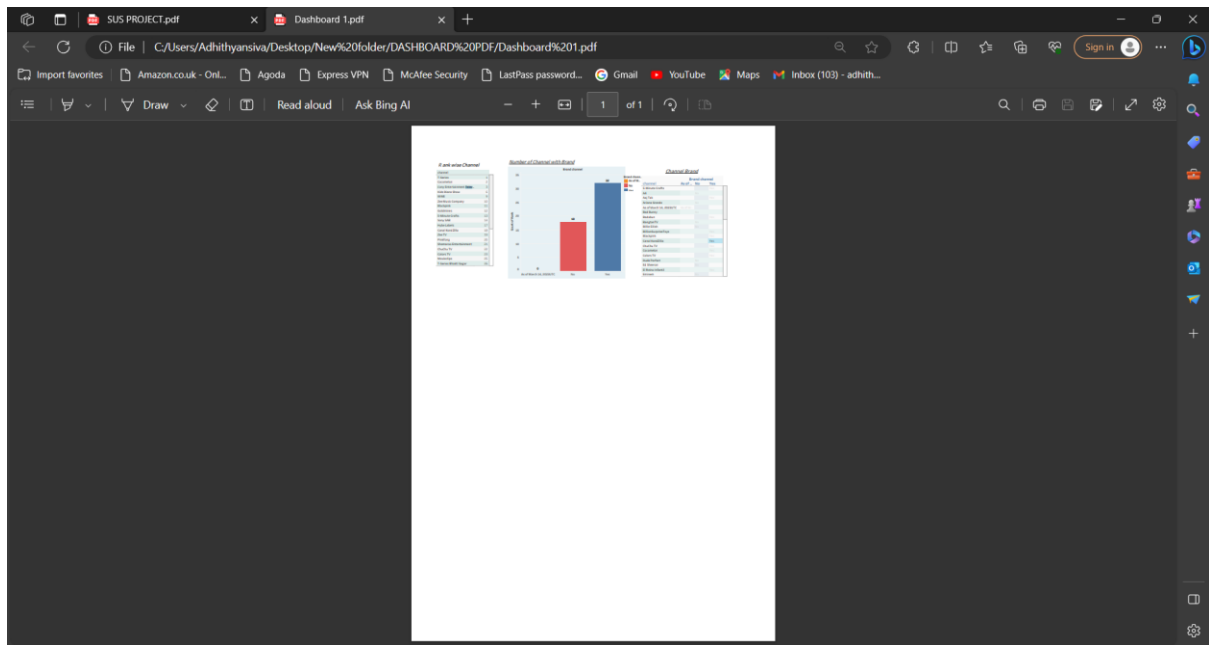
YouTube is the second-largest search engine in the world, so creating a YouTube channel is a fantastic way to enhance your content's visibility. #2 YouTube can offer you a more intimate and engaging connection with your audience.

2.1 Empathy Map

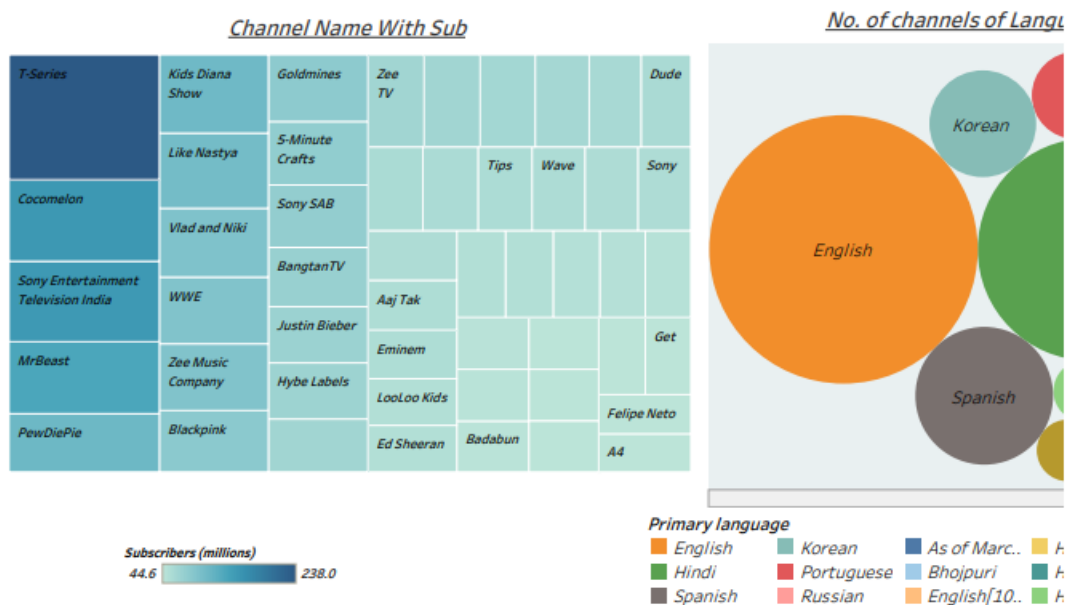


RESULT

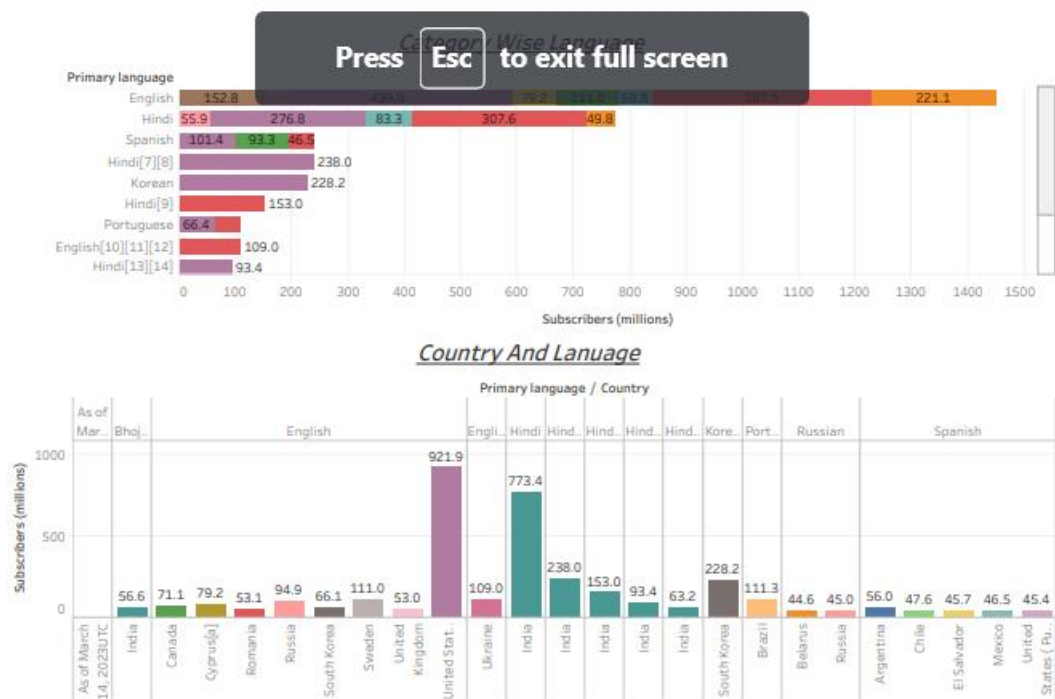
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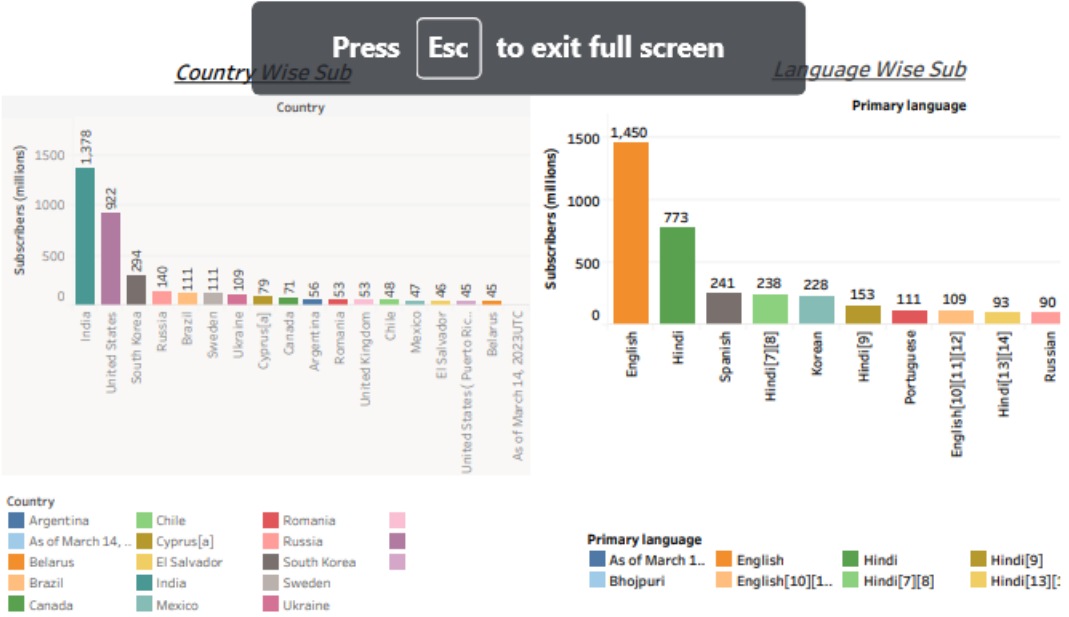
DASHBOARD 2



DASHBORAD 3

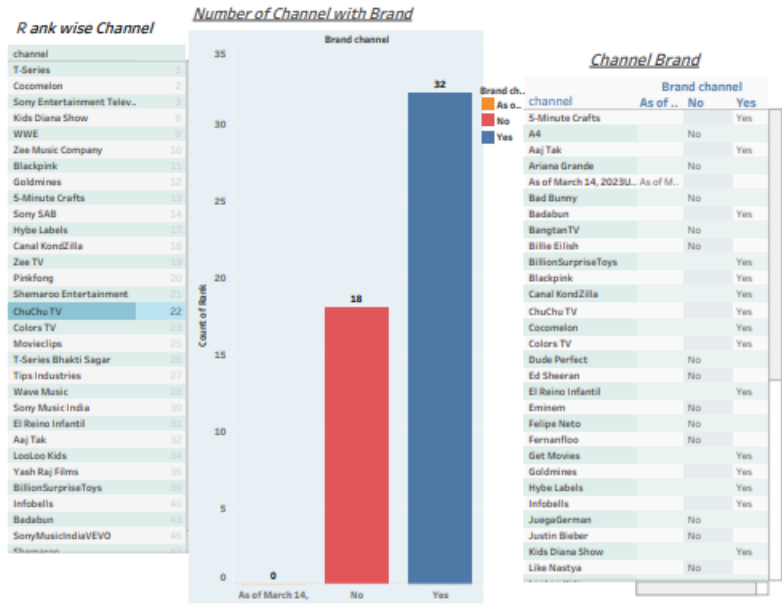


DASHBOARD 4



Story 1

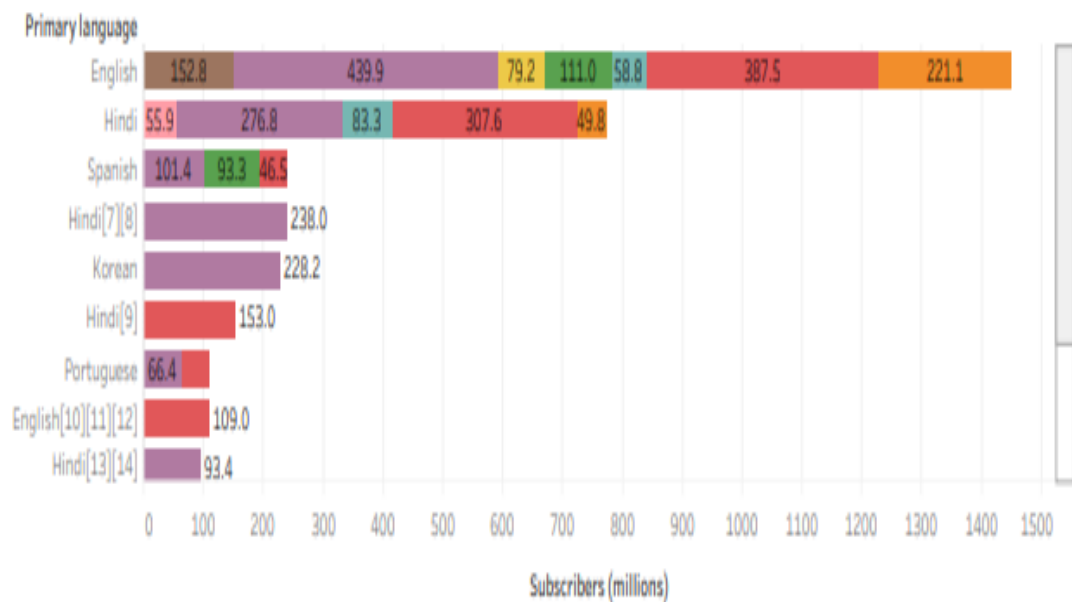
channel detail	List of Channels with number of subscrib..	Category wise language and count..	Language and country wise subscri..	Country wise primary language n..
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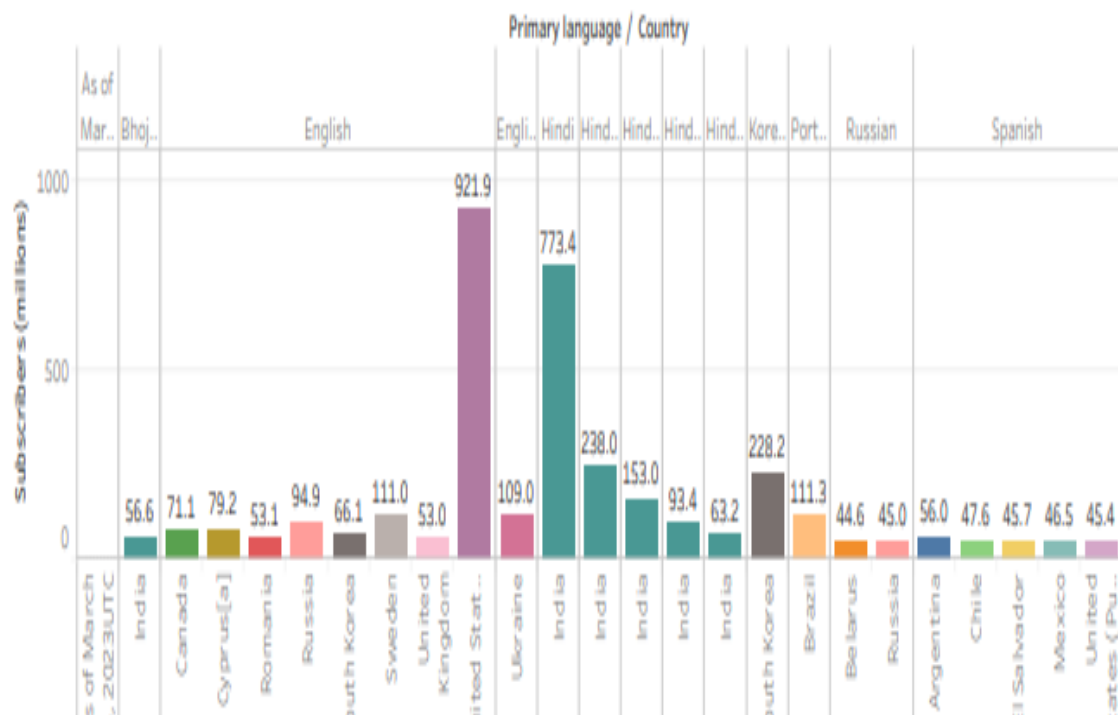
Story 1

channel detail	List of Channels with number of subscri..	Category wise language and count..	Language and country wise subsc..	Country wise primary language n..
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Category Wise Language



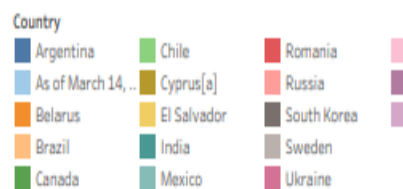
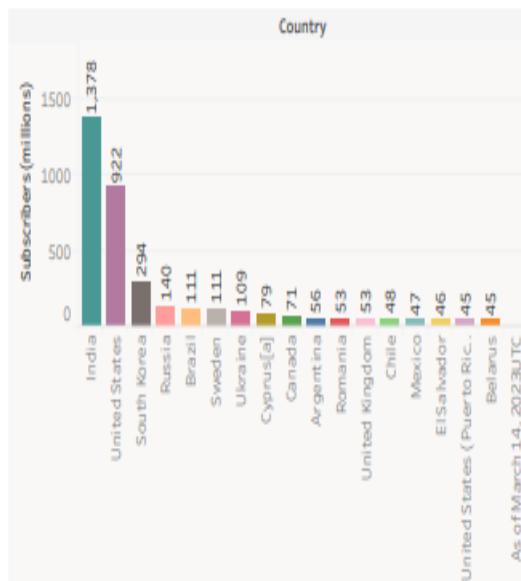
Country And Language



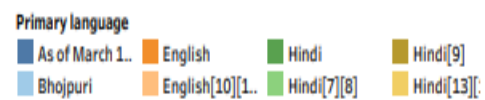
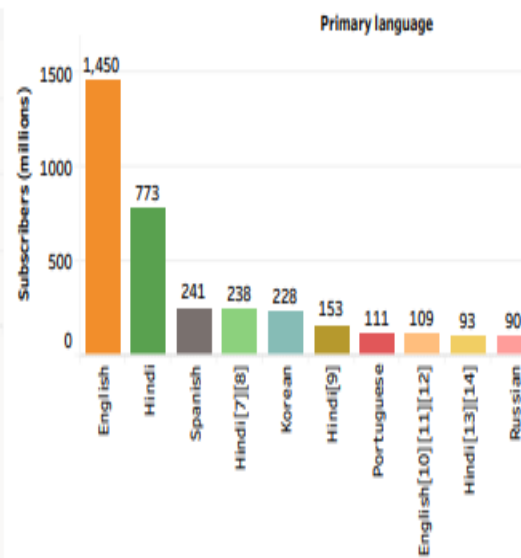
Story 1

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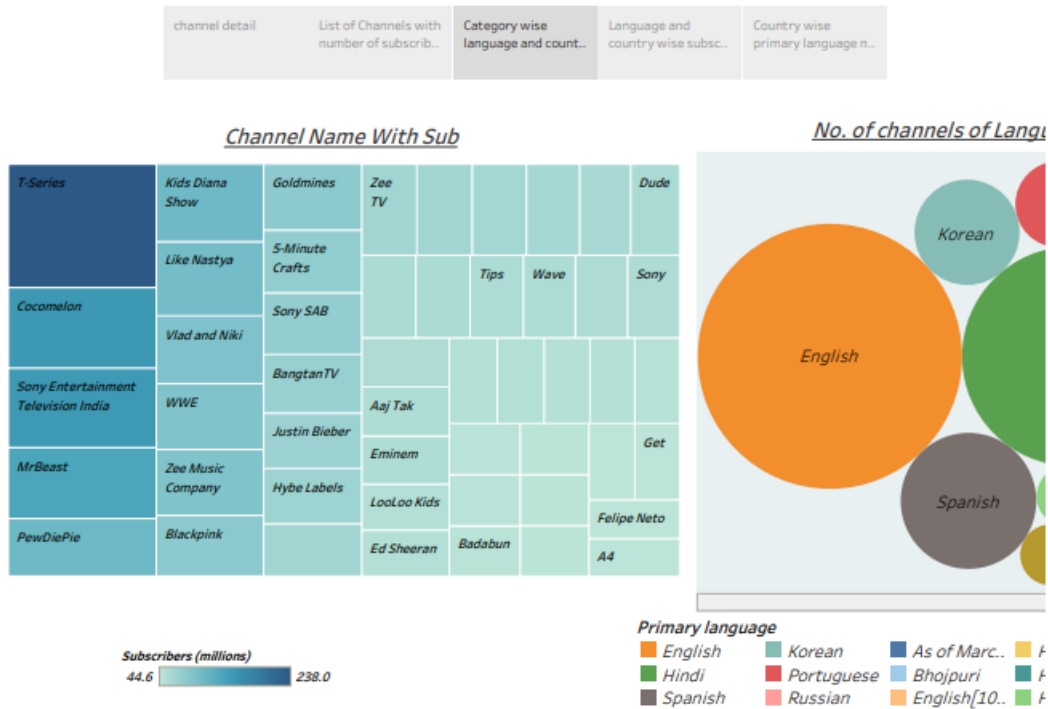
Country Wise Sub



Language Wise Sub



Story 1



ADVANTAGES

YouTube gets 30 million visitors per day

300 hours of video are uploaded to YouTube every minute

68 percent of YouTube users say that videos help them in their purchasing decisions

The number of small and medium business advertising on YouTube has doubled over the last two years

YouTube is available in a total of 76 different languages (this covers about 95 percent of the Internet population)

YouTube has its own local versions in more than 88 countries

DISADVANTAGES

You're building on rented land with YouTube. That's mostly fine, but you're always an algorithm change away from having a successful channel turn into an unsuccessful one. If you can, try to get your YouTube audience over to your owned channels like your website or your email marketing list.

It takes a lot of time and effort to build a large audience. YouTube has a lot of people watching and a lot of people creating.

APPLICATION

Quality and consistency are what make a YouTube channel stand out from the crowd, along with a unique perspective that creates an engaging experience for the viewer. It's important for the best travel YouTubers to inspire, inform, and to create content that gets the mind racing with possibilities.

Ready to embrace the spirit of travel? Grab your comfiest pillow and some snacks as you watch these travel YouTubers take the world by storm!

CONCLUSION

According to the charts below, which display the top 5 categories on YouTube of views, features, and subscriptions, valuable insights into the preferences and behaviors of YouTube users are provided. By examining the graphs, we can see that music and entertainment are the two most dominating industries among all the channels.

FUTURE SCOPE

We're constantly testing, learning and adjusting recommend videos that are relevant to you. Discover the many signals and direct user feedback we use to fine-tune our recommendations.