

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. 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

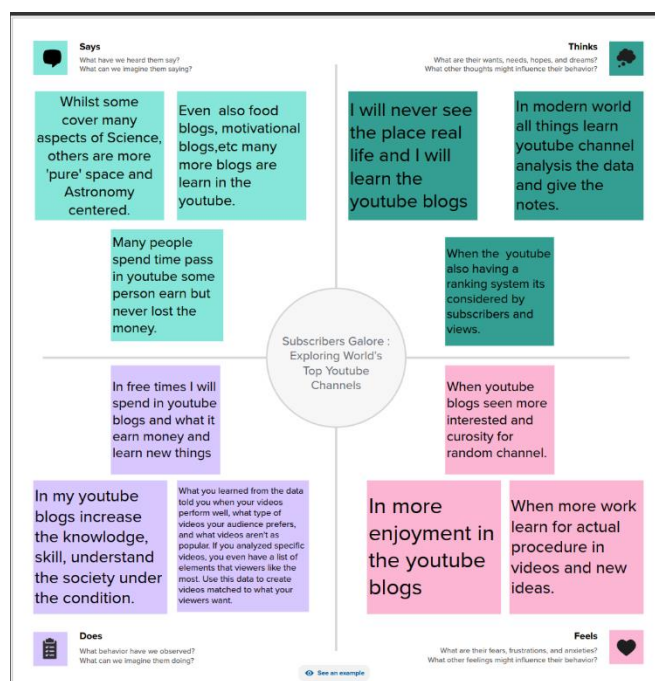
Business requirements

Channel Information: Each YouTube channel should have a dedicated page or profile that displays essential information, including the channel name, description, subscriber count, video views, upload frequency, and engagement metrics. **Subscription Management:** Users should have the ability to subscribe to their favorite YouTube channels within the platform, allowing them to receive notifications about new uploads and updates from those channels. **Analytics and Insights:** The platform should provide analytics and insights to track user engagement, popular channels, and trending content. This data can be used to improve content curation, personalize recommendations, and enhance the overall user experience. These business requirements aim to create a user-friendly platform that facilitates the exploration and discovery of YouTube channels, while also providing features for personalization, social interaction, and monetization. By meeting these requirements, the platform can enhance user engagement and satisfaction, while also creating opportunities for revenue generation and growth.

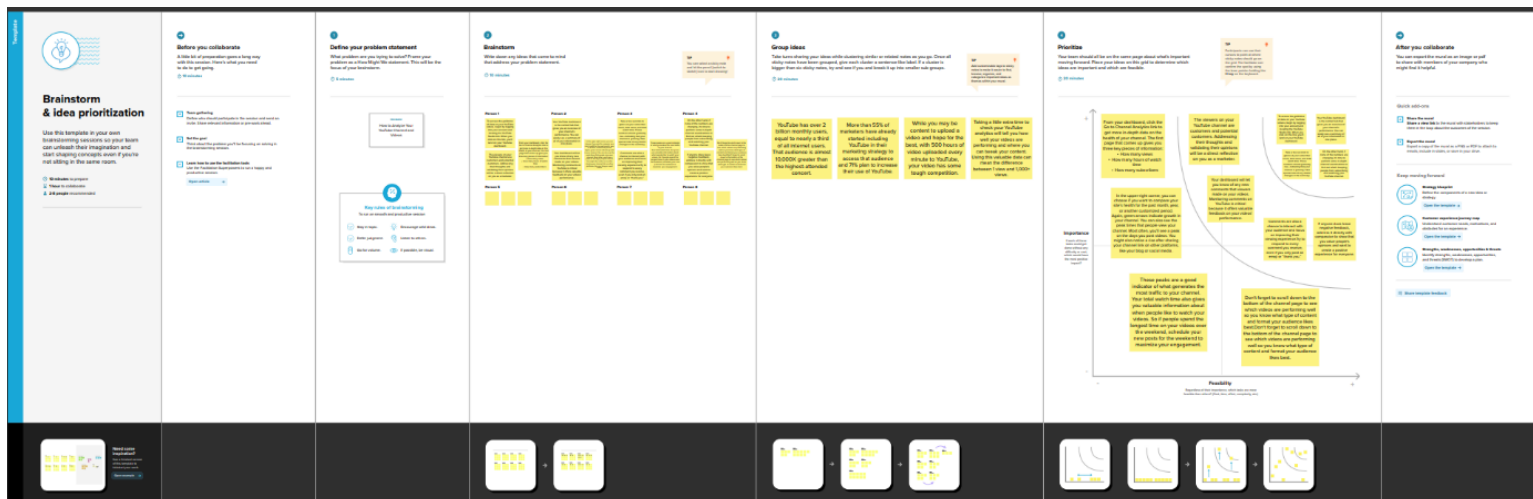
Literature Survey:

A literature survey conducted by students exploring YouTube channels would typically involve researching existing studies, academic papers, and publications related to the topic.

2.2 EMPATHY MAP



2.2 BRAINSTORMING



RESULT:

Activity 1.1:

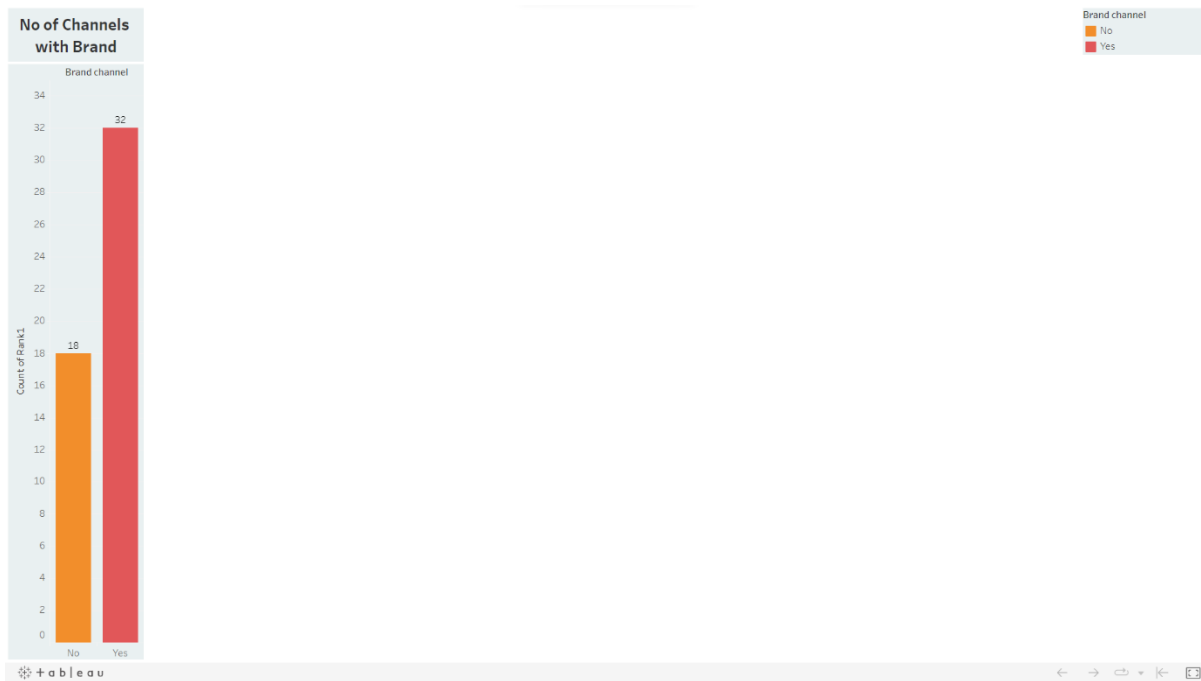
Rank wish Channel

Channel	Rank
T-Series	1
Cocomelon	2
Sony Entertainment Television India	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

Explanation video link:

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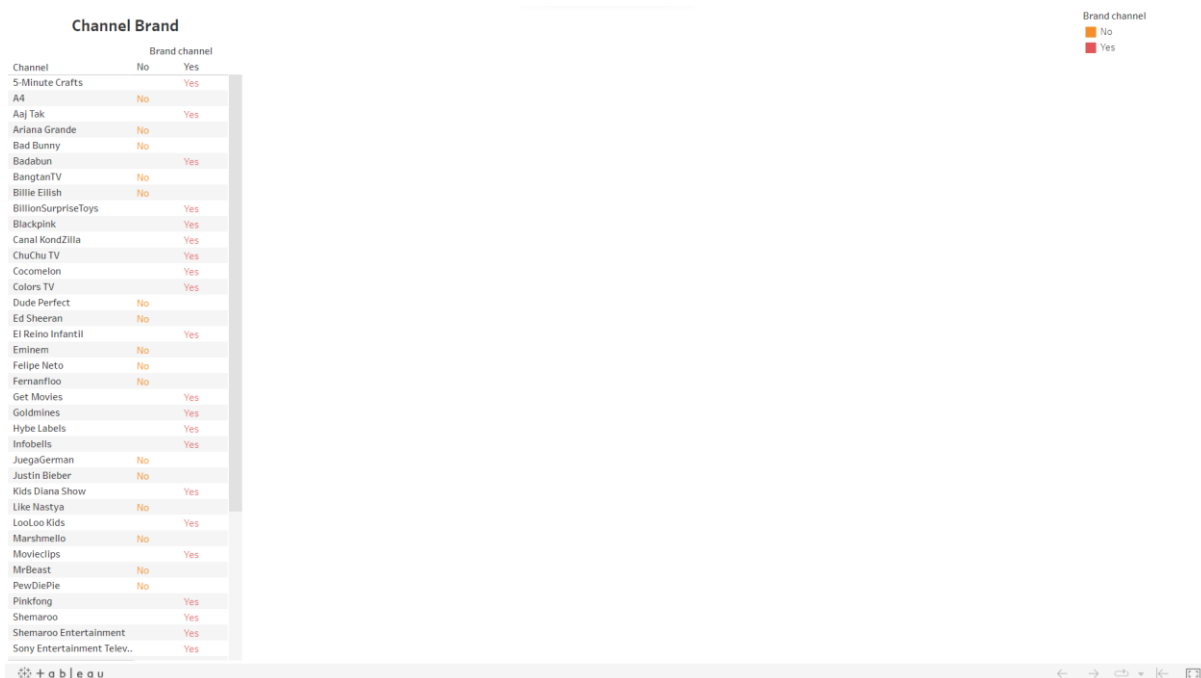
No of Channels with Brand



Explanation video link:

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Channel Brand

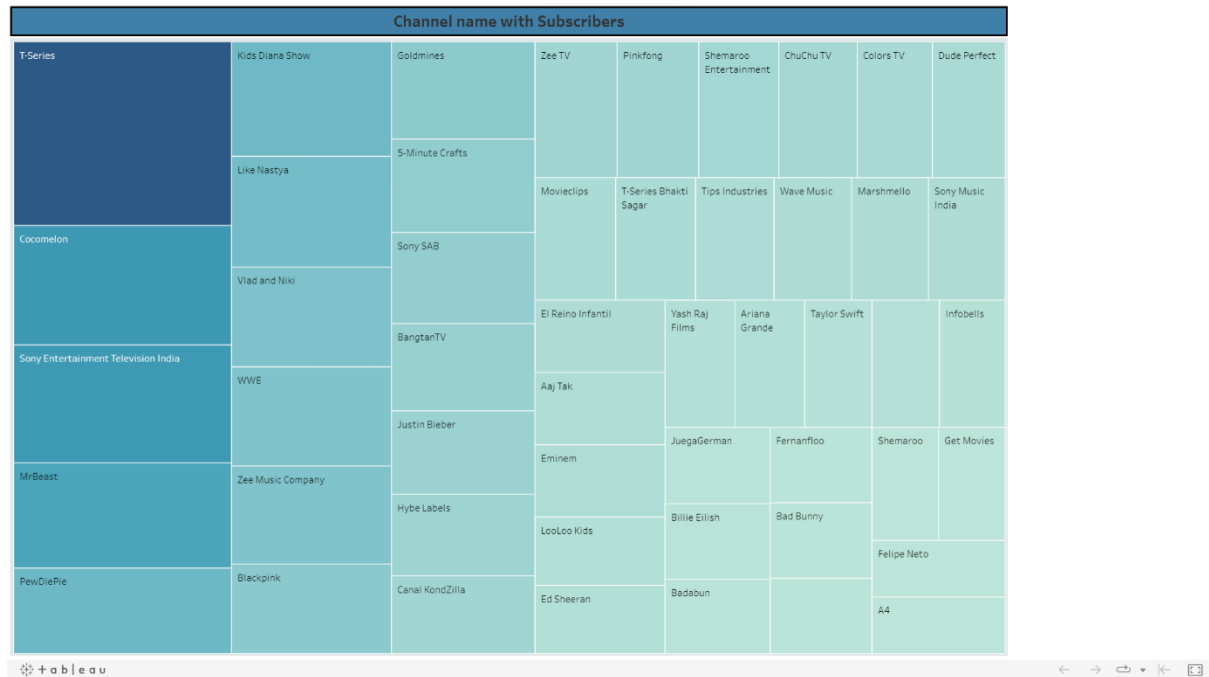


Explanation video link:

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Activity 1.2:

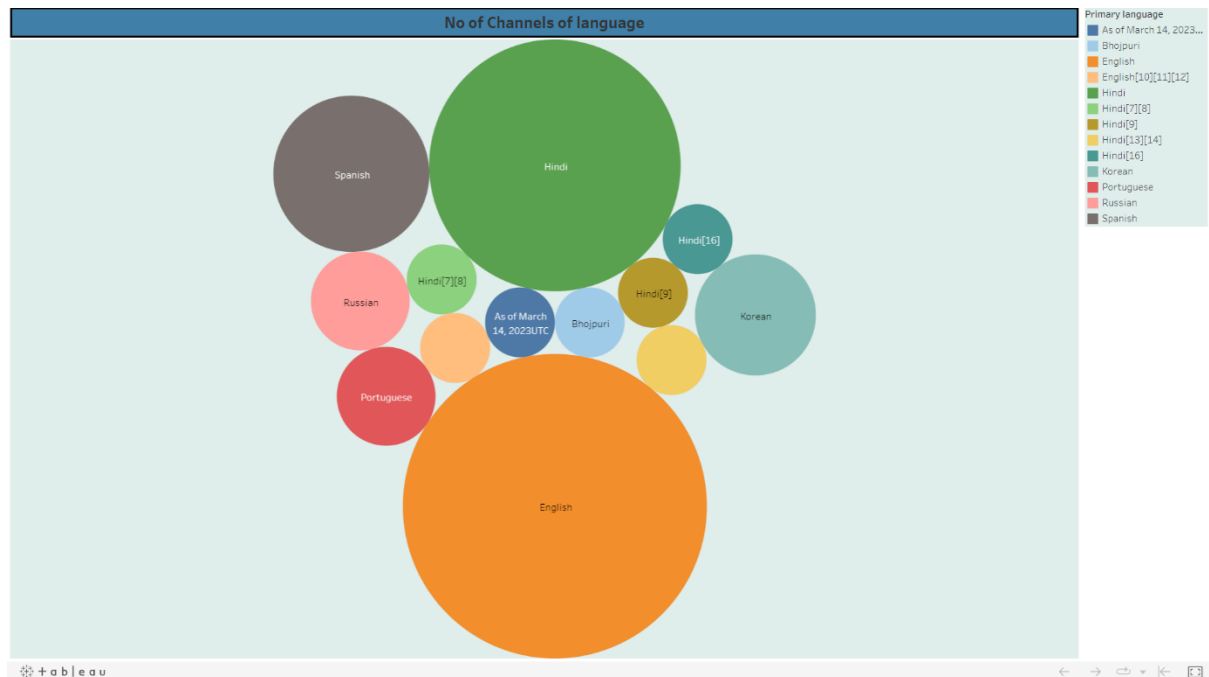
Channel name with subscribers



Explanation video link:

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No of channels for particular language

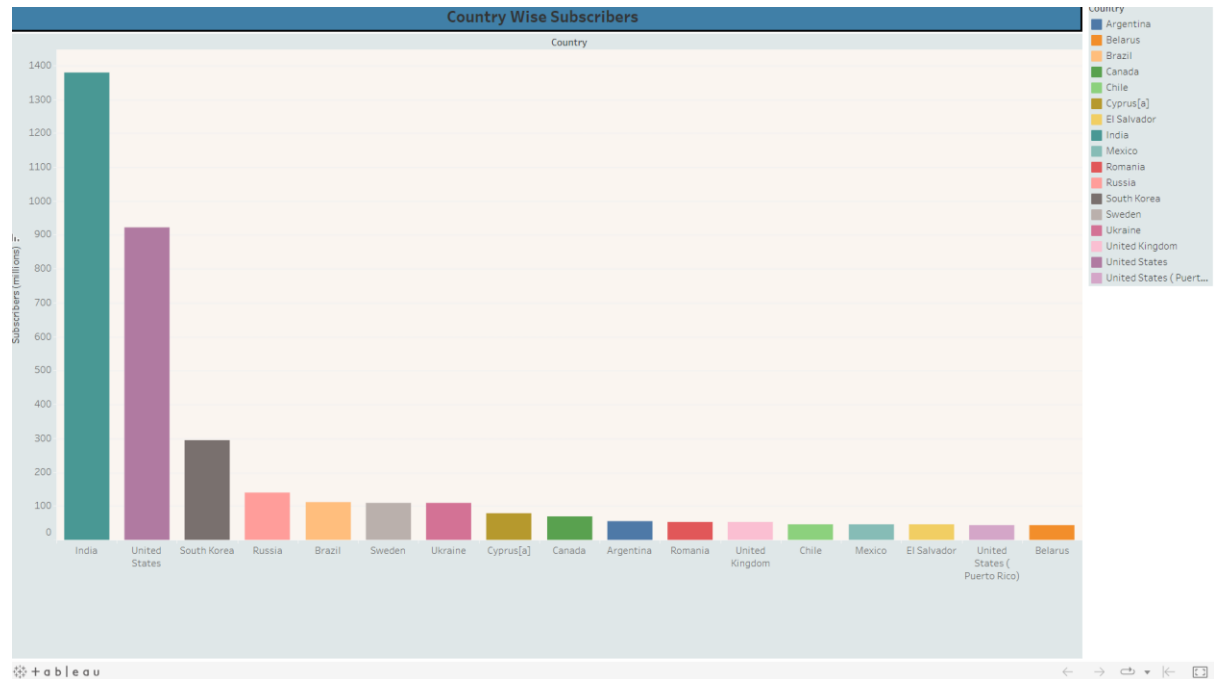


Explanation video link:

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Activity 1.3:

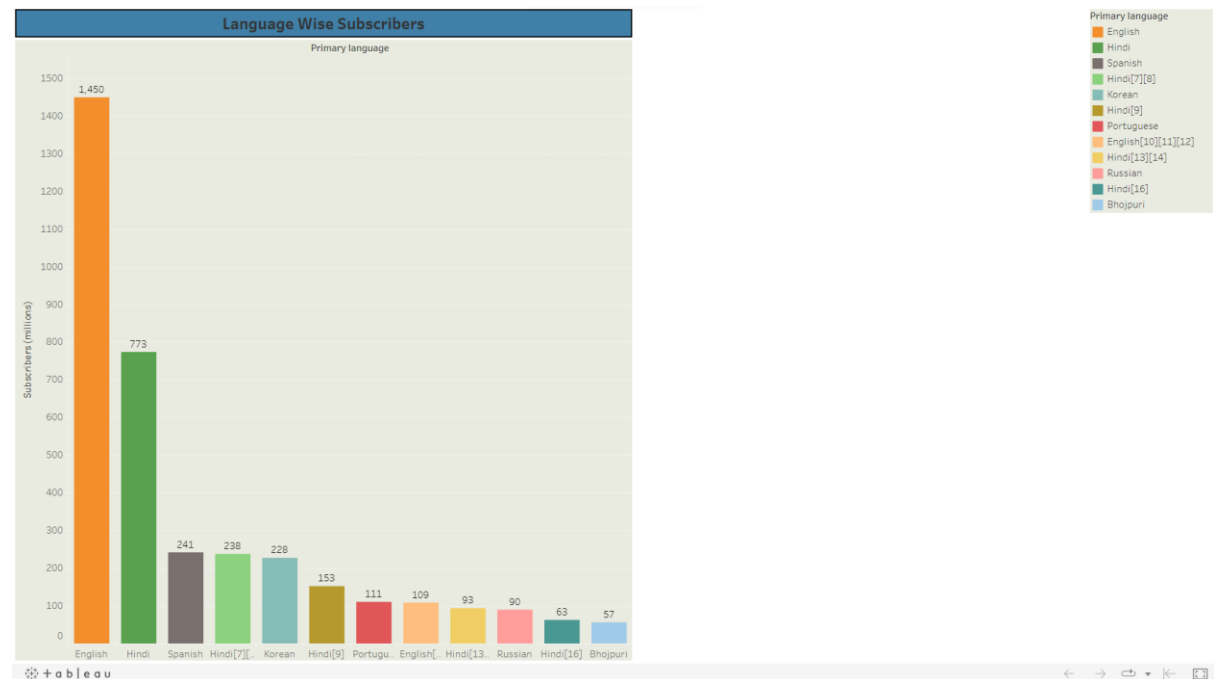
Country wise subscribers



Explanation video link:

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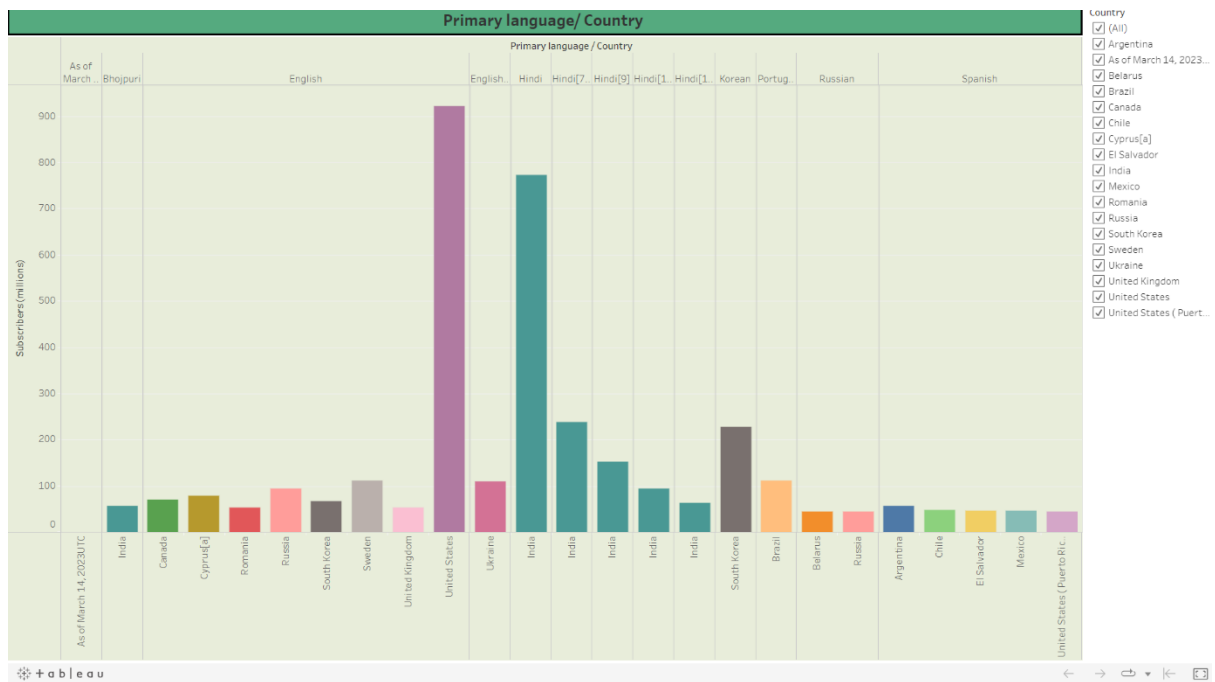
Language wise subscribers



Explanation video link:

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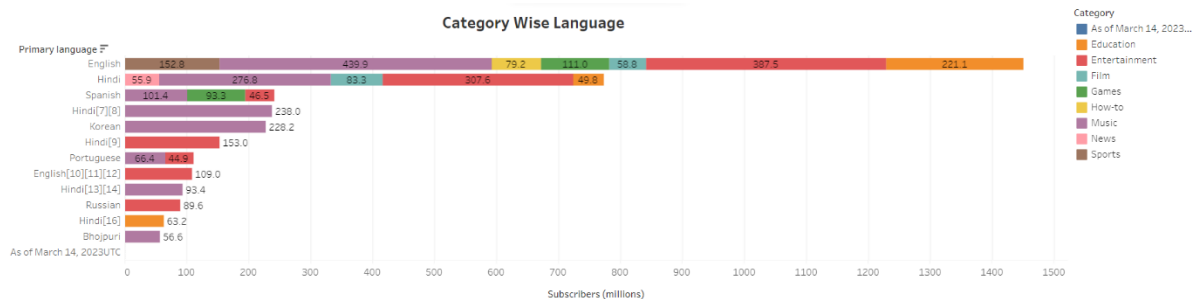
Primary language/Country



Explanation video link:

https://public.tableau.com/views/thiru_16973526511090/PrimarylanguageCountry?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Category Wise Language

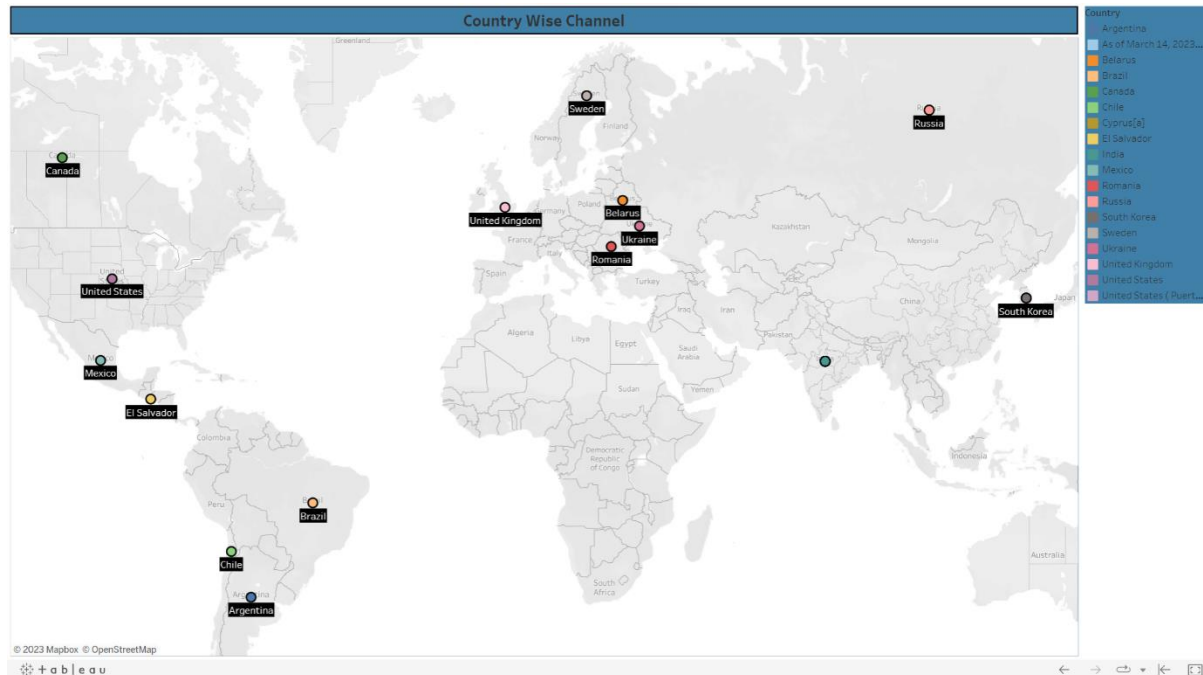


Explanation video link:

https://public.tableau.com/views/thiru_16973526511090/CategoryWiseLanguage?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Activity 1.4:

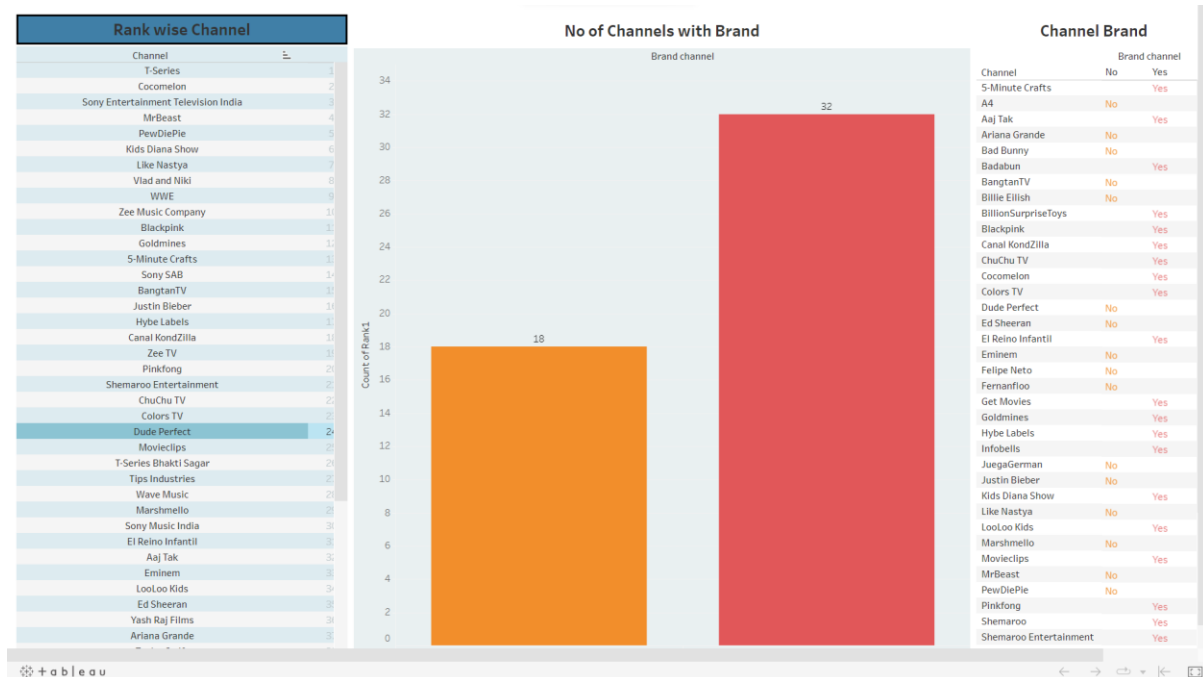
Country wise Channel



Explanation video link:

https://public.tableau.com/views/thiru_16973526511090/CountryWiseChannel?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

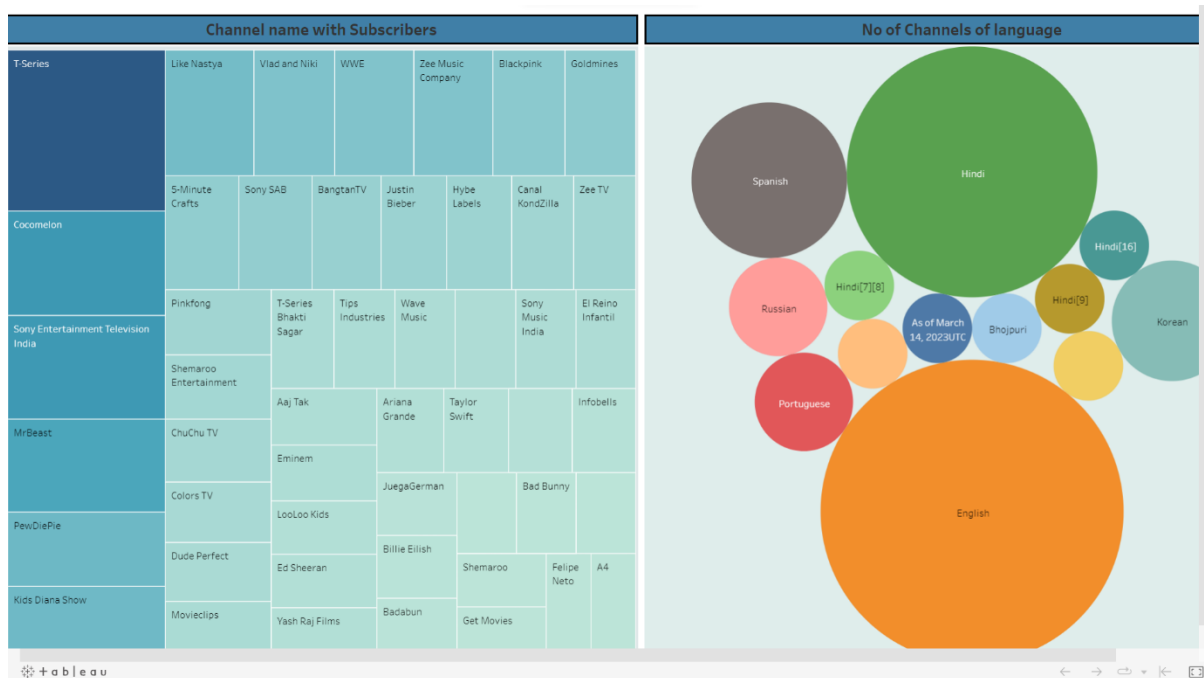
Dashboard 1



Explanation video link:

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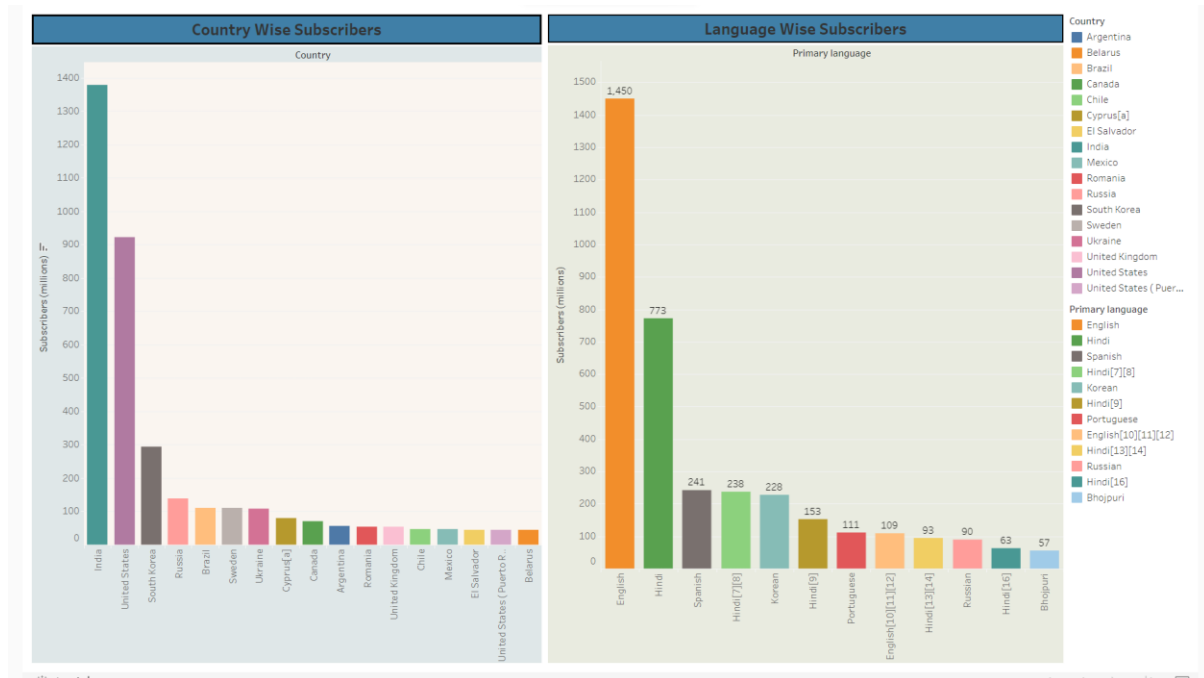
Dashboard 2



Explanation video link:

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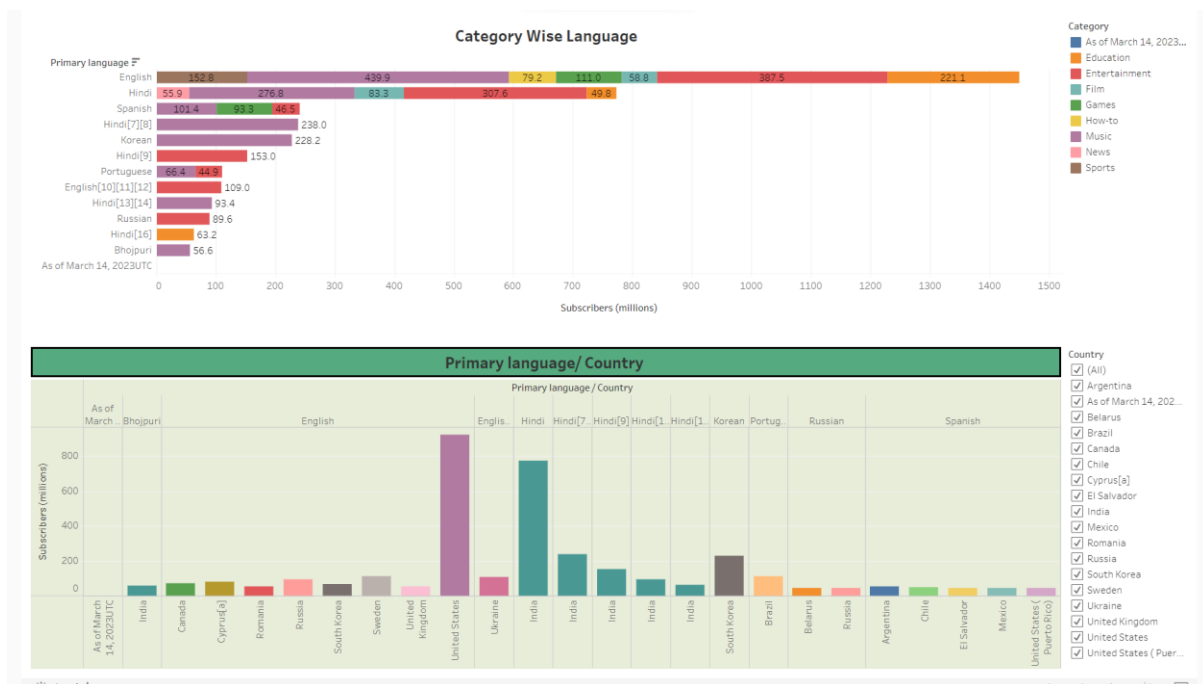
Dashboard 3



Explanation video link:

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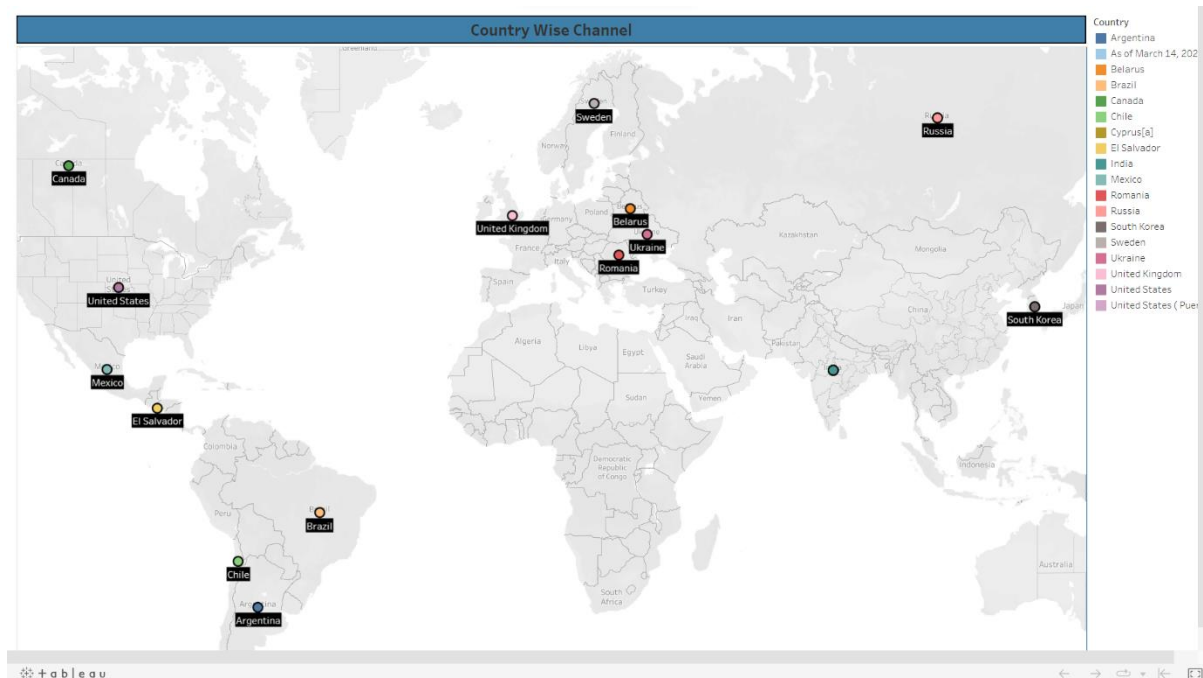
Dashboard 4



Explanation video link:

https://public.tableau.com/views/thiru_16973526511090/Dashboard4?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Dashboard 5

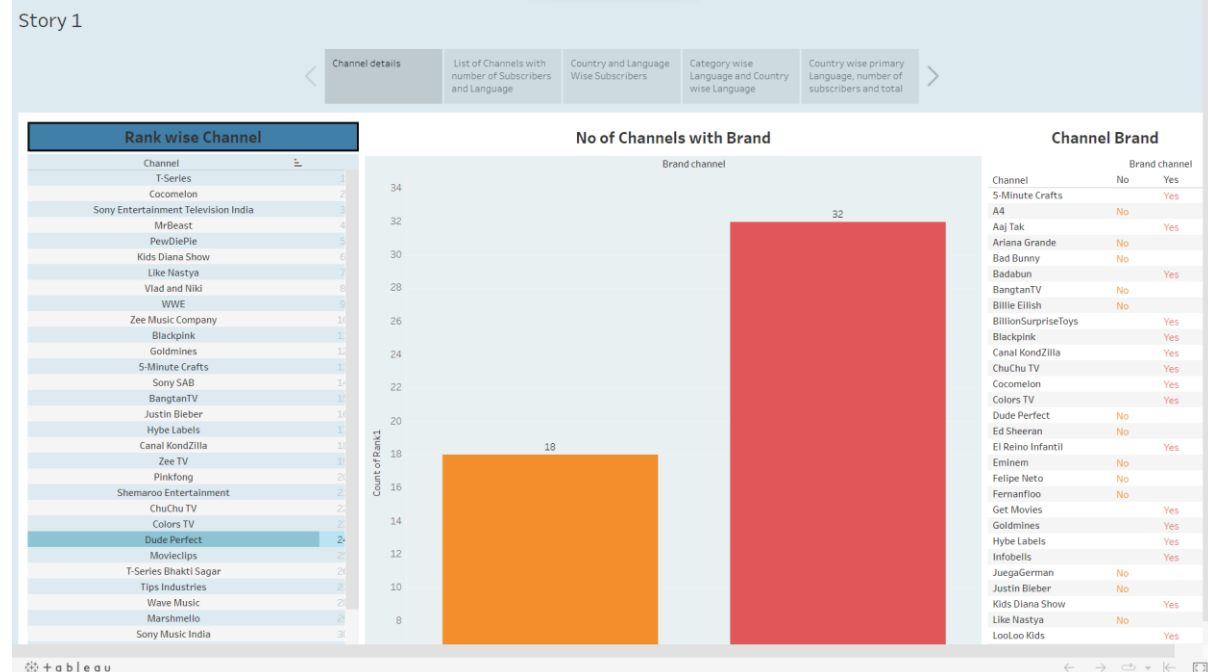


Explanation video link:

https://public.tableau.com/views/thiru_16973526511090/Dashboard5?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Activity 1.6

Story



Explanation video link:

https://public.tableau.com/views/thiru_16973526511090/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

4.ADAVANTAGES AND DISADVANTAGES OF THE PURPOSE SOLUTION

ADVANTAGES :

1. Heavy Traffic

YouTube is growing exponentially, with more than [5 billion videos](#) consumed every single day! This is much more traffic than any other platform out there. Even if you don't create many videos for your business, you can still easily reach an audience by advertising your content on other people's videos. There is so much traffic on YouTube that you're guaranteed to find potential customers as long as you cater to their needs. Here are some YouTube [statistics](#) that you should know:

- 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

2. Higher Visibility on Google

You might have noticed that videos are appearing more often than other forms of content on Google's search results. You can take advantage of this by writing high-quality content on your website and creating videos from this content on YouTube. Doing so will create backlinks to your website, which means that your business will be found more often on Google search. By utilizing YouTube marketing, you are also increasing the online authority of your business. The more authoritative you are on Google, the higher your page will rank on the Google search engine result page.

Here are some tips you can use to increase the authority of your website using YouTube:

- Get other websites to embed your videos on their websites
- Associate your website with your YouTube channel
- Share your videos on other social media platforms
- Use different video styles to engage more with your consumers

3. Build Your Email List on YouTube

One big advantage of YouTube marketing is that you can build your email list through YouTube. There are a number of software available that allow you to embed your sign-up form directly into YouTube videos. A video can be paused temporarily for the viewer to enter their information and subscribe to your list. This approach makes it easier to build your email list while providing quality content to your audience at the same time.

Here are some of the most common ways to build an email list on YouTube:

- Use lead magnets
- Add annotations

- Add cards
- Run YouTube ads

4. Higher Conversion Rates

If a picture speaks a thousand words, a video makes up for a million words. Moreover, videos can evoke emotion more than any other form of content. They take your messages from static text to dynamic and engaging, and bring your business to life. They also help to build trust and authority among people in a unique way. This entertaining and engaging form of content has the power to increase your conversion rate by [80 percent](#).

5. Multiple Video Types

Another crucial advantage of YouTube marketing is the different types of videos you can create to showcase your brand online. The most common types of videos on YouTube are explainer videos, sales videos, social media videos, presentation videos, and video ads. You can more easily reproduce one content to many different types. If you're wondering what type of videos to create, here are a few tips:

- Make engaging and funny videos
- Answer common questions (think of the most common questions you can get from potential customers about your business, your products, and services)
- Show how your brand works in behind-the-scenes videos
- Create testimonials from customers
- Go live

DISADVANTAGES :

1. Targeting the wrong audience

Many marketers make the mistake of targeting the wrong audience, resulting in visitors slipping away regardless of content quality. It is easy to believe that your video is going to appeal to all sorts of demographics, so you may end up choosing the wrong audience.

To avoid this mistake, it is important to determine your customers' demographics. Unless life on Earth is threatened due to oxygen running out and you are the only one selling oxygen, not everyone needs whatever you are offering. So, who is your target customer? Women, men or both? Young or

old? Married or single? Other demographic segments to focus on are cultural background, occupation, income, educational level and location. Basically, this is statistical data about your customers' identities. You also want to know what their lifestyle, interests, attitudes, values and pain points are — all of which offer insight into your audience's personality and purchase intent.

It is also a good idea to look at various consumer touch-points that can help you define your audience. Ask your sales reps and consumer service teams what your clients' interests and pain points are. Use analytics tools to find out your audience's topics of interest, keywords and search terms as well.

2. Not having an objective

It is essential to define your marketing objectives so that you can create the right type of video content. Examples of marketing objectives are to increase leads and sales, decrease churn or grow brand awareness. You can use different types of video content based on your marketing objectives and your target audience. Examples are unboxings, interviews, events, behind-the-scenes glimpses, Q&A sessions and how-to guides.

Think of the type of emotion that you want your potential customers to feel. Do you want them to feel inspired, excited or moved? Emotions that you want to avoid are feelings of frustration, stress, dissatisfaction and neglect. Evoking negative emotions will cost you lost opportunities and revenue. Focus on emotions that drive value for a business.

Related: [5 Keys to Getting More Viewers and Making More Money on YouTube](#)

3. Sharing poor quality videos

As video is swamping the internet, it would be a huge mistake to offer poor-quality videos to lower costs. Good videos appear professional and make your audience feel something. To make your video look professional, pay attention to details such as lighting, audio and camera work. Lighting is one aspect of video production that can make a difference. What you should do is separate background from foreground elements, remove shadows and emphasize key scene elements. Quality audio is also important for the success of your video and promotion efforts. Most viewers will leave your video and miss the message that you want to communicate if the sound quality is not good enough.

A good video is also one that informs, engages, delights and entertains your target audience. A video that is relevant and interesting covers a topic your viewers are interested in, offers information in a way that is easy to digest and solves a problem your audience is having.

Related: [6 Ways You Can Use YouTube to Reach Your Intended Audience](#)

4. Tracking the wrong metrics

Businesses often fail to set the right metrics for their video marketing campaigns. While comments and shares are important and provide valuable insights, other metrics will help you to get a good idea of the performance of your promotion efforts. Metrics that you want to track include traffic source, view-to-subscribers ratio, average view duration, and conversion rate. Other metrics that matter and will help you measure success are average percentage viewed, watch time, re-watches and unique viewers.

5. Failing to moderate content

When users come across your video or visit your YouTube channel, they consume the entire experience, and this also includes your comments section. You want to hold potentially harmful and

inappropriate comments for review, weed out spam and unwanted comments and approve and interact with inquisitive or positive ones. If you are overwhelmed or have a lot else to do, however, you can add a moderator to help you manage comments. Alternatively, you can use tools with moderation and community management features to approve, post and flag comments or hide content that contains specific words.

5.APPLICATION OF THE PURPOSE SOLUTION:

T-Series stands first among the world's top 10 most subscribed YouTube channels. This Indian record label and film production powerhouse has enchanted audiences worldwide with captivating Bollywood soundtracks and mesmerising Indian pop music. Their journey started in 1983, offering users diverse language options and engaging content like music videos, movie trailers, and interviews.

MrBeast, also known as Jimmy Donaldson, holds an unrivalled throne as the most followed individual on YouTube and the second of the most subscribed YouTube channels. Soaring to fame and fortune, he has amassed an immense subscriber count, placing him among the wealthiest YouTubers. MrBeast's inspiring journey, with the 100,000-counting feat in 2017, electrifying viral stunts, jaw-dropping \$456,000 prize challenges, and Squid Game set recreation showcases his mesmerising devoted fan base with captivating content.

Cocomelon, a beloved kids' YouTube channel, is ranked third among the most subscribed channels on YouTube. Its entertaining and educational content, including nursery rhymes, made it the best YouTube channel for kids. The channel uses bright colours, catchy music, and simple language to ensure repeated views and high engagement. Its famous "Bath Song" has garnered over 5 billion views, making Cocomelon a hit.

6.CONCLUSION:

To sum it up, these YouTube channels are like your lending sidekick, always ready with a digital lending cape and a dash of humour (not too much, just a sprinkle) to guide you through the twists and turns of the digital lending universe. So, tune in, grab your popcorn (or whatever your lending snack of choice is), and let these channels be your lending GPS in the world of pixels, loans, and a touch of laughter.

7.FUTURE SCOPE:

The media landscape was upended more than a decade ago when the video-sharing site YouTube was launched. The volume and variety of content posted on the site is staggering. The site's popularity makes it a launchpad for performers, businesses and commentators on every conceivable subject. And like many platforms in the modern digital ecosystem, YouTube has in recent years become a flashpoint in ongoing debates over issues such as [online harassment](#), [misinformation](#) and the impact of technology on [children](#).

8.APPENDIX:

- . ["The Quickstart Guide to YouTube – Lesson 2: YouTube Basics"](#). YouTube Creator Academy. YouTube. Archived from [the original](#) on June 24, 2019. Retrieved June 25, 2019.
- ["Official YouTube Blog – Tuesday, October 25, 2005"](#). Official YouTube Blog. Google. October 25, 2005. Archived from the original on December 30, 2009. Retrieved November 5, 2013
- ["Lots 'o New Stuff"](#). Official YouTube Blog. Google. Archived from the original on December 30, 2009. Retrieved January 19, 2019