

# Tittle:

Subscriber Galore:  
Exploring the  
world's Top  
YouTube Channels



## Introduction

### 1.1 Overview:

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Team members:

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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.

### 1.2 Purpose:

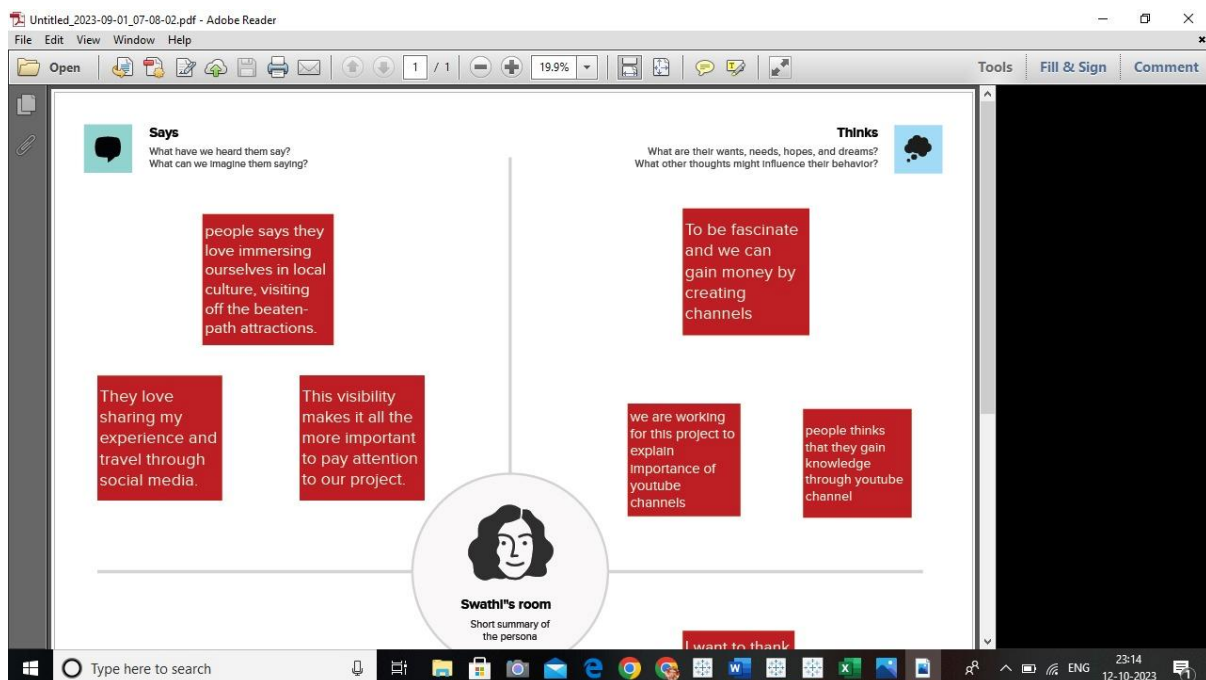
- YouTube is all about subscribers and one of the key metrics to measure success on YouTube is through the number of subscribers your channel has. More

subscribers mean more views for your videos.

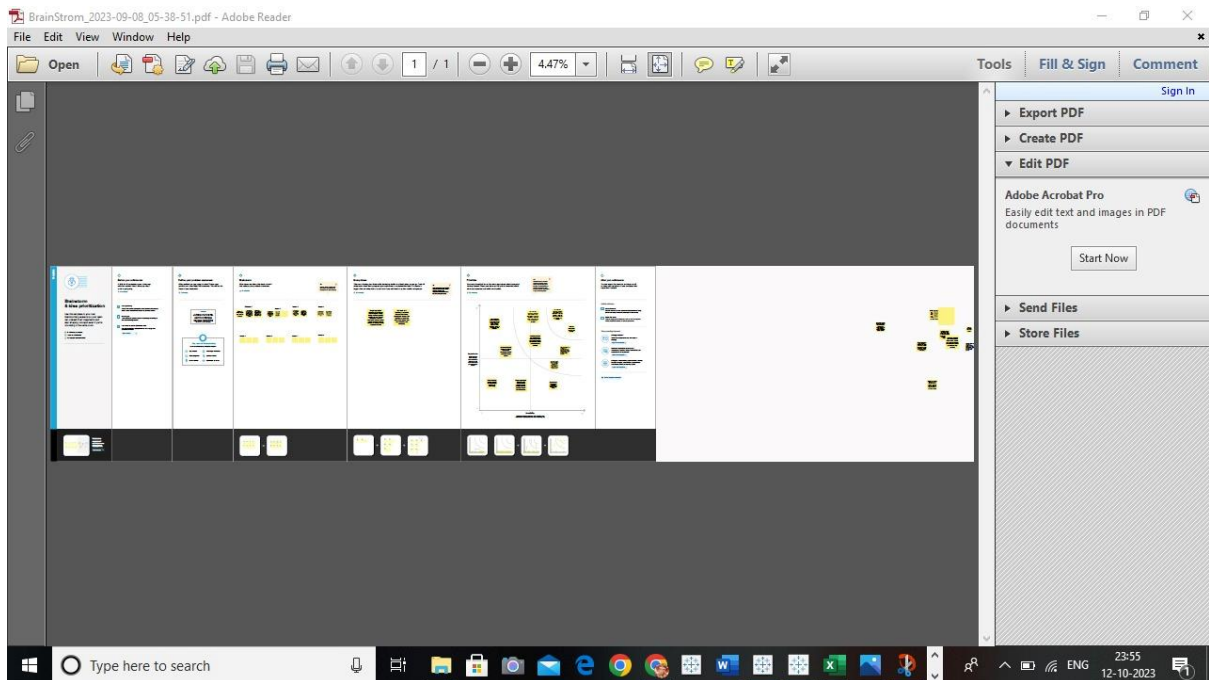
- YouTube content creators can start earning money from their videos once they reach 1,000 subscribers and 4,000 watch hours, but how much they make depends on several factors, including how much the advertiser pays (usually between \$0.10 and \$0.30 per view) and the number of views on the video.

## Problem Definition & Design Thinking

### 2.1 Empathy Map

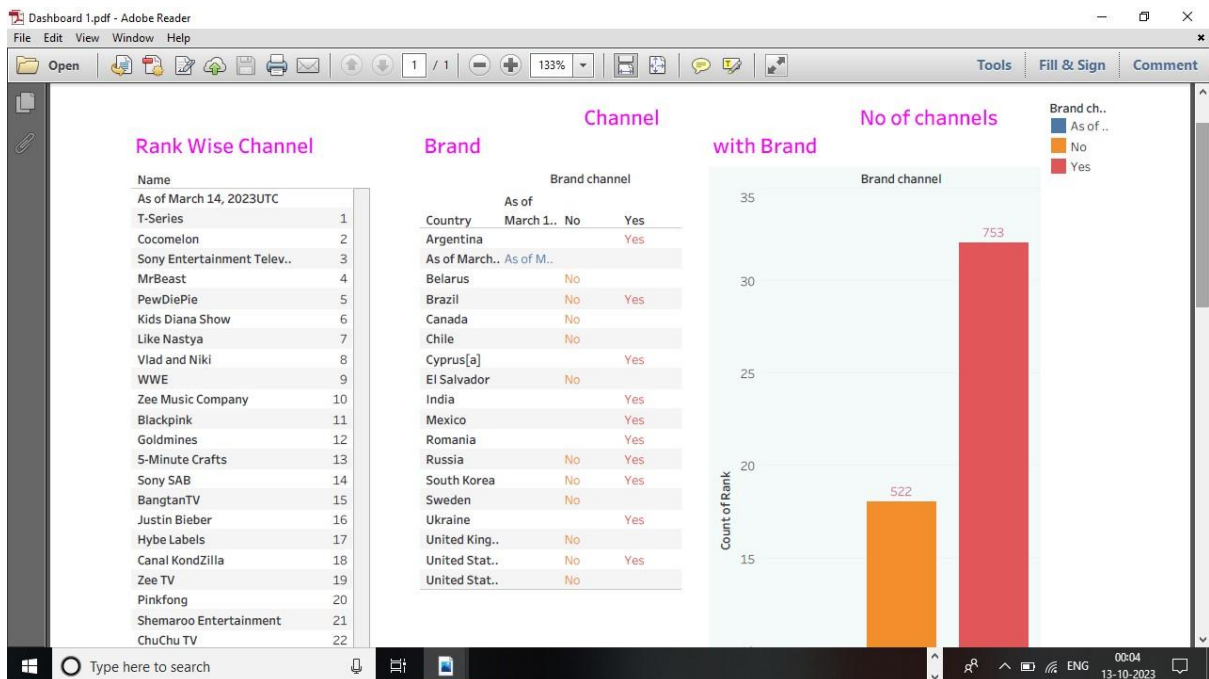


## 2.2 Ideation & Brainstorming Map

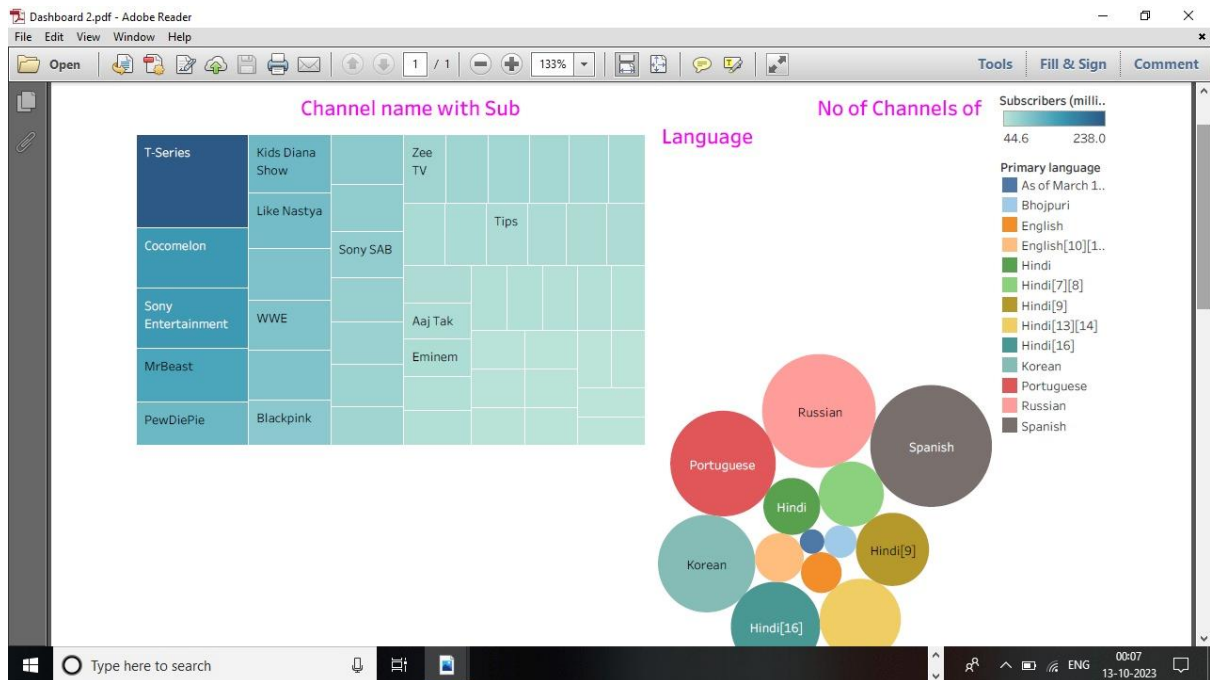


## Result

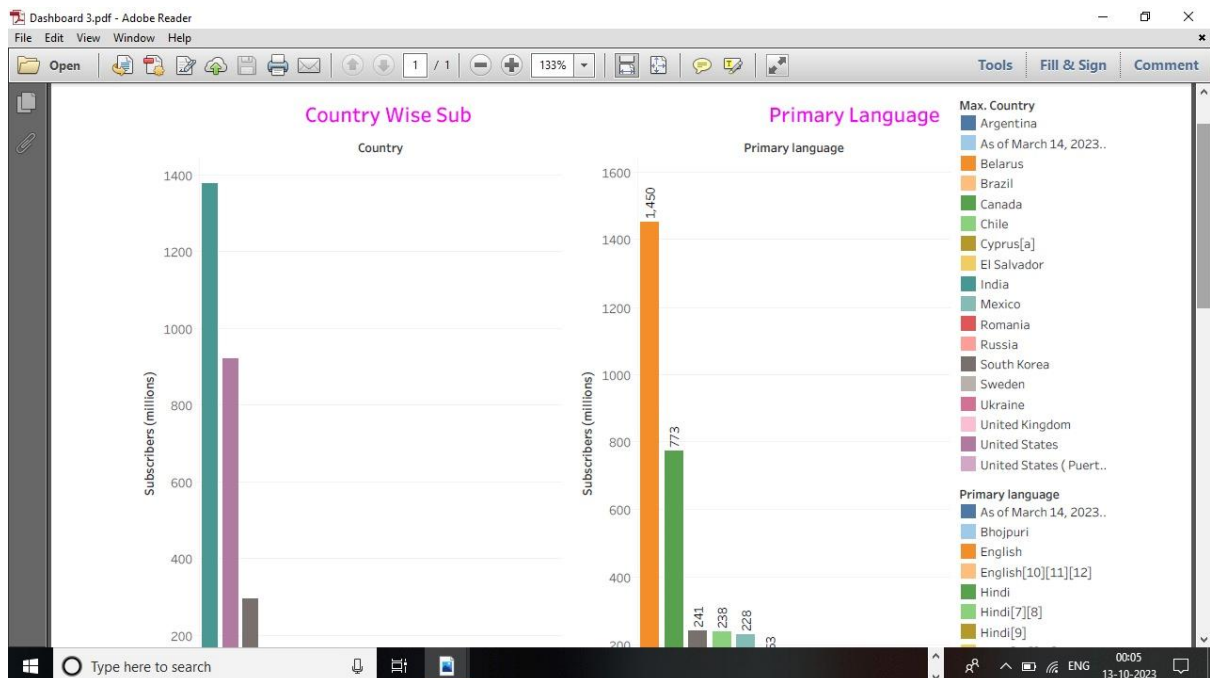
### Dashboard-1



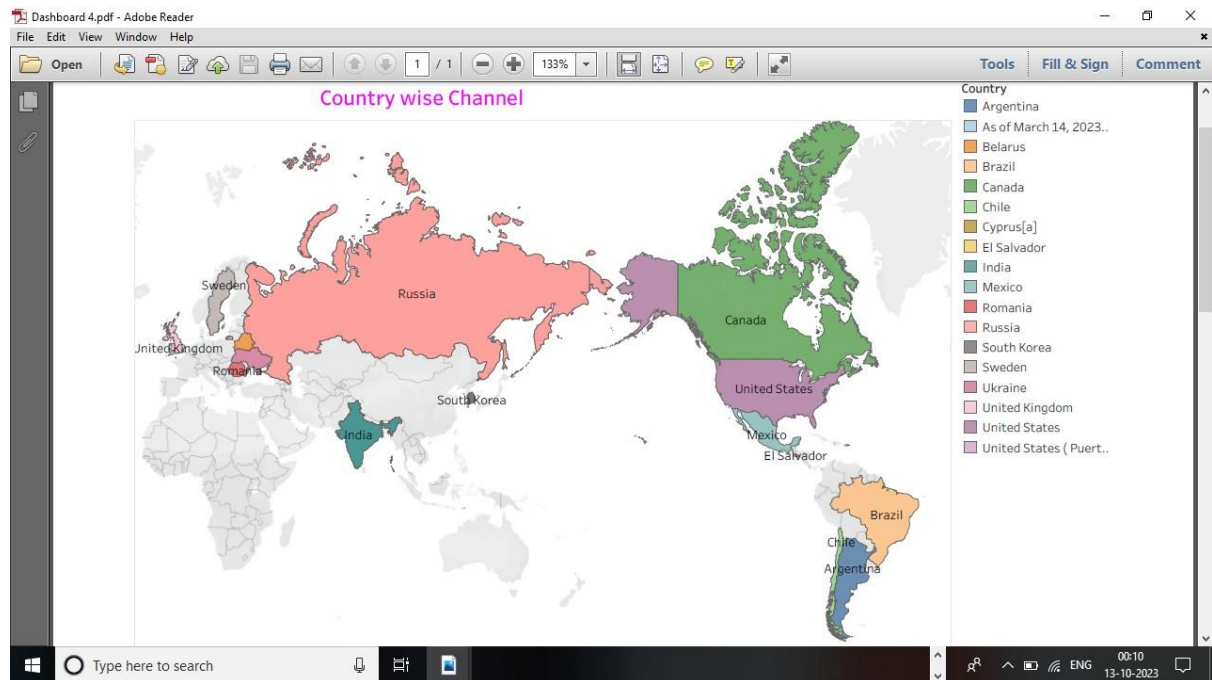
## Dashboard-2



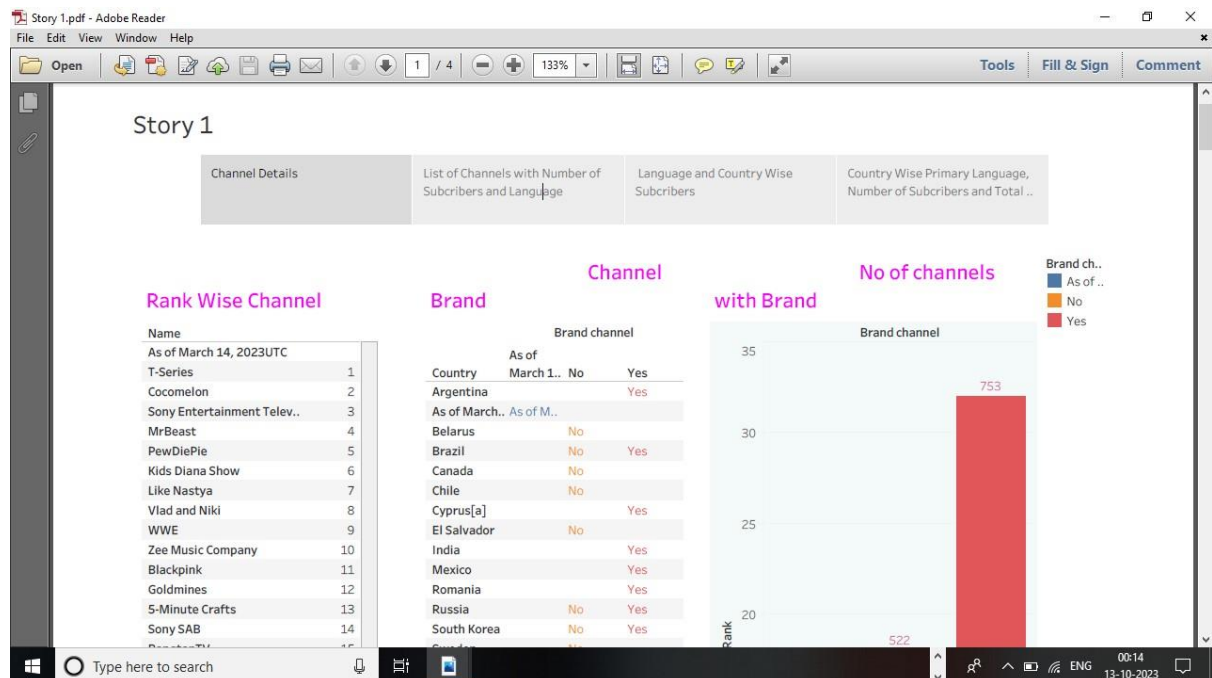
## Dashboard-3



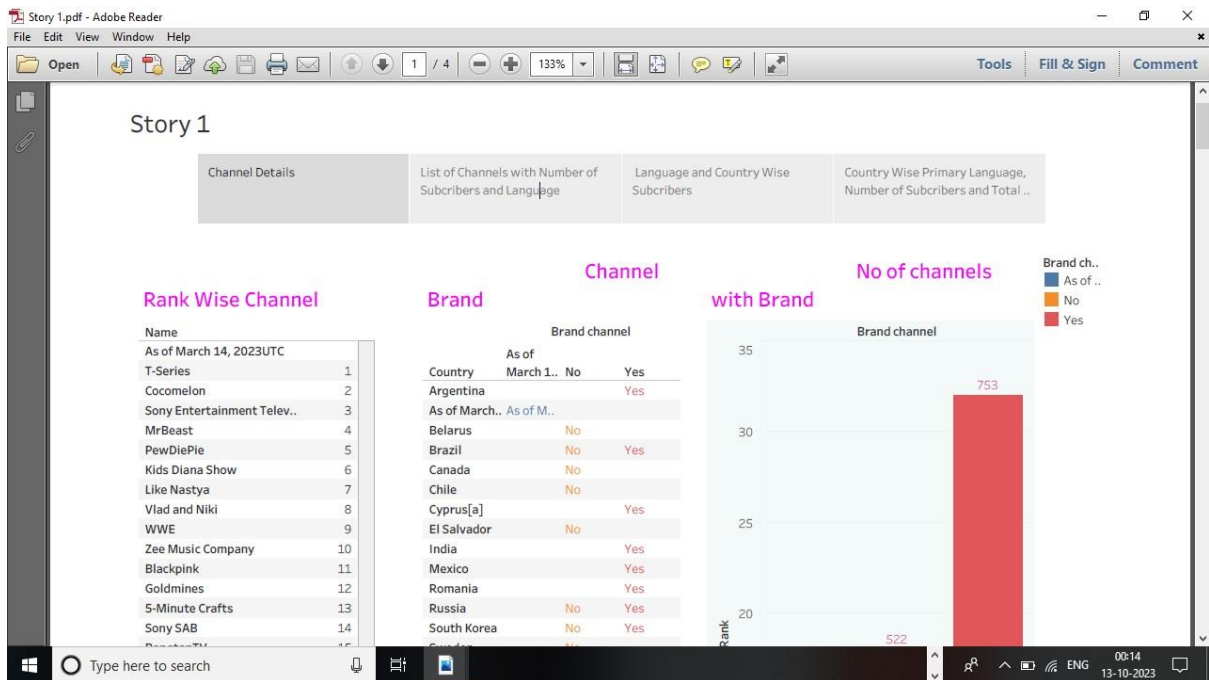
# Dashboard-4



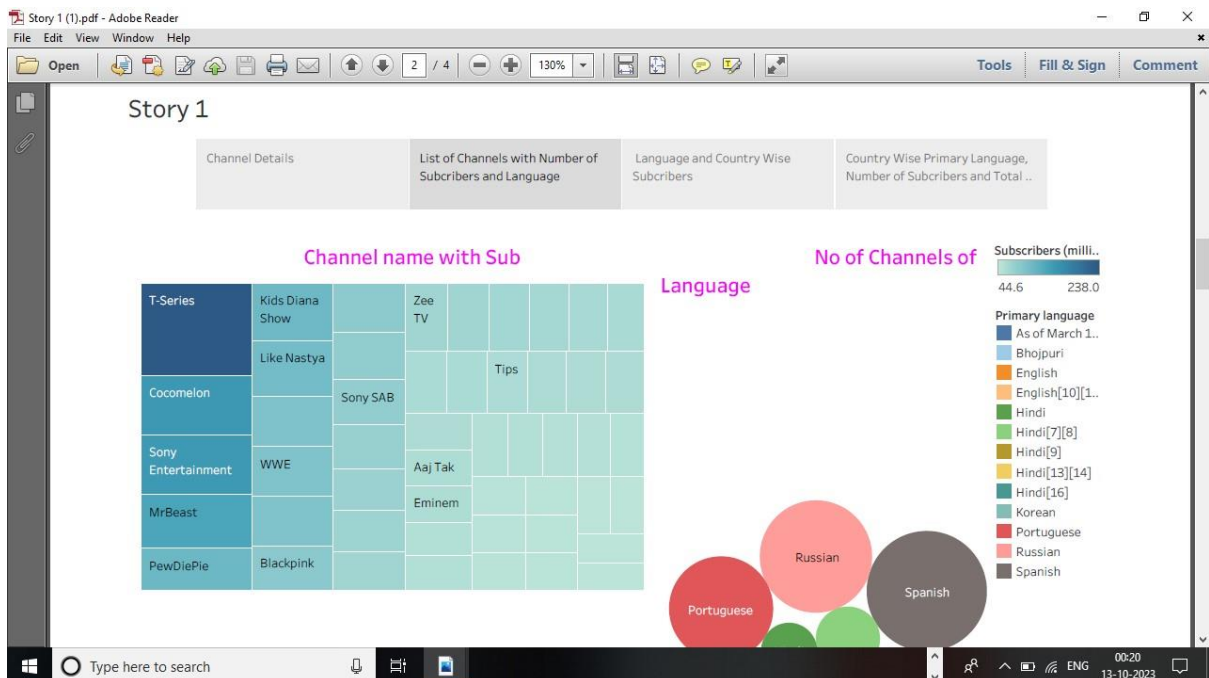
# Story-1



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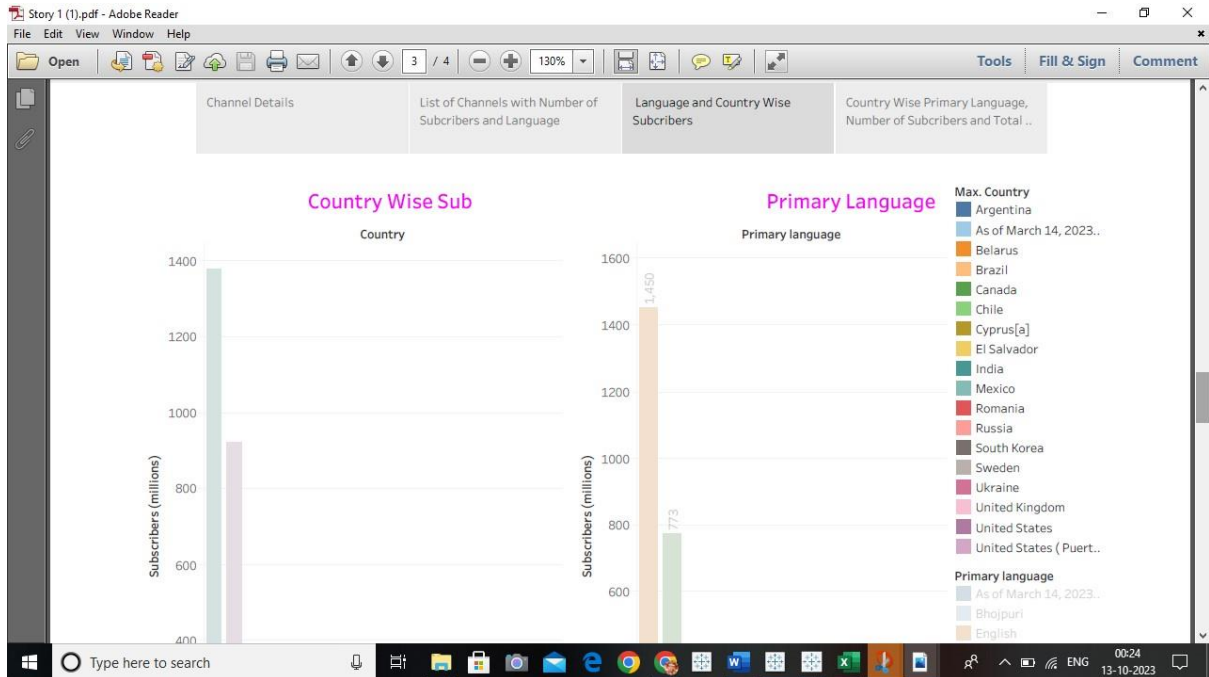


# Story-2

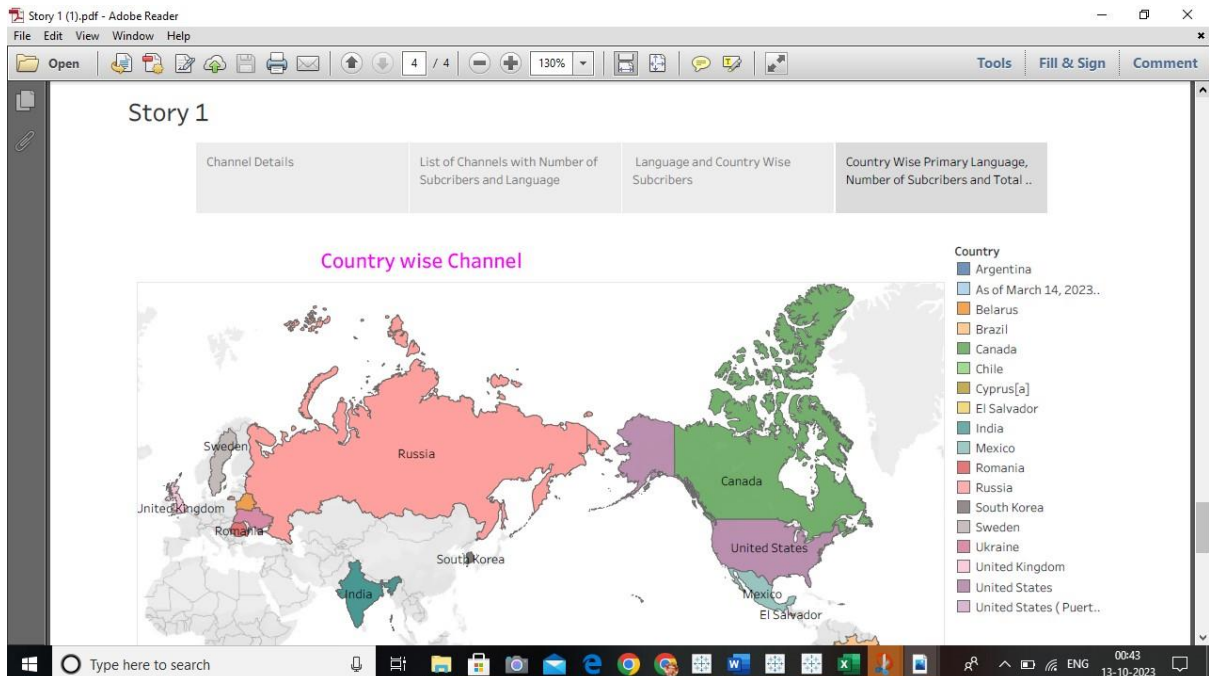




## Story-3



## Story-4





## Advantages & Disadvantages

### 1. Advantages:

- It is a very popular and a powerful social media to all generation of people. It is also cost free app where you can upload, watch as much videos as possible.
- Here the user can watch and learn on many useful subjects. If the user wants to learn a new hoppy You Tube can be the best platform.
- This is the only app where you can earn money by uploading content based videos into the public domain, live stream as much as you can, and upload cost free videos without any timeline.

### Disadvantages:

- The app consumes lot of data and uploading too might consume time as well.
- Here everything is public so this might hamper the users privacy as people don't need account to enter into the app.
- Here age restricted videos can be uploaded and the restriction isn't be followed properly. As many confirm them by being under aged user.

## **Applications**

Simply put, YouTube subscribers refer to the people or accounts that are subscribed to your channel. So whenever you upload a new video, your subscribers will be able to see it in their feeds. This makes your subscribers more likely to watch the videos you upload.

Many viewers watch and like the content from start to end but don't subscribe. As a result, they don't get notifications or suggestions in the news feed whenever the same YouTuber uploads a video.

## **Conclusion**

YouTube offers an almost zero risk opportunity for advertisement of a cause

Effective tool if used properly

- Must play to YouTube's weakness

Not an effective replacement for traditional media

- Should be used in conjunction with traditional media
- YouTube messages can be supplemental advertisement for costly broadcast messages

To ignore YouTube would be wasting a golden opportunity

## Future Scope

- Shame on anyone who tries to tell you that you “shouldn’t make a YouTube channel for the money”.
- Don't let people tell you what to do with your life. If starting a channel with every intention to make it a career and to earn a decent living off it then go for it.
- As long as you are patient and set your expectations realistic then you will excel and do fine.

