SUBSCRIBERS GALORE:

EXPLORING WORLD'S TOP YOUTUBE CHANNELS

A PROJECT REPORT

SUBMITTED BY

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SIR THEAGARAYA COLLEGE

CHENNAI-600 021.

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CHANNELS

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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.

TECHNICAL ARCHITECTURE:
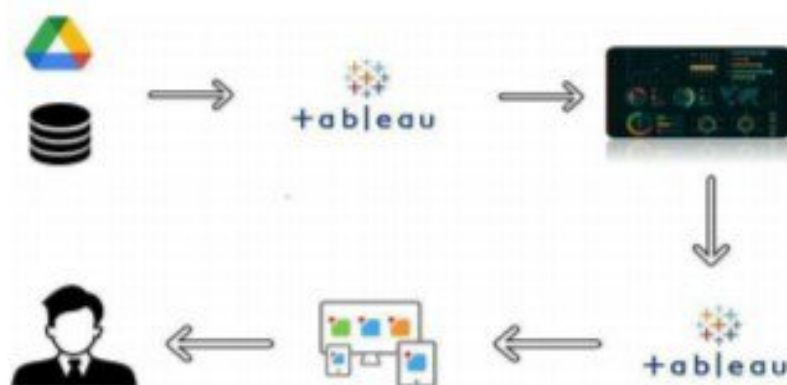
1.1 OVERVIEW :

1. INTRODUCTION:

A brief description about the project titled "subscribers galore : top youtube channels in world

1.1 PURPOSE:

The use of this project has been discussed and its applicaiion.

2 .PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP:

empathizing the perspective of user and giving it in visualization form

2.2 IDEATION & BRAINSTORMING MAP :

generating and organizing ideas in a structured and in visual way

.

3. RESULT:

Final findings (Output) of the project has been projected using screenshots of dashboard and story.

4. ADVANTAGES & DISADVANTAGES:

List of advantages and disadvantages of the proposed solution

5.APPLICATIONS:

Explaining the areas where this solution can be applied in effective way

6. CONCLUSION:

summarizing the entire work and findings of the proposed problem

7 .FUTURE SCOPE:

Enhancements that can be made in the project for future study.

8. APPENDIX:

Attach the code for the solution bu

1.1 Purpose:

The purpose of the top YouTube channels in the world is to entertain, inform, and engage a global audience by creating and sharing high-quality content across various genres, including gaming, vlogs, music, education, and more. These channels aim to build a loyal following, generate revenue through ads and sponsorships, and often serve as a platform for creators to express their creativity and connect with viewers worldwide.

2.1 EMPATHY MAP

An Empathy Map is a tool used to help understand and empathize with the perspective of a particular user or customer. It is a visual representation of the user's attitudes, behaviors, emotions, and experiences that can be used to gain a deeper understanding of their needs and motivations The Empathy Map is typically divided into four quadrants "Says," "Thinks," "Does," and Feels." In each quadrant, the user's thoughts, feelings, actions, and spoken words are recorded to help build a more complete understanding of their perspective. The Empathy Map is often used in design thinking and user experience research to help inform the design of products or services that better meet the needs of the user

Says

this channel traditional village food cooking chennal in open fields

this channel starts from 2018..almost 5 years completed.

as of jan 2023,it had 19.3 million subscribers on youtube and become the first tamil youtube channel to recive the first diamond creator award

Thinks

this channel is very useful for cooking in subscribers

everything is fresh and made with care.you know this food is going to be absolutely delicious

I've noticed more elderly people join in eating this delicious food. I love that. these guys enthusiastic about cooking and I love the scenery. great camera man. stay heathy and keep enjoying what you do.

EXPLOREING WORLD'S TOP YOUTUBE CHANNEL

VILLAGE COOKING CHANNEL

I'm impressed this channel for me cooking talent

I saw this channel I make many recipes

my family inspiration for cooking

This channel is high level reach in Tamil Nadu.

this channel is very very nice channel.

I was very excited for this channel.

Does

Feels

See an example

2.2 IDEATION AND BRAINSTORMING MAP

- Ideation and Brainstorming Maps are tools used to generate and organize ideas in a structured and visual way. They are commonly used in creative problem solving, innovation, and product design to generate a large number of ideas and then organize them into meaningful categories.

- Ideation and Brainstorming Maps typically start with a central theme or problem statement in the center of the map. From there, branches are drawn out to represent different categories or subtopics related to the central theme. These categories can then be further expanded with additional branches to represent specific ideas.

- . The purpose of an Ideation and Brainstorming Map is to encourage free thinking and generate as many ideas as possible. It allows participants to visually see how ideas are connected and to build upon each other's ideas. The map can then be used to prioritize and refine the most promising ideas. There are many variations of Ideation and Brainstorming Maps, including Mind Maps. Spider Maps, and Fishbone Diagrams.

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⏱ 10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing or solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article]

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⏱ 5 minutes

> How might we [your problem statement]?

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

Prioritize

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

- good nature and good cooking
- i like the fact that they also feed the villagers
- i love their videos
- this channel complete from 5 years
- the first tamil youtube channel to receive the first diamond similar award
- this channel is very very useful channel
- this channel is no 1 youtube channel for tamil nadu
- this channel is best channel for cooking
- this channel views as on 190 millons views
- this channel is tradisional channel
- almost 20 millons subscribers
- this channel starts from
- this channel is tradisional channel
- this channel is no 1 youtube channel for tamil nadu
- almost 20 millons subscribers reach
- i love their videos
- this channel

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
[Open the template]

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
[Open the template]

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
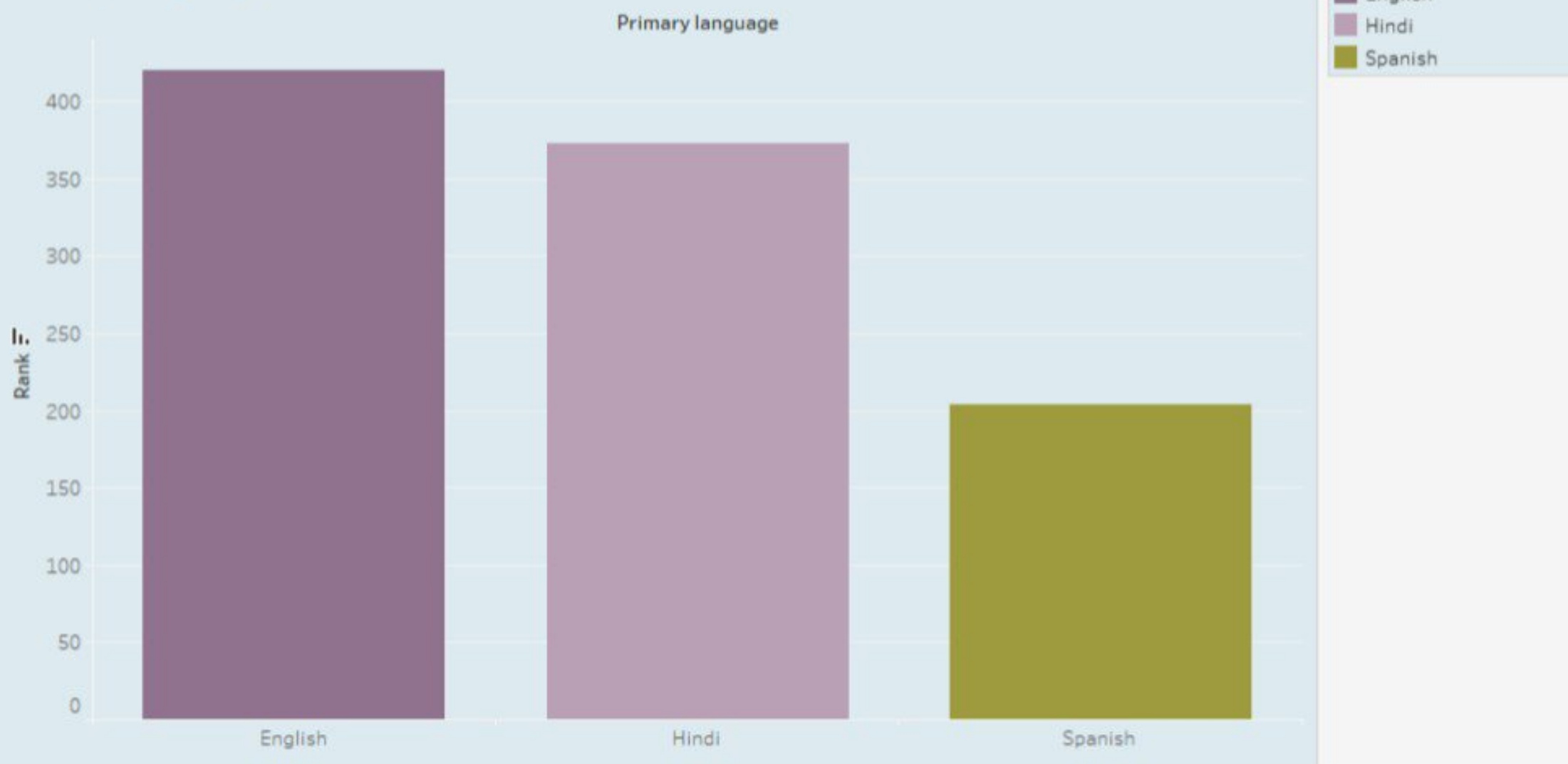[Open the template]

3.1 RESULTS :

CREATING A DASHBOARD IN TABLEAU:

- A dashboard is a collection of different kinds of visualizations or views that we create on Tableau We can bring together different elements of multiple worksheets and put them on a single dashboard.

- The dashboard option enables us to import and add charts and graphs from worksheets to create a dashboard. On a dashboard, we can place relevant charts and graphs in one view and analyze them for better insights.
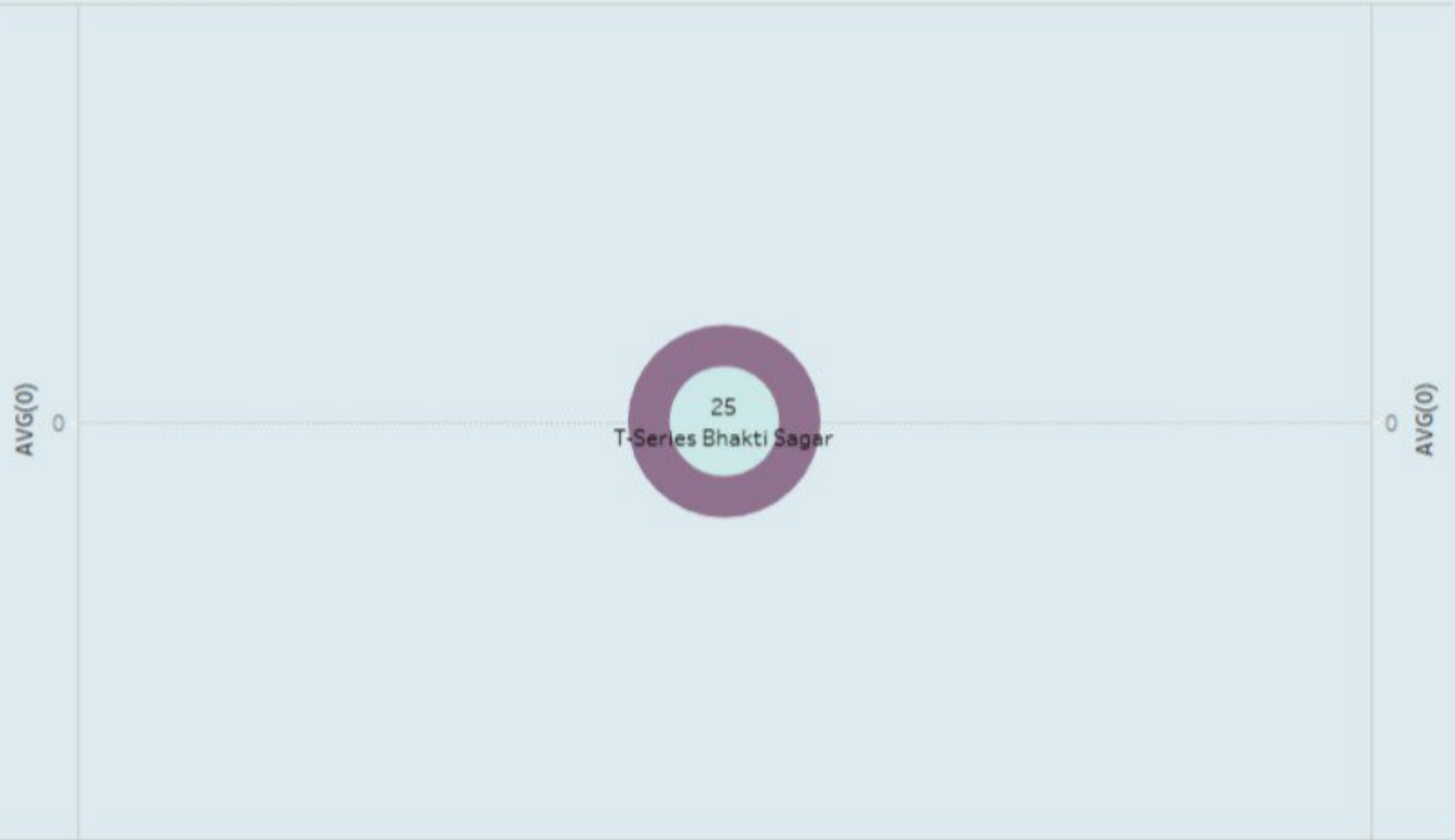
Primary language wise rank

Primary language

Country based on subscribers

Value

3500	
3000	
2500	
2000	
1500	
1000	
500	
0	

Subscribers (millions)   Rank

2 nulls
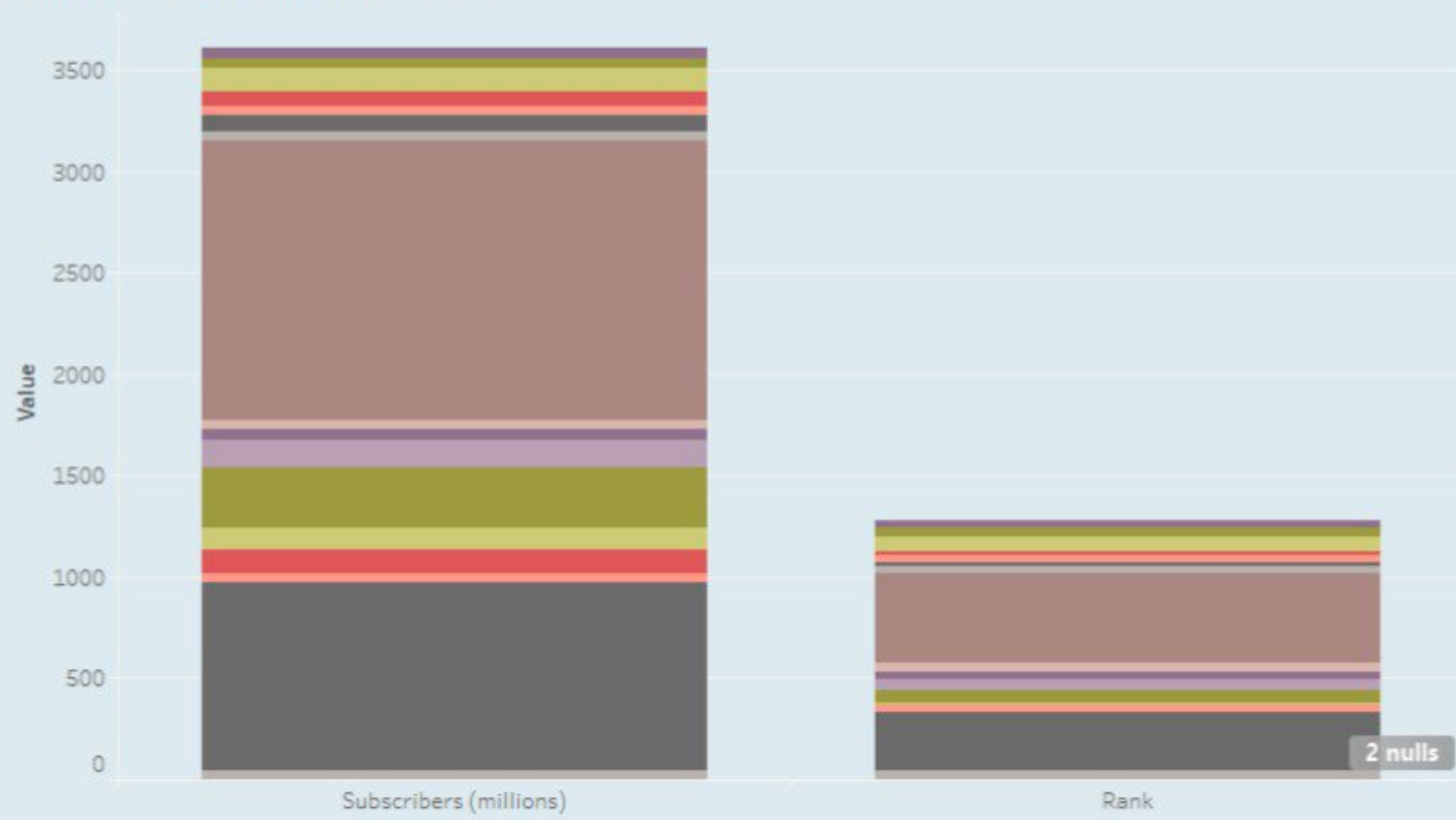
Country
- Argentina
- As of March 14, 2023..
- Belarus
- Brazil
- Canada
- Chile
- Cyprus[a]
- El Salvador
- India
- Mexico
- Romania
- Russia
- South Korea
- Sweden
- Ukraine
- United Kingdom
- United States
- United States (Puer..

Names based on F1

Name, Measure Names

T-Series Bhakti Saga..

AVG(0) 0

25
T-Series Bhakti Sagar

AVG(0) 0

Rank based on subscribers

Subscribers (millions) (bin)

Count of Subscribers (millions)

Null	31	46	62	77	92	108	123	139	154	169	185	200	216	231
0	7	21	8	4	4	2	1	1	1					1
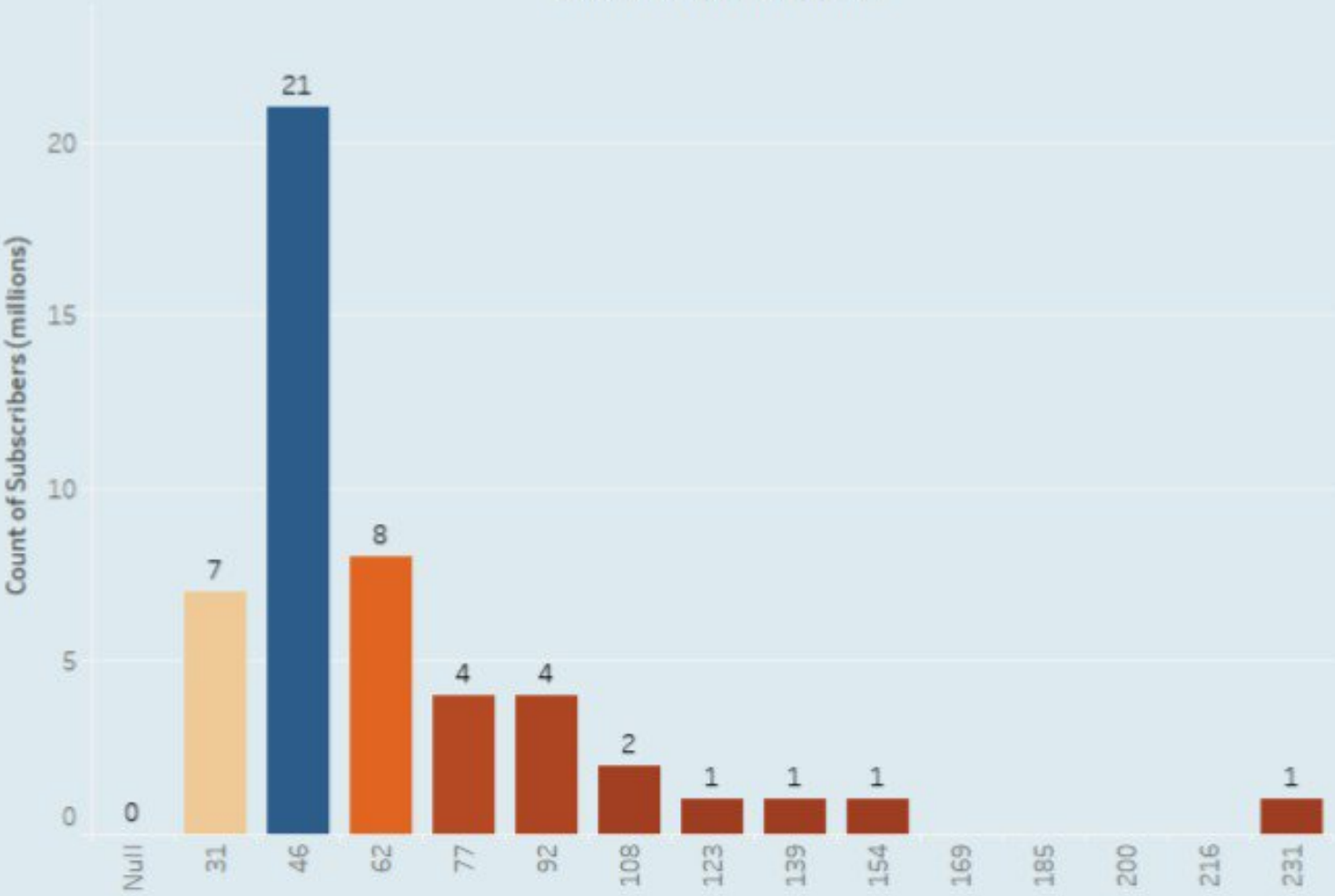
Top 5 based on count of subscribers
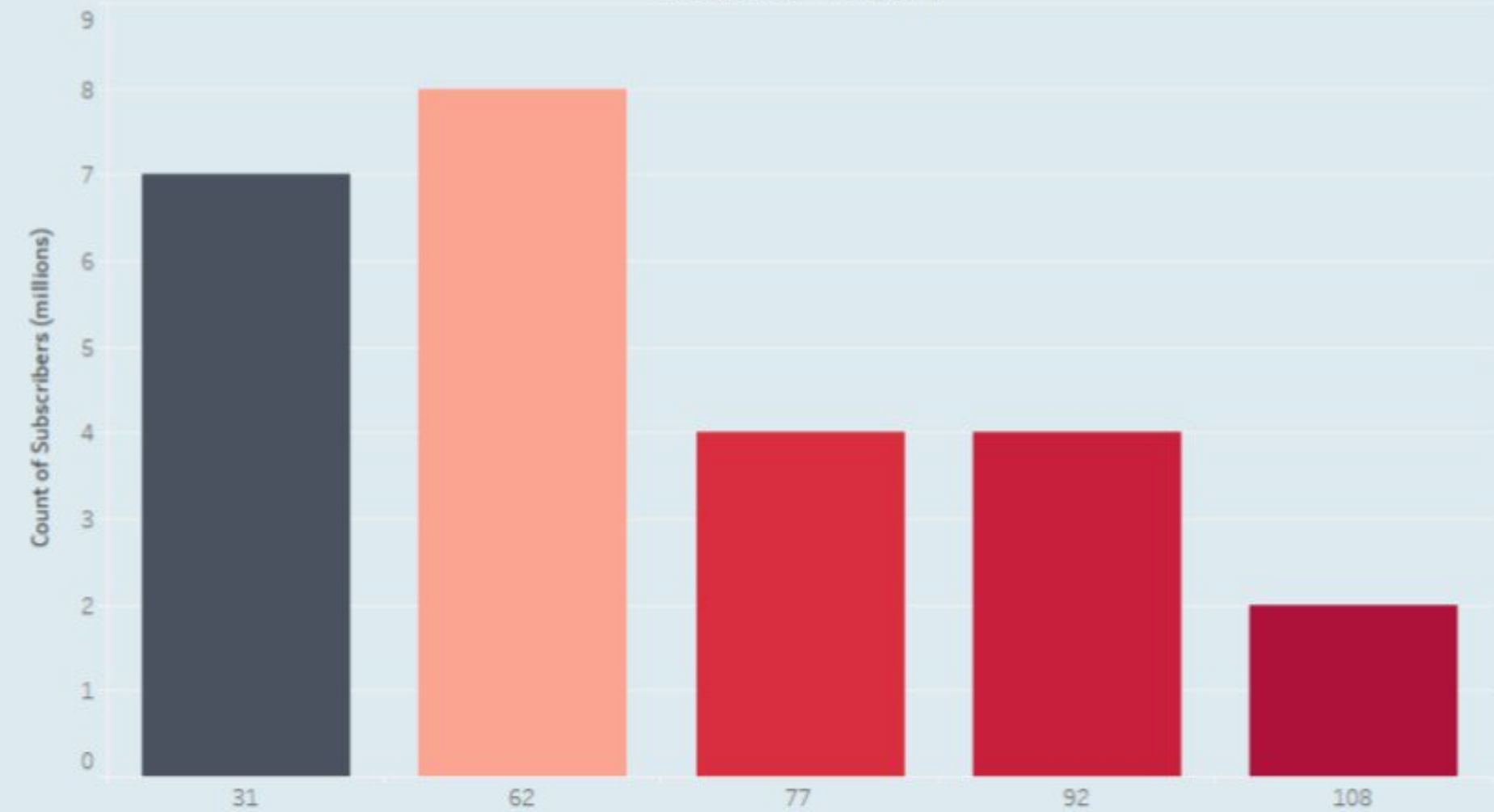
STORY:

Well, it is a sequence of differim charts that combine to prote cohesive plot to its viewers In essence, all these charts tell a day about the data which allows the viewers to form the conclusion. The story in Tableau.contams story poms, where each story point is either a work or a dashboard.

When you share a story-for example by publishing a workbook to Tableau Public, Tableau Server, or Tableau Clad-users can interact with the story to reveal new findings or ask new questions of the data

❖ **A.OPTIONS :**
  ○ For Adding A New Story Point: Choose Blank to add a new point or Duplicate to use the current story point as the starting place for your next pom

❖ **B.THE STORY PANE:**
  ○ Use this pane to drag dashboards, sheets, and test descriptions to your story sheet. This is also where you set the size of your story and display or hide the title

❖ **C. THE LAYOUT PANE**: This is where you choose your navigator style, and display or hide the forward and back arrows

❖ **D. THE STORY MENU:** Use this menu in Tableau Desktop to format the story or copy or export the current story point as an image. You can also clear the entire story here or show or hide the navigator and story tale

❖ **E. THE STORY TOOLBAR**: This toolbar appears when you mouse-over the navigator area. Use it to revert changes, apply updates to a story point. delete a story point, or create a new story point out of the current, customized one

❖ **F. THE NAVIGATOR**: The navigator allows you to edit and organize your story points. It's also how your audience will step through your story. To change the style of the navigator, use the Layout pane
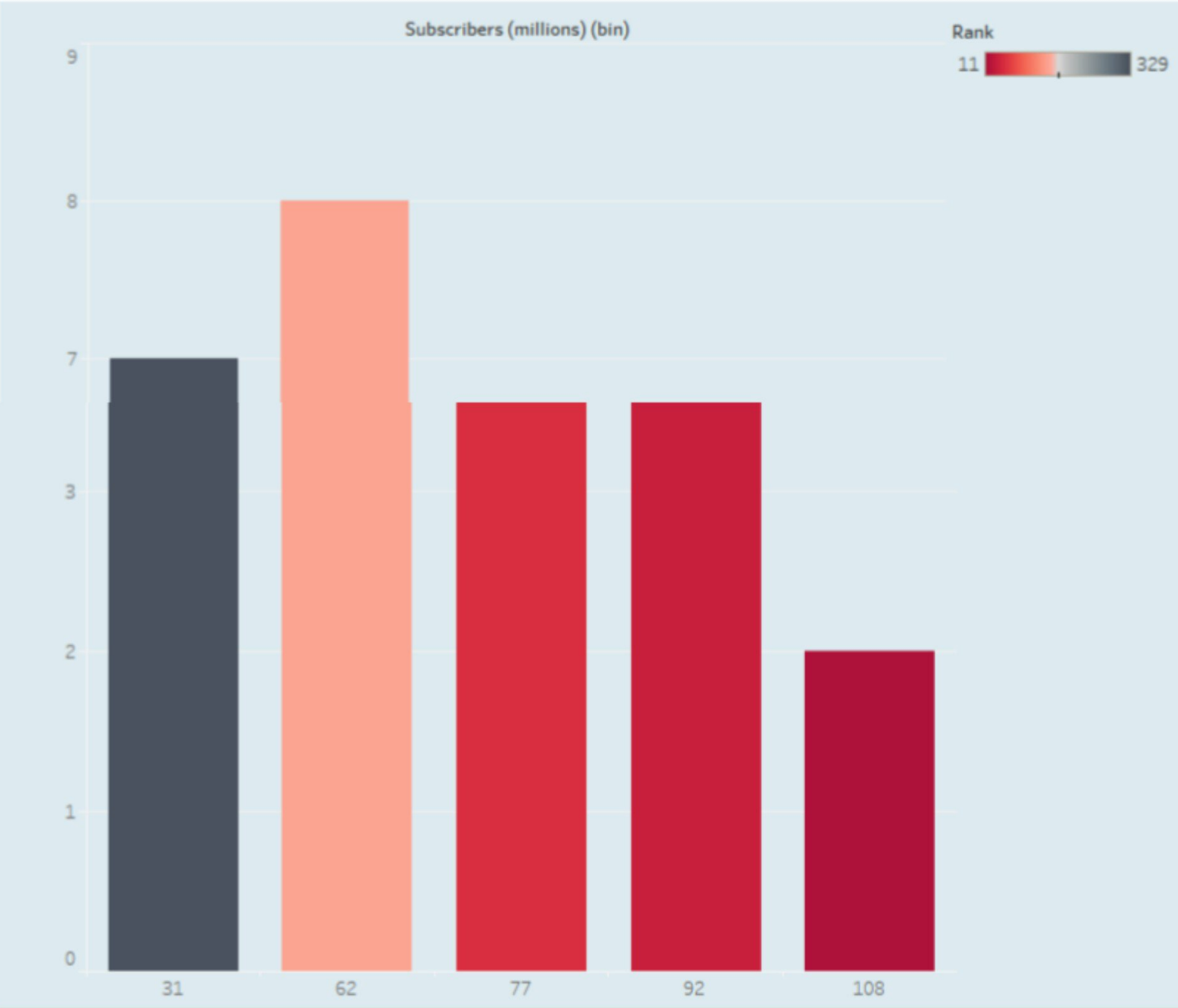
Story 1

This visualization explains about the rank based on primary language.

This visualization explains about the country based on subscribers.

Subscribers (millions) (bin)

Rank

11 [gradient] 329

4.1 ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

- **GLOBAL AUDIENCE**: YouTube has a vast international audience, allowing content creators to reach people worldwide.

- **MONETIZATION:** Creators can earn money through ads, memberships, and merchandise sales.

- **CREATIVE FREEDOM:** You have full creative control over your content.

- **DIVERSE CONTENT:** YouTube supports a wide range of content types, from tutorials to entertainment.

- **COMMUNITY BUILDING**: Interact with and build a loyal fanbase through comments and social media.

- **ANALYTICS:** Access detailed data about your audience and video performance.

- **EDUCATIONAL PLATFORM:** Great for sharing knowledge and skills.

- **NETWORKING**: Collaborate with other creators for mutual growth.

DISADVANTAGES:

- **COMPETITION**: High competition makes it challenging to stand out.

- **MONETIZATION THRESHOLD**: You may need a large following to make substantial income.

- **CONTENT CONSISTENCY**: Regular uploads are essential to maintain an audience.

- **COPYRIGHT ISSUES**: Risk of copyright strikes if using copyrighted material without permission.

- **TROLLS AND HATE**: Dealing with negative comments and trolls can be emotionally taxing.

- **ALGORITHM CHANGES**: YouTube's algorithm can impact video visibility.

- **BURNOUT**: Creating content consistently can lead to burnout.

- **DEPENDENCY**: Relying solely on YouTube income can be risky.

5.1 APPLICATIONS:

- ✓ **ENTERTAINMENT**: Many YouTube channels focus on providing entertainment through humor, skits, vlogs, and challenges.

- ✓ **EDUCATION:** YouTube is a valuable platform for sharing knowledge through tutorials, lectures, and educational content in various subject

- ✓ **GAMING:** Gamers often create YouTube channels to share gameplay, reviews, tips, and walkthroughs.

- ✓ **TRAVEL:** Travel vloggers document their adventures, offering insights into different cultures and destinations.

- ✓ **MUSIC:** Musicians and bands share their music videos, covers, and performances on YouTube.

- ✓ **MOTIVATION:** Motivational speakers and self-help experts provide advice and inspiration.

6.1 CONCLUSION:

- **VERSATILE PLATFORMS:** YouTube channels serve as blank canvases where individuals and organizations can express themselves in various ways. Creators have the freedom to explore a multitude of topics and styles, from entertainment to education, travel, cooking, and beyond.

- **GLOBAL REACH:** One of the most significant advantages of YouTube is its global reach. Content uploaded to the platform can be accessed by people around the world, breaking down geographical barriers and allowing creators to connect with a diverse and vast audience.

- **OPPORTUNITIES FOR EDUCATION:** YouTube has become a valuable educational resource. Channels dedicated to tutorials, lectures, and how-to guides help people learn new skills, solve problems, and access information on a wide range of subjects

- **CONSISTENCY IS KEY:** To maintain and grow an audience, consistency in content creation is crucial. Regular uploads and engagement with viewers are essential for channel growth.

7.1 FUTURE SCOPE :

- **COLLABORATIONS AND CROSS-PROMOTIONS:** Collaborations between creators and cross-promotions are expected to increase, allowing channels to tap into each other's audiences for mutual growth.

- **LEGAL AND ETHICAL CONSIDERATIONS:** As online regulations evolve, creators will need to stay informed about copyright, data privacy, and ethical content creation to avoid potential legal issues.

- **CONTENT QUALITY:** High-quality production, storytelling, and editing will remain essential for standing out in a crowded YouTube landscape.Niche Content: As YouTube continues to grow, there is room for niche content to thrive. Specialized channels that cater to specific interests, industries, or subcultures can gain dedicated audiences.

- **LIVE STREAMING:** Live streaming on YouTube is becoming increasingly popular. Creators can engage with their audience in real-time, fostering a sense of community and immediacy

- **INTERACTIVE CONTENT:** Interactive elements, such as polls, quizzes, and storytelling, are likely to become more prevalent on YouTube. This enhances viewer engagement and participation.

8.1 APPENDIX :

- ✓ **<u>CHANNEL STATISTICS</u>:** Include data on your channel's growth, such as subscriber count, view count, and engagement metrics over time.

- ✓ **<u>VIDEO SCHEDULE</u>:** Provide a schedule or posting frequency for your content to let viewers know when to expect new uploads.

- ✓ **<u>EQUIPMENT AND SOFTWARE</u>:** List the cameras, microphones, editing software, and other equipment you use for content creation.

- ✓ **<u>COPYRIGHT INFORMATION</u>:** Explain how you handle copyright issues in your content and provide resources for viewers to understand copyright laws.

- ✓ **<u>COMMUNITY GUIDELINES</u>:** Outline the rules and guidelines for interacting with your channel's community, such as comment policies.

- ✓ **<u>AWARDS AND ACHIEVEMENTS</u>:** If your channel has received awards or recognition, showcase them in this section.