

Analysis of World's Top YouTube Channels 2017

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Abstract:

Top content creators of YouTube have a huge size of the audience that rivals the size of the traditional television audience. This paper presents the world's highest-paid Youtubers who generates million dollars revenue per year by uploading videos on YouTube. A survey of top channels is conducted in order to collect the data then the results of the data is compared among all those channels to discover that what strategies are being followed by top Youtubers to become a millionaire.

Keywords—World's top YouTube channels, YouTube channels, Social media YouTube.

I. Introduction

YouTube is a world's largest video sharing social networking website launched in Feb 2005 by PayPal workers, in Nov 2006 Google bought it for 1.65 billion US dollars. YouTube offers a variety of content videos, allow its users to watch, share, publish, rate, comment and follow other user's channels. YouTube contains several kinds of stuff like trailers, documentaries, entertainment shows, music clips, training videos, and other short clips. Mostly videos are published by individuals. The unregistered users are only able to watch the content videos whereas the registered users are able to publish an unlimited content on the video sharing site, add comments, like videos and share videos on other social networking websites [1].

Registered users monetize their videos with the help of the YouTube Partner Program, after enabling monetization YouTube placed advertisements on videos and subscribers watched their videos in this way creators generate their revenue. Advertisements are placed through Google AdSense. Creators generate their earning based on ads revenue generated when users watch their content. Channel's earning depends upon from which country your channel gets more views and which types of ads are shown on your videos.

Online earning is the most convenient and simplest way to make money by monetizing your talent or skills. Monetization of talent is something like converting someone's talent into money. When YouTube launch in 2006, the owners only wanted to launch such a place of activity where they could stream news, they did not conceive that YouTube will become the world's second largest search engine and will become a perfect site to generate online money by creating and uploading content videos by sitting at home [2].

The Internet is a main source of information and getting more popular every day [3]. The main purpose of this paper is to analyze the world's top highest paid YouTube

creators who generate their revenue in million dollars per year by publishing their content videos on YouTube. In addition, the main objective is to examine the strategies that top Youtubers followed. We gather data by surveying top YouTube channels, results show that most of the top channels belong to the United States and mostly entertainment channels are more popular over the internet.

The management of the complete paper is as follows: The Section II presents the methodology of the research, Section III presents the results section in which we have shown some tables in order to show different parameters, the Section IV presents the conclusion and finally, Section V presents the references.

II. Methodology

We conduct an online survey to collect analytics of top channels and analyze the best practices and strategies that top channels followed after statistical analysis results evaluated and show in the form of tables. We categorize our survey paper into two parts, the first part is about the analytics report such as content type, number of subscribers, number of views, from which country that channel belongs and the second part is about best practices or strategies as shown in figure 1. For data collection, we have used social blade site that tracks user statistics for Youtube, twitter, instagram, twitch and other social media sites [5], by utilizing social blade site we get a deeper understanding of user growth and collect analytics data report that usually includes the number of videos, number of subscribers, number of views and other parameters as well. In order to examine the next part of data collection that what strategies are being followed by top YouTube channels we first take the list of top 100 youtube channels from the same site that is social blade and then we pick up the top 10 Youtube channels and by visiting their channel profile, we analyze their regular activities moreover, we also analyze that what are their common practices on their channels by which they became the world's top channels.



By surveying each channel one by one, we collect all the analytics report which and then perform statistical analysis over that data in order to examine results. Analytics report contains the following parameters:

- Which types of videos are upload on the channel?
- A total number of videos those are available.
- Total number of subscribers
- Total number of views
- Date on which the channel was created.
- Country location from which that channel belongs.
- How much amount channel generates monthly?
- How much amount channel generates yearly?

The next part is to examine that what strategies are being followed by these top YouTube channels. The different factors can lead the channel to reach the highest of success. Patience plays a very important role in the success of every channel. The remaining top strategies will be a list in the results section.

III. Results

A successful creator always embodies their viewers, he keeps his audience engaged for a long time, He carefully understands that what their customer actually want and then create content accordingly.

Table 1, lists analytics report of world's top 10 highest paid YouTube channels, it is clear from table 2 that a top YouTube creator can earn up to million-dollar revenue from YouTube.

Table 2, lists the top strategies and best practices that are followed by top Youtubers, by following those strategies

anyone can grow their channel on YouTube and can earn million-dollar revenue by uploading content. Table 2 shows that almost all channels produce high-resolution content and 90% channels create high-resolution thumbnails. All channels do proper SEO means they properly add title, tags, and description for each video. 90% of channels create backlinks for getting more views, 40% of the channels add captions, 90% channels add cards, 80% channels add end screens at the end of each video, 60% channels maintain consistency in their uploads, 80% of the channels collaborate with their audience and 100% of the channels create entertaining videos to entertain their audience. Successful YouTube channels always follow a realistic schedule and based on that schedule they regularly upload content [4].

Table 3, lists the use of content type that which type of videos are more popular on YouTube table results shows that there is 40% of channels which creates entertainment videos, 20% channels are popular based on music tracks, 10% sports and 10% sports channels are more popular over the YouTube.

Similarly, Table 4, lists the location that from which country these channels belong to, results describe that most of the channels belong to the United States and its percentage is 50%, 30% of the channels belong to India and rest of the channels belongs to other countries. With results, it can be easily determined that YouTube is more popular in the United States and usually most of the highest paid YouTube creators belong to the US.

IV. Conclusion

To maximize the revenue world's top YouTube channels

Table 1: Analytics of World's TopYouTubeChannel

Channel No:	Content Type	No: of Videos	Subscribers	Views in Billion	Created on	Country	Estimated Monthly Earning	Estimated Yearly Earning
1	Games	1900+	11 M+	36 B+	Feb, 2011	US	\$930,000	\$11 Million
2	Music	11,900+	34 M+	306 B+	Mar, 2006	IN	\$450,000	\$5.5 M
3	Entertainment	2820+	5 M+	64 B+	June, 2012	US	\$88,500	\$1.1 M
4	Entertainment	45+	3 M+	3 B+	May, 2012	US	\$58,900	\$706,900
5	Sports	33,120+	21 M+	201 B+	May, 2007	US	\$200,700	\$2.4 M
6	Shows	22,190+	19 M+	142B+	Sep, 2006	IN	\$217,600	\$2.6 M
7	Music	635+	26 M+	133 B+	Mar, 2012	BR	\$204,200	\$2.5M
8	Entertainment	165+	700,000	8 B+	Jan, 2007	AT	\$47,800	\$574,000
9	Entertainment	940+	12 M+	187 B+	Mar, 2015	US	\$229,200	\$2.7 M
10	Shows	72500+	10 M+	132 B+	Dec, 2005	IN	\$170,300	\$2 M

Table2: Best Practices Followed by Top Channels

Strategies/ Best Practices	1	2	3	4	5	6	7	8	9	10	%
High-resolutionvideo quality	V	V	V	V	V	V	V	V	V	V	100
High-resolutionthumbnail	V	V	V	V	V	V	V	V	V	U	90
SEO	V	V	V	V	V	V	V	V	V	V	100
Backlinks	V	V	V	V	V	U	V	V	V	V	90
Caption added	V	U	V	U	U	U	U	V	U	V	40
Cards added	U	V	V	V	V	V	V	V	V	V	90
End screens added	U	V	V	V	V	V	V	V	V	U	80
Consistency	V	V	V	U	V	V	U	U	U	V	60
Collaborate withtheaudience	V	V	V	U	V	V	V	U	V	V	80
Entertaining Videos	V	V	V	V	V	V	V	V	V	V	100
Regularity	V	V	V	V	V	V	V	V	V	V	100

Table3: Use of Content Type

Content Type	Number of Channels	Percentage (%)
Entertainment	4	40
Music	2	20
Sports	1	10
Shows	2	20
Games	1	10
Total	10	100

Table4: Channel'sLocation

Location	Number of Channels	Percentage (%)
United States	5	50
India	3	30
Other	2	20
Total	10	100

upload such type of content videos that attracts a huge amount of traffic because they generate revenue when the large audience watches their content. Therefore, in order to grow your channels on YouTube try to target the audience of the United States, select an entertaining and trending niche. In addition, follow all those best practices that top YouTube channels follow.

V. References

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