

THE STUDY OF THE GROWTH OF BUSINESS THROUGH YOU TUBE CHANNEL IN DIGITAL INDIA

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Abstract :

Launched in 2005 YouTube has become one of the most ubiquitous app the world largest video hosting website. You tube has impacted in many fields . It has directly and indirectly shaped world events. You tube enables inexpensive creation and distribution of academic educational content as well as how to do thing video created by youtubers. Today you tube has not only provided the individual to showcase their talents but it is also the platform to spread awareness on social issues. Today brands utilise the platform for marketing, media outlets to host video output, musician and labels to release music. You tube has become an important news platform for both individuals eyewitness video and established news organisation. It is one of the most popular destination for getting reviews on purchases. Therefore this research paper attempt to understand the growth of you tube application across the globe and smart resource of earning for the masses.

Key words: *You tube, revenue earning, brand awareness*

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Introduction: Media consumption across the globe in increasingly happening through digital format. The internet has been and continues to be the disruptive force for impacting distribution and consumption of media channels. With better network coverage the data consumption across the globe has risen.

Globally video and audio traffic has dominated the internet data consumption. The devices used for digital access content has evolved in last few years that has increased array of platform for streaming video and audio. The global audio and video traffic combined is expected to reach to 82 % of all internet traffic by 2018. One of the growing platform where subscribers are increasingly contributing the content is you tube channel. As per TRAI as on 2017 there are 446 million internet subscribers in India which is almost 34 percent of its total population. As per June 2018 report of Internet and Mobile Association of India, these numbers will reach above 500 million. As per business insider you tube pulls almost 1.8 billion users every month and out of these 245 million active user are from India.

Objectives of the Study:

1. To understand the growing trend of you tube for content creation across the globe.
2. To study the growing you tube trends in India
3. To identify the factor responsible for the growth of you tube app.

Methodology of the study: The study is based on secondary data analysis by referring the reports on you tube performance across various countries.

Evolution of You tube:

You tube was launched in 2005. It was founded by three pay pal employees: Chud Hurley, Stev chen and Jawed Karim, who ran the company from a small office above a small restaurant in a small Californian city. Today you tube has become one of the most ubiquitous apps – the natural home of the short video format so prevalent in today’s media landscape. The first video uploaded to this platform was “Me at the Zoo”, featuring Karim. Today the company has 500 hrs of content uploaded every minutes .It is one of the biggest online video platform worldwide that features wide variety of user generated and corporate media content that includes music video, TV clips as well as other video such as video blog , short original videos, let’s playing gaming video, instruction videos on everything , educational videos. The vast majority of the You tube content is free to view , although it sometimes underlies regional restriction for reasons such as of copyright.

In the journey of growth YouTube did not stay small for long but by the end of the year kingmakers Sequoia capital had invested \$3.5 million followed by another \$ 8 million by Artis capital management in early 2006. In late 2006 google not less than \$1,65 billion invested in you tube. Therefore you tube become google property. In the same year Times included you tube on its cover page. The choice of You Tube however was not insignificant -cementing the young platform place as the place where independent content creator could share their work with the world. You tube achieved this status and has managed to retain it through the introduction of the range of innovative features to serve creators and users alike. Today brands utilise the platform for marketing, media outlets to host video output, musician and labels to release music, it has even played a part in hosting debates during US presidential elections.

Users can rent feature films, listen to music using the specialised You tube Music service, or subscribe to you tube premium which allows to access to original content and ad-free viewing or you tube music premium. Its not just you tube that earns profits whereas you tube ad revenue is shared with top content creators- a very small proportion of which can make a healthy income through this platform. Top-performing creators even get a preferential cuts.

Growing trends in Business on you tube apps.

You tube with worth of \$ 300 billion has an average there are 2.7 billion active you tube users. As on 2022 you tube has generated \$29.2 billion revenue in 2022 a 1.3 percent increase year on year. You tube has reached 80 million subscribers in 2022. Today you tube is localised in 91 countries and accessible in 80 languages. The first video that has received one million views was the Nike ad featuring footballer Ronaldinho. The first video that received one billion was the video of “Gangnam style” The Top 10 you tube channels earned \$180.5 billion between June 2017 and June 2018. Ryan Kaji of Ryan toys review top you tube earner in 2018 making \$22million. It has over 35000 channels with 1 million subscribers and 500 hrs of content are uploaded on YouTube.

Table I
Revenue Generated Through You tube

Year	Revenue \$ bn
2015	5.5
2016	6.7
2017	8.1
2018	11.1
2019	15.1
2020	19.7
2021	28.8
2022	29.2

Source: Alphabet, Social app Report , WSJ

Table 1 highlight the total annual revenue of you tube since 2015. The table 1 indicates the youtube has done seen gradual progress in initial years but in 2019 it has shown remarkable progress of 19.7 \$bn as compare to 2018 and this progress went ahead in 2021 when the world was impacted by Covid Pandemic while people at home discovered the new medium of communication for selling their products or selling themselves with specific skill sets and this created a new business model for many stuck at home.

Also if we see top You tube channel by revenue it was found as per Table II Mr Beast has been the popular channel that has earned \$54bn followed by channel Jake paul earning about \$45 bn

Table II
Top Revenue Channel on You tube

Channel	Revenue Sbn
Mr Beast	54
Jake Paul	45
Markiplier	38
Rhett and Link	30
Unspeakable	28.5
Nastya	28
Ryan Kaji	27

Source: Captiv8, social blade and Pollstar Via forbes.

According to Alexa you tube statistics, the US is leading source of You tube traffic, contributing around 15%, India 8%, and Japan 5% follow. In all three countries ranks second in overall popularity. In fourth place Russia responsible for 4.5% of traffic. While china stands at 12th place. Table I highlights country wise percent of visitors.

You Tube Business in India:

Every day Indians turn to the You tube channel to learn new skills and connect with other and enrich their lives. It also provides a platform for a diverse range of content creator to share their passion with the netizens within India and abroad creating multiple opportunities for to build careers and business. As per You tube impact report of Oxford Economics you tube ecosystems has contributed more than Rs 16000 crores to India’s GDP in the year 2022 creating 7500000 full time jobs in India. There are more 4500 channels that has over 10 lakhs subscribers and number of you tube channel who are earning more than 1 lakhs has increased by over 60 percent. The report also highlight that one in every users currently using YouTube for developing their skills to upgrade their careers. You is considered as the additional supplement learning tools by students, teachers, parents in India to support their traditional learning.

Following table III highlights the top education Indian you tube channels.

Table III Top Education You tube channel

Sr No	Name of channel	Subscribers
1	Info bells- Hindi	42 millions
2	Khan G. S Research Center	15.3 millions
3	Dear Sir	11.6 millions
4	Universe Adventure	7.64 millions
5	Physics Wallah	6.4 millions
6	SSC Maker	6.93 millions
7	Wilf life studios	4.55 millions

Source: risingKashmir.com

Reasons for using You tube apps:

Figuring out how to do things.

Today you tube app has been the source of most of the information that a consumer is looking for. In decision making process this platform is used quiet frequently to get review for many things. Mostly travel videos are very popular as viewers like to plan their travel according to the review shown on you tube. Also the cookery videos are very popular where viewers want to try new thing at home by watching this videos. It’s not just small purchases, by the way: between 2016 and 2018, over 7,300 years of virtual property tours were viewed on YouTube. You tube video is being used throughout the shopping journey including the early stages of brand awareness.

To Kill time:

Younger YouTube users are particular keen on using the site to pass the time. You tube has become the biggest source of entertainment as one can watch latest music hit to pass time. One can even watch movie which are either rented or all freely uploaded on you tube. Even viewers do enjoy watching funny video which provide them relaxation. Thirty five percent of the listener have report that the main reason for not paying music subscription service is that every things they want to listen to is available for free on you tube.

To know thing happening around world :

You tube has made world closer. Any incident whether there is a flood, fire or political event around the world. You tube capture all video of recent events which viewers like to watch when they are travelling. Even news clips are uploaded on you tube, sometime local events around the city is also uploaded on you tube.

Information before buying the products:

You tube video is being used throughout the shopping journey including the early stages of brand awareness.80% of the shoppers who watched a you tube video related to the purchase they were planning to make said that they watched in the beginning of their shopping process. Today shoppers are increasingly turning to you-tube to get a better idea of what they are buying and to see things they are thinking of buying in action.

Conclusion:

Therefore you tube apps has great potential for content creators to earn smart money and share their talent on this open platform and it will become biggest platform for corporate ads presentation. You tube came to both foreshadow and undoubtedly shape much of the tenets that defines the modern digital landscape- and by extension the modern world. User created content, mobile optimization, content algorithms , the primary of video, embedded content, internet celebrities , like and dislikes, channels, playlist. You tube has played a part in bringing all of the these notion to the main stream. Online advertising is one of the defining business of the 21st century so all is well for google and you tube for foreseeable future.

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