

# Analysis

## India most watched YouTube channels

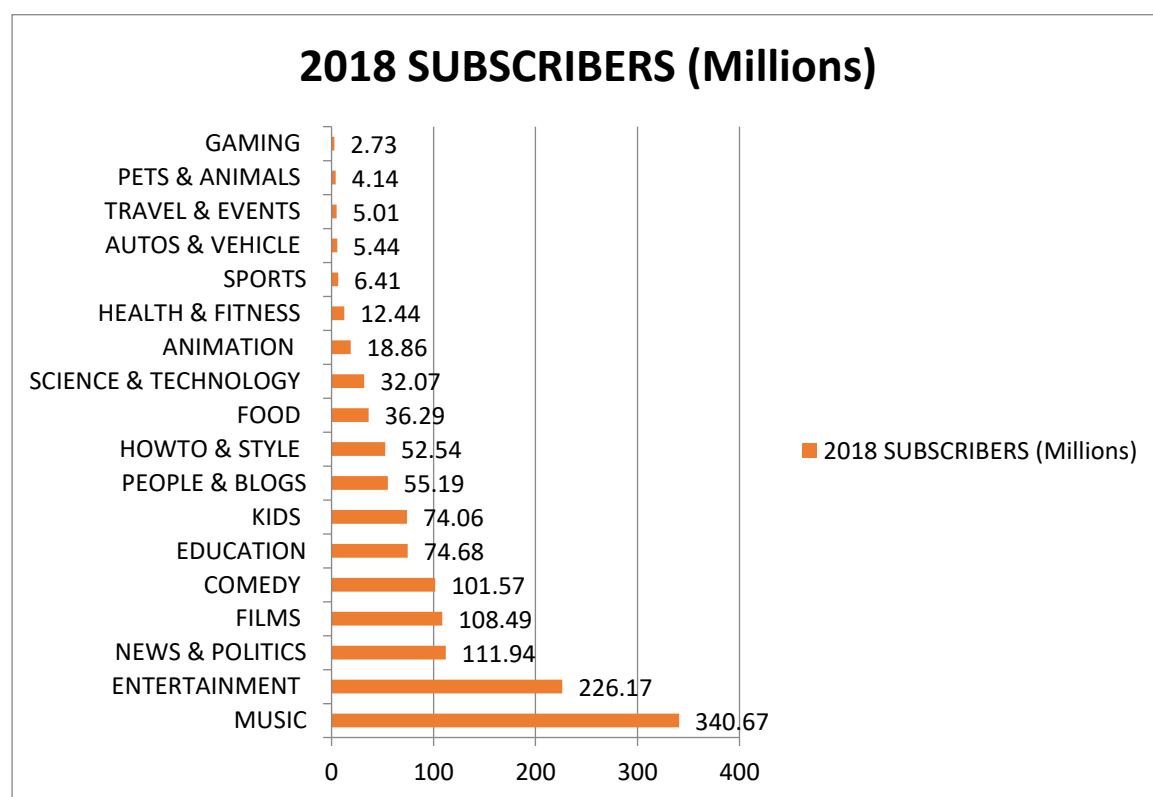
Jadeite Research Team

BY



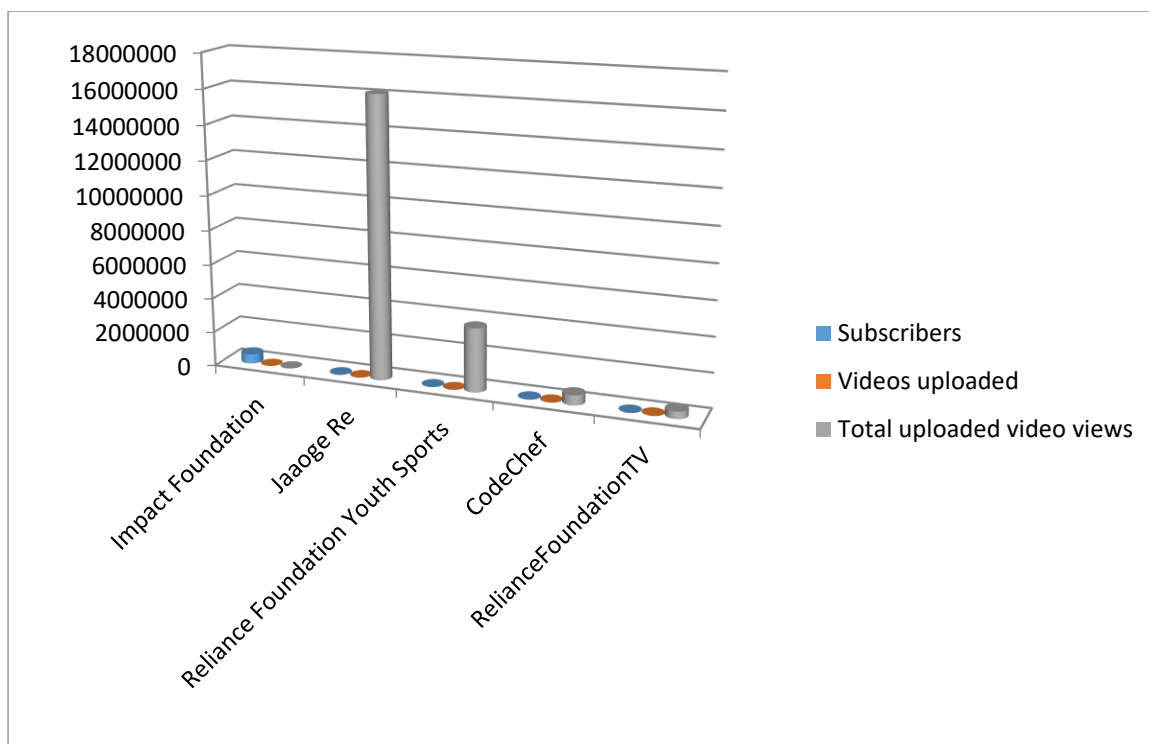
Last year, YouTube completed its 10<sup>th</sup> year in India crossing more than 225 million monthly active users. In the 10 years of its existence, Google owned video platform has penetrated 80 percent of India's internet universe. In different categories of channels – music, entertainment and politics still hold the top most watched channels. Since 2008, the market of YouTube content has been changed drastically. According to Rajan Anandan, VP South East Asia, and India, Google, by 2020, India will have 650 million Internet users at current growth rate over 500 million unique users.

We analysed 1000 popular YouTube channels in 18 different categories, including music, entertainment, news & politics, comedy, education, science & technology, etc. Music category has the highest number of subscribers with 340.67 million followed by entertainment and news & politics with 226.17 and 111.94 million subscribers respectively. Whereas gaming, pets and animals and travel & events are the lowest categories with 2.73 million, 4.14 million and 5.01 million subscribers.



With affordable data plans, increasing penetration of smartphones along with a variety of content on YouTube, the video platform now reaches 85 percent of all highly engaged Internet users, in the 18 years and above age group in India. Analyzing further 174 YouTube under 'Society' category, which comprise of NGO, CSR (Corporate Social Responsibility), governmental, politics and educational related channels.

Only 5 organisational YouTube Channels under CSR sub-category have the highest number of subscribers. These organisations are analysed on based on subscribers, number of videos are uploaded and the total number of viewers. Interestingly, two of the philanthropic organisations are Reliance group.



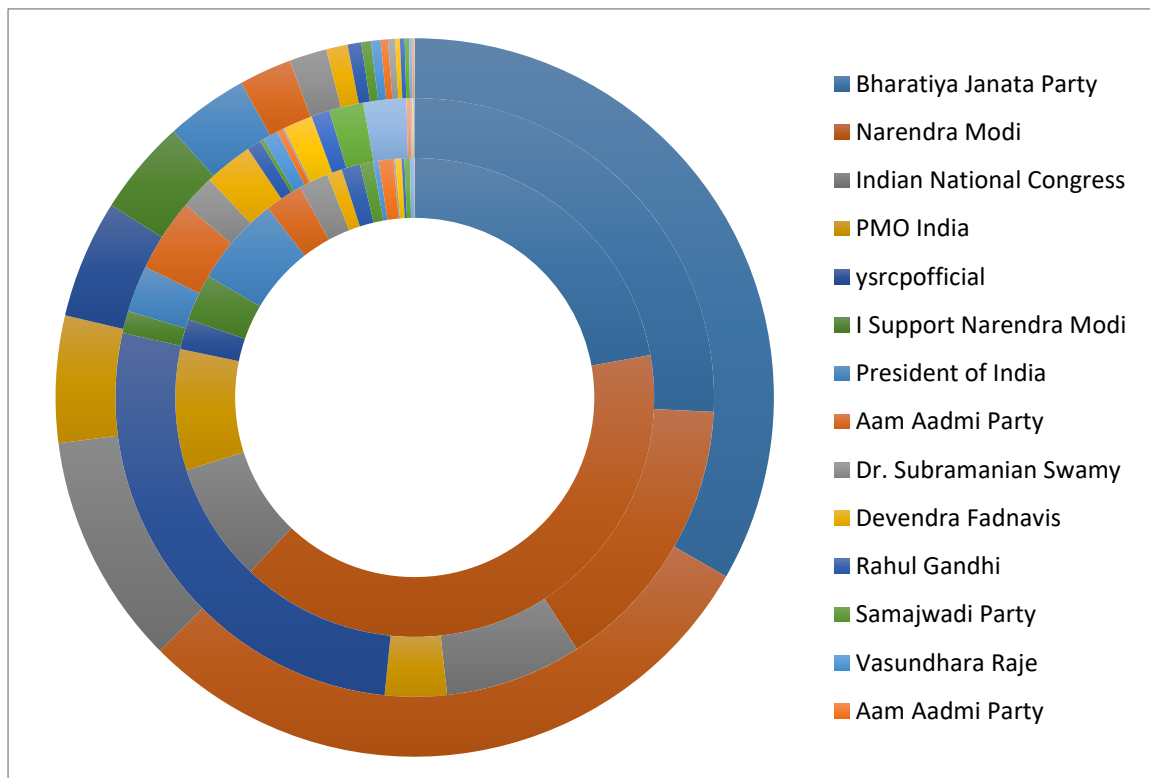
Out of 26 NGOs, spiritual organisations – IRC TV, Isha Foundation, BAPSCchannel and Gurudev Sri Sri Ravi Shankar have highest number of subscribers. Bilateral agencies like Save the Children, UNICEF India and British Council India have the highest number of subscribers after religious channels.

#### YouTube statistics in India - NGO

Organisations	Subscribers	Videos uploaded	Total uploaded video views
IRC TV	1475142	23241	300041024
Isha Foundation	661651	790	73160128
BAPSCchannel	157034	2771	68236545
Gurudev Sri Sri Ravi Shankar	466478	1332	58139614
Save the Children India	87322	262	26641712
UNICEF India	18378	461	6636488
British Council India	57619	764	3912669
HelpAge India	8448	174	1587701
TeachForIndia	8267	179	1216930
TERI	5090	975	943589
AYUSH Adivasi Yuva Shakti	2233	182	657924
Greenpeace India	2356	272	545548
SOS Children's Villages India	708	61	515656
JoinHandsForChange	348	37	433383
Infosys BPM	735	55	266297
Infosys Finacle	2380	131	140578
Amnesty International India	1305	163	137159

savethechildrenind	85	67	26581
Buzz India	127	54	25715
WorldVisionIndia	140	3	9896
The Story Of	0	20	8528
Infosys InStep	153	2	7602
Infosys Consulting	89	34	6285
Infosys Foundation	122	30	5914
KHUSHII NGO	28	3	687
SmilingStart	2	3	283

Similarly, out of 24 channels of political party and people, BJP, Narendra Modi and India National Congress have the highest number of total uploaded video views. There are also YouTube channels like 'I Support Narendra Modi', 'CMO Gujarat', 'With Congress' and 'Namma Congress' are also in list of most watched YouTube Channels, even though number of videos are lesser in number than others.



In India, YouTube is seeing incredible growth across all age groups, even amongst 55+ audience our reach stands at over 80%. It represents an incredible opportunity for brands to use that Intent to connect with their audience in a meaningful way and drive significant business results.