

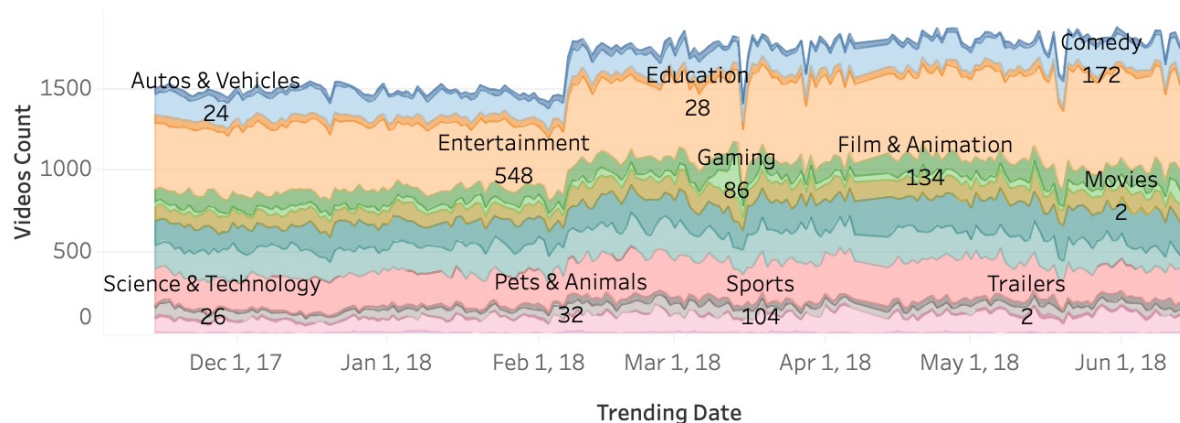
Trending videos on YouTube



By Anton Ozerov

Most trending YouTube video categories

Trending history



According to the data, the most trending video categories from Dec, 17 until Jun, 18 turned out to be :

- #1 - Entertainment with approx. 400-550 trending videos a day
- #2 - People & Blogs with approx. 200-250 trending videos a day

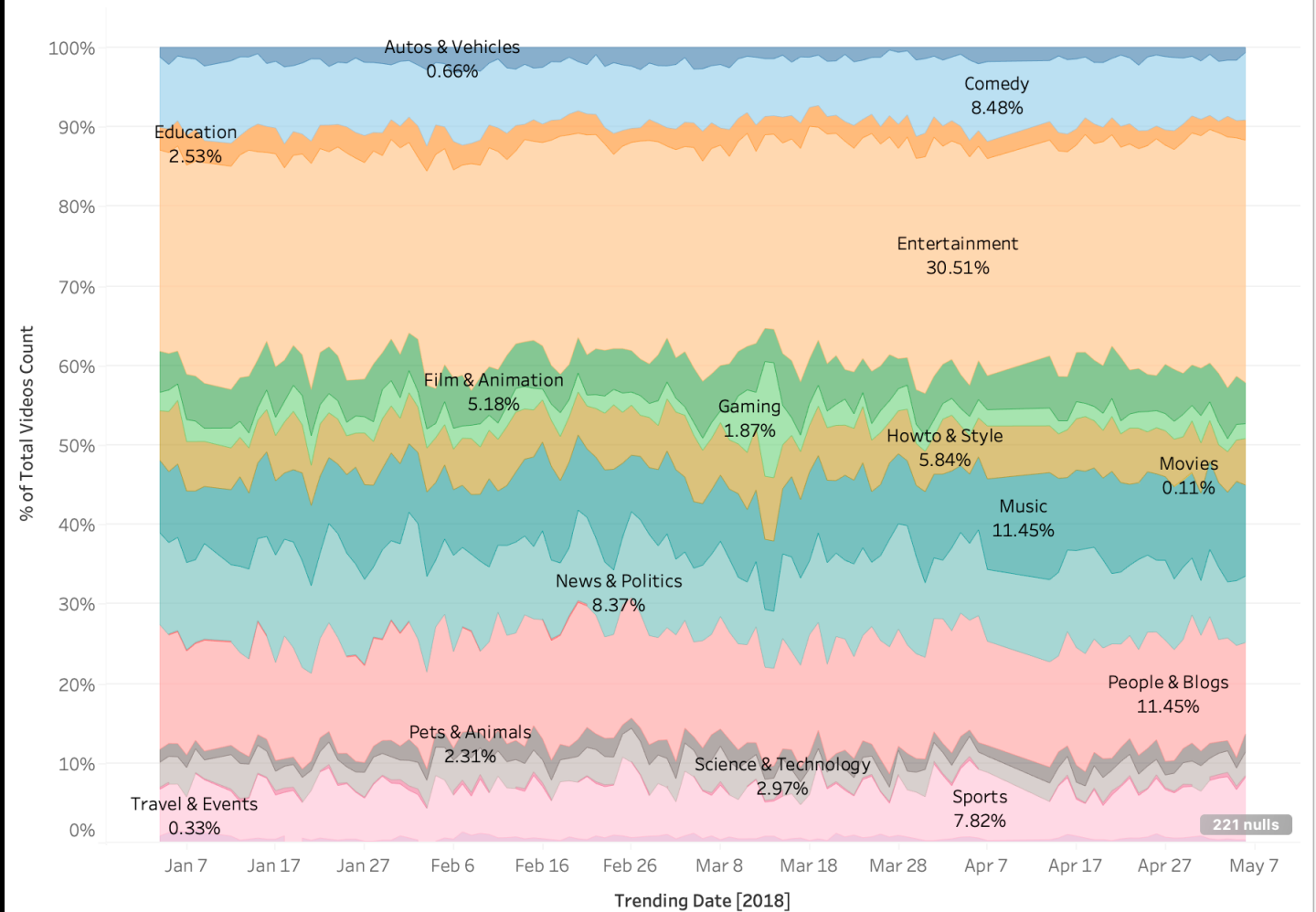
Impressively, there has been a steady rise in the number of daily trending videos since January, with a remarkable increase from around 1500 to 1800 in February-April.

Most trending YouTube video categories

Entertainment category enjoys the biggest share 30.5% of the total number of trending videos.

People&Blogs come at second place with 12-14% and Music category with approx. 10-12% share of the total.

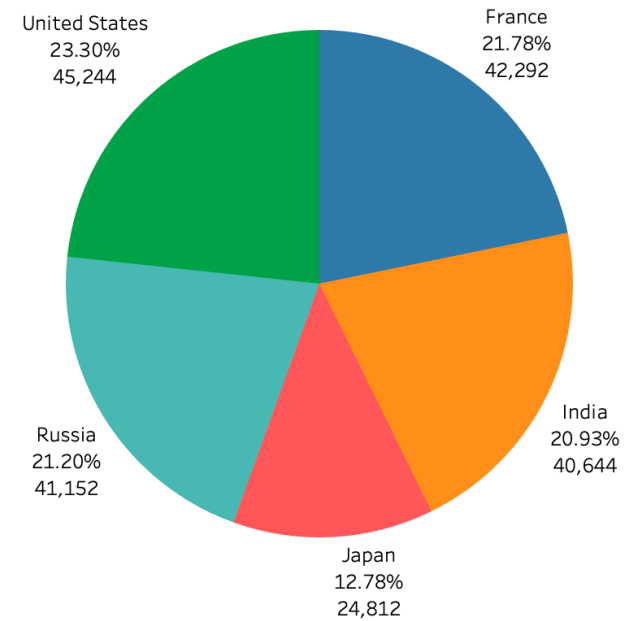
Trending history (% of total)



Trending videos distribution among regions

- Trending videos are almost evenly distributed among countries with Japan being the only region lagging by ~10 percentage points

Trending videos by country



Trending by country and category

Region	Category Title	
United States	Entertainment	10,604
	Music	6,354
	Howto & Style	4,928
	Comedy	3,694
	People & Blogs	3,724
	News & Politics	2,686
	Science & Technology	2,906
	Film & Animation	2,554
	Sports	2,636
	Education	2,072
	Pets & Animals	1,140
	Gaming	822
	Travel & Events	510
	Autos & Vehicles	512
	Shows	42
	Nonprofits & Activism	60

Video categories in the USA

The most popular categories in the USA are:

- **Entertainment with ~10K videos**
- **Music with ~6K videos**
- **Howto & Style with ~5K videos**

Video categories USA vs Rest of the world

- Entertainment is the most popular category in the world
- Music is in top-3 categories in France(#3), India(#3) and The USA(#2)
- People&Blogs is most popular in Russia,(#1), France(#2), India(#3) but not in the USA
- Similarly, News & Politics are most popular in France(#6), India(#3) and Russia(#3), but not in the USA

Trending by country and category

Category Title	Region				United States
	France	India	Japan	Russia	
Entertainment	10,212	18,614	7,200	6,222	10,604
Music	4,692	4,598	1,790	1,702	6,354
Howto & Style	2,726	1,000	960	2,262	4,928
Comedy	4,390	3,706	760	3,226	3,694
People & Blogs	5,378	2,800	4,354	10,534	3,724
News & Politics	3,832	5,478	1,992	6,066	2,686
Science & Technology	896	552	160	1,192	2,906
Film & Animation	1,992	1,574	1,572	3,028	2,554
Sports	4,568	784	2,512	2,040	2,636
Education	758	1,288	166	810	2,072
Pets & Animals	284	2	1,398	710	1,140
Gaming	1,594	34	1,338	1,284	822
Travel & Events	140	6	200	288	510
Autos & Vehicles	746	70	410	1,602	512
Shows	70	138		186	42
Nonprofits & Activism					60
Movies	14				

Recommendations

- ❖ The TOP categories that all countries share are Entertainment, Music, People&Blogs, News & Politics
- ❖ Music and Entertainment categories are popular in most countries ranking in the TOP 3 of all categories on the list. Therefore, it is best to concentrate the marketing investments in these categories overall.
- ❖ In order to be more specific, each country deserves a unique approach to marketing investment strategy. For instance, what is popular in the US (Entertainment, Music, Howto & Style) will not work in Russia, where the latter two perform on mediocre level at best. Instead, it would be much cost effective to rather invest in People & Blogs and News & Politics categories instead.

Please, find my interactive
Tableau dashboard In the
link below



https://public.tableau.com/app/profile/anton.ozarov/viz/WorldPopulation_16876905742610/Dashboard2



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