

# YouTube Trends

# GENERAL CONCLUSIONS

- Most Popular Video Categories: "Entertainment", "People & Blogs", "News & Politics", "Music" and "Comedy".
- Shares of category video differ greatly in different regions. Moreover, the Top 5 sequence in each region is unique.
- The Top 5 is different in regions.
- "Entertainment" and "People & Blogs" are in the Top 5 in each region, but rest three place are different.
- "Music" and "Comedy" are in the Top 5 in four regions.

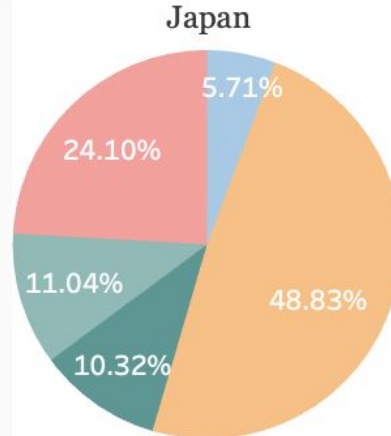
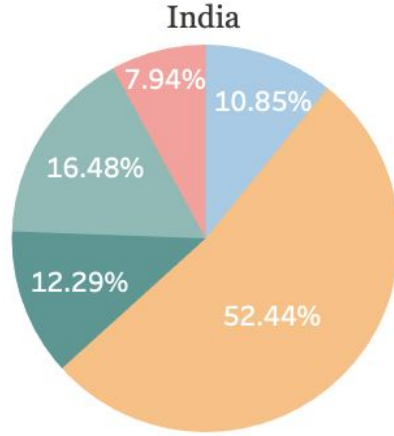
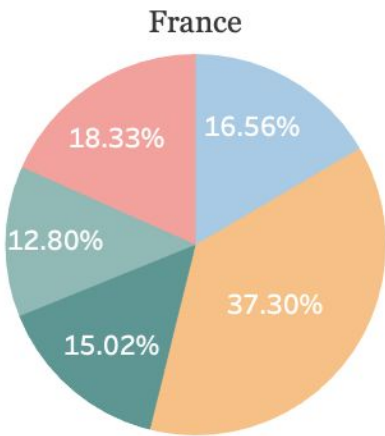
# Most popular video categories:

Region	Entertainment	People & Blogs	News & Politics	Music	Comedy
France	19,020 25.22%	9,346 12.39%	6,526 8.65%	7,658 10.16%	8,446 11.20%
India	32,924 44.87%	4,988 6.80%	10,346 14.10%	7,714 10.51%	6,814 9.29%
Japan	11,734 31.92%	5,792 15.76%	2,654 7.22%	2,480 6.75%	1,372 3.73%
Russia	11,692 15.87%	18,452 25.04%	9,858 13.38%	3,664 4.97%	5,968 8.10%
United States	19,638 24.32%	6,122 7.58%	4,818 5.97%	12,874 15.94%	6,870 8.51%
Total	95,008 27.94%	44,700 13.15%	34,202 10.06%	34,390 10.12%	29,470 8.67%

## Top 5

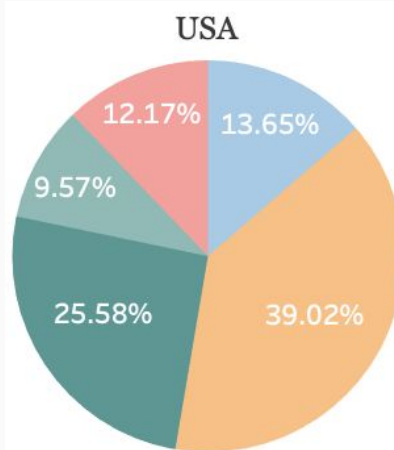
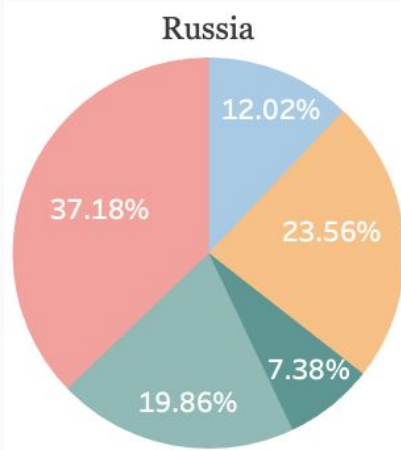
- Entertainment (28%)
- People & Blogs (13%)
- News & Politics (10%)
- Music (10%)
- Comedy (9%)

## Distribution of video categories by region.



Category:

- Comedy
- Entertainment
- Music
- News & Politics
- People & Blogs



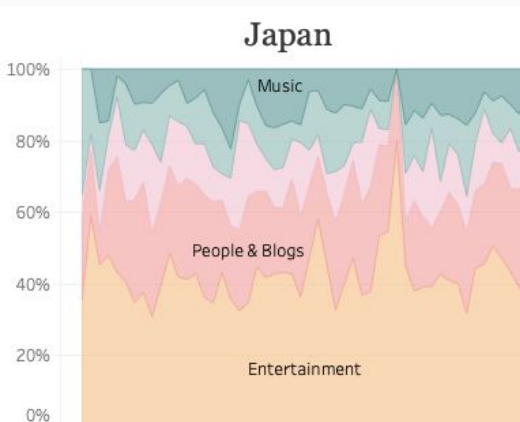
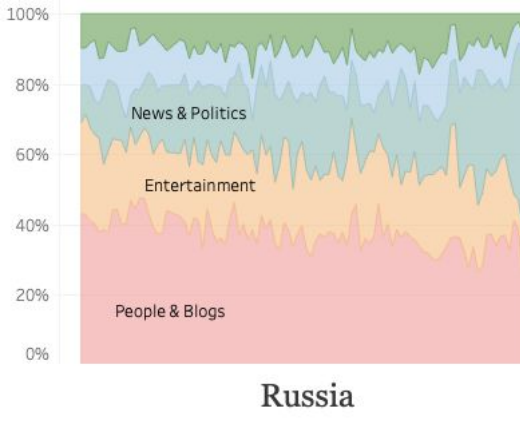
**As we can see, the shares of category video differ greatly in different regions. Moreover, the Top 5 sequence in each region is unique.**

# Most Popular Video Categories in USA

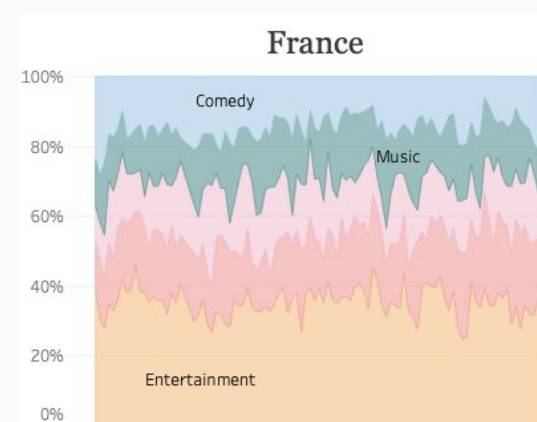
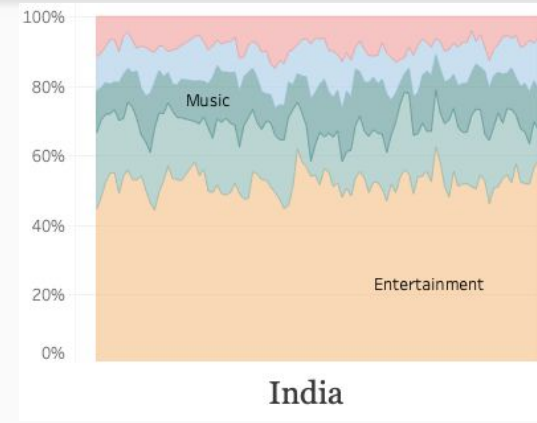
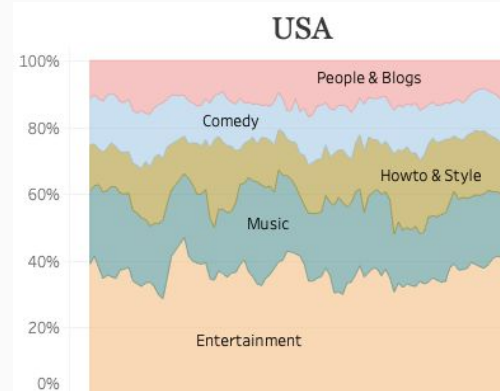
Region	Entertainment	Music	Howto & Style	Comedy	People & Blogs
United States	19,638 24.32%	12,874 15.94%	8,280 10.25%	6,870 8.51%	6,122 7.58%

**As we can see in the USA the News category dropped out of the TOP 5 and the Howto & Style category took the third place with a share of 10.25%**

# Top 5 video categories in the US and other regions



Comedy Film & Animation Sports



**The Top 5 is different in regions. "Entertainment" and "People & Blogs" are in the Top 5 in each region, but rest three place are different. "Music" and "Comedy" are in the Top 5 in four regions.**

# Thanks