



# Characteristics and Strategies of Youtube Trending Videos by Country

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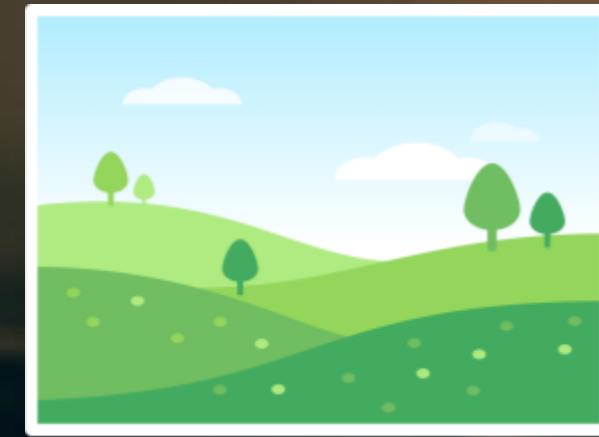


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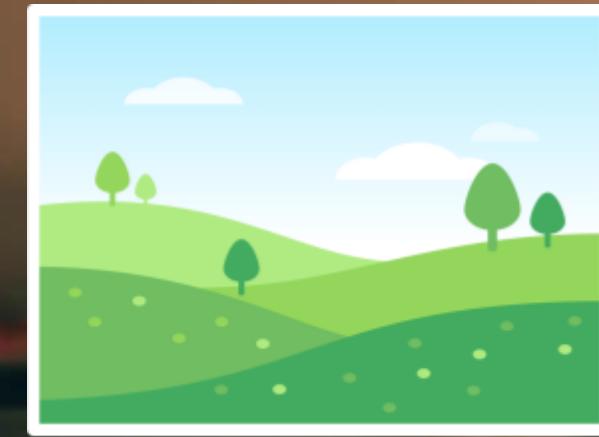


# Contents



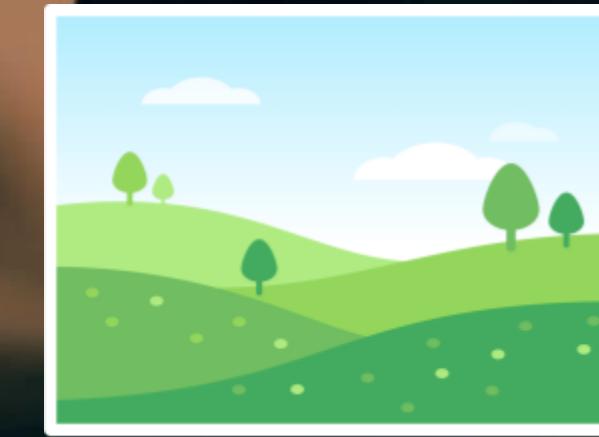
Introduction

01:00



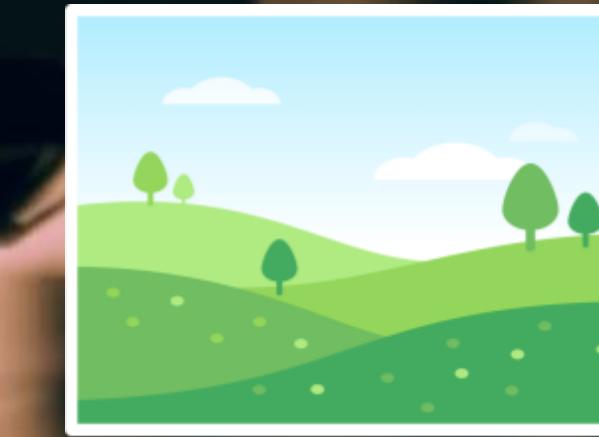
Results from each Countries

02:00



Integrated Insight

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Conclusion

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# What is Trending Video?

1. Videos that **capture the attention of a diverse audience**
2. Videos that are **not provocative or sensational** to drive clicks or trends
3. Videos covering events happening **on YouTube and around the world**
4. Videos showcasing the **diversity of creators**
5. Videos offering **intrigue and a sense of novelty**



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Each country has different preferences



The patterns leading to a trending video are similar across countries



A common strategy can be established for creating trending content



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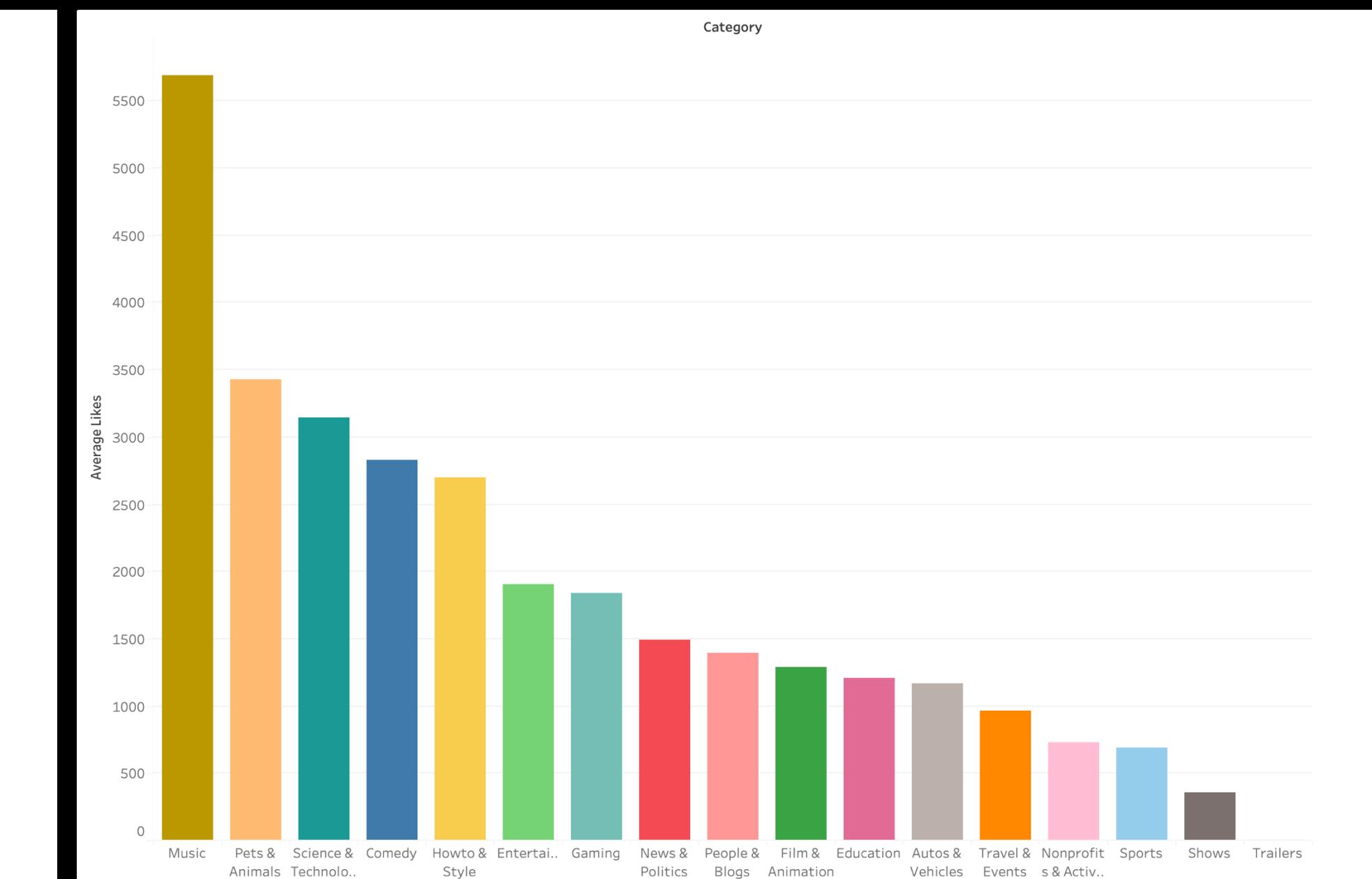
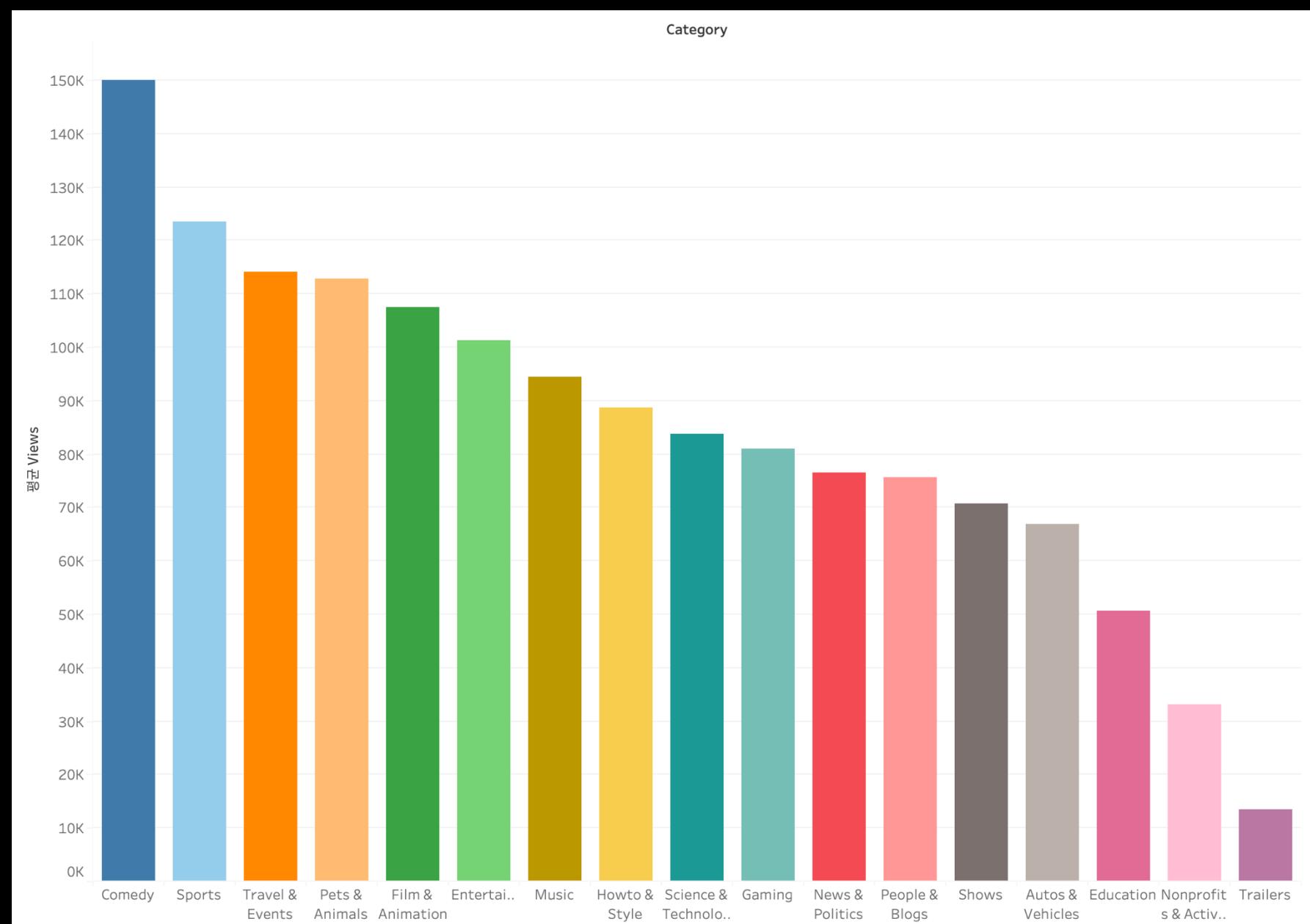


## 1. Korea

- Average Views per Category / Average Likes per Category**
- Average Views by Grouping Based on Time to Become a Trending Video / Average Time to Become a Trending Video by Category**



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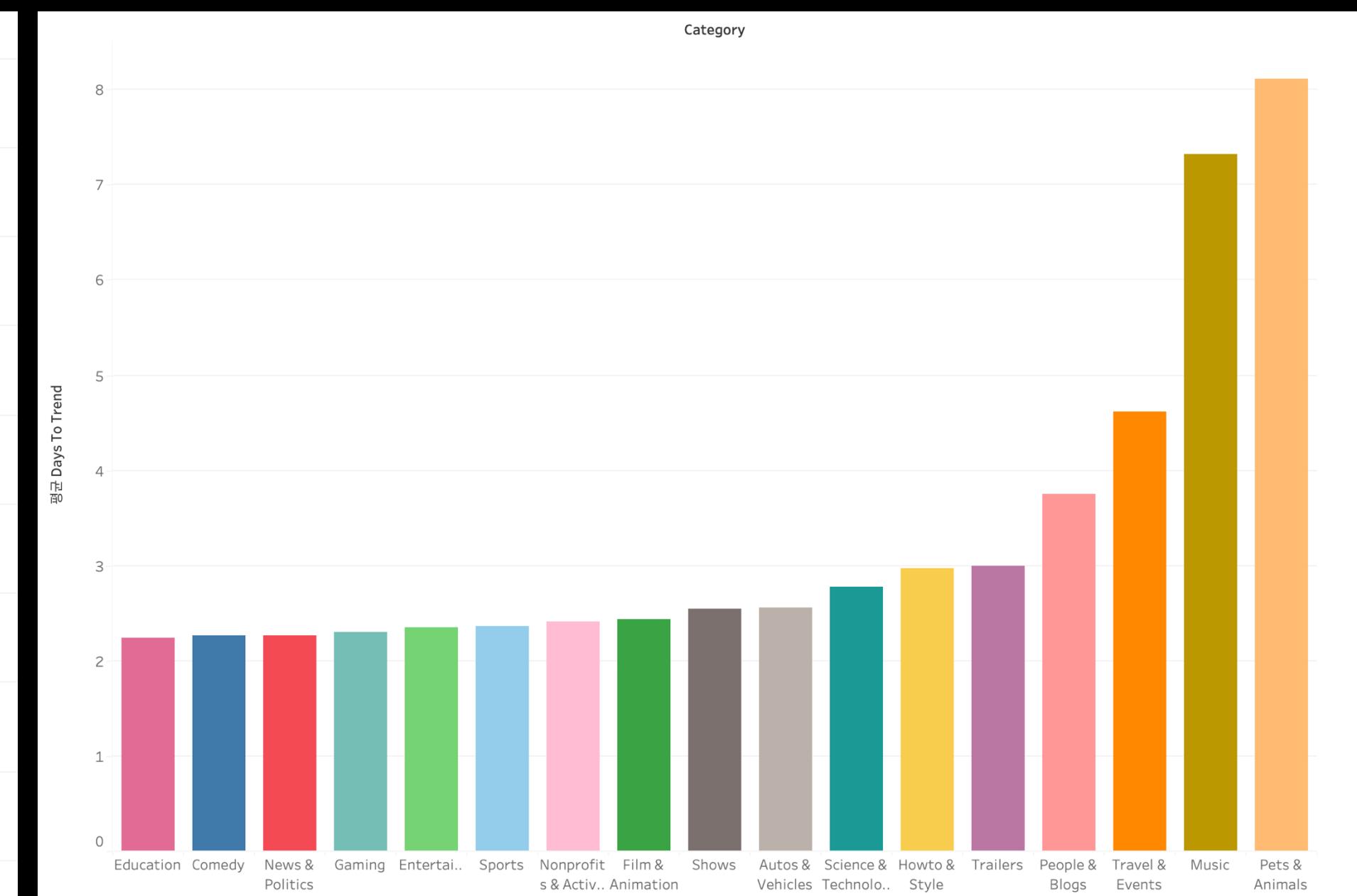
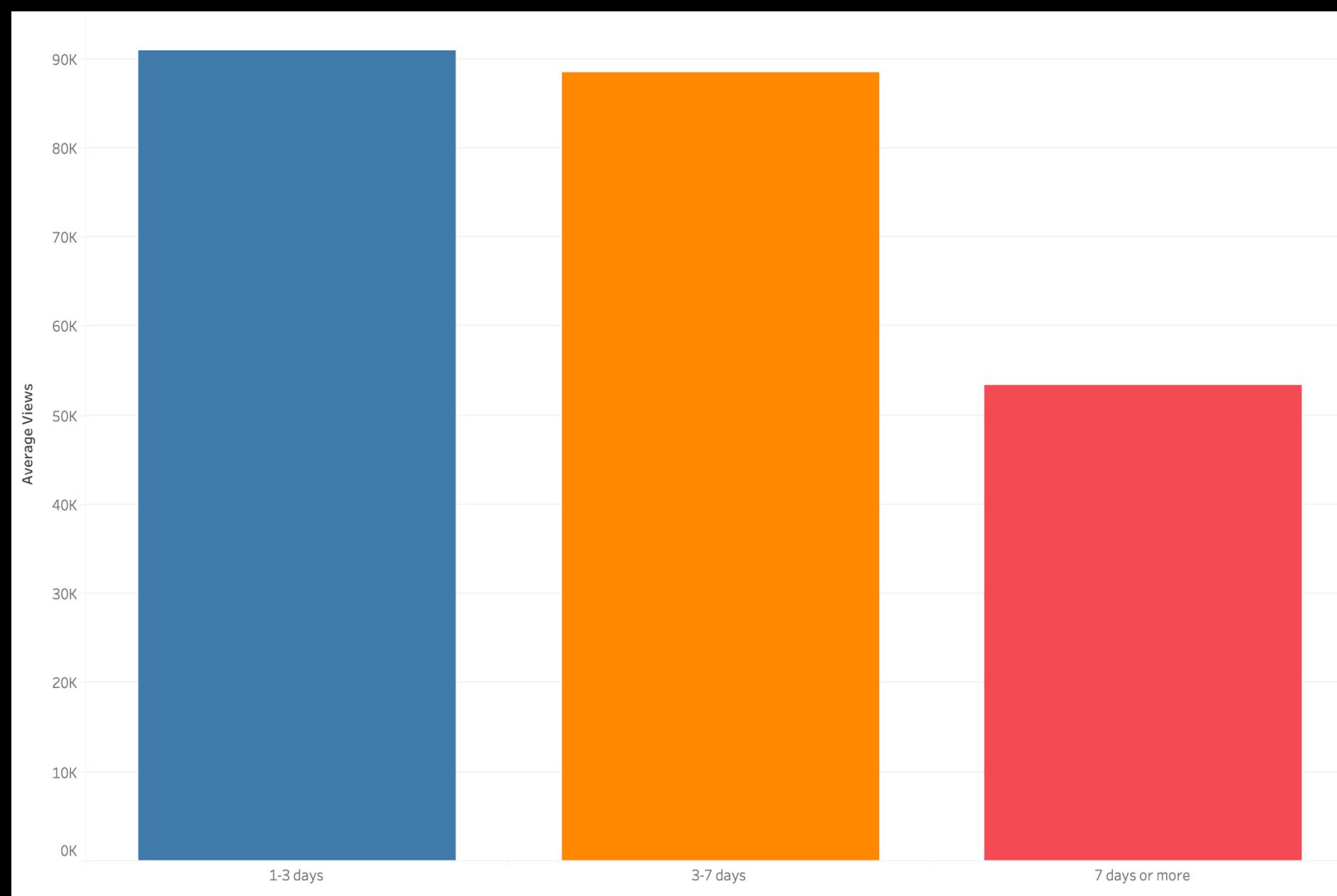
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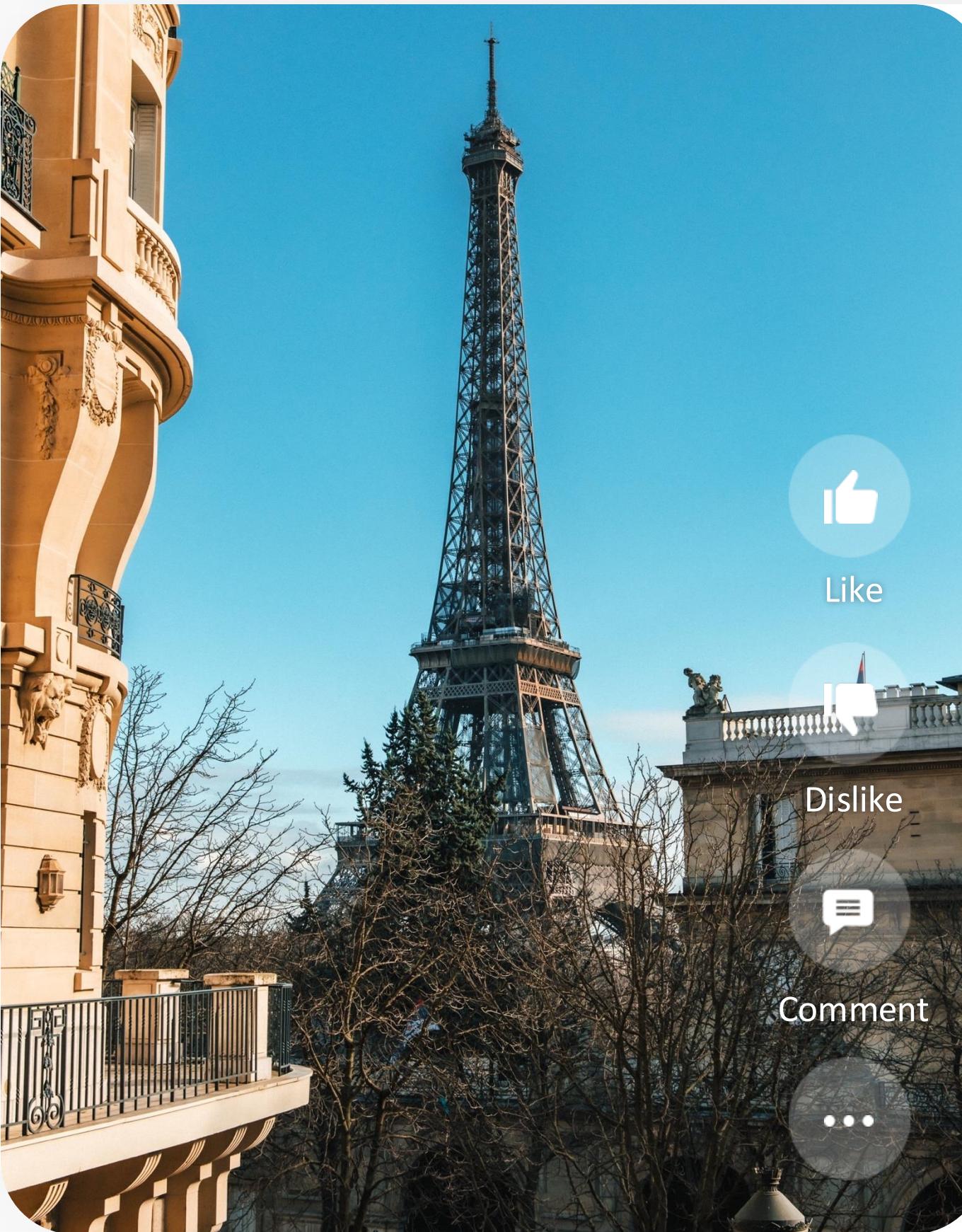
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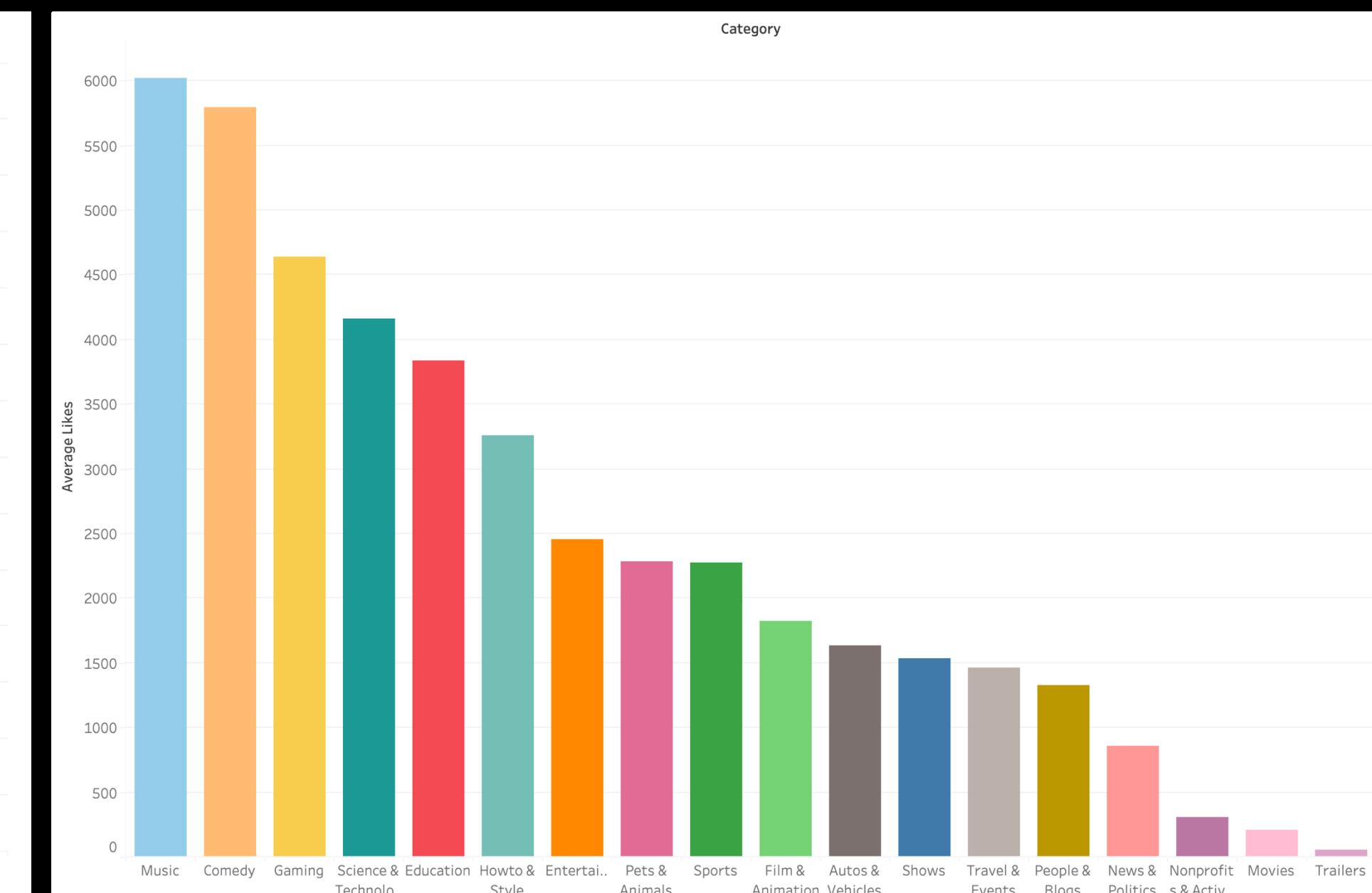
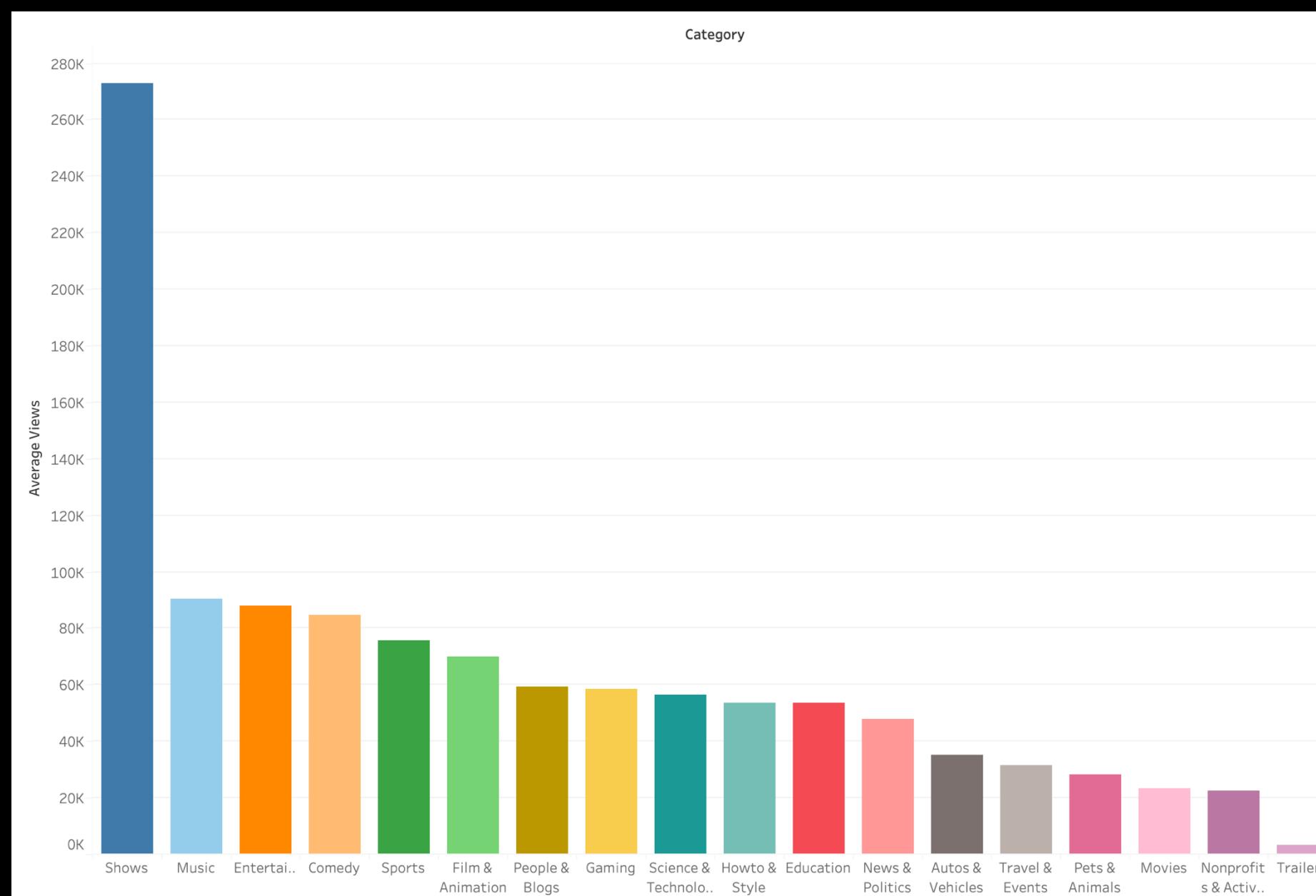


## 2. France

- Average Views per Category / Average Likes per Category**
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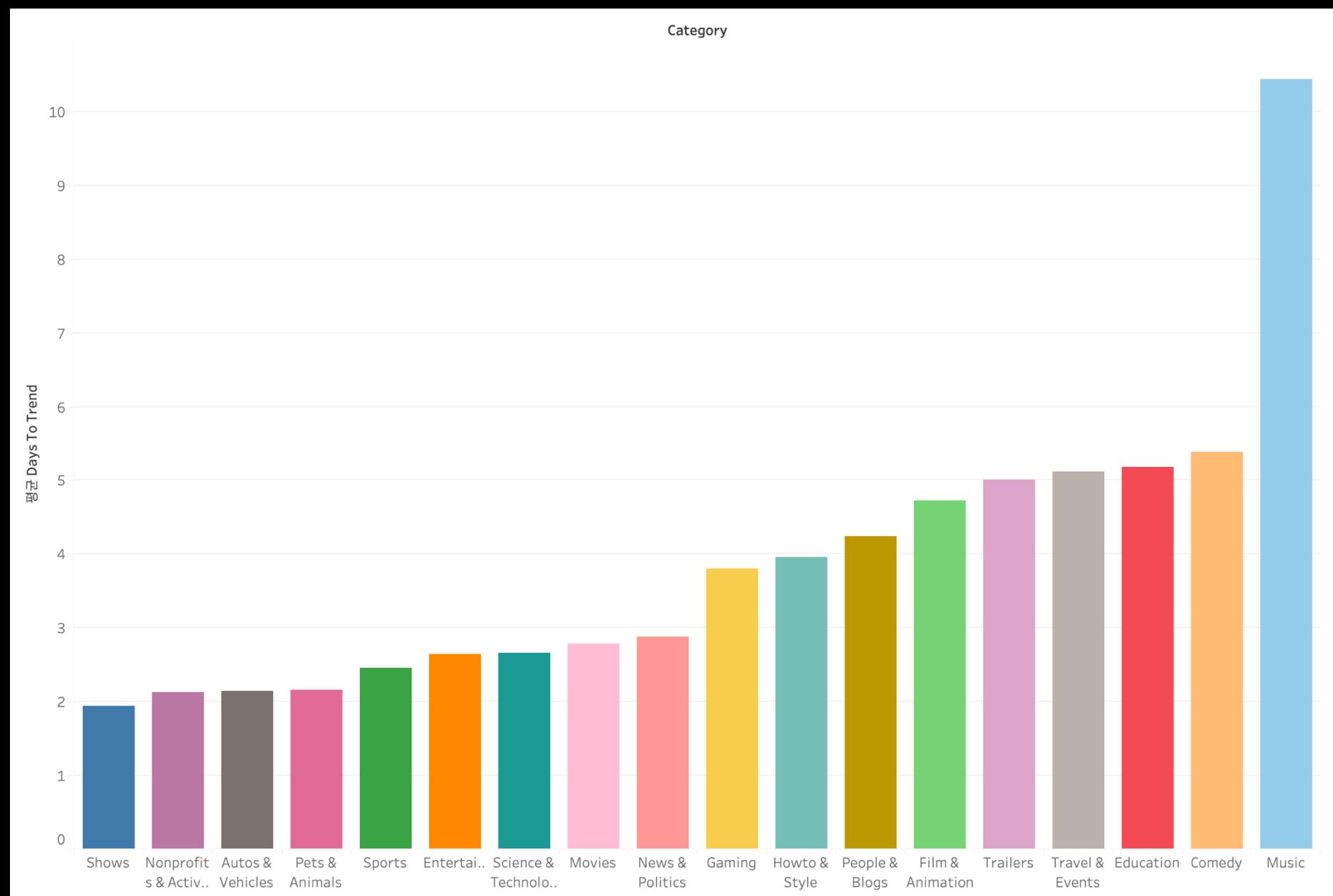
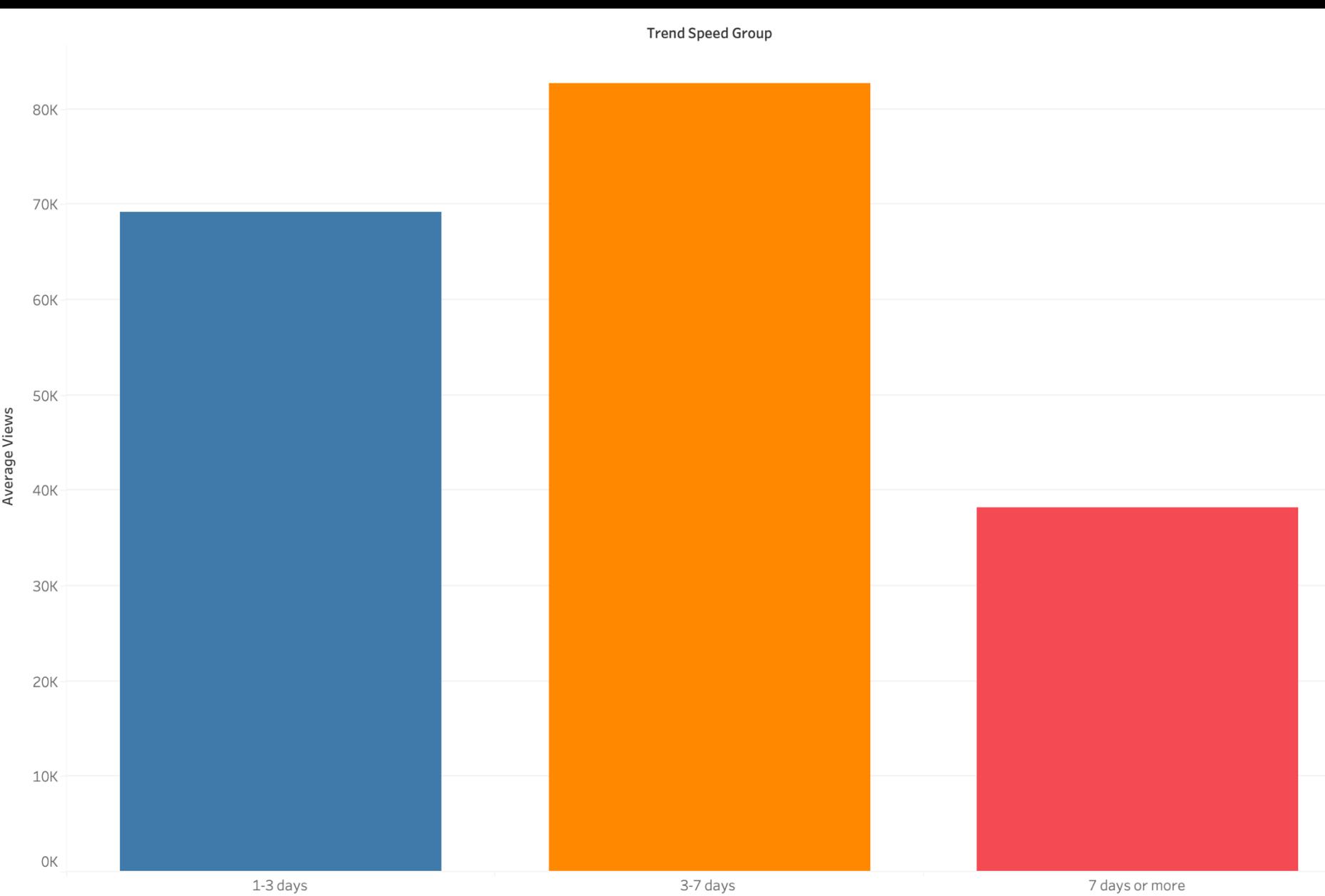
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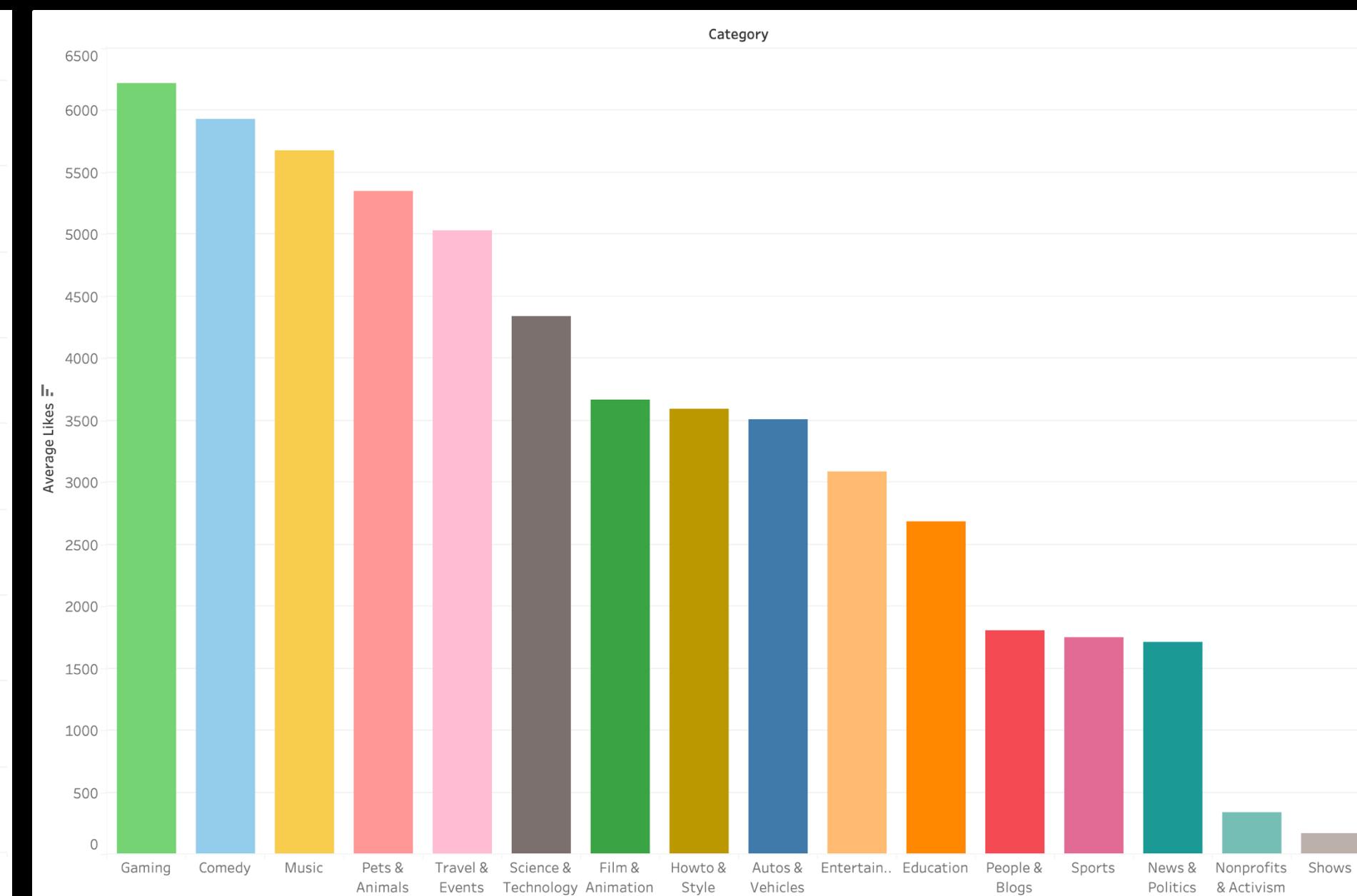
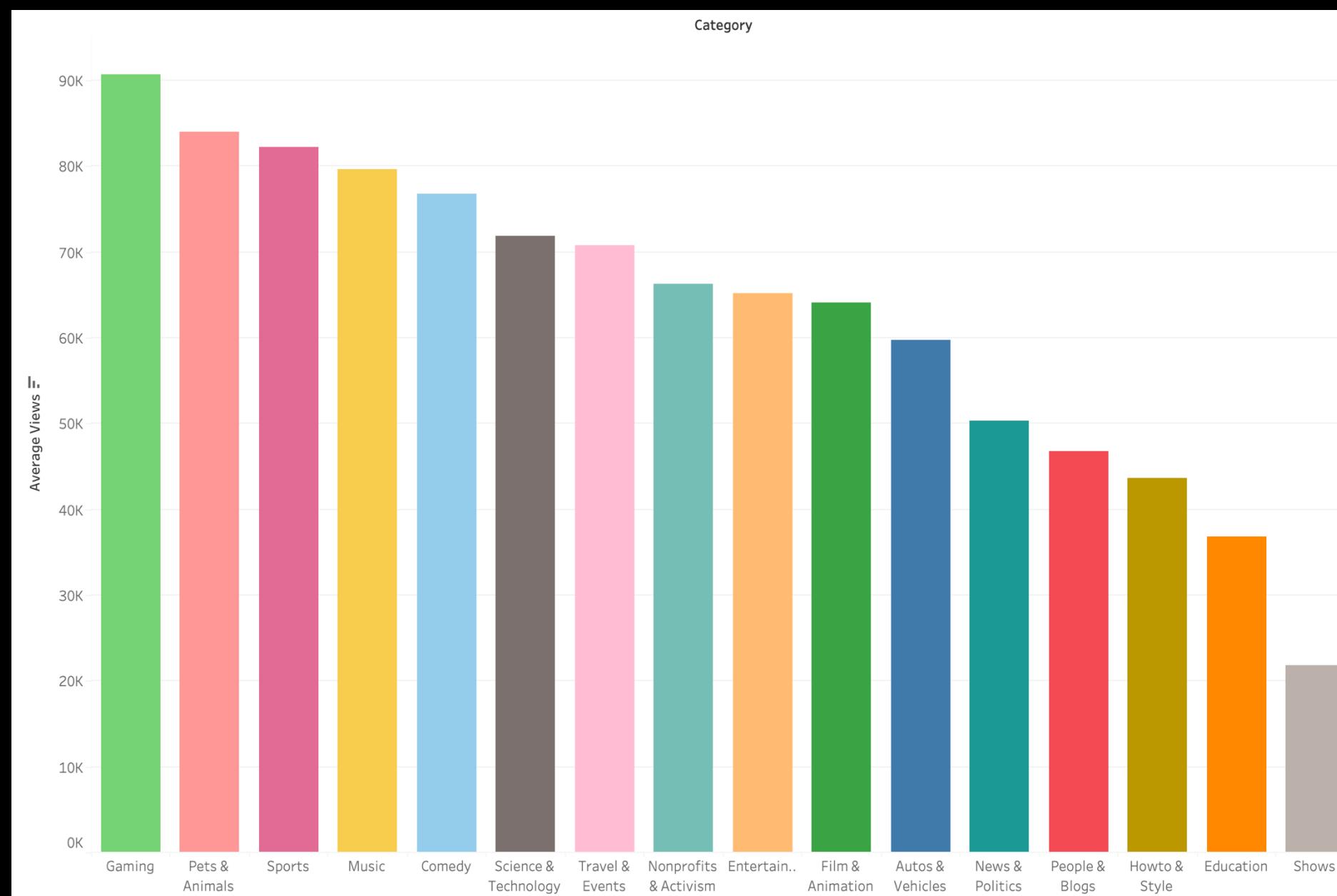


## 3. Mexico

1. Average Views per Category / Average Likes per Category
2. Average Views by Grouping Based on Time to Become a Trending Video / Average Time to Become a Trending Video by Category



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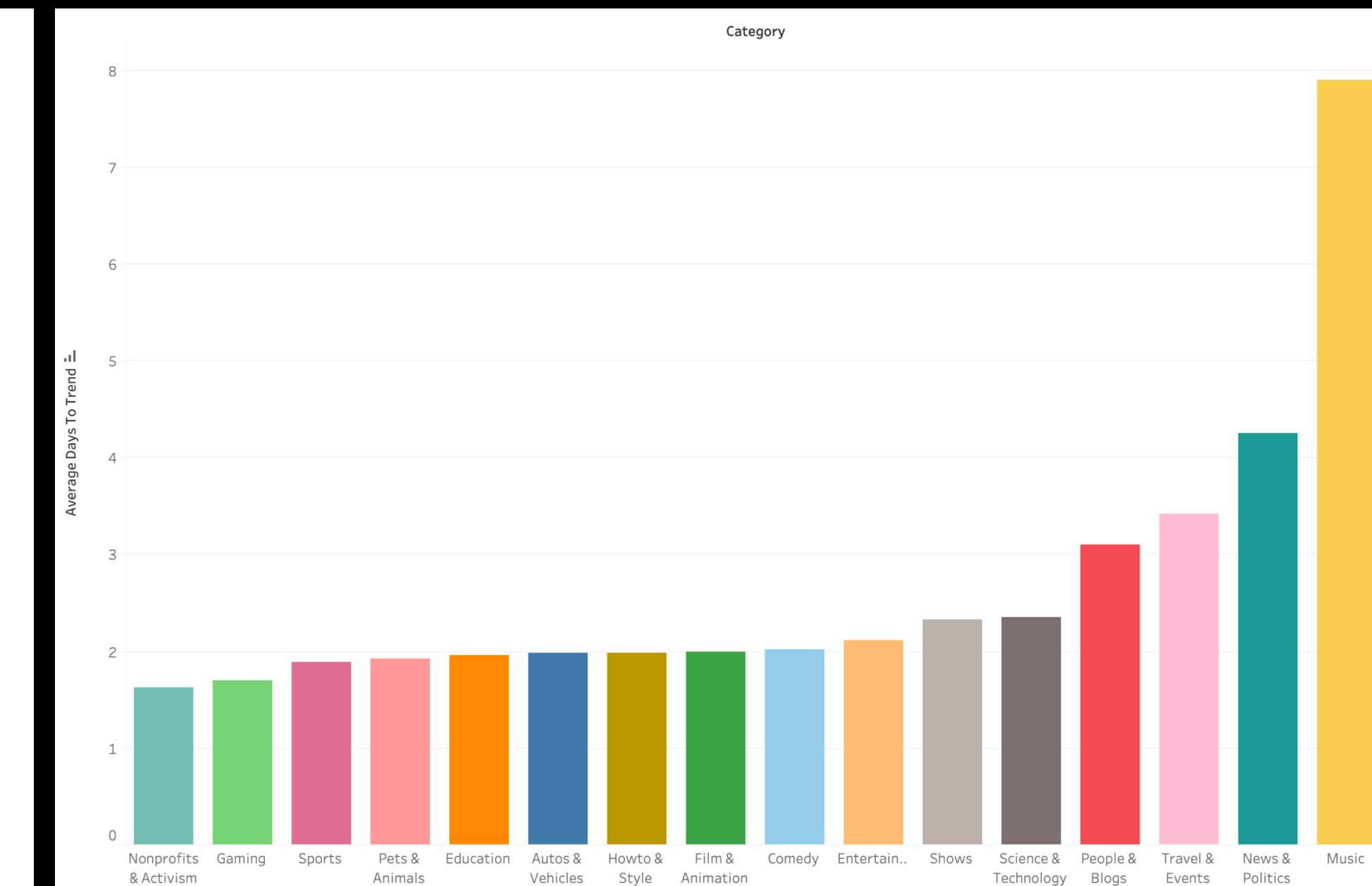
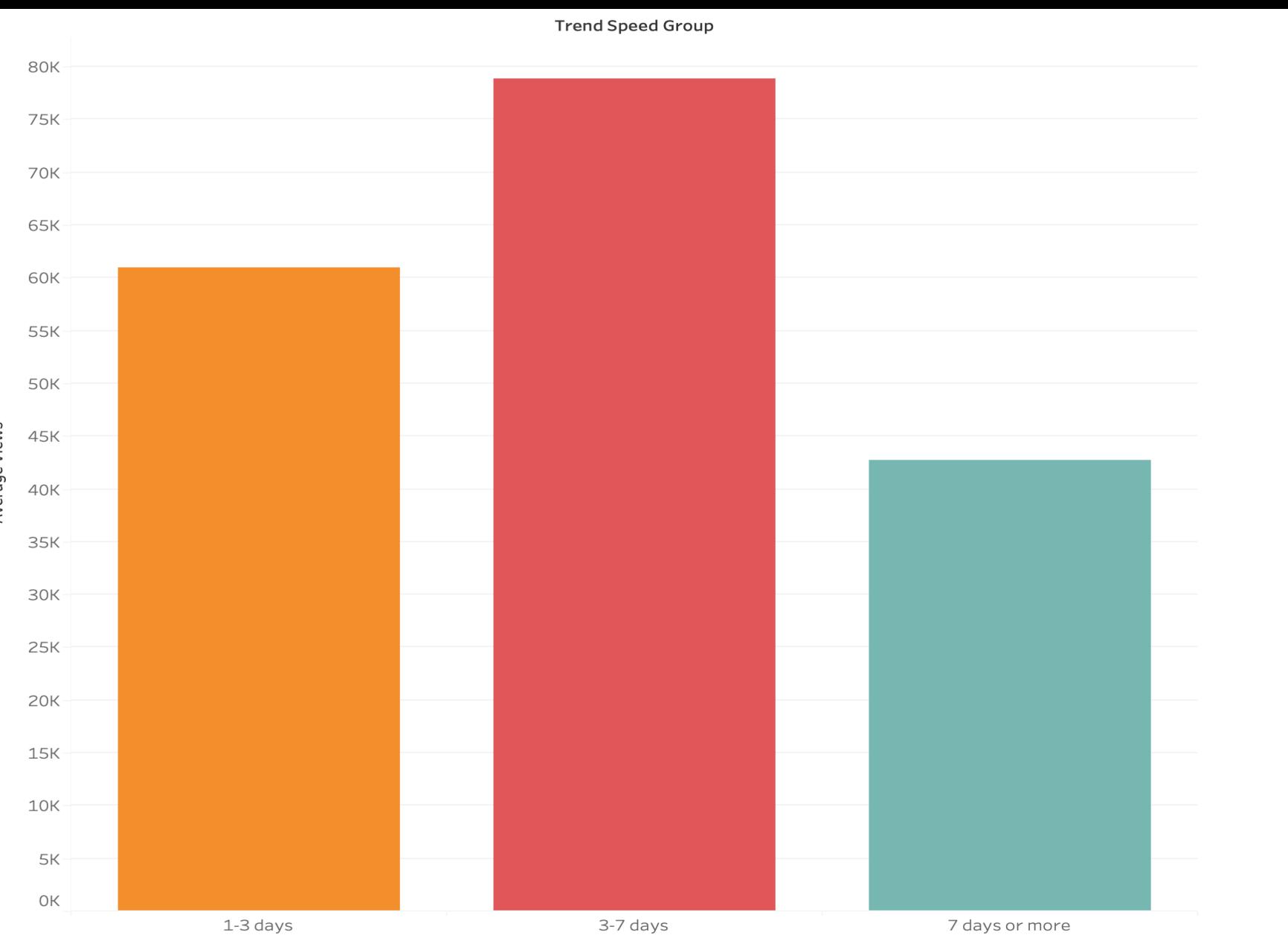
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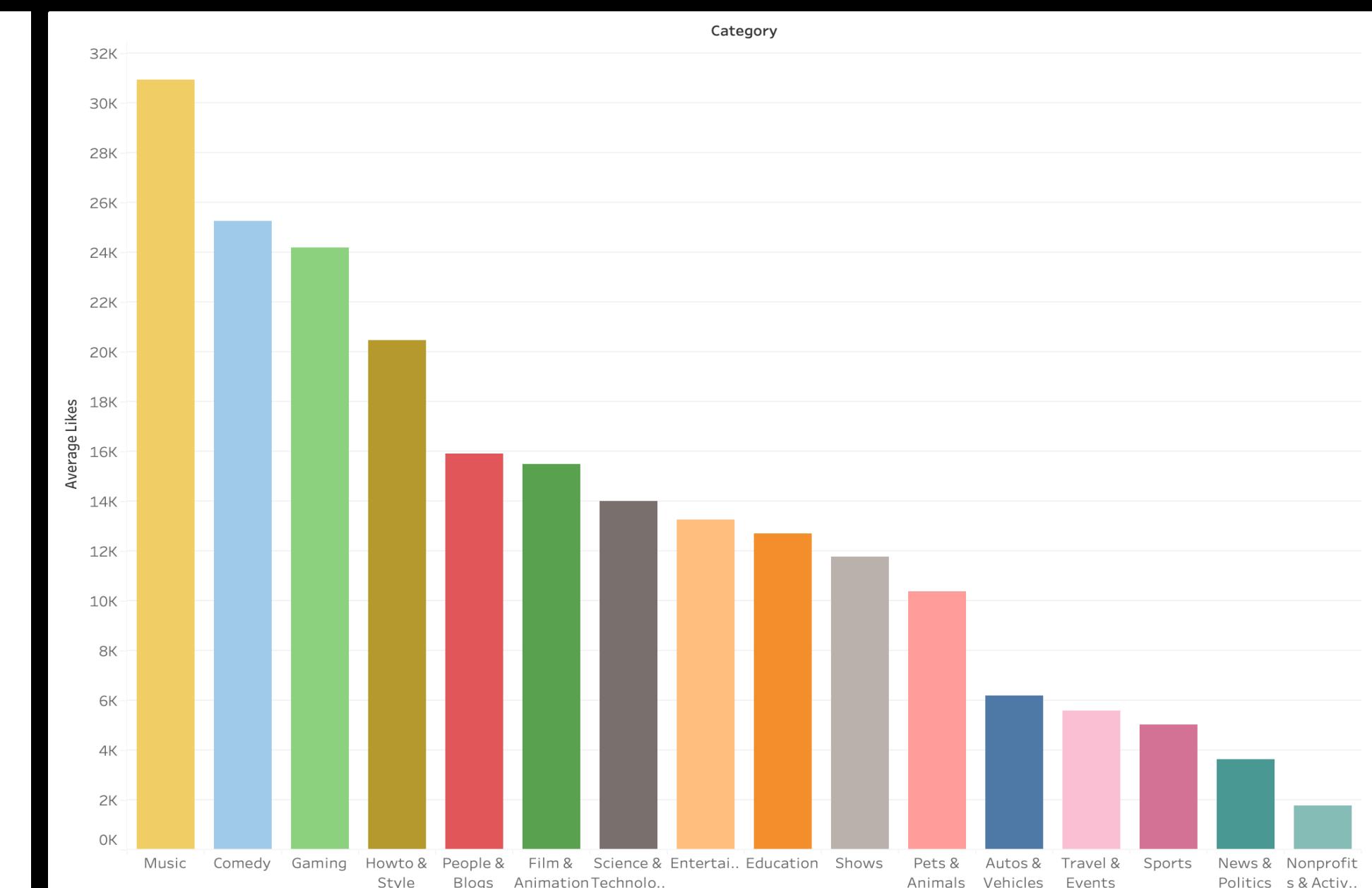
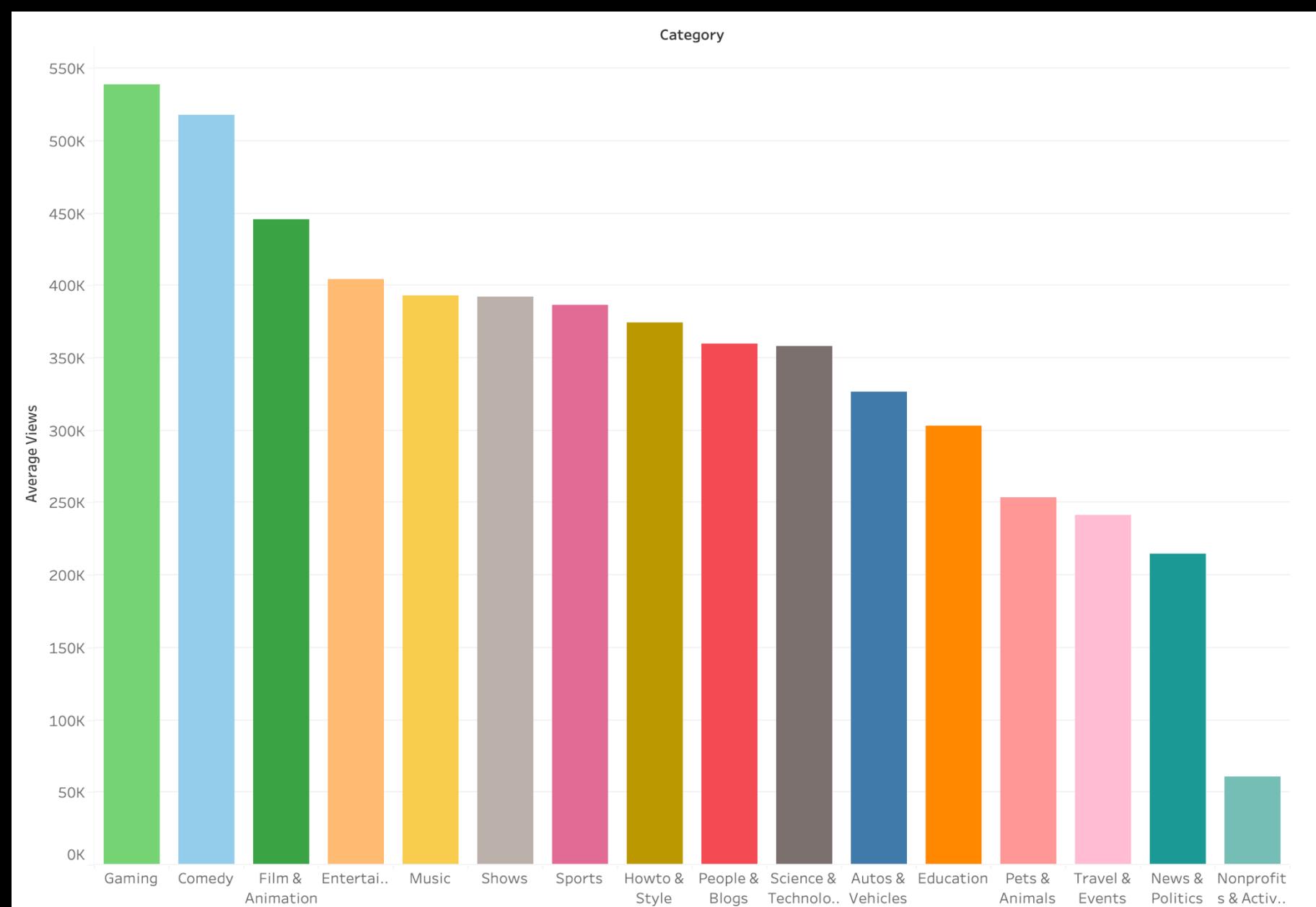
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 **4. USA**

- 1. Average Views per Category  
/ Average Likes per Category**
  
- 2. Average Views by Grouping Based on Time  
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/ Average Time to Become a Trending Video  
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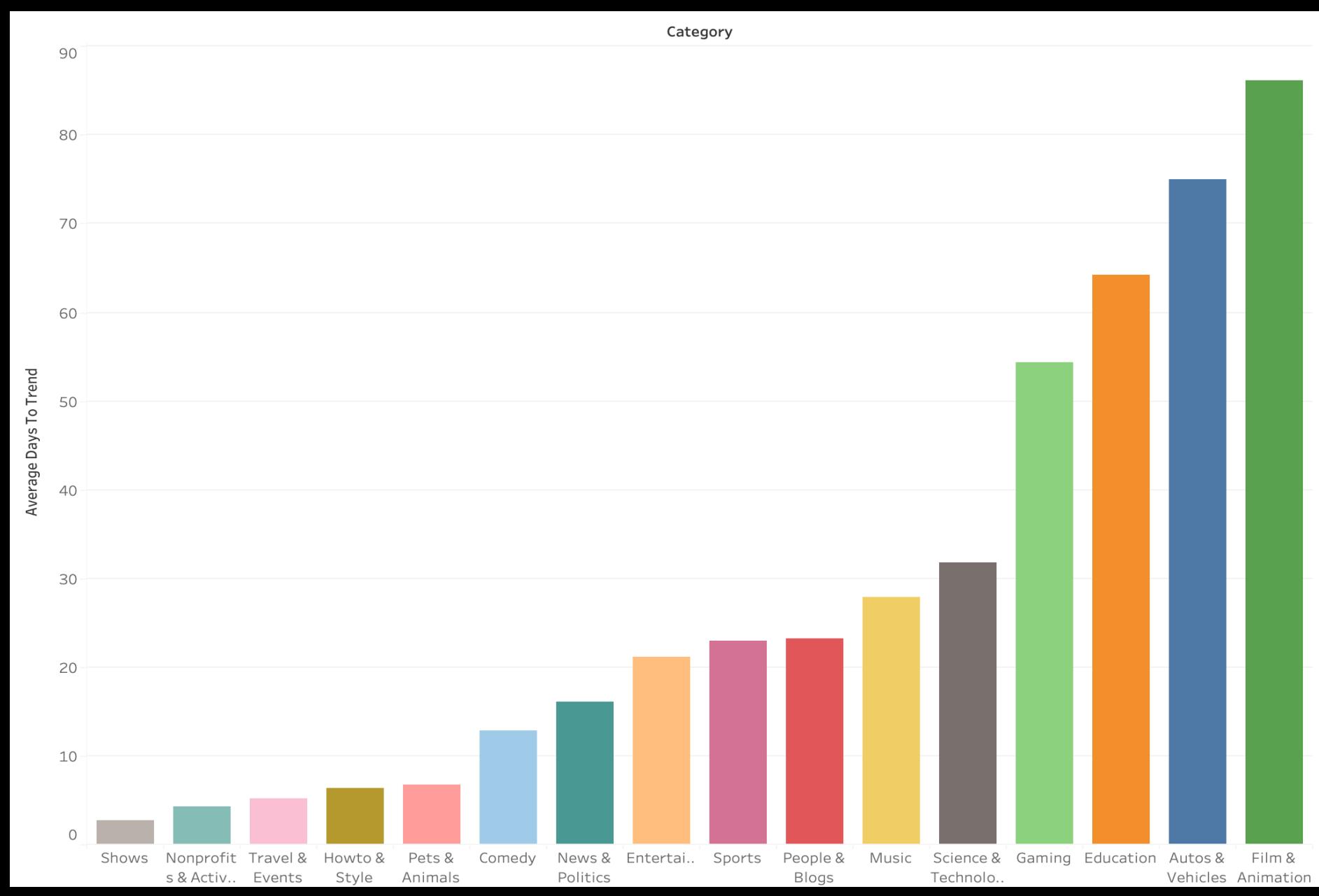
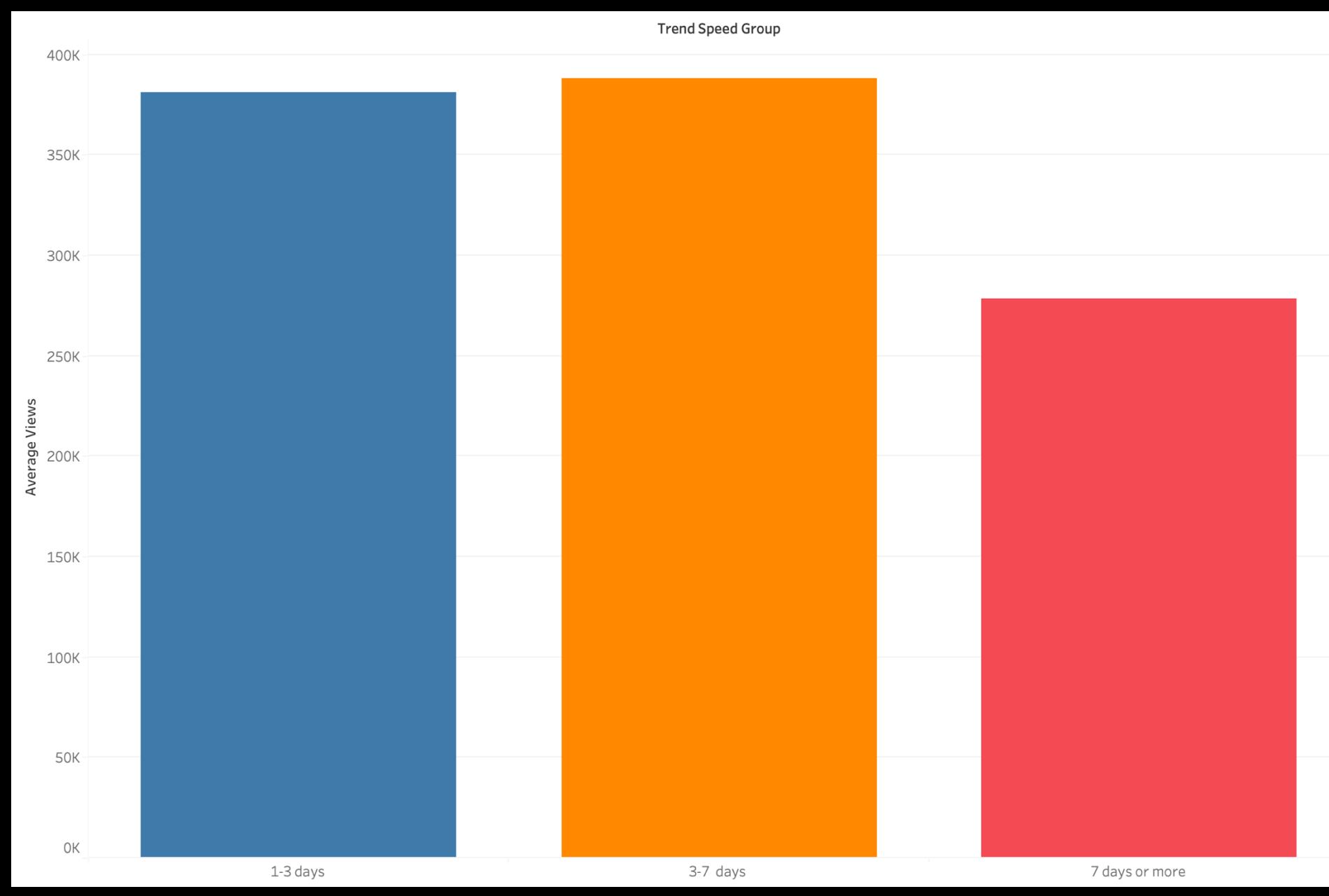
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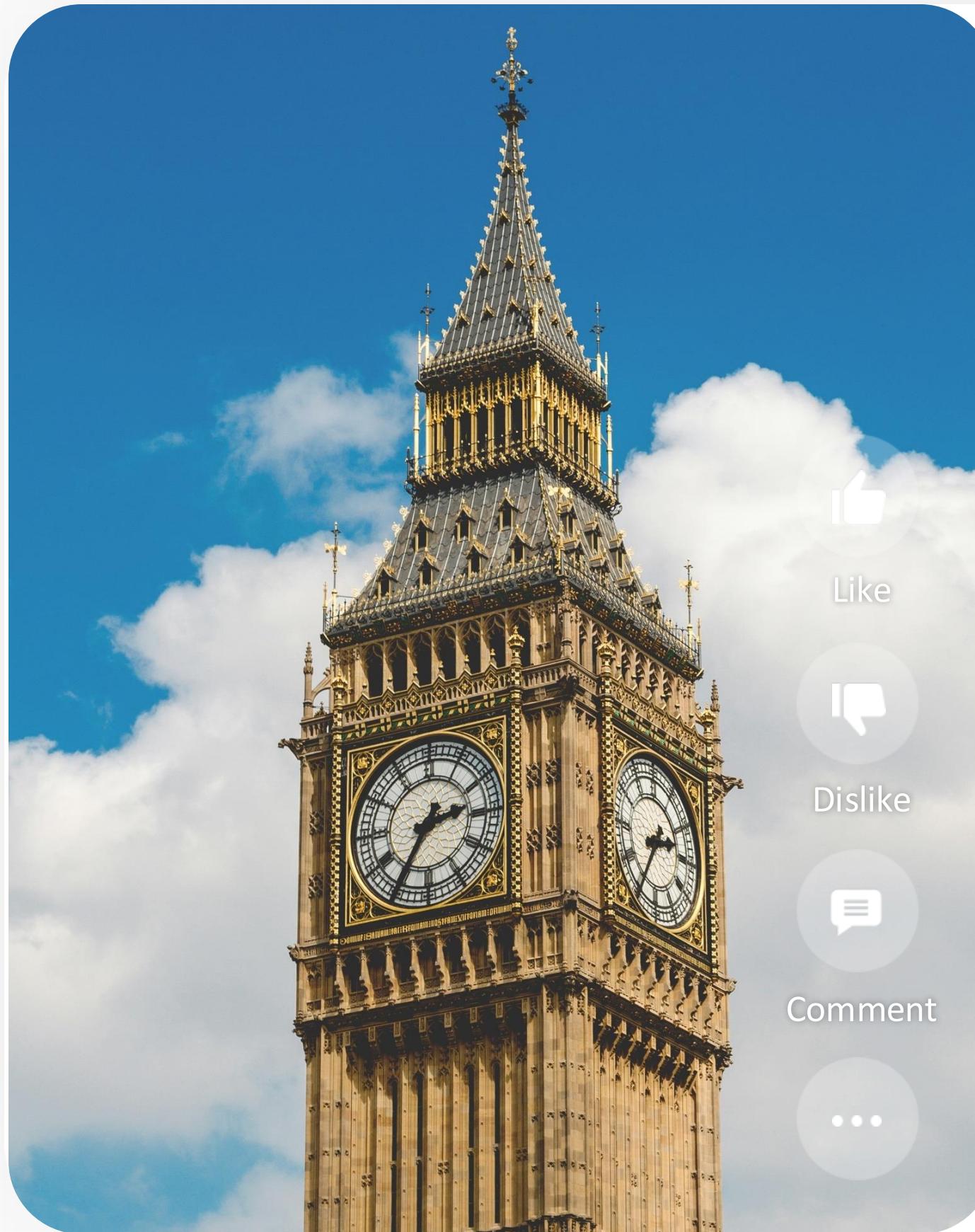
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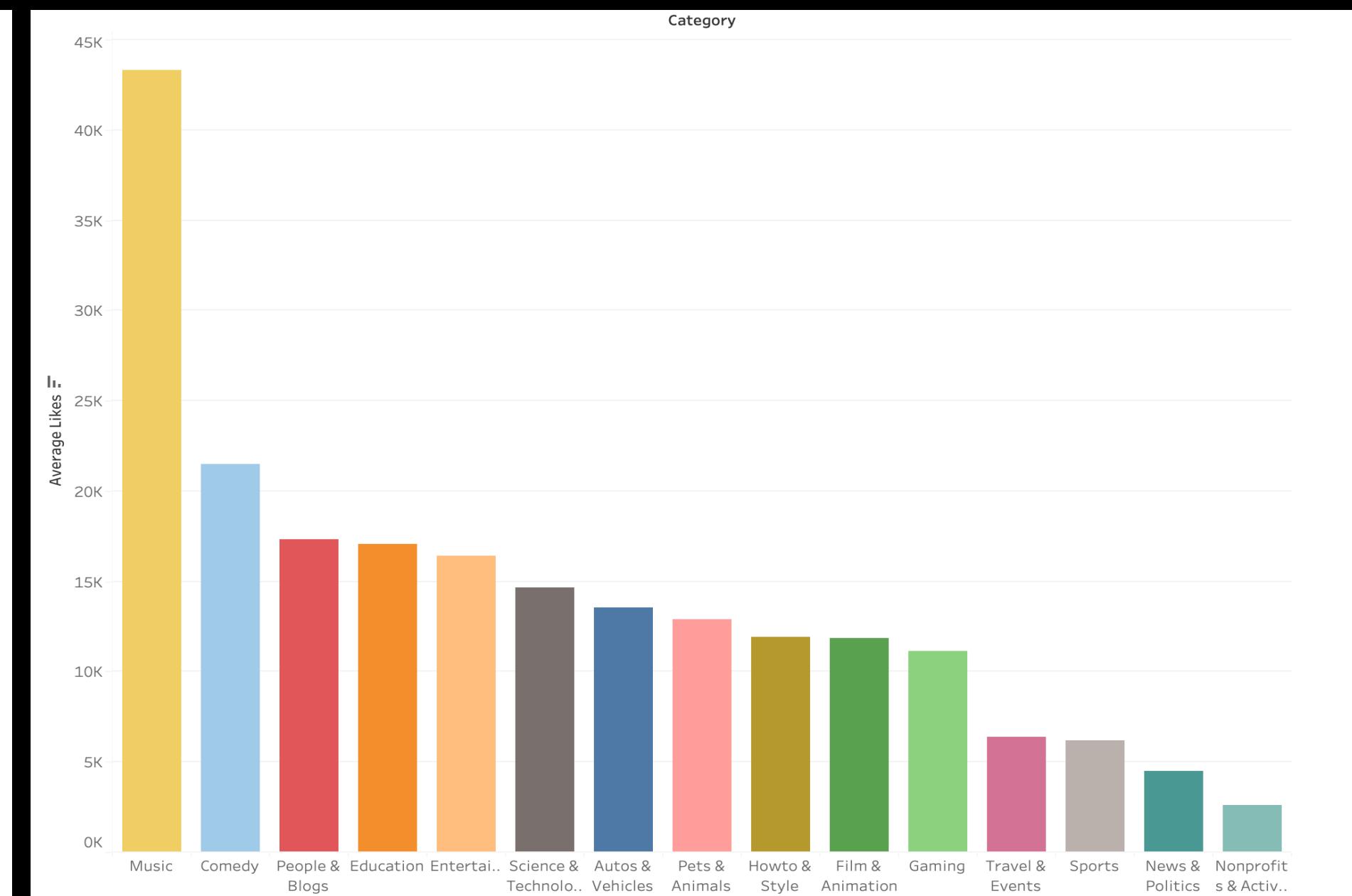
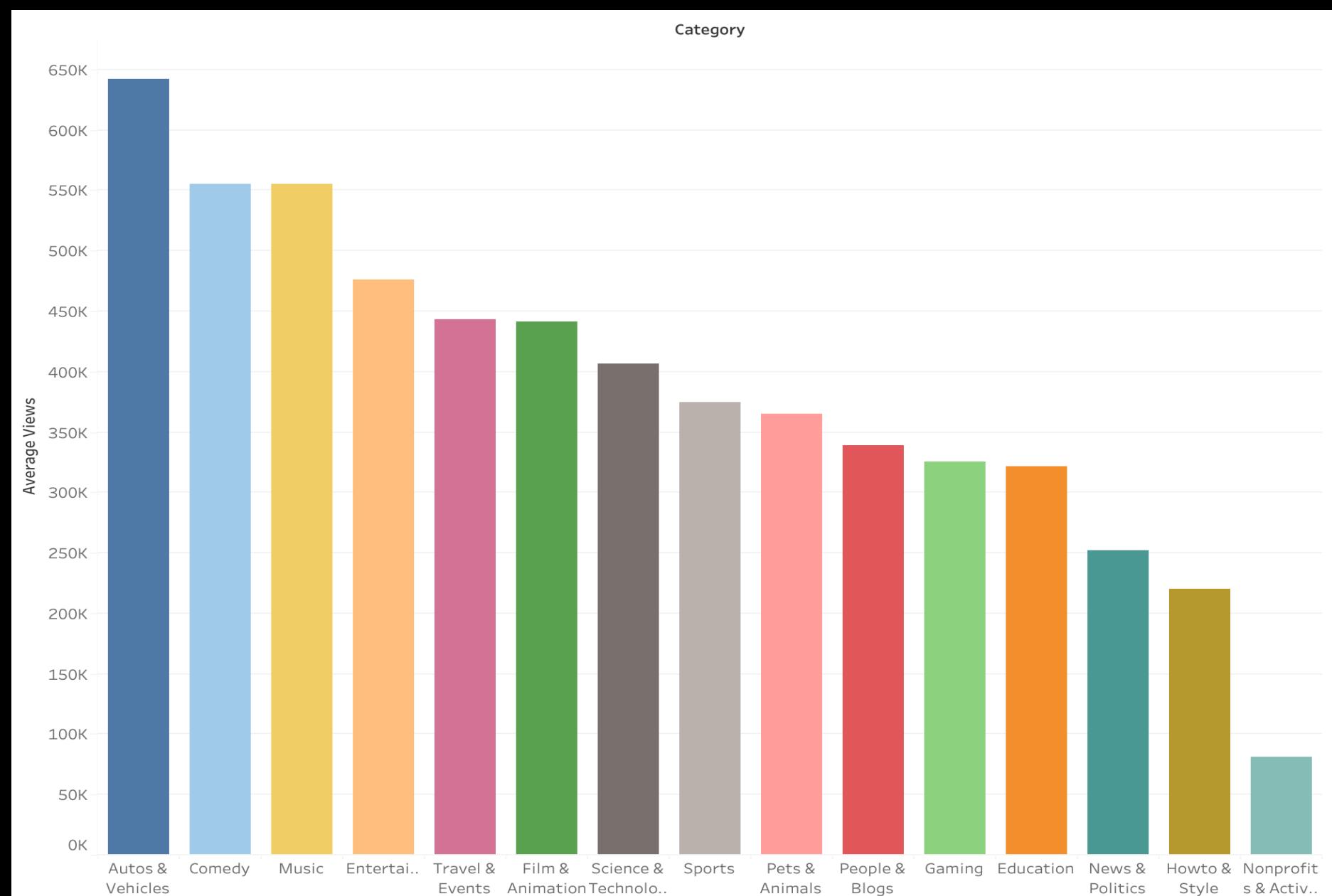
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/ Average Likes per Category**
  
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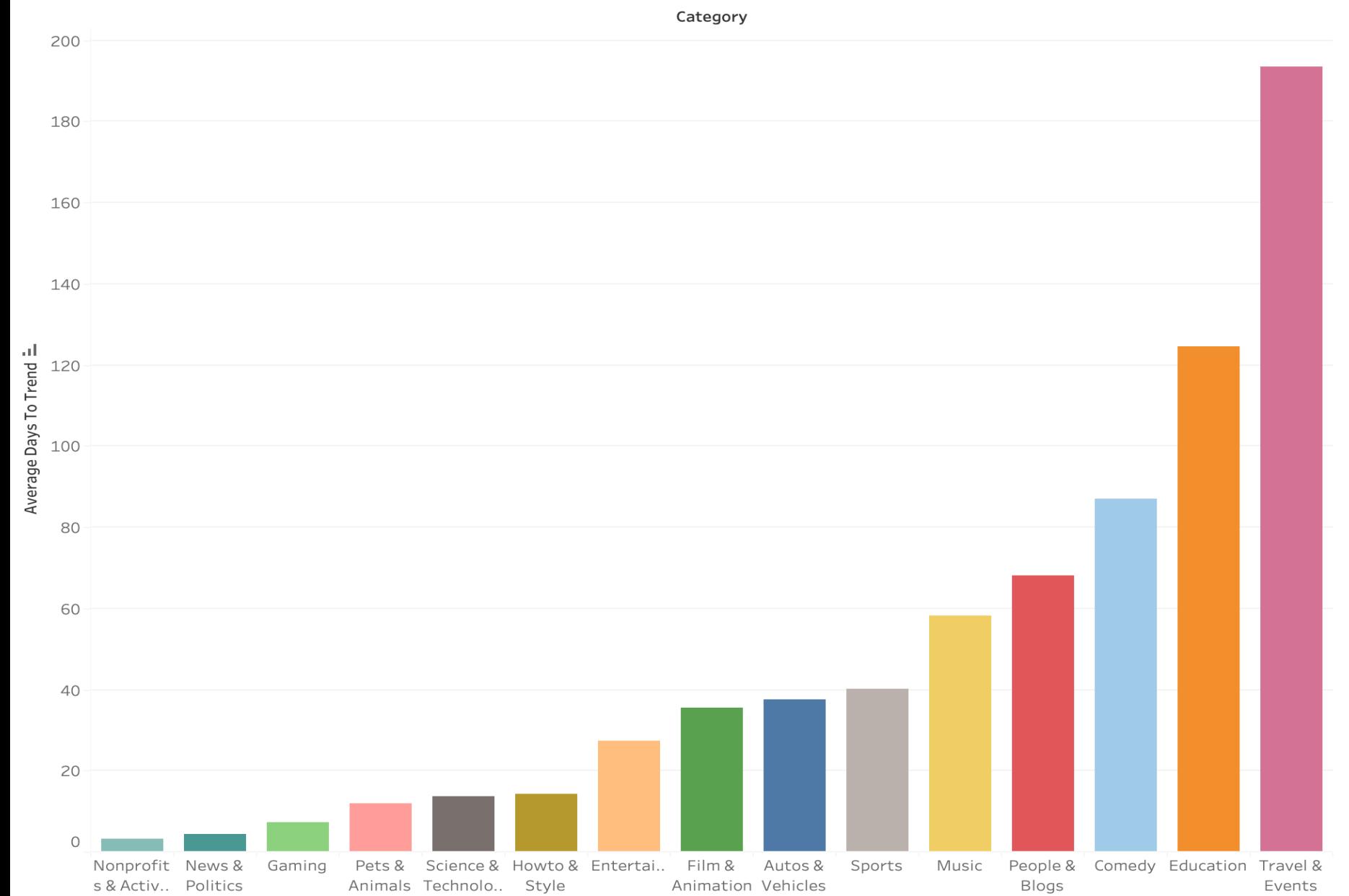
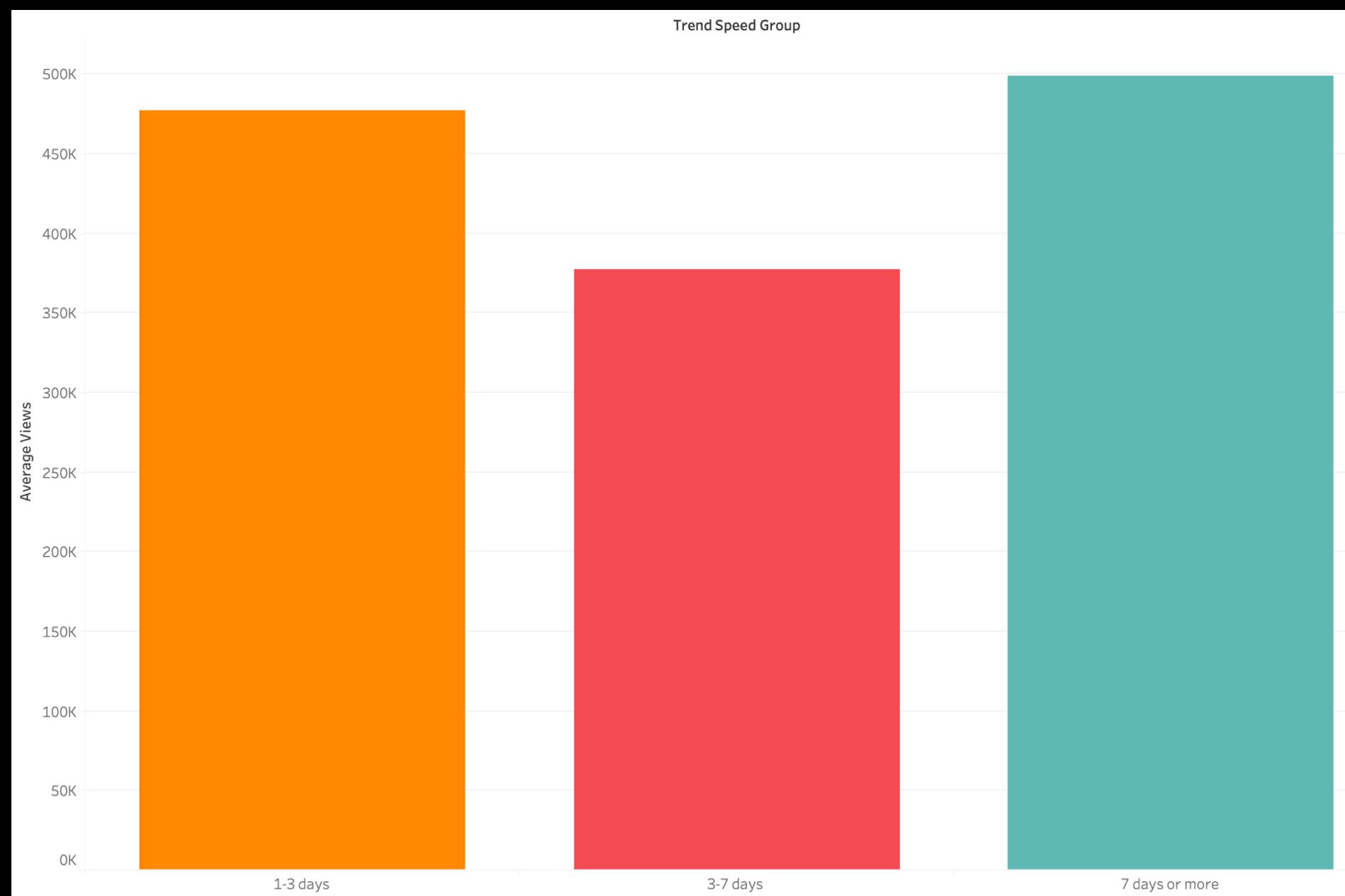
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## Insights from Views and Likes

### Common Characteristics

- **High Engagement:** Popular and globally appealing categories (e.g., Music, Comedy, Gaming) show high views and likes.
- **Low Engagement:** Niche or time-specific categories (e.g., Nonprofits & Activism, Trailers) tend to have lower views and likes.
- **Correlation:** Views and likes are consistently higher for content with broad appeal and strong early reactions.

### Key Strategy from this part

- **Focus on Popular Categories:** Prioritize high-engagement categories like Music and Comedy.
- **Maximize Early Reaction:** Use social media campaigns and optimized thumbnails to drive views and likes quickly.
- **Differentiate Niche Content:** Enhance messaging or target specific audiences for low-engagement categories like Nonprofits.



## Insights from the relationship between time to become a trending video and average views

### Insight

- **Faster Trending = Higher Views:** Videos trending within 1-3 days (~90k views) and 3-7 days (~88k views) perform significantly better than those taking 7+ days (~53k views).
- **Early Engagement is Key:** Maximizing views requires strong initial traction in the first 1-3 days.

### Key Strategy from this part

- **Focus on Fast-Trending Categories:** Prioritize content in categories like **Education, Comedy, and Gaming** that trend within 2-3 days for quick visibility.
- **Maximize Early Engagement:** Strong initial promotion within the first 1-3 days is critical for higher views.
- **Sustain with Long-Trending Categories:** Use categories like **Music and Travel & Events** for evergreen content and long-term audience retention.



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## Key Findings

- **High Engagement Categories:**

Popular categories like **Music, Comedy, Gaming** tend to achieve higher views and likes due to global appeal and broad audience engagement.

- **Faster Trending Leads to Success**

Videos that trend within **1-3 days** achieve significantly higher views compared to those taking longer, highlighting the importance of early engagement.

- **Category-Specific Trends**

Categories such as **Education, Gaming, and Science & Technology** trend faster, suggesting these areas are more reactive to early promotion.

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## Average Views per Category



빠더너스 BDNS

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Strategy

## Strategic Recommendations

**1. Focus on High-Impact Categories:** Invest in creating content for globally appealing categories like *Music, Comedy, Gaming*, where engagement is naturally higher.

**2. Maximize Early Momentum:** Prioritize promotional efforts within the first 1-3 days of upload through targeted social media campaigns, compelling thumbnails, and SEO-optimized titles.

**3. Leverage Quick-Trending Categories:** Utilize fast-trending categories like *Education and Gaming* to ensure timely content performance and increase the likelihood of trending.



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# Reference



## 1. Data Source

: <https://www.kaggle.com/datasets/datasnaek/youtube-new>

## 2. Reference

: <https://support.google.com/youtube/answer/7239739?hl=en>