

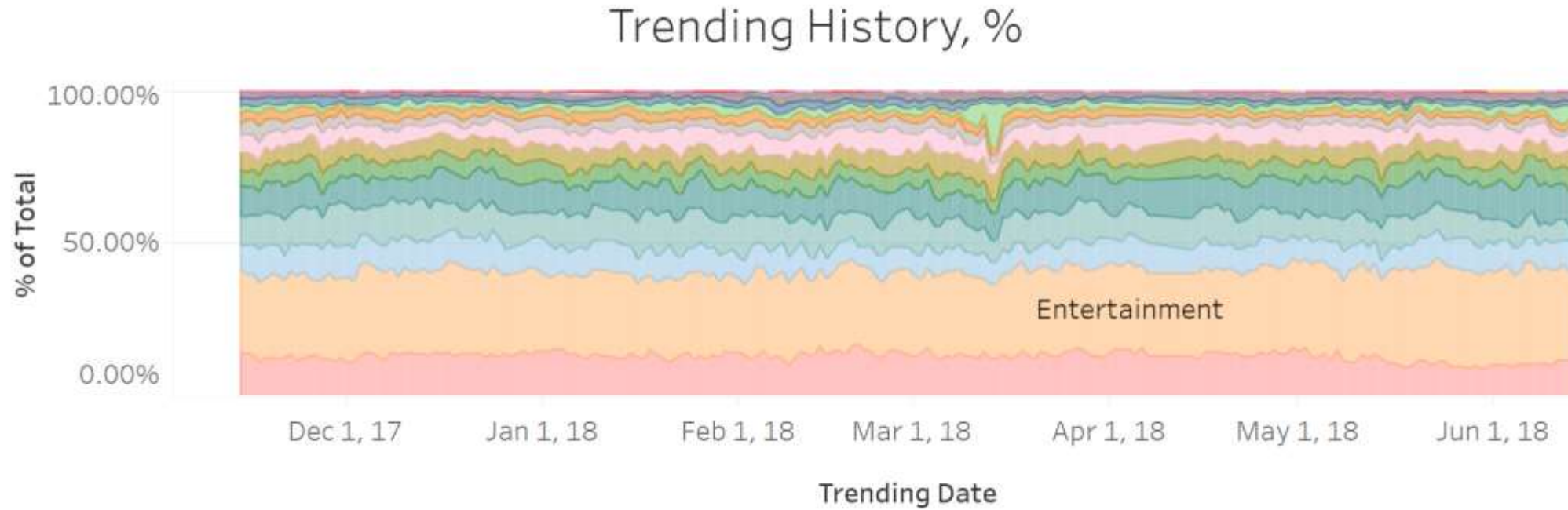
# Trendings

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This paper aims at finding trends in YouTube videos, using data on top viewed videos for different world regions, across 7 months.

### Which video categories trended most often (worldwide)?

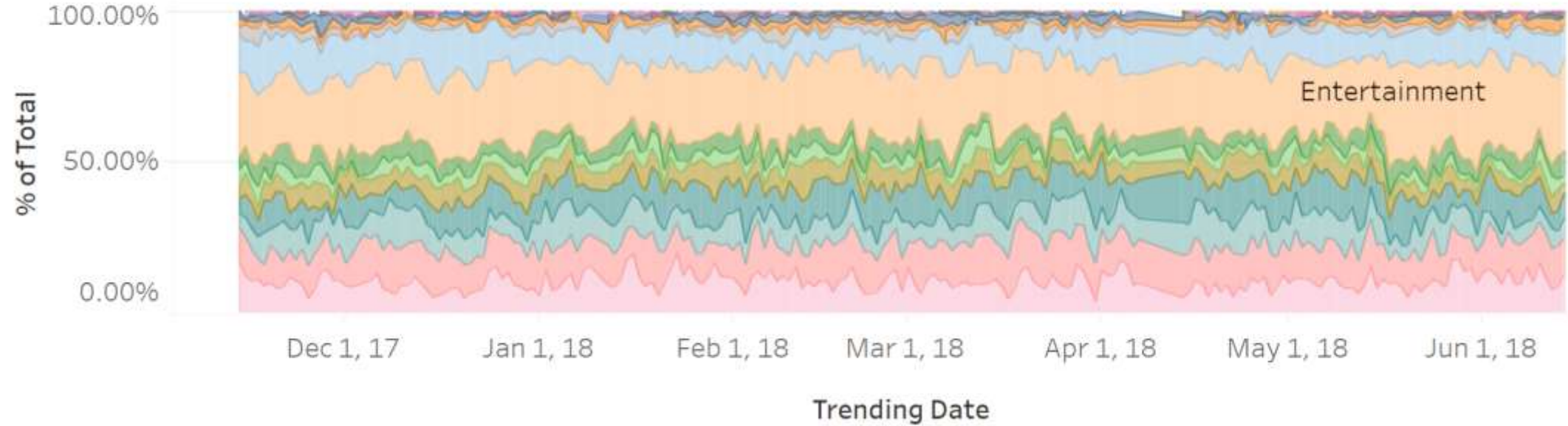


“Entertainment” category was the trendiest, with 30% portion of total videos. “People & Blogs” follow with a 13% share.

**How video categories were  
distributed among regions?**

# France

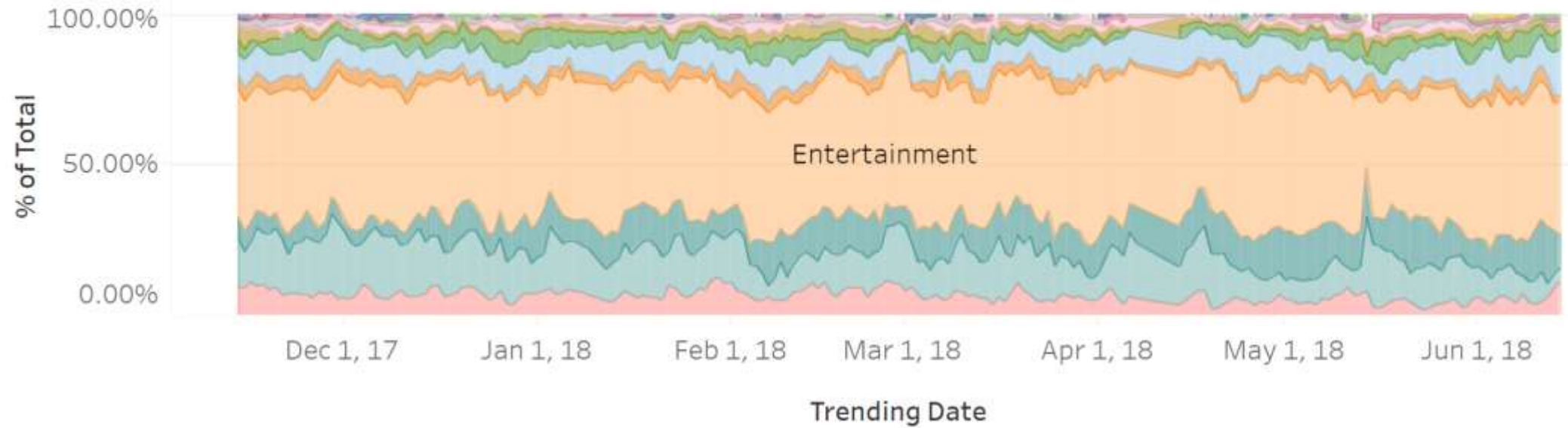
## Trending History, %



“Entertainment” at top with a 25% share, followed by “People & Blogs” (14%).

# India

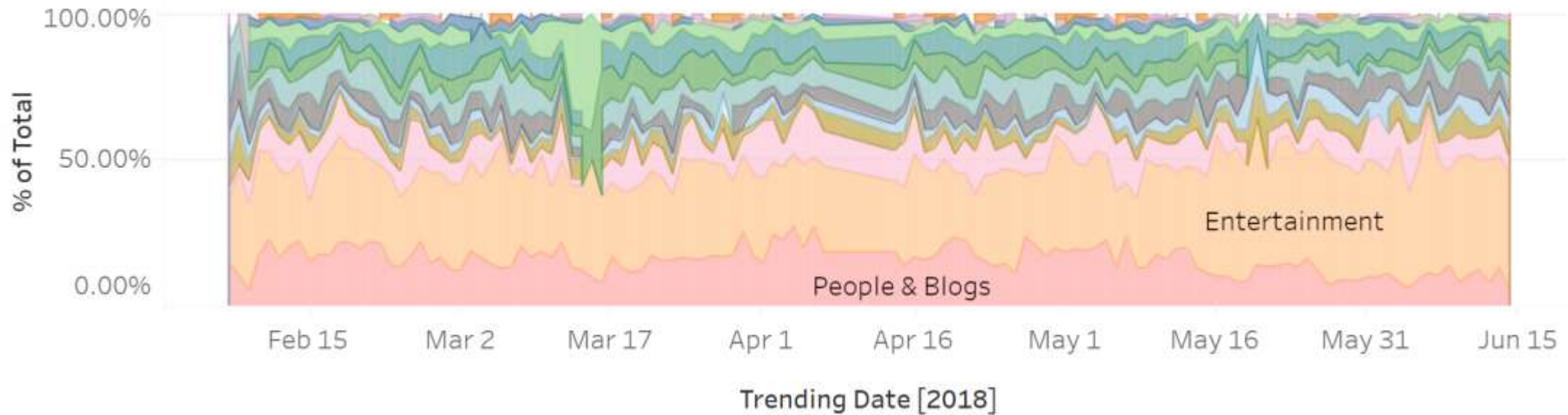
Trending History, %



“Entertainment” (45%) is by far the most popular category in India.

# Japan

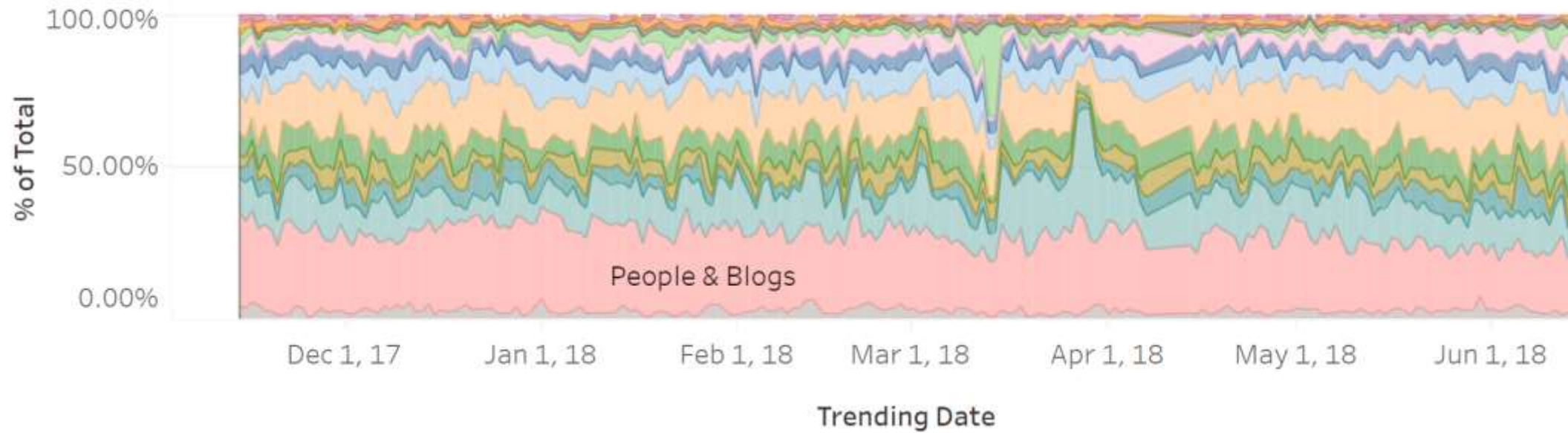
## Trending History, %



“Entertainment” at top with a 28% share, followed by  
“People & Blogs” (17%).

# Russia

Trending History, %

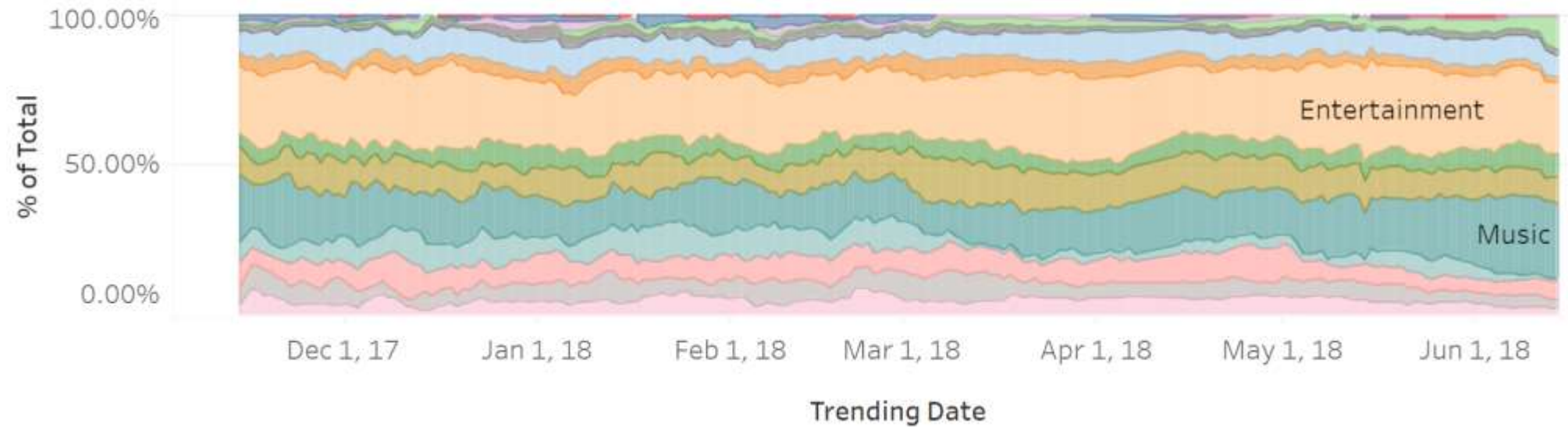


“People & Blogs” (25%) is the most popular category, followed by “Entertainment” and “News & Politics” (15% share each)



# US

## Trending History, %



“Entertainment” at top with a 23% share,  
followed by “Music” (13%).

**Were there any differences between categories popular in the US and those popular elsewhere?**

“Entertainment”, the trendiest category in the US, was the most popular category in all countries checked except Russia.

“Music”, 2<sup>nd</sup> trendiest category in the US, achieved same shares (13%) in France and India, but half the shares in Russia and Japan.

Position-wise, “music” was the 2<sup>nd</sup> most popular category only in the US. In France and India it achieved the 3<sup>rd</sup> place.

# Final conclusions & recommendations

“Entertainment” is prominent in every country analysed.

Other significant categories include “People & Blogs”, “News & Politics”, “Sports” and “Music”, depending on the country.

For 3 days in March, “Gaming” count had boosted by up to times 10, in Japan And Russia. Its worth to check if it’s a recurring phenomenon and if so, land an advertisement contract for those 3 days in “Gaming” related channels.