

Trending-video on YouTube

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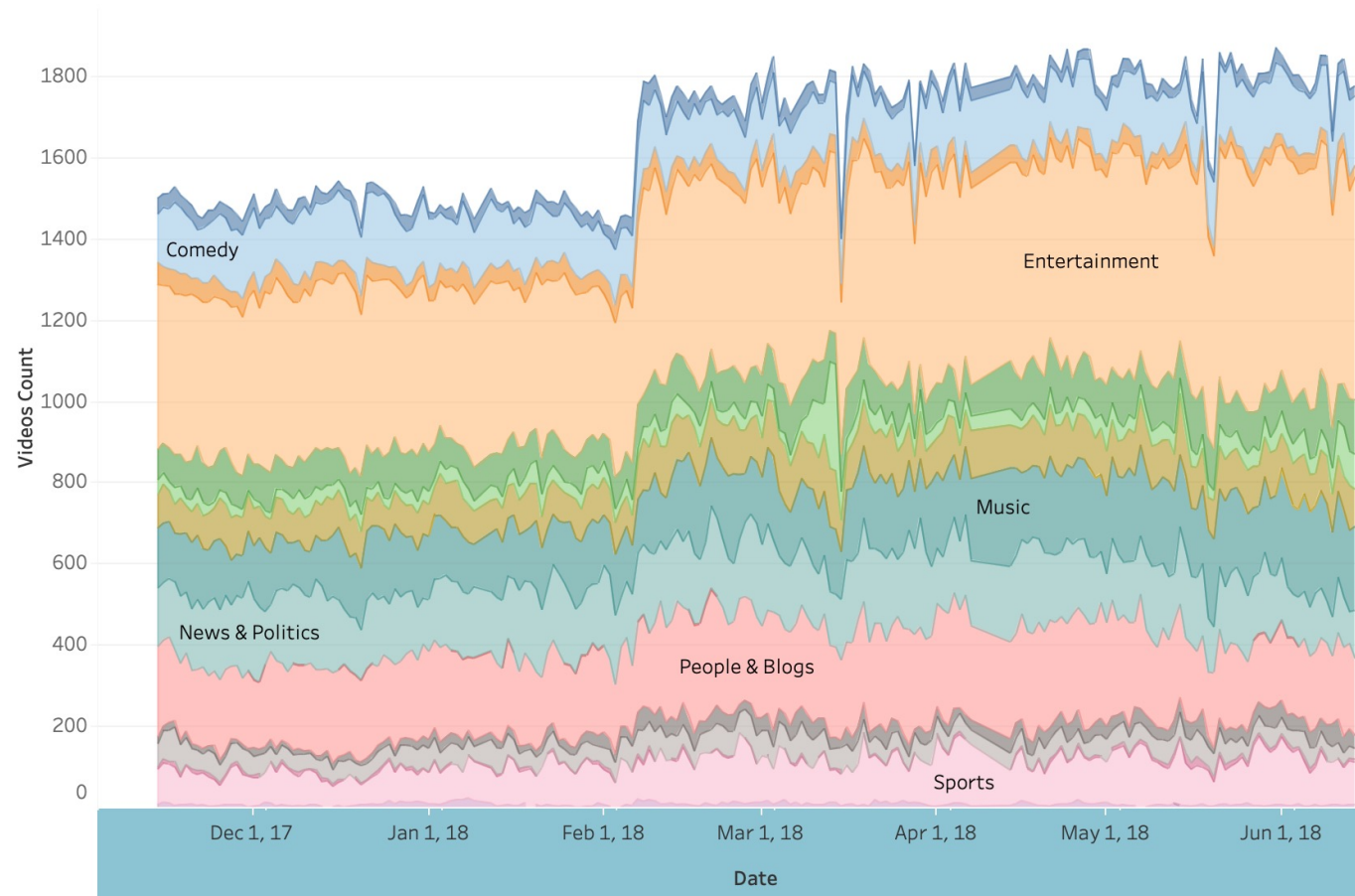
AGENDA

- Introduction
- Which video categories trended most often?
- How were they distributed among regions?
- What categories were especially popular in the United States? Were there any differences between the categories popular in the US and those popular elsewhere?
- Conclusion

INTRODUCTION

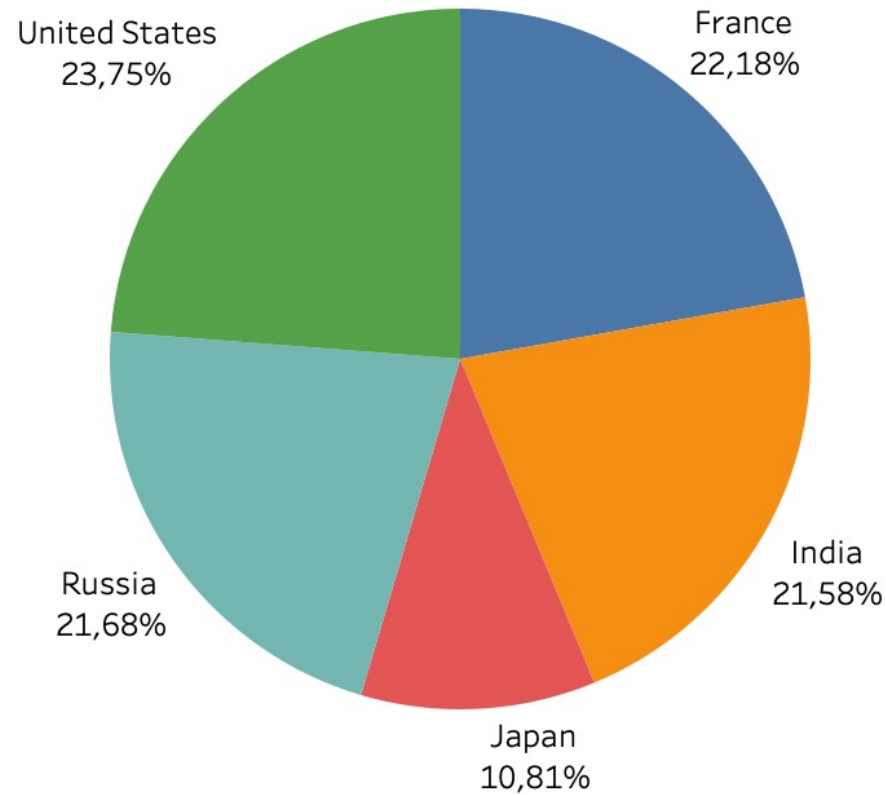
- Time: 14.11.2017 – 14.06.2018
- Platform: You Tube
- Regions: India, France, Japan, Russia, United states
- 10 categories
- up to 220 views per ID
- 12343 IDs in total

CATEGORIES TRENDED



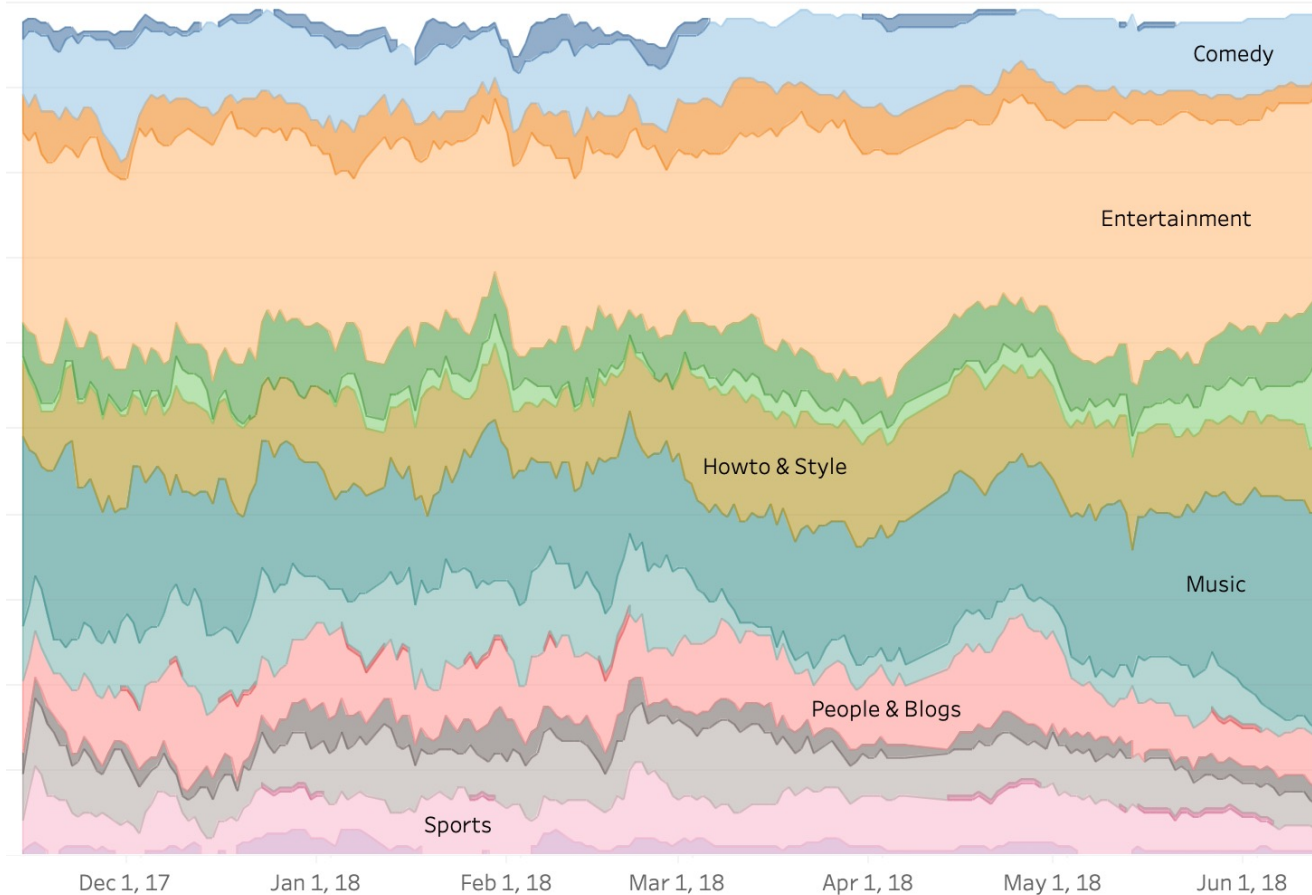
Entertainment is the most popular category with a share growing from around 10-12% in 2017 to ~16% in the middle of 2018

DISTRIBUTION AMONG REGIONS



United States, France, Russia and India takes almost equal parts between 21 and 24%, while Japan twice less – 10,81%

POPULAR IN THE UNITED STATES



Entertainment's category share is less than among all regions but still takes first place almost all period of time

While on the last date, 14.06.2018

Music is the most popular category – with 12%

Entertainment – 11,6%

CONCLUSION Top 5 Categories (total/last week)

Region		Entertai..	Music	Howto & Style	Comedy	People & Blogs
United States	11.	19 638	12 874	8 280	6 870	6 122

Region		People & Blogs	Entertai..	News & Politics	Comedy	Film & Animation
Russia	11.	18 452	11 692	9 858	5 968	5 676

Region		Entertai..	People & Blogs	Sports	News & Politics	Music
Japan	11.	11 734	5 792	3 606	2 654	2 480

Region		Entertai..	News & Politics	Music	Comedy	People & Blogs
India	11.	32 924	10 346	7 714	6 814	4 988

Region		Entertai..	People & Blogs	Comedy	Sports	Music
France	11.	19 020	9 346	8 446	8 002	7 658

Region		Music	Entertai..	Howto & Style	Comedy	Film & Animation
United States	11.	816	792	282	256	252

Region		People & Blogs	Entertai..	News & Politics	Film & Animation	Comedy
Russia	11.	588	522	360	272	246

Region		Entertai..	People & Blogs	Pets & Animals	Sports	News & Politics
Japan	11.	988	264	216	200	154

Region		Entertai..	Music	Comedy	News & Politics	People & Blogs
India	11.	1 290	402	328	194	176

Region		Entertai..	People & Blogs	Sports	Comedy	Music
France	11.	852	382	336	318	248

WEEK 07-14.06.2021

- United States – Music category is on the 1st place (since the beginning of June 2018)
- Entertainment category in India still has the highest results in absolute values