

# TRENDING-VIDEO HISTORY ON YOUTUBE

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November 14<sup>th</sup>, 2017 – June 14<sup>th</sup>, 2018

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# The purpose of the study

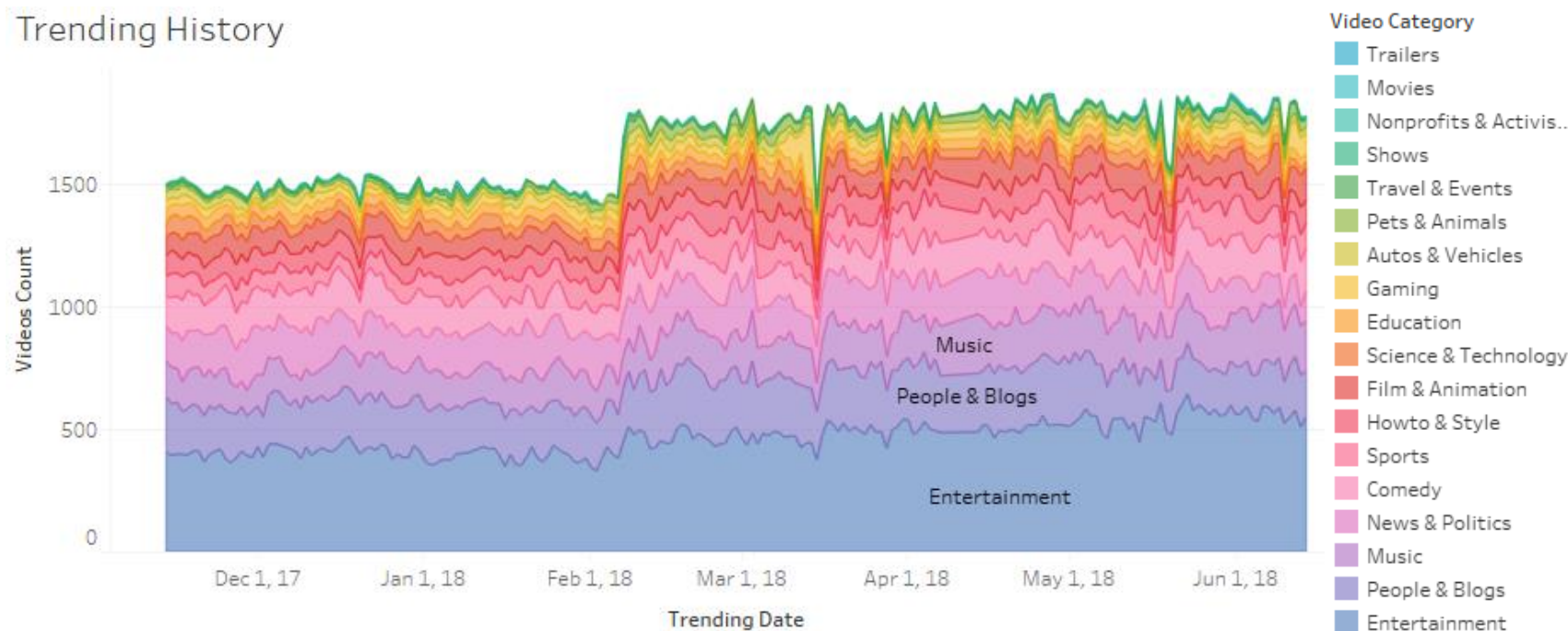
The purpose of the study is to analyze trending videos on YouTube to determine what content deserves marketing attention. We will look at-

- 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?

# General Conclusions

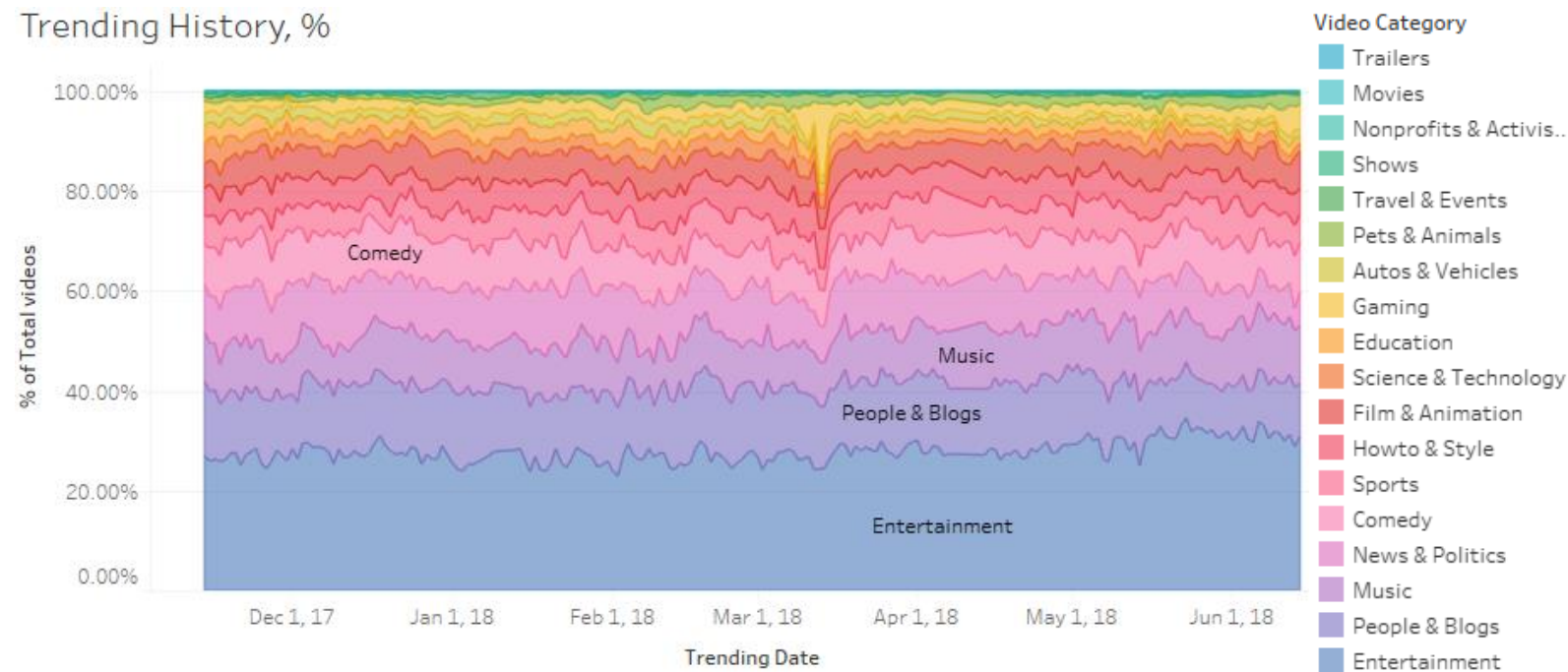
- Entertainment, People & Blogs and Music are the video categories that trended most often.
- The United States constitutes the highest percentage of YouTube video views
- The most popular YouTube video category in the united states is Entertainment

# Entertainment, People & Blogs and Music are the video categories that trended most often



Entertainment is the #1 category of videos that trended on YouTube most often, followed by People & Blogs and Music.

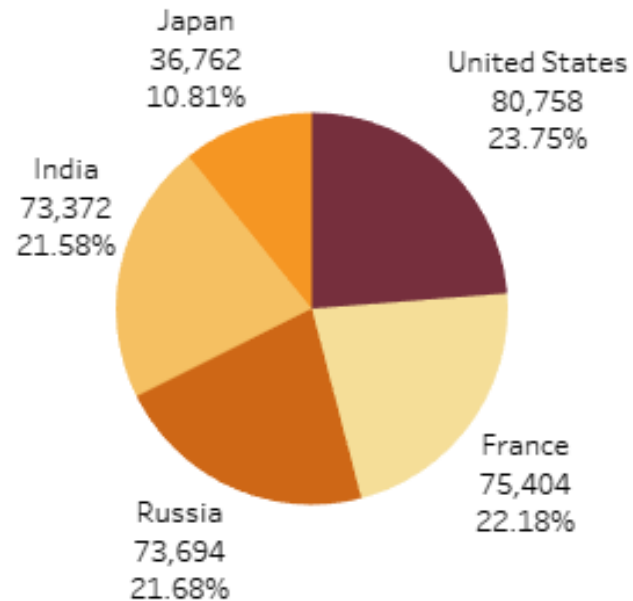
# Entertainment, People & Blogs and Music are the video categories that trended most often



Entertainment constitutes the highest percentage of videos that trended on YouTube most often, followed by People & Blogs and Music.

# The United States constitutes the highest percentage of YouTube video views

Trending Videos by Country



The United States constitute 23.75% of all trending video views, followed by France with 22.18% and Russia with 21.68%

# The most popular YouTube video category in the united states is Entertainment

Trending Video Categories Distribution Among Regions

Category Title	Region				
	United States	France	India	Japan	Russia
Entertainment	19,638	19,020	32,924	11,734	11,692
Music	12,874	7,658	7,714	2,480	3,664
Howto & Style	8,280	4,668	1,674	1,574	3,928
Comedy	6,870	8,446	6,814	1,372	5,968
People & Blogs	6,122	9,346	4,988	5,792	18,452
News & Politics	4,818	6,526	10,346	2,654	9,858
Science & Technology	4,722	1,588	1,096	300	2,226
Film & Animation	4,680	3,768	3,298	2,140	5,676
Sports	4,250	8,002	1,424	3,606	3,684
Education	3,284	1,480	2,360	212	1,326
Pets & Animals	1,832	468	6	2,250	1,154
Gaming	1,606	2,786	132	1,834	2,050
Travel & Events	804	204	16	276	510
Autos & Vehicles	758	1,220	138	538	3,116
Shows	114	198	410		388
Nonprofits & Activism	106				
Trailers		4			
Movies		22	32		2

The most popular YouTube video category in the United States is Entertainment, followed by Music and Howto & Style.

There are differences between the categories popular in the US and those popular elsewhere. For example, in Russia, the most popular YouTube video category is People & Blogs. In India, the second most popular YouTube video category is News & Politics.



# Conclusion

From our analysis we found that overall the most trending YouTube video categories on November 14<sup>th</sup>, 2017 to June 14<sup>th</sup>, 2018 were Entertainment, People & Blogs and Music. I would recommend overall to invest marketing resources into those categories. In addition, I would recommend investing in marketing the Howto & Style category because it's the 3<sup>rd</sup> most trending category in the US which is our top country for YouTube views.