

# WORLD TRENDING VIDEOS

analysis of trending-video history on YouTube  
for the period of November 14, 2017 – June 14, 2018

prepared by Maxim Pakhomov

[mpmusa@gmail.com](mailto:mpmusa@gmail.com)

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# World Trending Vids dashboard functionality

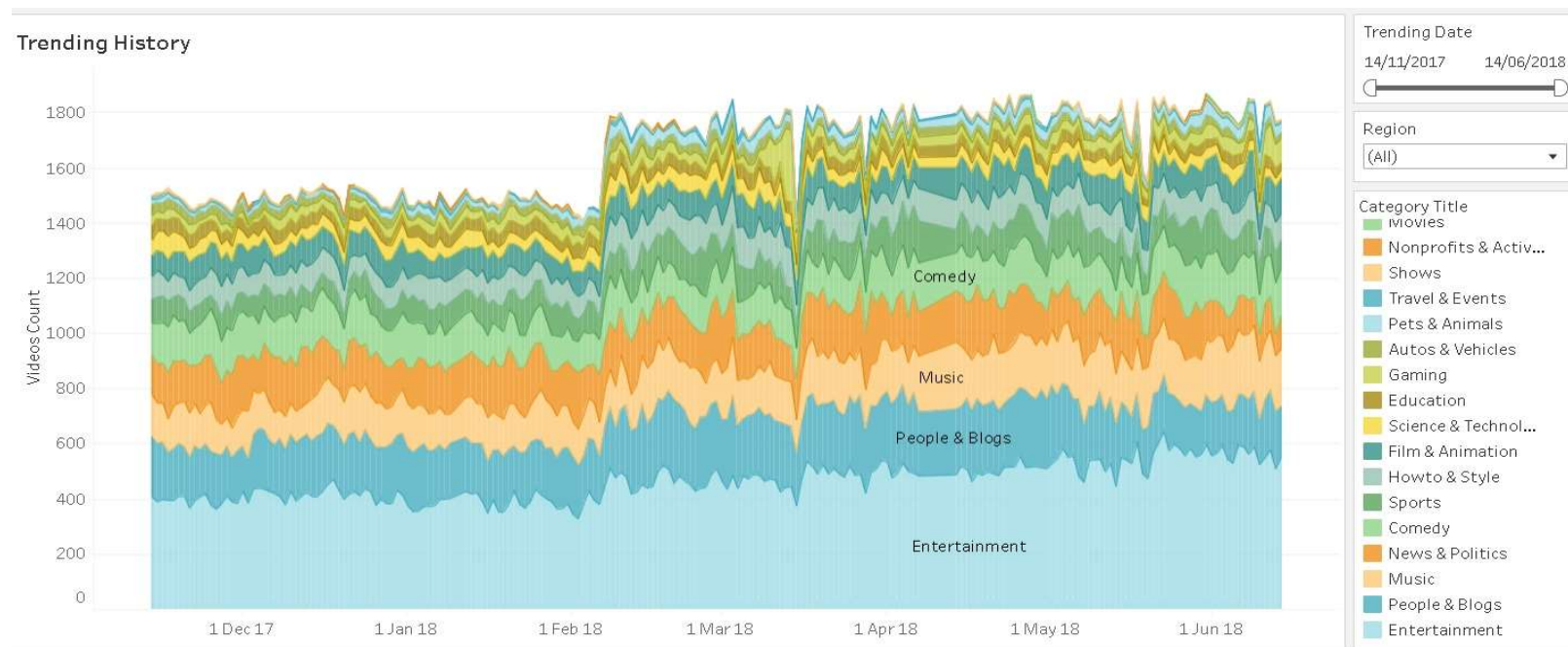
The dashboard [World Trending Vids](#) was designed for Sterling & Draper advertising agency to help its managers to get the following information on the daily basis:

1. What video categories were trending last day/week/month/period.
2. How were they distributed among various regions.
3. What categories were especially popular in each region.

# Which video categories trended most often?

The most often trended video categories for the relevant period:

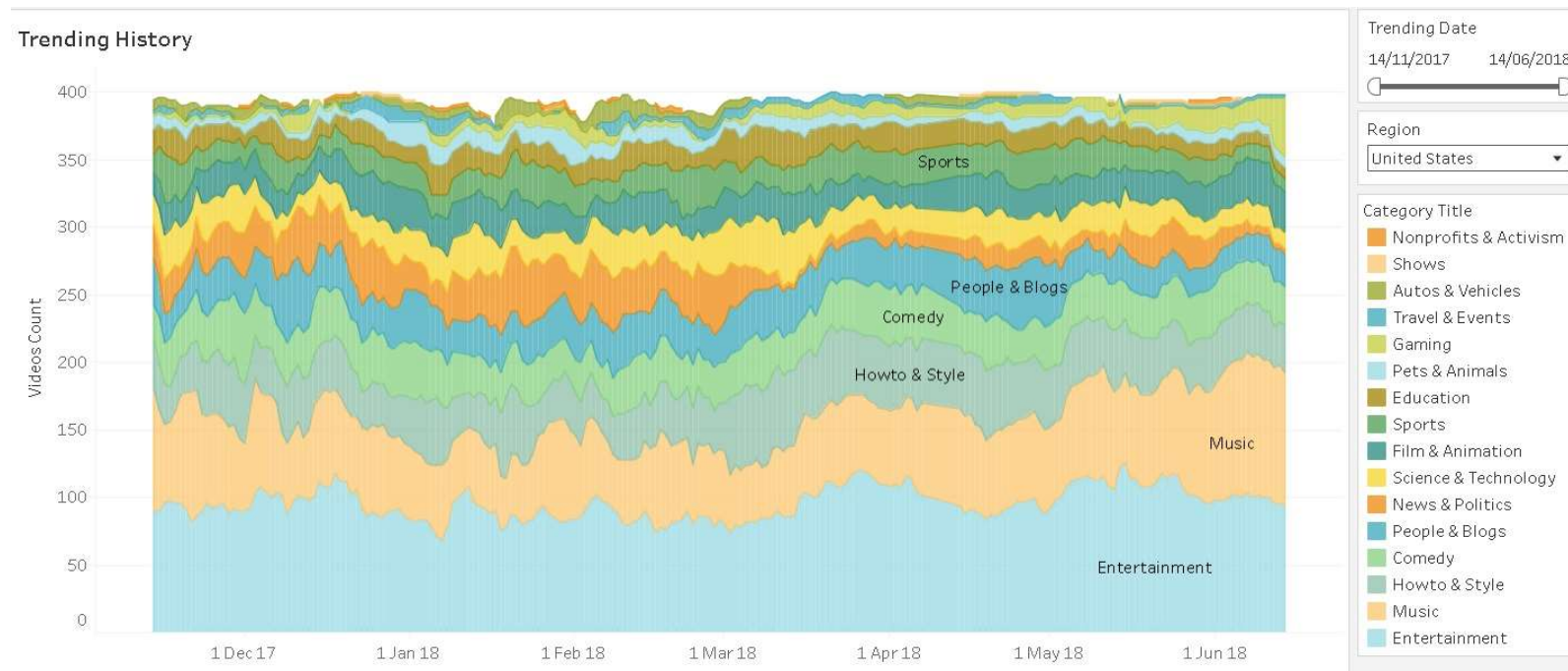
1. Entertainment
2. Peoples and blogs
3. Music
4. News & Politics
5. Comedy



# The most popular categories in the United States?

The following video categories were the favorites in the USA:

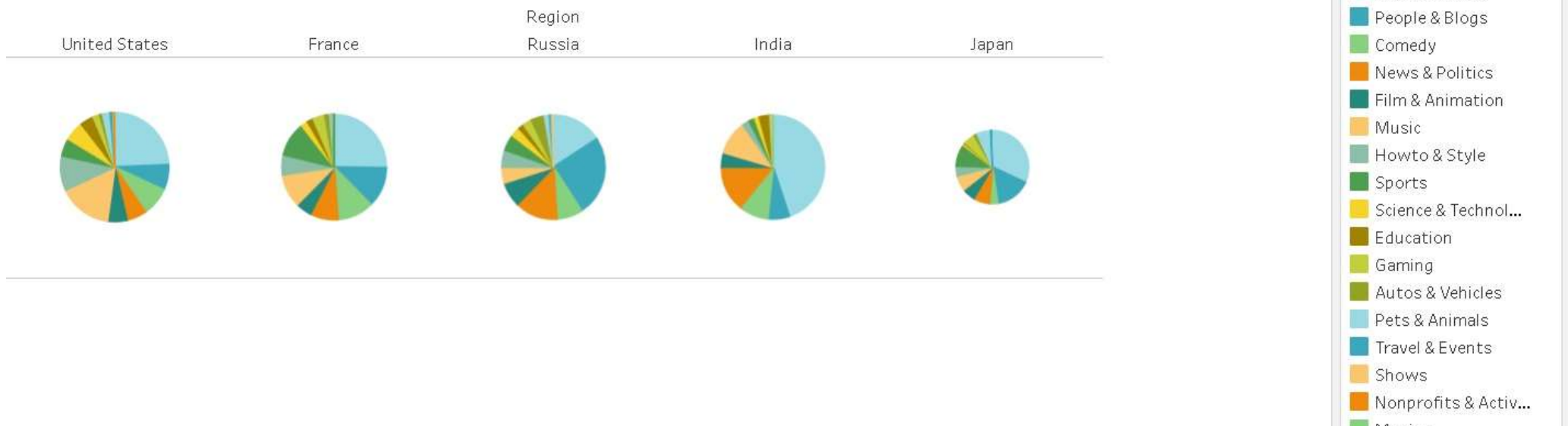
1. Entertainment
2. Music
3. Howto & Style
4. Comedy
5. People & Blogs



# Distribution of the categories among regions

- **Entertainment** Videos were the most popular in all regions with exception of Russia (2), where **Peoples & Blogs** category was the leader.
- **Music** videos, the second trending category in USA hold third place in India, but not so popular in France (5), Russia (8) and Japan (5).
- **Howto & Style**, the third trending category in USA, is less popular in other regions: France (7), India (8), Russia (6) and Japan (9).

Trending Vids by Country



# Last week overview

Share of the most popular **Entertainment** category fall from 33,1% to 30,9% across all markets, while **Gaming** category more than doubled its share up to 4,8% (now on the 9<sup>th</sup> place).

The USA market was the most stable one in terms of fluctuation of total numbers and most trending categories withing the last month. However, during the last week the share of **Gaming** category has been doubled up to 11% in the USA and **Gaming** became the third most popular category on the largest market.

From the other hand the Japan, France and Russian markets showed major fluctuations of total numbers on May 19-20 and June 9-10 weekends.

The leaders on France market remained the same, only **Sports** (3<sup>d</sup>) and **Comedy** (4<sup>th</sup>) have switched their places.

The same situation was observed in India market for **People & Blog** (3<sup>d</sup>) and **News & Politics** (4<sup>th</sup>) have switched their places.

In Japan **News & Politics** raised from 4<sup>th</sup> to 2<sup>nd</sup> place, while **People & Blog** fall from 2<sup>nd</sup> to the 8<sup>th</sup> place. Overall Japan market showed major fluctuations withing last week. The **Entertainment** category remained the leader.

On the Russian market appeared a new leader, being previously on the second position – **Entertainment**, while former leader **People & Blog** dropped to the 2<sup>nd</sup> place.