TRENDING-VIDEO HISTORY ON YOUTUBE ANALYSIS
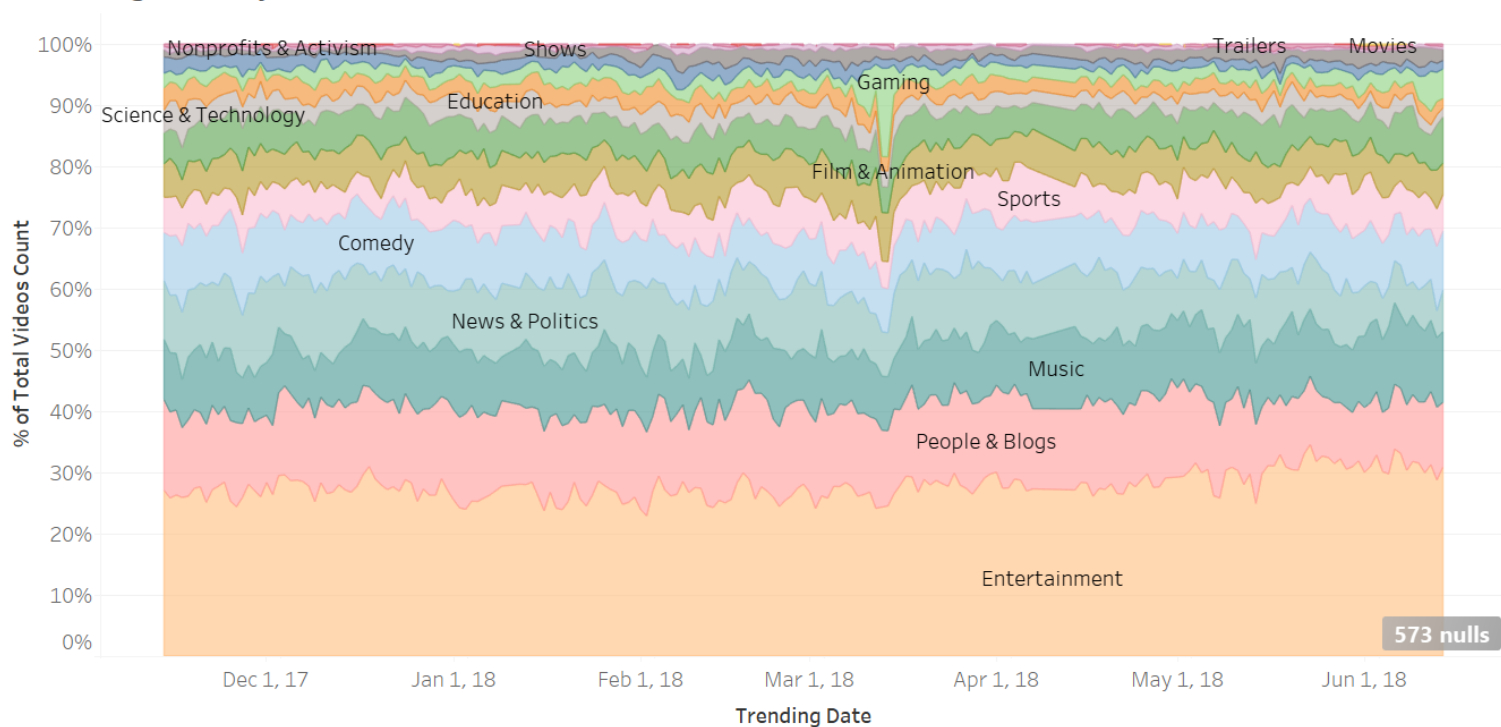
PERIOD 11/14/2017 – 06/14/2018
BUSINESS GOAL: ANALYZE TRENDING-VIDEO HISTORY ON YOUTUBE

intended for video ads planning managers

WHICH VIDEO CATEGORIES TRENDED MOST OFTEN?
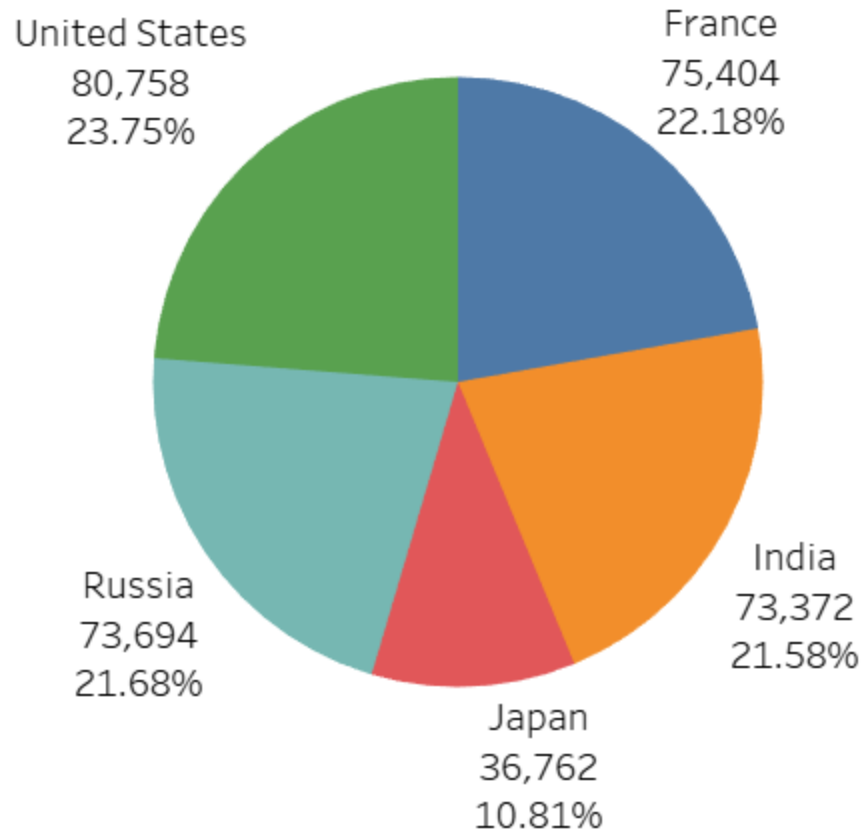
Trending History, %

"Trending History, %" chart – trending videos split by trending time and category shows most popular categories: Entertainment – People & Blogs – Music – News & Politics

HOW WERE THEY DISTRIBUTED AMONG REGIONS?

Trending Videos by Country

"Trending Videos by Country" chart – trending videos split by country shows distribution order:

1. USA
2. France
3. Russia
4. India
5. Japan

United States
80,758
23.75%

France
75,404
22.18%

India
73,372
21.58%

Japan
36,762
10.81%

Russia
73,694
21.68%

WHAT CATEGORIES WERE ESPECIALLY POPULAR IN THE UNITED STATES?

Trending by Country and Category

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

Entertainment – Music – Howto &Style

WERE THERE ANY DIFFERENCES BETWEEN THE CATEGORIES POPULAR IN THE US AND THOSE POPULAR ELSEWHERE?

- Entertainment comes first everywhere except Russia, where it is second to People & Blogs.
- Only USA has Music on the second place and Howto & Style on third place.
- Comedy and People & Blogs are relatively popular everywhere among analyzed regions.
- News and Politics are quite popular in India and Russia.

RECOMMENDATIONS

We recommend "Entertainment" category as most potential all over the investigated regions except Russia. For Russia we recommend "People & Blogs" category on the first place, and then "Entertainment" as well as "News and Politics". The last one is also highly recommended for India. Category "Music" looks attractive for USA market. "People & Blogs" can also be considered as quite prospective everywhere.

THANK YOU!