

Trending Videos On YouTube Analysis

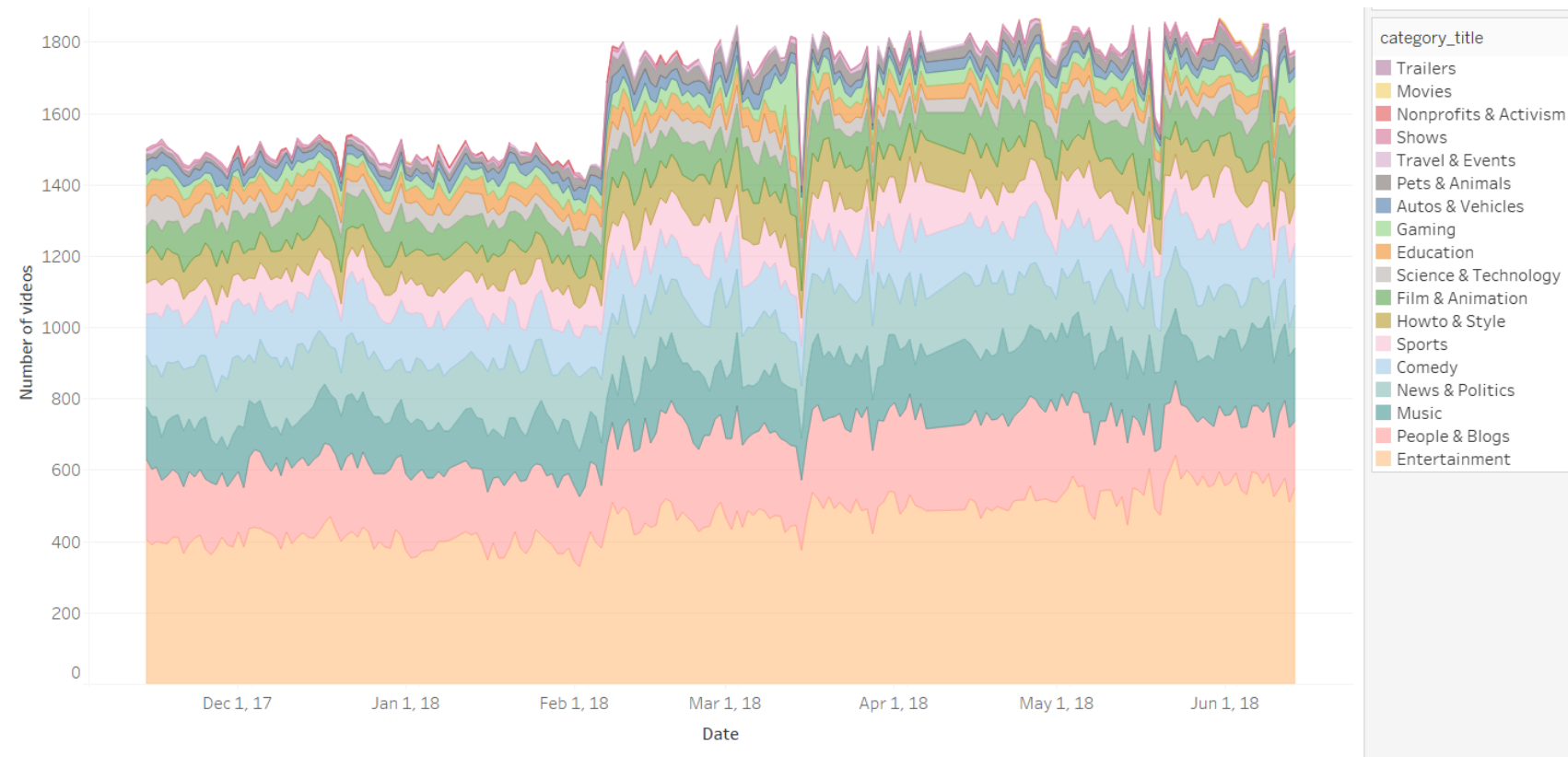
November 2022

Main Results

(answers to the questions of the managers)

- The 'Entertainment' video category is the most popular on YouTube
- The other categories that are trended most often include 'People & Blogs', 'Music', 'News & Politics', 'Comedy' and 'Sports' (in a descending order by number of videos)
- The number of trending videos distribution among countries shows similar share for United States, France, Russia and India
- The most popular category in the USA is 'Entertainment', then 'Music', 'Howto & Style', 'Comedy' and 'People & Blogs'
- There is a similarity (slight differences) in preferences of categories between the USA, France and India, though a more noticeable differences in Russia and Japan
- Unlike the USA, In Russia 'People & Blogs' category takes the lead, as the top 5 include also 'News & Politics' and 'Film & Animation'

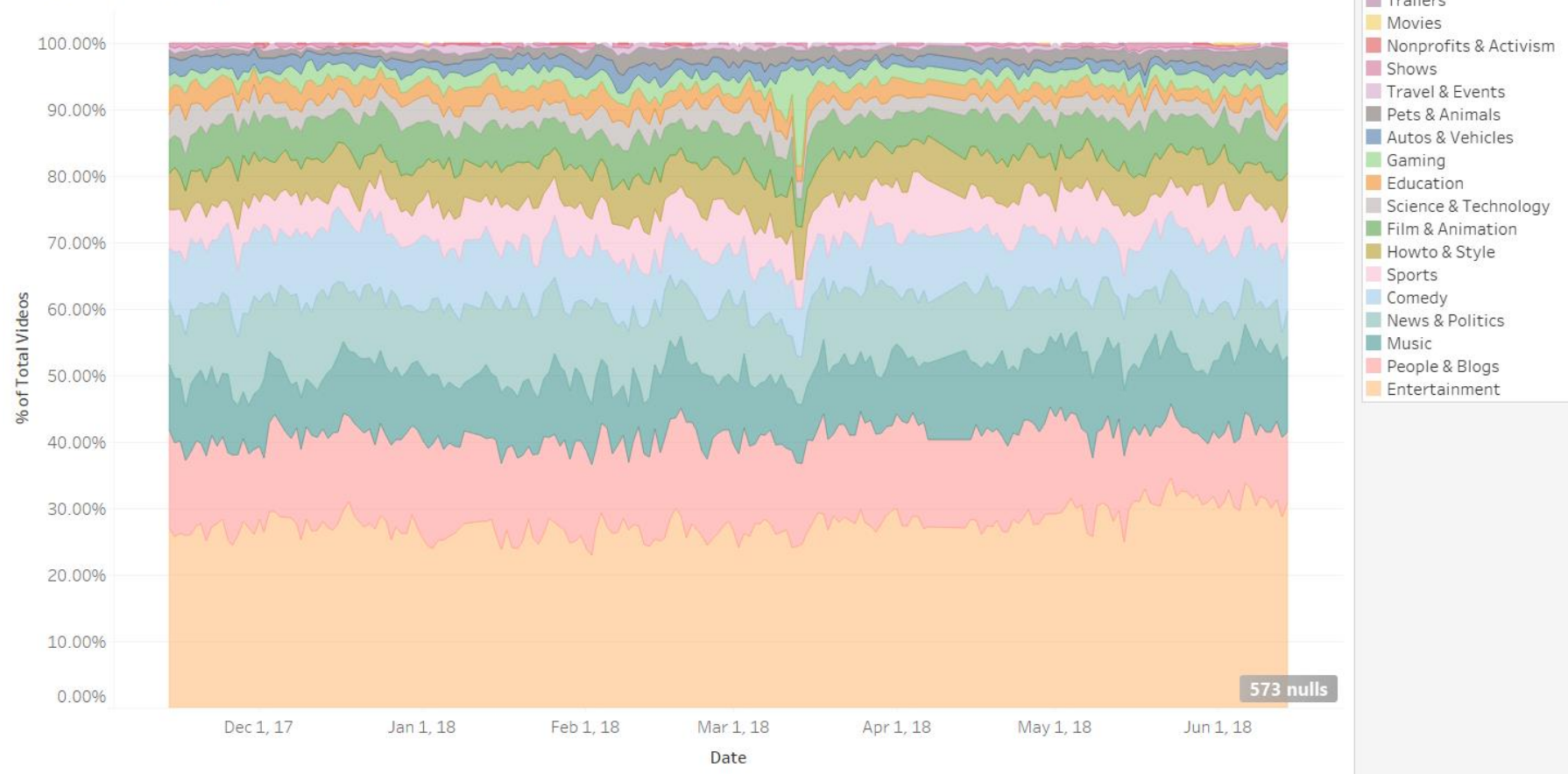
Trending History



- Overall, the 'Entertainment' category is the most popular (above 400 views per day)
- The top categories include also the 'People & Blogs', 'Music', 'News & Politics', 'Comedy' and 'Sports'
- There is an increase in the number of videos views between from April to June

Trending History - Category Share

Trending History, %



- The popular 'Entertainment' category occupies about 25% of all videos
- The rest of the top 5 categories – about 10% each

Trending by Country and Category

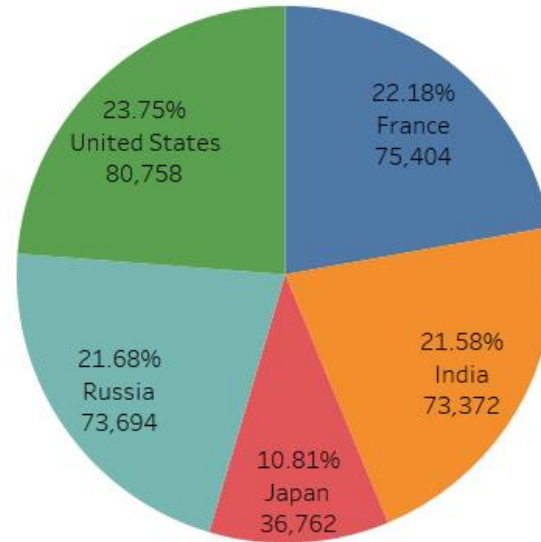
Trending by Country and Category

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

- The 'Entertainment' Category gained its popularity in France, India, Japan and the USA
- In Russia it is the 'People & Blogs' videos that users view the most, while 'Entertainment' is ranked 2nd
- There are slight differences in the top viewed categories between the USA, France and India, though a more prominent difference between the USA and Russia (similar only in 2 out of the top 5 categories)

Trending Videos Share by Country

Trending Videos by Country



- The USA has the greatest share of trending videos (23.8%)
- France, Russia and India are close behind with a share of 21.5% - 22.2%
- Japan users account for only 10% of the videos