

# YouTube Trending Video

for Marketing Department

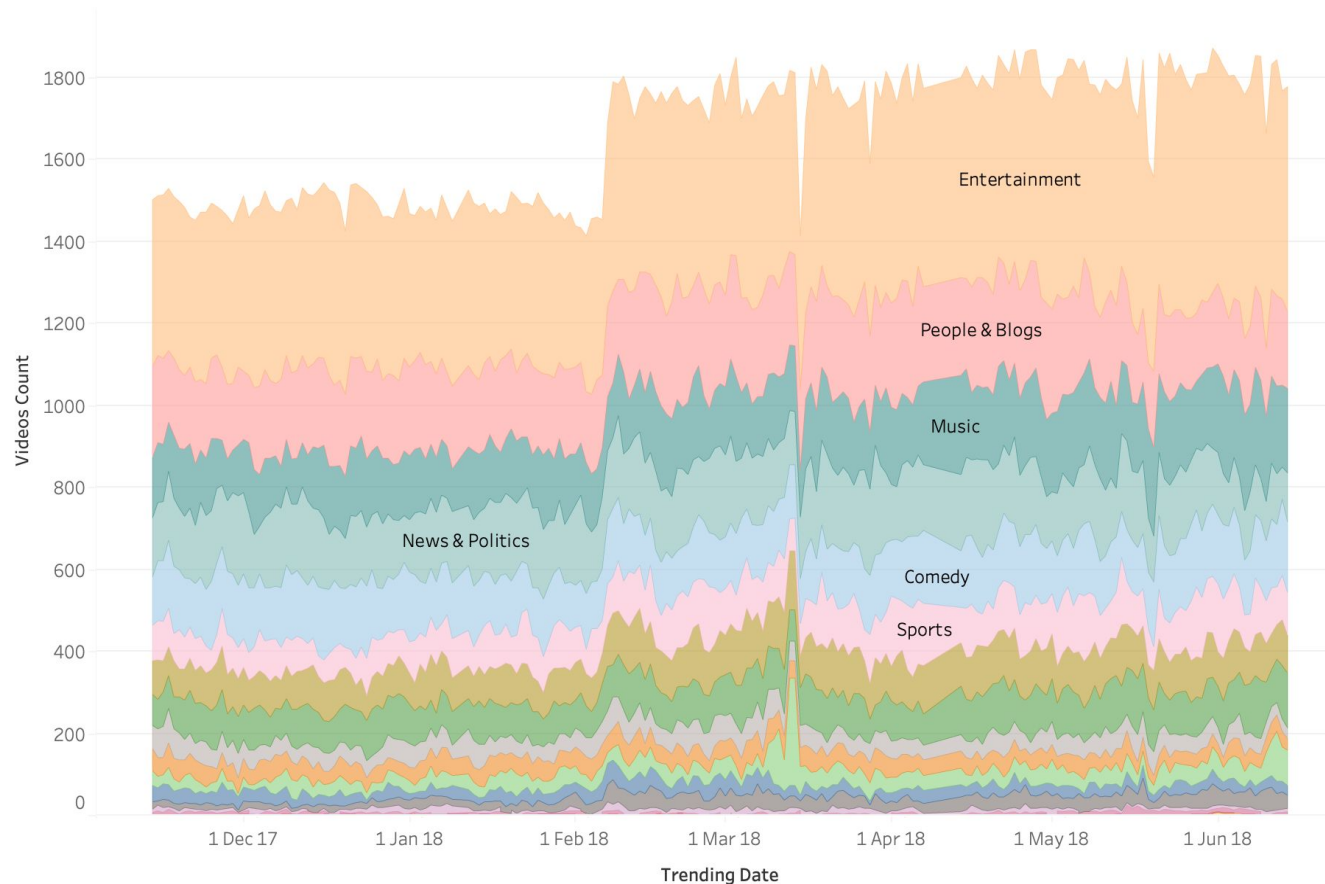
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July 2023

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# World Trending History 2017-2018

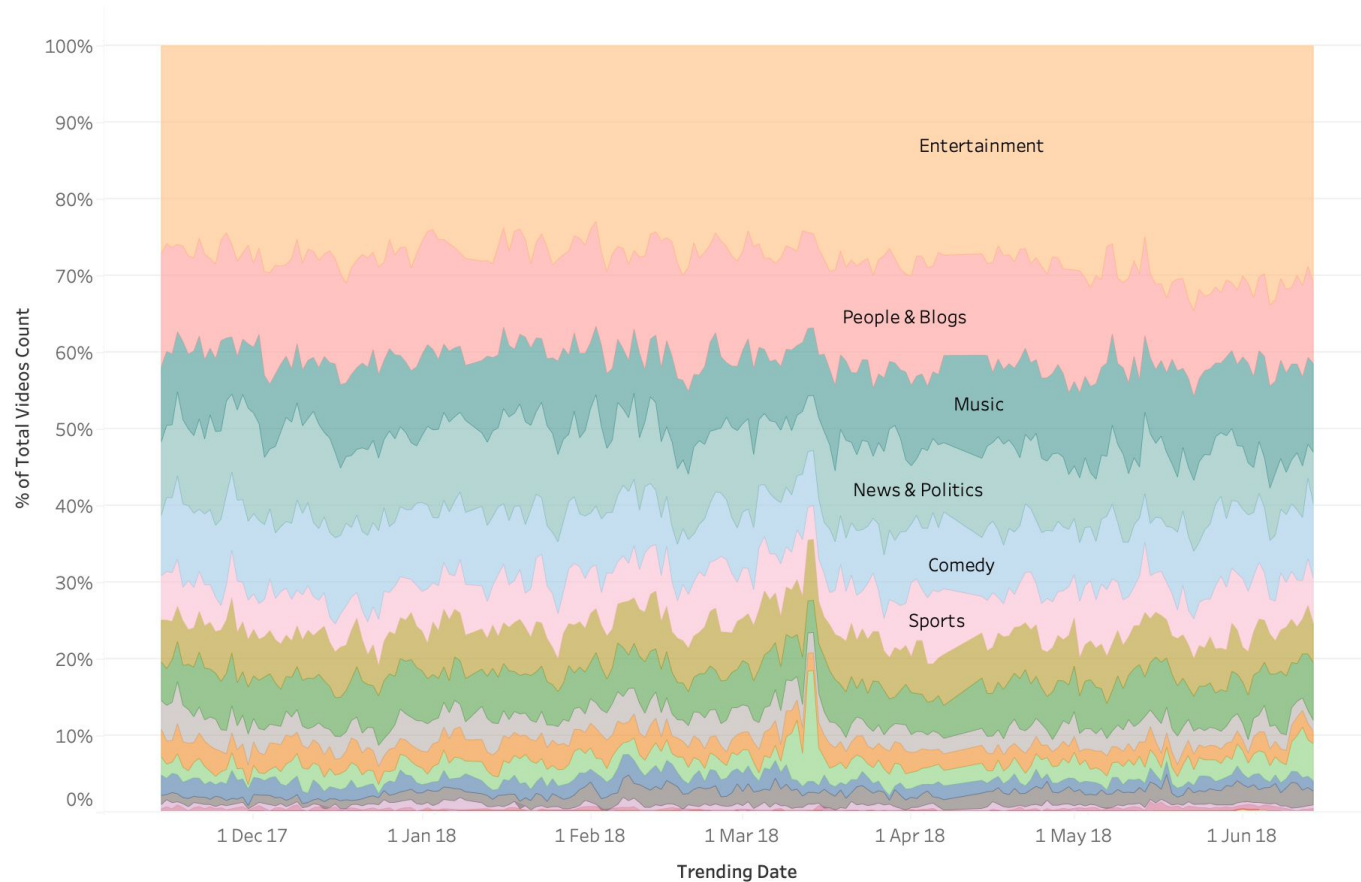
Trending History



- From November 2017 to January 2018 daily amount of published videos was about **1500** per day.
- From February it increased up to **1800 videos per day**.
- Most trending video categories are:
  - Entertainment** (600 per day)
  - People & Blogs** and **Music** (200 per day each)

# World Trending History 2017-2018, %

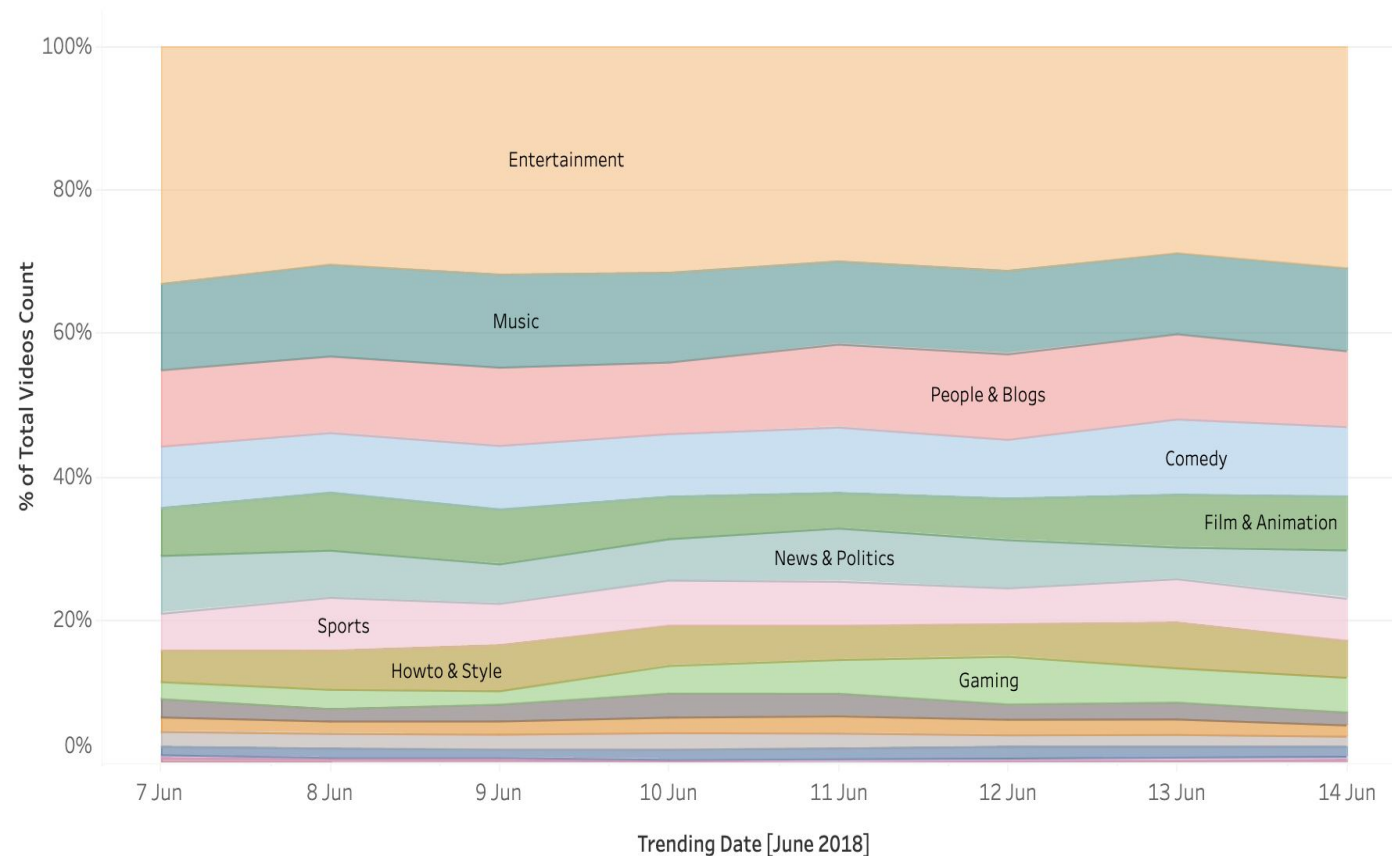
Trending History, %



- **Entertainment** accounts for around **30%** of all videos.
- **People & Blogs** has **10-15%**
- **Music** has **6-12%**
- **7-10%** for **News & Politics**
- **7-10%** for **Comedy**
- **5-9%** for **Sport**

# World Trending History, Last Week, %

Trending History, % from 07/06/2018 to 14/06/2018



Last week **TOP 5**

**Entertainment 30%**

**Music 11%**

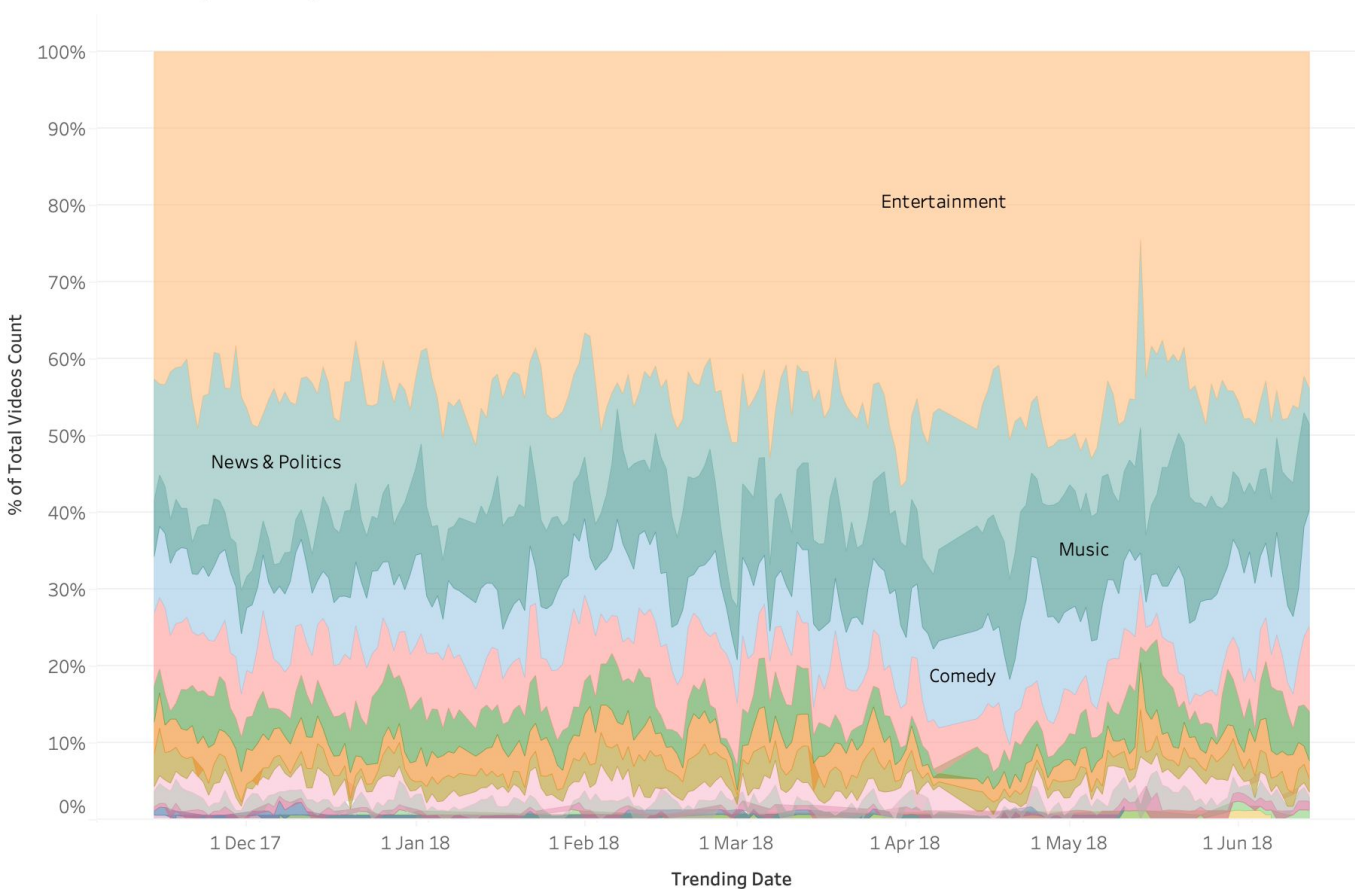
**People & Blogs 11%**

**Comedy 9%**

**Film & Animation 7%**

# INDIA Trending History 2017-2018

India Trending History, %

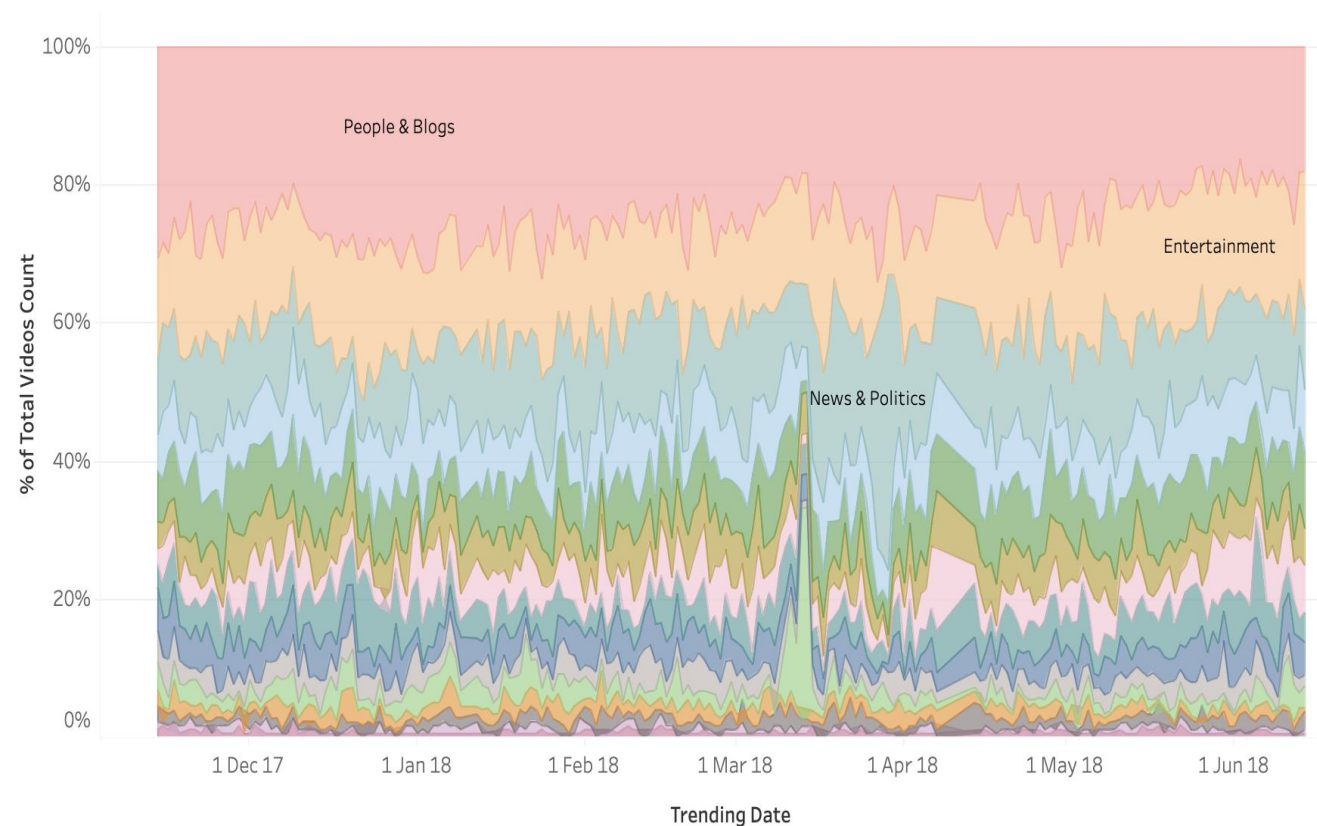


## India's trending

- **Entertainment** takes around **40-50%**
- **News & Politics, Music and Comedy** are very volatile with **5-25%** each in different periods.

# RUSSIA Trending History 2017-2018

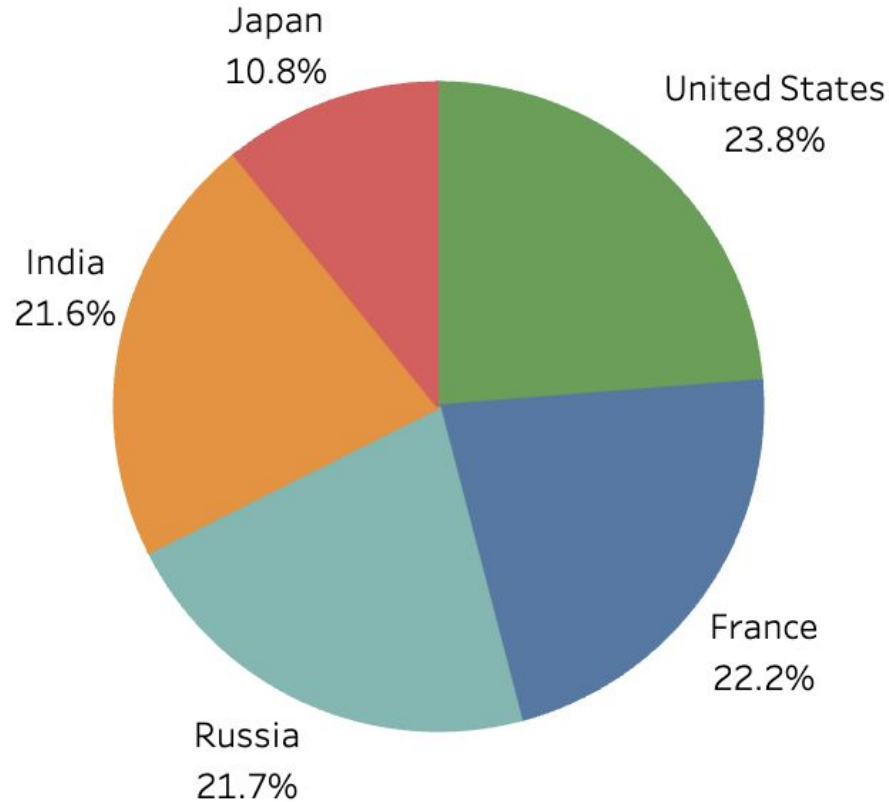
Russia Trending History, %



## Russia's trending

- **People & Blogs** is the leader with **20-30%**
- **Entertainment** and **News & Politics** are in the second and third place and have **10-20%** each in different periods.

# Countries Shares



- **The United States** holds the largest share in YouTube with almost **24%** of all viewed videos.
- **France, Russia** and **India** each have around **22%**
- **Japan** has smallest share with almost **11%**



# US Most Trending Video Categories

US Most trending,%

Category Title	
Entertainment	24.3%
Music	15.9%
Howto & Style	10.3%
Comedy	8.5%
People & Blogs	7.6%
News & Politics	6.0%
Science & Technology	5.8%
Film & Animation	5.8%
Sports	5.3%
Education	4.1%
Pets & Animals	2.3%
Gaming	2.0%
Travel & Events	1.0%
Autos & Vehicles	0.9%
Shows	0.1%
Nonprofits & Activism	0.1%

## US TOP 5

- Entertainment
- Music
- Howto & Style
- Comedy
- People & Blogs

# Variations in YouTube Trending Patterns Across Countries

Trending by Country and Category

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

- **In every country** (except for Russia) **Entertainment** is the most popular video categorie.
- **In Russia** most popular video category is **People & Blogs**.
- **People & Blogs** is in the **TOP 5** in every country.

# Conclusions and Recommendations

1. Most trending categories around the world are **Entertainment, People & Blogs, Music, News & Politics, Comedy, Sport**.
2. **Entertainment is the most popular** (or second best) video category in every country - we should focus on that choosing ads placement.
3. But every country has its own share in Youtube views and its preferences. We need to consider it in our marketing strategies:
  - In the **US** we can also focus on **Music** or **Howto & Style**,
  - In **Russia** would be logical to place ads in **People & Blogs** or **News & Politics**