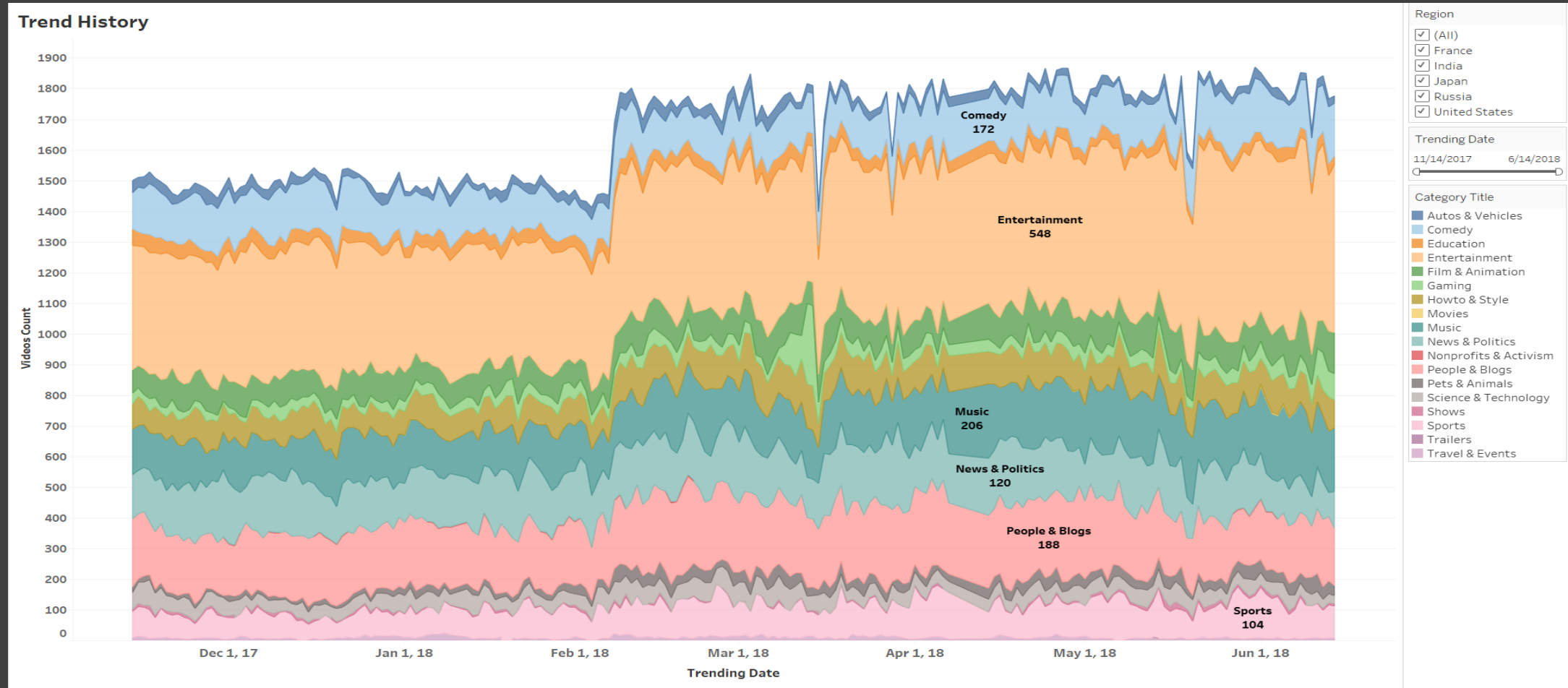# History of Trending Videos on YouTube

10/09/2024

General Conclusion

- Video uploads have increased over time, especially from March 2018.

- The most popular categories are Entertainment, Music, People & Blogs, and Comedy.

- Gaming is experiencing strong growth, while News & Politics is declining.

- The U.S. leads in trending videos (23.75%), followed by France, Russia, India, and Japan (with a smaller share of 10.81%).

- Significant differences in category preferences across regions highlight the importance of localized content.

Trend History
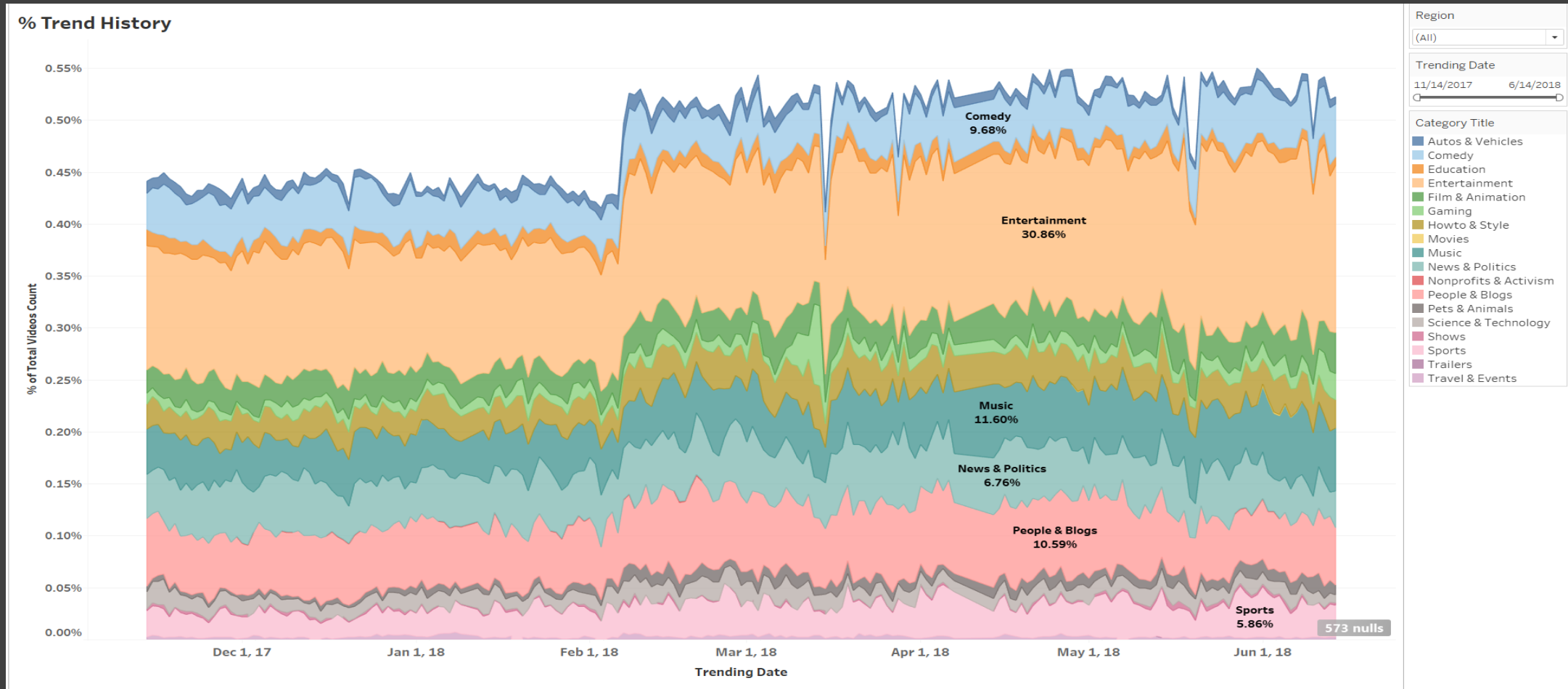
- The overall trend of video uploads seems to have increased over time, especially from March 2018 onwards.

- The most popular categories are Entertainment, Music, People & Blogs, and Comedy.

- **Gaming** has experienced substantial growth, while News & Politics has seen a decline.

% Trend History

- The results are same as previous chart (in terms of percentage)

- Sports exhibits significant seasonal variations, with peaks likely coinciding with major sporting events.

- Travel & Events might also show seasonal patterns, especially around holidays and vacation periods.

Trending Videos by Region
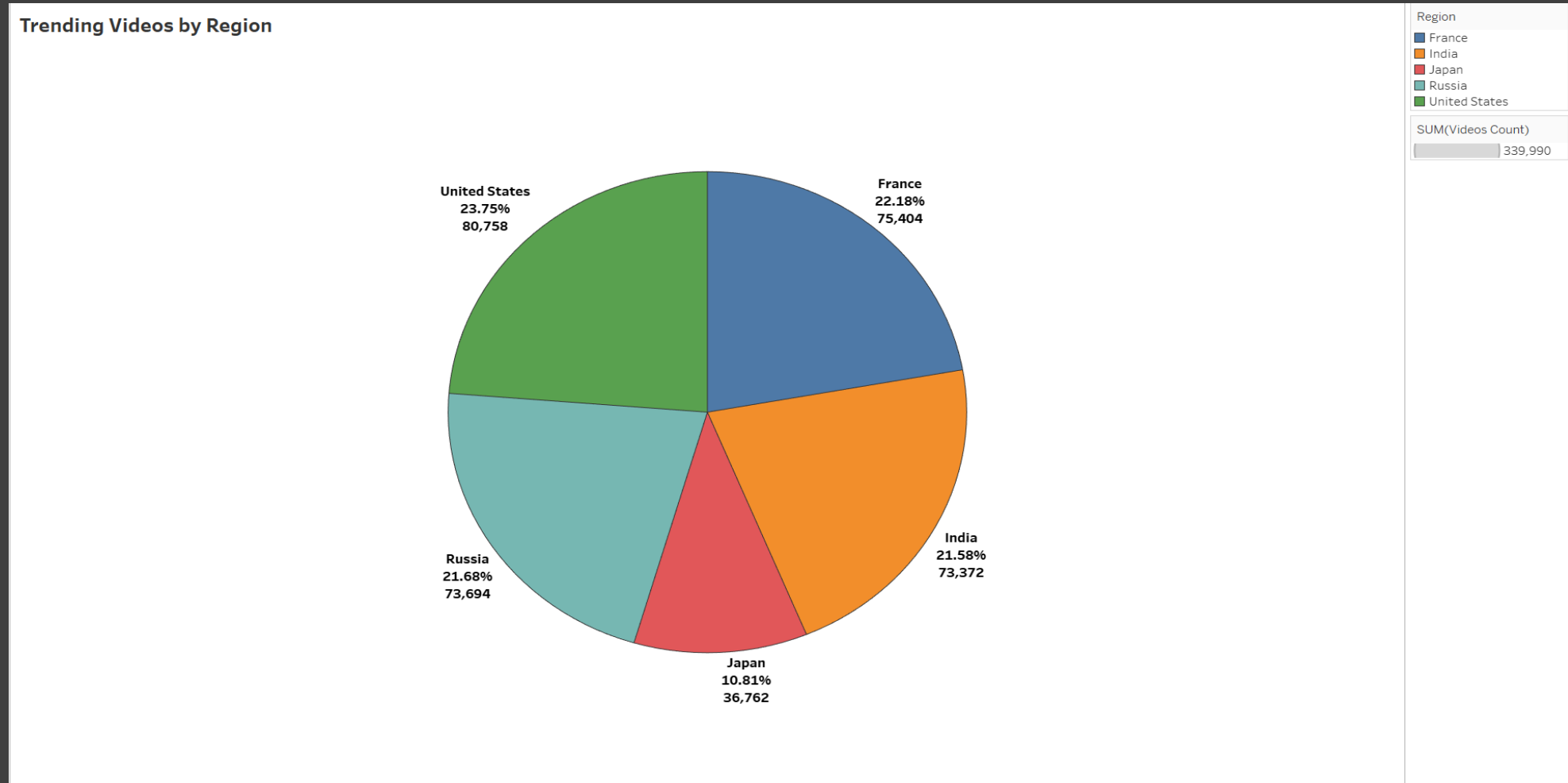
- The United States ranks first with 23.75% of trending videos, followed by France at 22.18%, India at 21.58%, Russia at 21.68%, and Japan having has a significantly lower share at 10.81%.

Trending Videos by Region & Category

Trending Videos by Region & Category

Category Title

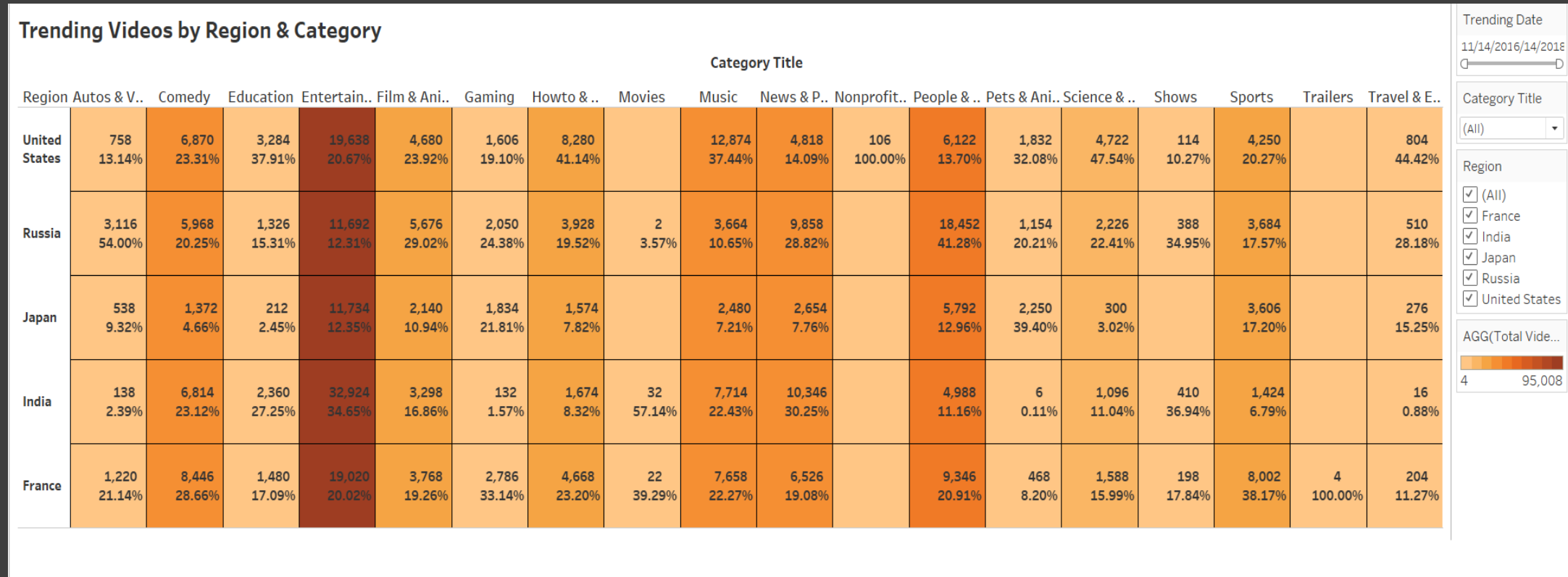| Region	Autos & V..	Comedy	Education	Entertain..	Film & Ani..	Gaming	Howto & ..	Movies	Music	News & P..	Nonprofit..	People & ..	Pets & Ani..	Science & ..	Shows	Sports	Trailers	Travel & E..
United States	758 / 13.14%	6,870 / 23.31%	3,284 / 37.91%	19,638 / 20.67%	4,680 / 23.92%	1,606 / 19.10%	8,280 / 41.14%		12,874 / 37.44%	4,818 / 14.09%	106 / 100.00%	6,122 / 13.70%	1,832 / 32.08%	4,722 / 47.54%	114 / 10.27%	4,250 / 20.27%		804 / 44.42%
Russia	3,116 / 54.00%	5,968 / 20.25%	1,326 / 15.31%	11,692 / 12.31%	5,676 / 29.02%	2,050 / 24.38%	3,928 / 19.52%	2 / 3.57%	3,664 / 10.65%	9,858 / 28.82%		18,452 / 41.28%	1,154 / 20.21%	2,226 / 22.41%	388 / 34.95%	3,684 / 17.57%		510 / 28.18%
Japan	538 / 9.32%	1,372 / 4.66%	212 / 2.45%	11,734 / 12.35%	2,140 / 10.94%	1,834 / 21.81%	1,574 / 7.82%		2,480 / 7.21%	2,654 / 7.76%		5,792 / 12.96%	2,250 / 39.40%	300 / 3.02%		3,606 / 17.20%		276 / 15.25%
India	138 / 2.39%	6,814 / 23.12%	2,360 / 27.25%	32,924 / 34.65%	3,298 / 16.86%	132 / 1.57%	1,674 / 8.32%	32 / 57.14%	7,714 / 22.43%	10,346 / 30.25%		4,988 / 11.16%	6 / 0.11%	1,096 / 11.04%	410 / 36.94%	1,424 / 6.79%		16 / 0.88%
France	1,220 / 21.14%	8,446 / 28.66%	1,480 / 17.09%	19,020 / 20.02%	3,768 / 19.26%	2,786 / 33.14%	4,668 / 23.20%	22 / 39.29%	7,658 / 22.27%	6,526 / 19.08%		9,346 / 20.91%	468 / 8.20%	1,588 / 15.99%	198 / 17.84%	8,002 / 38.17%	4 / 100.00%	204 / 11.27%

Trending Date
11/14/2016/14/2018

Category Title
(All)

Region
- ☑ (All)
- ☑ France
- ☑ India
- ☑ Japan
- ☑ Russia
- ☑ United States

AGG(Total Vide...
4   95,008

- United States: Dominates in most categories, especially How-to & Style, Education and Science & Technology

- Russia is strong in Autos & Vehicle, Film & Animation, also People & Blogs.

- Japan excels in Pets & Animals.

- India leads Entertainment.

- France shows strength especially in Comedy.

Recommendations

- Invest more in Entertainment, Music, People & Blogs, and Gaming to leverage their continued growth.

- Consider reallocating resources away from News & Politics, which is seeing decreased interest.

- For Sports and Travel & Events, create content timed around major sporting events and vacation periods.

- Marketers should focus efforts on regions with high engagement in certain categories: How-to & Style, Education, and Science & Tech in the U.S.; Autos & Vehicles, Film & Animation, and People & Blogs in Russia; Pets & Animals in Japan; Entertainment in India; and Comedy in France.

- Increase content output in Japan to capture a larger share of the market, which currently lags behind other regions.

Tableau Public Link:

https://public.tableau.com/views/ProjectSprint12/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link