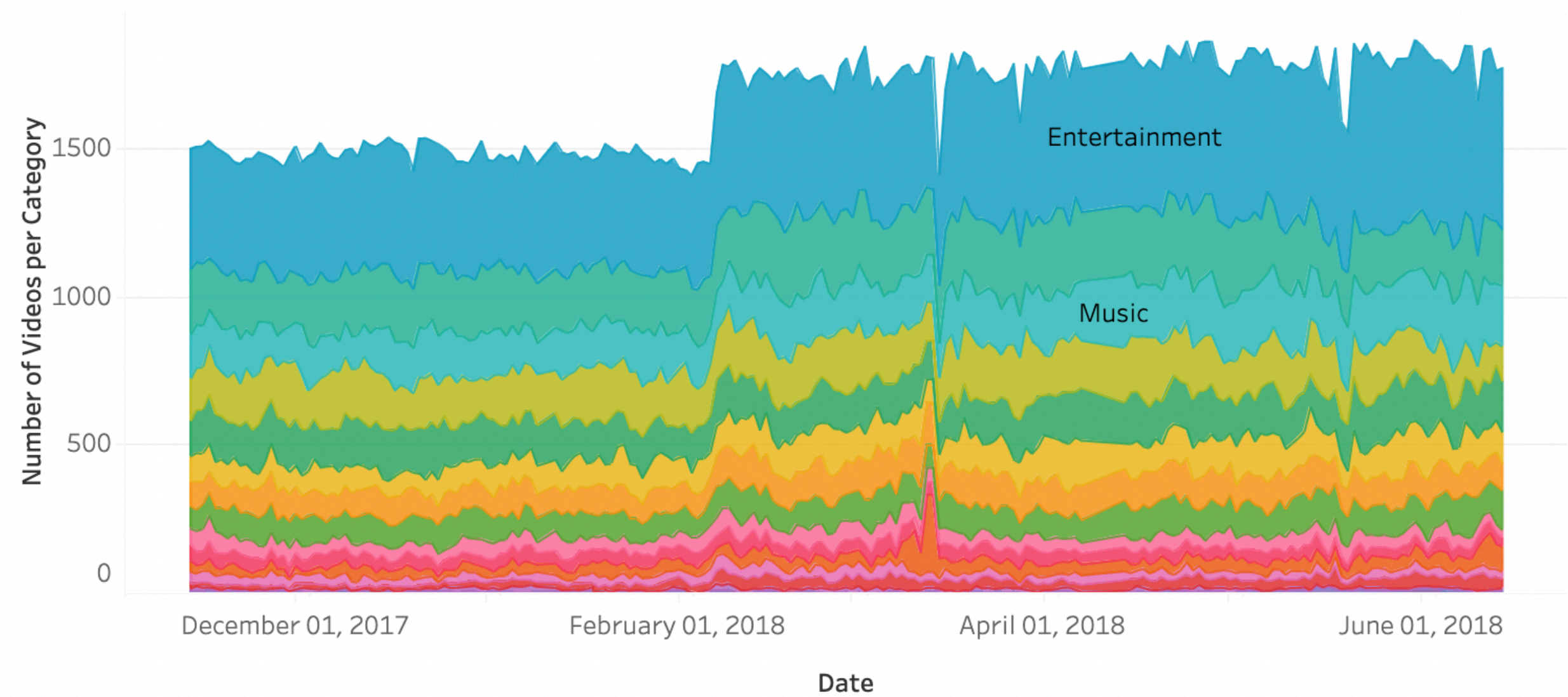**DORON ERLICH - MAY 17TH, 2022**

VIDEO TRENDS ON YOUTUBE
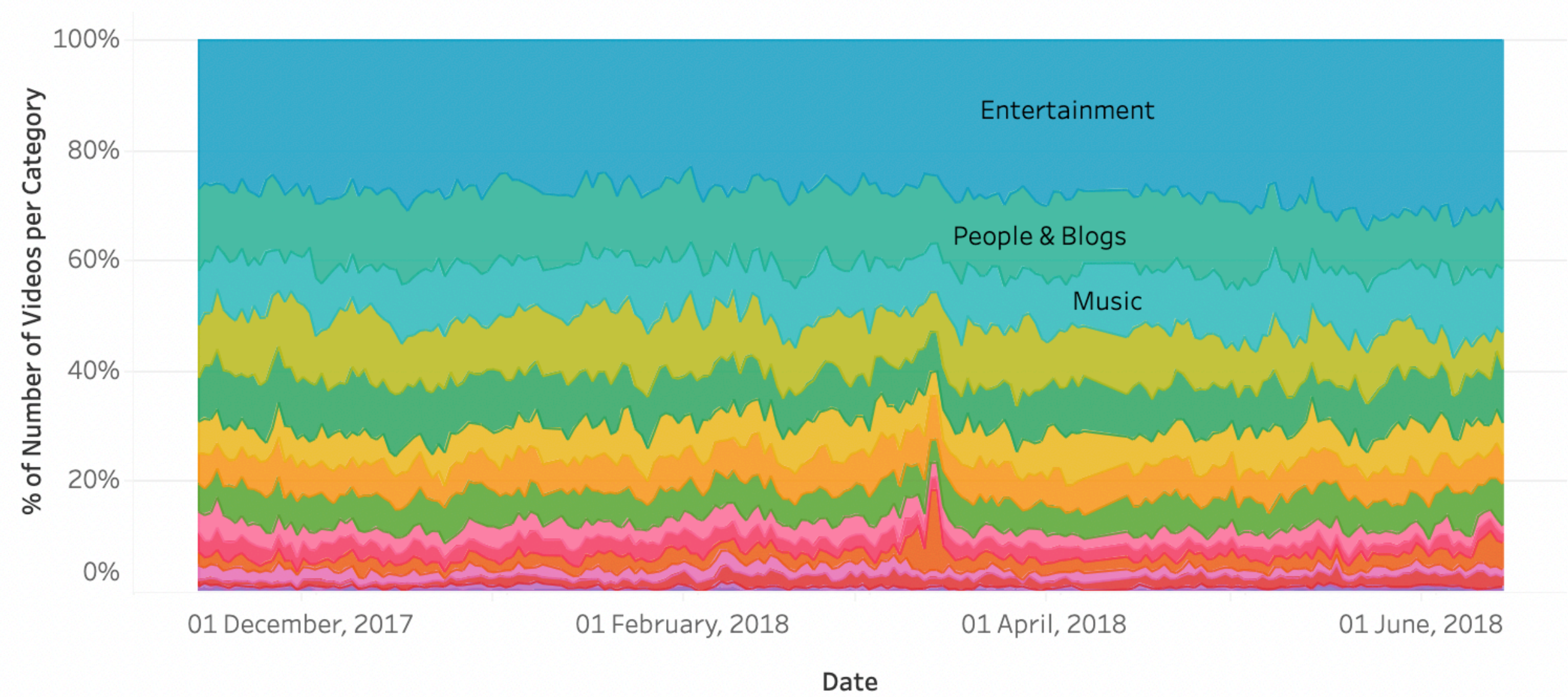
Analysis of Trending Video History on YouTube for the Purpose of Determining Future Marketing Content Emphasis

Analysis of History of Video Trends on YouTube
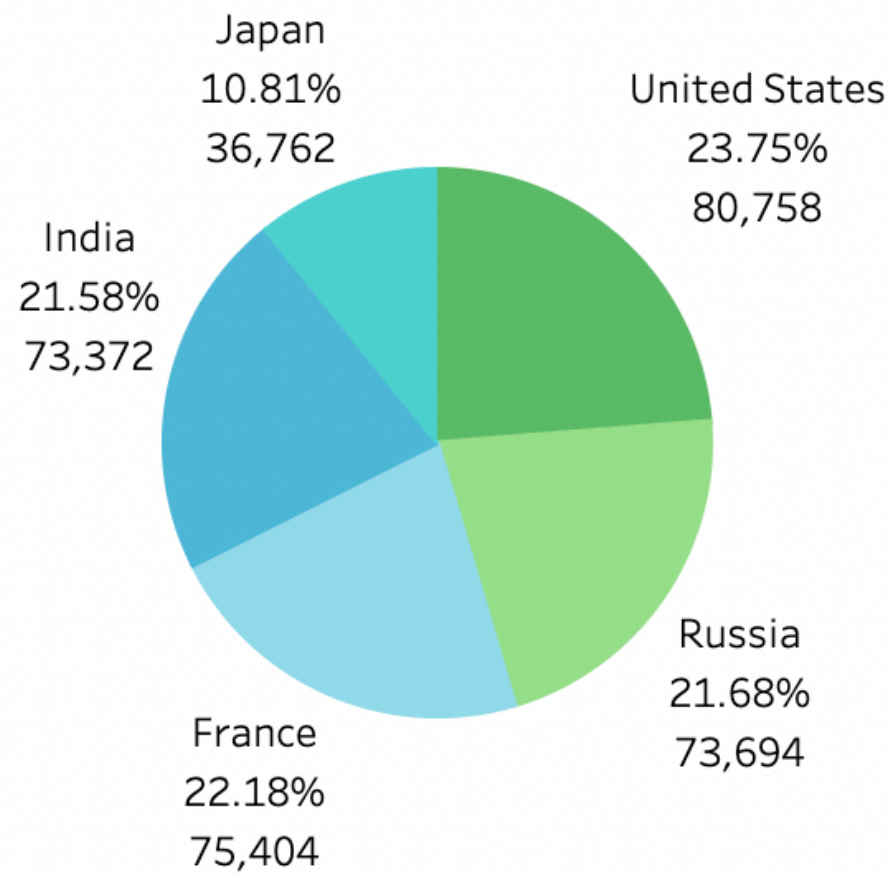
Trending History

Entertainment

Music

Number of Videos per Category

1500

1000

500

0

December 01, 2017   February 01, 2018   April 01, 2018   June 01, 2018

Date

Trending Vids by Country

Japan
10.81%
36,762

United States
23.75%
80,758

India
21.58%
73,372

Russia
21.68%
73,694

France
22.18%
75,404

Select Video Category
- ☑ (All)
- ☑ Autos & Vehicles
- ☑ Comedy
- ☑ Education
- ☑ Entertainment
- ☑ Film & Animation
- ☑ Gaming
- ☑ Howto & Style
- ☑ Movies
- ☑ Music
- ☑ News & Politics
- ☑ Nonprofits & Activism
- ☑ People & Blogs
- ☑ Pets & Animals
- ☑ Science & Technology
- ☑ Shows
- ☑ Sports
- ☑ Trailers
- ☑ Travel & Events

Trending History, %

Entertainment

People & Blogs

Music

% of Number of Videos per Category

100%

80%

60%

40%

20%

0%

01 December, 2017   01 February, 2018   01 April, 2018   01 June, 2018

Date

Trending by Country and Category

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

VIDEO TRENDS

DECEMBER, 2017 - JUNE, 2018

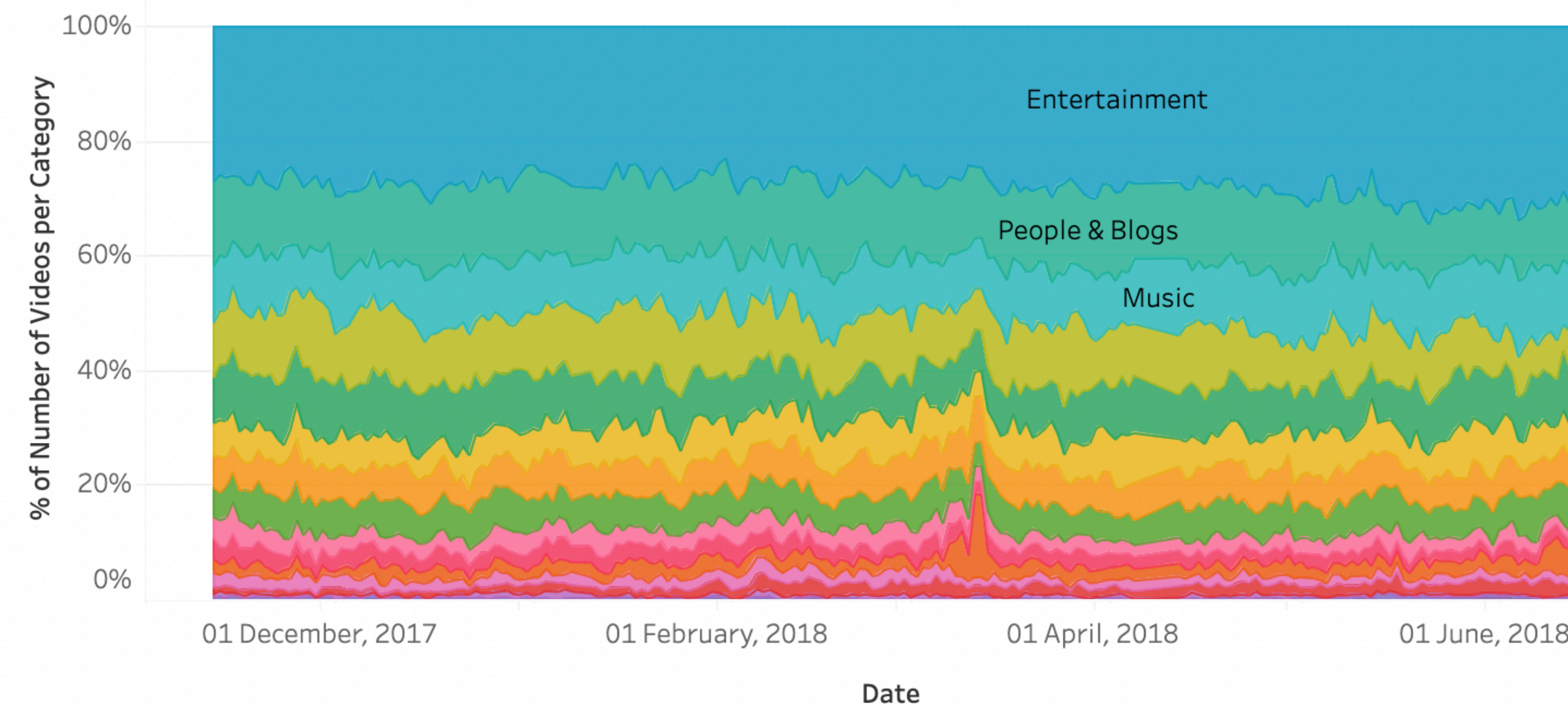## Top Four Trending Video Categories

▷ **Entertainment**

▷ **People & Blogs**

▷ **Music**

▷ **News & Politics**

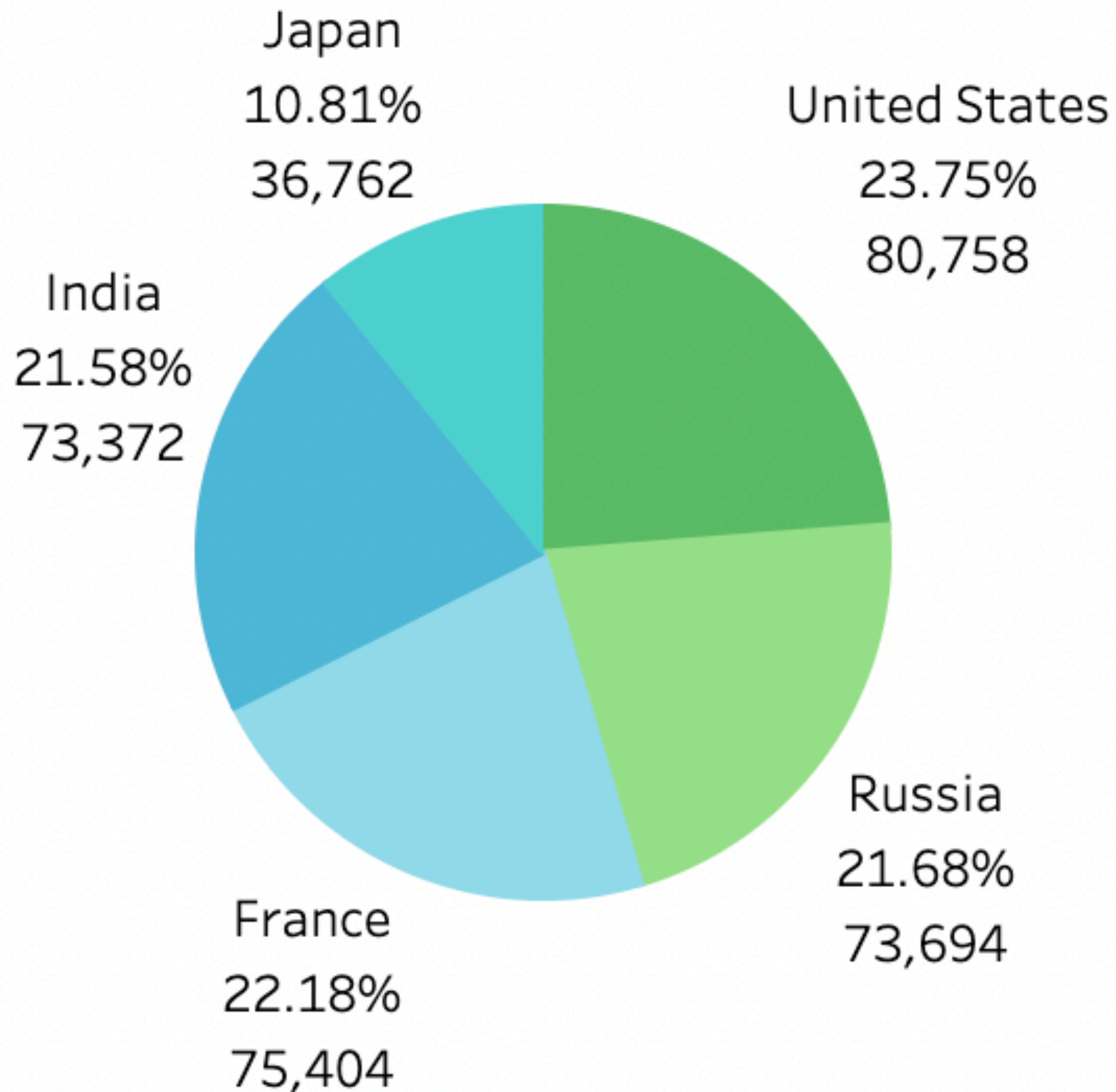⟶ The popularity of each of the categories, and its share, is consistently steady throughout the examined period.

Trending History
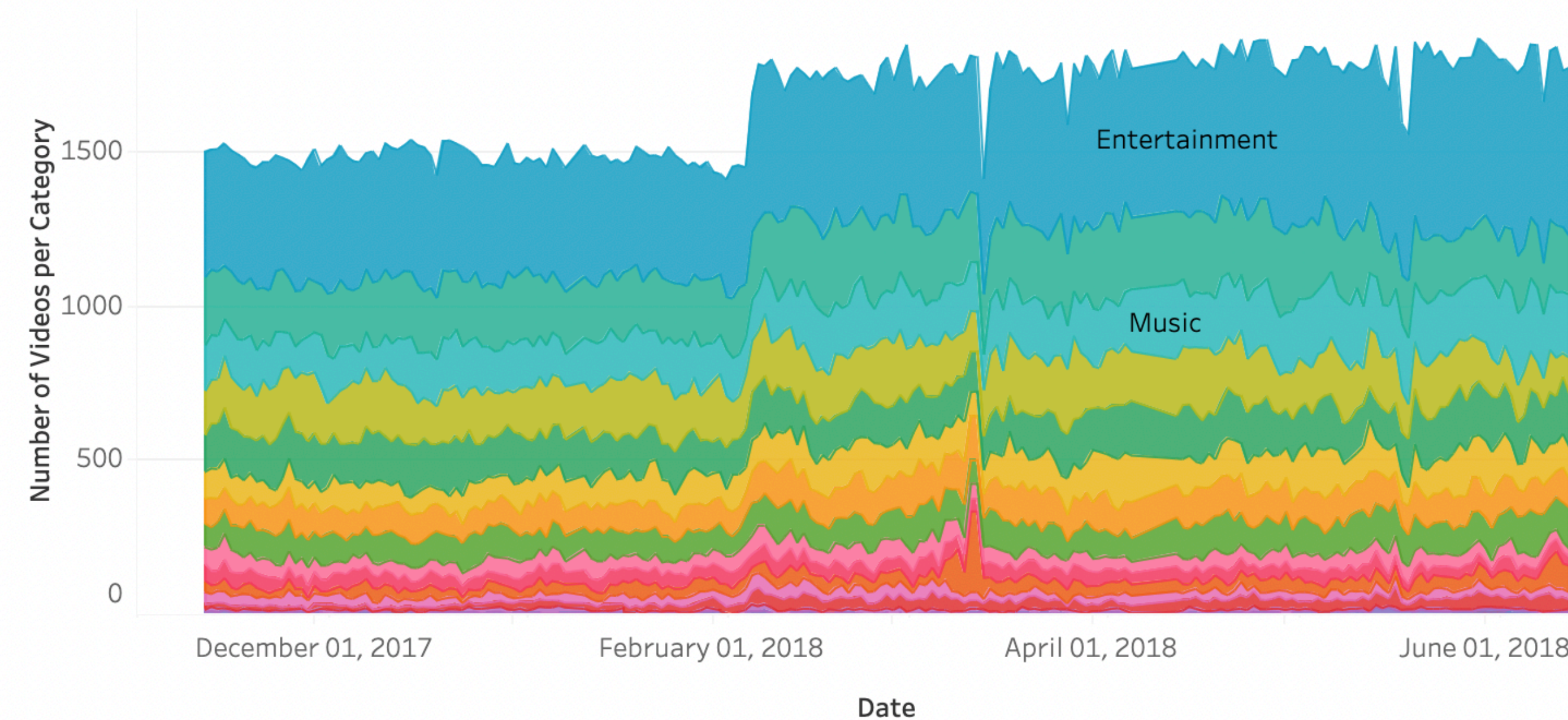
Trending History, %

TRENDING VIDEOS BY COUNTRY

Japan
10.81%
36,762

United States
23.75%
80,758

India
21.58%
73,372

Russia
21.68%
73,694

France
22.18%
75,404

▷ THE UNITED STATES IS THE LEADING COUNTRY WITH 80,758 OVERALL VIDEOS STREAMED WHICH TRANSLATES INTO 23.75% SHARE OF THE VIDEOS ANALYZED IN THE EXAMINED PERIOD.

▷ FRANCE COMES AT A CLOSE SECOND WITH 75,404 VIDEOS AND 22.18% SHARE.

▷ RUSSIA AND INDIA ARE AT 3RD AND 4TH PLACE.

▷ JAPAN STANDS OUT AT LAST PLACE WITH ONLY 36,762 AND 10.81% SHARE OF ALL VIDEOS TRENDING IN THE EXAMINED PERIOD.

DISTRIBUTION OF VIDEO TRENDS ACROSS EXAMINED COUNTRIES

▷ TOP TRENDING CATEGORIES: ENTERTAINMENT, PEOPLE & BLOGS, MUSIC AND NEWS & POLITICS.

▷ IN THE UNITED STATES, THE TOP FOUR CATEGORIES ARE ENTERTAINMENT, MUSIC, HOWTO & STYLE AND COMEDY. WHILE PEOPLE & BLOGS AND NEWS & POLITICS ARE THE 5TH AND 6TH MOST TRENDING CATEGORY, RESPECTIVELY.

▷ IN FRANCE, THE ENTERTAINMENT CATEGORY IS THE MOST POPULAR, THEN PEOPLE & BLOGS, COMEDY AND SPORTS. MUSIC IS 5TH AND NEWS & POLITICS 6TH.

▷ IN INDIA ENTERTAINMENT IS THE OVERWHELMING POPULAR TREND WITH MORE THAN 30,000 VIDEOS, THEN NEW & POLITICS, MUSIC AND COMEDY. PEOPLE & BLOGS CLOCKS IN AT 5TH.

▷ JAPAN'S MOST POPULAR CATEGORY IS ALSO ENTERTAINMENT, THEN PEOPLE & BLOGS, SPORTS AND NEWS & POLITICS. MUSIC IS IN 5TH PLACE.

▷ LAST BUT NOT LEAST, RUSSIA GOES AGAINST THE GRAIN. ITS MOST POPULAR CATEGORY IS PEOPLE & BLOGS. THEN, IN 2ND PLACE IS ENTERTAINMENT, WHILE NEWS & POLITICS ARE AT 3RD PLACE AND COMEDY 4TH. <u>MUSIC IS AT 8TH PLACE!</u>

Category Title	France	India	Japan	Russia	United States
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Shows	198	410		388	114
Nonprofits & Activism					106
Trailers	4				
Movies	22	32		2	

THANK YOU!

CLICK **HERE** TO VIEW THE DASHBOARD ANALYZED IN THIS PRESENTATION

DORON ERLICH, MAY 2022