

# YouTube Trend Analysis

# Overview

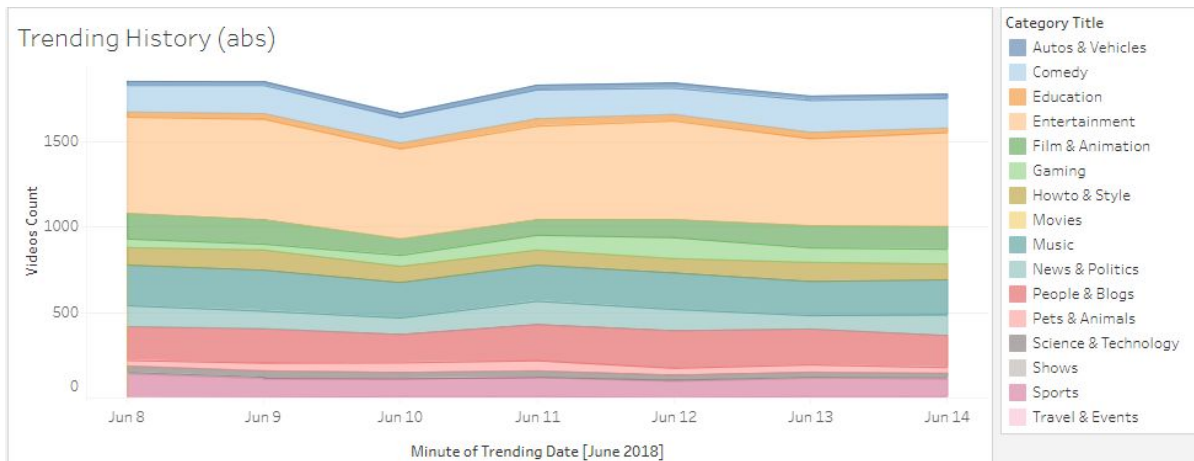
- Which video categories trended most often?
  - What video categories were trending last week?
- How were they distributed among various regions?
- What categories were especially popular in the United States?
  - Were there any differences between the categories popular in the US and those popular elsewhere?



# Trending History

- Which video categories trended most often?
  - What video categories were trending last week?

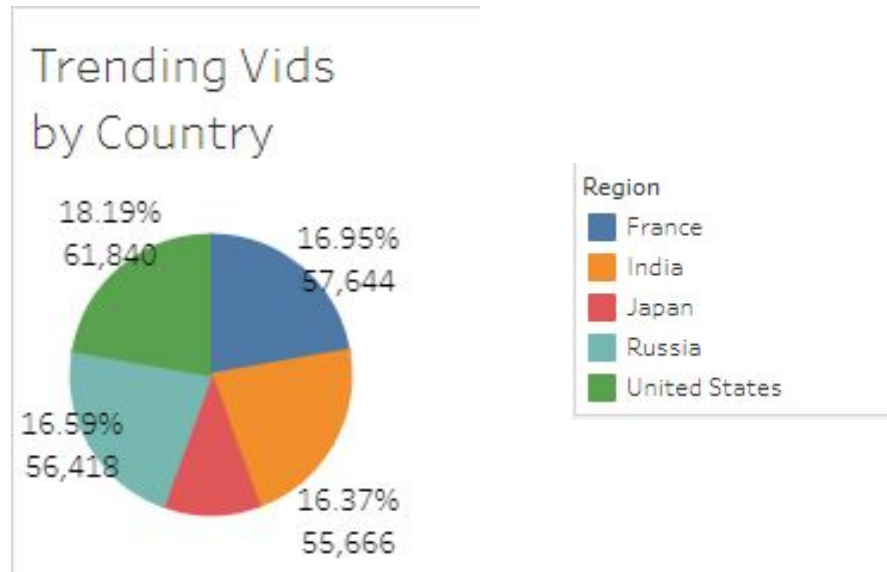
During June 8th - 14th, “Entertainment”, “Music,” and “People & Blogs; 562, 238, 198 views, respectively, which comprises about 5%, 2%, and 1.5% of total views.



# Global Trending Ratio

- How were they distributed among various regions?

Overall, although the top 4 markets had about the same proportion of viewership, still the biggest share of trending videos was in the United States, followed by France, Russia, and India.



# Trending by Country & Category

- What categories were especially popular in the United States?
  - Were there any differences between the categories popular in the US and those popular elsewhere?

For the June 8th -14th, 2018 period, whereas Music was the most popular category in the US, the next most viewed category in the US was the entertainment category, but was 4th compared to other countries.

Trending by Country & Category												
Region	Category Title / Trending Date											
	Autos & Vehicles 2018	Comedy 2018	Education 2018	Entertai.. 2018	Film & Animation 2018	Gaming 2018	Howto & Style 2018	Movies 2018	Music 2018	News & Politics 2018	People & Blogs 2018	Pets & Animals 2018
France	30	280	88	718	130	112	116	2	212	144	334	14
India		294	82	1,128	148	16	52		368	160	162	
Japan	14	128	2	872	112	114	134		100	130	232	184
Russia	134	216	22	448	238	92	140		126	308	512	50
United Stat..		224	58	688	222	192	246		712	36	156	56

# Trending by Country & Category (cont.)

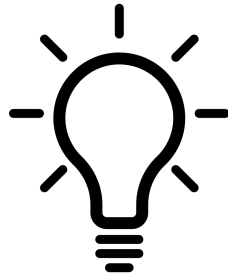
- What categories were especially popular in the United States?
  - Were there any differences between the categories popular in the US and those popular elsewhere?

Globally, “Entertainment,” “People & Blogs,” “News & Politics,” and “Music” had the highest viewership over a span of more than a year.

## Trending by Country & Category

Region	Category Title								
	Enter..	Film & Animation	Gaming	Howto & Style	Movies	Music	News & Politics	Nonprofits & Activi..	People & Blogs
India	32,924	3,298	132	1,674	32	7,714	10,346		4,988
United Stat..	19,638	4,680	1,606	8,280		12,874	4,818	106	6,122
France	19,020	3,768	2,786	4,668	22	7,658	6,526		9,346
Japan	11,734	2,140	1,834	1,574		2,480	2,654		5,792
Russia	11,692	5,676	2,050	3,928	2	3,664	9,858		18,452
Grand Total	95,008	19,562	8,408	20,124	56	34,390	34,202	106	44,700

# Conclusion



The foregoing findings tend to show that advertising capital should be committed to the most popular categories, globally, “Entertainment,” “People & Blogs,” “News & Politics,” and “Music” to maximize returns.