

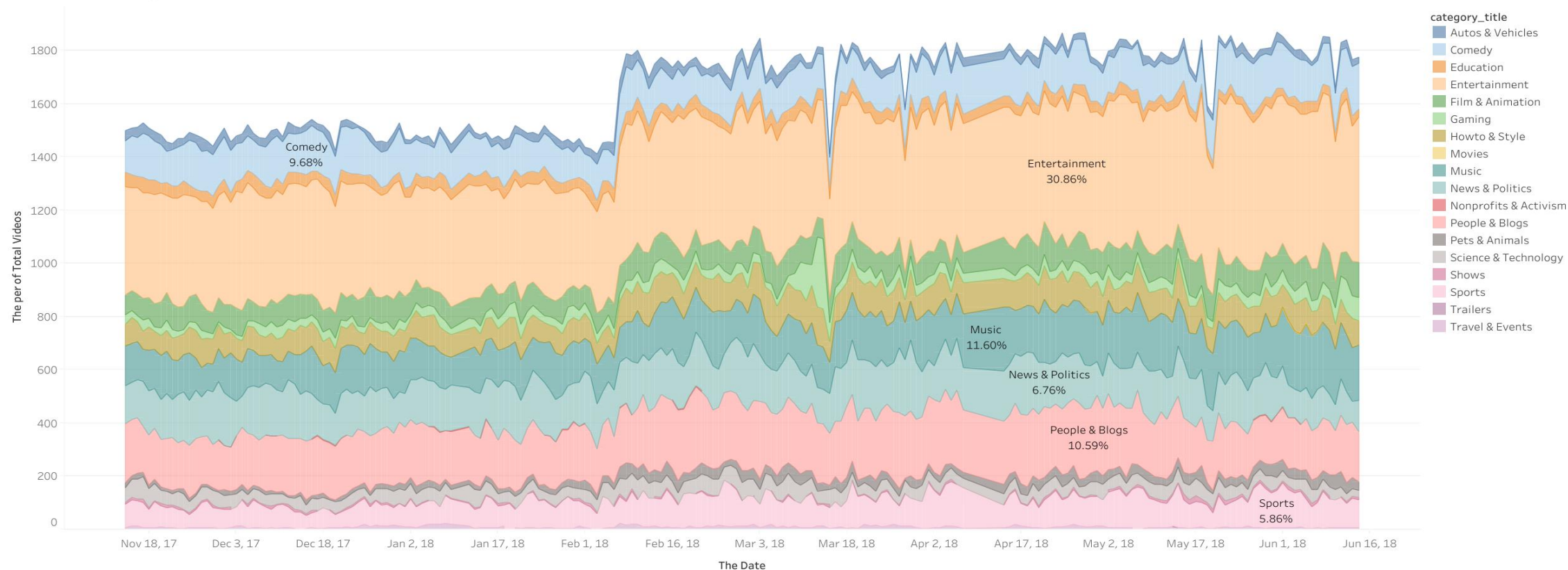
Quick report “Trending videos divided by country and category”

In this report we try to answer for following questions:

- Which video categories trended most often?
- How were they distributed among 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?

Which video categories trended most often?

Trending History, %



As we could see the most trending type of video across the entire assuming period is “Entertainment” with almost 31% share.

The next one is "Music" with 11.6% share, apparently because artists and musicians are trying to cover more platforms for sharing their songs and music works (everybody has sung “baby shark” once at least, right?)

And the third place on “People&Blogs” category with 10.6% of share apparently because of the for huge amount of bloggers sharing their own life with subscribers

How were they distributed among regions?

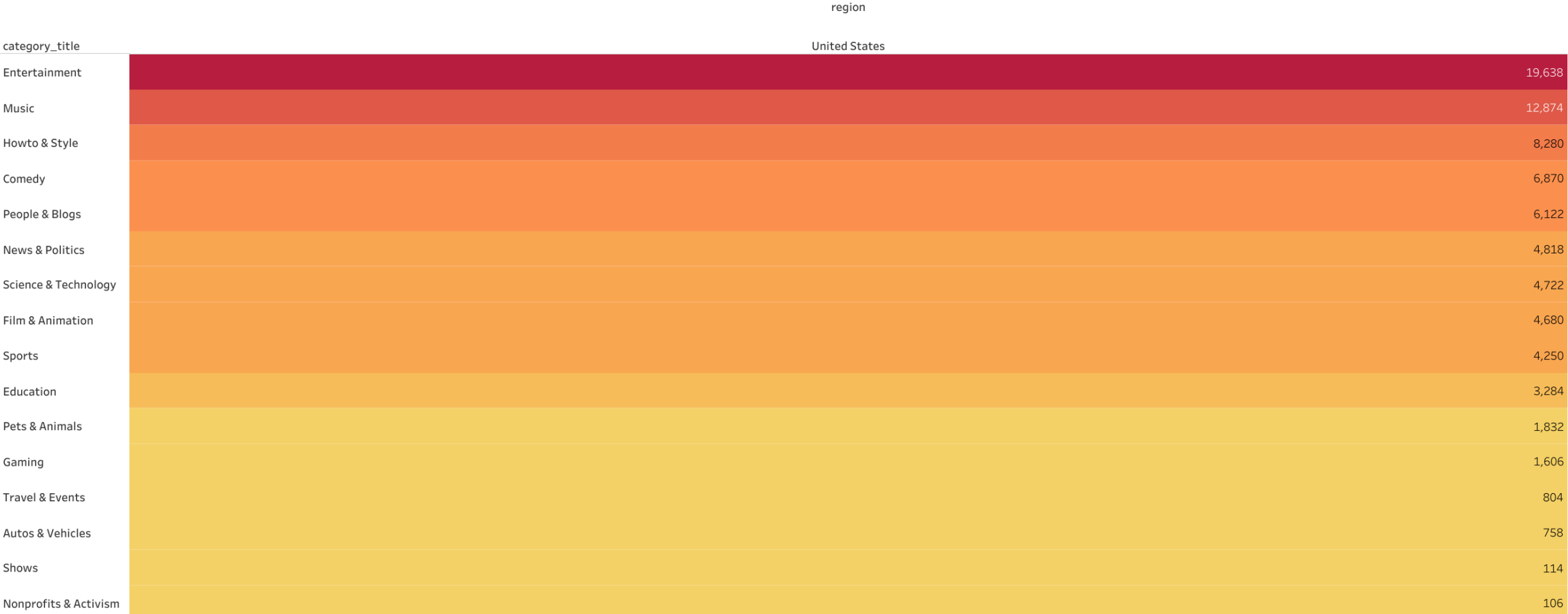
Trending by Country and Category

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 & Activism					106
Movies	22	32		2	
Trailers	4				

So, we can see that “Entertainment” category is most significant in France, India and Japan. There is x2 gain from next one video type in these countries (in India x3 even). For the US the situation looks little bit different – the gap between “Entertainment” and “Music” doesn’t look so significant. In Russia, apparently, people don’t like to have a fun by watching video, so “People&Blog” takes 1st place compared with other countries. Also, we can mention that News&Politics take 2nd and 3rd place in India and Russia respectively. “Pets&Animals” doesn’t interest for France and India compared with Japan, Russia and USA.

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 by Country and Category

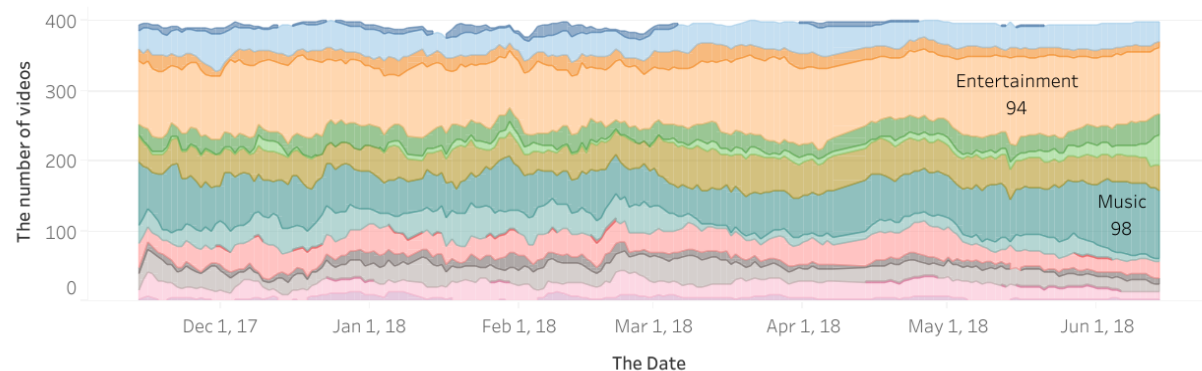


The Top 3 most trending categories in the US are “Entertainment”, “Music” and “Howto&Style”. As we’ve mentioned in previous slide it’s differs from another countries. We can mention that another sorts of video doesn’t varies a lot as well.

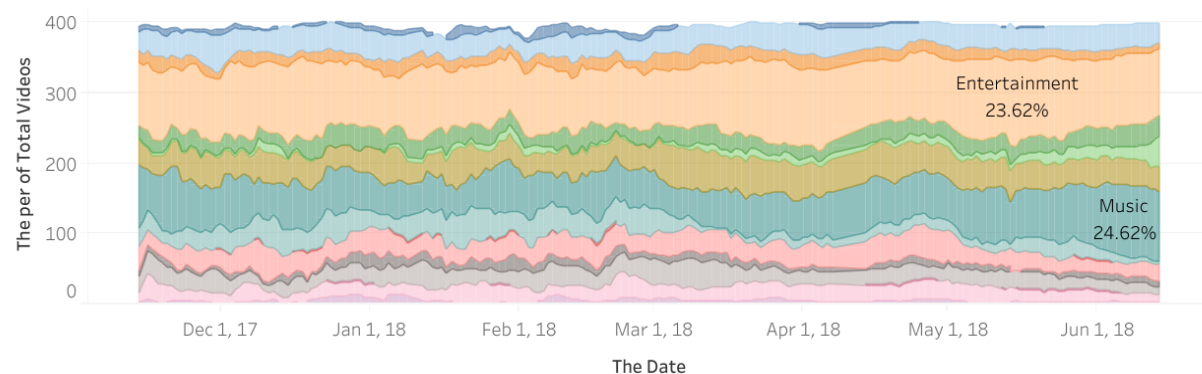
Overall conclusion. Part 1

Trending Videos Dashbord..

Tranding History

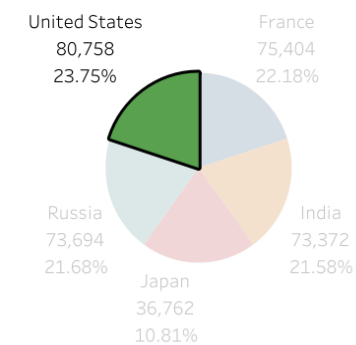


Trending History, %

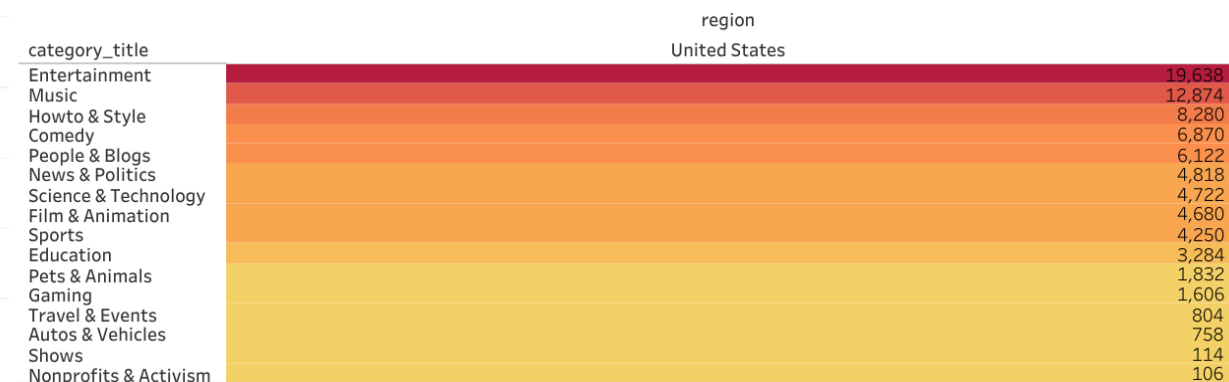


Date 11/14/2017 12:00:00 AM to 6/14/2018 12:00:00 AM Region All

Trending Vids by Country



Trending by Country and Category



Overall conclusion. Part 2

So, I would like to recommend pay more attention to how varies share of most popular categories. As we can see from “Trending History, %” graph the “Music” and “Entertainment” are taking 1st place in particular period.

Also, there are several categories that have almost disappeared during the period considered: “News&Politics” and “Educations” tend to lost almost entire their share to the end of .

In its turn “Gaming”, probably, may take off from the beginning of May 2018, that looks logical likely the industry has begun “conquer” more people attention, so it might be proper to spent more budget on this category.

Thanks for attention!