



Trending Video Analytics



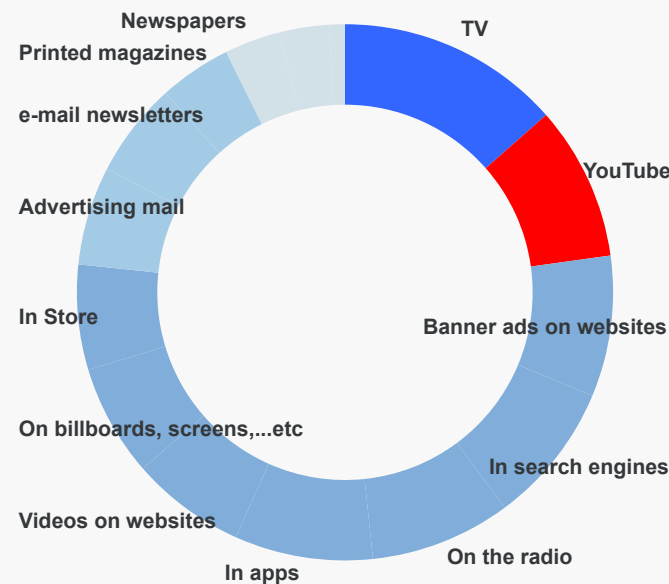
Trending Video Analytics

2.3 Billion Active Users per month

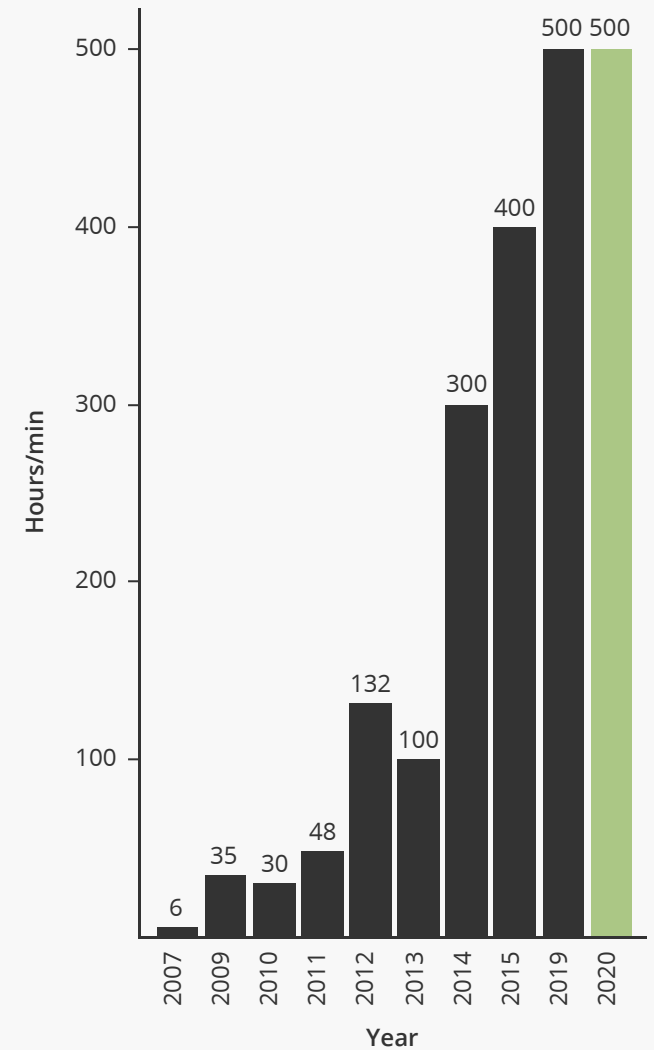
57,000 Years worth of content

45% of people use it on a daily basis

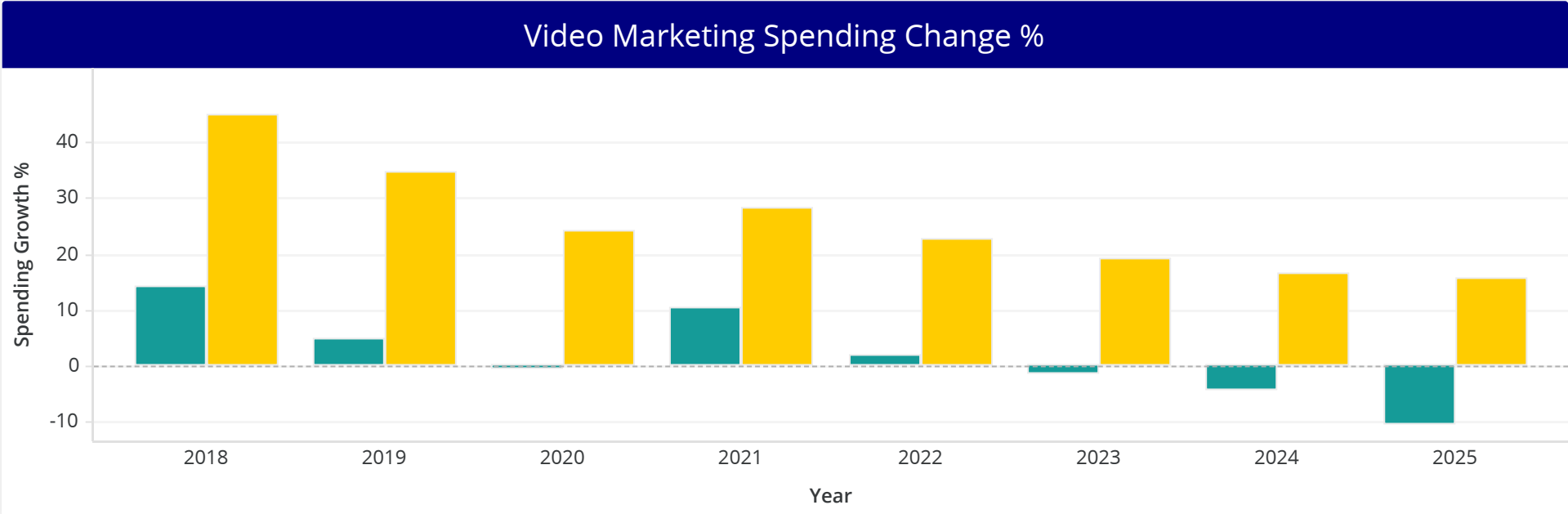
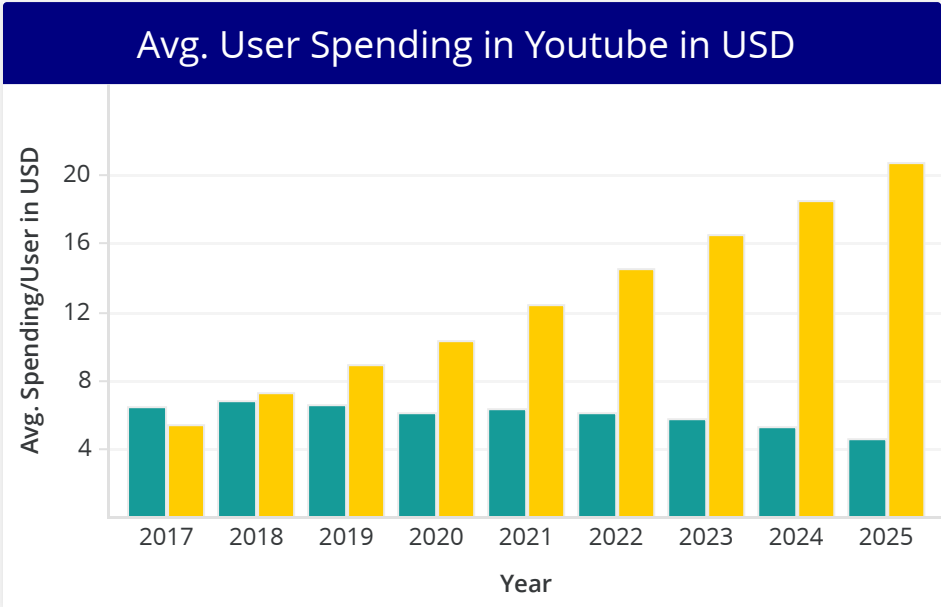
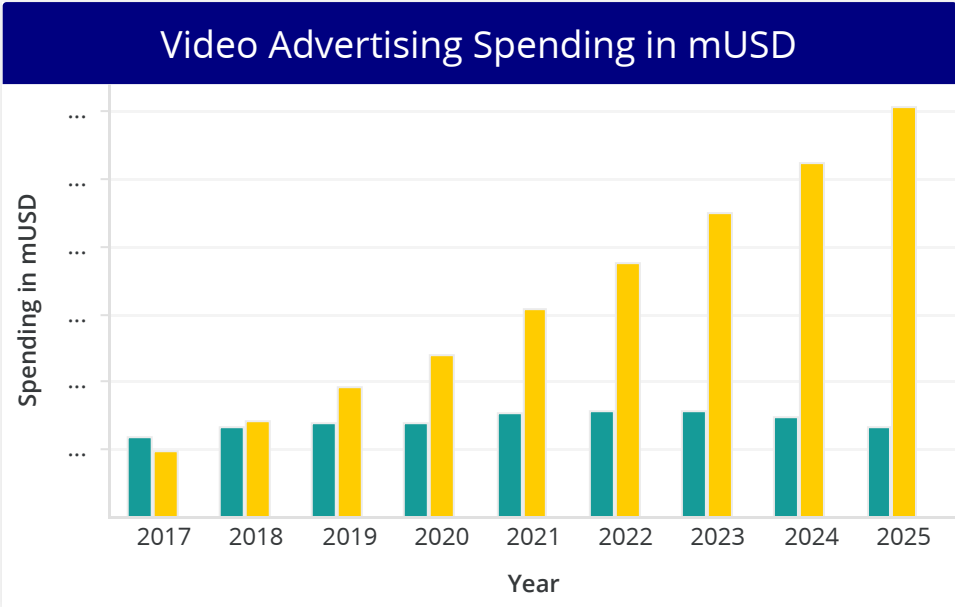
Where have you seen Advertisements in the last 4 weeks?



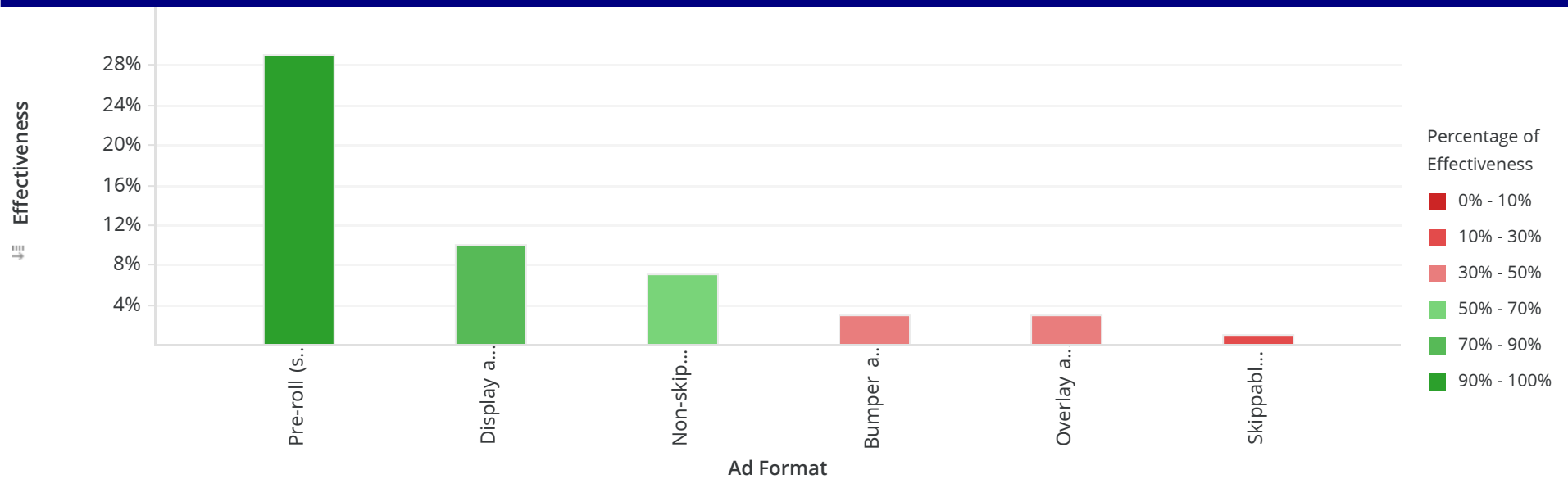
statista



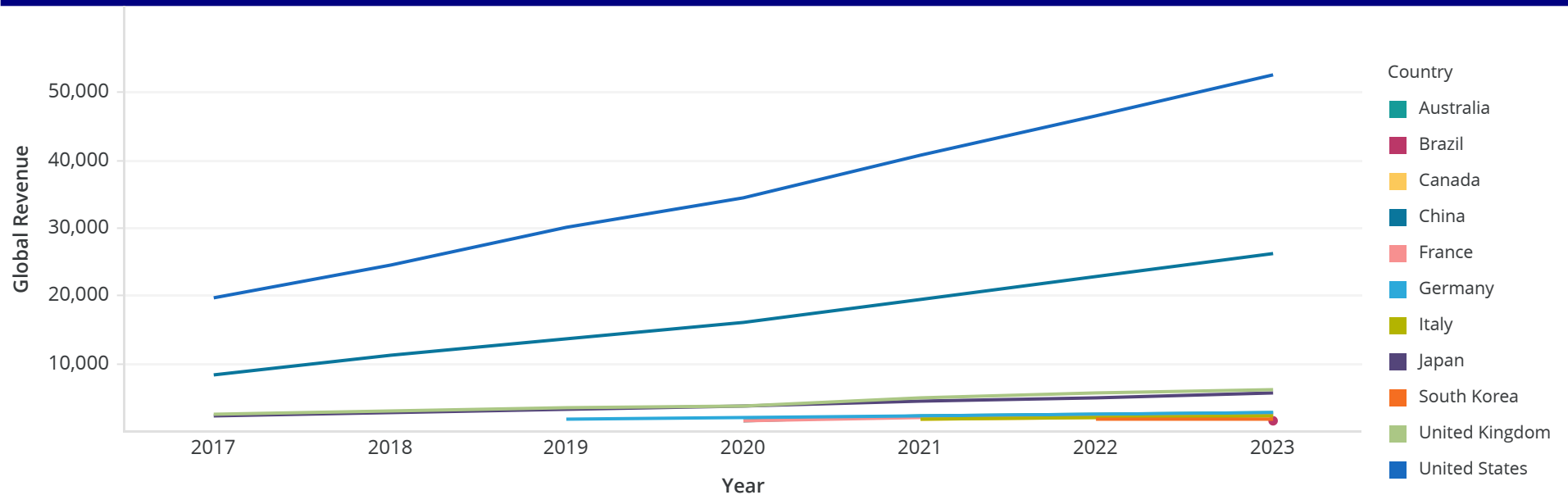
Hours Uploaded/min

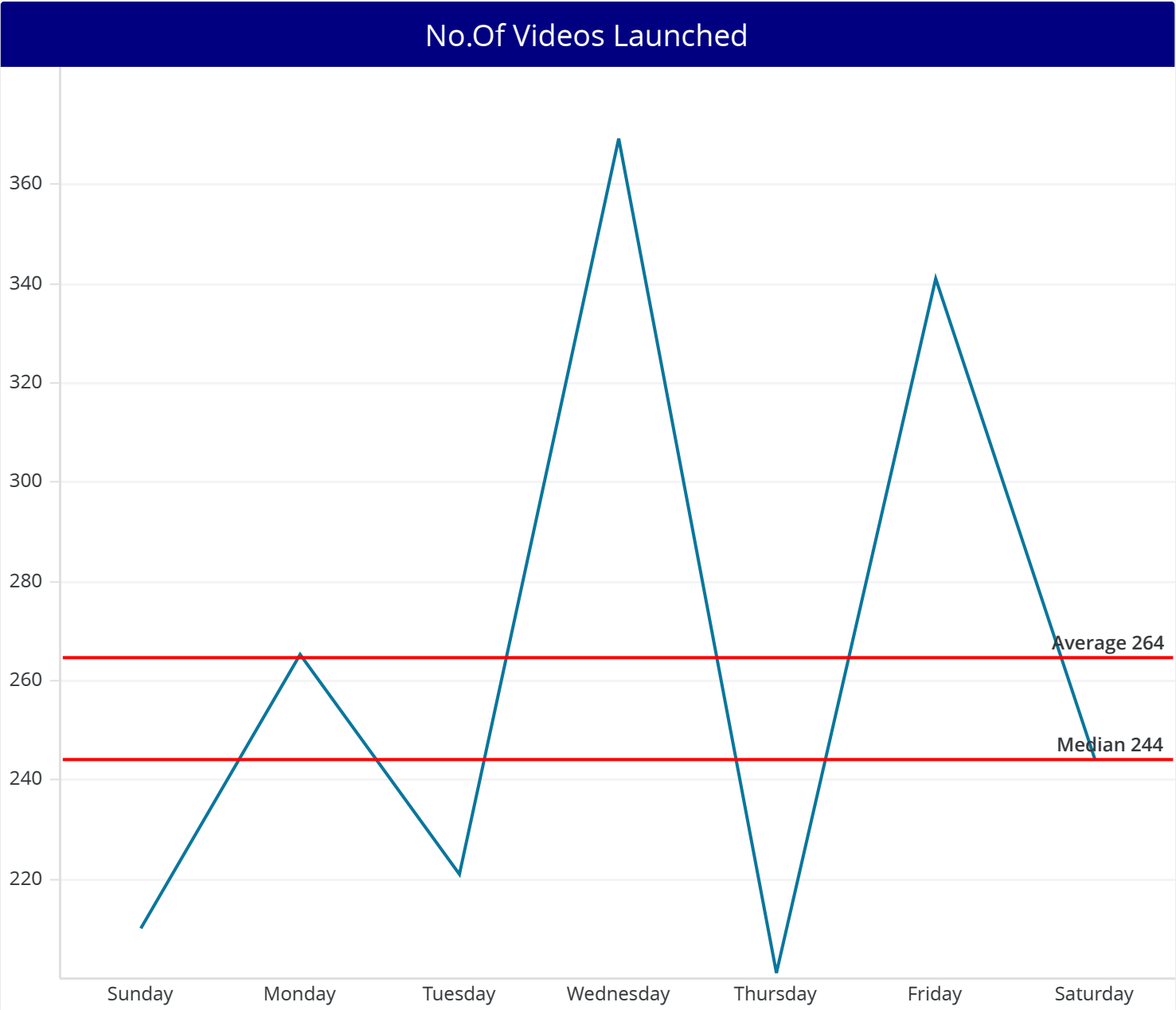
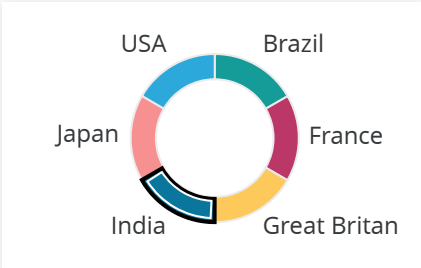


Effectiveness of Different Ad Formats



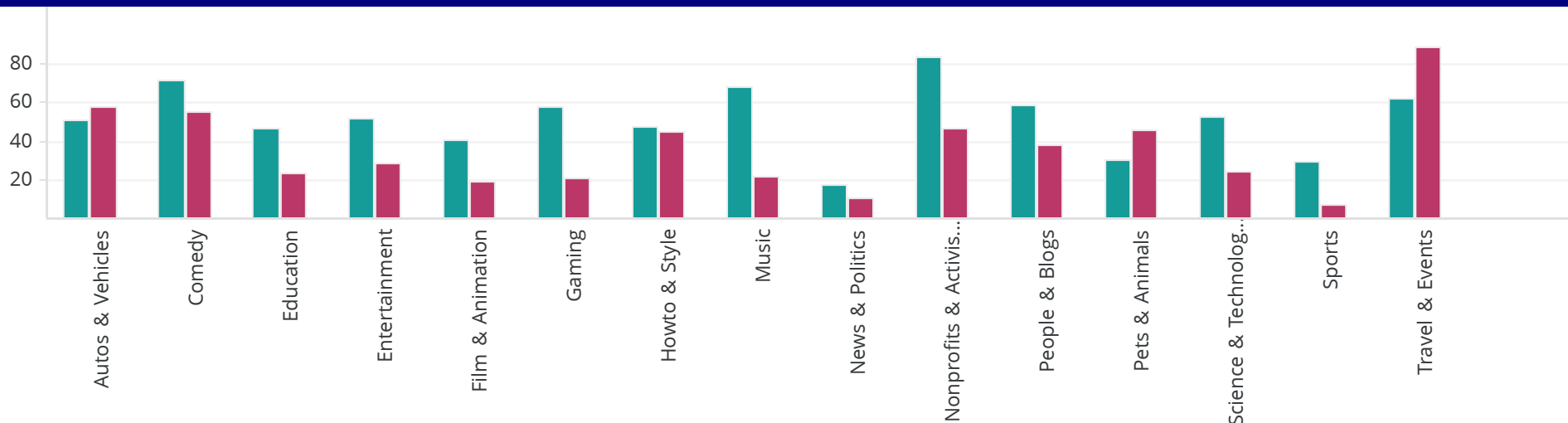
Global Revenue by Country





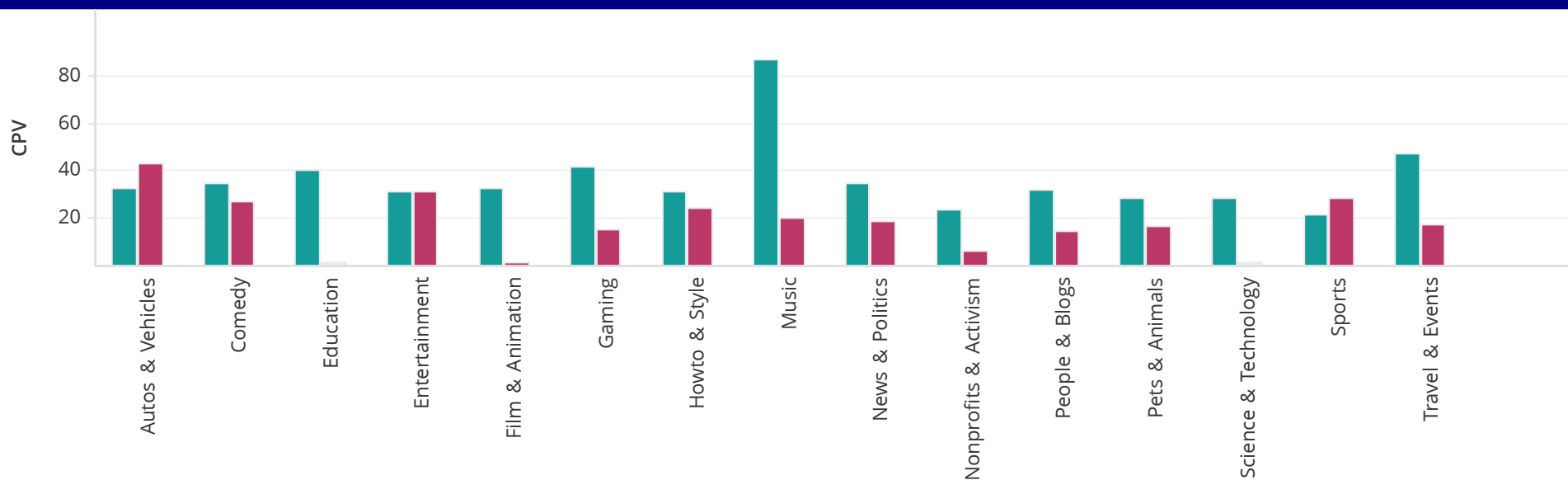
For Any Specific Category and Country it would be Ideal to Publish a Video in days that are above both the red lines.

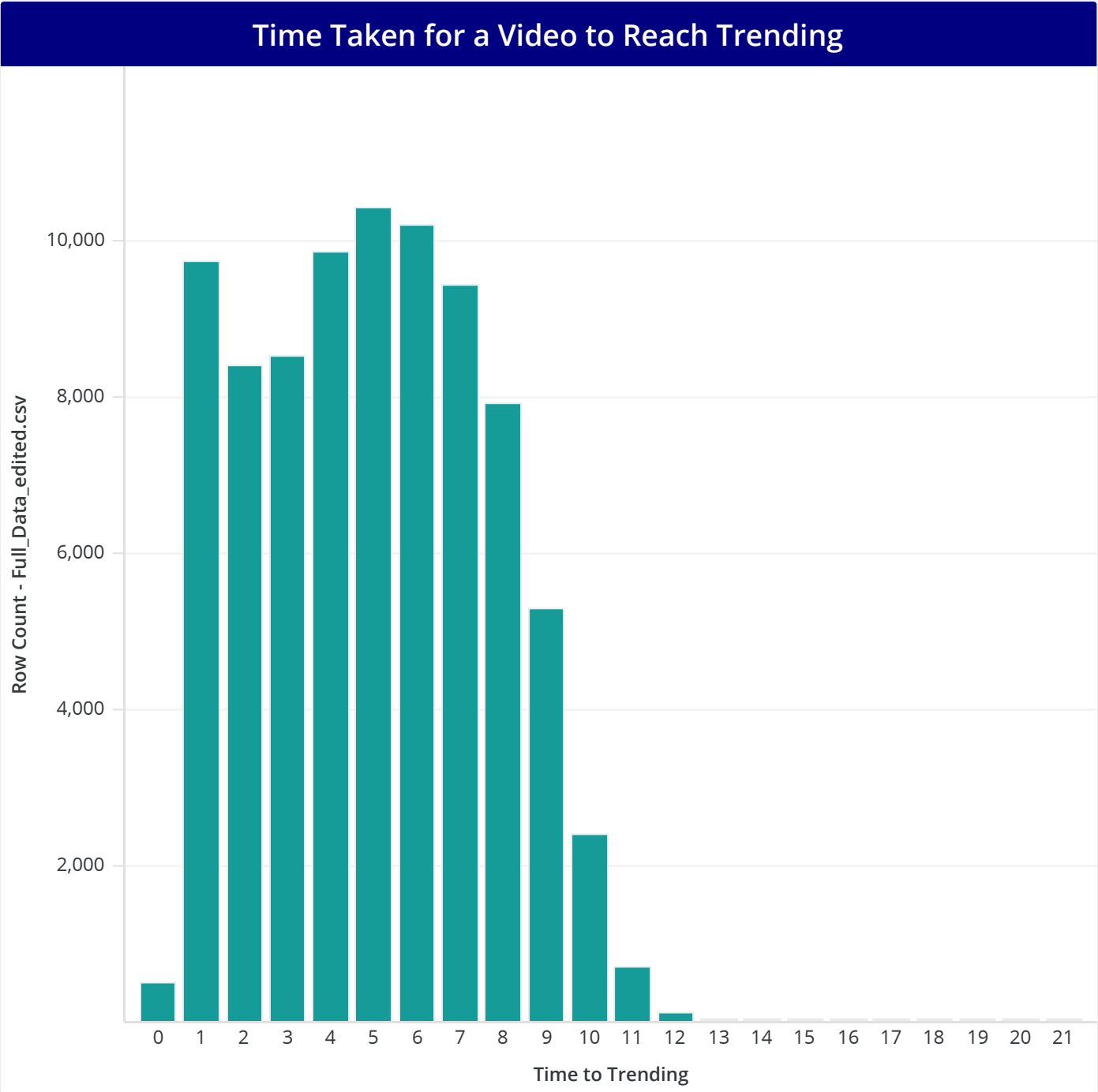
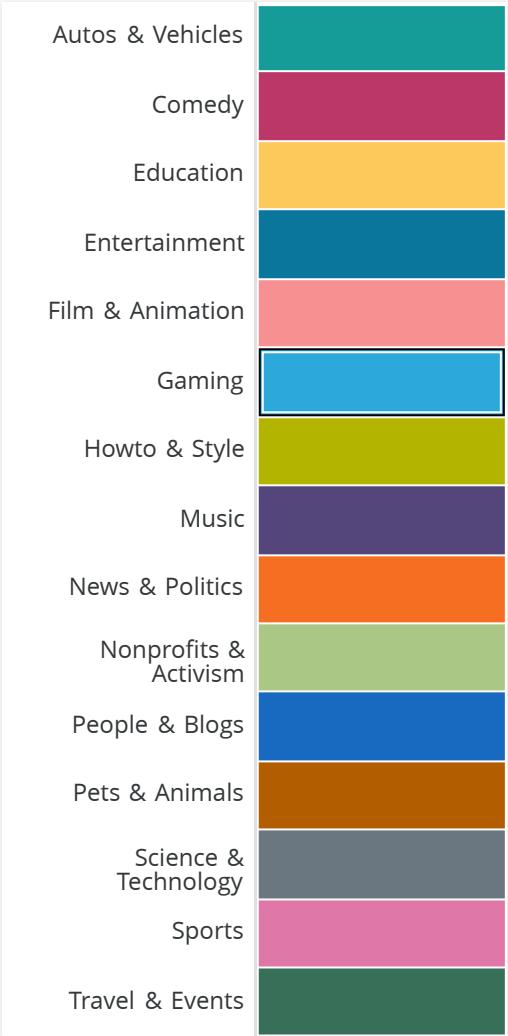
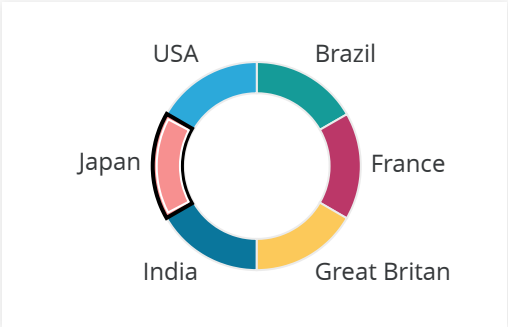
LPV per Category



It's Ideal to leave Ratings enabled to have more Comments per View and Comments enabled to have more Likes per

CPV per category

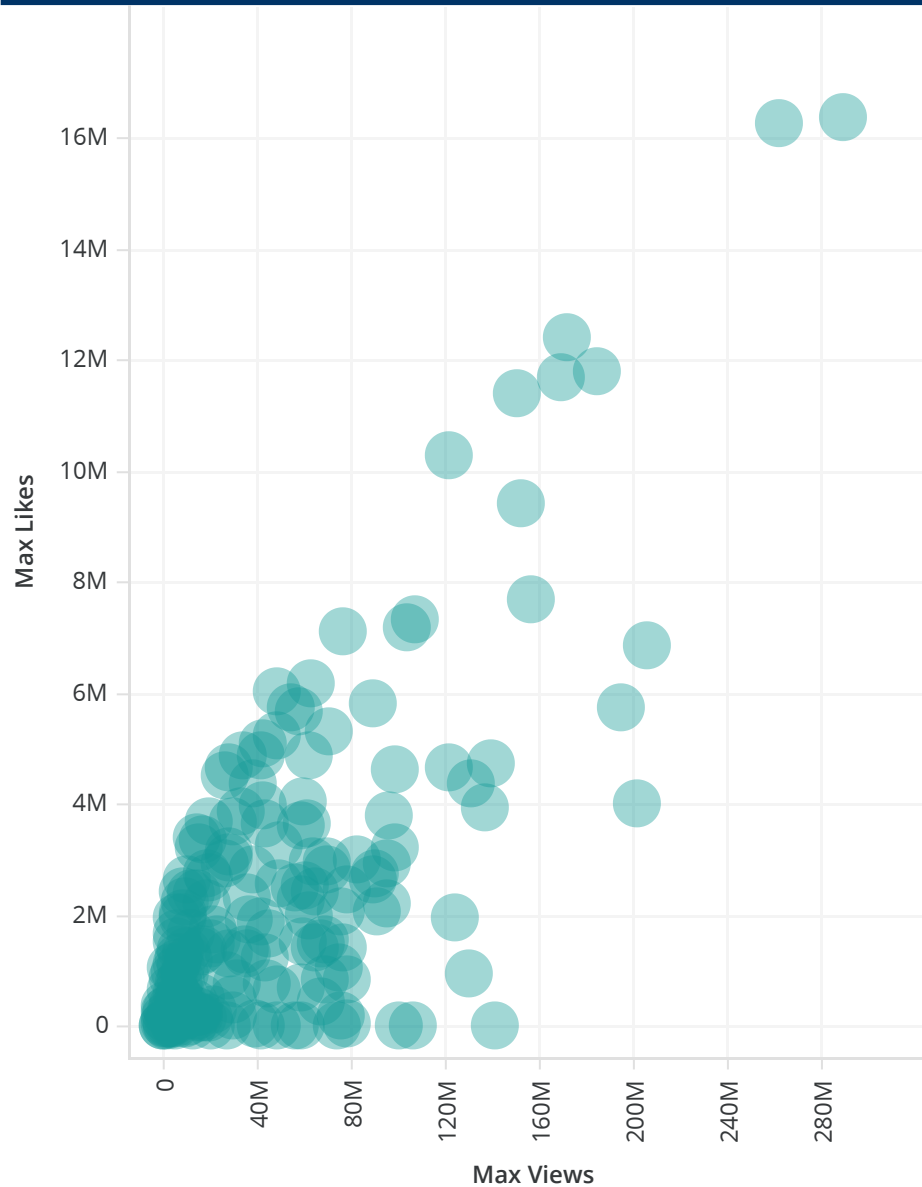




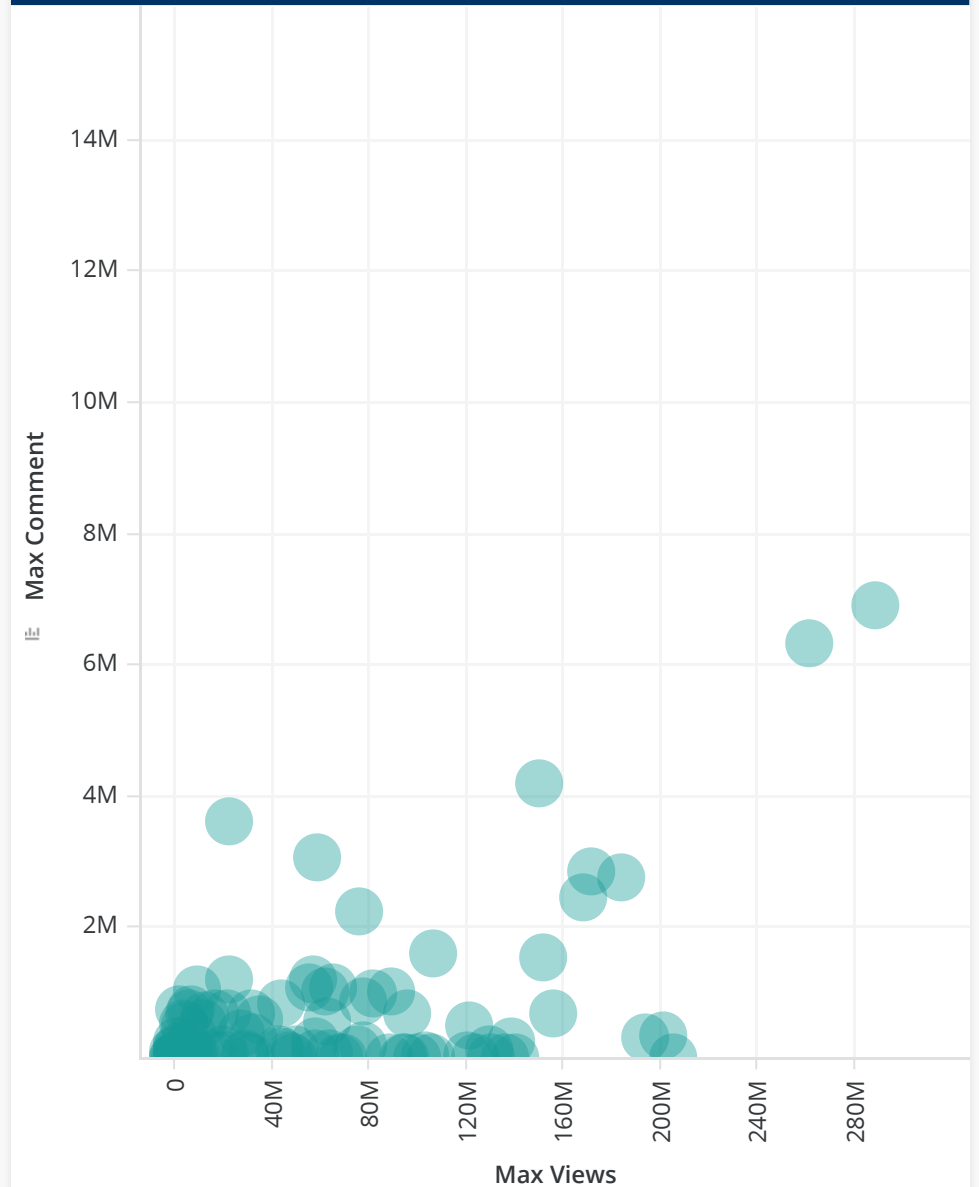
Category	NAME
Autos & Vehicles	
Comedy	
Education	
Entertainment	
Film & Animation	
Gaming	
Howto & Style	
Music	
News & Politics	
Nonprofits & Activism	
People & Blogs	
Pets & Animals	
Science & Technology	
Sports	
Travel & Events	



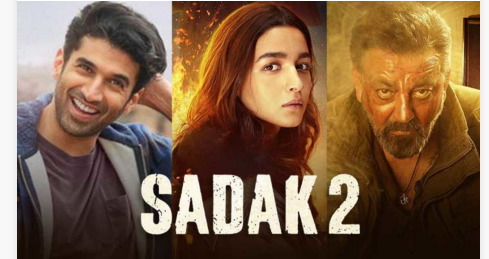
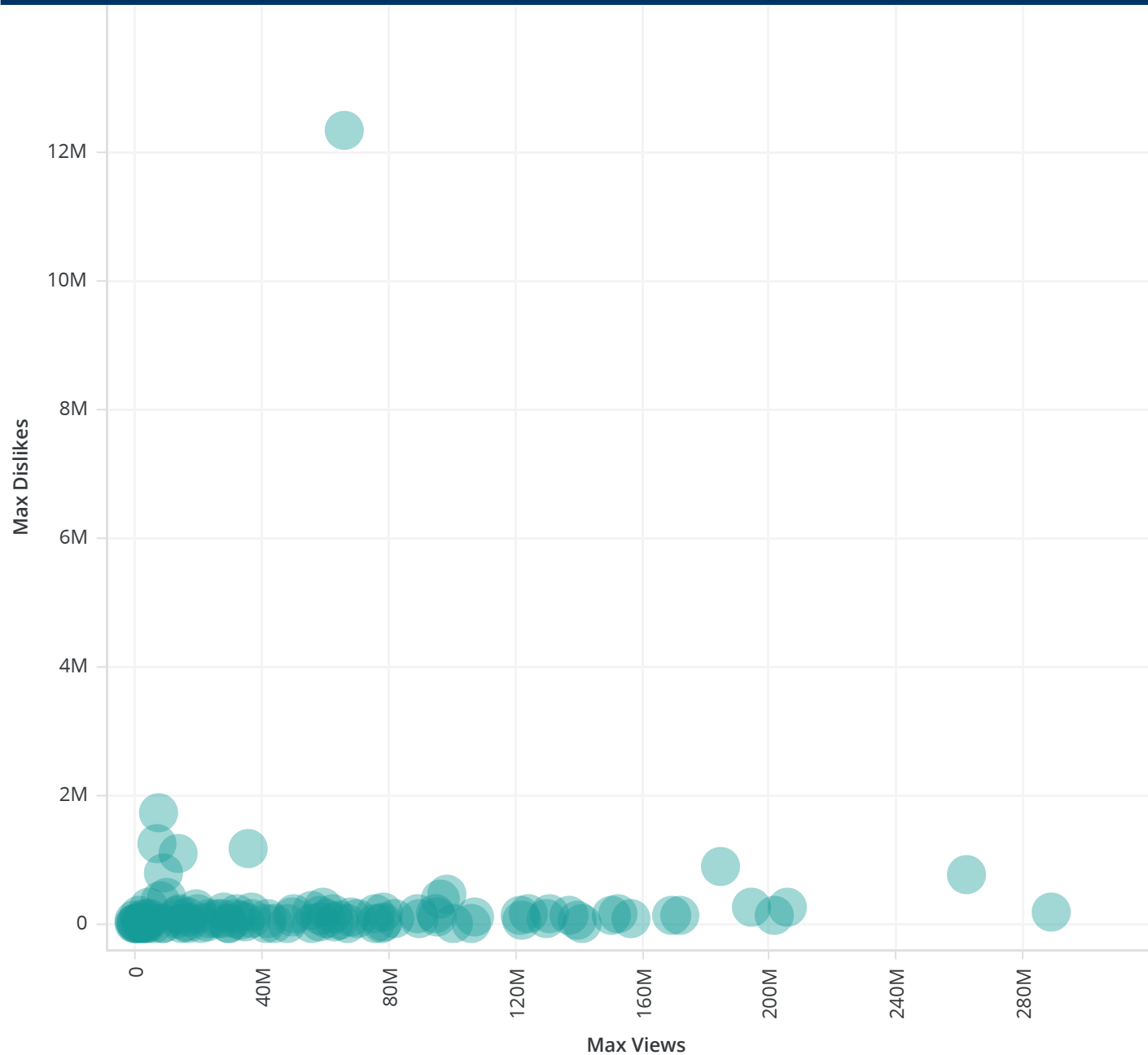
Likes are Directly Related to Views



Even a Low No. of Comments Can Have a Signific...

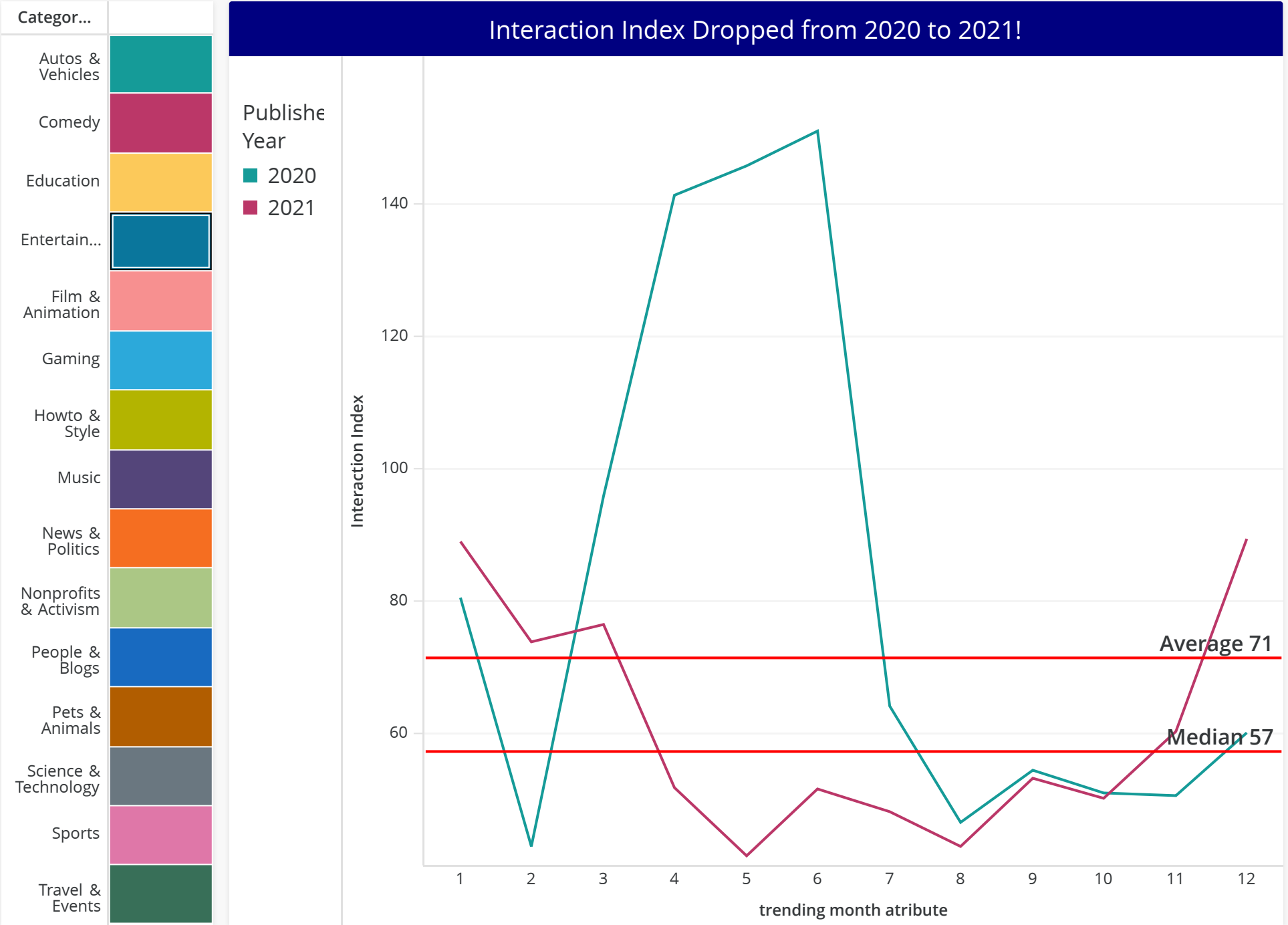


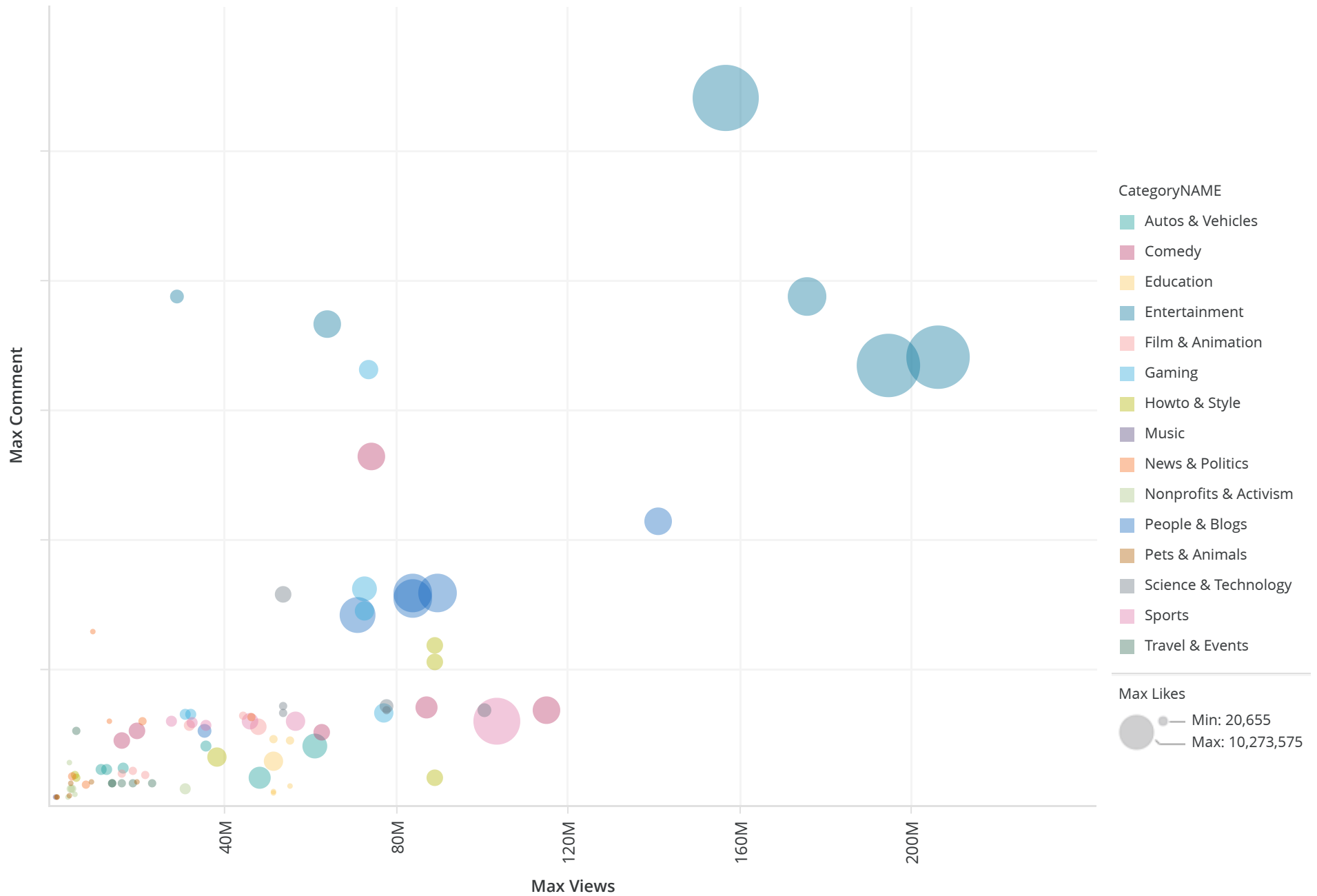
What About Dislikes?



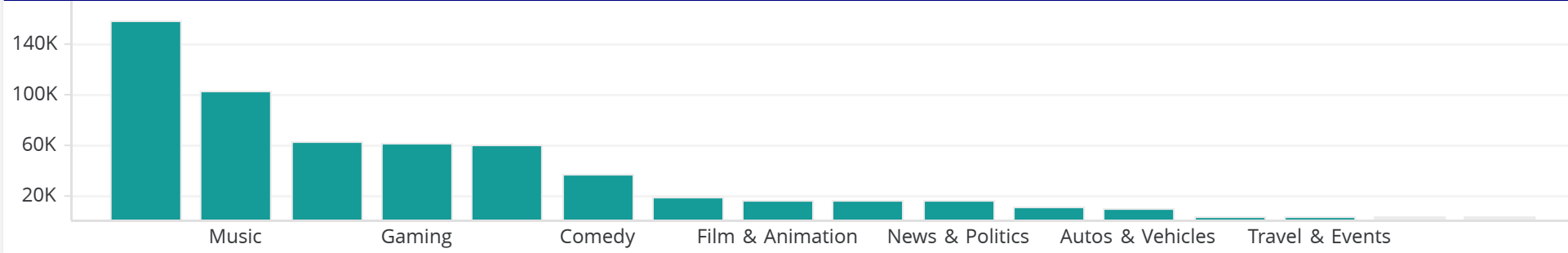
The 3rd Most Disliked Video on
YouTube

Trending Video on YouTube for
11 days.





Videos in Categories



False

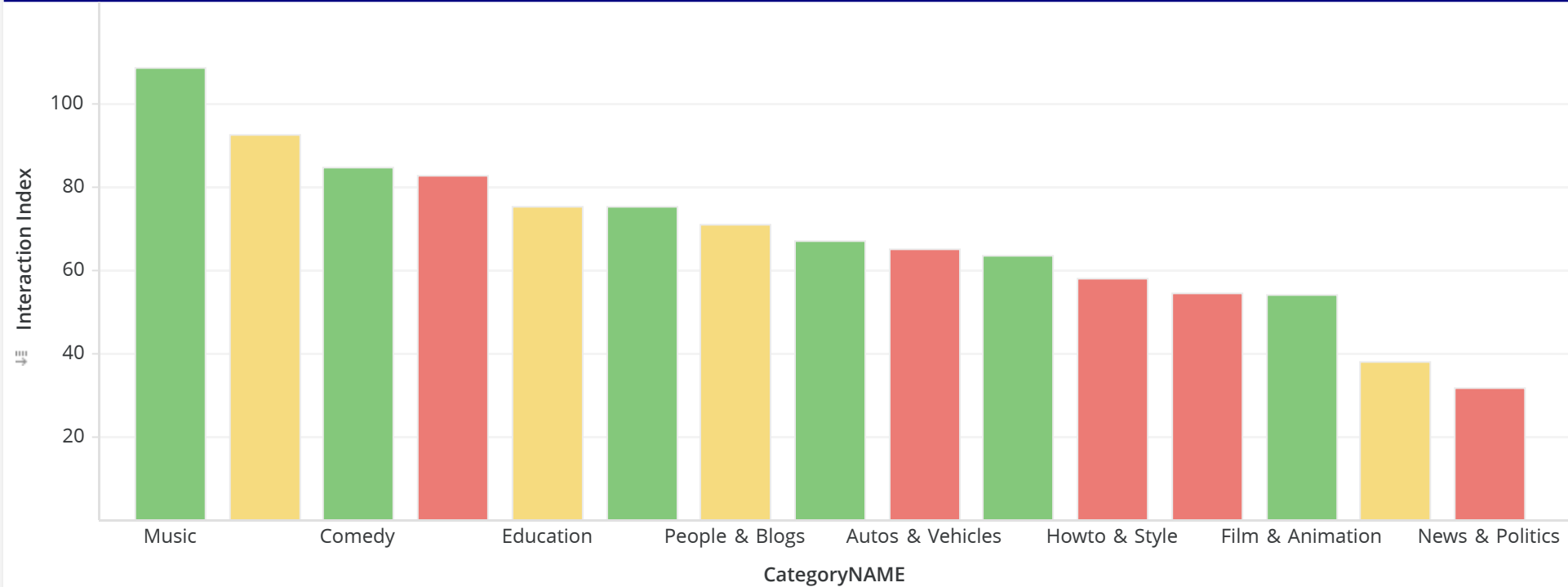


The Categories that Goes to Trending Most are 'Entertainment' , 'Music' and 'Sports' but the ones with Best Interaction Metrics are 'Music' , 'Nonprofits & Activism' and 'Comedy'.

False



Categories with Maximum Reach



Co...

USA

Brazil

France

Great Britan

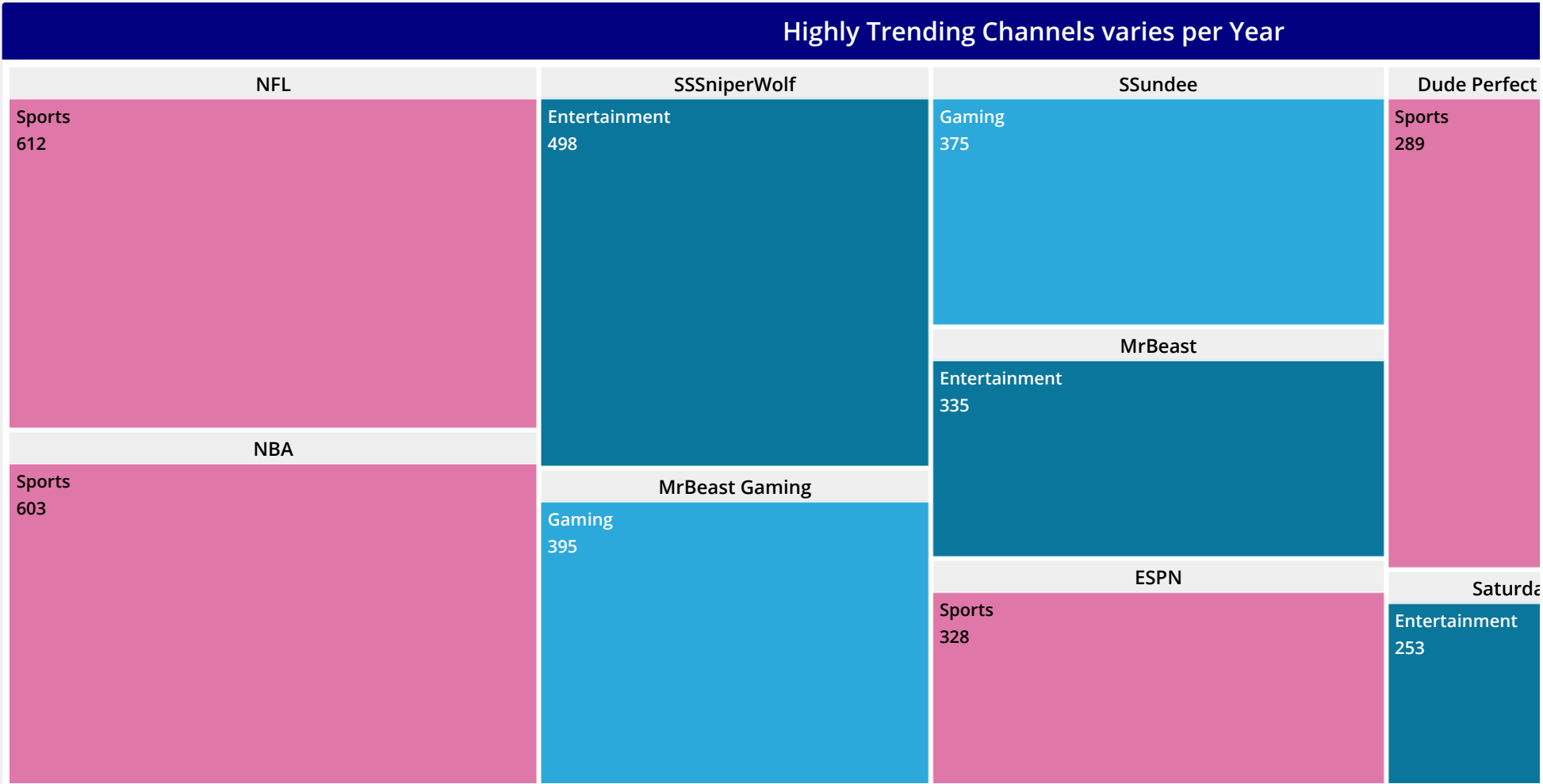
2020

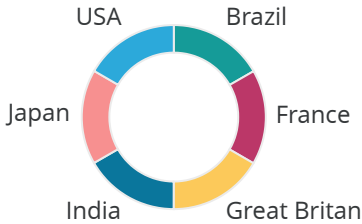
2021

Row Count - Full_Data_edited.csv

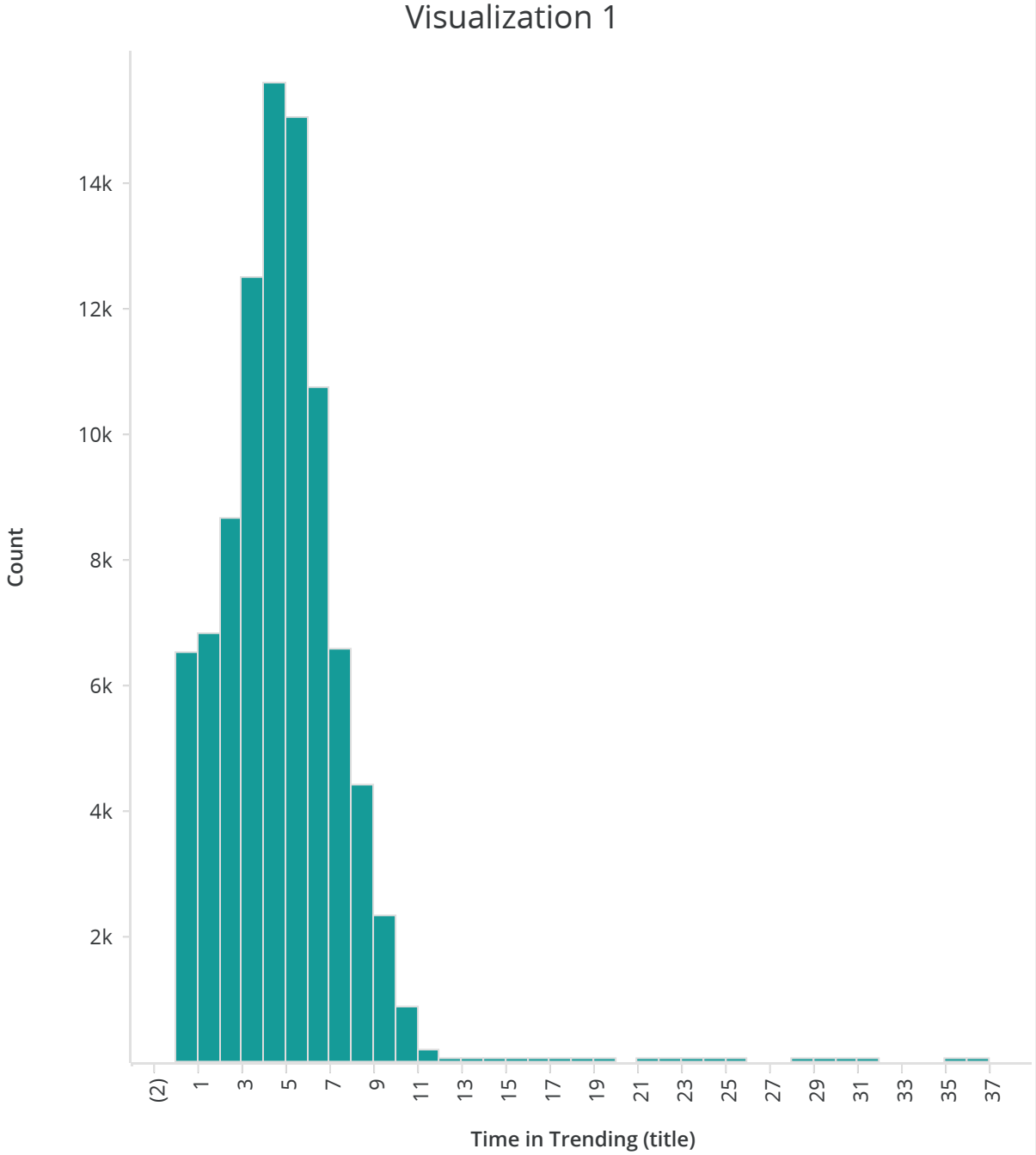
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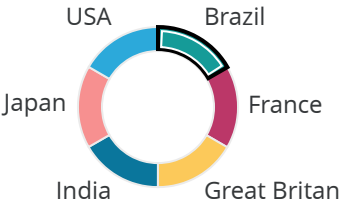
≥ 235



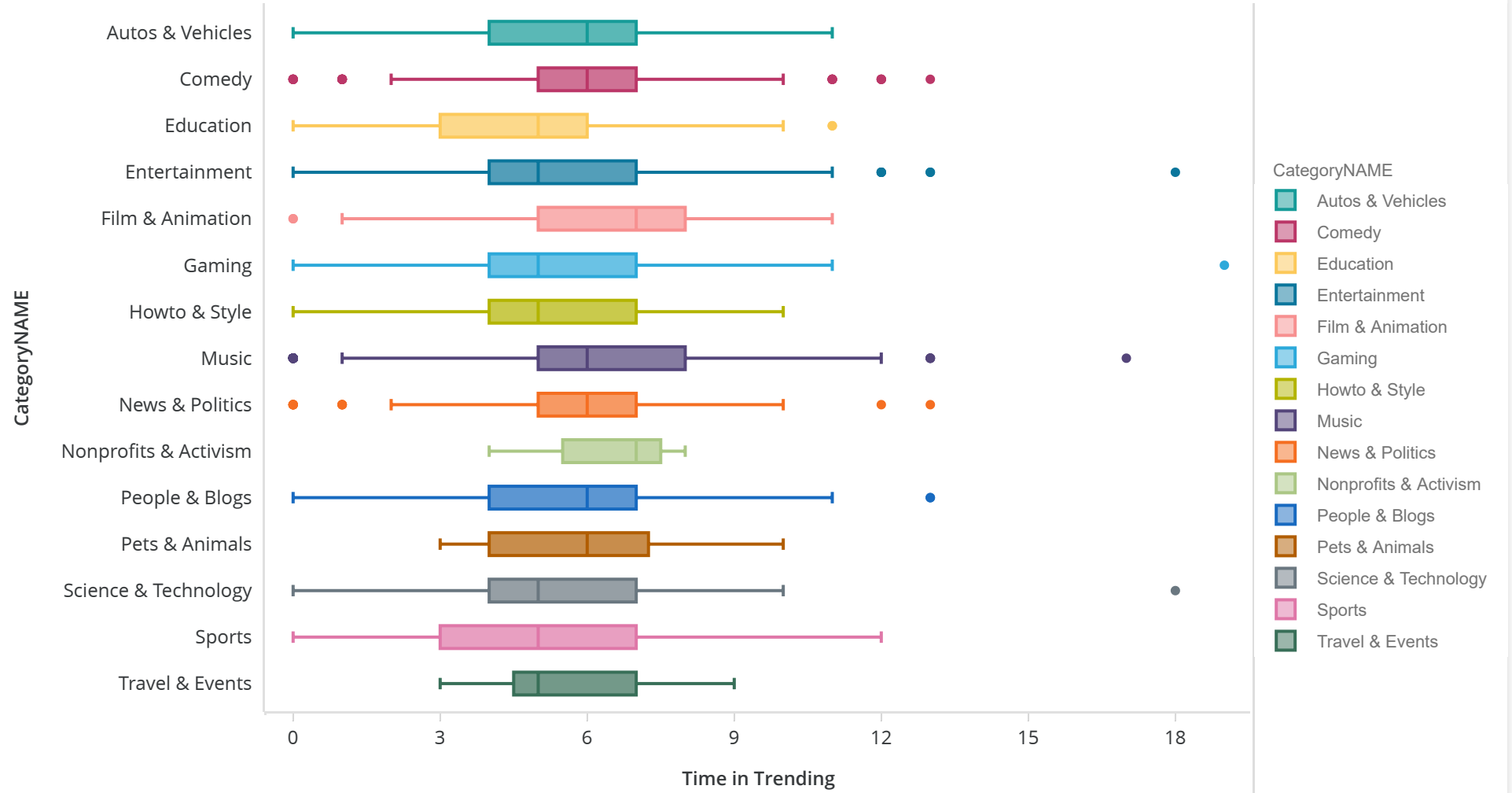


CategoryNAME	
Autos & Vehicles	
Comedy	
Education	
Entertainment	
Film & Animation	
Gaming	
Howto & Style	
Music	
News & Politics	
Nonprofits & Activism	
People & Blogs	
Pets & Animals	
Science & Technology	
Sports	
Travel & Events	

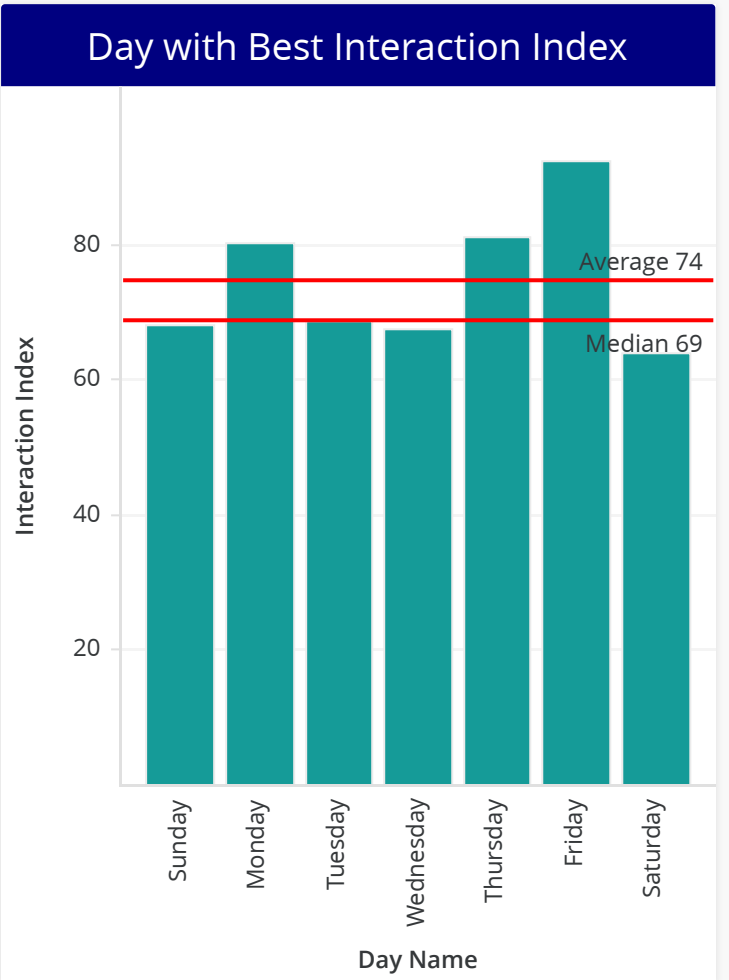
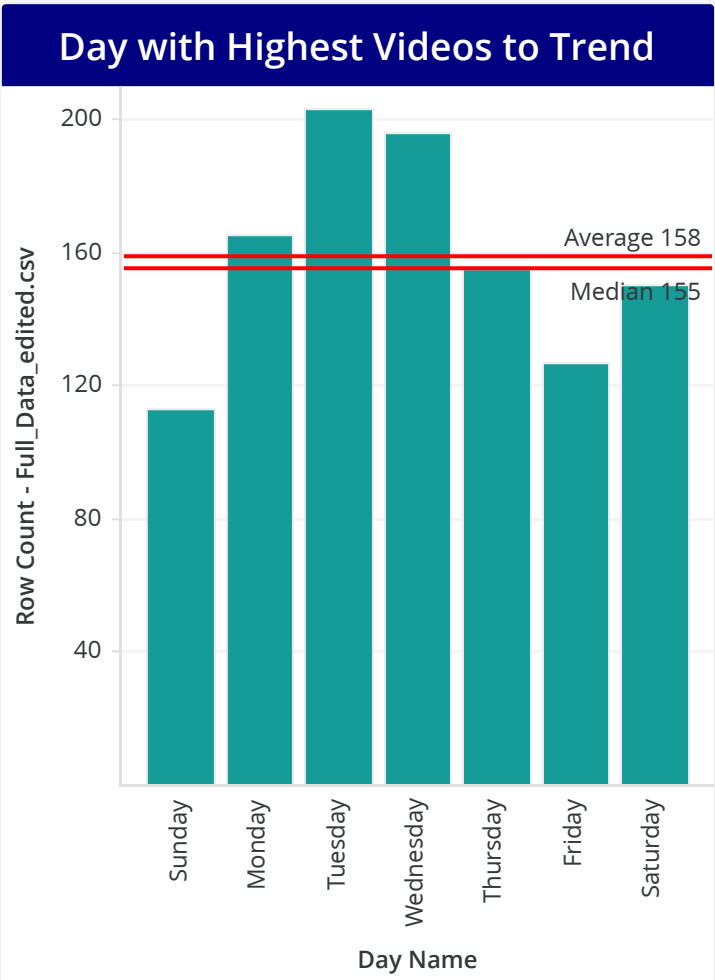
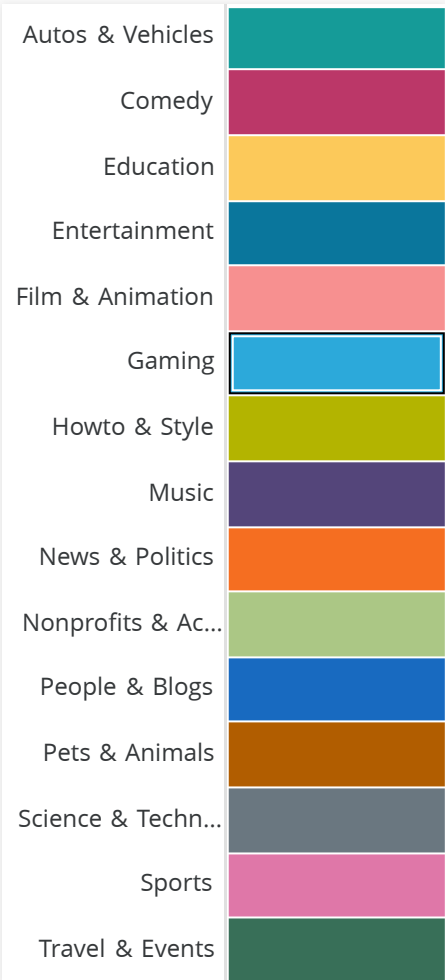
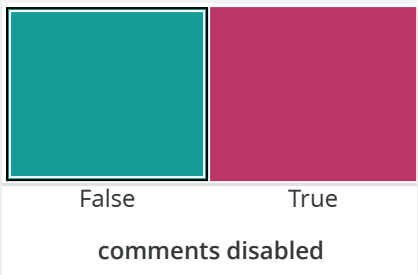
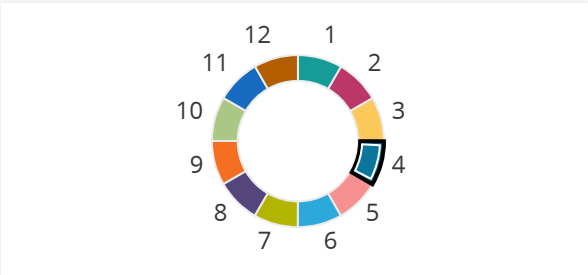
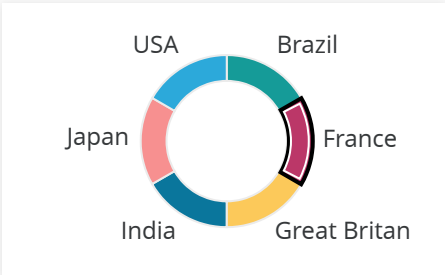




Visualization 4

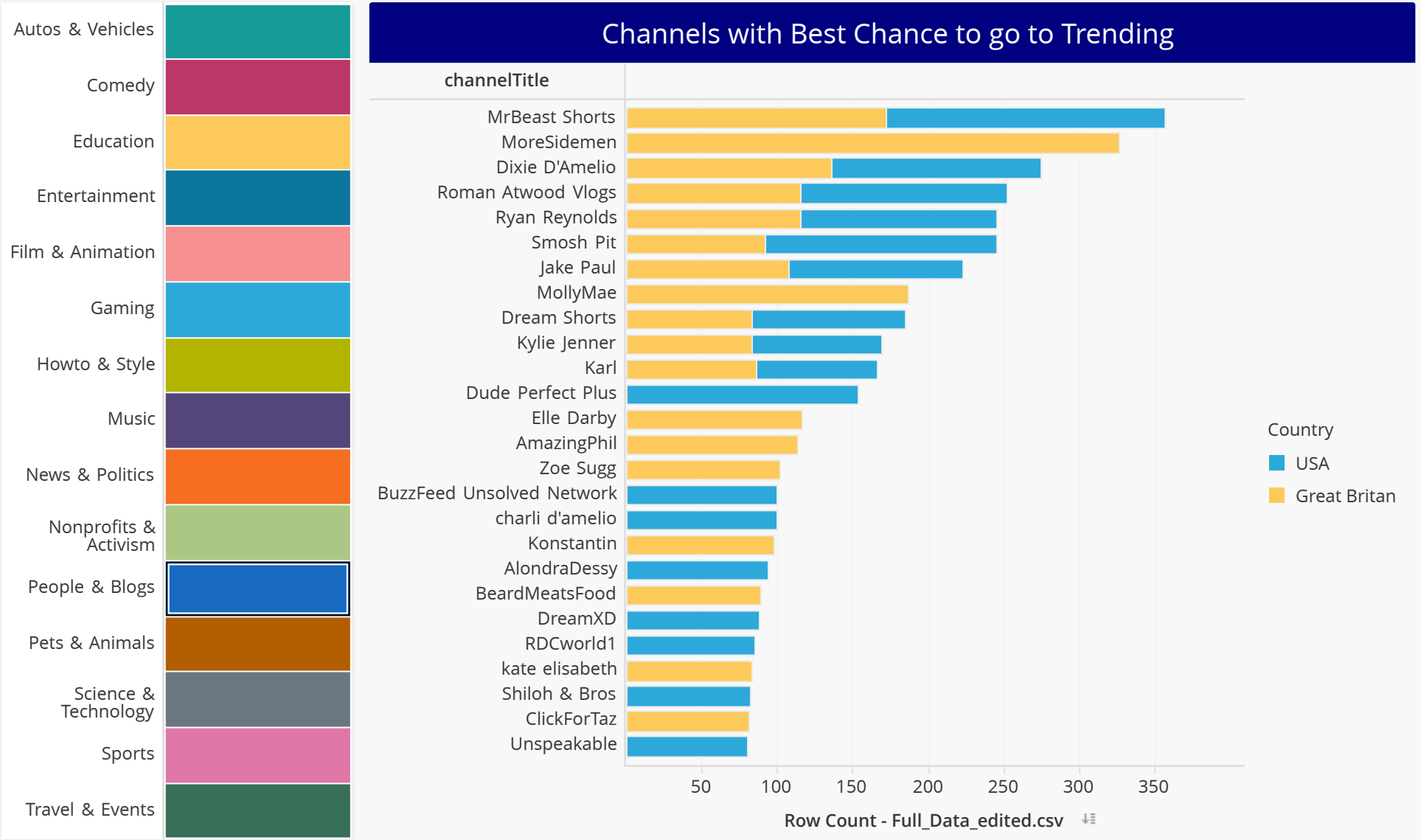


Here's a small guide to help Youtubers to Publish the Video in right conditions that increases a video's chance to reach trending



☐ (All)☐ Brazil☐ France☒ Great Britan☐ India☐ Japan☒ USA

≥ 80





Thank You!

FILTERS (2)

Country: Brazil, France, Great Britan, India, Japan, USA

Day of Week(Published): 1, 2, 3, 4, 5, 6, 7