Popular YouTube Videos Trends

Anastasia Klein

15.06.2018

Main Questions

- What video categories trended most often?

- How were videos 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?

Dataset Description

- The dataset contains aggregated data on **the number of daily views of YouTube videos** of the most popular categories in 5 countries: **United States, France, Russia, India, and Japan.**

- Data available from **November 14, 2017** to **June 14, 2018**.

- Videos of the following types are counted:

    Entertainment, Music, Howto & Style, Comedy, People & Blogs, News & Politics, Science & Technology, Film & Animation, Sports, Education, Pets & Animals, Gaming, Travel & Events, Auto & Vehicles, Shows, Nonprofits & Activism, Trailer, Movies.
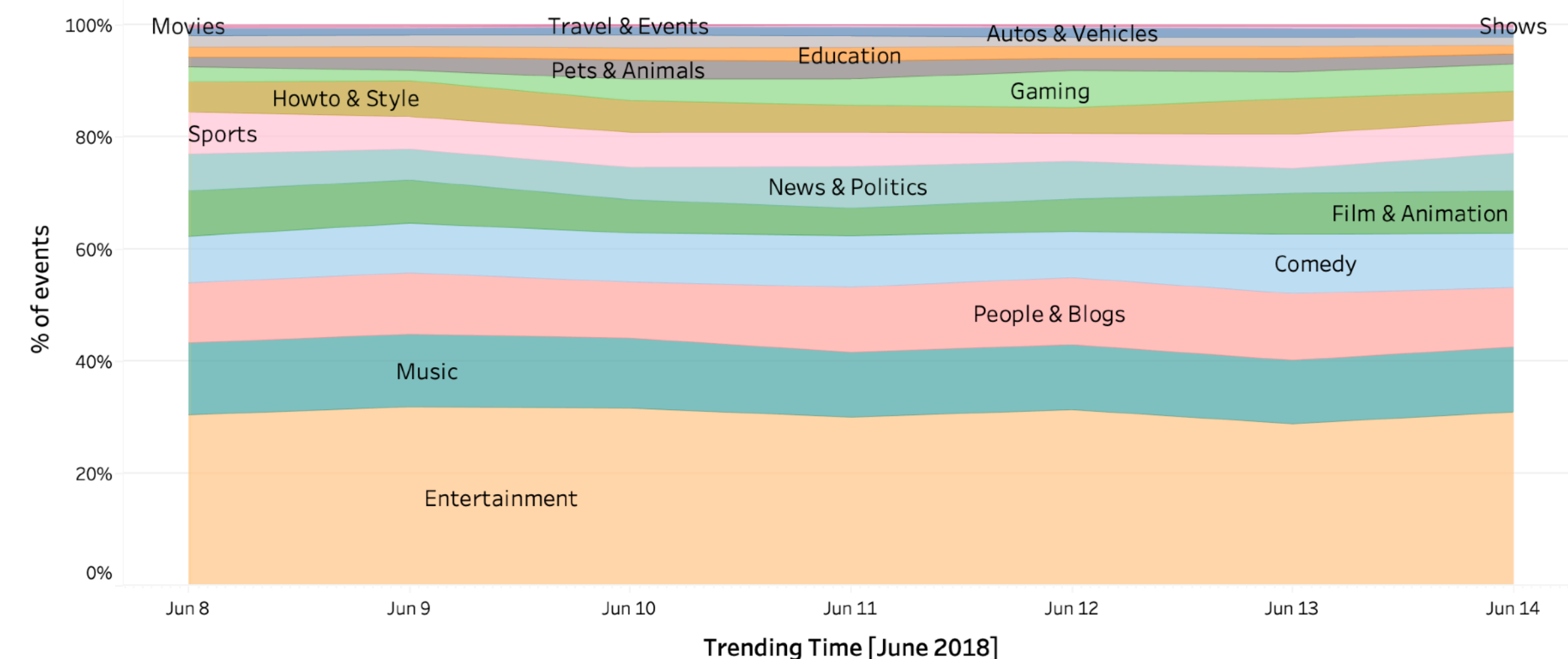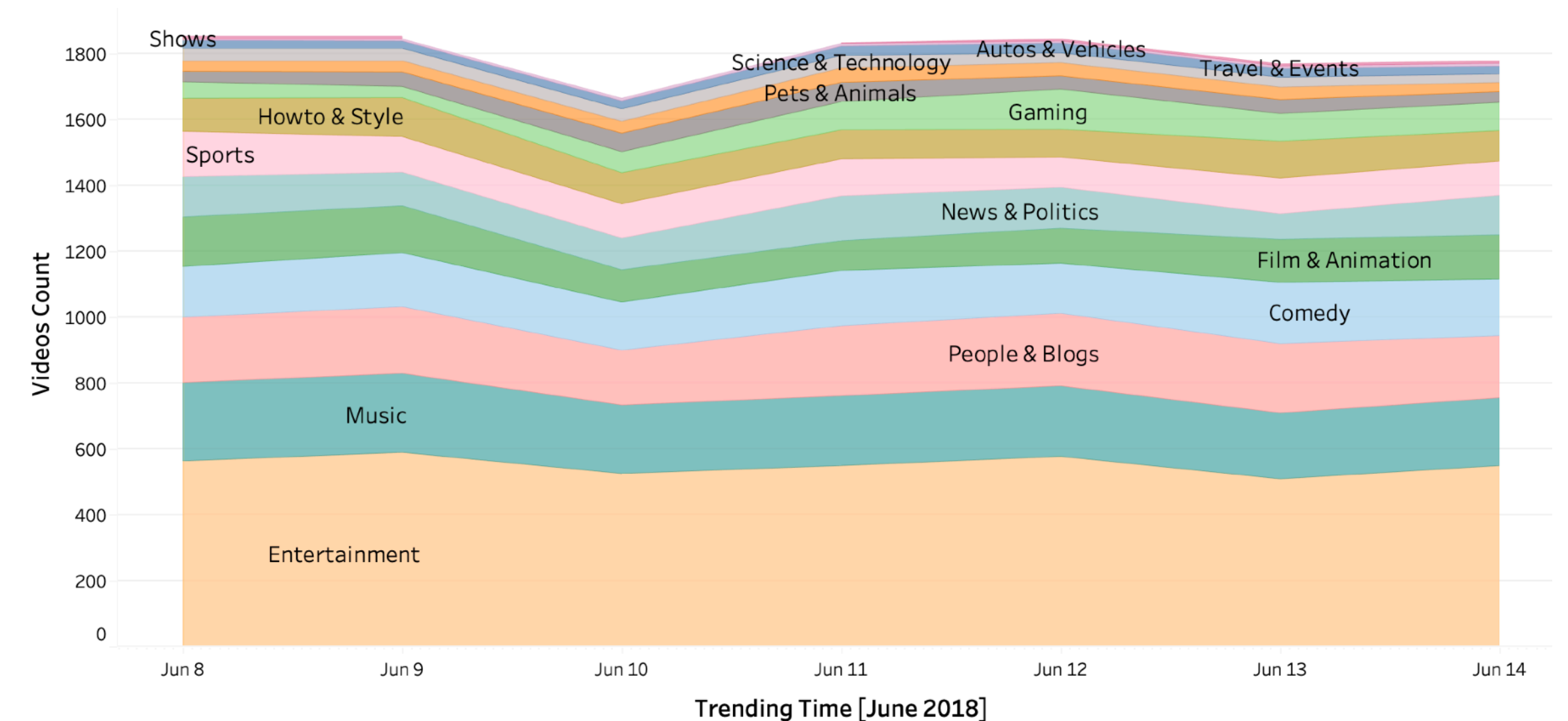
Trending History

- There is a **sharp jump in total daily video views**. It is connected with the fact that **Japan video views** have only been **available since February 7th**. The 3 subsequent **drops** are also **related to the lack of data** on video views in **Japan**.

- **The number of videos viewed daily is about the same.**

- **The most popular** videos are following types:

  - Entertainment (about **30%** of all videos).

  - People & Blogs (**12-15%**)

  - Music (about **12%**)

  - News & Politics (**8-10%**)

  - Comedy (**8-10%**)

- The **distribution** among the categories **does not change significantly over time**, except some days when videos on gaming are becoming a bit more popular than usual.
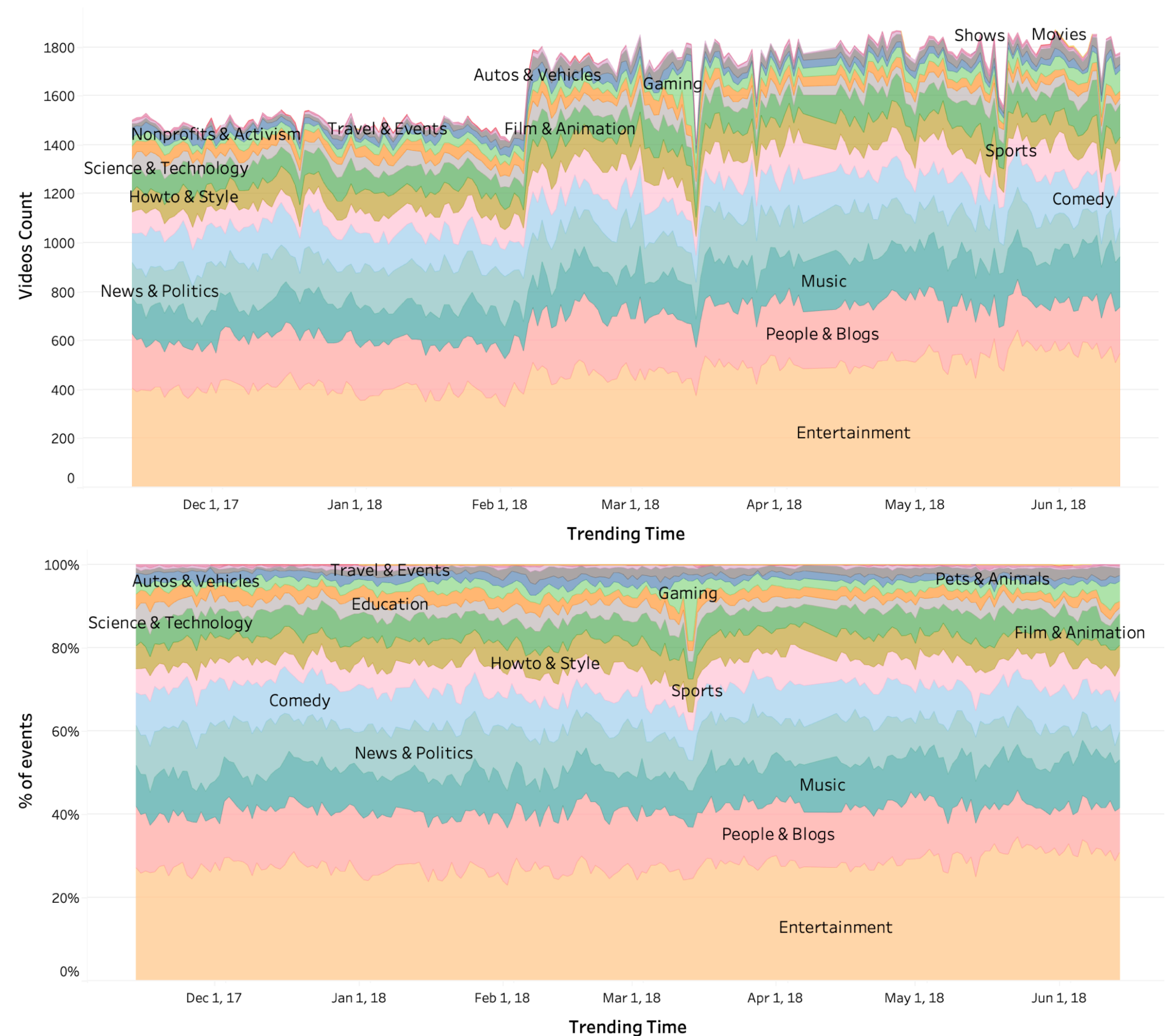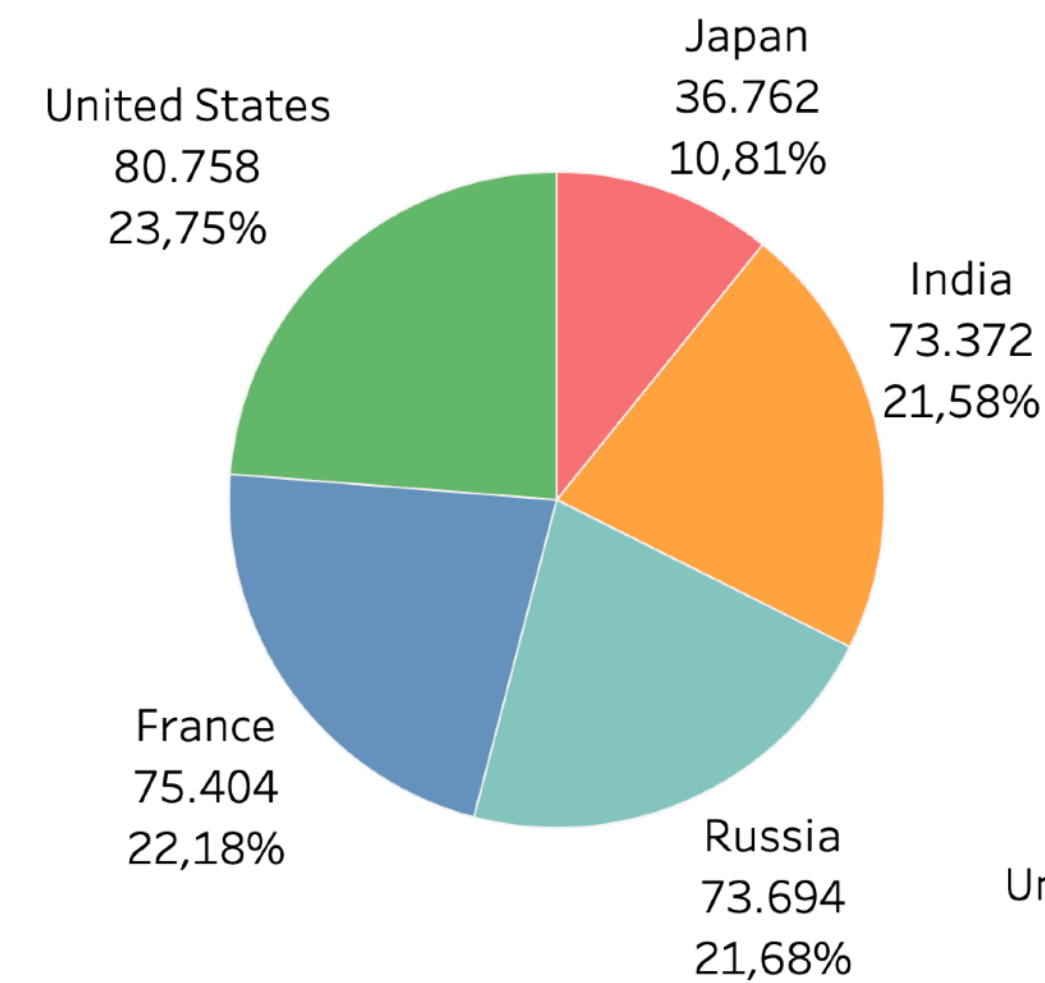
Trending videos last week

- **Last week**, there were about **1,800 views daily**, only on June 10, the number of views dropped to about 1,600 (a slight decrease occurred in France, Russia and Japan).

- **The Entertainment category is leading** (**31%** of all videos).

- The **Music** category has become a bit more popular (more then **12%**)

- The **People & Blogs** category make up **10-12%** of all videos.

- The **Comedy** category is **8-10%** of all videos.

- **News & Political** videos were less popular last week and account for **5-8%** of all videos. For the **Film & Animation** category it is also **5-8%**.
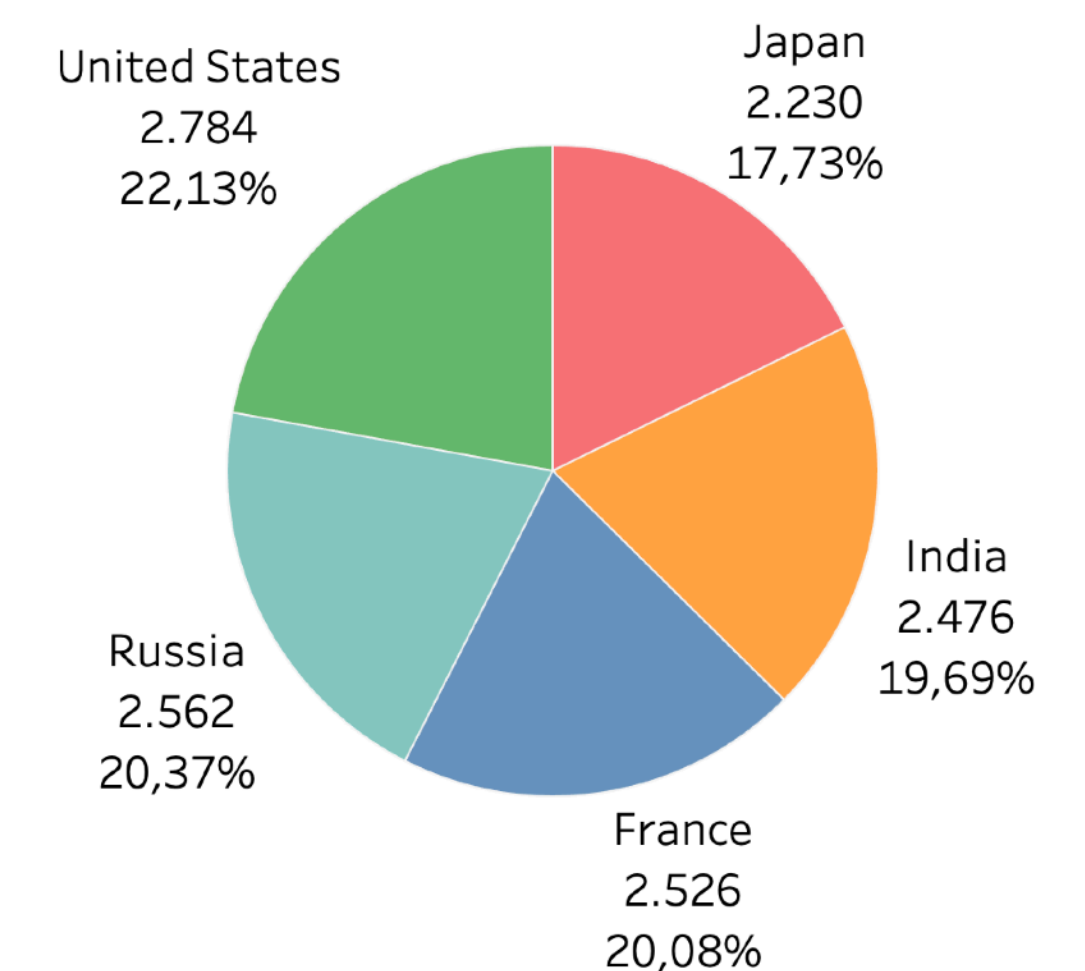
Trending Videos by Country

- **Trending videos are distributed almost equally among countries.** There are slightly more videos watched in the United States, and slightly less in Japan.

- Historically, the share of videos watched in Japan is lower since Japan data is only available for 5 out of 7 months.

Historical
(November 14, 2017 - June 14, 2018)

Japan
36.762
10,81%

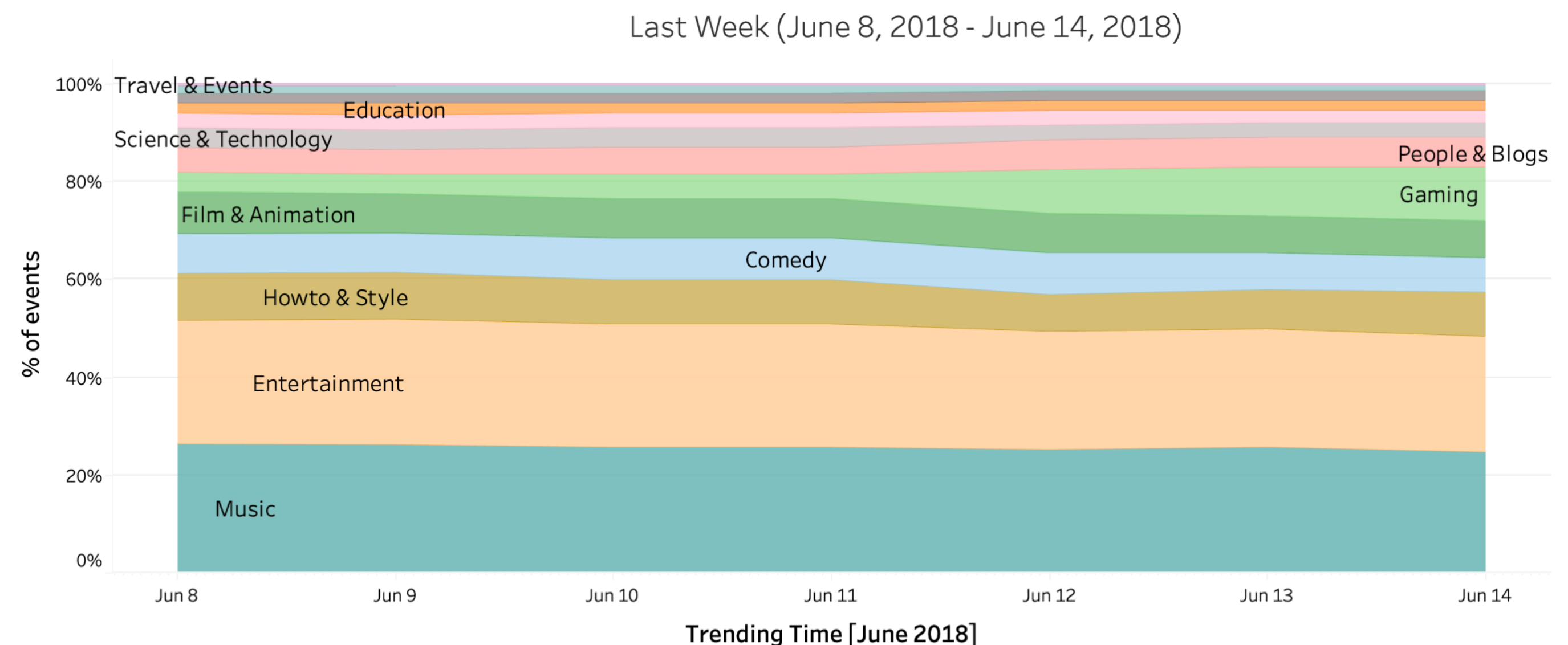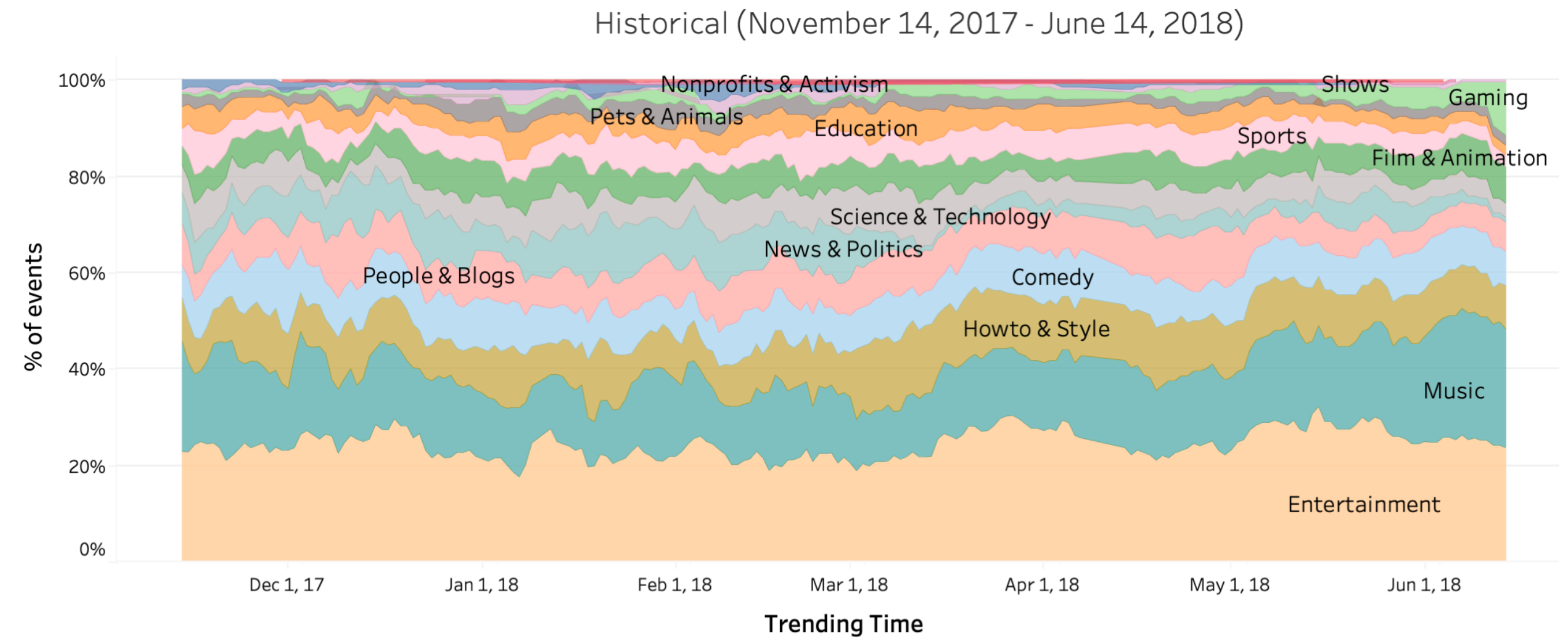United States
80.758
23,75%

India
73.372
21,58%

France
75.404
22,18%

Russia
73.694
21,68%

Last Week
(June 8, 2018 - June 14, 2018)

United States
2.784
22,13%

Japan
2.230
17,73%

India
2.476
19,69%

France
2.526
20,08%

Russia
2.562
20,37%

Categories Popular in the United Stated

- In the United States, the **Entertainment** category is also **very trending** as for all countries in general, but its share is slightly less, **25%** of all videos on average.

- The **Music** category is **much more popular in the United States**, especially recently (**15-20% on history and more than 25% last week**).

- **Howto & Style** videos are common in the United States, accounting for about **10%** of total videos watched.

- The **Comedy** category is **8-10%** of all videos watched as for all countries on average.

- **People & Blogs** and **News & Politics** videos are also trending in the US (**8-12%** for both in the beginning of the year), but recently the share of views of the former has **dropped** to **6%**, the latter to **1.5%**.

- The **Gaming** category **has become more popular recently**, the share of views over the last week has **increased** from 5% to **10%** of total videos watched.

- The **Film & Animation** category has become a little more popular recently, with views over the last week accounting for about **8%** of all videos.

Historical (November 14, 2017 - June 14, 2018)

Last Week (June 8, 2018 - June 14, 2018)

Trending by Country and Category

- The **Entertainment** category is **especially popular** in all countries. This category **stands out particularly for India** (almost 50% of all videos).

- The **Music category is trending in the United States** as well as **France** and **India**.

- The **People & Blogs** category is **especially popular in Russia**, in **France** and **Japan**, much larger number of videos from this category was watched in comparison with the US.

- The **News & Politics** category is much more popular in **Russia** and **India** than in the US.

- The **Sports** category is much more trending in **France** and **Japan** than in the United States.

- **Howto & Style** videos are much more common in the United States.

- **Camedy videos are equally popular** in all countries except Japan.

Historical
(November 14, 2017 - June 14, 2018)

Region

Category Title	France	India	Japan	Russia	United States
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 & Technology	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
Nonprofits & Activism					106
Trailers	4				
Movies	22	32		2	

Last Week (June 8, 2018 - June 14, 2018)

Region

Category Title	France	India	Japan	Russia	United States
Music	212	368	100	126	712
Entertainment	718	1.128	872	448	688
Howto & Style	116	52	134	140	246
Comedy	280	294	128	216	224
Film & Animation	130	148	112	238	222
Gaming	112	16	114	92	192
People & Blogs	334	162	232	512	156
Science & Technology	32	34	16	56	100
Sports	300	10	180	196	80
Education	88	82	2	22	58
Pets & Animals	14		184	50	56
News & Politics	144	160	130	308	36
Travel & Events	4		12	18	14
Shows	10	22		6	
Movies	2				
Autos & Vehicles	30		14	134	

Conclusions

- **The most trending** videos are following types:

    - **Entertainment** (especially popular all the time, about **30%** of total videos watched).

    - **Music** (about **12%** on average, particularly popular in the US and especially last week).

    - **People & Blogs** (**10-15%** on average, especially popular in Russia, France and Japan, were less popular last week in general)

    - **Comedy** (**8-10%** on average, equally popular over time and among almost all countries)

    - **News & Politics** (**8-10%** on average, less popular last week, particular popular in Russia and Indian)

    - **Film & Animation** (has become a bit more popular, increased to **8%**, especially in the US)

- **Trending videos are distributed almost equally among regions.**

- **In the United States**, the **Music** category is very trending equally as **Entertainment** category or even more, especially recently (each about **25%** of all watched videos over last week). **Howto & Style** videos are **very common** in the United States in comparison with other countries (about **10%**). The **Gaming** category has recently become more popular (its share **increased** from 5% **to 10%** over the last week).

A link to the dashboard: https://public.tableau.com/profile/anastasia.klein#!/vizhome/TrendingVideoHistoryonYouTube/Trending-videoHistory?publish=yes