

Global Video Trends



Data Provided

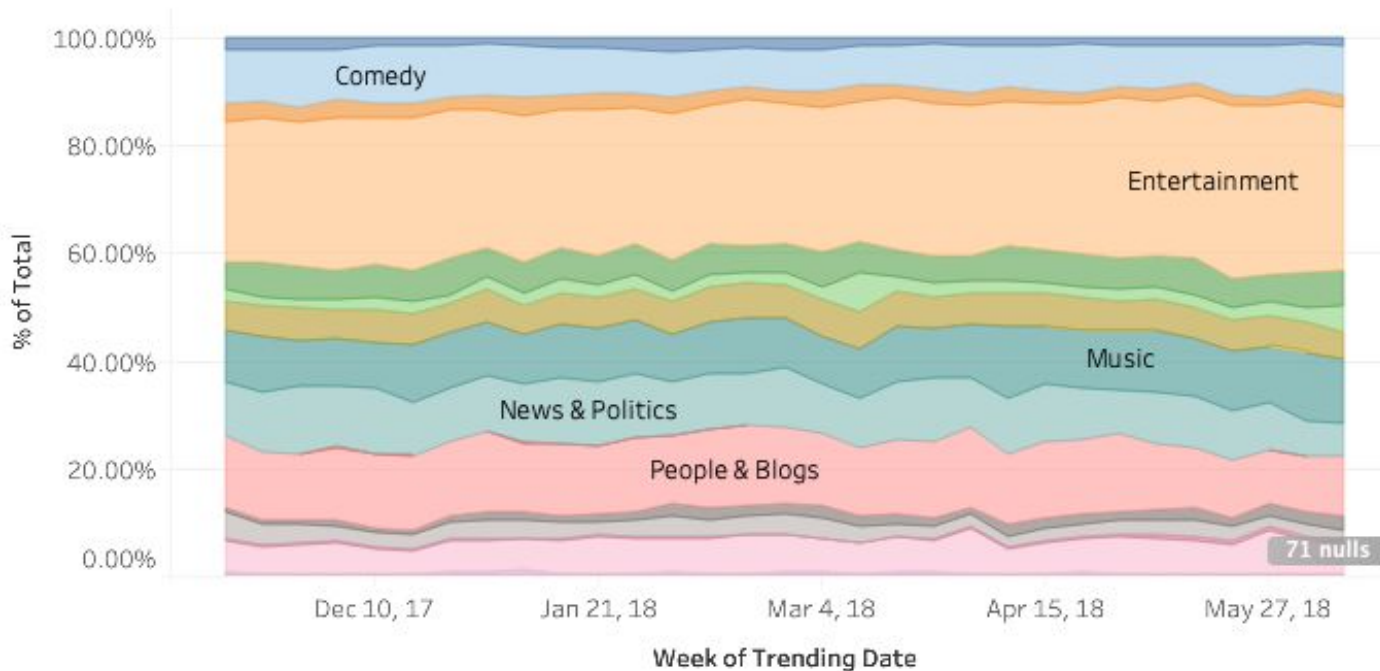
Columns:

- **record_id** — id for each record
- **region** — Country for each record
- **trending_date** — Date for each record (2017-2018)
- **category_title** — video category for each record
- **videos_count** — number of videos per record

Which video categories tended most often?

Most popular categories were Entertainment, People & Blogs, Music, and News & Politics

Trending History, %



How were they distributed among regions?

France mainly watched Entertainment and People & Blogs

India watched Entertainment followed by News & Politics

Japan mainly watched Entertainment followed by People & Blogs

Russia primarily watched People & Blogs, followed by Entertainment

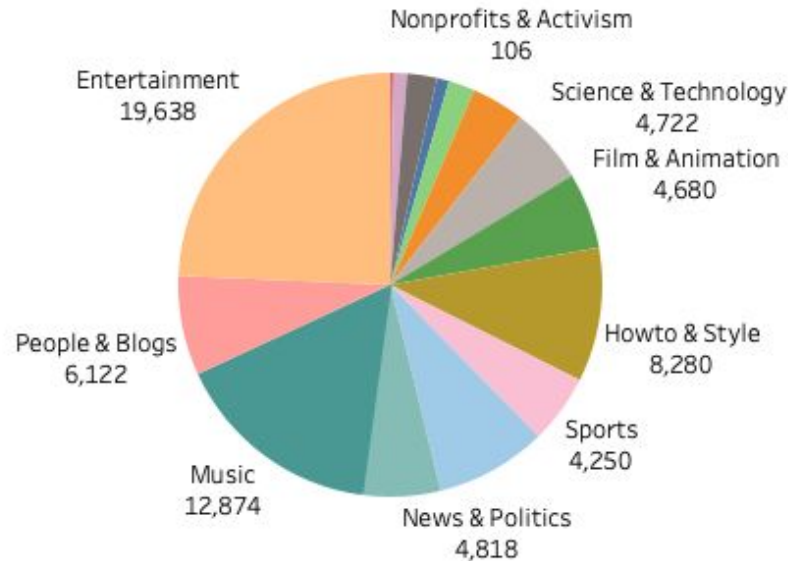
Trending by Country & Category

Category Title	🇫🇷	Region				
		France	India	Japan	Russia	United S..
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				

U.S. Popular Categories

In the U.S. entertainment videos were the most popular, just like with every other country. However, Music videos were the second most watched, which actually placed lower in all other countries. Americans seem to like music videos more.

United States



Conclusion

The video categories trend the most worldwide are: **Entertainment and People & Blogs** as they tend to place in the top 2 spots.

The **Music** category is popular among all countries, but the U.S. tends to consume it at a higher rate.

These three categories deserve the most marketing attention in order to maximize consumer outreach.