Finding a Canadian Marketing Model
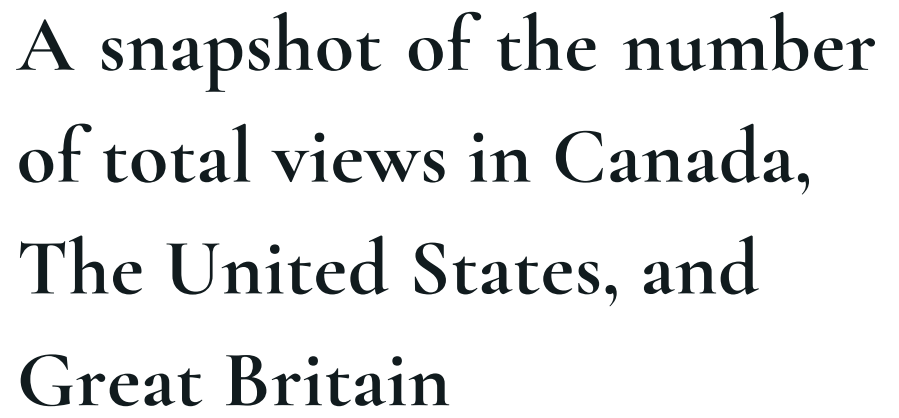
020 Mapbox © OpenStreetMap

Clues from the English-speaking Market

Total Trending Videos: English-Speaking Countries

CA
17,337

GB
3,070

US
5,185
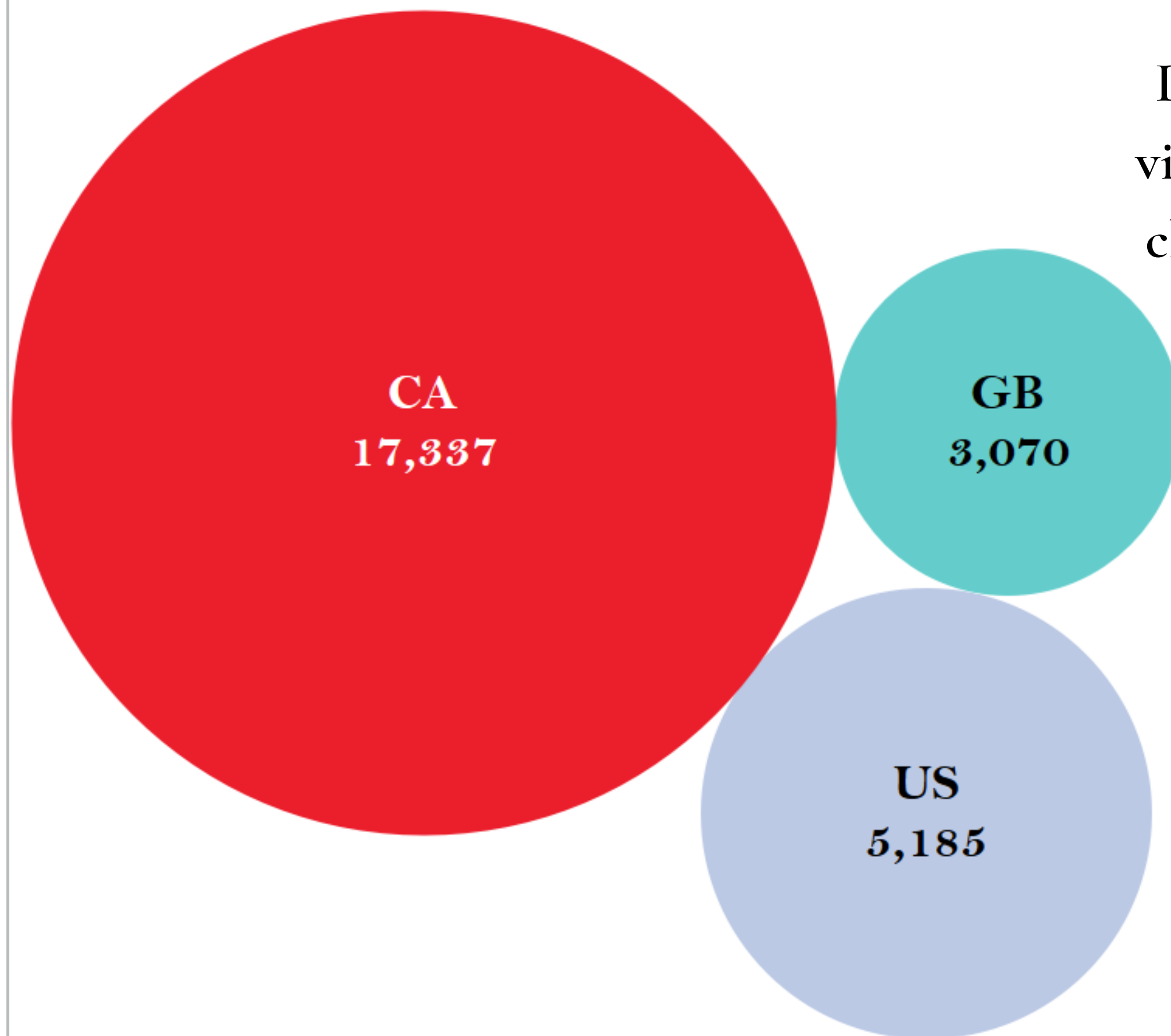
Despite Great Britain's large viewership, the Canadian data clearly stands out as the most robust.

Nidhi Arora • June 19, 2020

Trending Videos Per Day (AVG)
(Full Dataset)

Country

CA	85
GB	15
US	25

Further analysis continues to show Canada's data stands out from the rest.

Trending Videos Per Day (AVG)
(Top 1,000 Viewed Videos Per Country)

Country

Country	Value
CA	5.1
GB	5.3
US	5.1
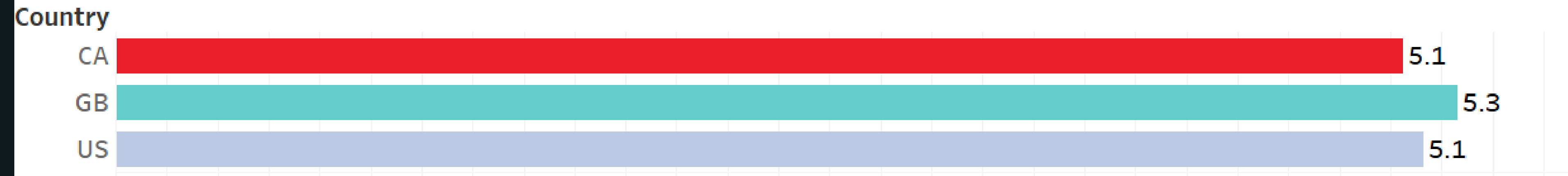
By concentrating our analysis on a smaller sample of data, we are able to see more congruent results, which allow us to compare the markets of these 3 countries more effectively.
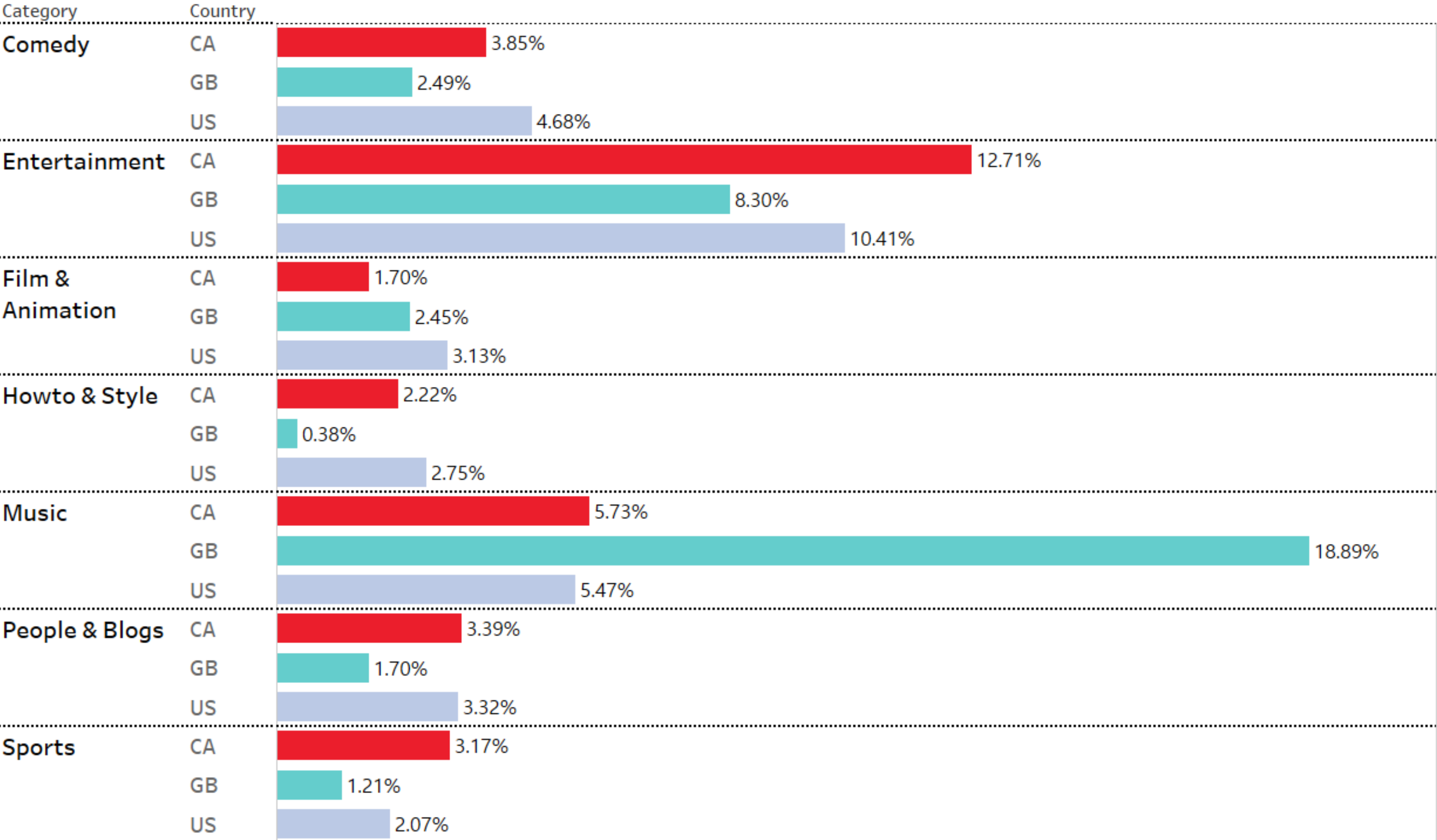
Channel Count
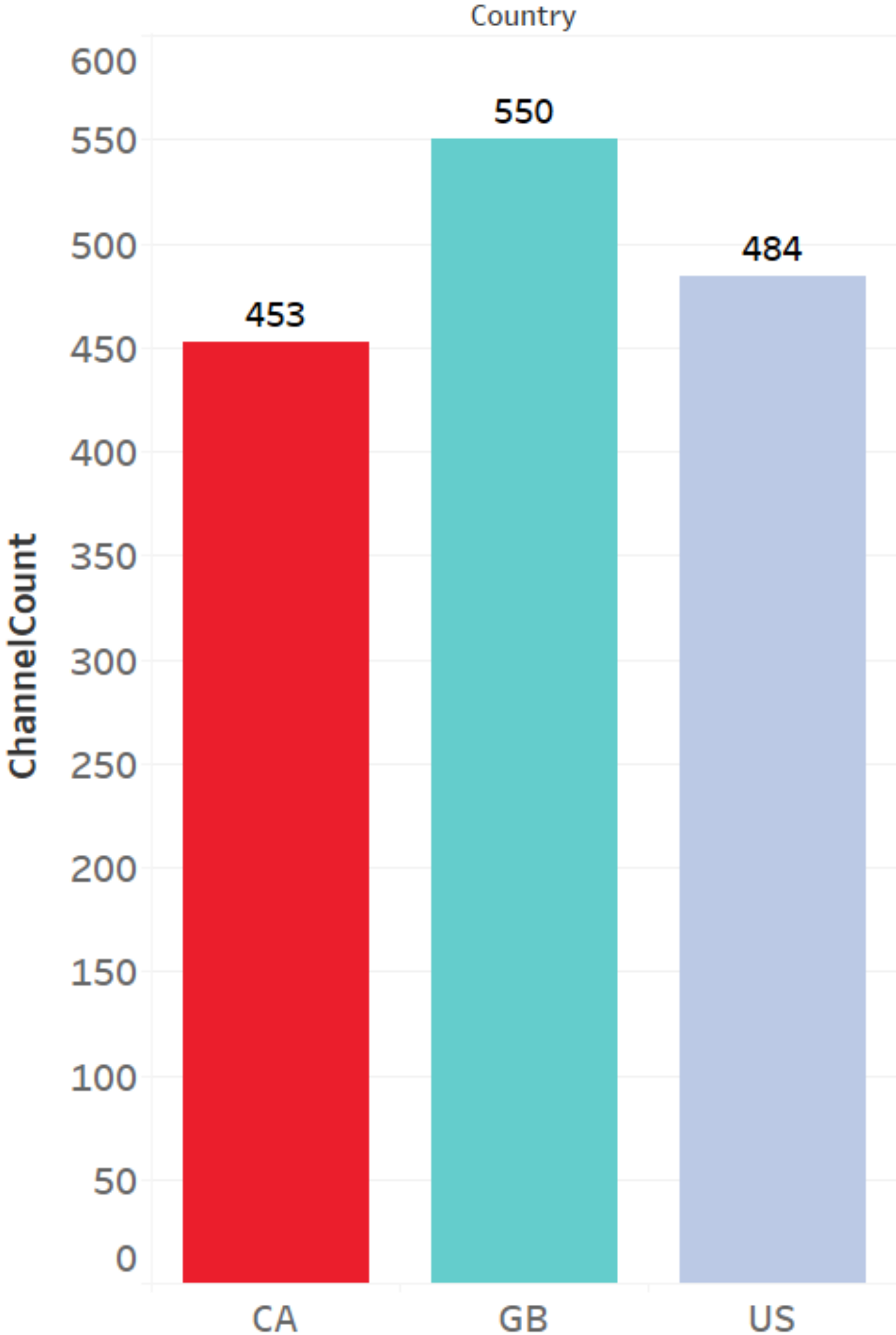
A different approach allows us to continue our analysis and dig deeper.

Category Breakdown

Category	Country	Percentage
Comedy	CA	3.85%
	GB	2.49%
	US	4.68%
Entertainment	CA	12.71%
	GB	8.30%
	US	10.41%
Film & Animation	CA	1.70%
	GB	2.45%
	US	3.13%
Howto & Style	CA	2.22%
	GB	0.38%
	US	2.75%
Music	CA	5.73%
	GB	18.89%
	US	5.47%
People & Blogs	CA	3.39%
	GB	1.70%
	US	3.32%
Sports	CA	3.17%
	GB	1.21%
	US	2.07%

Canada: Follower or Leader?

WHAT HAVE WE LEARNED?

From this data alone, we can see that Canada stands on its own as a bit of an anomaly in the English-speaking market.

Canada needs its own marketing plan

QUESTIONS THAT REMAIN

What would data taken from a broader timeline look like?

With Canada's YouTube market appearing to be so robust, can we, in fact, use Canada to develop targeted models for other markets?

Do we want to explore Canada's relationship to French-speaking markets?