Who never got lost for hours in the YouTube game? The platform attracts thousands of viewers daily, five billion videos are watched on the platform every day. Youtube revolutionized the audiovisual landscape!

Everyone would like their video to go viral and to become the next David Dobrik whose estimated earnings are at 15.5 million since the beginning of his career. He has almost 19 million subscribers by making 4 minutes long videos.

Youtube brought him a lot of visibility, hence allowing him to grow on other platforms like TikTok, selling his merch and making partnerships with huge brands such as Bumble.

A rare successful story. How does one catch an audience's attention among the vast amount of videos daily uploaded onto the website?

Smaller YouTubers will be able to look at our research and improve their probabilities of going viral or to feature in the Youtube Trending feed.

Hopefully, our research will offer them a glimpse into the complex YouTube algorithm and keys to understand how it might work.