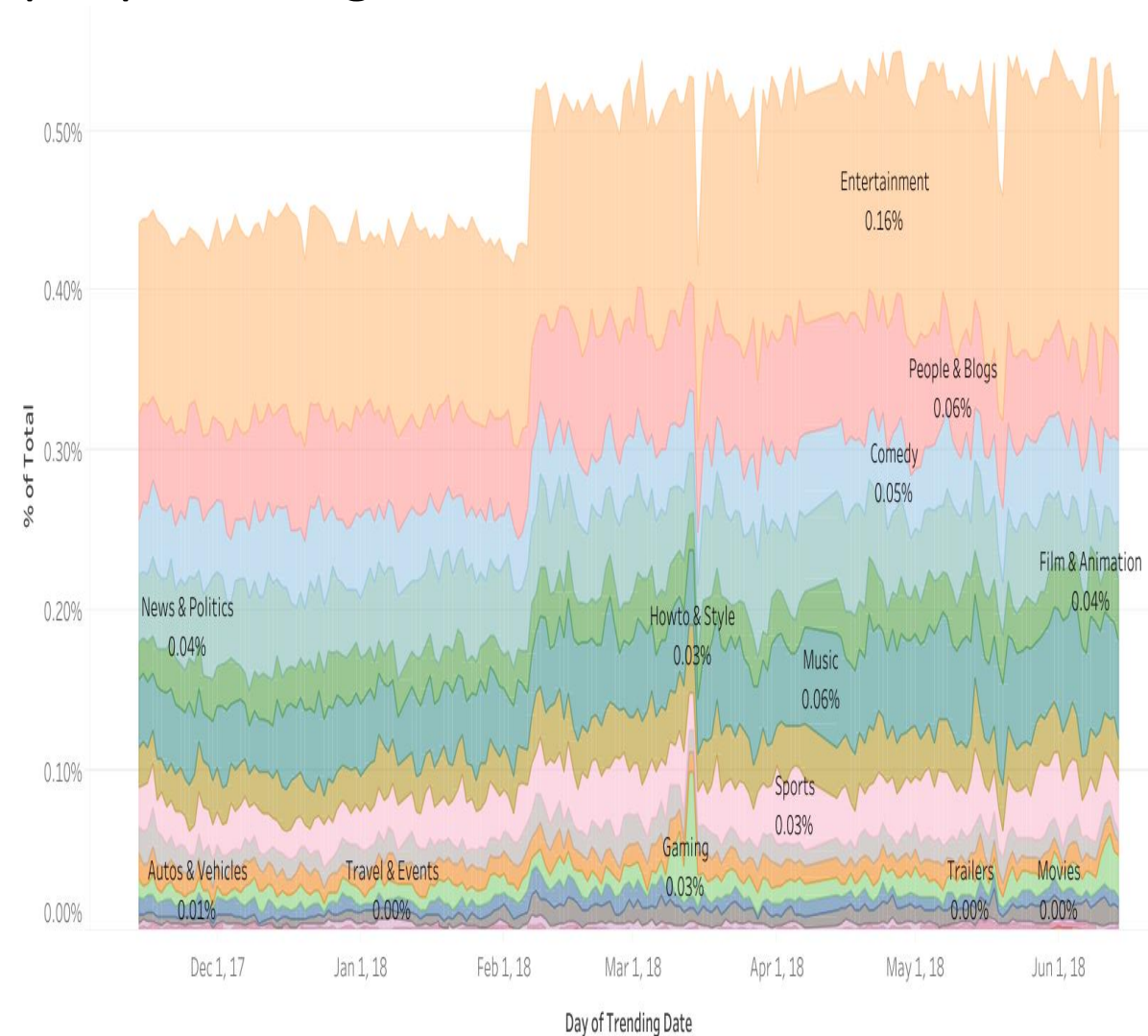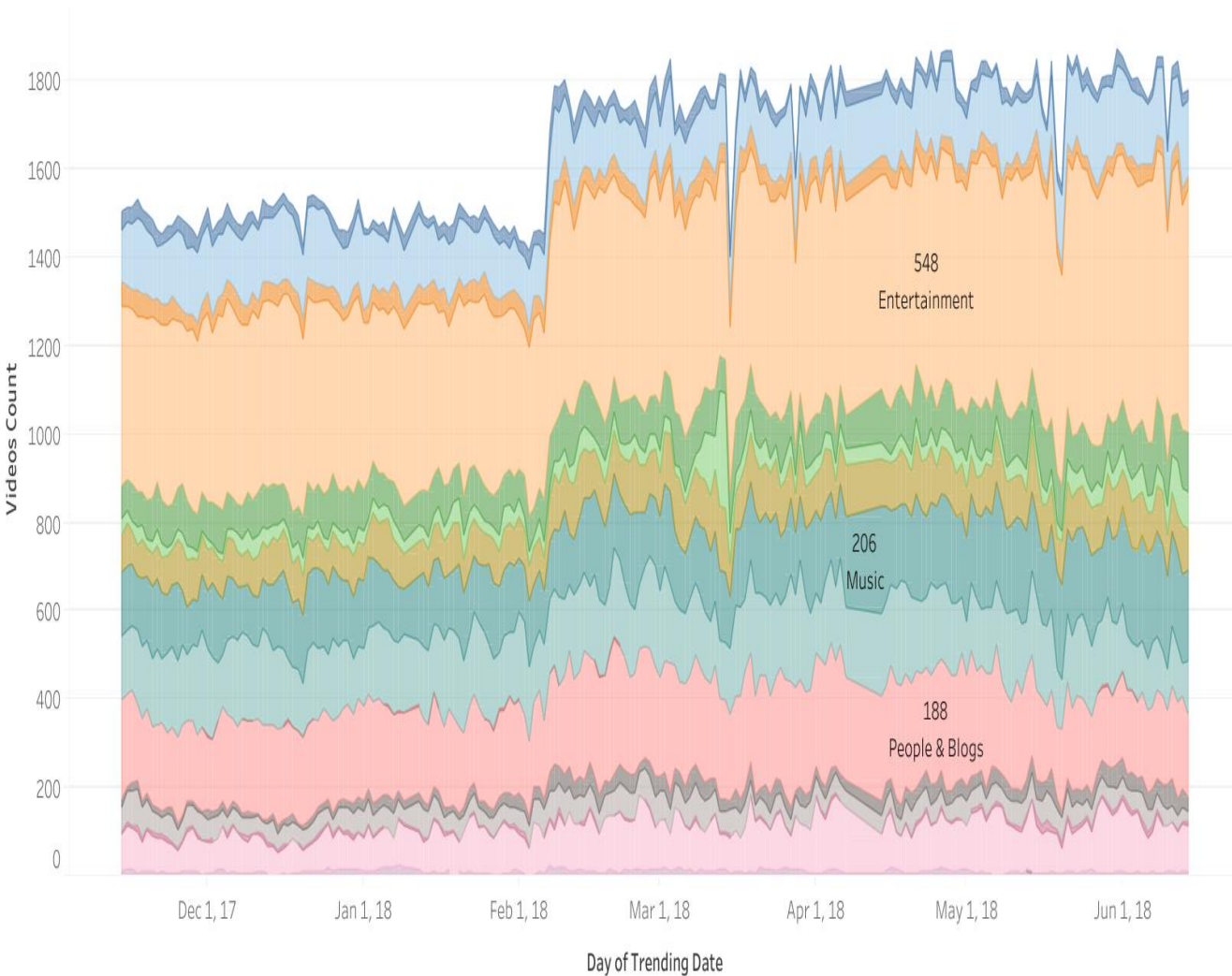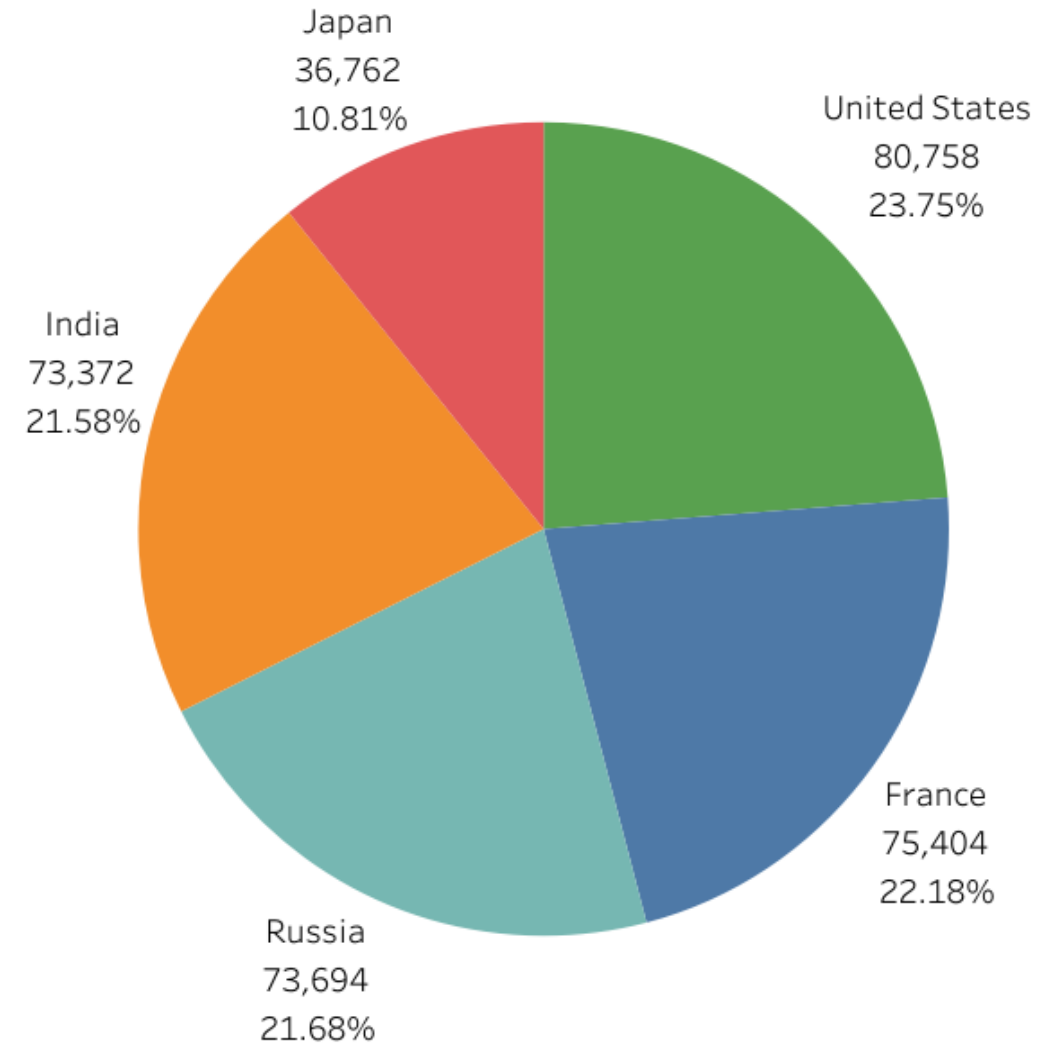# World's video trending

By Dima Feigin
13/3/2022

Trending History

Categories that trended most often are Entertaiment with 75,398 that is 22% off total and people & blogs with 35,124 that is 10%.

Trending Vids by Country

We can see that share of all vids between the region almost the same around 21% except Japan only 10%

Videos Count

Region
- United States
- France
- Russia
- India
- Japan

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%

Trending Vids by Country and Category

1. As we can see they distributed as follow.

Entertaiment: most of it are in India 32,924 (35%) France 19,000 (20%) and United States 19,638 (21%)

People & Blogs: most of it are in Russia 18,452 (41%) and France 9,346 (21%)

2. Most popular categories in the United States were Entertaiment with 19,638 and Music 12,874. With Entertaiment there is no difference as it is most popular category as with Music category at most countries its 2nd or 3rd popular probably because culture difference.

Trending Vids by Country and Category

Category Title	France	India	Region — Japan	Russia	United States
Entertainment	19,020 / 95,008 / 20.02%	32,924 / 95,008 / 34.65%	11,734 / 95,008 / 12.35%	11,692 / 95,008 / 12.31%	19,638 / 95,008 / 20.67%
People & Blogs	9,346 / 44,700 / 20.91%	4,988 / 44,700 / 11.16%	5,792 / 44,700 / 12.96%	18,452 / 44,700 / 41.28%	6,122 / 44,700 / 13.70%
Comedy	8,446 / 29,470 / 28.66%	6,814 / 29,470 / 23.12%	1,372 / 29,470 / 4.66%	5,968 / 29,470 / 20.25%	6,870 / 29,470 / 23.31%
Sports	8,002 / 20,966 / 38.17%	1,424 / 20,966 / 6.79%	3,606 / 20,966 / 17.20%	3,684 / 20,966 / 17.57%	4,250 / 20,966 / 20.27%
Music	7,658 / 34,390 / 22.27%	7,714 / 34,390 / 22.43%	2,480 / 34,390 / 7.21%	3,664 / 34,390 / 10.65%	12,874 / 34,390 / 37.44%
News & Politics	6,526 / 34,202 / 19.08%	10,346 / 34,202 / 30.25%	2,654 / 34,202 / 7.76%	9,858 / 34,202 / 28.82%	4,818 / 34,202 / 14.09%
Howto & Style	4,668 / 20,124 / 23.20%	1,674 / 20,124 / 8.32%	1,574 / 20,124 / 7.82%	3,928 / 20,124 / 19.52%	8,280 / 20,124 / 41.14%
Film & Animation	3,768 / 19,562 / 19.26%	3,298 / 19,562 / 16.86%	2,140 / 19,562 / 10.94%	5,676 / 19,562 / 29.02%	4,680 / 19,562 / 23.92%
Gaming	2,786 / 8,408 / 33.14%	132 / 8,408 / 1.57%	1,834 / 8,408 / 21.81%	2,050 / 8,408 / 24.38%	1,606 / 8,408 / 19.10%
Science & Technology	1,588 / 9,932 / 15.99%	1,096 / 9,932 / 11.04%	300 / 9,932 / 3.02%	2,226 / 9,932 / 22.41%	4,722 / 9,932 / 47.54%
Education	1,480 / 8,662 / 17.09%	2,360 / 8,662 / 27.25%	212 / 8,662 / 2.45%	1,326 / 8,662 / 15.31%	3,284 / 8,662 / 37.91%
Autos & Vehicles	1,220 / 5,770 / 21.14%	138 / 5,770 / 2.39%	538 / 5,770 / 9.32%	3,116 / 5,770 / 54.00%	758 / 5,770 / 13.14%
Pets & Animals	468 / 5,710 / 8.20%	6 / 5,710 / 0.11%	2,250 / 5,710 / 39.40%	1,154 / 5,710 / 20.21%	1,832 / 5,710 / 32.08%
Travel & Events	204 / 1,810 / 11.27%	16 / 1,810 / 0.88%	276 / 1,810 / 15.25%	510 / 1,810 / 28.18%	804 / 1,810 / 44.42%
Shows	198 / 1,110 / 17.84%	410 / 1,110 / 36.94%	1,110	388 / 1,110 / 34.95%	114 / 1,110 / 10.27%
Movies	22 / 56 / 39.29%	32 / 56 / 57.14%	56	2 / 56 / 3.57%	56
Trailers	4 / 4 / 100.00%	4	4	4	4
Nonprofits & Activism	106	106	106	106	106 / 106 / 100.00%

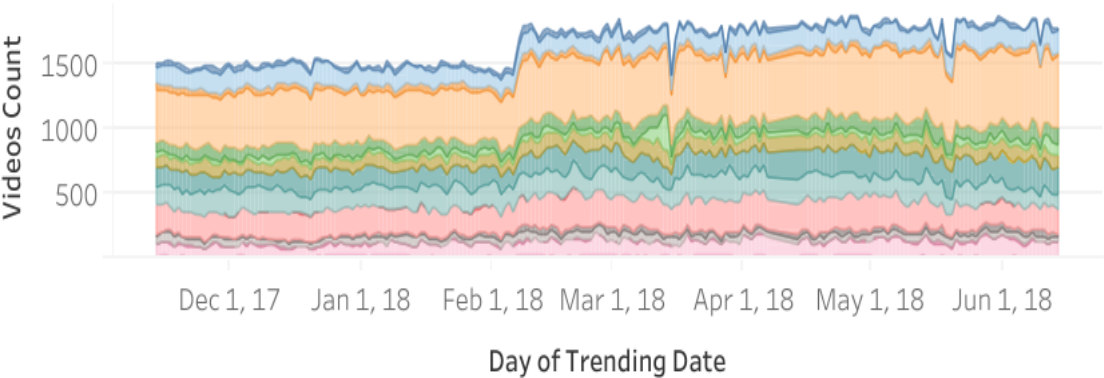Videos Count: 2 — 32,924

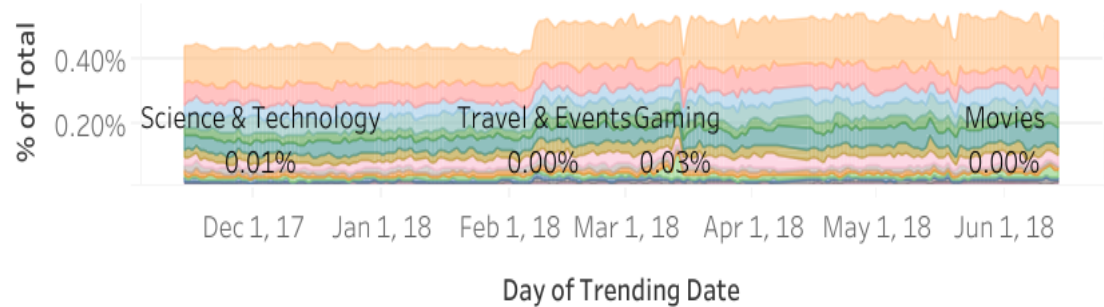# World's video trending dashboard

World's video trending dashbord

Trending D..   11/14/2017 12:00:00 AM to 6/14/2018 12:00:00 AM
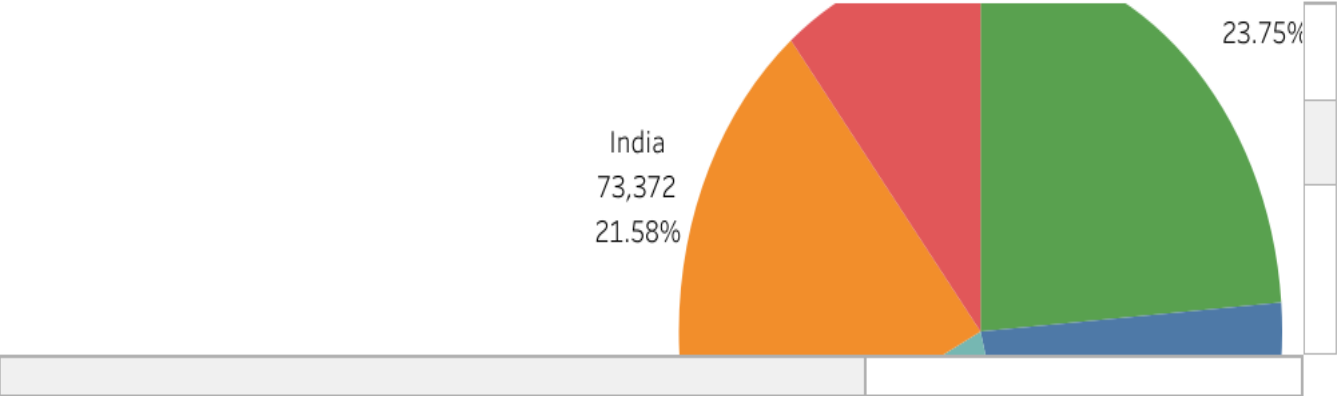
Region   ☑ France
          ☑ India

Trending History

Trending Vids by Country

India
73,372
21.58%

23.75%

Trending History, %

Trending Vids by Country and Category

Category Ti..	Region			
	France	India	Japan	Russia
Entertainm..	19,020	32,924	11,734	11,692
	95,008	95,008	95,008	95,008
	20.02%	34.65%	12.35%	12.31%
People &	9,346	4,988	5,792	18,452

Conclusion

- Most popular category is in most of the countries are Entertaiment , People & Blogs and Music so it safe to say that we can focus on those categories .

- In all regions people watch almost the same amount of videos except Japan so we need to exclude Japan from targeted regions.

- People & Blogs we can target Russia and France.

- Entertaiment – we can target India, US an France.

- Music is the same as Entertaiment .