

# **WHAT YOUTUBE CONTENT DESERVES MARKETING ATTENTION?**

**THIS PRESENTATION DISCUSSES INFORMATION ABOUT YOUTUBE TRENDS  
WHAT'S MORE TRENDY DESERVES MORE MARKETING ATTENTION**

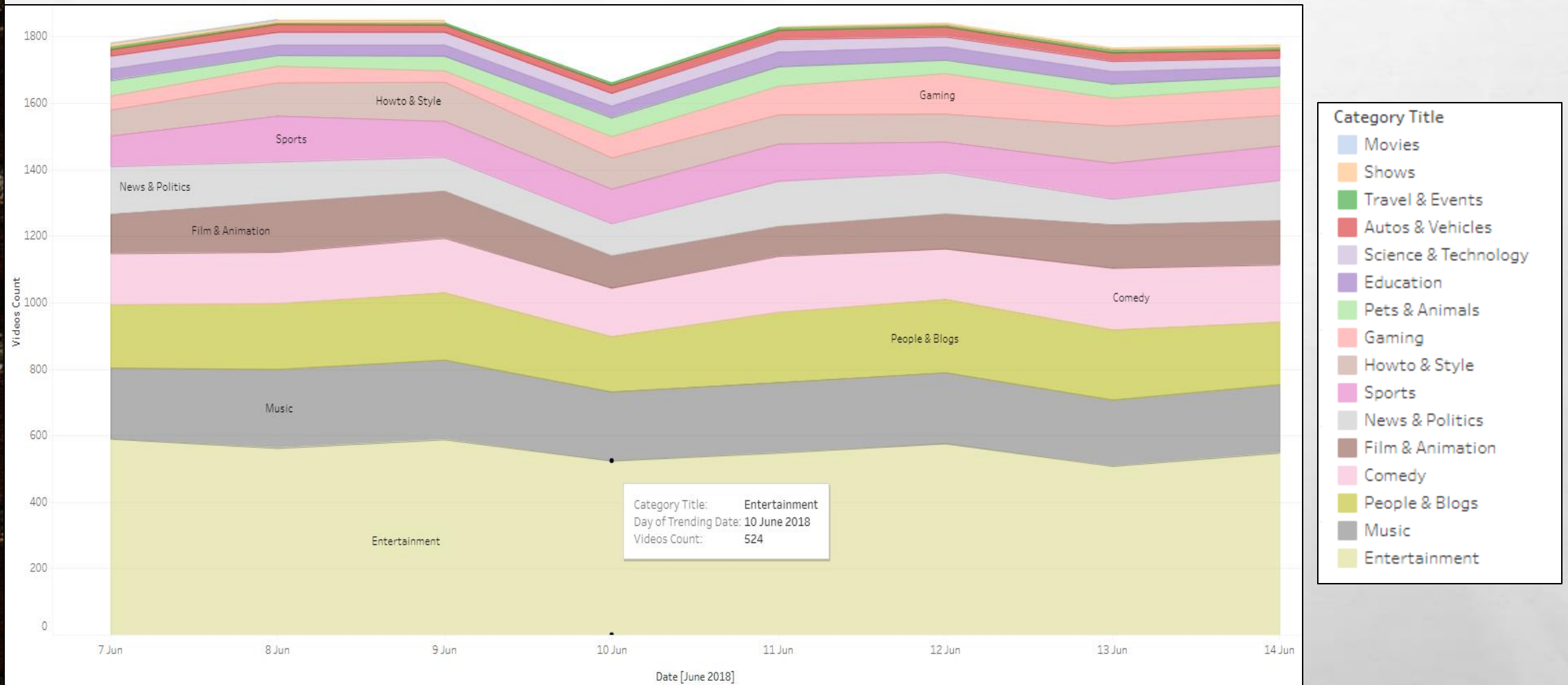


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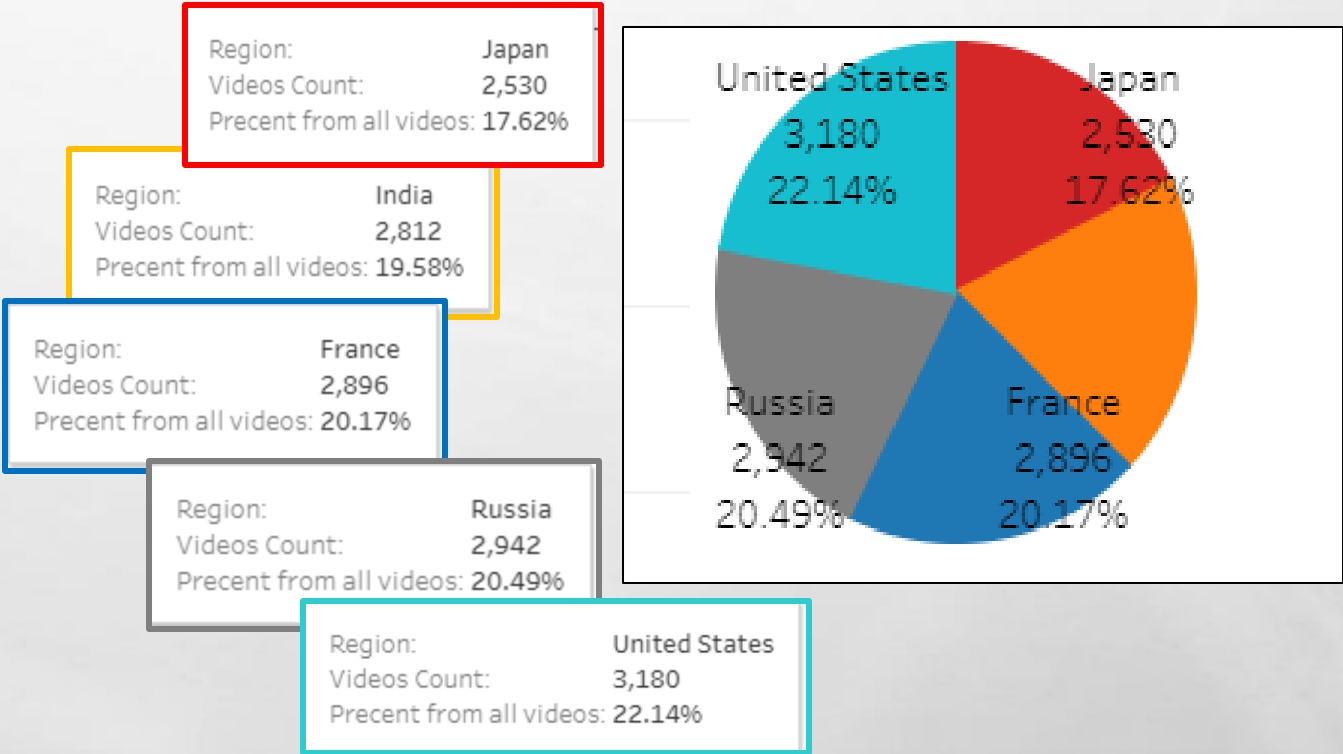
# WHAT VIDEO CATEGORIES WERE TRENDING LATELY?



THE GRAPH ABOVE DESCRIBES YOUTUBE CATEGORIES FROM MOST POPULAR AT THE BOTTOM TO LEAST POPULAR AT THE TOP FOR THE LAST WEEK!

# HOW WERE TRENDING VIDEOS DISTRIBUTED AMONG VARIOUS REGIONS

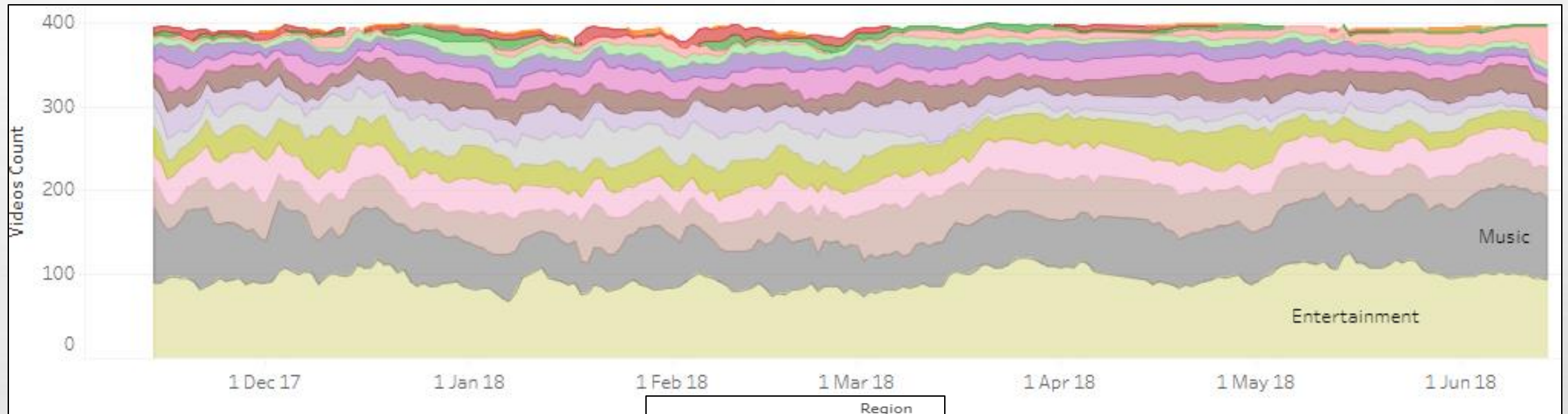
Category Title	France	India	Japan	Russia	United
Entertainment	852	1,290	988	522	792
Music	248	402	120	146	816
People & Blogs	382	176	264	588	176
Comedy	318	328	148	246	256
Film & Animation	148	176	120	272	252
News & Politics	168	194	154	360	46
Sports	336	12	200	220	90
Howto & Style	128	58	142	156	282
Gaming	120	18	126	96	208
Pets & Animals	14		216	56	64
Education	96	94	2	30	66
Science & Technology	38	36	20	66	116
Autos & Vehicles	30		14	154	
Travel & Events	4		16	20	16
Shows	12	26		10	
Movies	2	2			



THE GRAPH ABOVE DESCRIBES YOUTUBE TRENDS DISTRIBUTION AMONG VARIOUS REGIONS FROM LAST WEEK



# WHAT CATEGORIES WERE ESPECIALLY POPULAR IN THE UNITED STATES



Category Title	Region United
Entertainment	19,638
Music	12,874
Howto & Style	8,280
Comedy	6,870
People & Blogs	6,122
News & Politics	4,818
Science & Technology	4,722
Film & Animation	4,680
Sports	4,250
Education	3,284
Pets & Animals	1,832
Gaming	1,606
Travel & Events	804
Autos & Vehicles	758
Shows	114
Nonprofits & Activism	106

# SUMMARY

## TO SUMMARIZE EVERYTHING PRESENTED HERE -

- **ENTERTAINMENT & MUSIC WERE AMONG THE MOST POPULAR CATEGORIES FOR ALL REGIONS, LAST WEEK!**
- **NOT ONLY THAT, BUT SEEMS LIKE THESE TWO CATEGORIES WERE THE DOMINANT CATEGORIES ACROSS ALL TIMES IN THE UNITED STATES!**
- **THE DISTRIBUTION OF THE TRENDING VIDEOS WAS ALMOST EQUAL FOR ALL REGIONS, WITH UNITED STATES SLIGHTLY AHEAD OF THE REST OF THE REGIONS!**
- **WHILE AMERICANS LOVE MUSIC, THE REST OF THE WORLD SEEMS TO APPRECIATE IT LESS.**
- **FINALLY, INDIANS ADORE ENTERTAINMENT VIDEOS AND DESPISE MOVIES? OR MAYBE THEY SIMPLY WATCH MOVIES ELSEWHERE.**