# TRENDING VIDEOS ON YOUTUBE

Practicum100 - Project Automation

By Ferdinand Dreyer

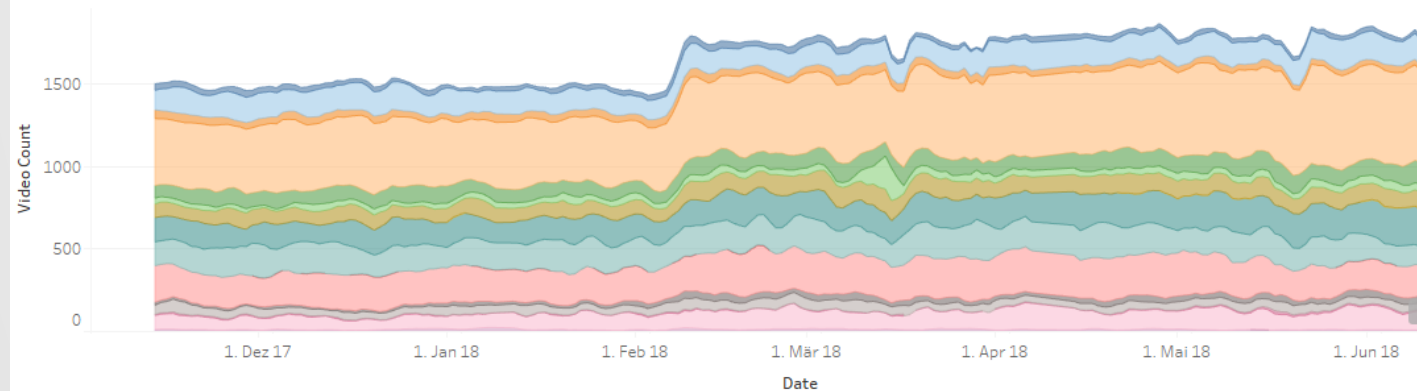# Central topics of the project

- Most popular video categories

- Distribution among regions of the most popular video categories

- Popular categories in the United States

- Differences between the categories popular in the US and those popular elsewhere

Important:

All analyses refer to the period 14.11.2017 - 14.06.2018 (7 Months)

# Most popular video categories
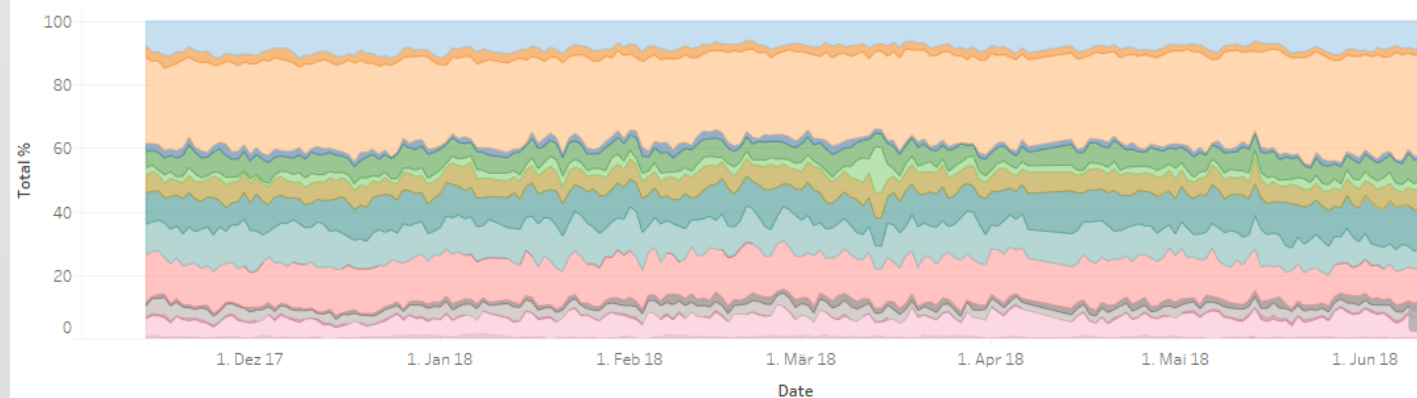
**Trending Videos Count**



Category Title

- Autos & Vehicles
- Comedy
- Education
- Entertainment
- Film & Animation
- Gaming
- Howto & Style
- Movies
- Music
- News & Politics
- Nonprofits & Ac..
- People & Blogs
- Pets & Animals
- Science & Tech..
- Shows
- Sports
- Trailers
- Travel & Events

**Trending History in %**



Top 3 categories on Youtube:

1. Entertainment

2. People and Blogs

3. Music

# Distribution among regions of the most popular video categories

| Category Title | France | India | Japan | Russia | United States |
|---|---|---|---|---|---|
| Travel & Events | 204 | 16 | 276 | 510 | 804 |
| Trailers | 4 | | | | |
| Sports | 8.002 | 1.424 | 3.606 | 3.684 | 4.250 |
| Shows | 198 | 410 | | 388 | 114 |
| Science & Technology | 1.588 | 1.096 | 300 | 2.226 | 4.722 |
| Pets & Animals | 468 | 6 | 2.250 | 1.154 | 1.832 |
| People & Blogs | 9.346 | 4.988 | 5.792 | 18.452 | 6.122 |
| Nonprofits & Activism | | | | | 106 |
| News & Politics | 6.526 | 10.346 | 2.654 | 9.858 | 4.818 |
| Music | 7.658 | 7.714 | 2.480 | 3.664 | 12.874 |
| Movies | 22 | 32 | | 2 | |
| Howto & Style | 4.668 | 1.674 | 1.574 | 3.928 | 8.280 |
| Gaming | 2.786 | 132 | 1.834 | 2.050 | 1.606 |
| Film & Animation | 3.768 | 3.298 | 2.140 | 5.676 | 4.680 |
| Entertainment | 19.020 | 32.924 | 11.734 | 11.692 | 19.638 |
| Education | 1.480 | 2.360 | 212 | 1.326 | 3.284 |
| Comedy | 8.446 | 6.814 | 1.372 | 5.968 | 6.870 |
| Autos & Vehicles | 1.220 | 138 | 538 | 3.116 | 758 |

Differences in the distribution:

- Entertainment is the most popular category in all regions except in Russia

- People & Blogs is dominating in Russia and also strong in France

- Music is a strong category in USA and India

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# Popular categories in the United States

| Category Title | United States |
|---|---|
| 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 |

Region

Top 3 categories on Youtube in the USA:

1. Entertainment

2. Music

3. Howto & Style

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# Differences between the categories popular in the US and those popular elsewhere

| Category Title | France |
|---|---|
| Entertainment | 19.020 |
| People & Blogs | 9.346 |
| Comedy | 8.446 |
| Sports | 8.002 |
| Music | 7.658 |
| News & Politics | 6.526 |
| Howto & Style | 4.668 |
| Film & Animation | 3.768 |
| Gaming | 2.786 |
| Science & Technology | 1.588 |
| Education | 1.480 |
| Autos & Vehicles | 1.220 |
| Pets & Animals | 468 |
| Travel & Events | 204 |
| Shows | 198 |
| Movies | 22 |
| Trailers | 4 |

| Category Title | India |
|---|---|
| Entertainment | 32.924 |
| News & Politics | 10.346 |
| Music | 7.714 |
| Comedy | 6.814 |
| People & Blogs | 4.988 |
| Film & Animation | 3.298 |
| Education | 2.360 |
| Howto & Style | 1.674 |
| Sports | 1.424 |
| Science & Technology | 1.096 |
| Shows | 410 |
| Autos & Vehicles | 138 |
| Gaming | 132 |
| Movies | 32 |
| Travel & Events | 16 |
| Pets & Animals | 6 |

| Category Title | Japan |
|---|---|
| Entertainment | 11.734 |
| People & Blogs | 5.792 |
| Sports | 3.606 |
| News & Politics | 2.654 |
| Music | 2.480 |
| Pets & Animals | 2.250 |
| Film & Animation | 2.140 |
| Gaming | 1.834 |
| Howto & Style | 1.574 |
| Comedy | 1.372 |
| Autos & Vehicles | 538 |
| Science & Technology | 300 |
| Travel & Events | 276 |
| Education | 212 |

| Category Title | Russia |
|---|---|
| People & Blogs | 18.452 |
| Entertainment | 11.692 |
| News & Politics | 9.858 |
| Comedy | 5.968 |
| Film & Animation | 5.676 |
| Howto & Style | 3.928 |
| Sports | 3.684 |
| Music | 3.664 |
| Autos & Vehicles | 3.116 |
| Science & Technology | 2.226 |
| Gaming | 2.050 |
| Education | 1.326 |
| Pets & Animals | 1.154 |
| Travel & Events | 510 |
| Shows | 388 |
| Movies | 2 |

| Category Title | United States |
|---|---|
| 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 |

# Differences between the categories popular in the US and those popular elsewhere (2)

| Category Title | France |
|---|---|
| Entertainment | 19.020 |
| People & Blogs | 9.346 |
| Comedy | 8.446 |

| Category Title | India |
|---|---|
| Entertainment | 32.924 |
| News & Politics | 10.346 |
| Music | 7.714 |

| Category Title | Japan |
|---|---|
| Entertainment | 11.734 |
| People & Blogs | 5.792 |
| Sports | 3.606 |

| Category Title | Russia |
|---|---|
| People & Blogs | 18.452 |
| Entertainment | 11.692 |
| News & Politics | 9.858 |

| Category Title | United States |
|---|---|
| Entertainment | 19.638 |
| Music | 12.874 |
| Howto & Style | 8.280 |

Biggest differences:

- USA: Entertainment is the most important category except in Russia

- Music is only under the top 3categories in USA and India

- Comedy is only in France under the Top 3 categories

- Sports is only in Japan under the Top 3 categories

- Howto & style is only in USA under the Top 3 categories

# SUMMARY

- Entertainment is the most important category in most of the regions

- Differences in the top 3 categories in every region except entertainment

- Top 3 categories in USA: Entertainment, Music and Howto & Style

THANK YOU
FOR YOUR
ATTENTION

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