



Analyzing trending videos on YouTube

Sterling & Draper

Research & Marketing Team

Introduction

Our team was analyzing the most trending YouTube videos on the platform to determine what content deserves marketing attention in the past two years.

Our team created a dashboard that updates every day to keep adjusting our marketing targets in real-time.



Which categories trended the most?

Entertainment

- Most popular in India with 32k videos.
- Total of 95k videos in 2 years.

People & Blogs

- Most popular in Russia with 18k videos.
- Total of 44k videos in 2 years.

What was popular in the US?

Entertainment

- 19,683 total videos
- Relatively low compared to India

Music

- 12,874 total videos
- Most of the videos are from this category are from the United states

How-to & Style

- 8,280 total videos
- Most of the videos are from this category are from the United states

Summary



Music and How-to & style categories

These categories are the most popular uploads withing the United States region.

Non-profit & Activism

Non-profit & Activism has only 106 videos and only in the United States!

Entertainment – entertainment - entertainment!

Entertainment is the most frequent video category with over 95,000 videos in just 2 years!

France movie trailers

There are only 4 French movie trailers trending in the last 2 years!



Thank you

Thanks to your commitment and strong work ethic, we know next year will be even better than the last 2.

We look forward to working together.

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