# YouTube Trending Videos Analysis

SEPTEMBER 2021

ANALYSIS PERIOD: NOVEMBER 2017 – JUNE 2018

# Purpose

**Main questions for analysis:**

- Which video categories trended most often?
- How were they distributed among regions?
- What categories were especially popular in the United States?
- Were there any differences between the categories popular in the US and those popular elsewhere?

# Key Findings

- 'Leisure' categories are most often trended: <u>Entertainment</u>, <u>People & Blogs</u>, <u>Music</u> and <u>Comedy</u>. <u>News & Politics</u> is also a popular category. <u>Entertainment</u> videos are highly popular across all regions.

- Popularity vary among regions: Leisure categories are more popular in <u>India, US and France</u>, While 'informative' categories (News & Politics) are more popular in <u>Russia</u>.

- <u>The United States</u> is mostly similar to other regions in popularity of leisure categories, but unlike other regions, informative categories are less popular.

# Popular Categories

Categories that trended most often

Trending History, %
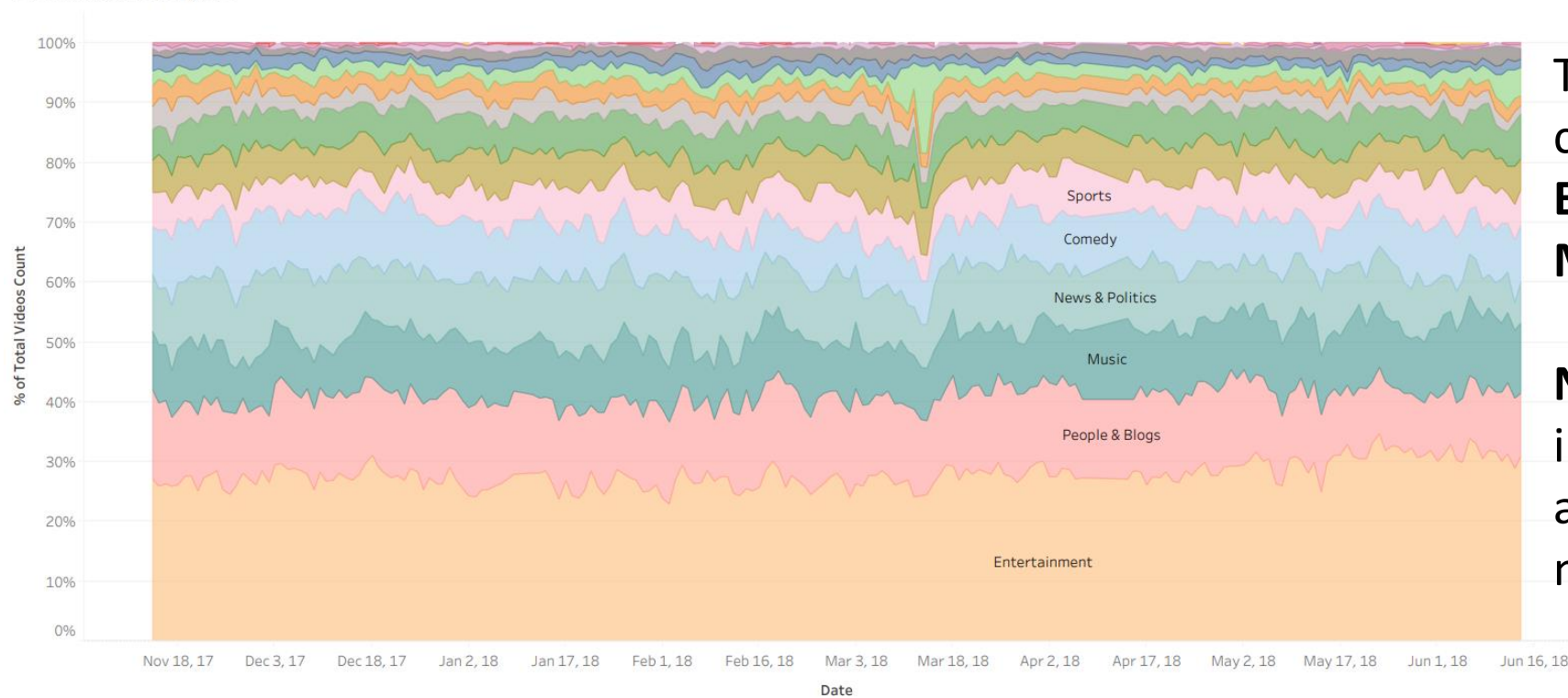


The majority of trending categories are leisure oriented: **Entertainment**, **People & Blogs**, **Music** and **Comedy**.

**News & Politics**, a more informative category, also attracts popularity and is fourth most trending.

**4**

# Trended Categories Among Regions

Distribution of the trended categories among the different regions

## Trending by Country and Category

| Category Title | | | Region | | |
|---|---|---|---|---|---|
| | Japan | Russia | India | United States | France |
| Comedy | 1,372 | 5,968 | 6,814 | 6,870 | 8,446 |
| Entertainment | 11,734 | 11,692 | 32,924 | 19,638 | 19,020 |
| Music | 2,480 | 3,664 | 7,714 | 12,874 | 7,658 |
| News & Politics | 2,654 | 9,858 | 10,346 | 4,818 | 6,526 |
| People & Blogs | 5,792 | 18,452 | 4,988 | 6,122 | 9,346 |

**Comedy** is mainly trending in France, and not very popular in Japan.

**Entertainment** mostly trended in India, and after that in the United States and France, but is also popular in Russia and Japan.

**Music** is mostly popular in the US. Less trended in Russia and Japan.

**News & Politics** is mainly popular in India and Russia.

**People & Blogs** is very popular in Russia. Trended in France too, less popular in other regions.

**5**

YouTube Trending-Video History Dashboard

# US - Popular Categories

Popular categories in the united states

Trending by Country
and Category

Region

| Category Title | United States |
|---|---|
| Entertainment | 19,638 |
| Music | 12,874 |
| Howto & Style | 8,280 |
| Comedy | 6,870 |
| News & Politics | 4,818 |

Trending History, %

Categories of leisure and fun are more popular in the US: **Entertainment, Music, Comedy and Howto & Style**.

A more informative subject, **News & Politics**, only comes fifth.



**6**
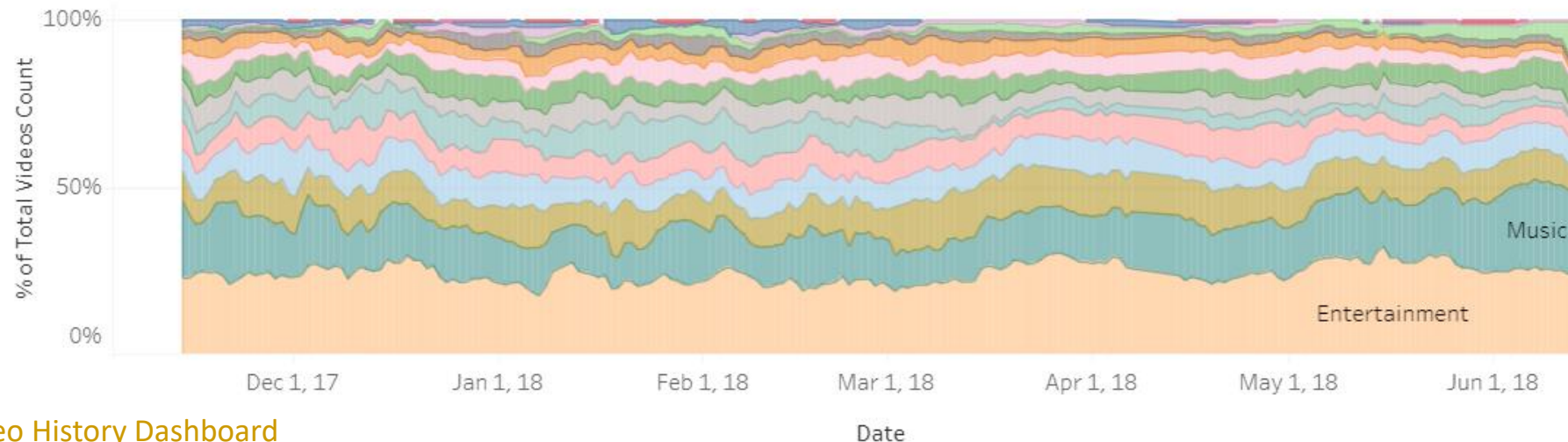
# US vs. Elsewhere

Differences in category popularity between the United States and the rest of the regions

## Trending by Country and Category

Region

| Category Title | France | India | Japan | Russia | United States |
|---|---|---|---|---|---|
| Entertainment | 19,020 | 32,924 | 11,734 | 11,692 | 19,638 |
| Music | 7,658 | 7,714 | 2,480 | 3,664 | 12,874 |
| Howto & Style | 4,668 | 1,674 | 1,574 | 3,928 | 8,280 |
| Comedy | 8,446 | 6,814 | 1,372 | 5,968 | 6,870 |
| News & Politics | 6,526 | 10,346 | 2,654 | 9,858 | 4,818 |

The US is mostly similar to India and France in leisure categories: **Entertainment, Music and Comedy**. Music is a bit more popular in the US.

It has a unique trending category, **Howto & Style**, which is not as popular in other regions.

**News & Politics** is less popular in the US compared to India and Russia.

7

YouTube Trending-Video History Dashboard

# Summary

- Entertainment is highly trended in all regions. When approaching global audience, Entertainment videos seem to have the best potential to be trending in multiple regions.

- Generally speaking, videos in leisure categories: Entertainment, Music, People & Blogs and Comedy have higher prospects to trend.

- In the United States, leisure categories are more popular. Howto & Style category is uniquely trending in the US.

- When approaching a certain region, its unique trends should be considered: In Russia, informative categories are more dominant, while in Japan, Music and Comedy are less popular than in other regions.

# Thank you!