



Analysis of trending videos on YouTube (November 2017 - June 2018)

General information about data set

- The research is conducted on dataset which contains information about 339990 video views on YouTube within the time period from November 14, 2017 till June 14, 2018.
- Various video categories in 5 different regions (United States, Russia, France, India, Japan) were analyzed.

Major findings during the research

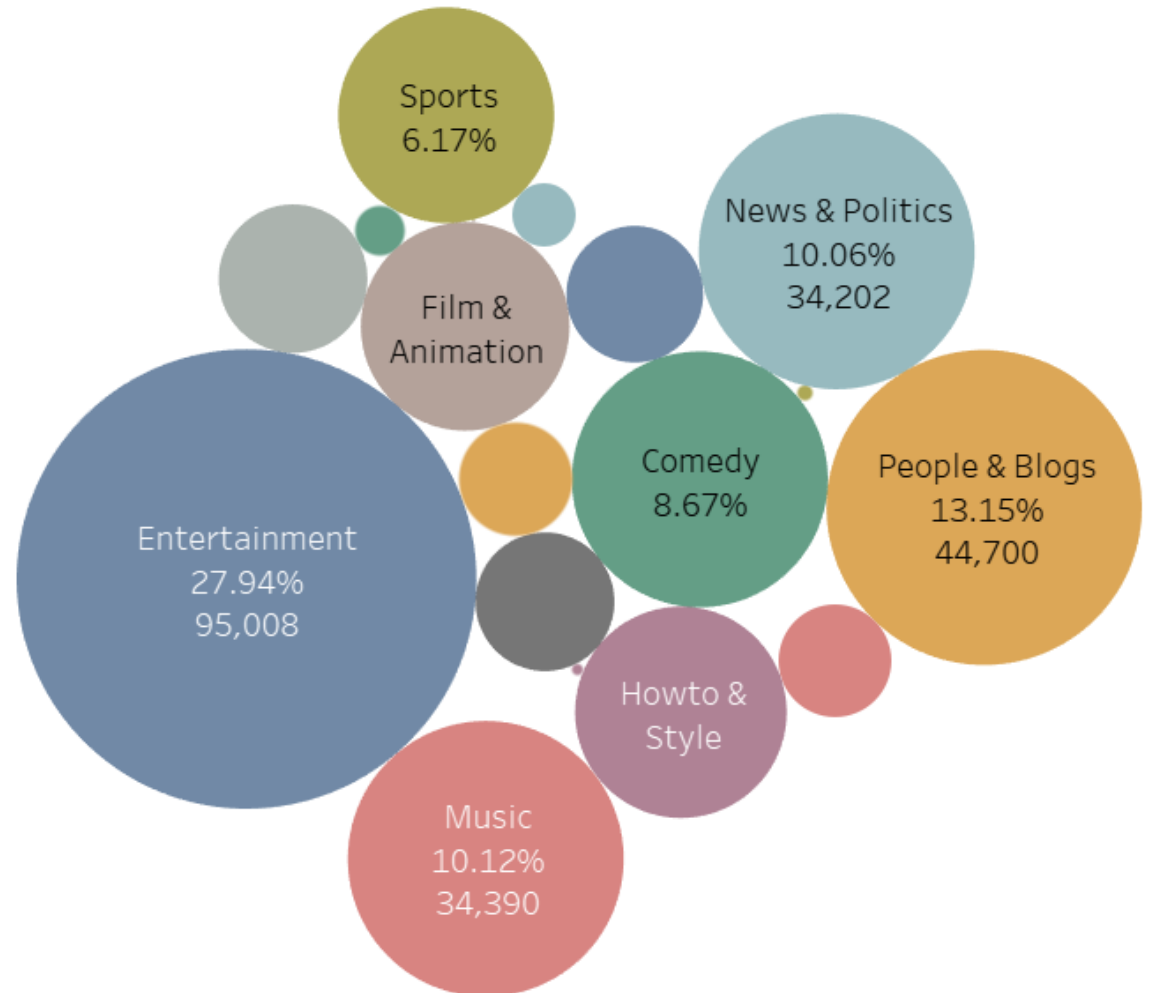
- The general **top 5 video categories set** includes: entertainment, people&blogs, music, news&politics, comedy.
- **The US** is the leading country by the number of views, while in **Japan** YouTube proves itself as the least popular in comparison to other regions (the number of views is half as much as in any other region).
- The **distribution** of video categories **differs** significantly among different countries.
- The **top 5 video categories set in the US for** last week includes: music, entertainment, howto&style, comedy, film&animation.

The most popular video categories on YouTube

Top 5 video categories on YouTube are:

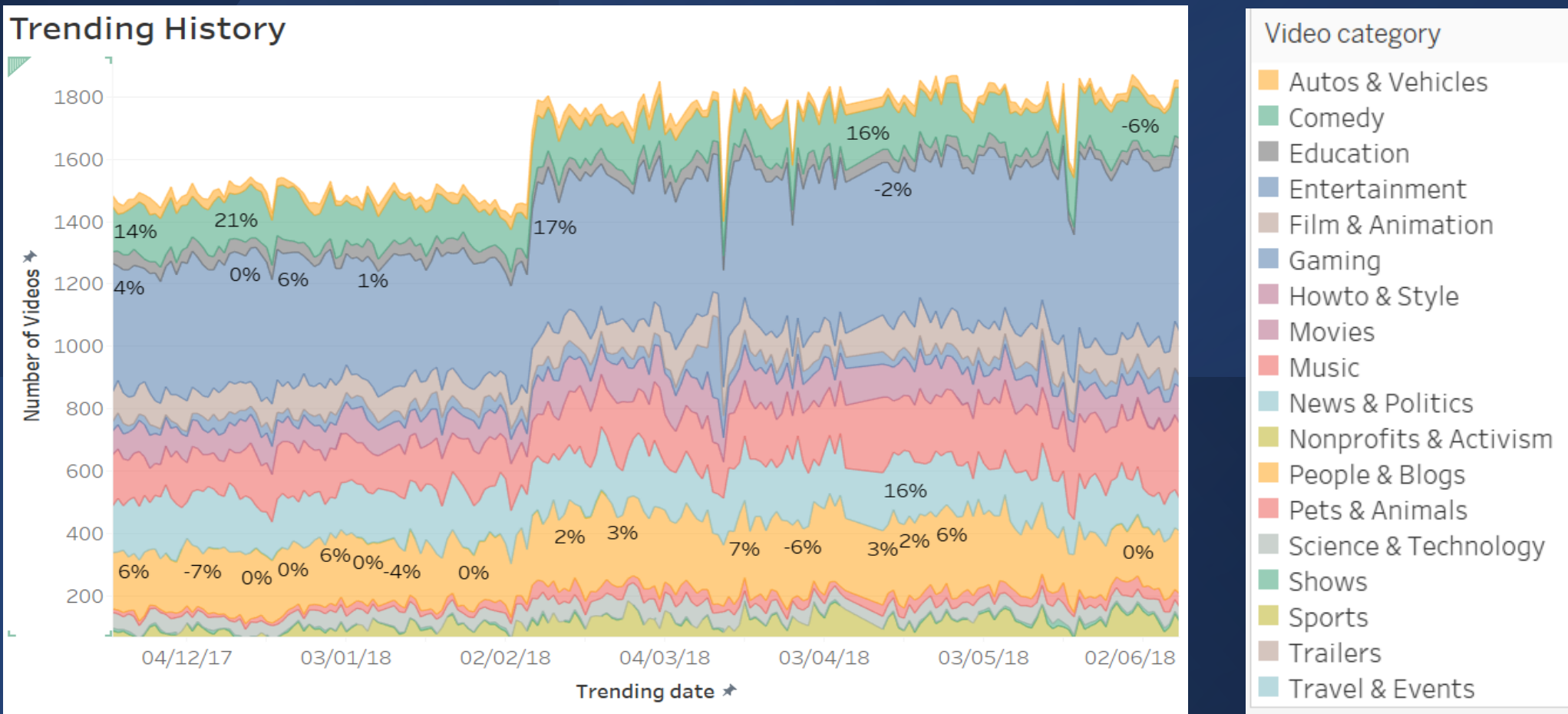
- Entertainment (28% of total),
- People&Blogs (13% of total),
- Music (10% of total),
- News&Politics (10% of total),
- Comedy (9% of total).

Distribution of video categories



Video categories: trending history

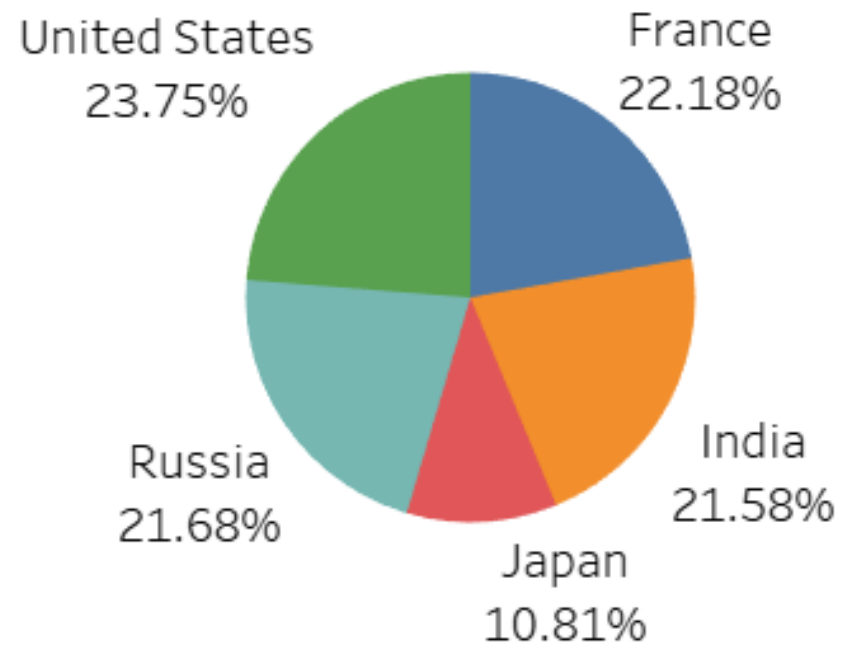
In general, no peculiarity was found for any video category for the whole period: all categories went through the similar path of ups and downs.



Distribution of videos among regions

In general, videos are distributed equally among the US, France, Russia and India, while Japan is characterized by significantly fewer views (half as much as in any other region)

Trending videos by country



Distribution of video categories among regions

The distribution of video categories differs significantly among different countries.

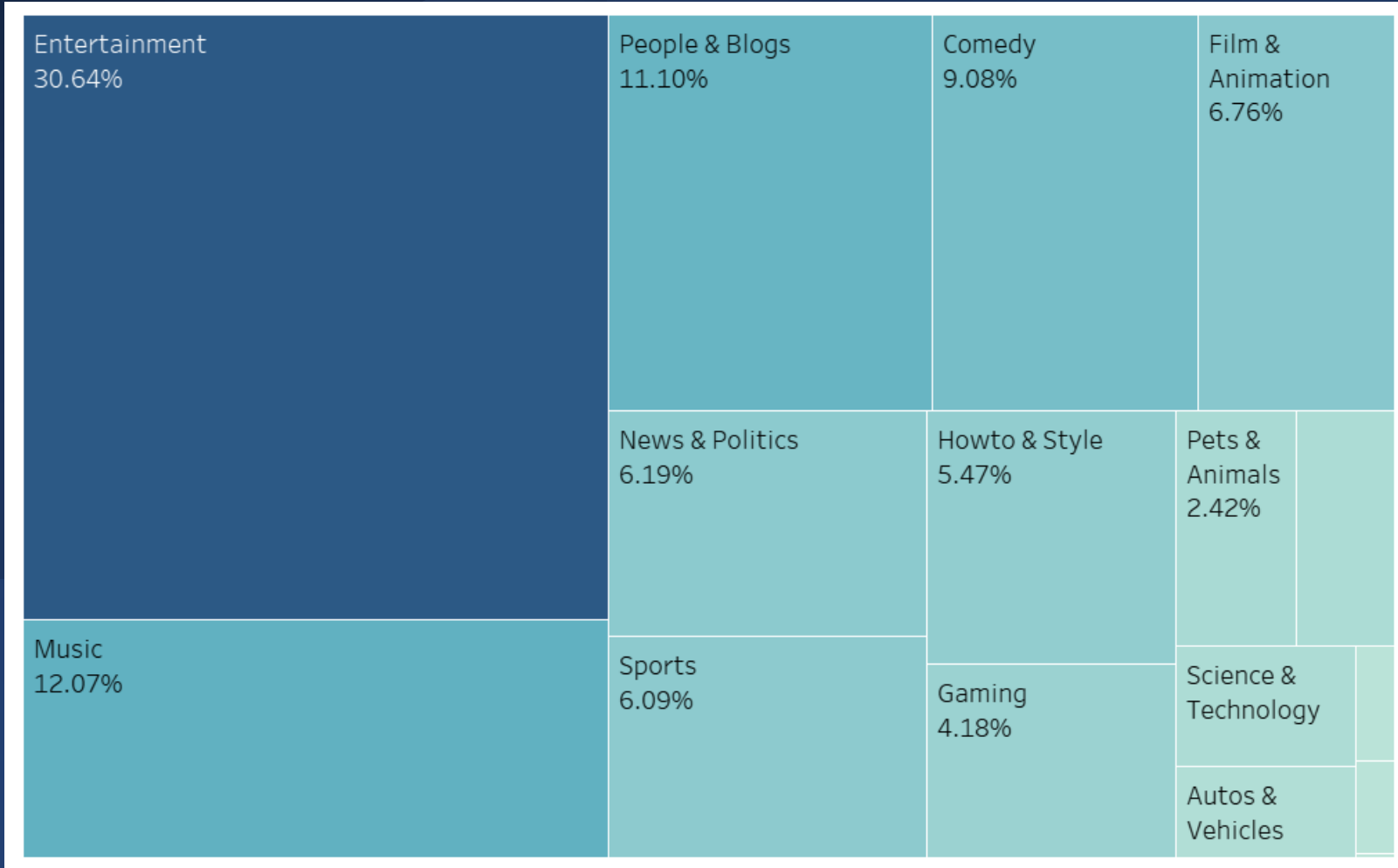
For instance, while entertainment videos are leading in France, India, Japan and United States, In Russia viewers give the major preference to People&Blogs category.

Another example is Nonprofits videos which are viewed solely in the US.

Trending videos by country and category

category	country				
	France	India	Japan	Russia	United ..
Entertainment	19,020	32,924	11,734	11,692	19,638
People & Blogs	9,346	4,988	5,792	18,452	6,122
Music	7,658	7,714	2,480	3,664	12,874
News & Politics	6,526	10,346	2,654	9,858	4,818
Comedy	8,446	6,814	1,372	5,968	6,870
Sports	8,002	1,424	3,606	3,684	4,250
Howto & Style	4,668	1,674	1,574	3,928	8,280
Film & Animation	3,768	3,298	2,140	5,676	4,680
Science & Techn..	1,588	1,096	300	2,226	4,722
Education	1,480	2,360	212	1,326	3,284
Gaming	2,786	132	1,834	2,050	1,606
Autos & Vehicles	1,220	138	538	3,116	758
Pets & Animals	468	6	2,250	1,154	1,832
Travel & Events	204	16	276	510	804
Shows	198	410		388	114
Nonprofits & Act..					106
Movies	22	32		2	
Trailers	4				

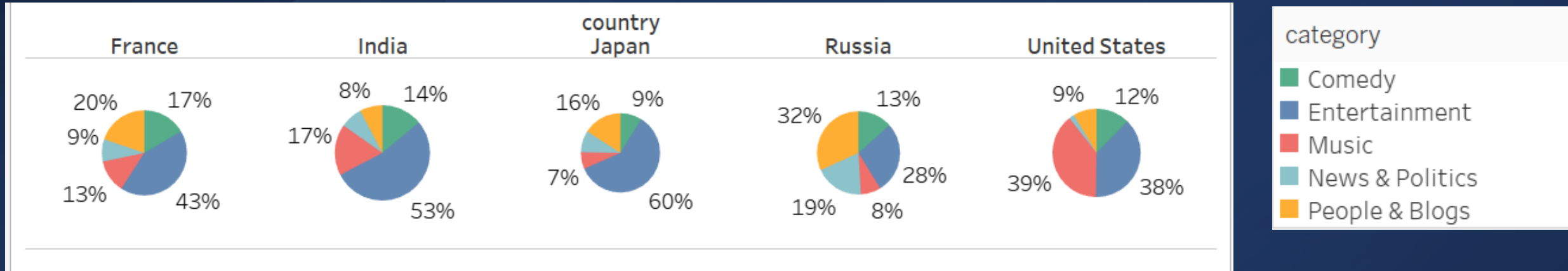
Video categories, trending last week



Speaking about **last week** one may notice that the top 5 category set does not change and includes:

- Entertainment,
- Music,
- People and blogs,
- Comedy,
- News and politics.

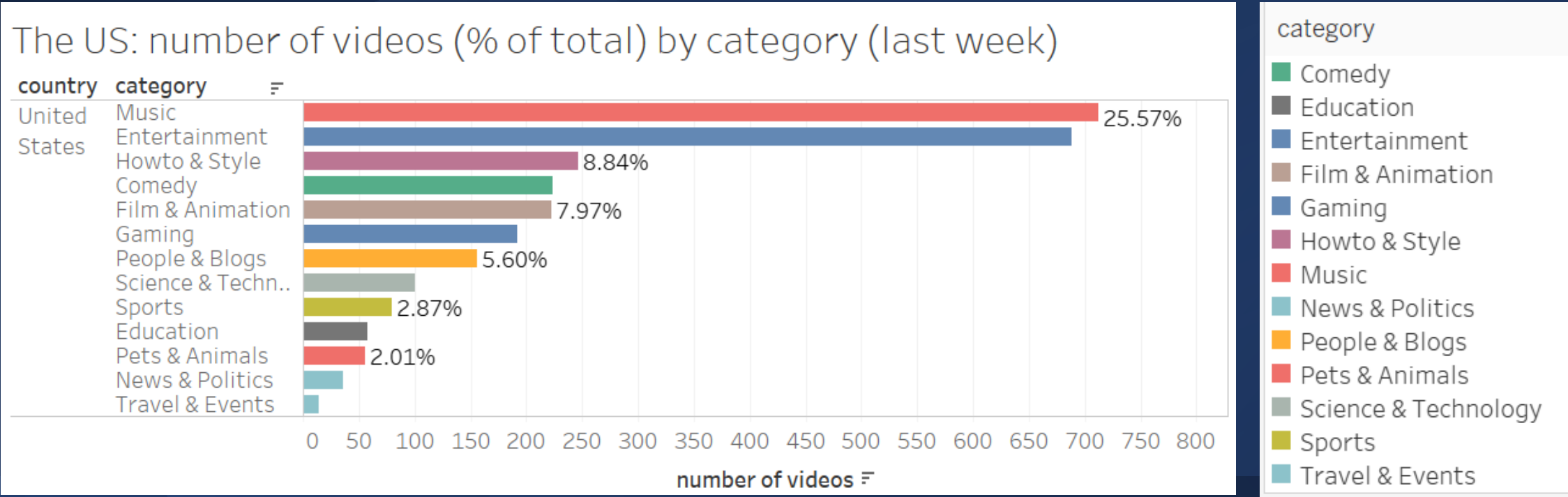
Distribution of categories among regions(last week)



The distribution of top 5 categories differs among regions:

- In India and Japan **entertainment** videos constitute more than a half of total views,
- **Music** videos is extremely popular in the **US**, while in other regions they constitute less than 20% of total views.
- **People&Blogs** videos is extremely popular in **Russia**, while in other regions they constitute less than 20% of total views.

Distribution of video categories in the US(last week)



The top 5 categories set in the **US** for **last week** differs from the general one:

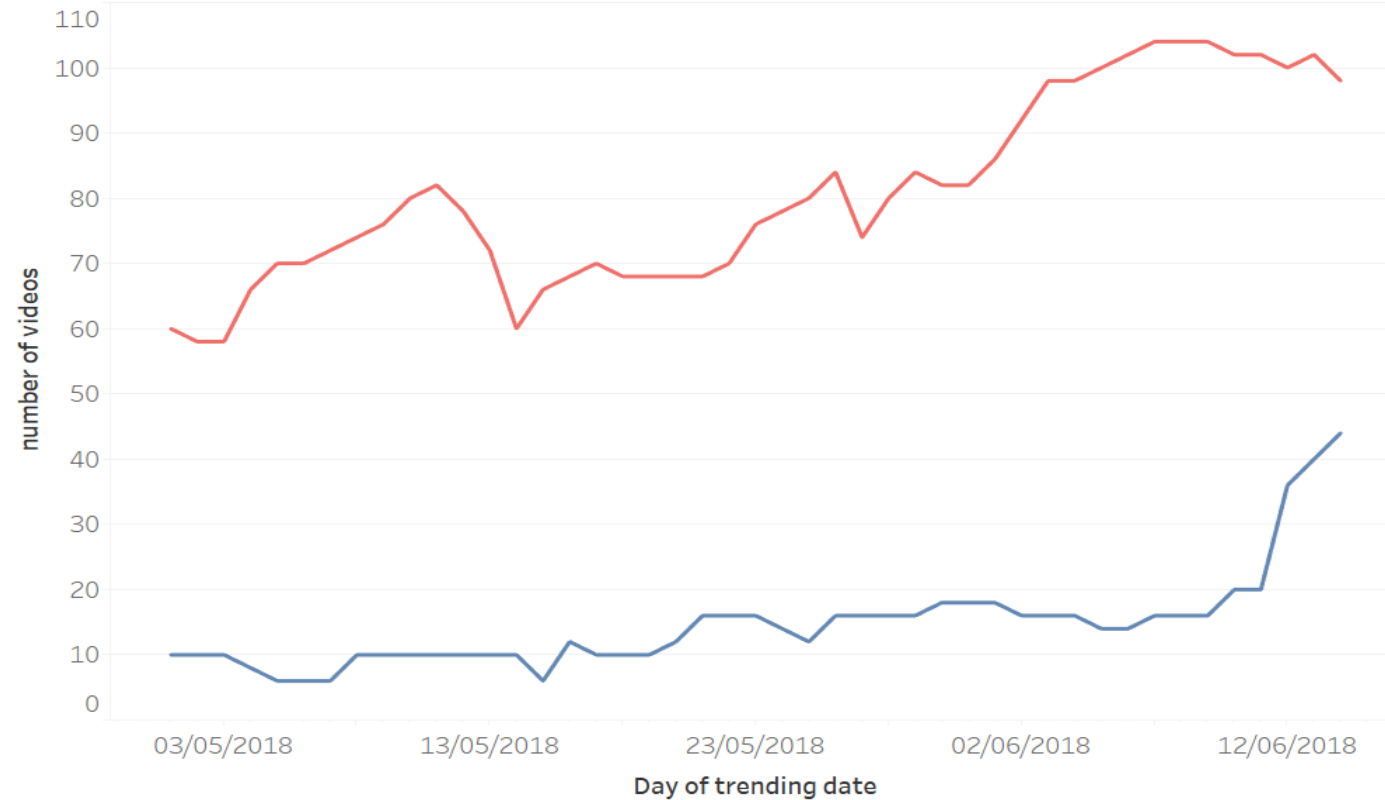
- **Music** category becomes the leader (Instead of entertainment)
- **Howto&Style** and **Film&Animation** categories entered the top 5 (instead of People&Blogs and News&Politics).

The US: gaming and music categories' trending history (May-June 2018)

According to the US trending history for categories for last two months there are two noticeable tendencies:

- **Music** category continues to grow in views
- **Gaming** videos views increased significantly and may potentially enter the top 5 in future.

The US: Gaming and Music categories (May-June)



category

■ Gaming

■ Music

Recommendations based on the research findings

- Determining what content deserves marketing attention, one should pay attention to the two major parameters: video category and region.
- For instance, speaking about the US segment, it is reasonable to consider the top 5 categories set for ads planning: music, entertainment, howto&style, comedy, film&animation.
- One should also trace further growth of gaming category views number in the US, which started to increase rapidly several weeks ago. Perhaps, gaming videos may potentially enter the top 5 categories set in future and as a result may deserve marketing attention.