

# YouTube Trends

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## 1 Summary

Each hour, I collect the top fifty trending videos for each of the categories that YouTube publishes trend lists for via the YouTube Data API. These categories include Autos & Vehicles, Comedy, Education, Entertainment, Film & Animation, Gaming, Howto & Style, Music, News & Politics, People & Blogs, Pets & Animals, Science & Technology, and Sports. For each category, I report the videos during the week that trended at #1 at the time of collection, the channel the videos came from, and the number of hours they spent at #1 on the trending list, and the number of views they had when they appeared on the trending list<sup>1</sup>.

Key findings from this week:

1. The re-release of Taylor Swift's album Red trended across multiple categories, specifically Music, Entertainment, and Film & Animation. Taylor Swift also trended for her SNL appearance.
2. Fox News trended in News & Politics for the majority of the week for their coverage of the Kyle Rittenhouse trial. Other News & Politics channels were Saturday Night Live (for their Weekend Update segment) and WREG News Channel 3, a CBS affiliate in Memphis, Tennessee.
3. The only channel to trend at #1 in Sports was the NFL. Highlights from NFL games were the most popular videos.
4. Among Us, Fortnite, and Minecraft continue to be the most popular video games in the Gaming category.

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<sup>1</sup>These are the trending categories as defined by YouTube. Due to the proprietary black-box nature of YouTube's trending categories, it is sometimes unclear why certain videos appear in certain categories

## 2 Top Trending Videos

Below are the videos that trended at #1 in each of their respective categories. I report for each category the videos that trended, the channel they were from, the number of hours they spent at #1, and the number of views at the last hour it trended at #1.

Table 1: Top Trending Videos for Autos &amp; Vehicles

| Channel Title         | Video Title                                          | Hours at No. 1 | View Count |
|-----------------------|------------------------------------------------------|----------------|------------|
| ALEX THE TRUCKING GUY | when u sleep in a semi but the area is sus [#shorts] | 121            | 18,125,635 |
| Jay & Sharon          | Save MAJOR Gas Money                                 | 47             | 7,072,885  |

Table 2: Top Trending Videos for Comedy

| Channel Title       | Video Title                                                              | Hours at No. 1 | View Count |
|---------------------|--------------------------------------------------------------------------|----------------|------------|
| Dhar Mann           | Protective BRO SPIES on SISTER ft. @Brent Rivera — Dhar Mann             | 71             | 9,911,358  |
| Saturday Night Live | Ted Cruz Sesame Street Cold Open - SNL                                   | 28             | 2,576,836  |
| Dhar Mann           | Student BODY SHAMED At SCHOOL, They Instantly Regret It — Dhar Mann      | 27             | 9,820,564  |
| Dhar Mann           | Controlling Girlfriend GETS DUMPED, What Happens Is Shocking — Dhar Mann | 23             | 7,369,280  |
| Saturday Night Live | Please Don't Destroy - Three Sad Virgins (ft. Taylor Swift) - SNL        | 18             | 3,165,635  |

Table 3: Top Trending Videos for Education

| Channel Title  | Video Title                                               | Hours at No. 1 | View Count |
|----------------|-----------------------------------------------------------|----------------|------------|
| PowerfulJRE    | California's Attempt to "Close the Gap" in Math Education | 102            | 936,476    |
| GabeSweats     | the best school system in the world                       | 46             | 3,025,342  |
| Troom Oki Toki | Pop It and Simple Dimple! 7 DIY Fid-get Toys Ideas        | 19             | 2,403,668  |

Table 4: Top Trending Videos for Entertainment

| Channel Title               | Video Title                                                            | Hours at No. 1 | View Count |
|-----------------------------|------------------------------------------------------------------------|----------------|------------|
| Sony Pictures Entertainment | SPIDER-MAN: NO WAY HOME - Official Trailer (HD)                        | 91             | 40,678,009 |
| Celebrity Moments           | This Is Why Robert Downey Jr. Is The Best Insta marvelworld.in #shorts | 69             | 52,826,168 |
| Saturday Night Live         | Please Don't Destroy - Three Sad Virgins (ft. Taylor Swift) - SNL      | 6              | 3,165,635  |
| Saturday Night Live         | Ted Cruz Sesame Street Cold Open - SNL                                 | 1              | 2,576,836  |

Table 5: Top Trending Videos for Film &amp; Animation

| Channel Title               | Video Title                                                       | Hours at No. 1 | View Count |
|-----------------------------|-------------------------------------------------------------------|----------------|------------|
| Sony Pictures Entertainment | SPIDER-MAN: NO WAY HOME - Official Trailer (HD)                   | 92             | 40,678,009 |
| TaylorSwiftVEVO             | Taylor Swift - All Too Well: The Short Film                       | 58             | 43,035,859 |
| Saturday Night Live         | Please Don't Destroy - Three Sad Virgins (ft. Taylor Swift) - SNL | 15             | 3,165,635  |
| Dhar Mann                   | Protective BRO SPIES on SISTER ft. @Brent Rivera — Dhar Mann      | 3              | 9,911,358  |

Table 6: Top Trending Videos for Gaming

| Channel Title | Video Title                                                 | Hours at No. 1 | View Count |
|---------------|-------------------------------------------------------------|----------------|------------|
| SSundee       | RICH vs POOR Mod in Among Us                                | 29             | 3,132,023  |
| I am MoBo     | Escaping your fate speedrun (21.13 seconds)                 | 24             | 2,754,745  |
| SSundee       | UNLOCKING a THANOS SWORD in Minecraft (Insane Craft)        | 20             | 2,124,629  |
| Aphmau        | Adopted By APHMAU and AARON In Minecraft!                   | 19             | 2,162,391  |
| Aphmau        | Aphmau Joins THE FBI In Minecraft!                          | 17             | 1,907,057  |
| Aphmau        | GROWING UP as a GACHA GIRL In Minecraft!                    | 15             | 1,645,462  |
| SSundee       | MINECRAFT BED WARS Mod in Among Us                          | 14             | 2,645,049  |
| Fortnite      | Naruto And The Rest Of Team 7 Arrive On The Fortnite Island | 10             | 1,590,465  |
| SSundee       | PIZZA IMPOSTER Mod in Among Us                              | 10             | 2,162,580  |
| Beast Reacts  | Squid Game Without CGI!                                     | 3              | 6,020,323  |
| PrestonPlayz  | Minecraft But There Are MILLION-AIRE Hearts!                | 2              | 445,596    |
| Aphmau        | TRAPPED On Custom ONE BLOCKS In Minecraft!                  | 1              | 991,590    |
| Craftee       | Minecraft but Everything I touch turns to Diamond           | 1              | 1,316,297  |
| Markiplier    | 60 Seconds! REATOMIZED                                      | 1              | 445,827    |
| jacksepticeye | Perfectly Cut Screams #5                                    | 1              | 586,865    |

Table 7: Top Trending Videos for Howto &amp; Style

| Channel Title | Video Title                                                           | Hours at No. 1 | View Count |
|---------------|-----------------------------------------------------------------------|----------------|------------|
| Dhar Mann     | Girl FORCES SISTER Not To Speak, What Happens Is Shocking — Dhar Mann | 78             | 9,835,451  |
| Dhar Mann     | Rich Guy SHAMES A WINDOW WASHER ft. @Adam W — Dhar Mann               | 75             | 7,480,372  |
| SSSniperWolf  | Amazing Things You Have NEVER Seen Before                             | 11             | 4,305,471  |
| SSSniperWolf  | Tik Toks Where You Have To Trust The Process                          | 3              | 4,724,927  |

Table 8: Top Trending Videos for Music

| Channel Title   | Video Title                                                                           | Hours at No. 1 | View Count |
|-----------------|---------------------------------------------------------------------------------------|----------------|------------|
| TaylorSwiftVEVO | Taylor Swift - All Too Well: The Short Film                                           | 151            | 43,035,859 |
| Bruno Mars      | Bruno Mars, Anderson .Paak, Silk Sonic - Smokin Out The Window [Official Music Video] | 17             | 31,793,330 |

Table 9: Top Trending Videos for News &amp; Politics

| Channel Title       | Video Title                                                     | Hours at No. 1 | View Count |
|---------------------|-----------------------------------------------------------------|----------------|------------|
| Fox News            | 'The Five' react to trial of Kyle Rittenhouse closing arguments | 87             | 2,257,675  |
| Fox News            | 'The Five' react to Kyle Rittenhouse testimony                  | 33             | 1,995,434  |
| Saturday Night Live | Weekend Update: Steve Bannon Indicted - SNL                     | 27             | 1,624,835  |
| WREG Channel 3      | Who killed Young Dolph? Memphis Police share suspect photos     | 20             | 2,936,491  |

Table 10: Top Trending Videos for Nonprofits &amp; Activism

| Channel Title        | Video Title                                                                                 | Hours at No. 1 | View Count |
|----------------------|---------------------------------------------------------------------------------------------|----------------|------------|
| Asamblea Legislativa | #EnVivo — Sesión de la Comisión Especial que Investiga el Destino de los Fondos de las ONG. | 167            | 23,426     |

Table 11: Top Trending Videos for People &amp; Blogs

| Channel Title         | Video Title                                                                                                     | Hours at No. 1 | View Count             |
|-----------------------|-----------------------------------------------------------------------------------------------------------------|----------------|------------------------|
| David Dobrik          | I COULDN'T STOP CRYING!!                                                                                        | 90             | 5,024,871              |
| David Dobrik          | THIS DID NOT END WELL!! (ACCIDENT)                                                                              | 34             | 4,782,216              |
| Alexa Rivera          | LAST TO LEAVE \$200,000 RV KEEPS IT!!                                                                           | 20             | 2,429,827              |
| Unspeakable Vy Qwaint | Escaping Prison Using Only My Hands Spending 24 Hours in a BUBBLE - Vy Pranks Regina to Escape Snow Globe House | 15<br>8        | 1,245,670<br>2,164,886 |

Table 12: Top Trending Videos for Pets &amp; Animals

| Channel Title          | Video Title                             | Hours at No. 1 | View Count |
|------------------------|-----------------------------------------|----------------|------------|
| Puppy Lovers           | WHO'S THE BOSS BETWEEN 2 DOGS           | 55             | 5,998,839  |
| Max the Meat Guy       | Dry Aged Tuna Sushi (\$4,000!!) #shorts | 51             | 1,345,891  |
| Ray William Johnson    | World's Largest Gummy Snake #shorts     | 45             | 2,253,687  |
| Daily Dose Of Internet | Tornado Suddenly Forms in Cooking Pan   | 13             | 4,246,049  |
| Daily Dose Of Internet | A Spider with Arachnophobia             | 4              | 5,378,102  |

Table 13: Top Trending Videos for Science &amp; Technology

| Channel Title  | Video Title                                                | Hours at No. 1 | View Count |
|----------------|------------------------------------------------------------|----------------|------------|
| Danny Duncan   | Cutting My Fans in Line!                                   | 52             | 2,323,415  |
| SSSniperWolf   | The Vegan Teacher Must Be Stopped                          | 31             | 4,008,349  |
| SSSniperWolf   | Amazing Things You Have NEVER Seen Before                  | 30             | 4,305,471  |
| TheBoy         | I thought it was the mirror                                | 29             | 4,602,314  |
| Rebecca Zamolo | BIRTH TO DEATH of Squid Game in Real Life - Rebecca Zamolo | 22             | 2,174,586  |
| Rebecca Zamolo | Squid Game BIRTH TO DEATH in Real Life - Rebecca Zamolo    | 3              | 2,174,586  |

Table 14: Top Trending Videos for Sports

| Channel Title | Video Title                                          | Hours at No. 1 | View Count |
|---------------|------------------------------------------------------|----------------|------------|
| NFL           | Panthers vs. Cardinals Week 10 Highlights — NFL 2021 | 121            | 2,278,130  |
| NFL           | Ravens vs. Dolphins Week 10 Highlights — NFL 2021    | 29             | 2,027,927  |
| NFL           | Falcons vs. Cowboys Week 10 Highlights — NFL 2021    | 9              | 787,951    |
| NFL           | Patriots vs. Falcons Week 11 Highlights — NFL 2021   | 9              | 1,675,588  |