

# 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. Squid Game-related videos trended across multiple categories, including a parody skit from Saturday Night Live in the Comedy category and a video by SML Movies in Comedy, Entertainment, and Film & Animation. Other videos of individuals playing the games played in Squid Game appeared in Science & Technology and Howto & Style.
2. Adele's new single "Easy On Me" trended at #1 in the Music category all week. It was the first time Adele released new music since 2015.
3. In the News & Politics category, the recovery of Brian Laundrie's remains in a Florida preserve trended in two different videos for a total of 39 hours. Fox News and Saturday Night Live produced the remaining videos that trended in the category.
4. The trailer for the new Batman film trended in both Entertainment and Film & Animation for the majority of the week.

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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
Dylan Ayres	Covering a car completely with Flex Seal #Shorts	124	4,119,170
Danny Duncan	Destroying Stranger's Car!	41	2,269,311
Matt's Off Road Recovery	We Finally Made It To Ed's LJ20 In The Sierra Nevada Mountains	1	825,764
MrBeast	Last To Take Hand Off Lamborghini, Keeps It	1	2,742,759
WhistlinDiesel	Cummins are the worst trucks. Laughing at cummins owners for 20 minutes.	1	812,716

Table 2: Top Trending Videos for Comedy

Channel Title	Video Title	Hours at No. 1	View Count
Saturday Night Live	Squid Game - SNL	56	4,915,296
Dhar Mann	Kid FAKES SICK NOTE to Skip Class, He Instantly Regrets It — Dhar Mann	43	7,107,675
Official_quotes	Shaq attempts the One Chip Challenge	40	15,331,748
Dhar Mann	SISTERS FIGHT Over New iPhone 13, What Happens Is Shocking — Dhar Mann	18	8,553,585
SML	SML Movie: SQUID GAME	11	3,957,647

Table 3: Top Trending Videos for Education

Channel Title	Video Title	Hours at No. 1	View Count
ms_pam_a_cake official	Sarah's Savings Plan PART 2 pam_a_cake #shorts	125	4,202,933
CNBC	The Great Resignation: Why Millions Of Workers Are Quitting	43	1,515,247

Table 4: Top Trending Videos for Entertainment

Channel Title	Video Title	Hours at No. 1	View Count
Warner Bros. Pictures	THE BATMAN – Main Trailer	116	27,634,140
Dhar Mann	Kid Gets To BE IN CHARGE for 24 Hours, What Happens Is Shocking — Dhar Mann	21	9,243,955
SSSniperWolf	I Met SSSniperWolf In Real Life Animation Reaction	19	5,519,865
Official_quotes	Shaq attempts the One Chip Challenge	8	15,331,748
SML	SML Movie: SQUID GAME	4	3,957,647

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

Channel Title	Video Title	Hours at No. 1	View Count
Warner Bros. Pictures	THE BATMAN – Main Trailer	121	27,634,140
SML	SML Movie: SQUID GAME	22	3,957,647
SSSniperWolf	I Met SSSniperWolf In Real Life Animation Reaction	22	5,519,865
Dhar Mann	Kid WON'T SHOW MOM Report Card, What Happens Is Shocking — Dhar Mann	3	9,407,933

Table 6: Top Trending Videos for Gaming

Channel Title	Video Title	Hours at No. 1	View Count
Aphmau	Adopted By PINK SOLDIERS In Squid Game!	24	2,707,785
MrBeast Gaming	Blowing Up Earth!	23	7,066,152
Minecraft	Minecraft Live 2021	18	7,548,960
CoryxKenshin	The Mandela Catalogue [SSS #050]	17	2,648,375
Aphmau	Playing as the SUGAR SKULL KIT-TEN In Minecraft!	16	1,584,901
Aphmau	GROWING UP as a NINJA In Minecraft!	15	1,733,820
AMP	AMP SQUID GAME	13	768,129
Clash Royale	Clash Royale: Update Teaser! The King Discovers a Secret...	9	1,898,471
SSundee	How To CRAFT an *INFINITY STONE SHIELD* in Minecraft (Insane Craft)	9	1,649,676
Apex Legends	Apex Legends: Escape Launch Trailer	6	1,993,349
SSundee	SCOOBY DOO Imposter Mod in Among Us	6	1,954,179
SSundee	TREASURE ISLAND Mod in Among Us	5	1,484,783
The Game Theorists	Game Theory: Minecraft's DARKEST Timeline! (Hermitcraft SMP)	4	1,212,129
SSundee	*GHOST HUNTERS* Imposter Mod in Among Us	2	1,064,131
SSundee	*NEW* PARAGON NINJA MONKEY BOSS BATTLE (Bloons TD 6)	1	814,898

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

Channel Title	Video Title	Hours at No. 1	View Count
CREATIVE TOOLS	Amazing Workers Video #shorts	45	50,663,346
Stokes Twins	Playing SQUID GAME In Real Life!	40	12,641,971
SSSniperWolf	Creative People On Another Level	38	6,973,312
Dhar Mann	Kid Gets To BE IN CHARGE for 24 Hours, What Happens Is Shocking — Dhar Mann	20	9,243,955
Dhar Mann	SISTERS FIGHT Over New iPhone 13, What Happens Is Shocking — Dhar Mann	18	8,553,585
SSSniperWolf	Dumbest People On Tik Tok	7	4,107,425

Table 8: Top Trending Videos for Music

Channel Title	Video Title	Hours at No. 1	View Count
AdeleVEVO	Adele - Easy On Me (Official Video)	168	106,280,917

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

Channel Title	Video Title	Hours at No. 1	View Count
Fox News	Bombshell report shows Biden admin secretly transporting migrants around US	39	1,514,663
Fox News	Judge Jeanine reveals who she thinks is running the White House	39	1,832,956
FOX 13 Tampa Bay	Brian Laundrie's 'bones' found in previously underwater area of Florida preserve: FBI	38	2,205,546
Fox News	Joe Rogan cancels the cancelers	31	2,454,114
Saturday Night Live	Weekend Update: Biden's Climate Plan Dropped from Bill - SNL	16	1,208,252
Fox News	Psaki accused of violating the Hatch Act at White House podium	4	1,764,869
WFLA News Channel 8	#BREAKING: FBI Presser on Brian Laundrie Search After Partial Human Remains Found in Florida #HeyJB	1	1,113,106

Table 10: Top Trending Videos for People &amp; Blogs

Channel Title	Video Title	Hours at No. 1	View Count
David Dobrik Too	I HAD TO TELL HER THE TRUTH!!	73	5,149,203
Alexa Rivera	I STAYED 24 HOURS OVERNIGHT IN A MALL!!	37	2,557,879
Vy Qwaint	My Best Friend is Missing! Did She Play Squid Game in Real Life?	36	2,028,849
Unspeakable	Hiding In A WATERSLIDE To CHEAT In HIDE & SEEK!	21	1,402,545
emma chamberlain	avoiding los angeles	1	1,427,606

Table 11: Top Trending Videos for Pets &amp; Animals

Channel Title	Video Title	Hours at No. 1	View Count
The Blondie Boys Shorts	This Monkey Had An ACTUAL JOB and Never Made ONE Mistake!	79	3,224,242
Media Bloopers	Disney has people thinking that wild animals are friendly	42	4,914,585
The Dodo	Orphaned Baby Donkey Cried For Days Until He Found A New Mom — The Dodo	26	1,906,834
Job Othoniel	Pajarito atorado, que opinas, que raza puede ser	21	8,971,787

Table 12: Top Trending Videos for Science &amp; Technology

Channel Title	Video Title	Hours at No. 1	View Count
Brent Rivera	YouTubers Play SQUID GAME In Real Life!!	52	5,818,200
SSSniperWolf	Dumbest People On Tik Tok	26	4,107,425
SSSniperWolf	If It Were Not Filmed No One Would Believe It	23	4,088,215
SSSniperWolf	Wholesome Tik Toks That Will Make Your Day Better	22	3,394,416
Dhar Mann	SISTERS FIGHT Over New iPhone 13, What Happens Is Shocking — Dhar Mann	18	8,553,585
Safiya Nygaard	I Went To An Amazon Returns Store	13	2,502,227
Dude Perfect	World's Smallest TV — OT 30	8	6,357,095
Apple	Apple Event — October 18	5	3,733,377
Investment Joy	I bought a ABANDONED laundromat, we found \$\$\$ inside #shorts	1	7,958,212

Table 13: Top Trending Videos for Sports

Channel Title	Video Title	Hours at No. 1	View Count
NFL	Cowboys vs. Patriots Week 6 Highlights — NFL 2021	77	2,658,705
CBS Sports Golazo	Manchester United vs. Atalanta: Extended Highlights — Group Stage - MD 3 — CBS Sports Golazo	48	1,405,293
NFL	Buccaneers vs. Eagles Week 6 Highlights — NFL 2021	24	2,295,612
NBA	WARRIORS at LAKERS — FULL GAME HIGHLIGHTS — October 19, 2021	15	3,434,807
NBC Sports	Leicester City v. Manchester United — PREMIER LEAGUE HIGHLIGHTS — 10/16/2021 — NBC Sports	4	711,421