

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 list¹.

Key findings from this week:

1. For the second week in a row, Adele’s “Easy on Me” trended for the majority of the week.
2. Saturday Night Live continued to trend in multiple categories including Film & Animation and Comedy for sketches and impressions and in News & Politics for their Weekend update segment.
3. Multiple videos trended in the Gaming category related in the new updates to the Clash Royale mobile game. Other video games discussed in trending videos in Gaming included Among Us, Grand Theft Auto 5, and Minecraft.
4. In News & Politics, Saturday Night Live’s Weekend Update trended for the majority of the week. The remainder of the news that trended was from Fox News or Fox News properties.

¹These 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 & Vehicles

Channel Title	Video Title	Hours at No. 1	View Count
MrBeast	Last To Take Hand Off Lamborghini, Keeps It	168	31,981,471

Table 2: Top Trending Videos for Comedy

Channel Title	Video Title	Hours at No. 1	View Count
Dhar Mann	Bro Leaves SISTER ALONE On HALLOWEEN, What Happens Is Shocking — Dhar Mann	90	8,065,775
Saturday Night Live	Weekend Update: The Devil on His Latest Accomplishments - SNL	33	1,848,399
Dhar Mann	SISTERS FIGHT Over New iPhone 13, What Happens Is Shocking — Dhar Mann	29	10,111,266
Saturday Night Live	Ghost of Biden Past Cold Open - SNL	16	1,468,406

Table 3: Top Trending Videos for Education

Channel Title	Video Title	Hours at No. 1	View Count
CNBC	The Great Resignation: Why Millions Of Workers Are Quitting	144	1,842,355
Meet Kevin	Biden's MASSIVE Stimulus Changes.	24	97,832

Table 4: Top Trending Videos for Entertainment

Channel Title	Video Title	Hours at No. 1	View Count
Dhar Mann	Kid Gets To BE IN CHARGE for 24 Hours, What Happens Is Shocking — Dhar Mann	75	11,924,643
IGN	Lightyear - Official Teaser Trailer (2022) Chris Evans	44	10,114,087
Dhar Mann	Bro Leaves SISTER ALONE On HALLOWEEN, What Happens Is Shocking — Dhar Mann	27	8,065,775
Dhar Mann	14-Year-Old RUNS AWAY From HOME, What Happens Is Shocking — Dhar Mann	22	7,180,597

Table 5: Top Trending Videos for Film & Animation

Channel Title	Video Title	Hours at No. 1	View Count
IGN	Lightyear - Official Teaser Trailer (2022) Chris Evans	44	10,114,087
Dhar Mann	14-Year-Old RUNS AWAY From HOME, What Happens Is Shocking — Dhar Mann	36	7,180,597
SML	SML Movie: SQUID GAME	28	4,636,697
Dhar Mann	Bro Leaves SISTER ALONE On HALLOWEEN, What Happens Is Shocking — Dhar Mann	27	8,065,775
Saturday Live	Night Ghost of Biden Past Cold Open - SNL	17	1,468,406
Saturday Live	Night Weekend Update: The Devil on His Latest Accomplishments - SNL	16	1,848,399

Table 6: Top Trending Videos for Gaming

Channel Title	Video Title	Hours at No. 1	View Count
Clash Royale	Clash Royale CHAMPIONS UPDATE! NEW RARITY, LEVEL 14, & MORE! (TV Royale)	31	4,120,260
SSundee	SPICY IMPOSTER Mod in Among Us	23	2,803,789
Aphmau	Adopted By PRO HACKERS In Minecraft!	22	2,697,820
TommyInnit	Dream & DanTDM are the funniest duo ever...	21	2,622,599
Clash Royale	Clash Royale: Update Teaser! The King Discovers a Secret...	17	2,477,870
SSundee	UNLOCKING *NEW* INFINITY STONE ABILITIES in Insane Craft (Minecraft)	15	1,797,622
SMii7Y	This is my most chaotic GTA 5 Races video yet	9	695,061
SSundee	*EVIL* AMAZON Imposter Mod in Among Us	9	1,850,054
Clash Royale	Clash Royale: The Champions Have Arrived! (Official Launch Trailer!)	8	2,653,039
PrestonPlayz	SQUID GAME Simon Says vs 100 Minecraft Players!	5	942,655
SSundee	*NEW* YOUTUBER SIMULATOR Mod in Among Us	5	1,955,983
Aphmau	Aphmau BROKE UP in Minecraft!	2	1,074,292
The Game Theorists	Game Theory: The Bloody History of Poppy Playtime	1	622,980

Table 7: Top Trending Videos for Howto & Style

Channel Title	Video Title	Hours at No. 1	View Count
MrBeast	Last To Take Hand Off Lamborghini, Keeps It	148	31,981,471
MrBeast	I Cleaned The World's Dirtiest Beach #TeamSeas	20	19,314,939

Table 8: Top Trending Videos for Music

Channel Title	Video Title	Hours at No. 1	View Count
AdeleVEVO	Adele - Easy On Me (Official Video)	117	121,733,011
MoneyBagg Yo	Moneybagg Yo, Lil Durk, EST Gee - Switches & Dracs [Official Music Video]	51	4,126,069

Table 9: Top Trending Videos for News & Politics

Channel Title	Video Title	Hours at No. 1	View Count
Saturday Night Live	Weekend Update: Steve Bannon Held in Contempt & Trump Social Media - SNL	113	2,204,997
FOX 13 Tampa Bay	Brian Laundrie's 'bones' found in previously underwater area of Florida preserve: FBI	28	3,557,108
Fox News	Tucker: This is the most deranged story in history	27	1,633,715

Table 10: Top Trending Videos for People & Blogs

Channel Title	Video Title	Hours at No. 1	View Count
David Dobrik Too	WE BOUGHT THE WORLDS LARGEST PILLOW!!	72	3,875,240
Vy Qwaint	HIDE in a MAZE of LOCKERS to ESCAPE PRO HACKERS SQUID GAME in Real Life Revenge on Spy Ninjas	41	2,018,850
Chad Wild Clay	TRAPPED in a PORTA POTTY for 24 HOURS & SCARING MY FRIENDS with 100 LAYERS OF MYSTERY BUTTONS	29	2,091,741
Vy Qwaint	My Best Friend is Missing! Did She Play Squid Game in Real Life?	26	2,135,360

Table 11: Top Trending Videos for Pets & Animals

Channel Title	Video Title	Hours at No. 1	View Count
The Dodo	Dog Abandoned On The Road Falls In Love With His Rescuer — The Dodo	88	1,643,028
Media Bloopers	Disney has people thinking that wild animals are friendly	73	4,918,095
Lenny	Disney has people thinking that wild animals are friendly	4	4,918,095
PewDiePie	Buying Anything My Dog Touches	3	1,430,393

Table 12: Top Trending Videos for Science & Technology

Channel Title	Video Title	Hours at No. 1	View Count
Driplets 2.0	Pranking girl on Omegle (she didn't expect this) #shorts	64	18,309,868
Dhar Mann	SISTERS FIGHT Over New iPhone 13, What Happens Is Shocking — Dhar Mann	49	10,111,266
SSSniperWolf	Dumbest People On Tik Tok	43	5,749,522
SSSniperWolf	Relationship Tik Toks That Make Me Feel Single	10	2,627,806
NELK	Taking 5 Virgins to a College Party!	2	4,305,941

Table 13: Top Trending Videos for Sports

Channel Title	Video Title	Hours at No. 1	View Count
NBC Sports	Manchester United v. Liverpool — PREMIER LEAGUE HIGHLIGHTS — 10/24/2021 — NBC Sports	104	1,564,088
NFL	Packers vs. Cardinals Week 8 Highlights — NFL 2021	36	2,886,374
Omar Raja - ESPN	Derrick Rose one-arm shooting during pregame routine! #shorts	25	2,864,951
CBS Sports Golazo	Manchester United vs. Atalanta: Extended Highlights — Group Stage - MD 3 — CBS Sports Golazo	3	1,418,349