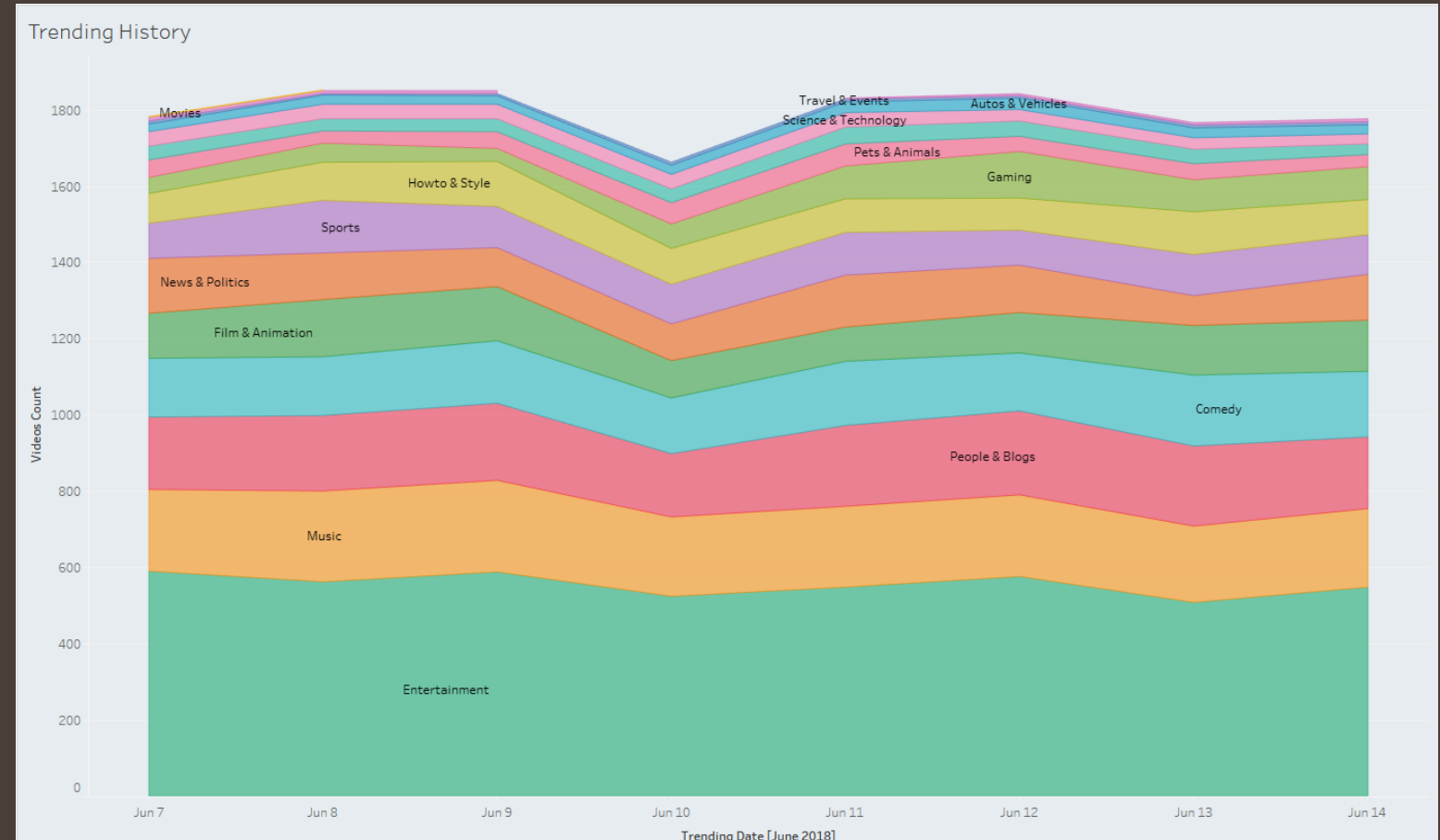


Trending Videos Report

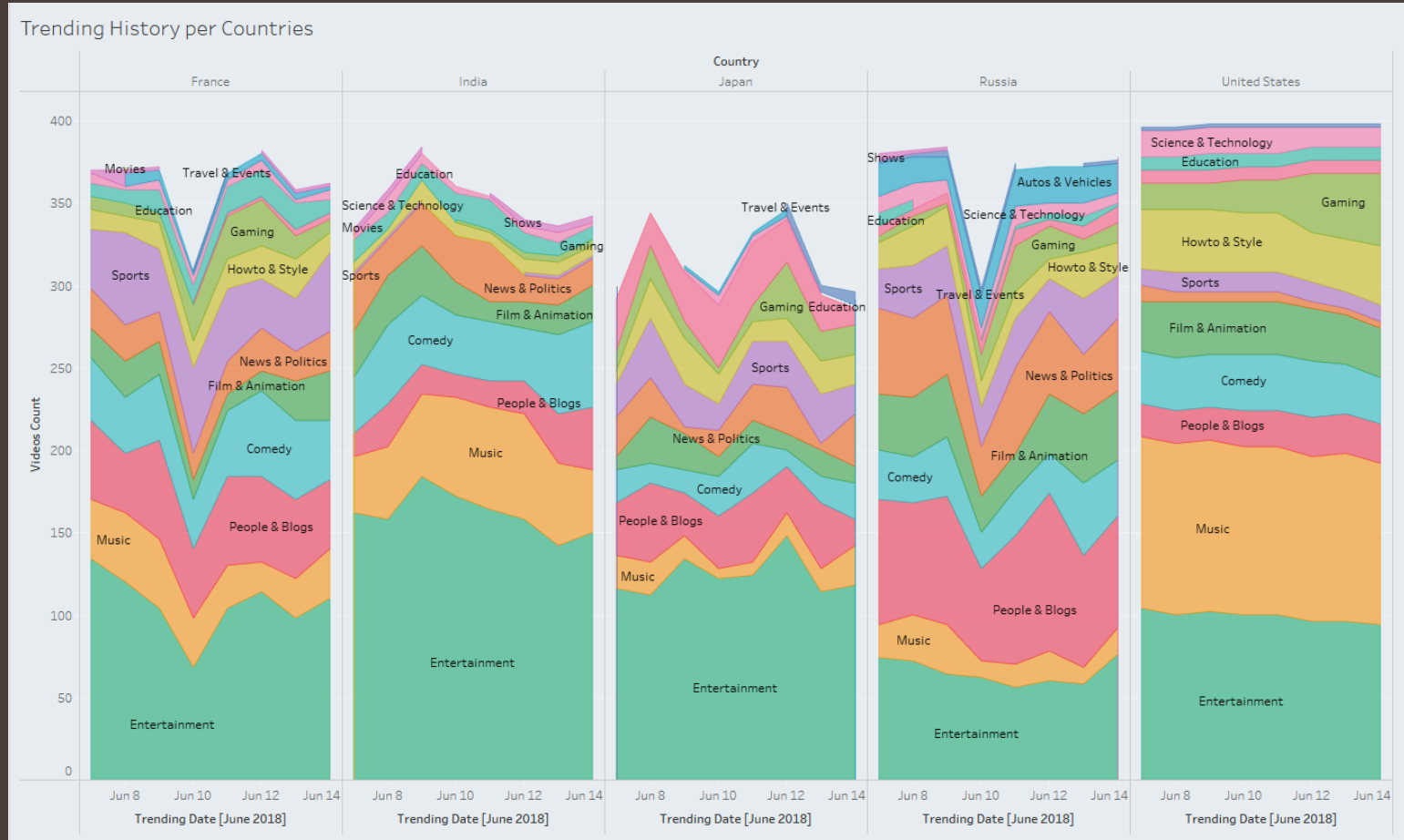
07/06/2018 – 14/06/2018

- I. Entertainment
- II. Music
- III. People & Blogs
- IIII. Comedy



How were the trending categories distributed among various regions?

Entertainment is trending in all countries. Music trending in US and India. People & Blogs trending in Russia, Japan and France, and Comedy trending in France, India and US.



What categories were especially popular in the United States? Were there any differences between the categories popular in the US and those popular elsewhere?

Music and Entertainment were especially popular in the US. Compared to rest of the countries, Entertainment is especially popular in all of the countries, but Music wasn't especially popular in Russia, Japan and France.

Trending by Country and Category

Category	Country				United States
	France	India	Japan	Russia	
Music	248	402	120	146	816
Entertainment	852	1,290	988	522	792
Howto & Style	128	58	142	156	282
Comedy	318	328	148	246	256
Film & Animation	148	176	120	272	252
Gaming	120	18	126	96	208
People & Blogs	382	176	264	588	176
Science & Technology	38	36	20	66	116
Sports	336	12	200	220	90
Education	96	94	2	30	66
Pets & Animals	14		216	56	64
News & Politics	168	194	154	360	46
Travel & Events	4		16	20	16
Shows	12	26		10	
Movies	2	2			
Autos & Vehicles	30		14	154	

Which categories deserves marketing attention?

- The most popular category, with the most amount of trending videos in the US and the rest countries in general, is Entertainment. Entertainment videos deserve close marketing attention, and would be the smart choice for our advertising agency.
- Music category deserves close marketing attention, especially if we target US/India customers as those videos are especially popular there.
- People & Blogs trending in high spot all over the world and would be another great choice if we would target international user base.