



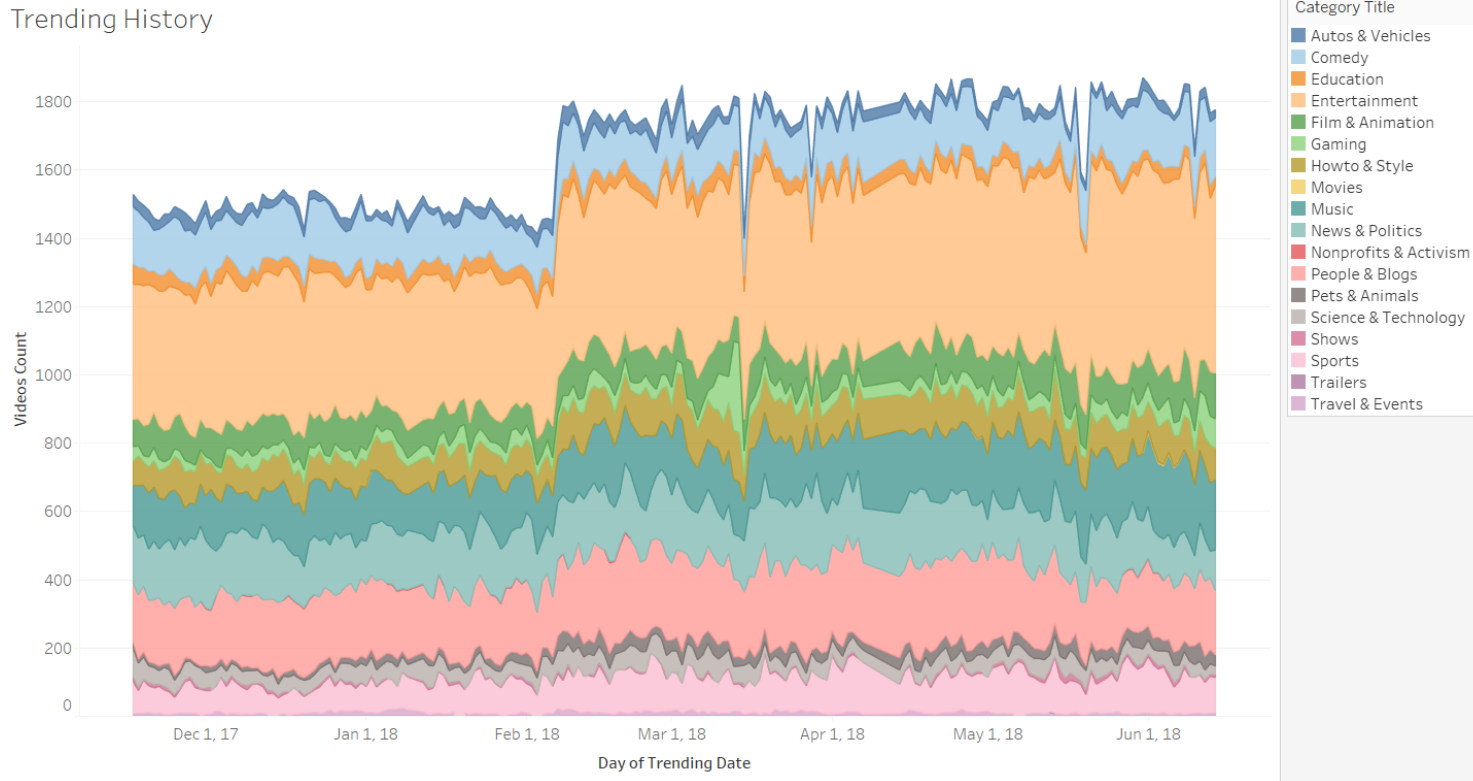
# Trending Videos by Date and Country

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AUGUST 10 - AUGUST 28, 2020

# Video categories that trended most often

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Entertainment (peach color)

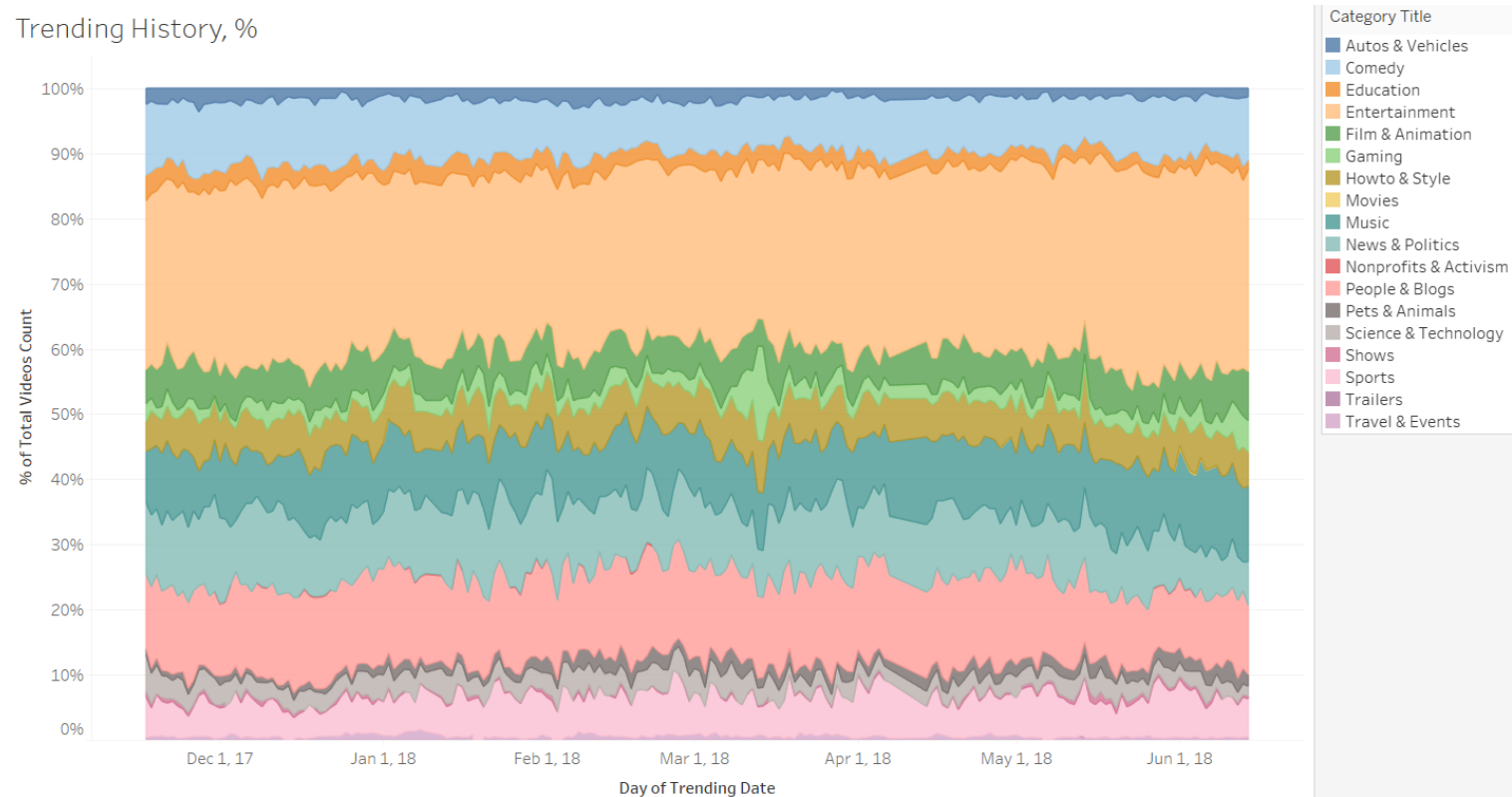
People & Blogs (pink)

Music (medium blue)

trended most often in absolute numbers.

# Distribution of Trending Videos

Trending History, %



Entertainment (peach color)

People & Blogs (pink)

Music (medium blue)

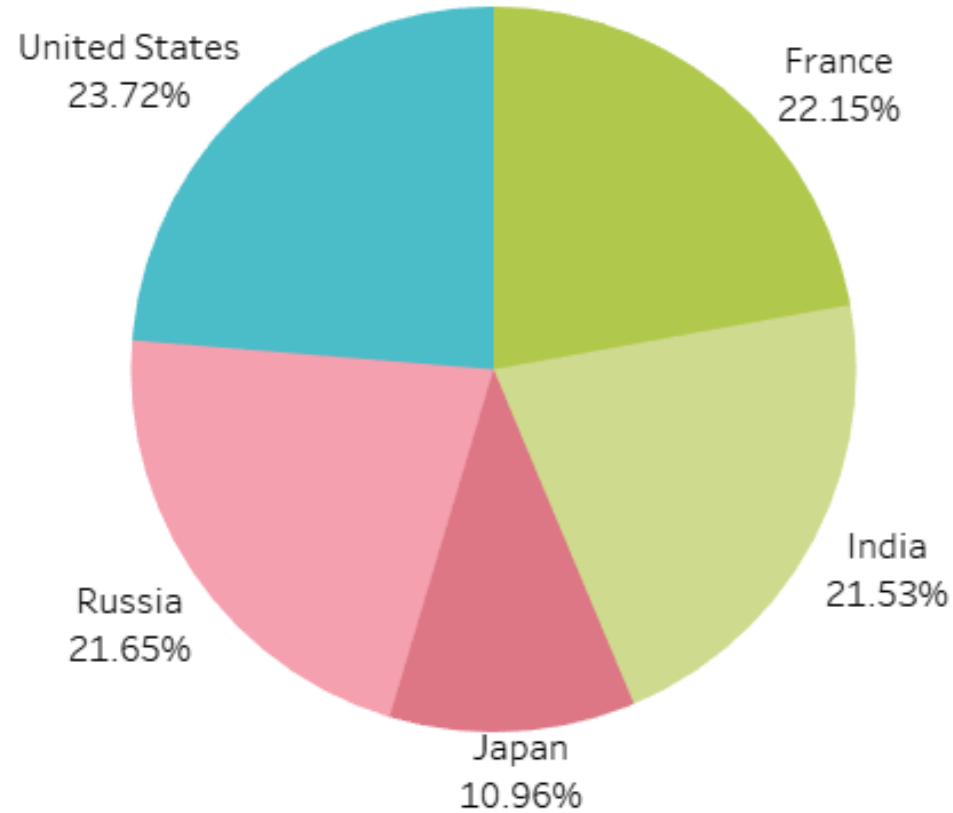
trended most often as a percent of total.

Trending by Country and Category

Category Title	France	India	Japan	Russia	United States
Autos & Vehicles	1,204	128	538	3,052	738
Comedy	8,306	6,712	1,372	5,890	6,778
Education	1,456	2,312	212	1,308	3,232
Entertainment	18,732	32,424	11,734	11,562	19,362
Film & Animation	3,716	3,252	2,140	5,602	4,620
Gaming	2,738	132	1,834	2,018	1,600
Howto & Style	4,608	1,620	1,574	3,888	8,180
Movies	22	32		2	
Music	7,582	7,636	2,480	3,606	12,652
News & Politics	6,458	10,188	2,654	9,732	4,740
Nonprofits & Activism					106
People & Blogs	9,218	4,872	5,792	18,136	6,038
Pets & Animals	462	6	2,250	1,140	1,804
Science & Technology	1,542	1,070	300	2,176	4,642
Shows	196	404		374	114
Sports	7,854	1,414	3,606	3,640	4,174
Trailers	4				
Travel & Events	196	10	276	502	792

How were  
trending videos  
distributed  
among  
regions?

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# Trending videos distributed by regions

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# Popularity in U.S.

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In the United States, the most popular categories are Entertainment and Music.

The popularity of the Music category is nearly double the popularity in other countries.

## Trending by Country and Category

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



# Popularity in India

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India is one and a half times greater in the Entertainment category than any other country.

## Trending by Country and Category

Category Title	France	India	Japan	Russia	United States
Autos & Vehicles	1,220	138	538	3,116	758
Comedy	8,446	6,814	1,372	5,968	6,870
Education	1,480	2,360	212	1,326	3,284
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Trailers	4				
Travel & Events	204	16	276	510	804

# Popularity in Russia

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People & Blogs category is the most popular in Russia but is second or third for all other countries.

Entertainment is second in Russia with News & Politics ranking number three.

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Category Title	France	India	Japan	Russia	United States
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Education	1,480	2,360	212	1,326	3,284
Entertainment	19,020	32,924	11,734	11,692	19,638
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# Least Popular Categories

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Nonprofits & Activism is only viewed in the United States and in very small numbers.

Trailers in France and Movies in Russia are so small, 2 and 4 respectively, that I would recommend setting a minimum number for Videos Count to de-clutter the charts.

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Education	1,480	2,360	212	1,326	3,284
Entertainment	19,020	32,924	11,734	11,692	19,638
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# Conclusions & Recommendations

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What category is most likely to be successful?

The video categories with the highest popularity are Entertainment, People & Blogs and Music.

Which country is most likely to be successful?

Video usage is evenly distributed across most of the regions studied except for Japan.

I recommend a video title in the most popular categories distributed to the top four regions will have an excellent chance of a profitable return on investment.