



Trending YoutubeVideos Study

Analysis of Trending Videos on Youtube

Click to add text

General Conclusions

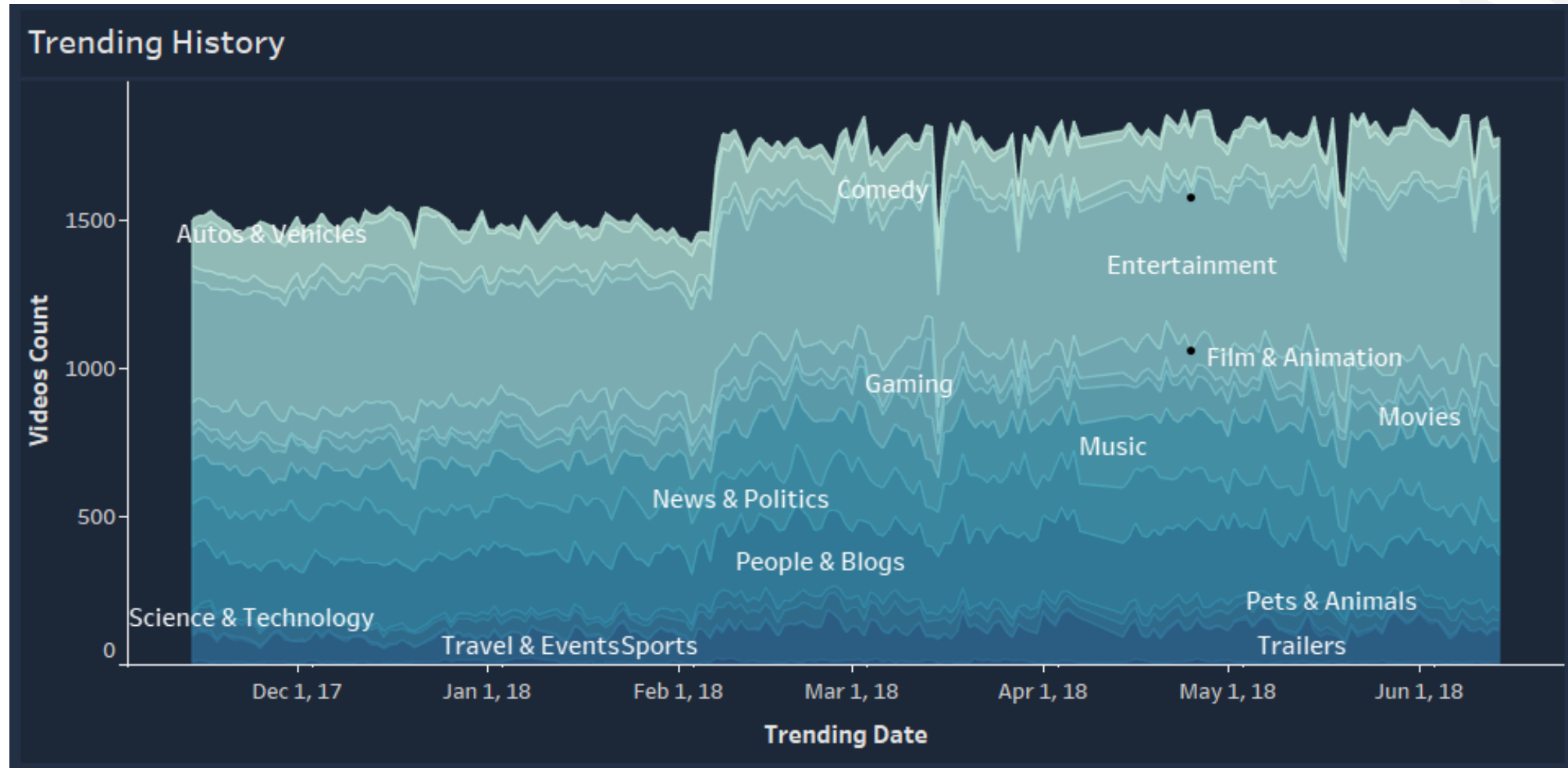
- The top trending video categories are : 'Entertainment' (27,94%), 'People & Blogs' (13,15%) and 'Music' (10,12%).
- The top countries with trending videos are : the United States (23,75%), France (22,18%) and Russia (21,68%).
- The most popular categories in the United States are : 'Entertainment' (24,32%), 'Music' (15,94%) and 'HowTo & Style' (10,25%).

Last Week's Conclusions

(07 June 2018 - 14 June 2018)

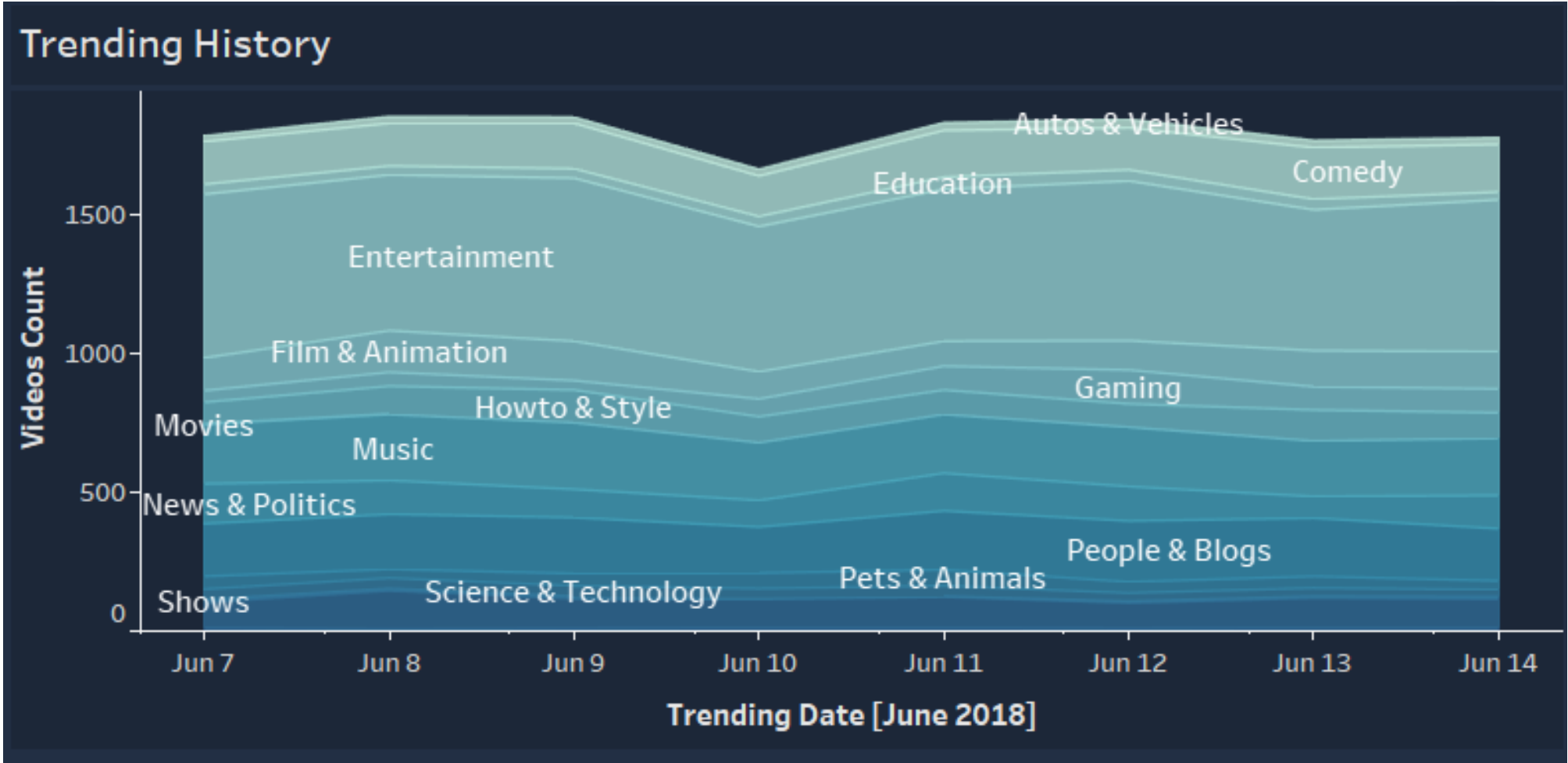
- The top trending video categories are : 'Entertainment' (30,95%), 'Music' (12,06%) and 'People & Blogs' (11,04%).
- The top countries with trending videos are : the United States (22,14%), Russia (20,49%) and France (20,17%).
- The most popular categories in the United States are : 'Music' (25,66%), 'Entertainment' (24,91%) and 'HowTo & Style' (8,87%).

The top trending video category is 'Entertainment'



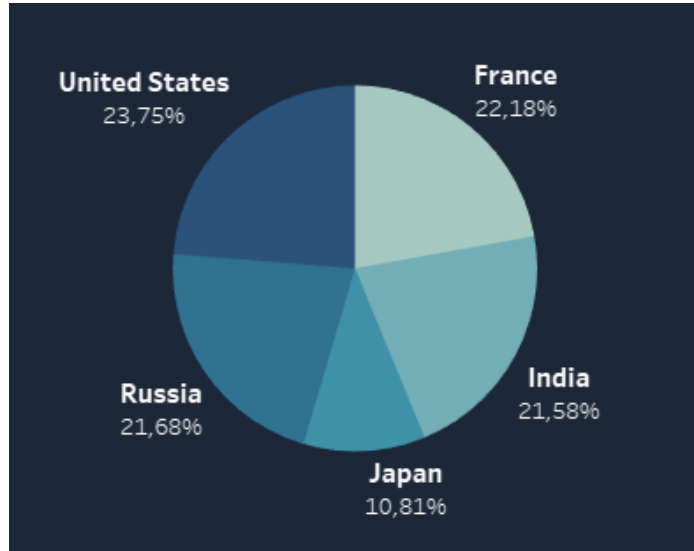
The top trending video categories are : 'Entertainment' (27,94% - 95.008 videos), 'People & Blogs' (13,15% - 44.700 videos), 'Music' (10,12% - 34.390 videos), 'News & Politics' (10,06% - 34.202 videos) and 'Comedy' (8,67% - 29.470 videos).

The top trending video category last weeks is 'Entertainment'

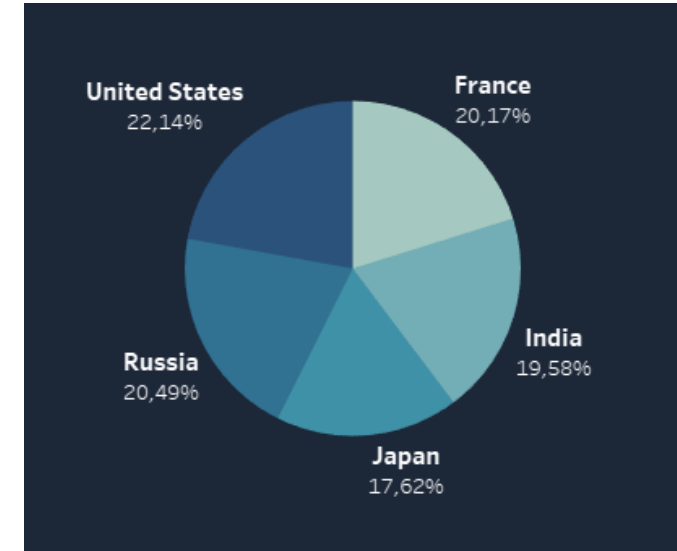


The top trending video categories in the previous week are : 'Entertainment' (30,95% - 4.444 videos), 'Music' (12,06% - 1.732 videos), 'People & Blogs' (11,04% - 1.586 videos), 'Comedy' (9,03% - 1.296 videos) and 'Film & Animations' (6,74% - 968 videos).

The leading country in trending videos is the United States



For the full study duration, the leading regions in trending videos are : the United States (**23,75% - 80.758 videos**), France (**22,18% - 75.404 videos**) and Russia (**21,68% - 73.694 videos**),



For the previous week, the leading regions in trending videos are : the United States (**22,14% - 3.180 videos**), Russia (**20,49% - 2.942 videos**) and France (**20,17% - 2.896 videos**),

The most popular categories in the US are : Entertainment and Music

14 November 2017 - 14 June 2018

Trending by Country and Category			
Category Title	Region		Grand Total
	United States	🇺🇸	
Entertainment		19.638	19.638
Music		12.874	12.874
Howto & Style		8.280	8.280
Comedy		6.870	6.870
People & Blogs		6.122	6.122
News & Politics		4.818	4.818
Science & Technology		4.722	4.722
Film & Animation		4.680	4.680
Sports		4.250	4.250
Education		3.284	3.284
Pets & Animals		1.832	1.832
Gaming		1.606	1.606
Travel & Events		804	804
Autos & Vehicles		758	758
Shows		114	114
Nonprofits & Activism		106	106


For the full study duration, the leading categories in trending videos in the United States are : 'Entertainment' (24,32% - 19.638 videos), Music (15,94% - 12.874 videos) and 'Howto & Style' (10,25% - 8.280 videos).

The most popular categories in the US are : Entertainment and Music

07 June 2018 - 14 June 2018

Trending by Country and Category			
Category Title	Region		Grand Total
	United States	🇺🇸	
Music		816	816
Entertainment		792	792
Howto & Style		282	282
Comedy		256	256
Film & Animation		252	252
Gaming		208	208
People & Blogs		176	176
Science & Technology		116	116
Sports		90	90
Education		66	66
Pets & Animals		64	64
News & Politics		46	46
Travel & Events		16	16

For the previous week, the leading categories in trending videos in the United States are :
'Music' (25,66% - 816 videos), 'Entertainment' (24,91% - 792 videos) and 'Howto & Style' (8,87% - 282 videos).

- 
- The most favorite category of trending videos in the world which is 'Entertainment', is also a leading category in the United States too.
 - The second favorite category in the world, which is 'People & Blogs' ranks 5th in the United States.
 - Music is a highly trending category in the world in general, but also in the United States.
 - 'Howto & Style' is a very popular category in the United States, ranking 3rd while for the rest of the world, it ranks 7th.



Conclusion