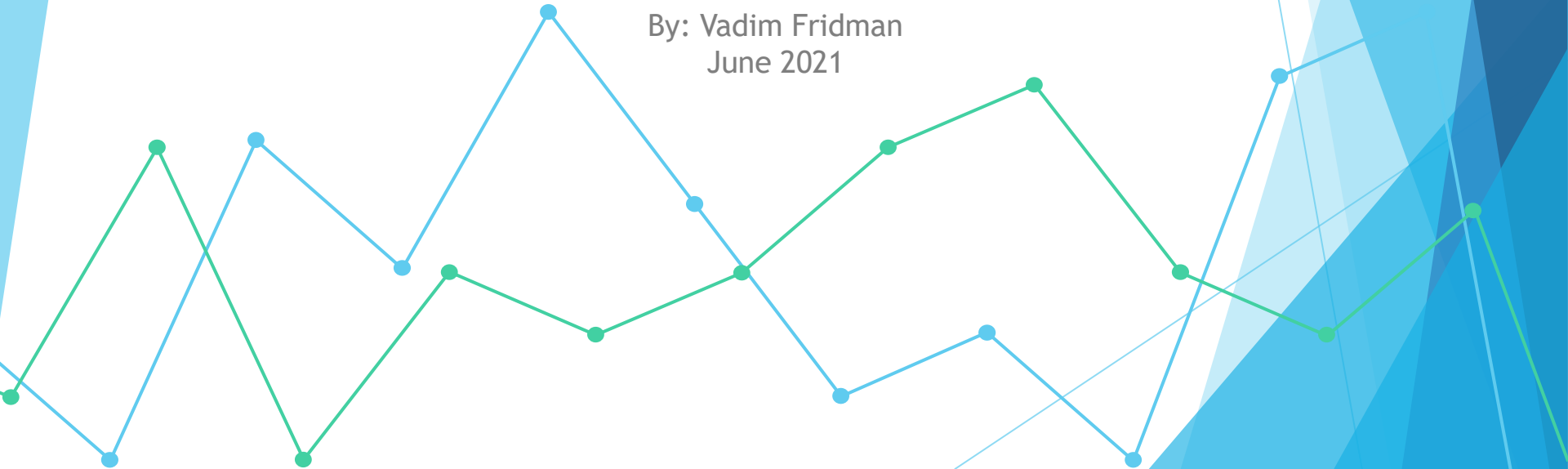


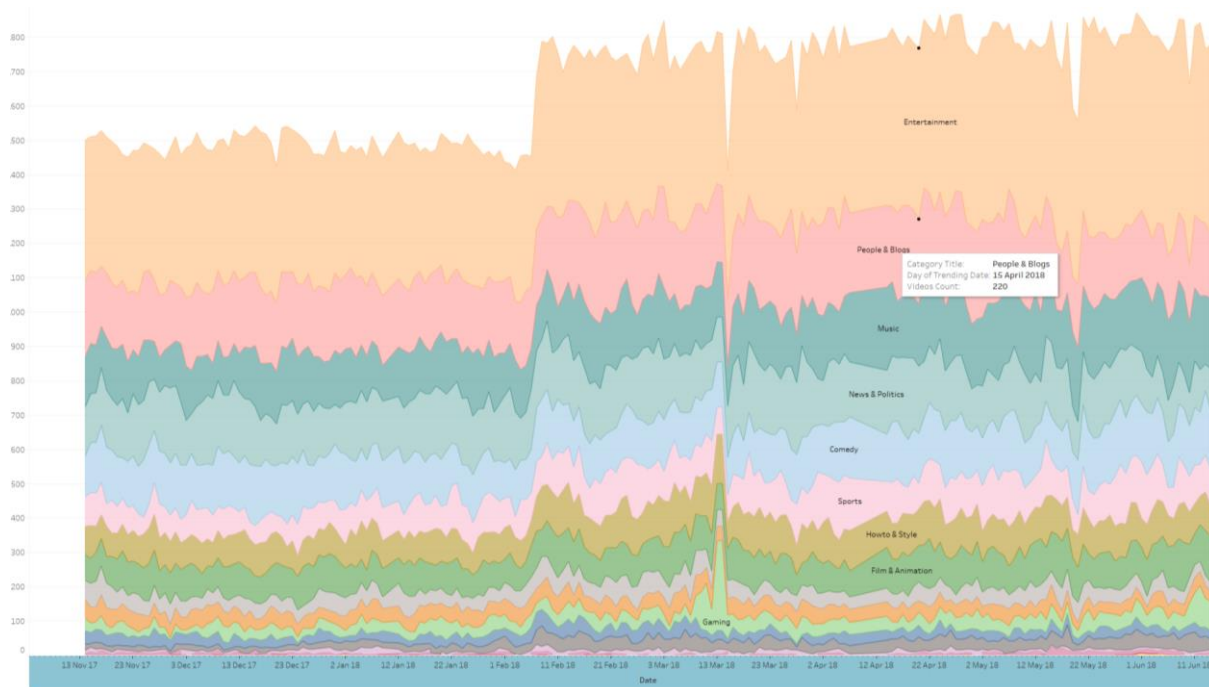
Exploring Trending Youtube Videos

Categories Deserving Marketing Attention

By: Vadim Fridman
June 2021



Which Video Categories Trended Most Often?



Most Popular Trending Video Categories

Entertainment

People & Blogs

Music

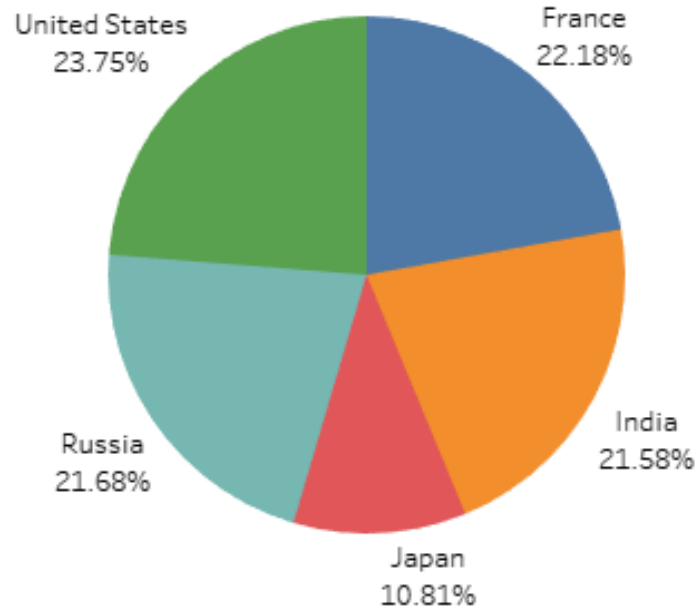
News & Politics

Comedy

Trending Videos By Category (Nov. 2017 - Jun. 2018)

Categories are sorted in descending order by number of views per day

How Were Trending Videos Distributed Among Regions?



Relative Distribution of Video Counts By Countries

*Size shows percent of video views per country
In the time between November 14th 2017 and June 14th 2018*

- With exception of Japan, share of trending videos in the represented countries are between 21,58%-23,75%
- Maybe it is a good idea to concentrate marketing efforts to regions with more than 21% share

What categories were especially popular in the US?

Category Title	Trending D..	France	India	Japan	Russia	States
Autos & Vehicles	2017	312	64		836	210
	2018	908	74	538	2,280	548
Comedy	2017	2,454	1,538		1,418	1,768
	2018	5,992	5,276	1,372	4,550	5,102
Education	2017	374	608		340	722
	2018	1,106	1,752	212	986	2,562
Entertainment	2017	4,502	7,768		2,712	4,628
	2018	14,518	25,156	11,734	8,980	15,010
Film & Animation	2017	950	924		1,408	1,068
	2018	2,818	2,374	2,140	4,268	3,612
Gaming	2017	706	42		450	170
	2018	2,080	90	1,834	1,600	1,436
Howto & Style	2017	1,092	354		880	1,750
	2018	3,576	1,320	1,574	3,048	6,530
Movies	2018	22	32		2	
Music	2017	1,424	1,194		1,066	3,114
	2018	6,234	6,520	2,480	2,598	9,760
News & Politics	2017	1,496	3,092		1,836	1,460
	2018	5,030	7,254	2,654	8,022	3,358
Nonprofits & Activism	2017					28
	2018					78
People & Blogs	2017	2,102	1,350		4,644	1,480
	2018	7,244	3,638	5,792	13,808	4,642
Pets & Animals	2017	104	4		194	366
	2018	364	2	2,250	960	1,466
Science & Technology	2017	396	288		558	1,044
	2018	1,192	808	300	1,668	3,678
Shows	2017	58	102		116	18
	2018	140	308		272	96
Sports	2017	1,738	368		700	890
	2018	6,264	1,056	3,606	2,984	3,360
Trailers	2018	4				
Travel & Events	2017	52	10		118	202
	2018	152	6	276	392	602

Color shows % of total for country. The marks are labeled by sum of video count.

Most Popular Trending Video Categories in the United States:

Entertainment

Music

How to & Style

Comedy

People & Blogs

- *Music and How to & Style* categories are more popular in the U.S. relative to the other countries

Trending Videos By Country and Category

Exploring Trending Youtube Videos

Thank you for your
attention!!!

By: Vadim Fridman
June 2021

