YouTube Trends

Roman Varum

Autos & Vehicles

Comedy

Education

Entertainment

Film & Animation

Howto & Style

Gaming

Movies

Music

Travel & Events

Trailers

Technology

Shows

Sports

Pets & Animals

People & Blogs

Nonprofits & Activism

News & Politics

Entertainment
27.94%

Music
10.12%

News & Politics
10.06%

Comedy
8.67%

Data on YouTube trends

5 countries
8 months (Nov 17 – Jun 18)
339990 trending videos
18 categories

People & Blogs
13.15%

Gaming
2.47%

Howto & Style
5.92%
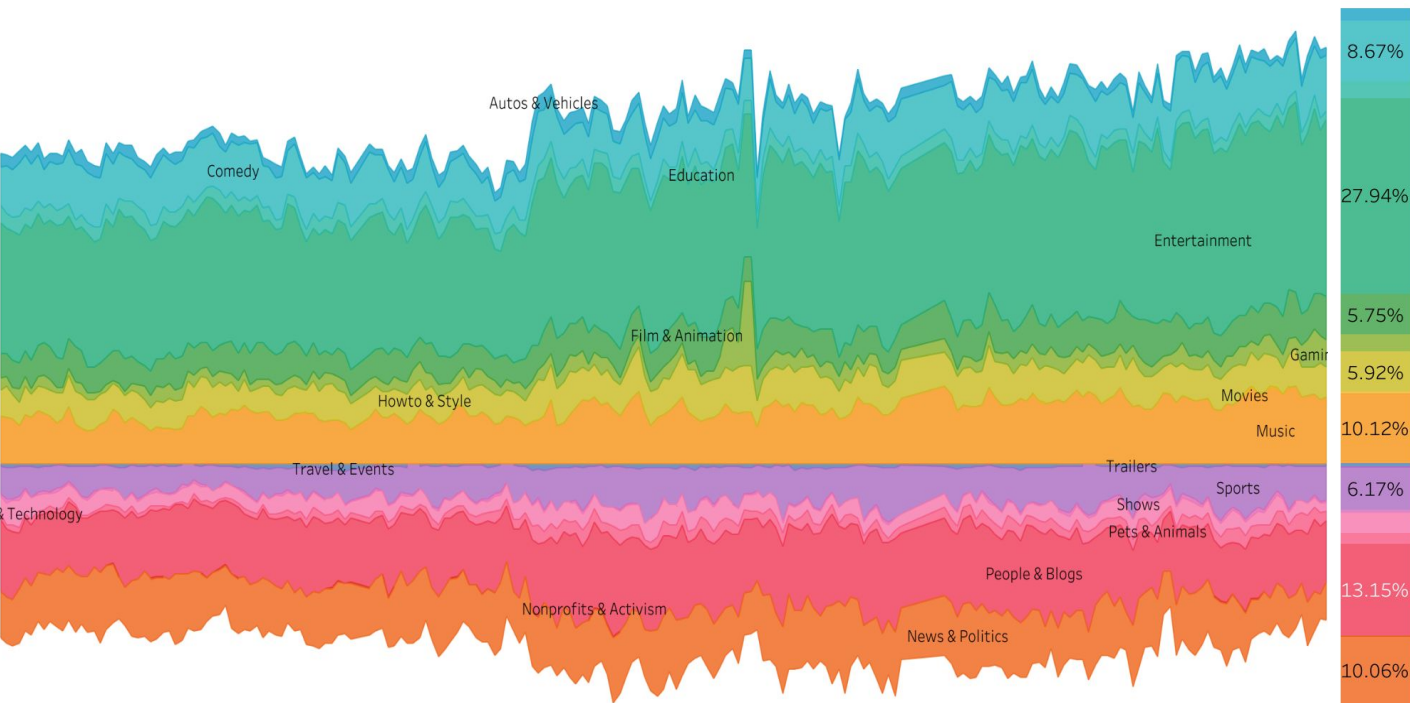
Science & Technology
2.92%

Autos & Vehicles
1.70%

Pets & Animals
1.68%

Education
2.55%

Shows

Source: trending_by_time

Entertainment videos are the most popular on YouTube
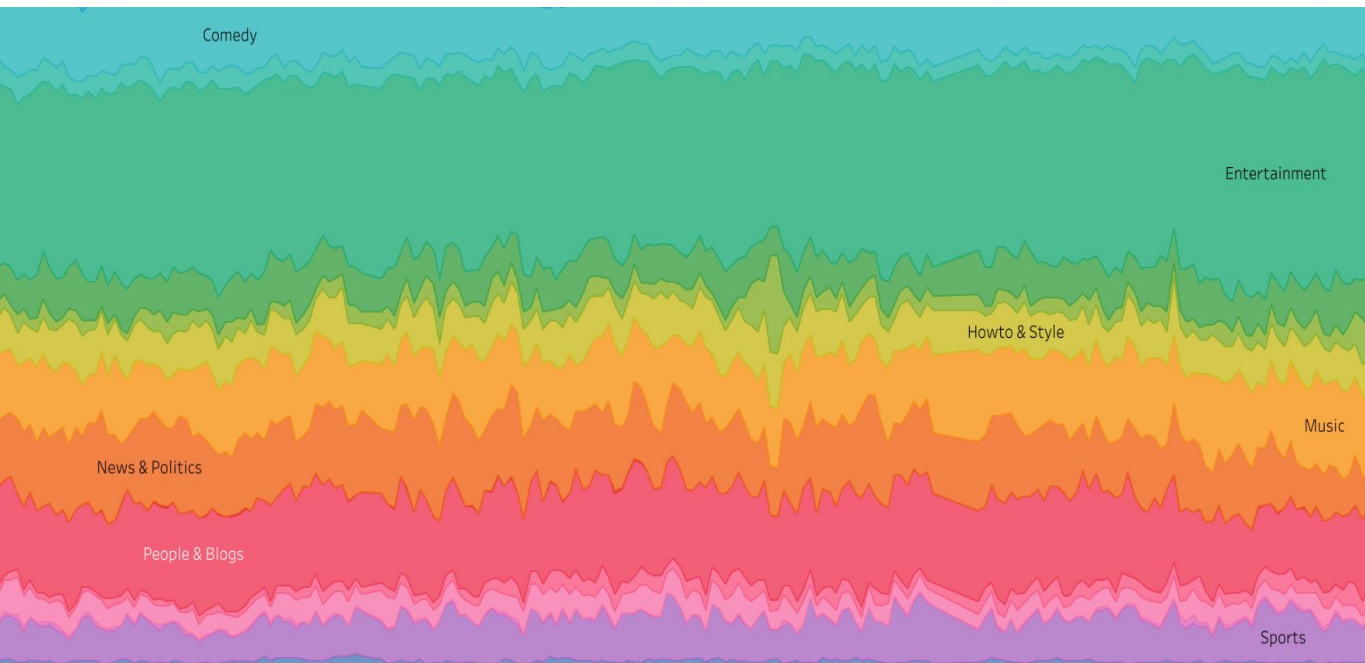

They make up 28% (or 95,008) of all the videos that trended between November 17 and June 18

Followed by:

- **People & Blogs (13.15%)**
- **Music (10.12%)**
- **News & Politics (10.06%)**
- **Comedy (8.67%)**

Source: trending_by_time

Relative trends (%) remain stable over time…

With seasonal caveats: like Sports picking up slightly – likely due to the winter Olympics in South Korea in 2018

And Entertainment on the march come summer (this also might be a seasonal pattern – need more data to be certain)

Source: trending_by_time

...with the exception of special releases or industry-wide events
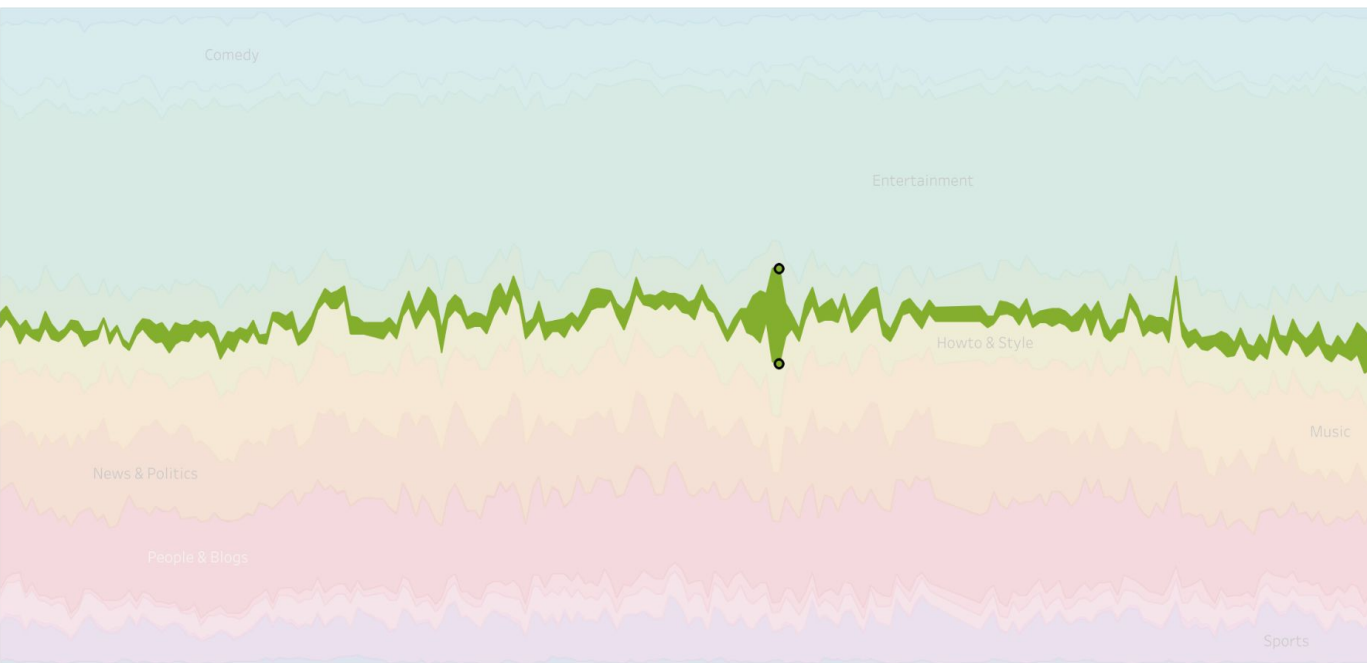
Like it happened** with Gaming content in March 2018, when it peaked at 14.5% (over 250 per day) of all trending videos compared to its overall 2.5% (roughly around 30 videos a day on average)

Such a spike was likely caused by a long awaited release of a product whose consumers weren't widely present on YouTube before

Source: trending_by_time

**This uptick for Gaming is only observed for Japan and Russia. The reader is invited to explore the details on an interactive chart via this link: https://tabsoft.co/3wEmHiE

Top 5 trending? Depends on who you ask...

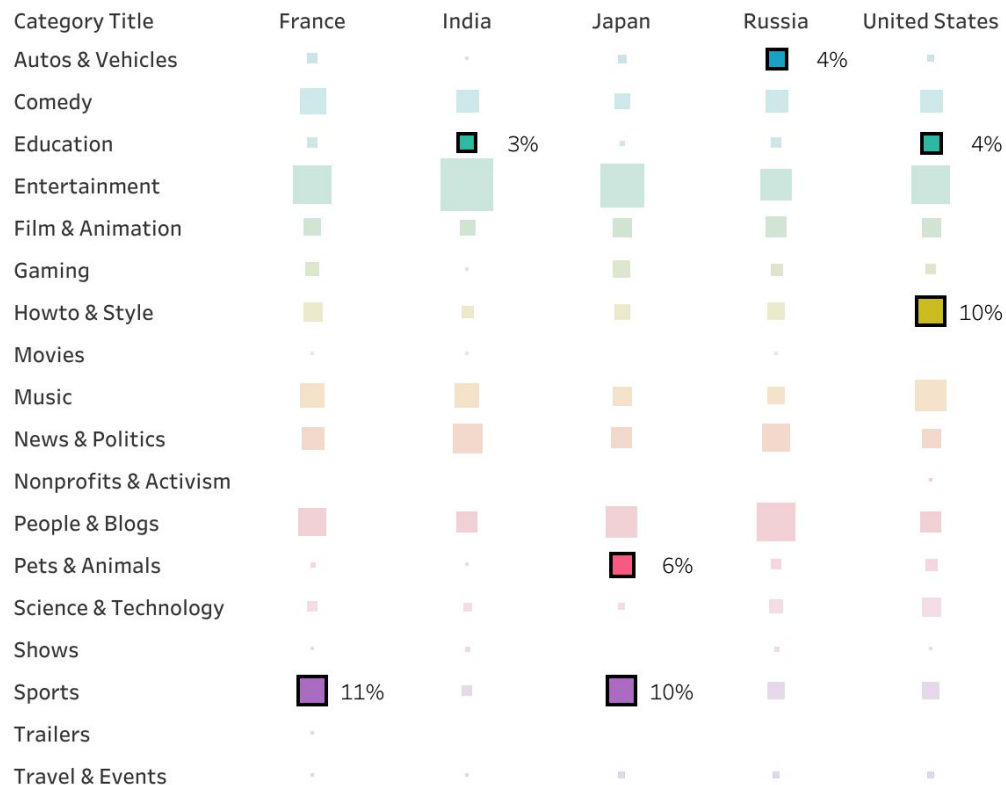| Category Title	France	India	Japan	Russia	United States
Autos & Vehicles					
Comedy	11%	9%	4%	8%	9%
Education					
Entertainment	25%	45%	32%	16%	24%
Film & Animation					
Gaming					
Howto & Style					
Movies					
Music	10%	11%	7%	5%	16%
News & Politics	9%	14%	7%	13%	6%
Nonprofits & Activism					
People & Blogs	12%	7%	16%	25%	8%
Pets & Animals					
Science & Technology					
Shows					
Sports					
Trailers					
Travel & Events					
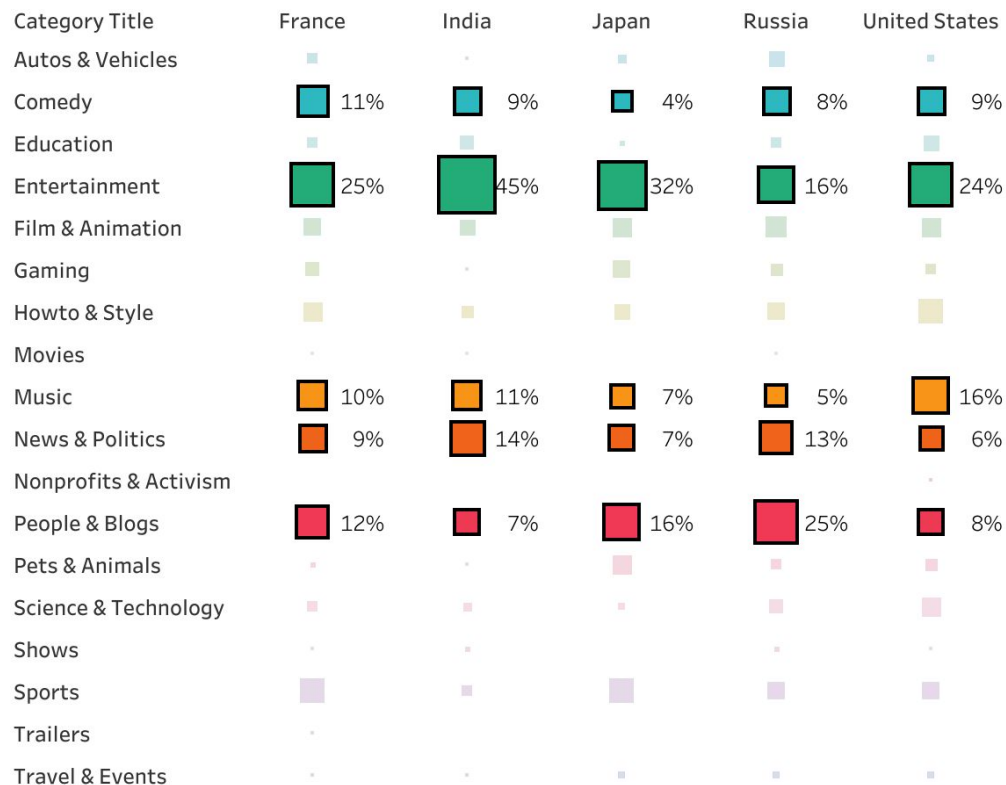
Source: trending_by_time

The top 5 trending categories are different for every country:

- **Audiences in the U.S. are more engaged with Music than with News – while the opposite is true in India**

- **People & Blogs seems more interesting to the Russian audience than Entertainment – with YouTube being the largest source of independent news and quality content**

- **Comedy shines in France**

Audience preferences vary across countries

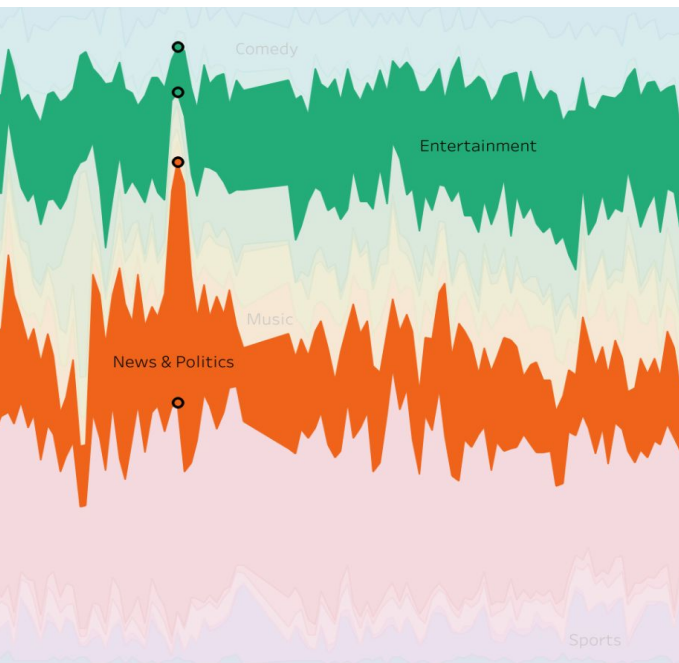| Category Title	France	India	Japan	Russia	United States
Autos & Vehicles				4%	
Comedy					
Education		3%		4%	4%
Entertainment					
Film & Animation					
Gaming					
Howto & Style					10%
Movies					
Music					
News & Politics					
Nonprofits & Activism					
People & Blogs					
Pets & Animals			6%		
Science & Technology					
Shows					
Sports	11%		10%		
Trailers					
Travel & Events					

Source: trending_by_time

Outside of the top 5 categories, audience preferences by country start to get more specific:

- **Automobile-related content is distinctly popular in Russia, while the U.S. seems like the best place to try launching a viral marketing campaign via a Style influencer.**

- **It's possible that Japanese audiences' taste is flawless – they outperform everyone in their appreciation for puppy/cat videos**

- **Education and Science content fails to engage audiences the same way Entertainment does, but India and the U.S. show that it can get viewers' attention after all**
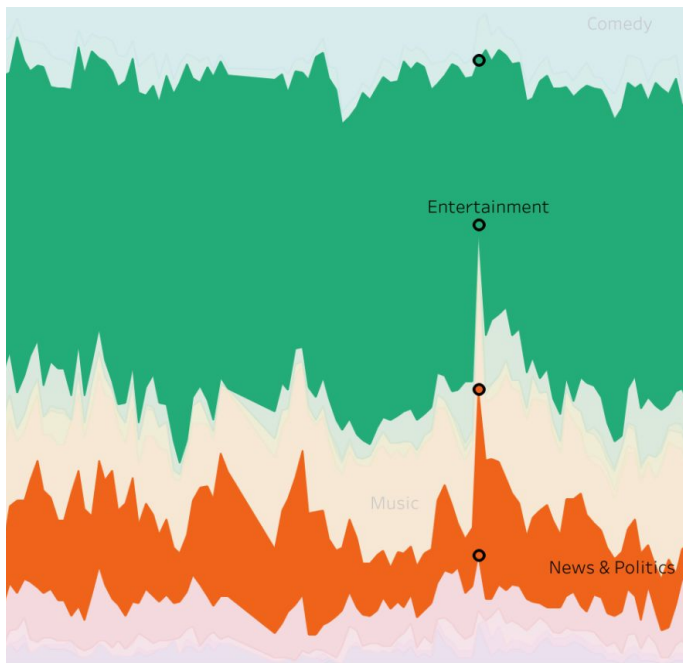
Data reveals country-specific factors that can impact business

Russia (% of videos, March - June 2018)

Comedy

Entertainment

Music

News & Politics

India (% of videos, March - June 2018)

Comedy

Entertainment

Music

News & Politics

Sports

If we examine data by country, we can find 'anomalies' like in Russia and India, where presidential and parliamentary elections took place in March and May 2018, respectively – pushing News to the top while sidelining all the other trending content

Source: trending_by_time

Key takeaways 🥡

- Entertainment will likely dominate global trends in the near future: it should therefore be your general priority. And never buy into offers to promote products via custom-cut YouTube movie trailers: that category never trends

- Regional differences are important: don't blindly pour ad dollars into Entertainment if you are eyeing the Russian market. Consider researching suitable content partners in the People and Blogs category. Do the reverse in India

- Consider country-specific preferences when allocating regional marketing funds: a bigger share of the Sports pie should go to the French channel, and if you're thinking about making a U.S. adaptation of a viral campaign featuring cute puppies that proved successful in Japan, think again – it might not be such a blast in America. Better try out a commercial that leans heavily on music

- Make note of important context such as political events that have impacted the market in the past: it's best to hold on to that big Entertainment-driven marketing campaign if the elections are coming up: it might just fly past people's attention

Thank you...

👀 for your attention

Please check out the dashboard for more details: https://tabsoft.co/3MTzR23