

# Trending Videos

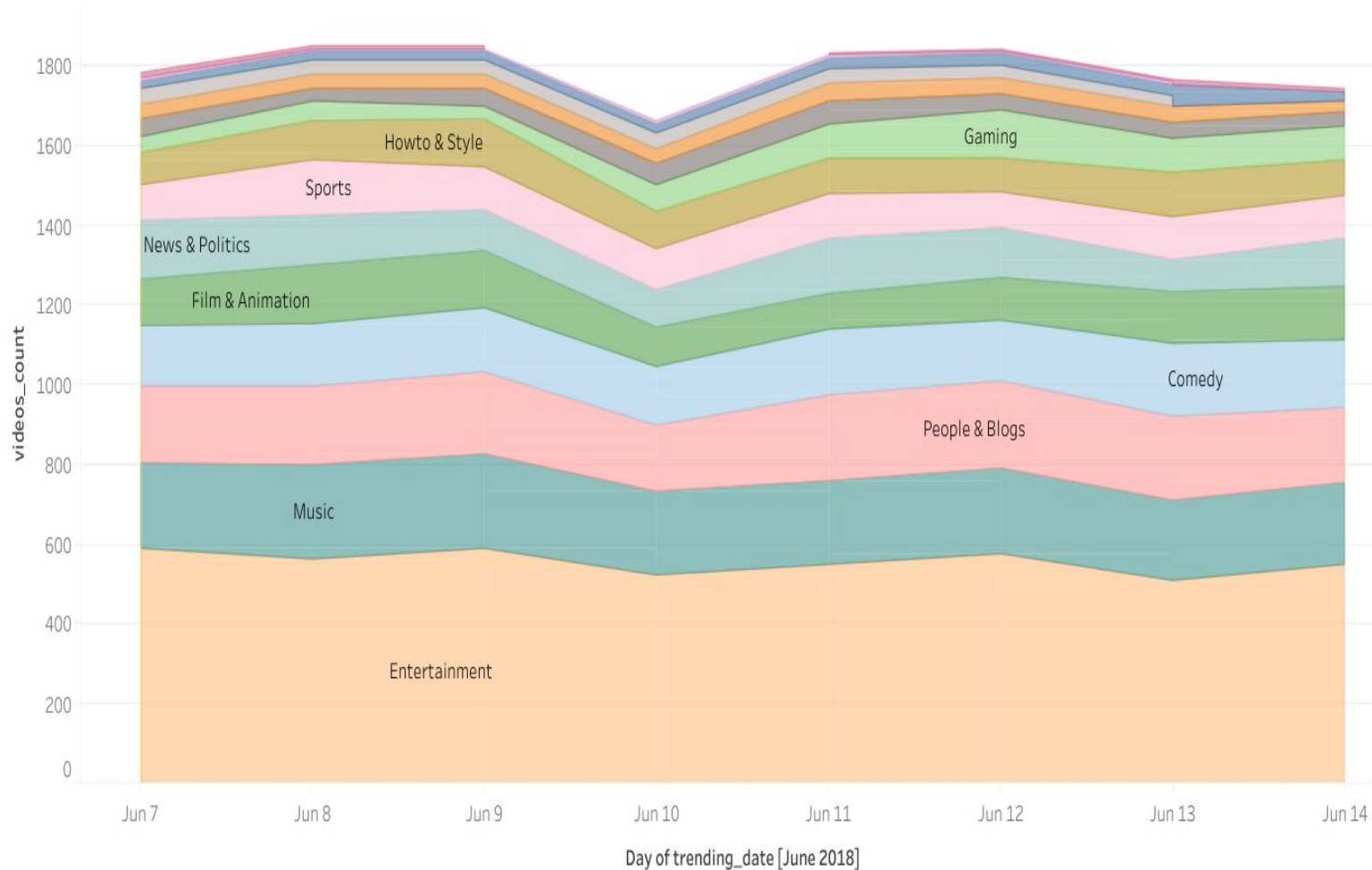
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June 2018

# Which video categories trended most often?

1. Entertainment
2. Music
3. People & Blogs
4. Comedy
5. Film & Animation
6. News & Politics
7. Sports
8. Howto & Style
9. Gaming

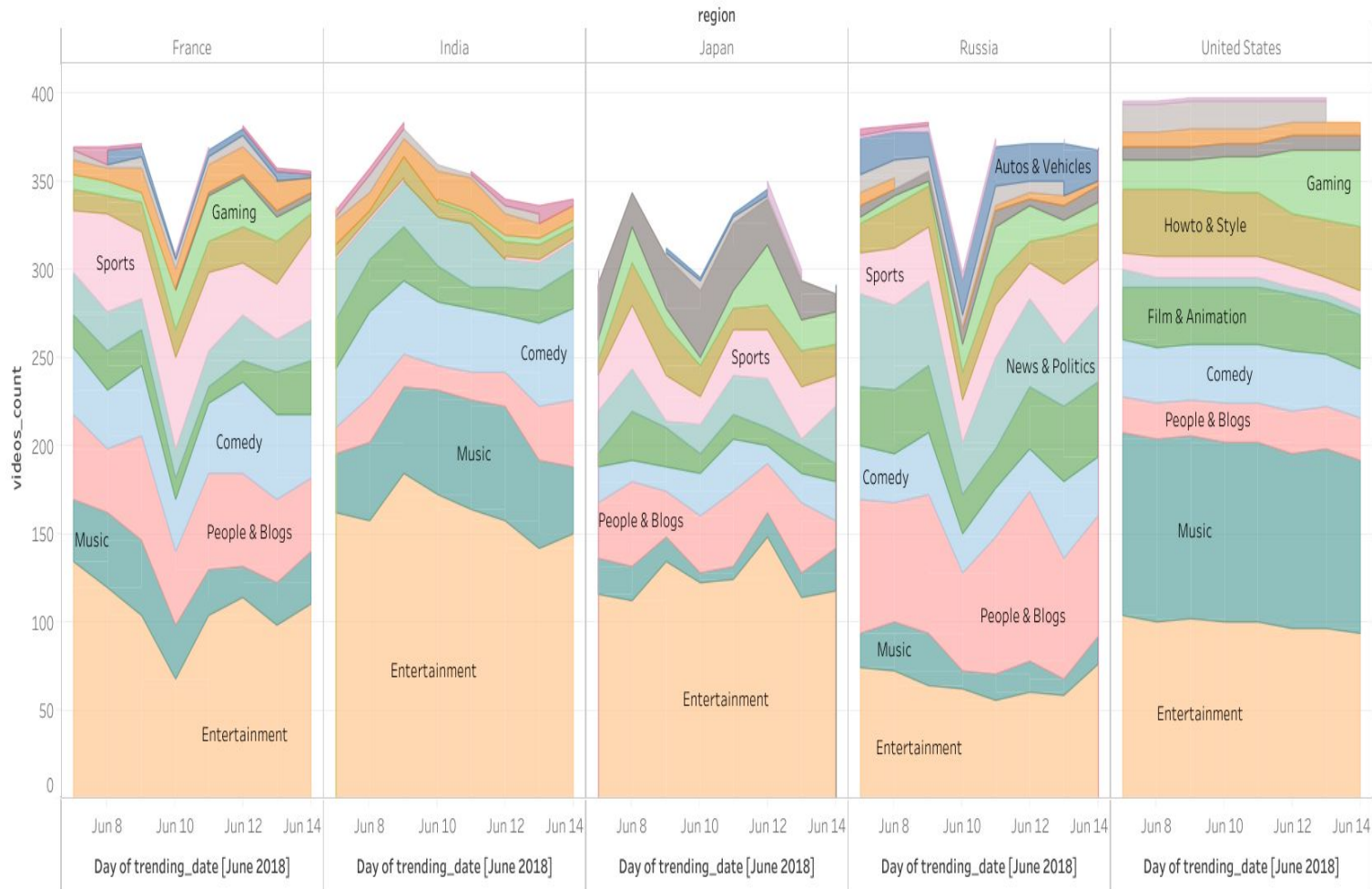
Trending History



# How were they distributed among regions?

- Entertainment is top category across almost all regions
- Music comes second in US and India while People & Blogs is second in France Japan & Russia
- Sports is popular in France more than other regions
























Trending History by country



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

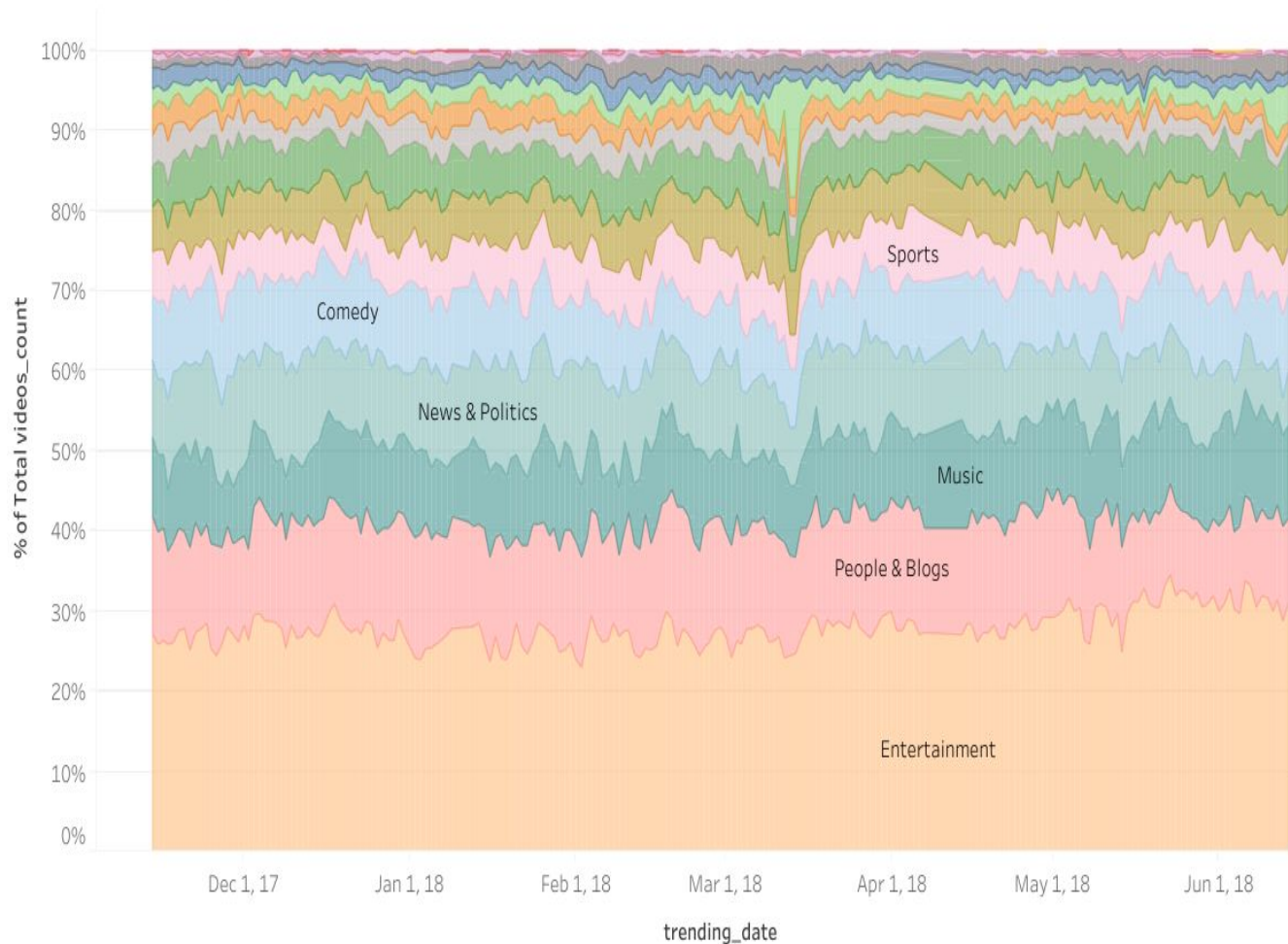
- Top category in the US is Music followed by Entertainment, Howto & style and Comedy.
- A bit different than other regions where Entertainment comes first with a big gap
- Another difference is that People & Blogs is Quite popular in almost all regions other than US

Trending by country and category

category_title	region					videos_count
	India	United S..	France	Japan	Russia	
Entertainment	1,290	792	852	988	522	
	29.03%	17.82%	19.17%	22.23%	11.75%	
Music	4,444	4,444	4,444	4,444	4,444	
	402	816	248	120	146	
People & Blogs	23.21%	47.11%	14.32%	6.93%	8.43%	
	1,732	1,732	1,732	1,732	1,732	
Comedy	176	176	382	264	588	
	11.10%	11.10%	24.09%	16.65%	37.07%	
Film & Animation	1,586	1,586	1,586	1,586	1,586	
	328	256	318	148	246	
News & Politics	25.31%	19.75%	24.54%	11.42%	18.98%	
	1,296	1,296	1,296	1,296	1,296	
Sports	176	252	148	120	272	
	18.18%	26.03%	15.29%	12.40%	28.10%	
Howto & Style	968	968	968	968	968	
	194	46	168	154	360	
Gaming	21.04%	4.99%	18.22%	16.70%	39.05%	
	922	922	922	922	922	
Pets & Animals	12	90	336	200	220	
	1.40%	10.49%	39.16%	23.31%	25.64%	
Education	858	858	858	858	858	
	58	282	128	142	156	
Science & Technology	7.57%	36.81%	16.71%	18.54%	20.37%	
	766	766	766	766	766	
Autos & Vehicles	18	208	120	126	96	
	3.17%	36.62%	21.13%	22.18%	16.90%	
Travel & Events	568	568	568	568	568	
	64	14	216	56	350	
Shows	350	350	350	350	350	
	94	66	96	2	30	
Movies	32.64%	22.92%	33.33%	0.69%	10.42%	
	288	288	288	288	288	
Entertainment	36	116	38	20	66	
	13.04%	42.03%	13.77%	7.25%	23.91%	
Music	276	276	276	276	276	
	30	14	154	198	198	
People & Blogs	198	198	198	198	198	
	16	4	16	20	56	
Comedy	56	56	56	56	56	
	26	48	12	48	10	
Film & Animation	54.17%	25.00%	25.00%	20.83%	20.83%	
	48	48	48	48	48	
News & Politics	2	4	2	4	4	
	50.00%	50.00%	50.00%	50.00%	50.00%	
Howto & Style	4	4	4	4	4	
	4	4	4	4	4	

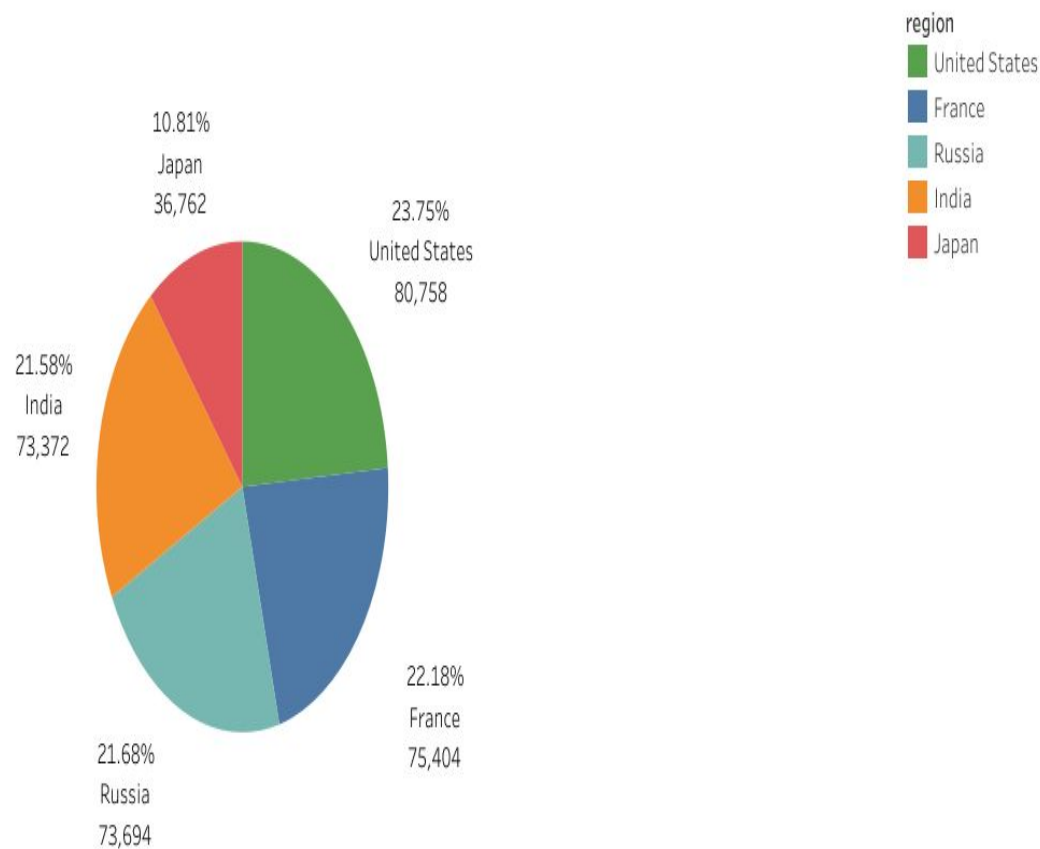
- Similar picture is drawn with the Trending by present graph with Entertainment at first place followed by People & Blogs Music News&Politics Comedy and Sports

Trending History%



- We can see that most of vids are being watched in the US with a surprise in second place France although its population is less than all of other regions.

Trending vids by country



# Conclusion/Reccomendation

- Entertainment is top category across almost all regions and it will be advisable to invest in that area
- Music comes second in US and India so it's better to focus on that in those regions while People & Blogs is second in France Japan & Russia so in those regions it will be worth to pay attention to that.
- Sports is popular in France more than other regions
- As for the US market it's better to focus on Music followed by Entertainment, Howto & style and Comedy.
- All regions except for Japan are with over 20% of market so it won't be advisable to focus just on one market