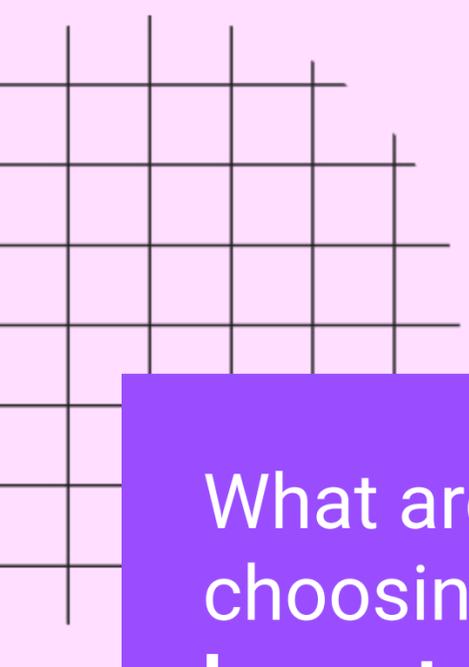




What makes a trend

Human truths behind the
Top 5 YouTube trends

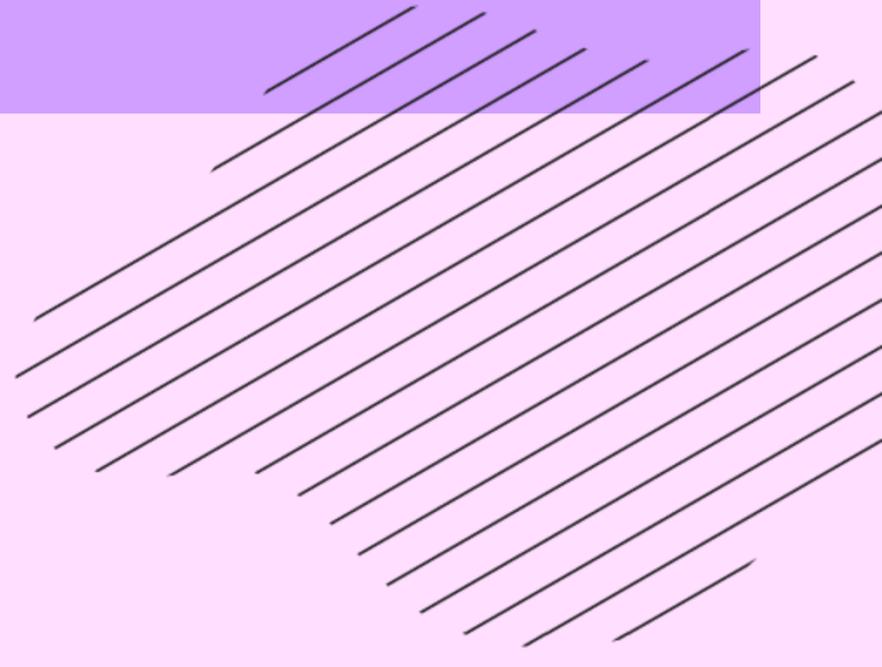
Indonesia



What are millions of people choosing to watch on the **world's largest video platform?**

And what is it that makes these videos so popular?

Here, we look at the **top 5 YouTube trends** from the last year and the **human truths** that are driving them.





TREND 1

The success of sequels

Some of 2021's most successful videos were **follow-ups** to top-viewed videos.

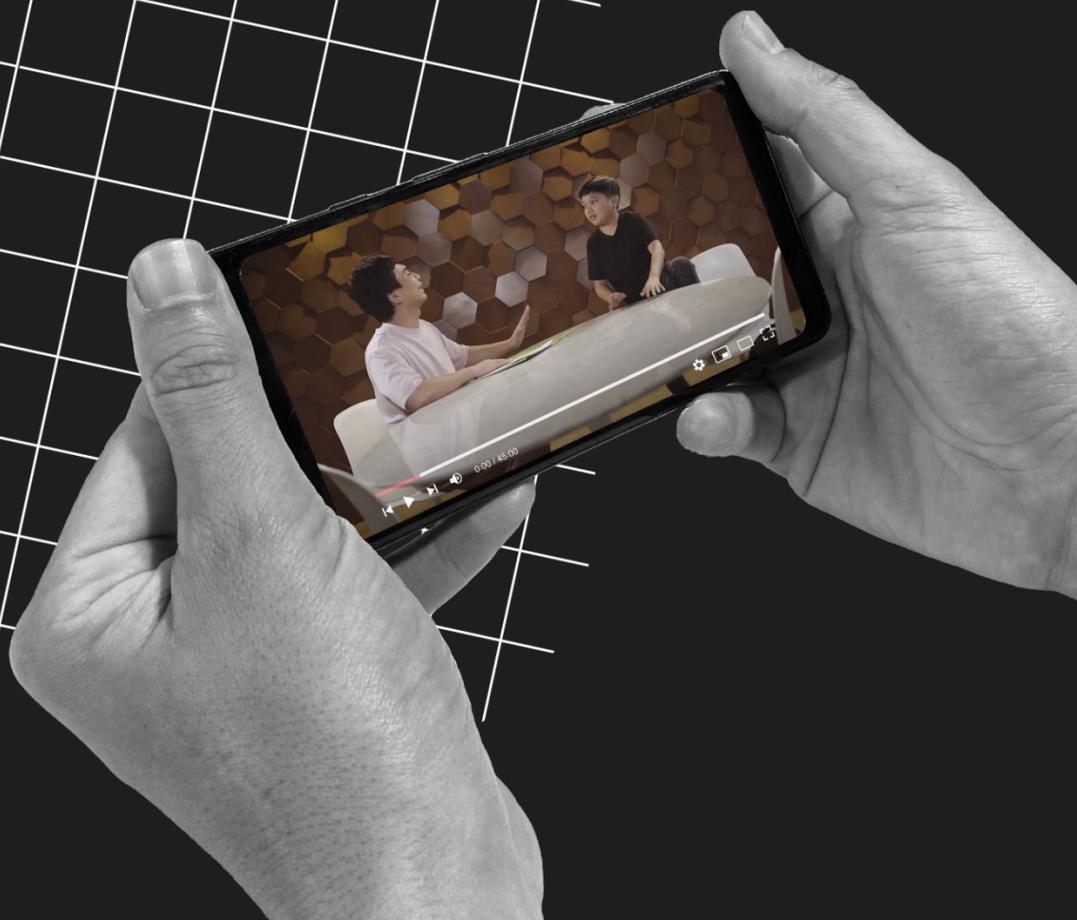
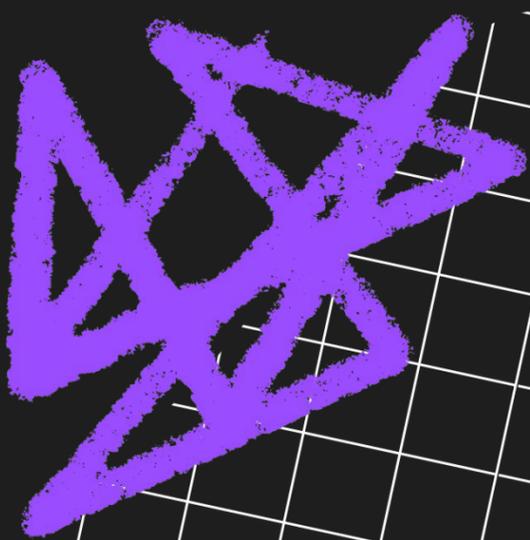
Raditya Dika's popular comedy series "Wenseriesnya Radit" now has **17 episodes**, attracting a total of **17.9M views**.

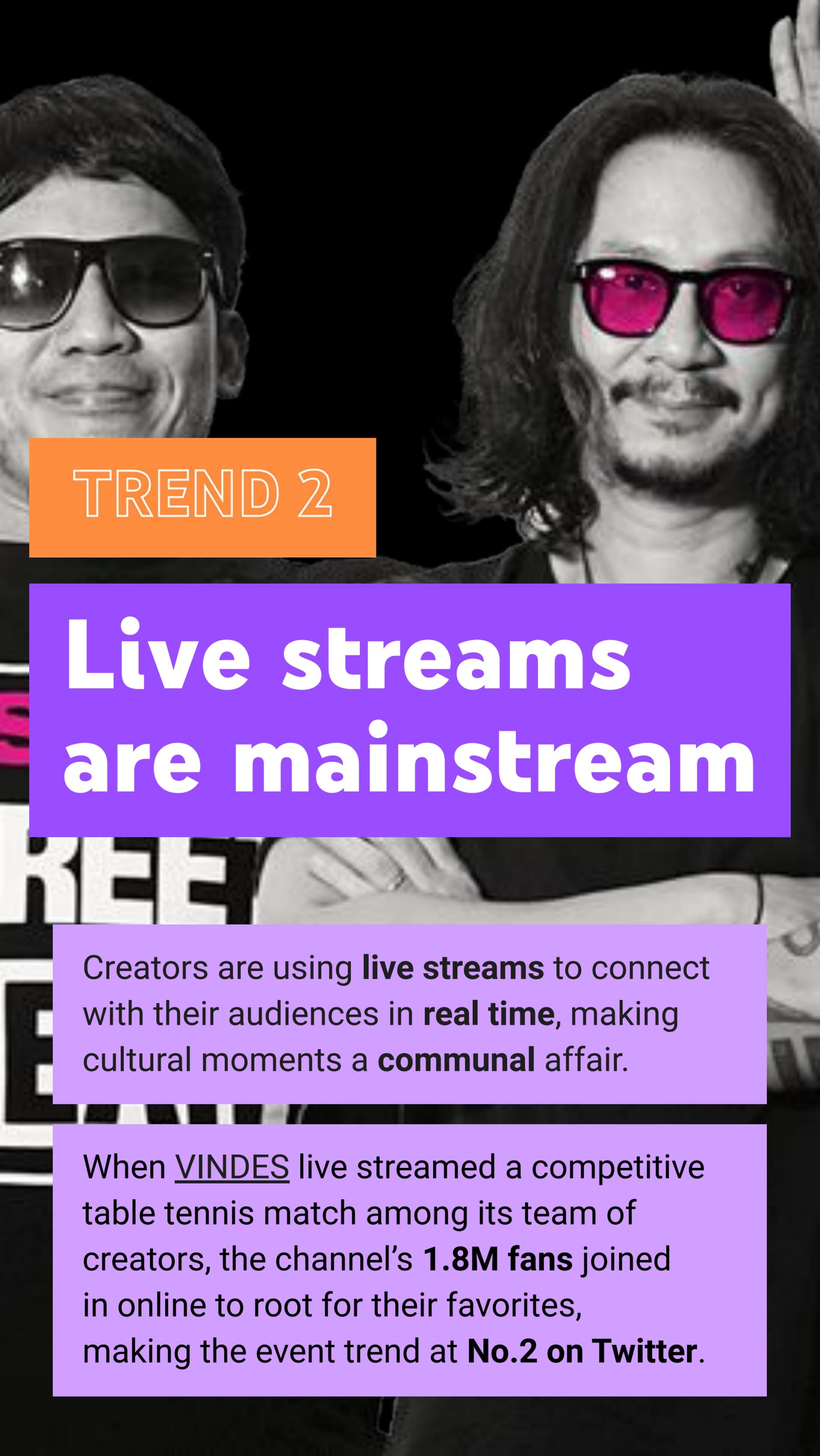
WHAT WE LEARNED:

If it ain't broke, don't fix it

The success of sequels reveals how viewers are taking **comfort in familiarity**, particularly amid times of uncertainty.

Once viewers are **invested** in content they love, they begin to actively seek out **more of the same**.





TREND 2

Live streams are mainstream

Creators are using **live streams** to connect with their audiences in **real time**, making cultural moments a **communal** affair.

When VINDES live streamed a competitive table tennis match among its team of creators, the channel's **1.8M fans** joined in online to root for their favorites, making the event trend at **No.2 on Twitter**.

WHAT WE LEARNED:

Connection tops credentials



You don't need big budgets or intricate scripts to captivate audiences. The popularity of live streams shows that viewers are placing value on **authentic and immediate** content that **reflects real life**.

TREND 3

You play, I watch

Once a subculture, gaming is now undeniably pop culture. The first half of 2021 saw over **800B gaming-related views** on YouTube.¹

Sarah Viloid infuses her gaming videos with humor and conversations about daily life, entertaining her **4.69M subscribers**. Her most popular gameplay video from 2021 has **4.1M views**.

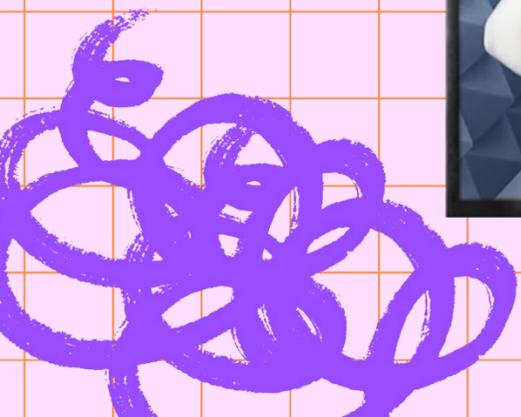
1. Source: YouTube data, Global, H2 2021

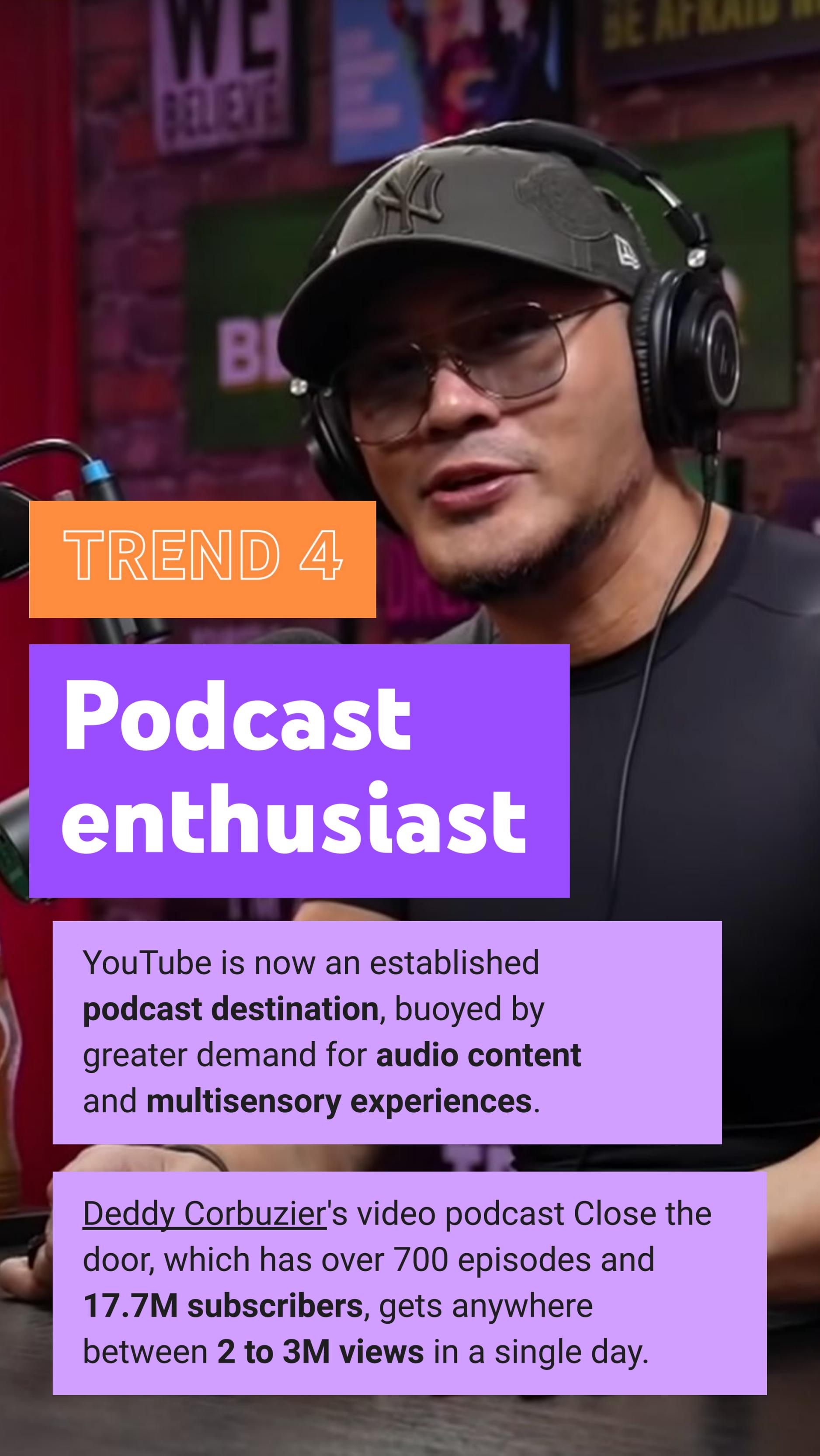
WHAT WE LEARNED:

Create shared experiences to bring people closer

Gaming is more than holding a controller — it's **joining a community**.

Digital audiences seek content they can **relate to** and **tribes they can align with**, and gaming pop culture provides a colorful backdrop for **diverse storytelling** and **engaging experiences**.





TREND 4

Podcast enthusiast

YouTube is now an established **podcast destination**, buoyed by greater demand for **audio content** and **multisensory experiences**.

Deddy Corbuzier's video podcast Close the door, which has over 700 episodes and **17.7M subscribers**, gets anywhere between **2 to 3M views** in a single day.

WHAT WE LEARNED:

Show how content is made



The rise of video podcasts shows how viewers are seeking to **build deeper connections** with the content and creators they care about.

Providing **behind-the-scenes access** can help to establish virtual proximity for viewers, while offering creators and brands an opportunity to show a **different** or more **intimate side of themselves**.



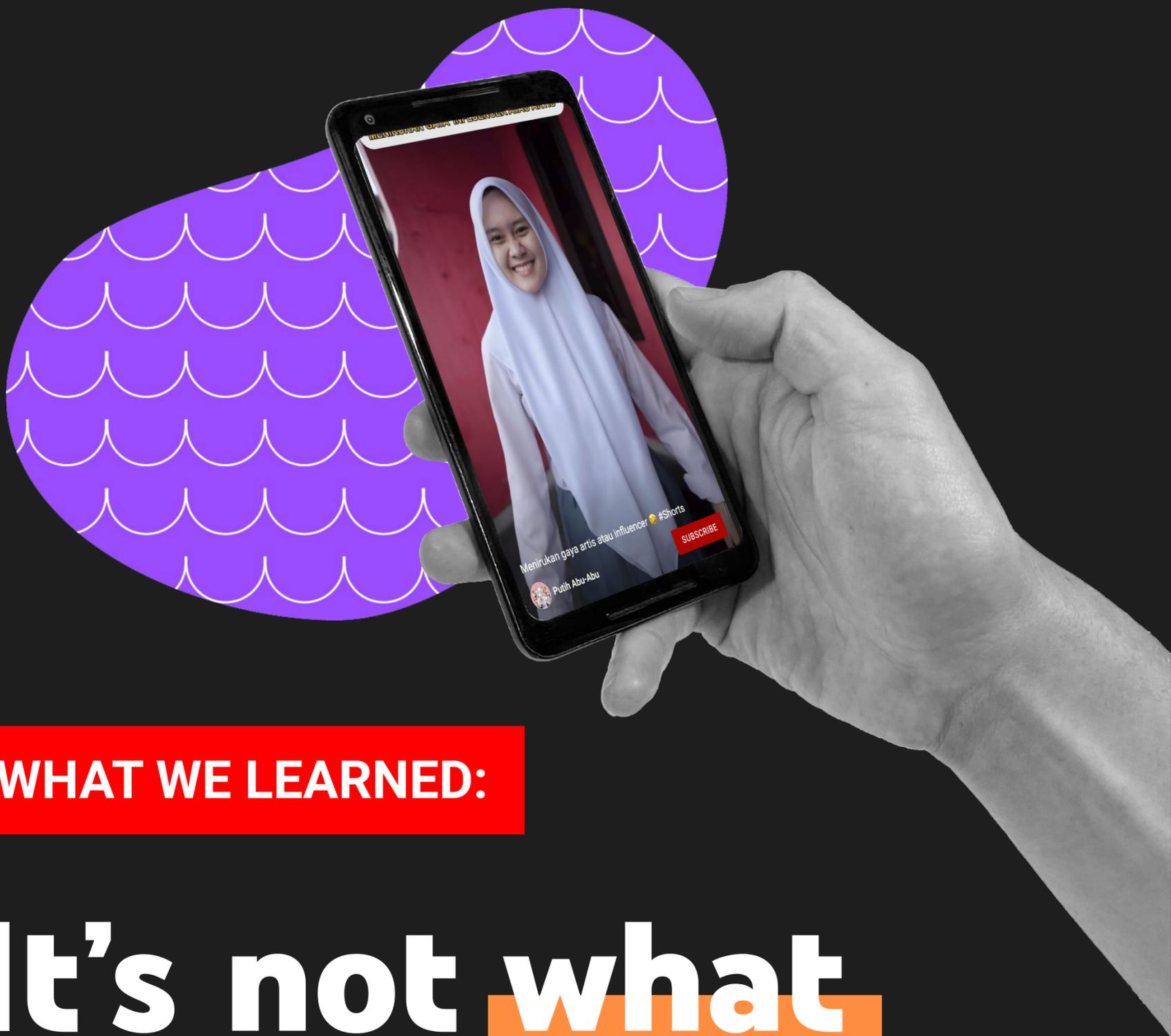
TREND 5

Short and sweet

Is reality more captivating than fiction? **Millions of people seem to think so.**

Putih Abu Abu's Shorts, which regularly trend on local YouTube charts, have helped her gain **408K subscribers** and a **74% increase** in channel impressions.

Top creators are tapping into the **quick, informal** aspect of Shorts to spotlight the **humor and relatability** of daily life.



WHAT WE LEARNED:

**It's not what
you say,
it's how you
say it**

Regardless of themes or topics, this year's most popular Shorts had one thing in common: they were **relatable**.

Today's viewers are looking for content that is **unfiltered** and **unpretentious**.

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