What makes a trend

Human truths behind the Top 5 YouTube trends

Philippines
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.
The success of sequels

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

The latest episode of Love Marie Escudero’s “Welcome to Heart World” series attracted 1.5M views, topping the first episode’s view count by almost 3X.
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.
Live streams are mainstream

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

Powcast Sports, created by Filipino boxer Pow Salud, regularly live streams boxing matches, sports commentaries, and exclusive interviews to connect with its 440K subscribers.
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.
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

Whatoplay brings unique gaming content to its **666K subscribers** and shares ‘best of’ lists on gaming platforms and budgets.

¹ Source: YouTube data, Global, H2 2021
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*.
Podcast enthusiast

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

Skypodcast, which explores the relationships and misadventures of its creators Kryz and Slater, has 105K subscribers. Since its launch in 2021, the video podcast channel has gained close to 5M views.
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.
Short and sweet

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

Since Chief Makoi started using Shorts, his videos about the seafaring lifestyle have gained 3X more channel views and over 3M views in just two weeks.

Top creators are tapping into the quick, informal aspect of Shorts to spotlight the humor and relatability of daily life.
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.
Explore more examples from other APAC markets here.