What makes a trend

Human truths behind the Top 5 YouTube trends

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

木曜4超玩 recently released its third iteration of "Yartist All-Stars Sports Day," a sports competition featuring celebrities and creators. This installment attracted 5.9M views in total for the 3-hour-long video.
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.

上班不要看 NSFW live streamed their Walk Bell John Awards Ceremony for YouTube creators, attracting 72K concurrent viewers and 2.3M views in total.
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.
Once a subculture, gaming is now undeniably pop culture. The first half of 2021 saw over 800B gaming-related views on YouTube.¹

Half of Taiwan's 2021 breakout creators produced gaming content. Among them is virtual YouTuber Rumi, whose gameplay live streams on Rumi ch. 懶貓子 attract up to 20K concurrent views. The channel saw 100K subscribers just two weeks after its launch.
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.
YouTube is now an established podcast destination, buoyed by greater demand for audio content and multisensory experiences.

百靈果News invites guests to discuss international news from diversified perspectives in a bilingual approach. The casual, conversational podcast gained over 16M views in the last year.
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.

志祺七七 X 圖文不符's Shorts engage viewers with snappy content and daily uploads, attracting 21M views in 2021.

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.