



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.





TREND 1

The success of sequels

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

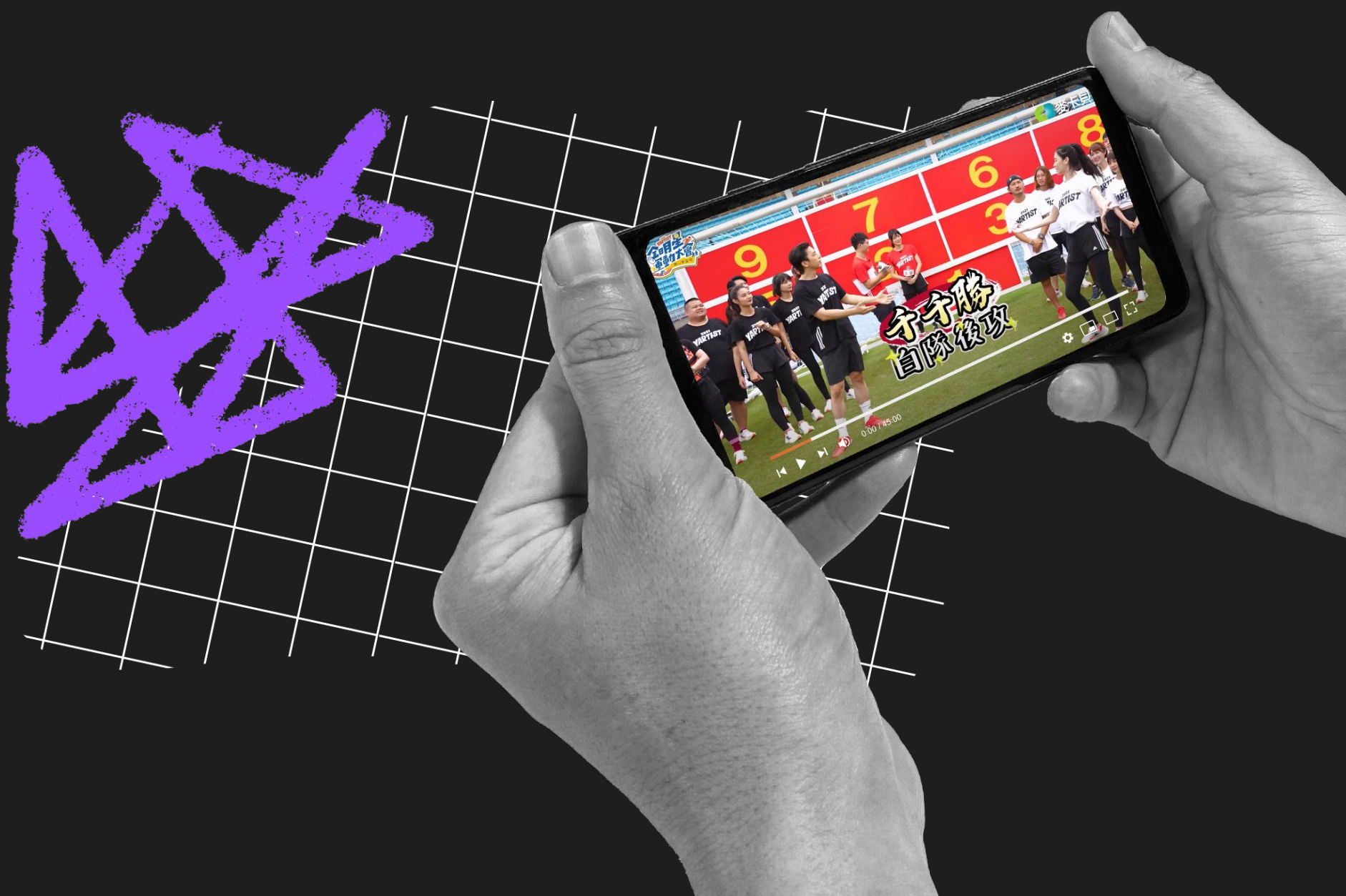
木曜4超玩 recently released its **third iteration** of "Yartist All-Stars Sports Day," a sports competition featuring celebrities and creators. This installment attracted **5.9M views** in total for the 3-hour-long video.

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.

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**.

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

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.

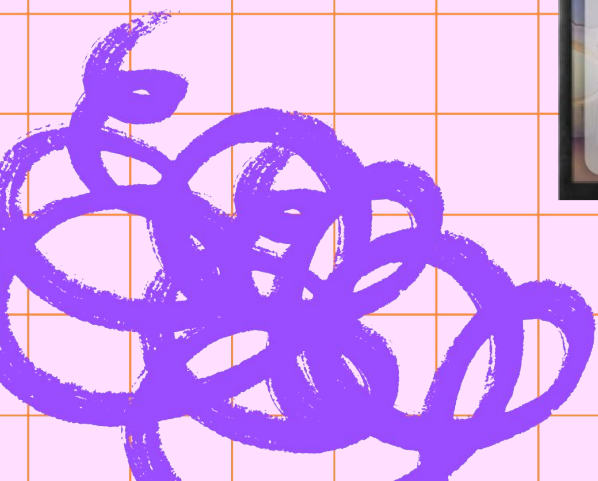
1. Source: YouTube data, Global, H2 2021

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**.

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.

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**.



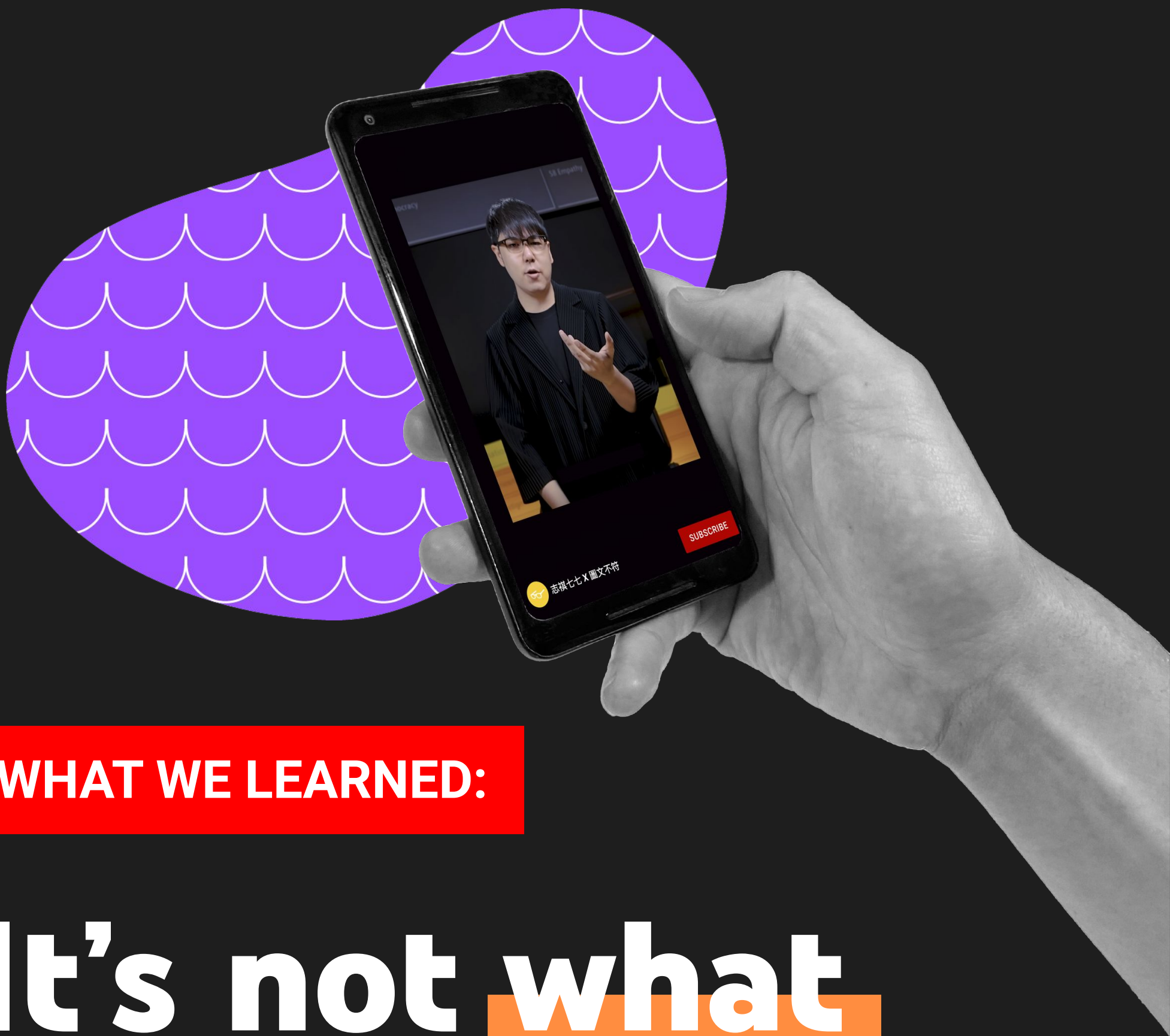
TREND 5

Short and sweet

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

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.



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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