



# GLOBAL CULTURE & TRENDS REPORT

**CANADA**

A lookback at the trending topics, top creators and songs of the year from across the globe, helping establish a perspective for the year to come.

In 2024, Canadian viewers and Creators participated in mass culture moments like the Olympics and the release of *Deadpool & Wolverine*, both of which ended the year as Trending Topics. Notably, they also elevated new series, games, and artists to mainstream relevance. Below, let's take a look at how original animated shows, female pop artists, and a competitive fashion game became defining moments in Canadian pop culture this year.

## Independent animators are creating the must-watch series of the moment online.

Creators like Canada's Nutshell Animations and GingerPale have helped establish a rich animation ecosystem online. In 2024, the strength of this ecosystem became clear when not one but two original animated series made the country's end-of-year Trending Topics list: *Hazbin Hotel* and *The Amazing Digital Circus*.

In Canada, there have been over 180 million views of videos related to *Amazing Digital Circus* in 2024.

Source: YouTube data, Canada, Jan 1 - Oct 31,

*The Amazing Digital Circus*, a series set in a virtual reality world, is particularly notable because of its rapid growth. To date, the show has only released three full episodes. Yet it has already inspired a vibrant online community dedicated to creating art, music, and narrative analyses, who kept fellow fans engaged by releasing content in the gaps between episodes.



@GLITCH  
12M SUBSCRIBERS

As a result, there have been more than 180 million views of videos related to the *Amazing Digital Circus* in Canada, excluding the series' episodes. Even Netflix took note of the show's popularity and started licensing episodes to stream.

180M+

Canadian viewers are not only compelled to watch original animated series online, they're compelled to take part, enabling these series to gain traction more quickly than ever before.

## The next generation of pop music is here — and it's driven by female artists.

In recent years, Tate McRae and Charlotte Cardin have established themselves as Canada's artists to watch. Their rise helped set the stage for a larger phenomenon — or, more aptly, a “Femininomenon” — in 2024: A new wave of female artists, including Chappell Roan, Charli XCX, and Sabrina Carpenter are emerging as the faces of pop music today.

This year, Carpenter's “Espresso” has been used in more than 900K Shorts globally.

Source: YouTube data, GB, Jan - Oct 31, 2024.

Take Carpenter, who is a Trending Topic in Canada. She created the earworm of the year with her track “Espresso”, which Creators turned into an original dance trend on Shorts. This year, Carpenter's “Espresso” has been used in more than 900 thousand Shorts globally. It wasn't just her catchy music that resulted in content; Carpenter's adoptable aesthetic even led Creators to try their hand at putting together looks inspired by the artist.

The female artists leading pop music today were raised in online spaces and know how to speak the language of the internet. As a result, they're connecting more intimately with their listeners, who find ways to relate through online creation.

## Creators turned a game within a game into the game of the year.

Dress to Impress, a competitive fashion game in Roblox, has quickly engaged Canadian audiences and Creators: In Canada, there have been over 180 million views of gaming videos with variations of “Dress to Impress” in the title this year.

Compared to many of the horror games that have driven cultural conversations in years past, Dress to Impress has a decidedly different color palette (i.e. much pink-er) and focus for Creators. Key to its appeal is the element of personalization: Creators can express themselves by customizing every element of their avatars, from hair to skin tone to clothes. One update even let players emulate Charli XCX's “Brat” aesthetic.



Fans find inspiration in seeing these different identities come to life online, and even make them part of their own realities by putting IRL spins on the virtual runway.

By capitalizing on Dress to Impress's element of customization, Creators are exploring new modes of self-expression online and reaching gamers and non-gamers alike.

## Trending Topics

- [Dress to Impress](#)
- [Brawl Stars](#)
- [2024 United States presidential election](#)
- [Hazbin Hotel](#)
- [Deadpool & Wolverine](#)
- [Amazing Digital Circus](#)
- [Helldivers 2](#)
- [Sean Combs Scandal](#)
- [Olympic Games Paris 2024](#)
- [Sabrina Carpenter](#)



Fueled by fan interest, **Glitch** launched a merch shop for The Amazing Digital Circus by the time the second episode was released.

## Top Creators

- 1 [MrBeast](#)
- 2 [UR · Cristiano](#)
- 3 [Nick DiGiovanni](#)
- 4 [Stokes Twins](#)
- 5 [Mark Rober](#)
- 6 [Outdoor Boys](#)
- 7 [Zack D. Films](#)
- 8 [CaseOh](#)
- 9 [Jordan Matter](#)
- 10 [Tucker Carlson](#)



Since uploading his first video in August, **Cristiano Ronaldo** has reached audiences by tapping into classic YouTube trends like “draw my life” and challenges including “try not to laugh”.

## Top Songs

- 1 [Benson Boone - Beautiful Things](#)
- 2 [Teddy Swims - Lose Control](#)
- 3 [Shaboozey - A Bar Song \(Topsy\)](#)
- 4 [Kendrick Lamar - Not Like Us](#)
- 5 [Sabrina Carpenter - Espresso](#)
- 6 [Post Malone - I Had Some Help \(feat. Morgan Wallen\)](#)
- 7 [Eminem - Houdini](#)
- 8 [Hozier - Too Sweet](#)
- 9 [Jack Harlow - Lovin On Me](#)
- 10 [SuKha - 8 ASLE \(feat. Gurlez Akhtar\)](#)



Fresh off his collaboration on Beyoncé's Cowboy Carter, **Shaboozey** found breakthrough success with his track “A Bar Song (Topsy)”.

## Top Songs on Shorts

- 1 [Bobby Caldwell - What You Won't Do for Love](#)
- 2 [фрази, Joyful - Bounce \(I Just Wanna Dance\)](#)
- 3 [Odetari - KEEP UP](#)
- 4 [Eternxlkz - SLAY!](#)
- 5 [Tommy Richman - MILLION DOLLAR BABY](#)
- 6 [Lay Bankz - Tell Ur Girlfriend](#)
- 7 [prodbycpkshawn - Pop like this Pt. 2 \(Slowed\)](#)
- 8 [NSYNC - Bye Bye Bye](#)
- 9 [Pharrell Williams - Double Life](#)
- 10 [Benson Boone - Beautiful Things](#)



“Bye Bye Bye” saw a resurgence after it was used in *Deadpool & Wolverine*. On YouTube, the music video's title was even edited to include mention of the movie.

# Methodology



## Trending Topics

The Trending Topics list highlights top moments in culture – movies, memes, music, and more – as reflected on YouTube, based on analysis by the YouTube Culture & Trends team of a variety of signals, including views, uploads, and creator activity around these topics. Only topics determined to have conspicuous popularity this year, either because they were new to 2024 or because they experienced significant increases in user interest metrics, were eligible.

## Top Creators

Channel rankings based on in-country subscribers gained in 2024. This excludes artists, brands, media companies, and children's channels. One channel per creator.

## Top Songs

Based on in-country views of songs that debuted in 2024 or saw significant year-over-year growth. Including official music videos, lyric videos, and art track videos.

## Top Songs on Shorts

Based on in-country Shorts creations for songs that debuted in 2024 or saw significant year-over-year creation growth.