

YouTube introduces YouTube Trends Map

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YouTube has announced a new data driven analytical tool on its platform called “YouTube Trends Map”, which allows people to see in real-time what videos are currently being watched the most across the United States.

Overview

1. The YouTube Trends Map exhibits popular videos city by city, as well as breaks down the data by demographics such as gender and age groups.
2. The data is taken from YouTube’s Trends dashboard across a 12-24 hour period, and allows to users to see which videos are currently the most viral, where they are coming from, and who’s watching them.

Key Takeaways

1. For brands, the map is a great way to get real-time insight on what their specific target demographics are currently interested in, and find ways to leverage any messaging that is relevant to them.
2. For individuals, the map is a visual and intriguing way to find out if you’re viewing what the rest of the United States is, as well as see what is popular among your age demographic and neighbors.

