

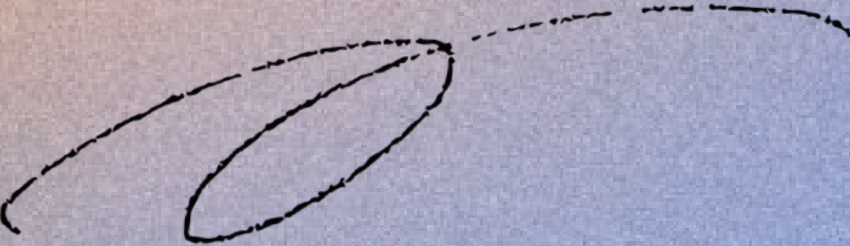


GLOBAL CULTURE & TRENDS REPORT

The emergence of the
digital franchise

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.

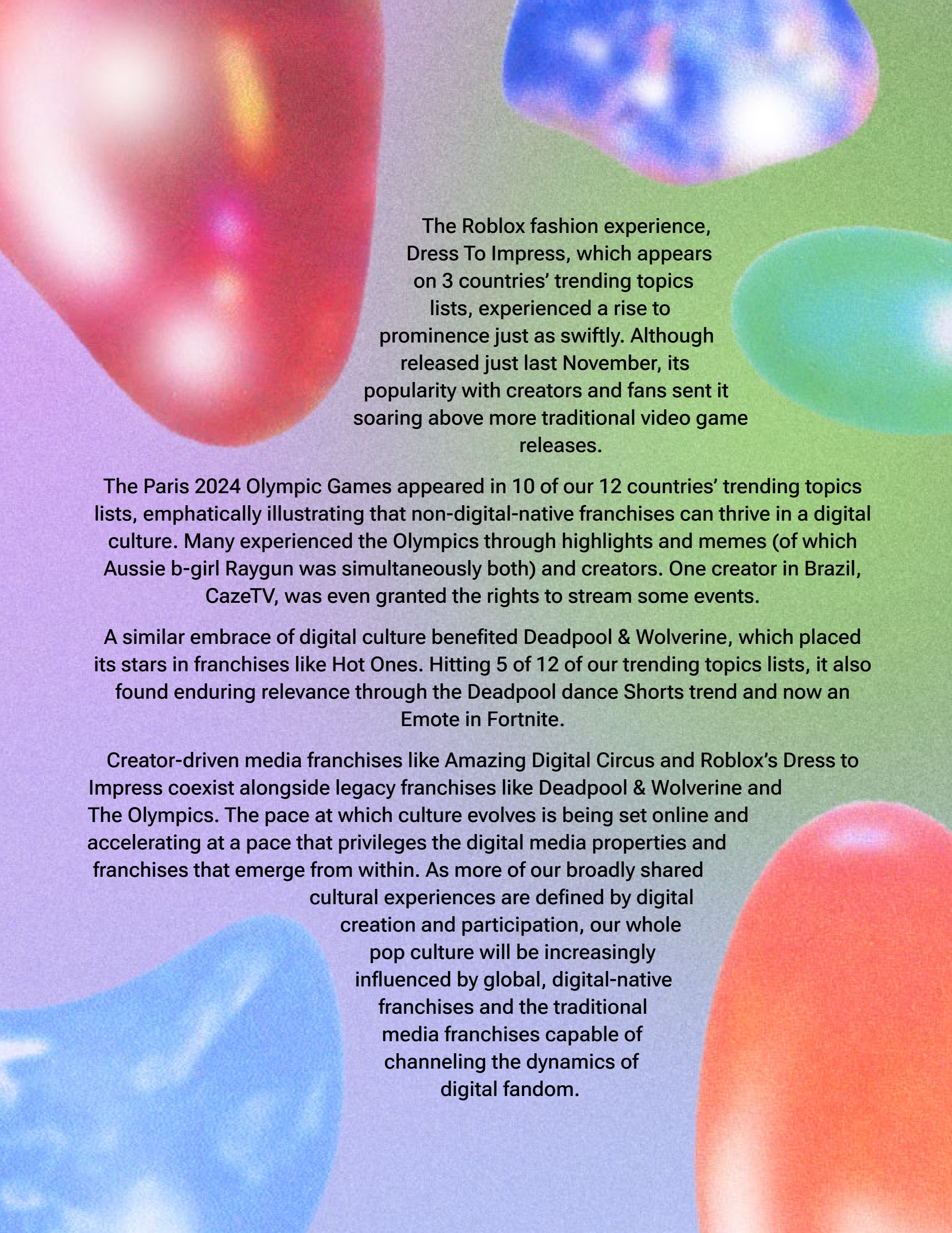
The emergence of the digital franchise



As the end of 2024 arrives, it provides an opportunity to look back at the things that were popular during the year. The greater opportunity, though, is to look forward, informed by the things we've learned. The year-end Global Culture and Trends Report reveals lists of the year's trending topics, top creators, and top songs across 12 countries. It will also examine cultural and creative shifts represented within those lists, which will help establish a perspective for the year to come.

Reflecting on the past year on YouTube reveals another step in the evolution of pop culture: our major shared experiences and cultural touchstones are now propelled by franchises and properties originated by creators and adopted by online communities. And the evolving way those cultural moments are created, experienced and shared is driving their popularity.

Take, for example, *Amazing Digital Circus*, which appeared on 8 of 12 of our countries' trending topics lists. Over the course of a year, Glitch released just three episodes of creator Gooseworx's animated series, and in that time, it has become arguably one of this year's most influential pieces of intellectual property, driven there entirely by the shared passion of its creator and its newly-minted global fandom.



The Roblox fashion experience, Dress To Impress, which appears on 3 countries' trending topics lists, experienced a rise to prominence just as swiftly. Although released just last November, its popularity with creators and fans sent it soaring above more traditional video game releases.

The Paris 2024 Olympic Games appeared in 10 of our 12 countries' trending topics lists, emphatically illustrating that non-digital-native franchises can thrive in a digital culture. Many experienced the Olympics through highlights and memes (of which Aussie b-girl Raygun was simultaneously both) and creators. One creator in Brazil, CazeTV, was even granted the rights to stream some events.

A similar embrace of digital culture benefited Deadpool & Wolverine, which placed its stars in franchises like Hot Ones. Hitting 5 of 12 of our trending topics lists, it also found enduring relevance through the Deadpool dance Shorts trend and now an Emote in Fortnite.

Creator-driven media franchises like Amazing Digital Circus and Roblox's Dress to Impress coexist alongside legacy franchises like Deadpool & Wolverine and The Olympics. The pace at which culture evolves is being set online and accelerating at a pace that privileges the digital media properties and franchises that emerge from within. As more of our broadly shared cultural experiences are defined by digital creation and participation, our whole pop culture will be increasingly influenced by global, digital-native franchises and the traditional media franchises capable of channeling the dynamics of digital fandom.

From indie animation to video podcasts, 2024 has shown that the moments breaking through today are increasingly driven by original, online franchises that attract devoted fandoms and operate outside of traditional release schedules, creating new opportunities to engage viewers beyond traditional formats and verticals. Here's how this came to life this year in the US.

Indie animators are making mainstream, must-watch hits online that fans are turning into full-fledged franchises.

Indie animation has long had a home on YouTube, with storytime animators using the medium to connect with viewers through personal tales. This provided a strong foundation for what we've seen over the past year: Animated narrative series with rich worlds, characters, and storylines are expanding their reach beyond individual channels by building participatory fandoms at astonishing speeds.

Take the series Amazing Digital Circus, from the channel Glitch.

According to a SmithGeiger study, 22% of online US 14-24-year-olds said they had heard of the show in May 2024, only two episodes into its run. With only three episodes released, Netflix is licensing the episodes for air the same day they premiere on YouTube. This rapid breakthrough is, in part, attributable to the show's fan community, who started creating ancillary animations, explainers, and music videos in the lengthy gaps between episodes. In fact, there have been over 25 billion views of videos related to Amazing Digital Circus, excluding the series' episodes.



@GLITCH
12M SUBSCRIBERS

25B+

There have been over 25 billion views of videos related to Amazing Digital Circus, excluding the series' episodes.

Source YouTube data, Global, lifetime.

But it isn't just multi-episode online franchises that are seeing success by engaging fan creation. One-off episodes like this year's animated video Basics in Behavior resulted in some of the most searched-for content of the year as fans spun off storylines of their own.



@ClubShayShay
3.65M SUBSCRIBERS

In addition to making headlines during the election cycle, the format's impact became apparent at the start of the year when comedian **Katt Williams** appeared on Shannon Sharpe's Club Shay Shay. Williams aired his views on a variety of subjects over a multi-hour-long interview that reverberated on and offline through reactions, memes, and more. Even **SNL** parodied the moment. In 2024, the Club Shay Shay podcast received more than 530 million views, more than 83 million of which came from the Katt Williams episode. Sharpe's decision to parcel the lengthy interview into a series of Shorts helped propel the tell-all into mainstream cultural consciousness while also creating a space for explorations of Black culture and celebrity.

Podcasts are the places to see and be seen, shifting where viewers turn for news.

There's a reason why the 2024 Presidential candidates showed up on video podcasts including All The Smoke, Call Her Daddy, and The Joe Rogan Experience while forgoing the traditional broadcast interviews: podcasts are increasingly creating newsworthy moments with far-reaching cultural relevance.

528M+

In 2024, the Club Shay Shay podcast has received more than 528 million views, more than 83 million of which came from the one Katt Williams episode.

Source: YouTube data, Global, Jan 1 - Nov 17, 2024.

By offering an opportunity to connect public figures with specific audiences in a more relaxed, conversational manner, video podcasts are quickly transforming the traditional media landscape.

Creators are elevating gaming beyond consoles, turning source material into expansive pop culture phenomena.

In 2023, *Five Nights at Freddy's* went from an indie game to a Blockbuster movie featuring Creator cameos. Next year, *Minecraft*, one of the largest gaming communities on YouTube, will have its own feature film debut. Meanwhile, Creator Markiplier is in the process of turning the horror game *Iron Lung* into a movie of its own. In each case, Creators are playing central roles in expanding the cultural omnipresence of individual games.

In 2024, they pushed a new game to the forefront: *Dress to Impress*, a competitive fashion game in Roblox, has quickly emerged as one with appeal to gamers and non-gamers alike. Along with let's plays, Creators have uploaded IRL competitions, beauty routines, and fan art. They've also built on the lore surrounding one of *Dress to Impress*'s characters, turning an underlying storyline into one of the game's most fascinating elements. Since the start of 2024, there have been more than 4 billion views of gaming videos with variations of "Dress to Impress" in the title.



As Creators broaden the reach of *Dress to Impress*, taking it from a standalone game within a game into a vertical-crossing sensation, they're paving the way for the next major gaming franchise.

4B⁺

Globally, there have been over 4B views of gaming videos with variations of "Dress to Impress" in the title this year.

Source: YouTube data, Global, Jan 1 - Oct 31, 2024.

Trending Topics

- [2024 United States presidential election](#)
- [Kendrick Lamar](#)
- [Sean Combs Scandal](#)
- [Jujutsu Kaisen](#)
- [Amazing Digital Circus](#)
- [Hazbin Hotel](#)
- [Dress to Impress](#)
- [Deadpool & Wolverine](#)
- **[Sabrina Carpenter](#)**
- [Helldivers 2](#)

Top Creators

- 1 [MrBeast](#)
- 2 [Stokes Twins](#)
- 3 [UR · Cristiano](#)
- 4 **[CaseOh](#)**
- 5 [Zack D. Films](#)
- 6 [Nick DiGiovanni](#)
- 7 [Jordan Matter](#)
- 8 [Mark Rober](#)
- 9 [The Trench Family](#)
- 10 [Camilla Araujo](#)



Sabrina Carpenter's success this year, alongside that of Chappell Roan, Tyla, and Charli XCX, ushered in a new era of female artists as the faces of pop.



Although he amassed a fanbase playing analog horror games, **CaseOh** took a moment to try his hand at Dress to Impress this year, further reinforcing the game's broad appeal.

Top Songs

- 1 **[Kendrick Lamar - Not Like Us](#)**
- 2 [Teddy Swims - Lose Control](#)
- 3 [Benson Boone - Beautiful Things](#)
- 4 [Shaboozey - A Bar Song \(Tipsy\)](#)
- 5 [GloRilla, Megan Thee Stallion - Wanna Be](#)
- 6 [Tommy Richman - MILLION DOLLAR BABY](#)
- 7 [Luis R Conriquez, Netón Vega - Si No Quieres No](#)
- 8 [Xavi - La Diabla](#)
- 9 [Future, Metro Boomin, Kendrick Lamar - Like That](#)
- 10 [Post Malone - I Had Some Help \(feat. Morgan Wallen\)](#)



Kendrick Lamar's "Not Like Us" landed at the #1 spot on the US Top Songs Chart across 20 separate weeks.

Source: YouTube data, US, 2024.

Top Songs on Shorts

- 1 **[Tommy Richman - MILLION DOLLAR BABY](#)**
- 2 [Lay Bankz - Tell Ur Girlfriend](#)
- 3 [prodbycpkshawn - Pop like this Pt. 2 \(Slowed\)](#)
- 4 [Odetari - KEEP UP](#)
- 5 [Bobby Caldwell - What You Won't Do for Love](#)
- 6 [φροзи, Joyful - Bounce \(I Just Wanna Dance\)](#)
- 7 [Eternxlkz - SLAY!](#)
- 8 [Megan Thee Stallion - Mamushi \(feat. Yuki Chiba\)](#)
- 9 [Surf Curse - Disco](#)
- 10 [Steve Lacy - Static](#)



"Million Dollar Baby" was a breakout hit, appearing on both the Top Songs and the Top Shorts Songs lists, for Tommy Richman, a previously unknown artist.

In 2024, Creators and fans in India redefined digital engagement. They amplified cultural events, propelled trends across global and inter-state borders, and found new ways to strengthen the Creator-fan connection. Today, Indian Creators and pop culture fans are open to inspiration from anywhere and everywhere, and this shift is helping shape a dynamic, interconnected digital culture on YouTube.

Fans are supersizing the biggest moments of pop culture.



@SamayRainaOfficial
5.2M SUBSCRIBERS

1.5B+

Globally, there have been over 1.5B views of videos related to Samay Raina in 2024.

Source: YouTube Data, Global, Jan 1 - Oct 31, 2024.

In 2024, major cultural moments like the Cricket World Cup, Olympic Games, Ambani wedding, Diljit Dosanjh's rise and multiple hit movies were transformed into giant shared participatory moments. Fans didn't just experience them on the platform, they amplified these moments in their own voices - through dance trends, fashion memes, podcasts, and tech reviews, alongside real-time commentary on everything from cricket scores to celeb wedding attire and even javelin rivalries.

The year was as much about the moment, as it was about the fan conversation surrounding it.

Savvy Creators like comedian Samay Raina are further harnessing this power of fans through new interactive IP's like India's Got Latent, a modern day reality talent show. Debuted in June 2024, the show has already crossed 150M+ views on the Creator's channel and has dominated internet conversation on the back of viral clips, members-only fan content and live ticket sales.

The biggest trends found fans across geographies.

In 2024, trends broke geographic limits, with Shorts driving regional hits in Marathi and Garhwali to country-wide prominence, while helping Indian users discover new global sounds - be it Hanumankind's Big Dawgs, base-heavy electronic Phonk that has become the go-to soundtrack for millions of Creators, to a little known Serbian song that became the nation's vocabulary for relatable fails and POV memes.

Creators too, innovated with their content strategy to expand their sphere of influence and reach new audiences. Top Creators like Mr. Beast gained millions of Indian fans through Hindi dubs and historic local collabs, while hyper-local Malayalam Creator KL Bro Biju hit 60M subscribers with universally relatable content formats that resonated with families nationwide.

4.5B⁺

In India, videos with the words "Moye Moye" in the title received more than 4.5B views in 2024.

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



Creators and fans are closer than ever.

Creators and fans strengthened their connections with new engagement tools and shared interests. This year, we saw big and small fan communities become pivotal to Creators' success and their content strategy. Cristiano Ronaldo's YouTube debut drew over 19 million subscribers in the first 24 hours from the channel's launch, driven heavily by Indian fans. After fan encouragement, gaming Creator Total Gaming or Ajjubhai finally revealed his face to 37M subscribers, boosting his fan base with on-camera vlogs and watchalong gameplays that have collected over 900M views in 2024. And niche emerging Creators like Box of Vengeance, known for his quirky reviews of various sports balls, became a breakout Creator, as fans eagerly inspired him with daily comments to find unique items to review.

Trending Topics

- [ICC Men's T20 World Cup](#)
- [2024 Indian Premier League](#)
- [Moye Moye](#)
- [Lok Sabha elections in India 2024](#)
- [Aju Bhai](#)
- [Ratan Naval Tata](#)
- [Anant Ambani \(wedding\)](#)
- [Kalki 2898 AD](#)
- [Diljit Dosanjh](#)
- [Olympic Games Paris 2024](#)



In India, videos with the keyword “Diljit Dosanjh” or related to **Diljit Dosanjh** received more than 3.9B views in 2024.

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

Top Creators

- 1 [MrBeast](#)
- 2 [Filmy Suraj Actor](#)
- 3 [Sujal Thakral](#)
- 4 [KL BRO Biju Rithvik](#)
- 5 [UR · Cristiano](#)
- 6 [Box Of Vengeance](#)
- 7 [Stokes Twins](#)
- 8 [Priyal Kukreja](#)
- 9 [ALBUM CREATIONS](#)
- 10 [unknown boy varun](#)
- 11 [Dhruv Rathee](#)
- 12 [Vishal Rajput Official](#)
- 13 [AMIT FF YT](#)
- 14 [Suchi Tiwari](#)
- 15 [Kajal Soni](#)
- 16 [Shorts Break](#)
- 17 [MR. INDIAN HACKER](#)
- 18 [Simran Makhija](#)
- 19 [Neetu Bisht](#)
- 20 [Dushyant kukreja](#)



Carryminati's parody video of **Mr. Beast** has garnered over 70M views and is one of India's biggest content collaborations. It features 14 Indian Creators with a combined subscriber base of over 600M and a special appearance by Jimmy himself.

Top Songs

- 1 [Sahithi Chaganti, Sri Krishna - Kurchi Madathapetti](#)
- 2 [Shiva Chaudhary - Jale 2](#)
- 3 [Madhubanti Bagchi, Divya Kumar, Sachin Jigar - Aaj Ki Raat](#)
- 4 [Manisha Sharma, Raj Mawar, Aman Jaji, Sapna Chaudhary - Matak Chalungi](#)
- 5 [Khesari Lal Yadav, Karishma Kakkar - नमिबू खरबूजा भईल 2](#)
- 6 [Raghav, Tanishk Bagchi, Asees Kaur - Teri Baaton Mein Aisa Uljha Jiya](#)
- 7 [Pritam Chakraborty, Arijit Singh - O Maahi](#)
- 8 [Sanju Rathod, G-Spark - Gulabi Sadi](#)
- 9 [Chand Jee, Shilpi Raj - Aapne Labher Ko Dhoka Do](#)
- 10 [Pawan Singh, Simran Chaudhary, Divya Kumar, Sachin Jigar - Aayi Nai](#)



The “Aaj Ki Raat” track from the Hindi movie *Stree 2* sparked a wave of dance trends and fan recreations on YouTube - including creative interpretations in Minecraft, indie animation, and artistic flipbooks.

Top Songs on Shorts

- 1 [Priyanka Meher, Rongpaz - Dhana](#)
- 2 [ALXIKE - FUNK ESTRANHO \(SUPER SLOWED\)](#)
- 3 [Eternxlkz, MC MAESTRO - JUJALARIM FUNK](#)
- 4 [Karan Aujla - Tauba Tauba](#)
- 5 [Sanju Rathod, G - SPXRK - Gulabi Sadi](#)
- 6 [Raghav, Tanishk Bagchi, Asees Kaur - Teri Baaton Mein Aisa Uljha Jiya](#)
- 7 [Shiva Chaudhary - Jale 2](#)
- 8 [HISTED, TXVSTERPLAYA - Masha Ultrafunk](#)
- 9 [Madhubanti Bagchi, Divya Kumar, Sachin Jigar - Aaj Ki Raat](#)
- 10 [Kalpana, Neelkamal Singh - Maroon Color Sadiya](#)



This year, the Marathi song, **Gulabi Sadi** has been used in more than 3M Shorts globally. It was not only a breakout dance trend but also a staple at Indian weddings, including a performance by Sanju Rathod at the Ambani wedding.

Source: YouTube data, Global, Jan 1 - Oct 31, 2024.

From presidential elections to the Amazing Digital Circus, 2024 highlighted the multifaceted ways Mexicans participate online. Mainstream moments like a highly anticipated Marvel movie, the excitement for the Olympics, and the fervor surrounding events like the Copa América coexisted alongside digitally-born phenomena that rivaled these established topics in dominance and conversation. While reflecting the diversity of content and audiences online, most of these moments shared one key element: they were all fueled by the power of fandoms.

This highlights how the democratization of online content creation has transformed fandoms from passive consumers to active participants in the evolution of the things they love. In Mexico, this is particularly evident as fan participation not only shapes pop culture but also consolidates emerging voices and solidifies new formats and trending phenomena.

Fans are taking ownership of the subjects they love by moving them wholesale into the online world.

This year, *Deadpool & Wolverine* was a headline event, landing on our EOY trends list. While the movie is worth seeing, it wasn't required to participate in the cultural trends around it online. Take the N'Sync Shorts challenge, which has served as both a source of organic viral marketing for the film and a standalone cultural item that invited anyone and everyone to engage with it.

That's the spirit of online culture here: fans take a popular thing from offline and take it online, where it becomes a tool for expression.



Inside Out 2's "Anxiety" character resonated with an increasingly anxious online generation, inspiring tributes made through makeup trends, crafting projects, and even turning Riley into a meme. Like *Deadpool & Wolverine*, these massive media touchstones become launchpads for Creators and their creativity. In a space once dominated by trends encouraging Creators to copy others, individual perspective is now the name of the game.

Thanks to Shorts, Mexican musicians build their own success as they carve out their identities.

English-speaking artists have enjoyed a monopoly on pop music since the 50's, but that's no longer the case thanks to the global meritocracy of the online world. The top Shorts songs of the year can be correlated directly with what made the top of the music charts, and those entries are distinctly Mexican. Maradona by Kevin AMF, FBI by Picus, La Diabla by Xavi, all of these songs enjoyed widespread popularity thanks to the associated dance, transition, makeup, and meme trends built around the world.

680M+

In Mexico, there have been over 680M views of videos related to Hazbin Hotel in 2024.

Source: YouTube data, Mexico, Jan 1 - Oct 31, 2024.



It is no coincidence that these Mexican artists also broke through the mainstream this year. Kevin AMF skyrocketed to fame with his hit Dembow Freson, while Xavi became a sensation in 2024 summing over 1B views and scoring a Top Songs with La Diabla. Both artists fostered intimate relationships with their fans from the outset, sharing informal videos of themselves playing guitar, building community, and ultimately achieving mainstream recognition.

1.07B+

Xavi earned over 1.07B views in Mexico in 2024.

Source: YouTube data, Mexico, Jan 1 - Nov 17, 2024.

Fans online are redefining how Sports are broadcast and consumed.

Every moment this year, from the Olympic Games to the 2024 Copa América, became a 360-degree experience with a wealth of content from official sources and fans alike. Cristiano Ronaldo, for instance, launched his own YouTube channel and quickly became one of the Top 20 Creators in Mexico by expertly utilizing popular YouTube formats.



In Mexico, there have been over 360M views related to the Olympic Games Paris 2024 this year.

Source: YouTube data, Mexico, Jan 1 - Oct 31, 2024.

360M+

This participatory culture in Sports content empowers fans to become Creators themselves. For example, Argentinian Creator FranMG provided exclusive footage of the Copa América final, while Uruguayan Creator Alaska documented the event through an immersive vlog, capturing the chaotic atmosphere and thrilling moments of the match. As a result, these fan-generated narratives continuously enrich the sports experience, complementing the traditional coverage and expanding it through unique perspectives.

On the other hand, Claro Sports, the official Spanish-language broadcaster of the Olympics in Latin America, offered comprehensive coverage with up to 32 simultaneous live streams. This resulted in over 360 million views in Mexico alone during the Paris 2024 Olympic Games, allowing fans unprecedented access and freedom to join the conversation. The opening ceremony itself garnered over 5.5 million live views on their YouTube channel. At the same time, highlights like “Surf #Paris2024 en vivo - Ronda 2 de los Juegos Olímpicos”, which had the participation of Mexican surfer Alan Cleland, drew over 1.3 million views.

Mexico’s contributions to its own cultural evolution—and that of the world—are on the way to being forged entirely in the digital space.

Trending Topics

- [President](#)
- [Hazbin Hotel](#)
- [Amazing Digital Circus](#)
- [Jujutsu Kaisen](#)
- [EA Sports FC 24](#)
- [Xavi](#)
- [Deadpool & Wolverine](#)
- [Olympic Games Paris 2024](#)
- [Torneo Clausura 2024 - Liga MX](#)
- [Copa América](#)

Top Creators

- 1 [Fede Vigevani](#)
- 2 [Alejo Igoa](#)
- 3 [Alfredo Larin](#)
- 4 [Stokes Twins](#)
- 5 [Karla Bustillos](#)
- 6 [YOLO AVENTURAS](#)
- 7 [Caín Guzmán](#)
- 8 [Ricky Limon](#)
- 9 [MrBeast](#)
- 10 [Juan De Dios Pantoja](#)



According to Record Guinness, **Jujutsu Kaisen** became the most popular anime in the world this past April, overcoming titles like One Piece and Attack on Titan.



Top Creator **Fede Vigevani** sold out his show at the Auditorio Nacional in Mexico 8 times this year.

Top Songs

- 1 [Juli3n 1lvarez Y Su Norte1o Banda - Regalo De Dios](#)
- 2 [Xavi - La Diabla](#)
- 3 [Natanael Cano, 3scar Maydon - Madonna](#)
- 4 [Luis R Conriquez, Net3n Vega - Si No Quieres No](#)
- 5 [FloyyMenor, Cris Mj - Gata Only](#)
- 6 [3scar Maydon, Gabito Ballesteros, Chino Pacas - Elvira](#)
- 7 [Peso Pluma, Anitta - BELLAKEO](#)
- 8 [Juli3n 1lvarez Y Su Norte1o Banda - Lo Tienes Todo](#)
- 9 [Peso Pluma, Net3n Vega - LA PATRULLA](#)
- 10 [Fuerza Regida, Manuel Turizo - UNA CERVEZA](#)

Top Songs on Shorts

- 1 [Jaxomy, Agatino Romero, Raffaella Carr1 - Pedro](#)
- 2 [HISTED, TXVSTERPLAYA - Masha Ultrafunk](#)
- 3 [Christell - Dubidubidu Chipi Chipi Chapa Chapa](#)
- 4 [prodbycpkshawn - Pop like this Pt. 2 \(Slowed\)](#)
- 5 [фрозз, Joyful - Bounce \(I Just Wanna Dance\)](#)
- 6 [Kevin AMF, Tiagz - Maradona \(Tatara\)](#)
- 7 [Picus - FBI](#)
- 8 [Bobby Caldwell - What You Won't Do for Love](#)
- 9 [Xavi - La Diabla](#)
- 10 [LDRR - Mangos](#)



20 year-old m1sica mexicana star, **Xavi**, became a sensation this year, scoring a Global Top Songs #1 with La Diabla.



Pet videos and Roblox dances brought back 2003 song 'Dubidubidu Chipi Chipi Chapa Chapa' by Chilean artist **Christell**.

This year clarified the parity between the offline and online worlds: internet culture is culture, and culture is internet culture. The two have a symbiotic relationship, as we can see from the biggest topics in our data. When global events happen off-platform, we see an enormous echo effect in video; likewise, when big things happen online, they echo through popular culture offline.

Gaming is not playing.

People, particularly younger ones, use words like “glitch”, “NPC” and “Sigma”, reflecting how vernacular is evolving fast. Our vocabulary is being affected by Gaming, a medium that is shaping multiple aspects of modern life, from how we talk to how we interact with the world.

This year’s fastest-growing games have been horror-based, like Poppy Playtime and Five Nights at Freddy’s. Likewise, the Amazing Digital Circus and **Hazbin Hotel** both emerged on the Trending Topics top ten, both of which are tinged with horror.



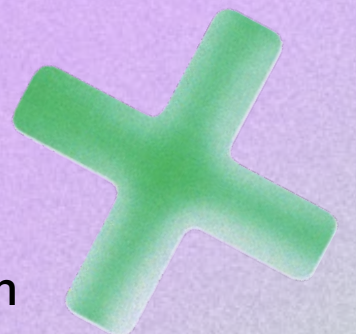
645M⁺

In the UK, there were over 645M views of videos related to EA Sports FC in 2024.

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

The popularity of this genre might be based on the extreme escapism it offers, with younger people tending to be greater thrill seekers than older audiences.

But it seems that the proliferation of the genre now comes as a response to an anxious world. With political turmoil, climate change, nearby wars, and the cost of living crisis, young people look to content that offers them a semblance of control over what scares them. There’s cathartic relief in playing and viewing frightening content separate from the frightening real-life “content” we’re dealing with.



We actively participate in global events ourselves.

While we might not compete in the US elections, the Olympics or Eurovision ourselves, the events have become more interactive than ever before, with many people making and consuming related content. It's no surprise that this is clearest in the UK with football: the UEFA Euros and the video game EA Sports FC were on the Trending Topics list, while the #1 most-subscribed Creator was **Cristiano Ronaldo**. These world events are seismic not just on their own, but also in how audiences receive them.



WHEN CRISTIANO MET RONALDO

@cristiano
67.5M SUBSCRIBERS

19M+

Cristiano Ronaldo's channel, UR · Cristiano, received over 19M subscribers in the first 24 hours from the launch of his channel.

Source: YouTube data, UK, Jun 21 - Jun 22, 2024.

People come to YouTube for the commentary, the interviews, the remixes, the highlights, and more not just to watch them, but to make their own videos too. Shorts has facilitated the conversation, making everyone a potential pundit.

Let's hear it for the girls!

This summer belonged to female artists, as we saw some of the biggest songs coming from Charli XCX, Sabrina Carpenter, Tyla, and Taylor Swift, with **Lay Bankz** having the most popular song on Shorts too.

Reflecting the first point: Charli XCX led a cultural moment with her brat summer (which even made its way to American politics) which meant fans joined in her dance trends online. She often led the way, kicking off the moves on Shorts. Similarly, the Eras Tour felt like a global moment, which saw Taylor Swift-related content peaking while she performed in London.

200M+

Taylor Swift earned over 200M views in the UK this year.

Source: YouTube data, UK, Jan 1 - Nov 19, 2024.

Trending Topics

- 2024 United States elections
- Dress To Impress
- Olympic Games
- Swifties
- **UEFA Euro 2024**
- The Amazing Digital Circus
- Hazbin Hotel
- Deadpool & Wolverine
- Preppy
- EA Sports FC 25



Content made about the US elections, the **UEFA European Football Championship** and the Olympics were in the top five most engaged with topics used in Shorts this year, reflecting how people come to YouTube to find out more about what's happening in the world and the things they care about.

Top Creators

- 1 **UR · Cristiano**
- 2 MrBeast
- 3 Stokes Twins
- 4 Ben Azelart
- 5 Nick DiGiovanni
- 6 Mark Rober
- 7 Spanner
- 8 Outdoor Boys
- 9 Speed McQueen
- 10 Zack D. Films



Cristiano Ronaldo's YouTube strategy is #goals. He scored highly around the world with his mix of short and long form content, drawing fandom from beyond his footballing days.

Top Songs

- 1 Benson Boone - Beautiful Things
- 2 Teddy Swims - Lose Control (Live)
- 3 Noah Kahan - Stick Season
- 4 Sabrina Carpenter - Espresso
- 5 Shaboozey - A Bar Song (Tipsy)
- 6 Eminem - Houdini
- 7 Kendrick Lamar - Not Like Us
- 8 **Central Cee, Lil Baby - BAND4BAND**
- 9 NewEra - Birds In The Sky
- 10 Artemas - i like the way you kiss me



UK rapper **Central Cee's** Band4Band was one of the top songs this year, having one of the most popular music videos too. A worthy winner of GQ's Man of the Year 2024.

Top Songs on Shorts

- 1 Lay Bankz - Tell Ur Girlfriend
- 2 Odetari - KEEP UP
- 3 Bobby Caldwell - What You Won't Do for Love
- 4 фрози, Joyful - Bounce (I Just Wanna Dance)
- 5 prodbycpkshawn - Pop like this Pt. 2 (Slowed)
- 6 Scott Frenzel - Sugar High
- 7 Eternxlkz - SLAY!
- 8 NSYNC - Bye Bye Bye
- 9 **Charli xcx - Apple**
- 10 Tommy Richman - MILLION DOLLAR BABY



Charli XCX did not just have a brat summer, she had a stellar year, with several of her songs being in the most popular tracks in the UK, most notably Apple which hit to top ten.

Throughout a difficult year, more and more people are finding spaces on YouTube where collective experiences are shared. In the Middle East and North Africa, YouTube reflected the interconnectedness of regional popular culture, documenting experiences and events that resonated with millions of people, whether breaking news, global sporting events, mainstream entertainment or viral internet trends.

The war on Gaza and neighboring countries including Lebanon was a top trending topic on YouTube in 2024. The ability to share information in a timely manner online has made YouTube a primary news source for many people in MENA, with information often being shared by those directly impacted by the war.

Entertainment changes shape to meet audiences where they are.

The month of Ramadan is known for its spiritual significance for Muslims globally. In MENA, it is also one of, if not the biggest TV and advertising moment bringing the region's entertainment and pop culture to the forefront. That's why entertainment schedules are tailored to adapt to the month's adjusted schedules, so online content production and consumption change to mirror the daily post-Iftar cadence of broadcast television. This year, TV hits from Ramez Galal to Neama Al Avocado featured heavily on YouTube.

While throughout the rest of the year, it was online-only content that captured shared collective interest. The Love Island-inspired program Qesma W Naseeb, appeared on trending due to its large viewership and the depth of conversation surrounding it. It appeared amidst several other similar shows engineered to live entirely online, like Kawaliss from Morocco and Match from Tunisia, and the one that kickstarted this format locally, BingeCircle's 'The Blind Date Show' from Egypt.

It was also a year when short-form trends really connected with audiences. Whether it was the incredibly involved Asoka trend or YouTube Creator Khalid Assiri's Ygbalha Flos, viral trends broke through into mainstream discourse.

In music, Syrian artist Al Shami had another phenomenal year, with a spate of releases that made him a trending topic in his own right, his song style aligning with increased interest in that musical genre through TV and other mediums.



Everyone loves chocolate. With Knafeh.

The sweetest story in the region? Chocolate. Specifically, the Dubai-based Fix Knafeh Pistachio Chocolate Bar: a knafeh (crispy shredded phyllo pastry) spread with pistachio cream and covered in milk chocolate. The dessert became a conversation starter thanks to Creators teaching their audiences how to craft these treats on their own. The 'Dubai viral chocolate' as it became known became an evergreen cultural phenomenon both locally and globally.

190M+

In MENA, there have been over 190 million views on videos with "Dubai Chocolate" in the title in 2024.

Source: YouTube data, MENA, Jan 1 - Oct 31, 2024.

Gaming succeeds when it connects audiences and Creators.

Gaming-related topics made it to the lists thanks to the unique and engaging social experience they encourage, with Creators and viewers connecting and engaging on elements of in-game storytelling to create a new type of connected experience this year. It was a year where horror gaming really came to the fore, with titles like



@AboFlah
43.2M SUBSCRIBERS

Poppy Playtime and Zoonomaly appearing on our lists, as the region's biggest gaming Creators like [AboFlah](#) and [BanderitaX](#) leaned into the genre. Meanwhile, new releases from established titles like EA FC and Garena Free Fire topped the lists.

950M+

In MENA, there have been over 950M views on videos related to EA FC 24 in 2024.

Source: YouTube data, MENA, Jan 1 - Oct 31, 2024.

In 2024, YouTube became home to all these synchronous connected events that created a collective online experience in MENA not seen in digital culture for some time. After the fragmentation of interests and rise of niche communities in the online space of recent years, the year felt like a return to a monoculture as mediated through the online sphere.

Trending Topics

- EA Sports FC 24
- Free Fire MAX
- Al Shami
- Rafah
- Houthi movement
- Southern Lebanon
- Asoka
- Poppy Playtime: Chapter 3
- Imane Khelif**
- Qesma w Naseeb



Besides **Imane Khelif**, 6 other athletes from the region returned from the Paris Olympics with gold medals.

Top Creators

- AboFlah
- Majd Alzakout
- BanderitaX**
- ابو نوح
- Shawar
- SHoNgxBoNg
- Alkair_ القيصر
- Abo rany
- POWR Suhaib
- Mahdi الخال



Creators like **BanderitaX** and AboFlah leveraged - and helped propel - the rise in horror gaming videos in the region.

Top Songs

- Tamer Ashor - هيجيلي موحوع
- Mohamed Lazaar** - Mahboul Ana
- Mahmoud El Leithy - عم المحال
- أصالة, Ahmed Saad - سبب فرحتي
- أصالة - Fouq
- Cheb Hichem Tgv - Fatou Liyam
- Lbenj - هواسي
- وائل جيسار - Koul Waad
- Cheb Hamidou - 3achkek idman
- AL SHAMI - Sabran



Mohamed Lazaar (Lazaro) had never reached the Top Songs chart until his breakout single 'Mahboul Ana' this year.

Top Songs on Shorts

- Eternxlkz - SLAY!
- HISTED, TXVSTERPLAYA - Masha Ultrafunk
- Eternxlkz - BRODYAGA FUNK**
- فارس سكر- اكشن هاي اتعارك
- Megan Thee Stallion - Mamushi(feat. Yuki Chiba)
- Odetari - KEEP UP
- Eternxlkz, MC MAESTRO - JUJALARIM FUNK
- Bobby Caldwell - What You Won't Do for Love
- ALXIKE - FUNK ESTRANHO (SUPER SLOWED)
- FloyyMenor, Cris Mj - Gata Only



With three songs on the list, **Eternxlkz** is a Kazakh music producer who produces Phonk music, indicating the global popularity of the genre.

As a global online culture takes a more definite shape, so has the desire for Creators to express themselves clearly within that space. In Brazil, Creators are using the universal language, music, as a vehicle to deliver their specific points of view, and it is changing how music is being created and consumed both domestically and abroad.

Creators of all kinds are using music as self-expression.

Two of 2024's hottest tracks were released by two children's entertainment Creators. That's the story of Kysha e Mine, whose song TIK TAKA has been viewed over 58 million times in the last three months. Vlogger Emilly Vick's hit "Chiclete" is her most popular video at over 67 million views, one of the reasons she leads our Top Creators list for Brazil. As more Creators move into the music space, they are earning new fans while holding their own in earned views against more established acts.

@emillyvickof
20.7M SUBSCRIBERS



2B+

In Brazil, there have been over 2B views related to Poppy Playtime: Chapter 3 in 2024.

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

Popular songs on Shorts are being used for POV rather than dance trends.

When a song trends on Shorts, it's not always tied to a viral dance. Creators use those songs as vehicles for the content they want to make, guaranteeing attention by co-opting the song's popularity on the platform. They're using the songs as background for "POV" content, wherein a Creator takes a universal experience and presents it in a more personal - but still relatable - way.

1B+

In Brazil, there have been over 1B views related to the Olympic Games Paris 2024 this year.

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



@PedrinhoePaulinho
1.56M SUBSCRIBERS

These points of view are creating entirely new genres of music and seismic shifts in mainstream culture.

MTG, or “montage” remixes, are nostalgia-driven. Creators take old songs, sample them, and remix them into a form that has become an entirely new music genre endemic to the online world. They’ve become an exciting new backdrop for Shorts trends: MTG Tropicana, Quero Te Encontrar, for example. Some artists attached to the original music being remixed have given their blessing to the DJ’s sampling them, and those songs have enjoyed radio play and appeared on Spotify, further helping the genre gain a foothold in popular culture outside of YouTube.

The success of Brazilian popular music can be tied to its performance on Shorts; that is, a song becomes popular when it lends itself well to being a back-sound for dances, memes, commentary, or however else a Creator might choose to use it. That’s the key to how cultural moments are formed online: Creators make creative choices, and then other Creators make content that is conceptually in agreement with those choices. This is a major evolution, as iterative dance trends formerly dominated the Shorts space. Take the Pop Like This sound (#3 on our EOY list) and its accompanying Shorts: these are not replications of dances; they are avenues where Creators are leveraging the popularity of a trending theme to show off their own creativity.



@KyshaeMine
2.43M SUBSCRIBERS

Trending Topics

- [Amazing Digital Circus](#)
- [Jujutsu Kaisen](#)
- [Candidate](#)
- [Avatar World ®](#)
- [Poppy Playtime: Chapter 3](#)
- [EA Sports FC 24](#)
- [2024 Campeonato Brasileiro Série A](#)
- [Inside Out 2](#)
- [Rio Grande](#)
- [Olympic Games Paris 2024](#)

Top Creators

- 1 [Emilly Vick](#)
- 2 [CazéTV](#)
- 3 [Enaldinho](#)
- 4 [Natan por Aí](#)
- 5 [Katlenof](#)
- 6 [Stokes Twins](#)
- 7 [Estevão Filipe](#)
- 8 [Leozinn 077](#)
- 9 [JorgeTdDuro](#)
- 10 [Rafa & Luiz](#)



A success in the world of horror games and a phenomenon on YouTube, “Poppy Playtime” will soon hit cinema screens.



Beyond videos of challenges and games with her friends on YouTube, **Emilly Vick** has released the song “Chiclete” and it has already passed 65M views.

Top Songs

- 1 [THE BOX, MC Brinquedo, MC Cebezinho, MC Tuto, MC Laranjinha - THE BOX MEDLEY FUNK 2](#)
- 2 [Felipe e Rodrigo - Gosta De Rua](#)
- 3 [Simone Mendes - Dois Tristes](#)
- 4 [Kailane Frauches, Todah Music - Passa Lá em Casa Jesus](#)
- 5 [Lauana Prado - Me Leva Pra Casa / Escrito Nas Estrelas / Saudade](#)
- 6 [Manu, Guilherme & Benuto - Torre Eiffel](#)
- 7 [Isadora Pompeo - Bênçãos Que Não Têm Fim \(Counting My Blessings\)](#)
- 8 [MC Ryan SP, Filipe Ret, Caio Luccas, Chefin Dallass, Rocco - Melhor Vibe](#)
- 9 [Thullio Milionário - Casca de Bala](#)
- 10 [Jorge & Mateus, Lauana Prado - Haverá Sinais](#)

Top Songs on Shorts

- 1 [HISTED, TXVSTERPLAYA - Masha Ultrafunk](#)
- 2 [Eternxlkz - SLAY!](#)
- 3 [prodbycpkshawn - Pop like this Pt. 2 \(Slowed\)](#)
- 4 [Thullio Milionário - Casca de Bala](#)
- 5 [Ana Laura Lopes - Fantasma \(Ao vivo\)](#)
- 6 [Jaxomy, Agatino Romero, Raffaella Carrà - Pedro](#)
- 7 [JC NO BEAT, DJ F7, MC MENO DANI, Silva Mc - Maria Mariah](#)
- 8 [Mc J Mito, DJ TOPO, DJ Yago - Comemoração](#)
- 9 [DENNIS, Ana Castela, Mc Gw - RAM TCHUM](#)
- 10 [Bobby Caldwell - What You Won't Do For Love](#)



With a strong music scene, once again the Top Songs in Brazil are 100% local with popular genres like Brazilian Funk, Sertanejo and Gospel.



It's all about **Phonk!** The genre performed in both the 1st and 2nd ranked Short Songs, showing the universal language of Funk Rhythm.

Across the world, digital content and broadcast media compete with each other. In Germany, that evolutionary niche is a bit more symbiotic. Alongside and inspired by broadcast, Creators are reinventing fan engagement with companion, collaborative, and serialized content that allows viewers to lean in emotionally while leaning back physically, watching long-form from their couch – as ever more people access YouTube on connected TVs.

Companion content is king.

More and more, audiences are tuning in to see their favorite Creators break down a show or an event to supplement or even replace their own viewing. This year, we have seen the proliferation of reaction formats accelerate as German Creators add their point of view to tentpole TV moments to establish conversation hubs for their audiences on YouTube (who often skew younger than TV's primary viewers).

@IchBinEinStarRTL
172K SUBSCRIBERS



What is the most interesting vertical drawing commentary outside of sports? Reality television. High among the Top 10 searched TV-related topics this year were Germany's Next Top Model, First Dates, Let's Dance, and Dschungelcamp 2024 (German I'm a Celebrity, Get Me Out of Here).

People love more of the things they love, and on social video, viewers become Creators (and vice versa) to extend fandom chat. At this rate, we will soon see reaction videos to reactions videos.

3B+

In Germany, there have been over 3B views of videos related to Brawl Stars in 2024.

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

Everything old is new again.

Creators are evolving familiar entertainment staples for novel social media experiences, from challenger sports leagues to Creator-run TV format revivals.

Icon League and Baller League are re-inventing competitive football (soccer) with Creator-managed teams sporting individual behind-the-scenes channels, YouTube-native survival show 7 vs. Wild keeps earning views (and generating a deep library of reaction videos, naturally), and rap talent show Icon is six seasons deep into spotlighting unique musical voices beyond pop.

Even cooking show formats are being reheated by Creators in close exchange with their followers. Dinner Duell (with echoes of Come Dine with Me) and Restaurant Revival (taking some inspiration from Gordon Ramsay's Kitchen Revival) hit the top of the German trending tab whenever they dropped a new episode.

These formats were novel when they were created in the late nineties and early '00s, so it makes sense to see them reimaged for the ongoing Y2K nostalgia wave — as co-creative online series with audience integration and cross-category Creator collaboration.

@SturmwaffelLP
1.96M SUBSCRIBERS

Cutting loose in tense times.

Current events and societal discourse always play a significant role on German YouTube (the US election was among the most engaging topics this year). Germans can get really serious, but they also love to cut loose — consider huge folk fest seasons like Oktoberfest and Karneval. With that comes a winking party culture that loves a silly song (Schlager, anyone?), something YouTube Creators leveraged all the way to international recognition this year.

Barbara's Rhabarber Bar became the viral tongue-twister dance meme heard around the world, going viral on every major social and video platform online.



While it's inarguably a club hit, Shirin David's ode to "keeping it tight," Bauch, Beine, Po hit the top of trends lists and stayed there. It's worth noting that Shirin made her start as a YouTube Creator and has since become the first global female artist to land seven #1 hits in Germany.

Finally, nothing captured this historical year quite like the song Burgerpommes by LukasBS and his Gen Alpha ilk. It hit #1 on YouTube searches and a respectable #57 on the German Billboard charts.

Trending Topics

- [Brawl Stars](#)
- [UEFA Euro 2024](#)
- [2024 United States elections](#)
- [Jo Jonas](#)
- [Hazbin Hotel](#)
- [Amazing Digital Circus](#)
- [Deadpool & Wolverine](#)
- [Talahon](#)
- [Olympic Games Paris 2024](#)
- [Palworld](#)



Animation makes up a huge part of Gen Z media diets, and indie animators are cooking up great stuff for them. Just look at **The Amazing Digital Circus**, which became one of YouTube Germany's most engaging topics in 2024.

Top Creators

- 1 [UR · Cristiano](#)
- 2 [MrBeast](#)
- 3 [Jo Jonas - Brawl Stars](#)
- 4 [Stokes Twins](#)
- 5 [tomatolix](#)
- 6 [Canselguel](#)
- 7 [Kaan](#)
- 8 [LukasBS](#)
- 9 [Jessie Bluegrey](#)
- 10 [DieWalsers](#)



Up close and personal: Creator **tomatolix** (Felix Michels) is closing in on 2M subscribers with his gonzo journalism self-experiments and 'day in the life' reports that show viewers fringe careers and lifestyles.

Top Songs

- 1 [AYLIVA, Apache 207 - Wunder](#)
- 2 [Disturbed - The Sound of Silence \(original + CYRIL remix\)](#)
- 3 [Artemas - i like the way you kiss me](#)
- 4 [SDP, Sido, Esther Graf - Mama hat gesagt](#)
- 5 [Shirin David - Bauch Beine Po](#)
- 6 [LukasBS, iCrimax, Marvin Vlogt - Burgerpommes](#)
- 7 [Don Xhoni, Dhurata Dora - Lej](#)
- 8 [Cyril - Stumblin' In](#)
- 9 [Benson Boone - Beautiful Things](#)
- 10 [Jaxomy, Agatino Romero, Raffaella Carrà - Pedro](#)



AYLIVA and Apache 207's **Wunder** squatted in the top spot of Germany's billboard charts for seven weeks. With over 24M official music video views, the sultry song also dominated YouTube Germany.

Top Songs on Shorts

- 1 [Eternxlkz - SLAY!](#)
- 2 [VØJ, Narvent - Memory Reboot](#)
- 3 [HISTED, TXVSTERPLAYA - Masha Ultrafunk](#)
- 4 [Jaxomy, Agatino Romero, Raffaella Carrà - Pedro](#)
- 5 [Odetari - KEEP UP](#)
- 6 [Bobby Caldwell - What You Won't Do for Love](#)
- 7 [φροзи - kompa pasión](#)
- 8 [prodbycpkshawn - Pop like this Pt. 2 \(Slowed\)](#)
- 9 [Artemas - i like the way you kiss me](#)
- 10 [Christell - Dubidubidu Chipi Chipi Chapa Chapa](#)



German-Italian EDM producer team **Jaxomy** and Agatino Romero's remix of Raffaella Carrà's 1980 Italo Disco track 'Pedro' is the nostalgic banger the people needed; from pet videos to party edits, that beat was inescapable on Shorts this summer.

In the global monoculture, Creators see themselves as representatives of their countries and communities; they want to join in on global trends, but they are committed to doing so on their own terms. In this way, Indonesian online culture today is mainly driven by Creators who are proudly making their own mark at home and abroad, while also being discovered by a global audience for their unique local identity.

Culture's most powerful vehicle to a broader audience is in the hands of the athletes.

After making waves in international leagues like the 2024 AFC Asian Cup and **2026 World Cup Asian Qualifiers**, the Indonesia National Football Team (aka Timnas Indonesia) became a prevalent topic on YouTube. Creators posted a variety of content about the team's journey, starting from match highlights and game strategy analysis to candid moments of the players and coaches. This content made by local and global fans magnified the team's journey and wins. In fact, globally, the Timnas Indonesia channel gained over 250K subscribers and received over 20M views in 2024.

20M+

Globally, The Timnas Indonesia channel gained over 250K subscribers and received over 20M views in 2024.

Source: YouTube data, Global, Jan 1 - Nov 19, 2024.



But the shape of sports content is diversifying. Red Sparks, a South Korean volleyball team, is gaining a huge fandom in Indonesia thanks to the presence of Indonesian player Megawati. Aside from the usual team vlogs, the Red Sparks team translator even started making behind-the-scenes content in Indonesian and Korean to bridge the two cultures.

Indonesian Creators are leveraging global trends to create unique content that resonates with a local audience.

Local nuance is key. Indonesian Creators are unlocking globally popular formats to make distinctly local content. Whether it's the edutainment competition show Clash of Champions (that's inspired by its South Korean counterpart 'University War') or the live stream boxing event BYON Combat (which echoes famous boxing matches with Western Creators like Jake Paul and KSI), it becomes clear that Indonesian Creators are absorbing formats and trends originated abroad to make their own pop culture moments online.

@celloszxz
6.28M SUBSCRIBERS



2B+

In Indonesia, there have been over 2B views of videos related to the FIFA World Cup Asian qualifiers in 2024.

Source: YouTube data, Indonesia, Jan 1 - Oct 31, 2024.

This is especially true about video games. Indonesian gaming culture is becoming more niche and YouTube-centric. Major eSports tournaments like MPL Indonesia prioritize YouTube by live-streaming matches that frequently trend. Meanwhile, hyperlocal games like Ojol the Game, where you play as an online bike taxi driver, and popular mobile games like Free Fire make YouTube a hub for Indonesian gamers and fandoms. For example, fans reposting and remixing videos of their favorite gaming Creators through Shorts highlight clips has further bolstered the popularity of certain games and kept their lore alive.

4B+

In Indonesia, there have been over 4B views of videos related to Free Fire Max in 2024.

Source: YouTube data, Indonesia, Jan 1 - Oct 31, 2024.

Short-form video trends are the primary marketplace where cultural currency is exchanged.

Eight of the top ten songs on our EOY list have associated Shorts trends, fostering creativity and revitalizing nostalgic content. Indonesian music styles like Dangdut evolve with Shorts trends, including dances and makeup transitions. Shorts has also become the foundation for growing musical sub-genres like Dangdut Koplo and Jedag Jedug, which are centered around remix culture. Songs like “Terek Bale” and “Sekecewa Itu” have become more popular and can breathe new life due to DJ remixes. And it’s gaining global recognition.

Indonesian DJs are remixing catalog music and finding virality through short-form video platforms. “My Lecon”, a South Korean boyband JTL track from the early 2000s, saw an unexpected journey when local DJ Prengky Gantay released his Jedag Jedug version this year. This remix became the background for a cheer dance by the KIA Tigers baseball cheerleader team in South Korea, whose deadpan faces and simple choreography attracted local and global Creators to replicate the cheer. The trend went so viral that it reached American pop star Olivia Rodrigo to Australian music commentator Derrick Gee. This trend is an example of the unique cultural melting pot of online content – one that shows the power of cross-cultural influences to shape local and global pop culture.

25.000.000
PENONTON

SEKECEWA ITU

AnggaCandra

@anggacandramusicc
1.39M SUBSCRIBERS

Ultimately, the spirit of Indonesian local pride has never been more evident. From celebrating athletic achievements, simply watching relatable local Creators, and dancing to homegrown music genres, the Indonesian content landscape is driven by a desire for representation within the country and beyond. It’s a moment that encapsulates the spirit of the region and illustrates how the engines of culture operate in the Indonesian online world.

Trending Topics

- Free Fire MAX
- Amazing Digital Circus
- Gibran Rakabuming Raka
- FIFA World Cup Asian qualifiers
- Poppy Playtime
- JKT48
- Avatar World ®
- **Red Sparks**
- Fauzana
- Kuromi



Indonesian hijabi volleyball athlete Megawati Hangestri Pertiwi sparked online buzz as she plays for the South Korean team, **Red Sparks**.

Top Creators

- 1 MrBeast
- 2 Stokes Twins
- 3 Willie Salim
- 4 **Jess No Limit**
- 5 Ricis Official
- 6 Mukbang Bersama Bent
- 7 itsmeissie
- 8 Koko Adent
- 9 Sansan Tiffabelle
- 10 Frost Diamond



Jess No Limit is the first creator in South East Asia who reached 50M subscribers.

Source: YouTube data, Global, lifetime.

Top Songs

- 1 Henry Moodie - drunk text
- 2 Adrian Khalif, Juicy Luicy - Sialan (feat. Mahalini)
- 3 Angga Candra - Sekecewa Itu
- 4 Mahalini - Mati-Matian
- 5 BABYMONSTER - SHEESH
- 6 **Sal Priadi - Gala bunga matahari**
- 7 Dudy Oris - Aku Yang Jatuh Cinta
- 8 Mahalini - Bawa Dia Kembali
- 9 Richard Jersey - Oke Gas 2
- 10 **Bernadya - Satu Bulan**



The rise of **Bernadya** and **Sal Priadi** can be attributed to the curhat trend on Shorts, where fans poured their hearts out to the artist about life themes related to the sentimental lyrics.

Top Songs on Shorts

- 1 **Angga Dermawan - FAJA SKALI**
- 2 DJ Desa - Terek Bale Remix (feat. MAMAN TEN)
- 3 Mazaya Amania - Memangnya Aku Boneka
- 4 **Angga Dermawan - DOLA**
- 5 Sarah Suhairi, Alfie Zumi - SAH
- 6 HISTED, TXVSTERPLAYA - Masha Ultrafunk
- 7 Nella Kharisma - Sebelas Duabelas
- 8 Juan and Kyle - Marikit sa Dilim (feat. JAWZ)
- 9 Sharou - 3:03 PM
- 10 Zachz Winner - doodle



Angga Dermawan is a singer from Ternate, North Maluku who appears twice in this list because of popular dance and lipsync challenges on Shorts using his hit songs "Faja Skali" and "Dola".

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.



@KalogeraSisters
2.72M SUBSCRIBERS

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.