

# What makes a trend

Human truths behind the  
Top 5 YouTube trends

**Malaysia**



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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.

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## TREND 1

# The success of sequels

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

SEISMIK TV received **10.3M views in 2021** and its most popular video from the SEISMIK Challenge series drew almost **500K views**, topping the first episode's view count by 2X.

## 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.

Malaysian trader and traveler Anson Tan shares updates about the stock market and cryptocurrency via live stream on The Tradveller 作手过客. The channel has **56.9K subscribers** and its most popular live stream in 2021 attracted **18K views**.

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.<sup>1</sup>

Gaming creator **Horangi99** has **388K subscribers** who watch videos of him **playing games on Roblox**. His most popular gameplay video from 2021 has 3.8M views.

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**.





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## TREND 4

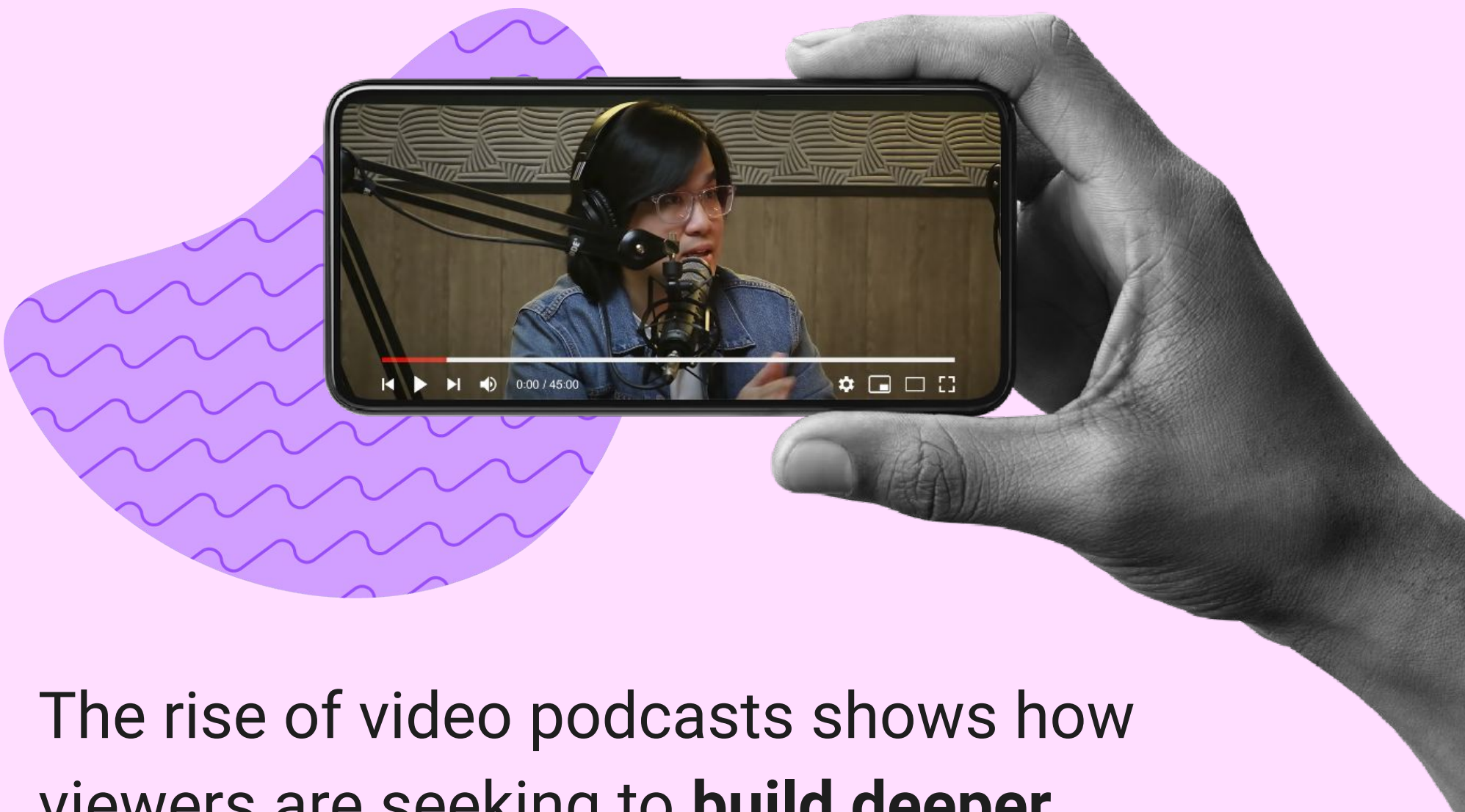
# Podcast enthusiast

YouTube is now an established **podcast destination**, buoyed by greater demand for **audio content** and **multisensory experiences**.

JinnyboyTV Hangouts appeals to its **105K subscribers** with conversations about **culture, food challenges, and celebrity interviews**. The video podcast's episode featuring internet celebrity Uncle Roger had almost 360K views.

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

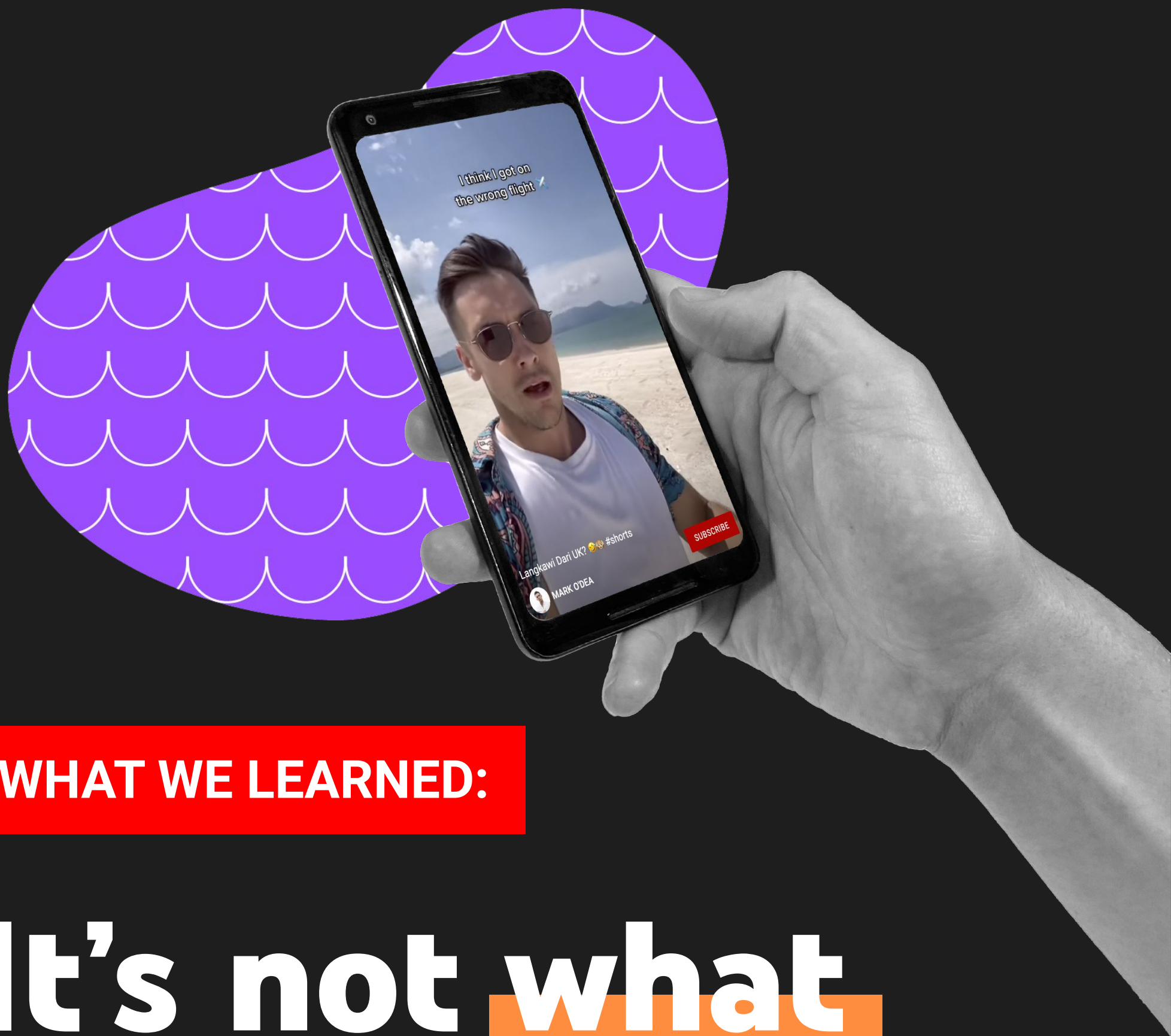
# Short and sweet

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

Mark O'Dea's channel has **171K subscribers** with funny and relatable Shorts about life in Malaysia. His **most popular Shorts has 414K views.**

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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