



# GLOBAL CULTURE & TRENDS REPORT

**UNITED KINGDOM**

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.



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.



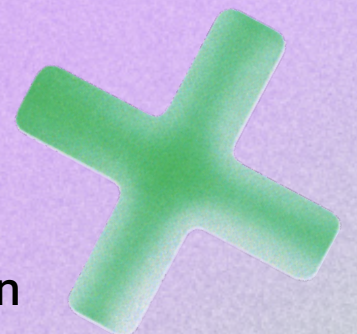
645M<sup>+</sup>

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.

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.



19M+

@cristiano  
67.5M SUBSCRIBERS

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  | <b>UR · Cristiano</b> |
| 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 (Topsy)           |
| 6  | Eminem - Houdini                         |
| 7  | Kendrick Lamar - Not Like Us             |
| 8  | <b>Central Cee, Lil Baby - BAND4BAND</b> |
| 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  | фрази, 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  | <b>Charli XCX - Apple</b>                     |
| 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.



# Methodology

The background of the entire page is a gradient of green, yellow, and orange. There are several large, soft-edged, colorful shapes: a green one at the top, a blue one in the middle, a red one on the left, and an orange one at the bottom. There are also several black, hand-drawn scribbles in the upper left area.

## 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.