

● **pixability** YouTube Study

Fifty Shades of YouTube: Valentine's Day Video Trends










Valentine's Day on YouTube Overview

2015 Valentine's Day-related content on YouTube has already attracted over **2.6 billion views**. "Fifty Shades of Grey" is a popular search term this year.

Valentine's Day by the Numbers

- There are over 10,000 YouTube makeup tutorial videos related to Valentine's Day, totaling 200M views.
- The top YouTube Valentine's Day tutorial is the 2010 video "Valentine's Night," with over 6M total views.
- The vast majority of Valentine's Day-related YouTube videos are published in January and February, but then continue to be shared throughout the year long after Valentine's Day has ended.
- Top videos include: Romantic songs; videos making fun of Valentine's Day; DIY ideas; hair tutorials; make-up and nail tutorials; and the official trailer for the 2015 Valentine's Day release of "50 Shades of Grey."

	 Views	 Channels	 Likes	 Dislikes	 Videos	 FB Shares	 Tweets
Valentine's Day	2,688,134,105	19,330	22,808,998	965,033	48,522	14,440,063	1,342,576
50 Shades of Grey	292,544,769	977	3,104,565	138,355	2,035	2,142,877	236,271

Most Viewed Valentine's Day-Related Video Topics

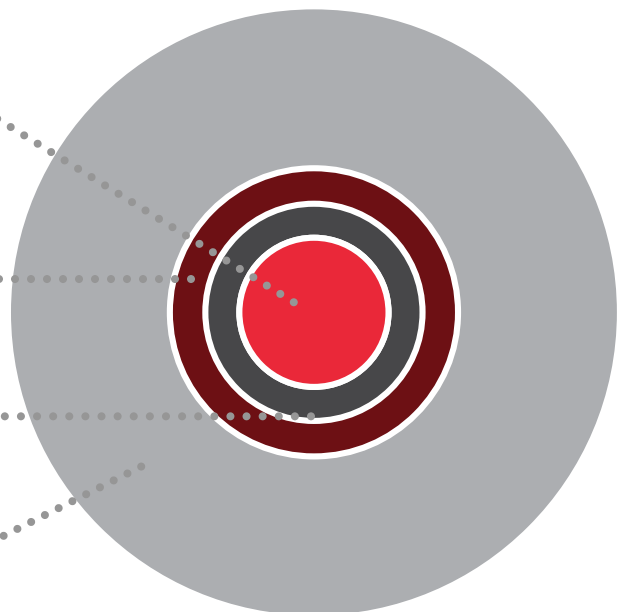
Jamie Dornan ("Mr. Grey") **135M Views**

Fifty Shades of Grey (all character names) **151M Views**

Fifty Shades of Grey (actors and actresses) **508M Views**

Fifty Shades of Grey (movie and/or book) **293M Views**

Valentine's Day (general) **2.69B Views**



Fifty Shades of Grey: Top Videos

A ranking of the top "Fifty Shades of Grey"-related content across a variety of YouTube video genres and categories, based on total YouTube view count.



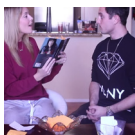
Official Trailer Videos

YouTube Video Title	Total Views
Fifty Shades of Grey - Official Trailer (Universal Pictures) HD https://www.youtube.com/watch?v=SfZWFDs0LxA	53,095,813
Fifty Shades of Grey Official Trailer #1 (2015) - Jamie Dornan, Dakota Johnson Movie HD https://www.youtube.com/watch?v=CQERFnGvi_A	19,311,327
Fifty Shades of Grey Official Trailer #2 (2015) - Jamie Dornan, Dakota Johnson Movie HD https://www.youtube.com/watch?v=Fns7oJeQmZ8	7,190,065
Fifty Shades of Grey Official Trailer (2015) Dakota Johnson Movie HD https://www.youtube.com/watch?v=cjWrXLhYg7Q	6,444,966



Ellen Degeneres Videos

YouTube Video Title	Total Views
Ellen Reads '50 Shades of Grey' https://www.youtube.com/watch?v=on3JCwnwHbU	8,932,669
Ellen in '50 Shades of Grey' https://www.youtube.com/watch?v=cnoZeGkhFGo	3,878,018



Review Videos

YouTube Video Title	Total Views
Fifty Shades Of Sawyer - feat. Grace Helbig https://www.youtube.com/watch?v=5eKXZxsD8IA	1,709,062
50 SHADES OF GREY MOVIE REVIEW! https://www.youtube.com/watch?v=iJuNTveH-ig	1,632,377
PRE REVIEW: 50 SHADES OF GREY https://www.youtube.com/watch?v=k4AayCLC9sc	1,136,109

Fifty Shades of Grey: Top Videos (Continued)



YouTuber Video Spoofs

YouTube Video Title	Total Views
Fifty Shades of Blue with Selena Gomez https://www.youtube.com/watch?v=MKWIqRAW_WI	2,308,400
FIFTY SHADES OF GREY - OFFICIAL TRAILER *PARODY* https://www.youtube.com/watch?v=StxirWNZW1M	2,274,293
Fifty Shades of Grey Parody! https://www.youtube.com/watch?v=y3qZLrC7Ot4	1,809,430
50 Shades of Grey Trailer My Parents React (Ep. 8) https://www.youtube.com/watch?v=XHtlgJSJ8eA	1,701,392
50 Shades of Blacked https://www.youtube.com/watch?v=jallz0FYjm0	969,788



Official "Fifty Shades of Grey" Soundtrack Videos

YouTube Video Title	Total Views
Ellie Goulding - Love Me Like You Do (Official Video) https://www.youtube.com/watch?v=AJtDXIazrMo	40,116,511
Earned It (Fifty Shades Of Grey) (From The "Fifty Shades Of Grey" Soundtrack) Explicit... https://www.youtube.com/watch?v=waU75jdUnYw	15,068,590
Sia - Salted Wound (From The " Fifty Shades Of Grey" Soundtrack (Audio) https://www.youtube.com/watch?v=HJov8G_14-s	3,255,845
Skylar Grey - I Know You (Fifty Shades Of Grey) (Lyric Video) https://www.youtube.com/watch?v=ECRRRcXycjl	1,871,960



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