

10 most popular types of videos on YouTube

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You may have seen a lot of videos on YouTube over the years. You will see many promotional videos, unboxing (opening a new product box), makeup tutorials, music videos and video reaction. There are many different types of videos.

But what if you want to switch from just watching videos to creating videos on YouTube? If you want to start your YouTube channel today, these are the most popular types of videos you can make.

10 most popular types of videos on YouTube

1. Video unboxing
2. Video timelapse
3. Video tutorial game
4. Video tutorial
5. Video review of the product
6. Fans' videos, reviews and comments
7. Video reaction
8. Videos about cute animals
9. Videos about rumors related to celebrities
10. Vlog

Getting started with YouTube is easy; But to be successful is a much more difficult task. Although most of the most watched videos on YouTube are music-related videos, there are many other types to choose from. Let's look at each of these options!

1. Video unboxing

Considered one of the most special types of YouTube videos, video unboxing is the process by which you open a box and describe the content inside. Strangely, this video category is extremely popular and quite easy to implement. All you need is a technology / cosmetic / toy product, etc., with the box intact and a camcorder firmly placed to record the entire process.

As long as you keep talking while unboxing takes place, you will be able to create videos that people find interesting and want to interact with. Note that some unboxing videos have background music, instead of

creators' comments, but they tend to be very brief.

2. Video timelapse

Timelapse is a combination of photography and video to create fast-forward clips.

The easiest way to create a video like this is to use the timelapse application on your smartphone. However, it is also common to edit existing videos like timelapse.

Whichever option you choose, you'll get amazing results, which is why timelapse videos are so popular at the moment. However, many other creators also share their timelapse videos, so it's important to choose the topic carefully.

Video timelapse can be anything from building Lego to building a real building (such as the new World Trade Center) and even creating art.

3. Video tutorial game

Do you like playing games? With the help of a screen capture device (or video camera), you can convey your expertise on a specific game (or level) and can help many entertainers. simultaneous. Considering playing video games as a spectator sport is a relatively new, but extremely popular phenomenon. Look at Twitch's case, where millions of gamers are concentrated every month. Some gamers have even become celebrities thanks to it.

YouTube has its own version, YouTube Gaming, where players can stream online or upload their own gaming activity. Unlike Twitch, these videos will remain on the site for the long term.

If you are using an Android device, Google Play Games can help you record and upload your videos. If you have a game console, you can record the gaming process with the integrated software. (Old consoles will need third party hardware).

4. Video tutorial

YouTube is a frequent destination for anyone who wants to find a way to do something. It can be a technical help tool to solve problems when upgrading to Windows 10 or something less computer-related, such as learning basic knowledge about carpentry. term

Do you have a special skill, ability, or technique that you want to share with others? Creating tutorial videos is the best way to share that skill with everyone.

You can make a simple screencast (mainly record computer screen) or choose a direct approach by sitting opposite the camera. The second option may lead to many stages related to filming and post-production editing. However, as long as you have the editing tools and abilities, the results will be worth the effort you spend.

5. Video review of the product

Like unboxing videos, product review videos are also easy to produce. However, if you want to make your video appealing to your audience, make notes first. After all, you don't want to be in a situation where there's nothing to say in the video, right?

Although the first impression of the video review is quite similar to unboxing video, product review videos will have to go into more details. For example, the video review will include reflections on your experience with the product, whether it is a new pan, bicycle, pencil collection or anything. The theme of the video is up to you!

The most interesting thing is that you can shoot a product review with a single camera. After that, you can add some photos and captions to the video to make your product more attractive.

6. Fans' videos, reviews and comments

Another popular option is videos of fans. This may be a speculation (or evaluation) about your favorite TV show, movie or series or even a review.

Famous brands discussed in such videos include Star Wars, Game of Thrones, Harry Potter and Doctor Who. Of course, there is no reason to limit yourself, but you should take a few minutes to study the existing videos. It would be better to know what kind of videos people want to enjoy.

Fortunately, producing this type of video is also very simple. All you need is a webcam or digital video camera, plus the ability to talk about programs or movies you like.

7. Video reaction

Video reaction is a video that responds to a certain product, work, phenomenon or service.

Like unboxing videos, video reaction is a popular and very simple production option. However, it is also the slowest type of video production, depending on how you set up, the tools you use and what you are responding to.

Creating a video reaction can be done by anything, from a computer webcam to a smartphone application.

As long as you somehow, you can combine what you are watching with your response, the results will be very good.

8. Videos about cute animals

You must have seen all the videos of cats, dogs, birds or even pigs, etc., animals that can do cute things that you can't imagine.

Amazingly, this type of video is often very attractive to viewers. In general, everyone loves the cuteness of animals like dogs or cats, and wants to share lovely moments about them.

So if you have a pet who knows a bit of acting, take the time to film it. Schedule regular filming to catch its cute moments, as close as possible, like the time you feed it.

9. Videos about rumors related to celebrities

Everyone likes to talk about other people, especially when celebrities (perhaps because there are so many rich and attractive topics related to them).

Therefore, celebrity-related videos are extremely popular on YouTube. After all, some people just learn what Ed Sheeran ate during lunch, how George Clooney exercised, and why Lady Gaga intended to wear a hat made from Play-Doh. .

Celebrity gossip videos can use a basic approach such as using a camera, doing vlogs, or perhaps using clips of celebrities mentioned. After that, you can add a voice to what they are saying, why do you think it is important and what does it mean for their career.

10. Vlog

You want to say something? Vlog, or video blogging, is a great way to find people with similar views. Vlogs have been extremely popular for decades, so if you find yourself with good speaking skills, this is an option worth considering.

Note that you should not talk about politics in your videos. Just like a blog, vlog can talk about anything. For example, Maddie Moate talked about the origin of rubber. This huge collection of videos has helped her become a successful YouTuber. As a result, Maddie released three reality TV series for children called 'Do You Know?'. .

However, please note that competition on vlog is very strong. Anyone with a smartphone, tablet or laptop can create a vlog. Therefore, also provide accurate and truthful information, choose topics that interest people, but should also offer different points of view. Do not try to sentence view. Instead, provide perspectives and reasoning arguments that attract people to interact.

You may have seen other types of videos, such as videos of jokes, karaoke, or harmony. Knowing all types of videos is a good thing, but it doesn't have to start working on them right away.

When you have started to get a certain audience, build your own brand. One way to do this is to create an introduction video on YouTube, which can be done with free tools.

Good luck!

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