



GLOBAL CULTURE & TRENDS REPORT

INDIA

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.

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.



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.

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.

1.5B+

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
- Ajju 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

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|----|--|
| 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

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|----|---|
| 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.

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.