

Global Video Insights • October 2011

For millions of people around the world, Vuclip is an essential part of their daily lives. We deliver video on-the-fly, on any device, and in any country, providing unparalleled reach for our partners.



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Hello from Vuclip!

Mobile video watchers are always in search of that fleeting bit of escapism and the machinations of the famous are always fine fodder. Since our beginnings, we've always seen the strong influence of celebrity in our search box. The video views that result from those starry searches are perennially among our most popular clips.

With stars in our eyes (and on our mind), we focused on celebrity in this month's Video Insights report. When we gazed at the constellation of the most-searched Vuclip stars, we found a fascinating blend of popular people. The worlds of Bollywood, Hollywood, and Latin America collide within our search box and we're there to watch the trends that drive mobile video.

Cheers!

Nickhil

Spotlight on the U.S.A.



While the WWE often hovers around the periphery of our top ten searches, this month it slammed into the #2 slot. Was it September's Night of Champions? Or the return of John Cena? We're frankly floored by the sudden leap in wrestling's popularity...

This month's top searches in the U.S. showed how much things can change in one year's time. This time last year, Angelina Jolie and Jessica Alba were riding high - now they're nowhere to be found. While tastes change over time, one thing remains constant - Britney Spears still draws an inordinate amount of searches after all these years.

Top U.S. Searches September 2010

1	Angelina Jolie
2	Jessica Alba
3	Nicki Minaj
4	Family Guy
5	Halle Berry
6	Lady Gaga
7	Kim Kardashian
8	Justin Bieber
9	Shakira
10	Manny Pacquiao

Top U.S. Searches September 2011

1	Britney Spears
2	WWE
3	Lindsay Lohan
4	Beyonce
5	Justin Bieber
6	Kim Kardashian
7	Katy Perry
8	Rihanna
9	Harry Potter
10	Shakira



The U.S. chart was swarmed by interest in a strange news clip. A freaky look inside a house infested with a beehive stung the competition. The biggest question we had after watching the clip was: How could the residents not have heard the buzzing?!

Two crocodiles also made a splash with our users this month. A cute and tiny croc in Australia clamped down on the #2 spot this month, while a clip of the enormous 30-foot crocodile caught in the Phillipines just missed chowing down on the U.S. list.



Top 10 US Videos

1	Bees Turned House into Hive for 10 Years
2	Raw Video: Tiny Croc Makes Splash in Aussie Pool
3	Sick Glow In The Dark Rims On BMW 7 Series
4	September 11 2001 Tribute: Before and After 9/11
5	Justin Bieber Admits Wearing Women's Pants
6	Paris Hilton Not Desired in India
7	Britney: "I Don't Really Have Anything to Prove"
8	PK Jaguars - Angry Birds
9	Stupid Train Stunt
10	Raw Video: Crash at K.C. Air Show

Spotlight on India



Chammak Challo was this month's top tune and has proven its place on top of India's pop charts. While super star Shahrukh Khan gets the glory of performing the tune in "Ra.One", the catchy song has made Akon a popular name with India music fans.

Katrina Kaif ruled over the top searches in India again this month. Besides the Bollywood star, three big movies made up half of our top six. Interest in Bodyguard, Mere Brother, and Mausum was undeniable in September.

Top India Searches September 2010

1	Priyanka Chopra
2	Lady Gaga
3	Mallika Sherawat
4	Salman Khan
5	Anjaana Anjaani
6	Paris Hilton
7	Sachin Tendulkar
8	Katrina Kaif
9	Sherlyn Chopra
10	Sania Mirza

Top India Searches September 2011

1	Katrina Kaif
2	Bodyguard
3	Mere Brother Ki Dulhan
4	Kareena Kapoor
5	Sonakshi Sinha
6	Mausam
7	Chammak Challo
8	Deepika Padukone
9	Ganesha
10	Sonam Kapoor

Bracketed by Bollywood babes in bikinis, this month's top ten India clips are dominated by celebs. Starlet Kanganana Ranaut dazzled fans with her bodacious bod, while the always popular Mallika sizzled in a clip of her in a red two-piece.

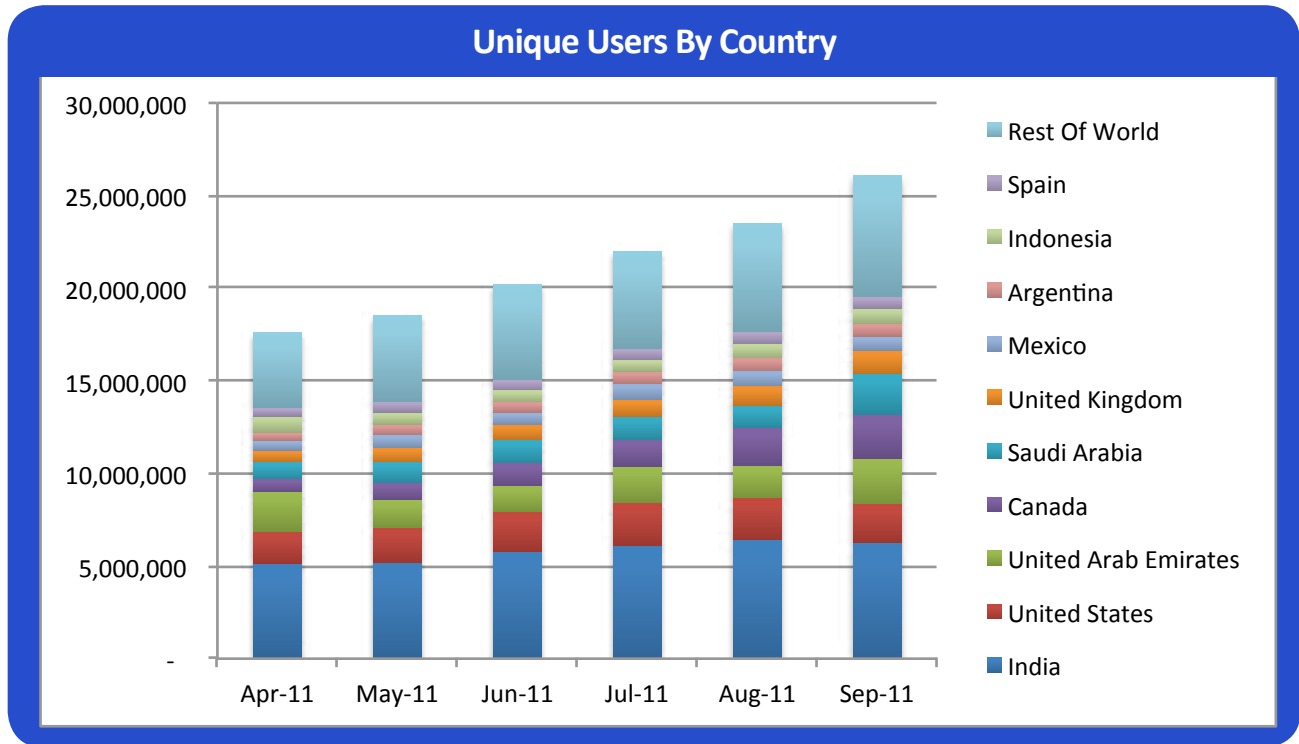


Clips of Vidya Balan scored two out of the top three spots. Anticipation of her upcoming movie, 'The Dirty Picture' is running high and we expect to see Vidya to remain hot throughout the fall.

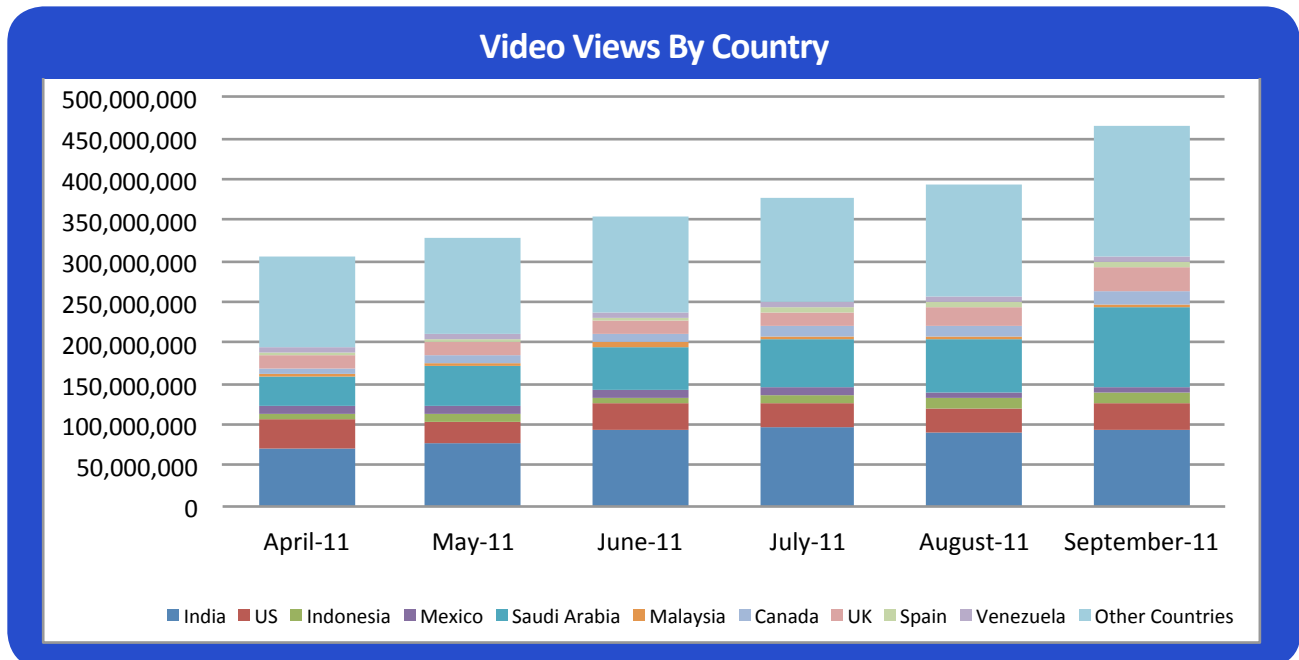
Top 10 India Videos

1	Kanganas Bikini Jokes
2	Vidya Balan On Dirty Picture
3	Vidya's Dirty Pictures Poster Inspires Other
4	Katrina Kaif Hot Item Song in 'Agneepath'
5	Ramdevs Tight Slap On Rakhi
6	Britney Spears Would Be a Teacher?
7	Katrina Bags Dhoom 3
8	Awesome Water Dance
9	Salman Romancing Angela Johnson
10	Mallika Sherawat in a Hot Red Bikini

Mobile Video Trends Around the World



We crested the 25 million unique user mark in September. Boosted by continued strong user growth in the Middle East, we like the way the trend line is headed as we move into the final quarter of the year.



In August, we were tantalizingly close to delivering 400 million video views. At the end of September, we blew by that number and also passed the 450 million mark for good measure. Will we hit the monthly half billion mark in Q4? All indicators look good...

October Video Views - Top Devices Worldwide

Thanks to users in the Middle East, the iPhone continued its stranglehold on our top devices chart. We saw Apple's device expand on its lead and it outpaces the BlackBerry 9700 by nearly a two to one margin.

Nokia's devices made some strong moves this month, fueled by user demand in Southeast Asia and India.

Rank	Device	Last Month
1	iPhone	1
2	BlackBerry 9700	2
3	BlackBerry 8520	3
4	BlackBerry Bold 9780	4
5	BlackBerry 9300	5
6	BlackBerry Torch 9800	6
7	BlackBerry 9000	7
8	Nokia 5233	8
9	Nokia 2700 Classic	9
10	BlackBerry 8900	11
11	Nokia 5130 XpressMusic	10
12	Nokia C1-01	12
13	Nokia N73	14
14	Nokia 2690	13
15	Nokia E63	17

Rank	Device	Last Month
16	Nokia X2-01	16
17	Nokia 5800 XpressMusic	18
• 18	Nokia 6120 classic	23
19	Nokia C3-00	15
20	BlackBerry Pearl 3G 9105	19
21	Nokia X2	20
22	Nokia N70	21
23	Nokia 3110 classic	22
24	iPod Touch	24
25	BlackBerry 9900	NR
26	Nokia E71	29
27	Nokia 2730 classic	25
28	Samsung GT-C3303	26
29	Nokia E5	NR
30	iPad	NR

Up from last month Down from last month • Change of 5 or more

September Movers



Brazil



Top 10 Searches

1	Shakira	6	Lady Gaga
2	Britney Spears	7	Luan Santana
3	Lindsay Lohan	8	Katy Perry
4	Naruto	9	Bruno Mars
5	Michael Jackson	10	Paula Fernandes



[Supervillain Origins: Carnage](#)



[Sick Glow In The Dark Rims On BMW 7 Series](#)

Top 10 Videos Viewed

1	Supervillain Origins: Carnage
2	iPhone5 Concept Features
3	Sick Glow In The Dark Rims On BMW 7 Series
4	Honda Motor Company: Motorcycles to the Civic and Accord
5	Bieber's Fashion Night Out
6	Beyonce Run The World Girls Live
7	Una Vaina Loca Don Omar
8	Adios Moto
9	Water Marble Nail Art
10	Giant Croc Snared with Steel

South Korea



Top 10 Searches

1	Scarlett Johansson	6	2NE1
2	Wonder Girls	7	Hunter x Hunter
3	Real Ghosts	8	Luna Maya
4	Britney Spears	9	Paris Hilton
5	Naruto	10	Sarah Azhari



[Selena Gomez gets a Justin Bieber Tattoo](#)



[Raw Video: Bears Jump Rope, Bike, Skate in China](#)

Top 10 Videos Viewed

1	Justin Bieber Admits Wearing Women's Pants
2	iPhone 5 Concept Features
3	Jessica Biel & Justin Timberlake Walking Together
4	Selena Gomez gets a Justin Bieber Tattoo
5	Kim Kardashian is the Most Annoying Celebrity
6	A Cliff Rescue From Close-Up
7	Car Crashes into Bike Shop
8	BMW S 1000 RR
9	Driftin' 4 Everyone
10	Raw Video: Bears Jump Rope, Bike, Skate in China

United Kingdom



Top 10 Searches

1	Beyonce	6	Nicki Minaj
2	Britney Spears	7	Drake
3	Shakira	8	Justin Bieber
4	Kim Kardashian	9	Rihanna
5	Lil Wayne	10	Adele



[PK Jaguars - Angry Birds](#)



[Epic Tea House Server](#)

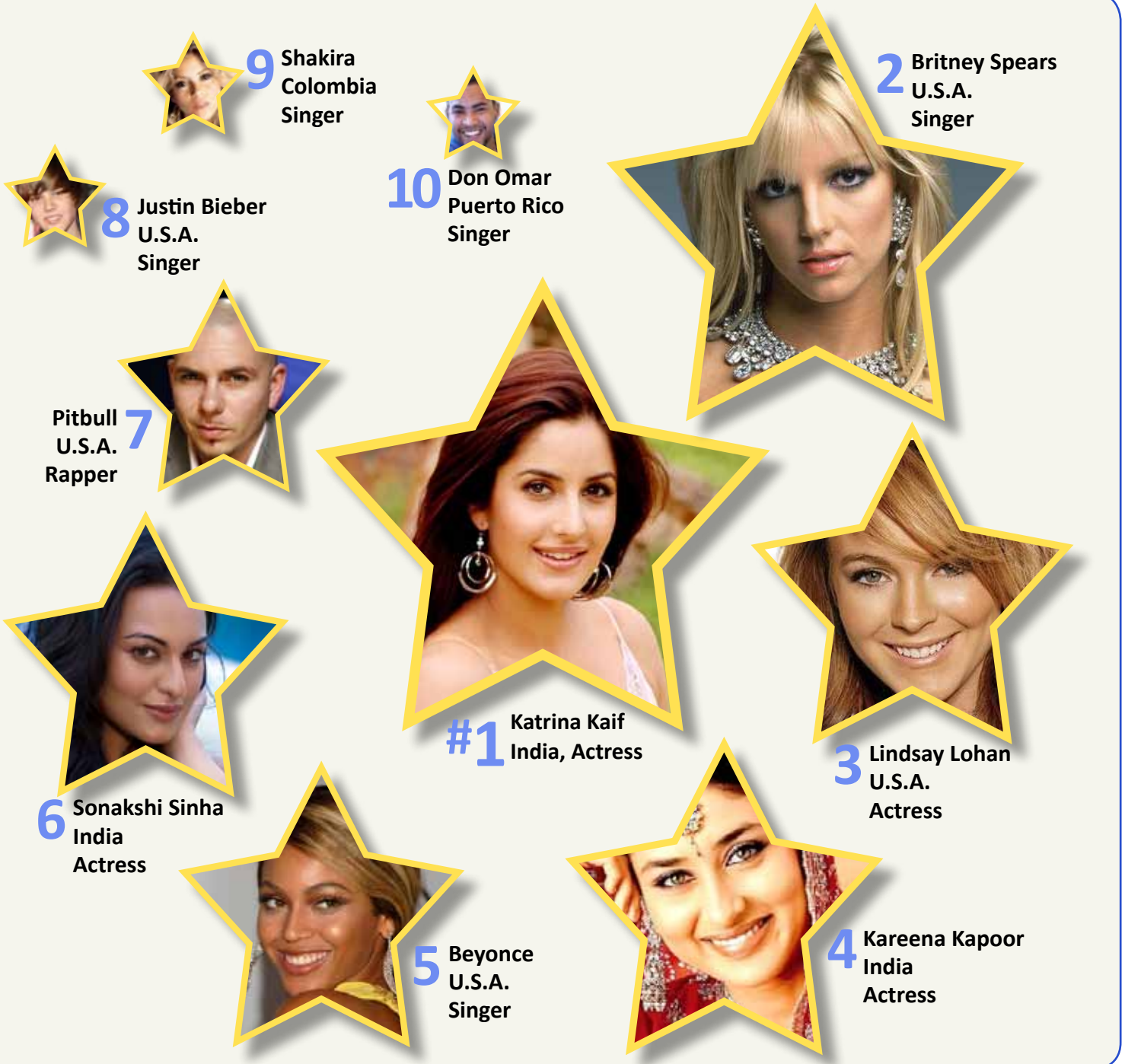
Top 10 Videos Viewed

1	PK Jaguars - Angry Birds
2	Water Marble Nail Art
3	World's Greatest Drag Race
4	Sick Glow In The Dark Rims On BMW 7 Series
5	Epic Tea House Server
6	City Centre Intrusion - Anti Riot Forces
7	Michel & Sven - Der Tischdeckentrick
8	Inter vs Roma Lucio Kicks Steklenbur
9	40000 Watt Speaker
10	Waka Waka Shakira with Baby Dance

Introducing the Mega Stars of Mobile Search

When we tallied up all of September's searches, one star outshone the rest. Indian actress Katrina Kaif pulled in millions of searches and outpaced #2 star Britney Spears by a few thousand queries.

In our celeb constellation, you'll find a mix of Bollywood starlets, American singers, and Latino entertainers orbiting around our top celeb. The stars are aligned in a way that lets you see the relative popularity of each of the stars to Katrina Kaif. By the time you get to the tenth hottest celebrity, he's just a tiny light next to our brightest star.



Top Male and Female Celebs by Country

While we know that women are a more popular topic on Vuclip, we wanted to give equal time to the guys. Here's a look at the most popular male and female from five of our key locales.

The local flavor provides an interesting glimpse at who's hot around the world.

India	 Sachin Tendulkar Cricket Player	 Katrina Kaif Actress
Indonesia	 Briptu Norman Singer	 Luna Maya Actress
Mexico	 Pitbull Rapper	 Shakira Singer
UK	 Lil Wayne Rapper	 Beyonce Singer
U.S.A.	 Justin Bieber Singer	 Britney Spears Singer
Venezuela	 Shakira Singer	 Don Omar Rapper
Phillipines	 Nadine Alexandra Singer	 Justin Bieber Singer
Nigeria	 Beyonce Singer	 Wizkid Singer
South Africa	 Beyonce Singer	 Trevor Noah Comedian
Argentina	 Silvina Luna Actress	 Ricardo Arjona Singer