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## Why YouTube Videos Go Viral

By [Roger Keays](#), 21 March 2012

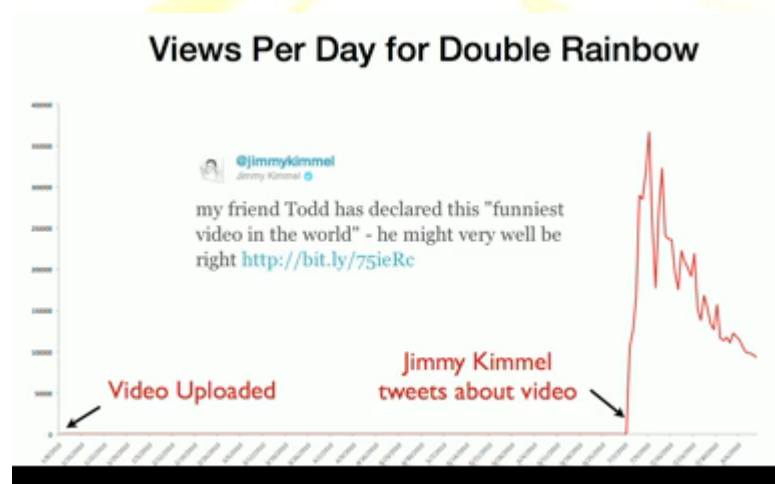
If you have a spare seven minutes, take a look at this TedTalk video from YouTube's Trend Manager, Kevin Allocca.

With over **48 hours** of video uploaded to YouTube every **minute**, Kevin identifies three characteristics of those videos that go viral and get over one million views. They are:

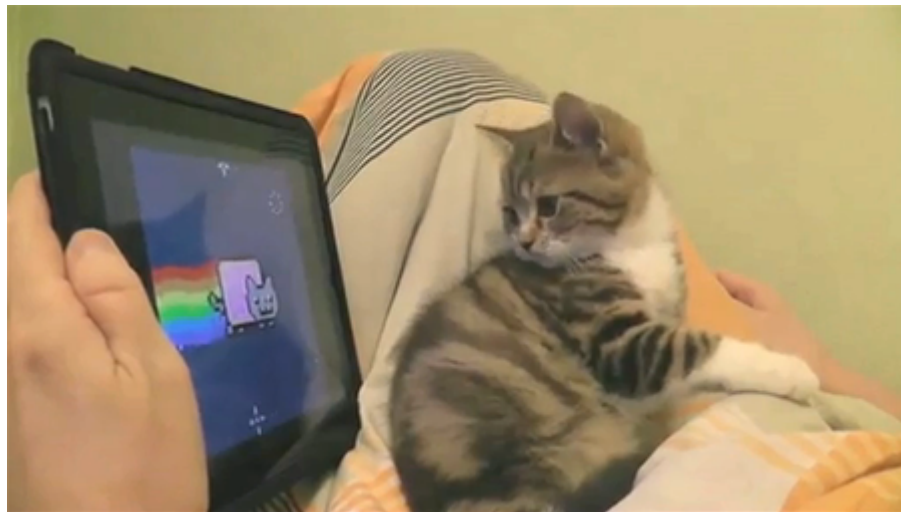
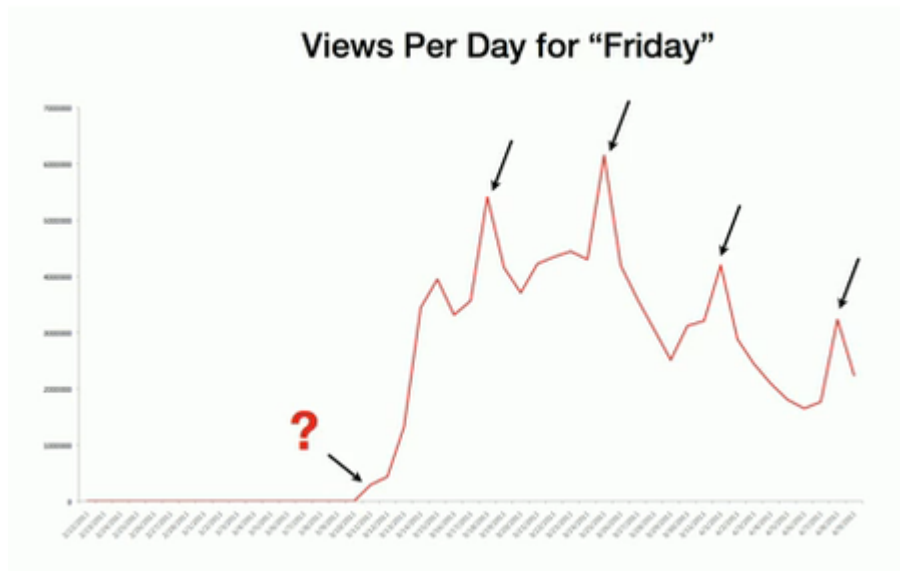
- Tastemakers / Influencers (people who kick-start the viral trend)
- Participation (e.g. video remixes, imitations, parodies, sharing)
- Uniqueness and Unexpectedness

Here is the video. You may need to [view it online](#) if you are reading this from your email account.

And some interesting screenshots from the presentation.



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## About Roger Keays



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