

SA's most-watched YouTube videos in 2021

YouTube has released its 2021 Top Ten lists, celebrating 2021's biggest moments on the platform in South Africa.



The country's Top Ten trending videos on YouTube this year reflect the growing popularity of original content produced by South African creators on the platform with Ramscomics, Lasizwe Dambuza, MacG, Noluthando Zungu and MDM Sketch Comedy, all dominating this category.

The top trending videos on YouTube for 2021 are based on a range of factors that determine how, beyond just viewership. For example, YouTube also considers engagement while also looking at signals like shares and likes. YouTube's 2021 Top Ten lists bring together the biggest videos in South Africa from creators, personalities and mainstream media with a presence on YouTube.

Local favourites topping the list include #YouTubeBlack Voices class of 2021 creator Lasizwe Dambuza, and former radio show host turned podcaster, MacG. In a year when Amapiano music took the world by storm, a video featuring a group of Amapiano dancers ranked second in the country, with almost six million views. President Cyril Ramaphosa's address to the nation, the funeral service for local musician Killer Kau and Prince Harry and Meghan's tell-all interview with Oprah were among the news items that had South Africans clicking 'play'.

| Video title | Channel |
|---|------------------------|
| Noko Mashaba - Makhi's Chicken | Ramscomics |
| Mr JazziQ Umsebenzi wethu / Amapiano dancers #Roadto1k | Pearl Tsweletso |
| The funeral service of Sakhila "Killer Kau" Hlatshwayo | Icebolethu Funerals |
| President Cyril Ramaphosa addresses the nation | eNCA |
| Dealing with Toxic Men | Noluthando Zungu |
| Drink Or Tell The Truth w/ Zodwa Wabantu | Lasizwe Dambuza |
| Meghan and Harry's Oprah interview | CBC News: The National |
| Israel Zulu on Life on Prison, Crime, Yizo Yizo, Being Typecast, Politics, Ethics | MacG |
| Luh & Uncle - He Forgot How To Speak Zulu | MDM Sketch Comedy |
| How to naturally whiten your yellow teeth 100% effective | Mojaraba TV |

In addition to the top trending videos list, YouTube South Africa has also released:

- The Top Trending Music video list topped by Cassper Nyovest's Siyathandana music video
- The Breakout Creators list topped by <u>Tsoanieskits</u>
- The Top Creators list topped by MrBeast
- The Shorts Creator list topped by Zhong

For a full breakdown of YouTube's 2021 Top Ten lists, please go here.

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