

# Your channel has gotten 11,165,925 views and 91,266 subscribers so far

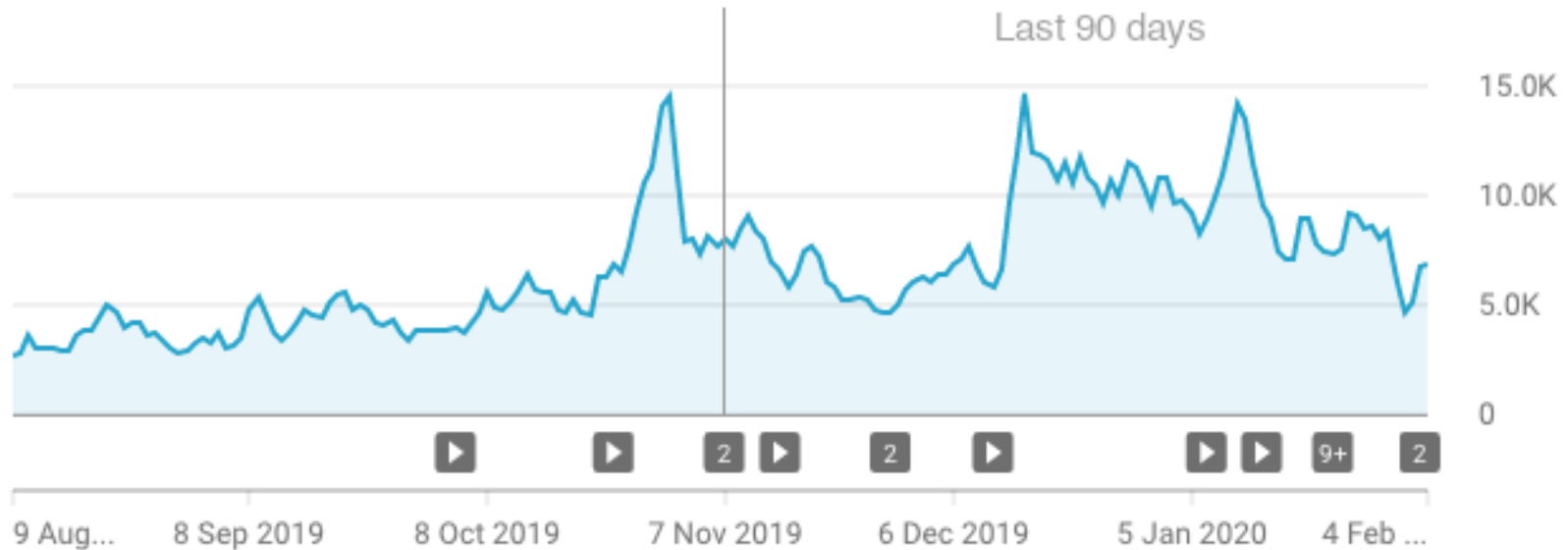
(17/09/2010-04/02/2020)

The screenshot shows the YouTube channel page for THE WHY Foundation. At the top is a black banner with the channel's logo 'THE WHY' in a red box on the left. The main text in the banner reads 'We believe free access to information is a human right.' To the right of this text is a 'Donate' button with a red arrow pointing to it. Below the banner is the channel's profile section, featuring the 'THE WHY' logo, the name 'THE WHY', and '91.1K subscribers'. A red 'SUBSCRIBE' button is located to the right of the subscriber count. Below the profile section is a navigation menu with tabs for 'HOME', 'VIDEOS', 'PLAYLISTS', 'COMMUNITY', 'CHANNELS', and 'ABOUT'. The 'HOME' tab is currently selected. The main content area displays a video player for a video titled 'THE WHY Foundation'. The video player shows the channel's logo and a progress bar at 0:01 / 2:07. To the right of the video player is a description for 'THE WHY Foundation' with 1,343 views from 1 month ago. The description states: 'THE WHY Foundation promotes human rights by providing the world with thought-provoking documentary films.' and 'THE WHY Foundation works with partners across the world to extend free access to information for everyone.' Below the description is a 'READ MORE' link. To the right of the description is a 'PARTNER CHANNELS' section listing 'The Open University', 'European Broadcastin...', and 'Ford Foundation', each with a 'SUBSCRIBE' button.





## Your channel got **752,898** views in the last **90** days

That is **302,150** or **67%** more views than in the previous 90 days

Views	Watch time (hours)	Subscribers	Average view duration
752.9K <span>↑</span>	180.6K <span>↑</span>	+4.9K <span>↑</span>	14:23 <span>↑</span>
<span>↑</span> 67%	<span>↑</span> 92%	<span>↑</span> 91%	<span>↑</span> 15%



## Your top 5 videos in the last 90 days

Video	Average view duration	Views
1  <b>The Secret Slaves of the Middle East   WHY WOMEN? (...)</b> 20 May 2016	12:32 (28.4%)	332,842
2  <b>Mormon Polygamy: Leaving the Cult   WHY STORIES (F...</b> 4 Oct 2019	17:38 (39.3%)	182,642
3  <b>Park Avenue: Money, Power and the American Dream   ...</b> 5 Jan 2013	20:15 (34.3%)	119,237
4  <b>Last Days of the Arctic   FILM OF THE MONTH (Januar...</b> 1 Jan 2020	13:17 (29.5%)	16,256
5  <b>Stealing Africa   WHY POVERTY? (OFFICIAL FULL FILM)</b> 5 Jan 2013	13:15 (22.7%)	14,336

## Top 10 countries viewing your videos in the last 90 days

	Views ↓	Average view duration	Watch time (hours)
<b>Total</b>	<b>752,977</b>	<b>14:23</b>	<b>180,579.3</b>
<a href="#">United States</a>	283,303 37.6%	16:56	79,964.9 44.3%
United Kingdom	56,393 7.5%	14:58	14,068.5 7.8%
India	44,017 5.9%	8:41	6,381.2 3.5%
Canada	43,462 5.8%	16:50	12,200.7 6.8%
Philippines	29,570 3.9%	12:00	5,920.9 3.3%
Australia	29,227 3.9%	15:51	7,721.8 4.3%
Kenya	16,413 2.2%	13:29	3,688.9 2.0%
South Africa	15,987 2.1%	14:45	3,932.8 2.2%
Germany	13,354 1.8%	14:03	3,130.2 1.7%
United Arab Emirates	10,219 1.4%	11:14	1,915.3 1.1%

## Demography of your viewers in the last 90 days

### Age

Views · Last 90 days



### Gender

Views · Last 90 days



## **Channel analysis:**

Our channel is growing. On average we have 50 new subscribers and 8,000 views every day. At the current rate of growth, we expect to hit 100.000 subscribers in just over 5 months (June 2020).

The majority of our growth is driven by our top 3 most watched videos, together they brought in 84% of the views and 79% of new subscribers for the period.

Our average view duration for the period is 14 minutes and 23 seconds, which is 3 minutes more than the 11 minutes and 24 seconds the average visitor spends on YouTube.<sup>1</sup>

The number one contributor to the channel growth is new videos (videos launched 10/2019-02/2020). In the last 90 days new videos have brought in 219,110 views, making up 48% of the 67% increase in views.

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<sup>1</sup> Ibid.

During the last four months, we have experimented with different types of content. We have the monthly “Film of the Month”, which is a full length (45 minutes) documentary film that we launch at the beginning of every month and take down again at the end of the month. Then we have trailers for every “Film of the Month” documentary. We have also started a new series called “THE WHY Asks”, which consists of short 5 minute interviews with various well-known people. Lastly, we also launched quite a few short films (2-10 minutes) with foreign-language subtitles. It is clear that the long format content, ie. “Film of the Month”, vastly outperforms the shorter formats, accounting for 94% of the views brought in by new videos.

37,6% of our viewers are based in the U.S., which is very high when taking into account that only 14,8% of the traffic on YouTube comes from the U.S.<sup>2</sup>

It is difficult to find statistics on the general YouTube demographic. It is uncertain what the gender ratio is among the complete group of users, although google claims it is about 50/50 male-female (2016 study).<sup>3</sup>

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<sup>2</sup> <https://blog.hootsuite.com/youtube-stats-marketers/>

<sup>3</sup> <https://www.thinkwithgoogle.com/data-collections/youtube-viewer-behavior-online-video-audience/>

If we accept that, we can say that our channel has about 5% more female viewers than the overall average on YouTube.

There are no clear statistics showing the age of YouTube's users so we cannot say whether our viewers are older or younger than average. However, we can say that 24,2% of our viewers are 55 years old or older, and overall it looks like our viewership is spread out quite well between age groups.