Armenian News YouTube Channel Activity Analysis

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July 24, 2023

1. Introduction

According to a public survey conducted in June 2025, 53.3% of respondents reported receiving daily news updates through Facebook, while 36.5% relied on YouTube for this purpose. Given YouTube's significant role as a news source, this research aims to analyze user engagement across 25 selected Armenian news channels on YouTube. The analysis focuses on identifying trends in audience interaction, including views, ratings, and upload frequency, to better understand how users consume news content on the platform daily.

2. Data Overview

For this project, I consulted with my mentor, Magda Aghababyan, who provided a curated list of 25 Armenian news YouTube channels. These channels were selected in the aftermath of the 2020 war and reflect a variety of perspectives. While not selected through formal random sampling, the list can be considered representative of channels followed by a randomly chosen individual interested in Armenian news content.

The main variables used in the analysis include:

- **Views**: the number of views each video received
- **Ratings**: based on user interactions such as likes and dislikes
- **Publication date**: the original upload date of each video
- **Date of scraping**: the date when the data was collected

The dataset contains video records starting from 2021 and is updated on a daily basis to reflect ongoing activity on the channels. During the daily data collection, there are days when the data is not collected. The data scraping process is based on taking the data from the latest 15 videos of the channel's feed. Additionally, some YouTube channels included in the dataset have since been closed; however, all available data collected prior to their closure is preserved and considered in the analysis.

Closed channels:Grey Zone, CivilNet Feed, Armenian News Radio FM 106.5 Feed, Sputnik Armenia.

3. Methodology

The data used in this project was collected through web scraping. Custom scripts were developed to automatically extract publicly available information from the YouTube channels into XML files. To store and manage the scraped data, an SQL database was used. Python was connected to the database using ready-made database adapter libraries, such as psycopg2

for PostgreSQL. SQL was chosen for its reliability, structure, and integration capabilities with Python-based data analysis tools.

The database consists of two main tables:

1. youtube_channels

This table contains metadata about each YouTube channel.
Structure:

channel_id SERIAL PRIMARY KEY,

original_channel_id TEXT unique,

channel_name TEXT,

url TEXT,

last_scraped DATE

2. videos

This table stores video-level data scraped from each channel.
Structure:

video_id SERIAL PRIMARY KEY,

original_video_id TEXT,

channel_id INTEGER REFERENCE youtube_channels(channel_id),

title TEXT,

description TEXT,

published_at DATE,

url TEXT,

views INTEGER,

rating INTEGER,

scraped_at DATE

Once the data was stored in the database, it was queried and processed using both Python and PostgreSQL.

4. SQL Analysis

This section presents the results obtained by analyzing the engagement metrics and activity patterns of 23 Armenian news YouTube channels based on the data collected and stored in the SQL database.

The Number of Distinct Channels in DB

"Shoghakat TV"

"MediaMax Red Thread"

"Factor TV"

"Article 3 Club"

"IDeA Foundation Yerevan"

"Armenian Public TV"

"News AM"

"24TV"

"Batc TV"

"infocom. am"

"SHANT TV"

"Novosti Armenia"

"Noyan Tapan TV"

"RusArm Info"

"1in TV Armenia"

"Army Life"

"Sputnik Armenia"

"Arm Public TV"

"Arm Daily News TV"

"Armenian News Radio FM 106.5 Feed"

"VOMA"

"CivilNet Feed"

"Arm News TV"

"Grey Zone"

"Armenian National Network

Channels with min/max views

For each channel, the query calculates the minimum and maximum number of views among that channel's latest video records.

channel_name	min	max
1in TV Armenia	0	163355
24TV	0	328640
Arm Daily News TV	0	146906

Arm News TV	0	263054
Arm Public TV	0	276270
Armenian National Network	136	3435
Armenian News Radio FM 106.5 Feed	0	65610
Armenian Public TV	0	272668
Army Life	98	790080
Article 3 Club	0	7468
Batc TV	0	377372
CivilNet Feed	0	287293
Factor TV	0	193029
Grey Zone	10298	1892276
IDeA Foundation Yerevan	7	184
infocom. am	8	43582
MediaMax Red Thread	74	122284
News AM	0	209120
Novosti Armenia	21	192791
Noyan Tapan TV	0	275947
RusArm Info	0	119943
SHANT TV	7	608303
Shoghakat TV	0	57282

Sputnik Armenia	56	61967
VOMA	6	213468

Channels with min/max ratings

For each channel, the query calculates the minimum and maximum number of views among that channel's latest video records.

channel_name	**min**	**max**
1in TV Armenia	0	4248
24TV	0	6651
Arm Daily News TV	0	2374
Arm News TV	0	1728
Arm Public TV	0	5746
Armenian National Network	0	68
Armenian News Radio FM 106.5 Feed	0	2901
Armenian Public TV	0	4990
Army Life	1	7157
Article 3 Club	0	26
Batc TV	0	5455
CivilNet Feed	0	4524
Factor TV	0	4091
Grey Zone	911	38735

IDeA Foundation Yerevan	0	12
infocom. am	0	308
MediaMax Red Thread	1	3007
News AM	0	5461
Novosti Armenia	0	1035
Noyan Tapan TV	0	6459
RusArm Info	0	3802
SHANT TV	0	15034
Shoghakat TV	0	1510
Sputnik Armenia	0	912
VOMA	0	9949

How Popular the Channels are

This query calculates the total number of views for each channel, based on the most recent data for each video.

Logically, Shant TV and Arm Public TV have the biggest number of total latest views, as these channels are not only publishing news but also other content as well. Therefore, we have potential bias in working with this query.

channel_name	**total_latest_views**
SHANT TV	2.32E+08
Arm Public TV	1.22E+08
1in TV Armenia	94535006
Factor TV	83686068

News AM	80441915
Noyan Tapan TV	78128144
Arm News TV	49772108
24TV	49402440
Batc TV	47925183
RusArm Info	43301204
Armenian Public TV	41224344
CivilNet Feed	28308505
Armenian News Radio FM 106.5 Feed	9272875
Grey Zone	9192489
Shoghakat TV	7057145
VOMA	3838778
Novosti Armenia	3553829
Army Life	2646001
Arm Daily News TV	1634621
MediaMax Red Thread	670539
Sputnik Armenia	484519
infocom. am	335353
Article 3 Club	39179
Armenian National Network	20866

IDeA Foundation Yerevan	1942

Top Videos by Views

This query retrieves the 10 most viewed videos (based on the views column) across all channels in your dataset.

title	views	channel	last_check
"Нож на войне! Ожидание и реальность.	"1892276	"Grey Zone"	"2022-06-02"
"Нож на войне! Ожидание и реальность.	"1890305	"Grey Zone"	"2022-06-01"
"Нож на войне! Ожидание и реальность.	"1888352	"Grey Zone"	"2022-05-31"
"Нож на войне! Ожидание и реальность.	"1886439	"Grey Zone"	"2022-05-30"
"Нож на войне! Ожидание и реальность.	"1884252	"Grey Zone"	"2022-05-29"
"Нож на войне! Ожидание и реальность.	"1882198	"Grey Zone"	"2022-05-28"
"Нож на войне! Ожидание и реальность.	"1879940	"Grey Zone"	"2022-05-27"
"Нож на войне! Ожидание и реальность.	"1877309	"Grey Zone"	"2022-05-26"
"Нож на войне! Ожидание и реальность.	"1874272	"Grey Zone"	"2022-05-25"
"Нож на войне! Ожидание и реальность.	"1870817	"Grey Zone"	"2022-05-24"

Average Views per Channel (2 Days After Publication)

This query measures the average views per channel two days after videos are published.

As the table shows, Grey Zone and Shant TV are leaders in the number of average views (2 days after publication), which means that people are more likely to want videos from these 2 channels in 2 days after a video gets published.

channel_name	average_views
Grey Zone	37805
SHANT TV	34035
Batc TV	18220

Noyan Tapan TV	14836
Arm Public TV	14090
Factor TV	7910
1in TV Armenia	7825
News AM	6878
Arm News TV	5633
24TV	5443
RusArm Info	5380
Armenian Public TV	5379
CivilNet Feed	3326
VOMA	2593
Army Life	2305
Armenian News Radio FM 106.5 Feed	2038
Sputnik Armenia	1456
Novosti Armenia	1236
Shoghakat TV	1113
MediaMax Red Thread	1110
Arm Daily News TV	782
infocom. am	676

Armenian National Network	569
Article 3 Club	44
IDeA Foundation Yerevan	19

Missing titles or descriptions

The query shows that there are no videos with missing titles.

The number of videos with missing descriptions is 29658.

Number of Videos Published Over Time

This query shows how many videos are published each day, grouped by channel and publication date (first 10 rows shown).

We see that the highest results in video count are in 2021, which is likely due to post-was situation, which was suitable for publishing many videos and information.

channel_name	publish_date	video_count
Factor TV	9/10/2021	37
Arm Public TV	9/10/2021	33
Arm Public TV	9/9/2021	33
1in TV Armenia	9/10/2021	31
1in TV Armenia	8/7/2023	31
1in TV Armenia	9/14/2021	30
1in TV Armenia	6/9/2023	30
1in TV Armenia	4/20/2022	30

1in TV Armenia	2/6/2023	30
1in TV Armenia	9/9/2021	30

Views Trend Over Time

This query aggregates total views per day based on when videos were published, and when most view-generating videos are being posted (first 10 records shown).

publish_date	total_views
3/30/2022	87823995
3/25/2022	30897766
12/12/2022	23399276
6/16/2023	22485339
6/17/2022	15150174
2/4/2023	14662043
6/27/2022	14421099
12/6/2022	13027529
1/24/2022	12866268
3/31/2022	11613575

Average Rating per Channel (2 Days After Publication)

This query calculates the average user ratings of each channel's videos 2 days after posting.

As shown, the channel Grey Zone has the highest average views. Although the channel is no longer active at the time of writing this report, it still holds the highest average view count compared to all currently active channels.

channel_name	average_views
Grey Zone	2776
SHANT TV	633

Batc TV	490
Noyan Tapan TV	447
Arm Public TV	174
VOMA	169
1in TV Armenia	163
Factor TV	132
Shoghakat TV	117
RusArm Info	115
Armenian Public TV	89
Army Life	74
24TV	72
CivilNet Feed	70
News AM	56
Arm News TV	39
Sputnik Armenia	29
Armenian National Network	24
MediaMax Red Thread	18
Arm Daily News TV	17
infocom. am	11
Novosti Armenia	11

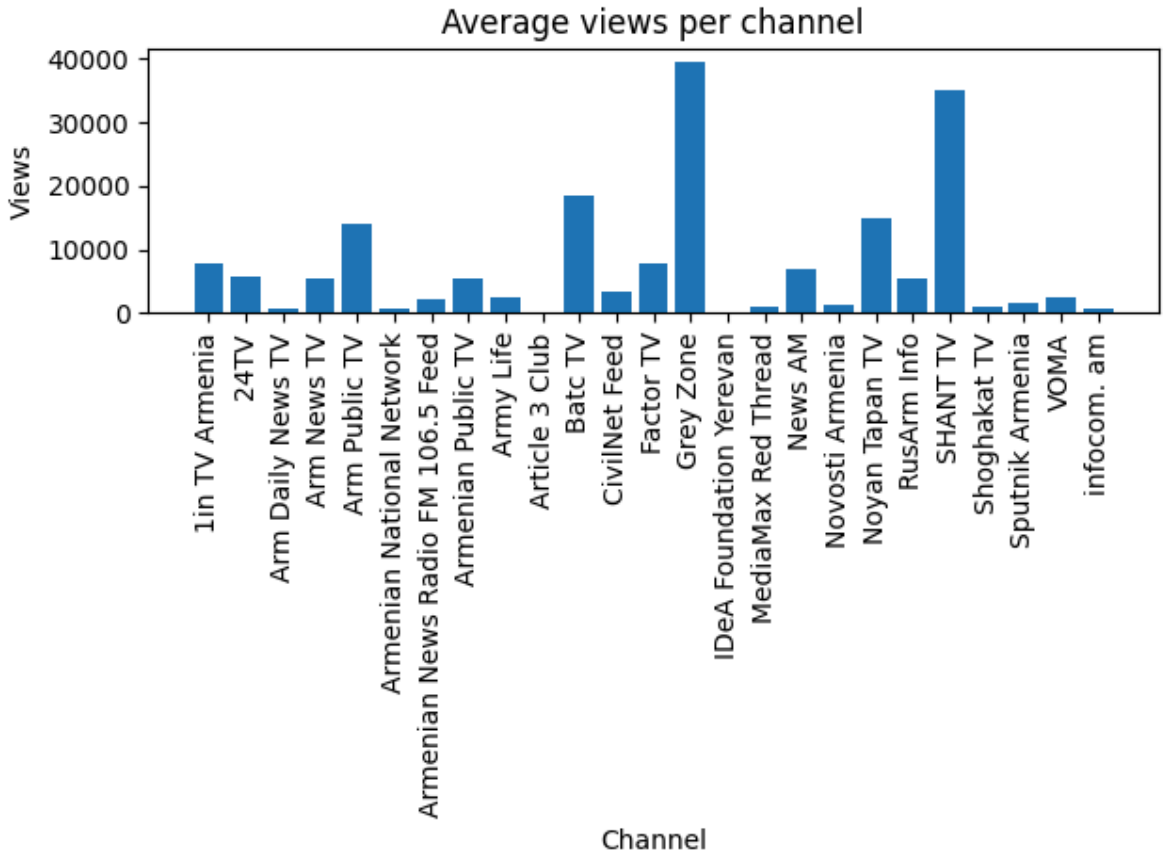
IDeA Foundation Yerevan	3
Article 3 Club	1
Armenian News Radio FM 106.5 Feed	0

5. Visualizations

Average views per channel (2nd day)

Shows which channels get the most views shortly after publishing

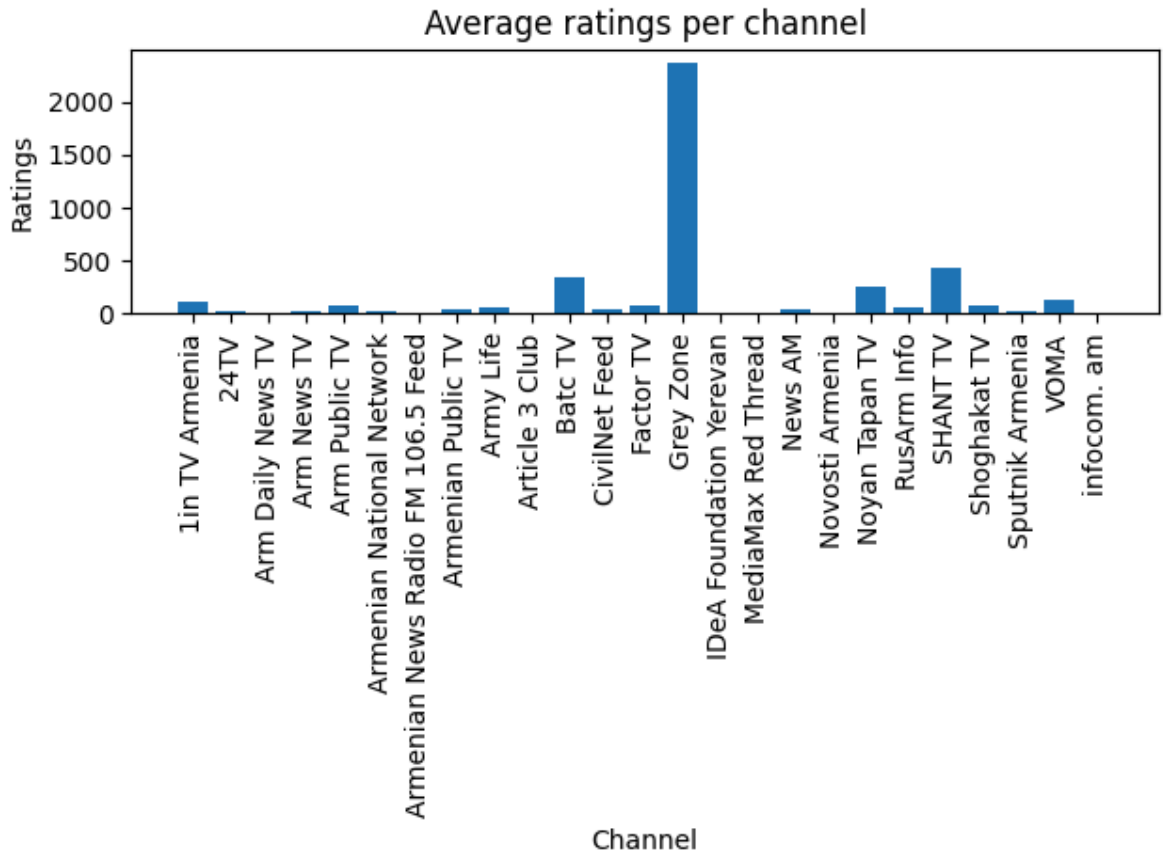
Previously shown SQL query result was the same, showing that Grey Zone and Shant TV are the leaders in average views per channel in 2 days after each video publication.



Average rating per channel

Compares like/dislike ratios across channels (higher = better reception)

Clearly, Grey Zone's rating is incomparably higher compared to the other channels. Although this channel is not active anymore, it was active during the war period, which explains this result. Batc TV, Shant TV and Noyan Tapan TV also have high ratings compared to other channels.



Views vs ratings correlation

Checks if higher-viewed videos tend to get better/worse ratings

Correlation coefficient list:

1in TV Armenia: 0.8020778805779648

24TV: 0.8270348606070095

Arm Daily News TV: 0.8416172092374415

Arm News TV: 0.9514823805180825

Arm Public TV: 0.7821429569564726

Armenian National Network: 0.7061997329389662

Armenian News Radio FM 106.5 Feed: 0.020459609346261783

Armenian Public TV: 0.901283252105813

Army Life: 0.8370226516770274

Article 3 Club: 0.25776691912379973

Batc TV: 0.8843777589270351

CivilNet Feed: 0.8278166323726128

Factor TV: 0.8186631167981204

Grey Zone: 0.7767002414967022

IDeA Foundation Yerevan: 0.8141410936882868

MediaMax Red Thread: 0.8391009417522076

News AM: 0.7219354075762104

Novosti Armenia: 0.8728650667029886

Noyan Tapan TV: 0.9314692603281644

RusArm Info: 0.7618442514250998

SHANT TV: 0.9646065868872691

Shoghakat TV: 0.7114942328284475

Sputnik Armenia: 0.8256926589441278

VOMA: 0.8327569043983166

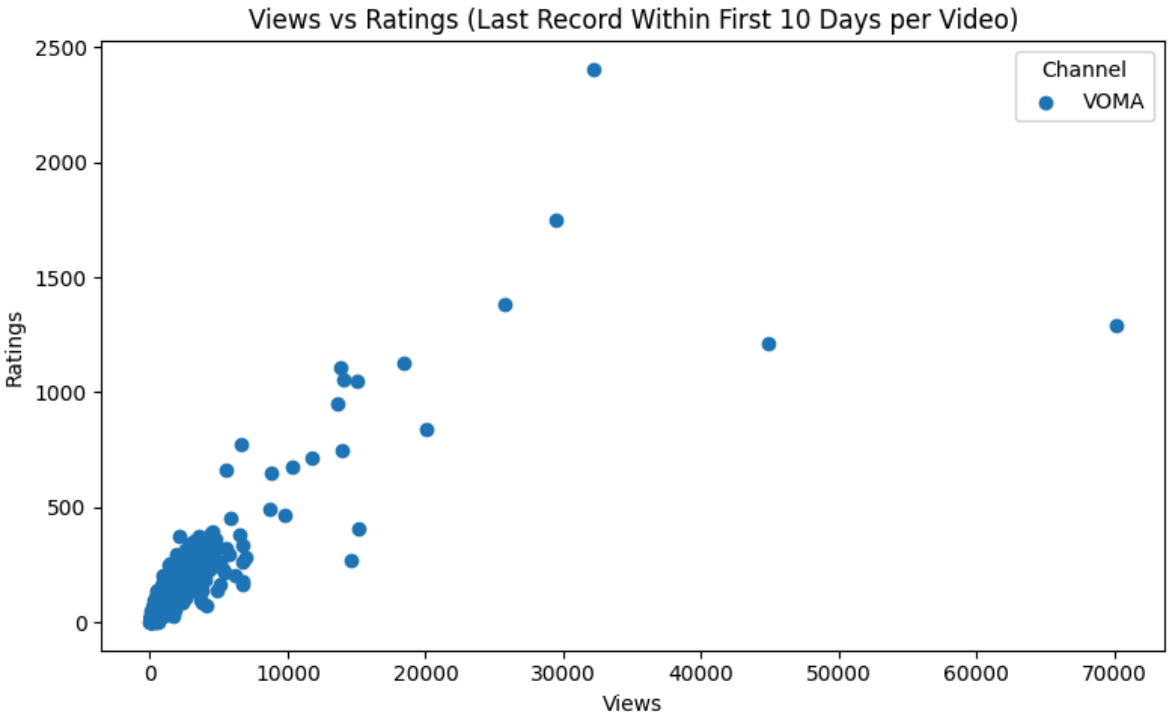
infocom. am: 0.7644718638407609

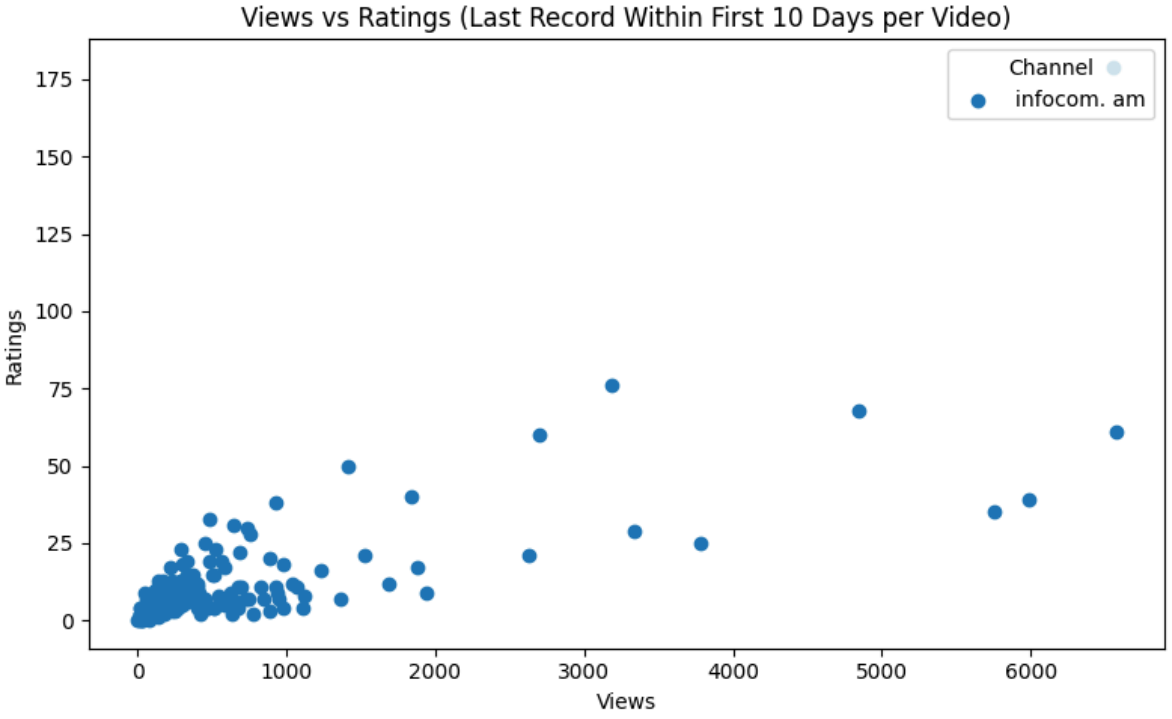
This table and the plots examine whether videos that receive more views also tend to receive higher (or lower) user ratings (such as likes). The correlation coefficient (ranging from -1 to 1) indicates how strong and in what direction the relationship is:

- +1 → Strong positive correlation: More views = higher ratings
- 0 → No correlation: Views and ratings are unrelated
- -1 → Strong negative correlation: More views = lower ratings

SHANT TV (0.96), Noyan Tapan TV (0.93), Arm News TV (0.95), Armenian Public TV (0.90) show an extremely strong relationship between views and ratings. That means when a video performs well in views, it also gets many likes (or good ratings). Their audiences are likely engaged and satisfied with the content.
Channels like 24TV, Batc TV, Factor TV, CivilNet Feed, VOMA, and Grey Zone also show a strong positive correlation. These channels are consistently well-rated when their videos are widely viewed. Channels like News AM, Armenian National Network, Shoghakat TV, RusArm Info show a solid link, but slightly less strong than top-tier channels. These might have more content variation or mixed audience sentiment. Article 3 Club (0.25) — View counts and ratings are barely related. Armenian News Radio FM 106.5 Feed (0.02) — Almost no relationship between views and ratings. This could mean that people watch but don't rate or content generates passive rather than active engagement. It is also possible that there is a discrepancy between clickbait and quality.

In general, most channels show a strong positive correlation, meaning that popular videos also tend to be well-received.


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
VOMA
Ratings
Views
0
500
1000
1500
2000
2500
0
10000
20000
30000
40000
50000
60000
70000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
infocom. am
Ratings
Views
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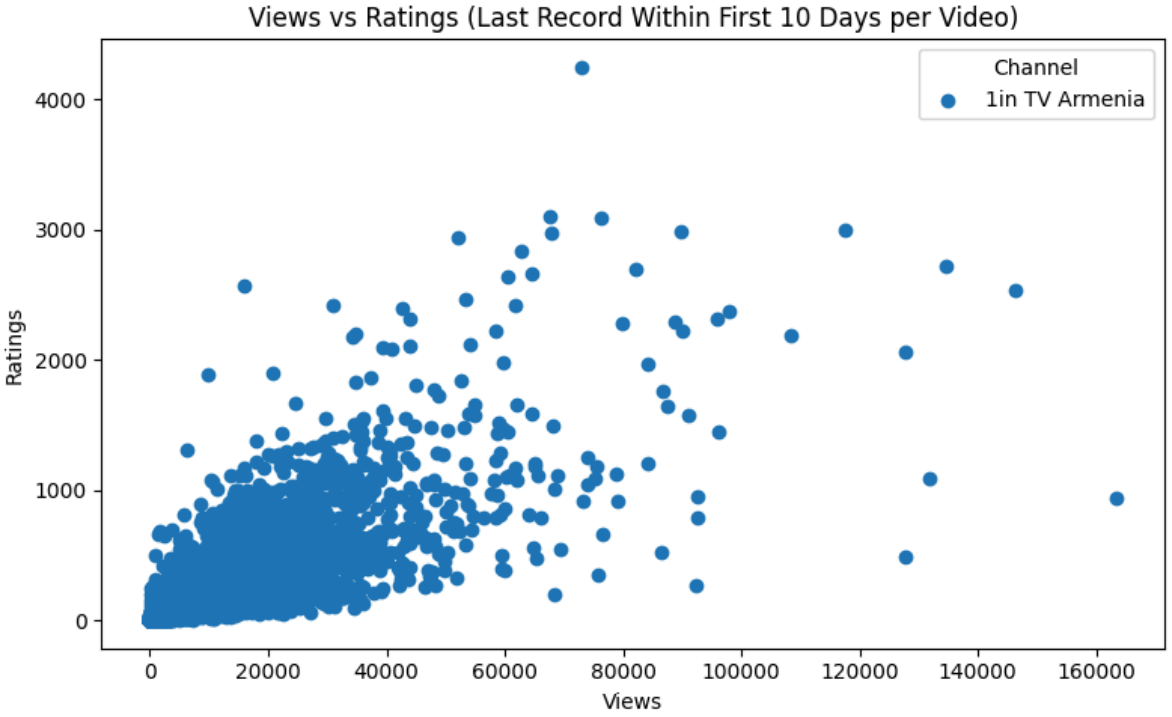
25
50
75
100
125
150
175
0
1000
2000
3000
4000
5000
6000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
1in TV Armenia
Ratings
Views
0
1000
2000
3000
4000
0
20000
40000
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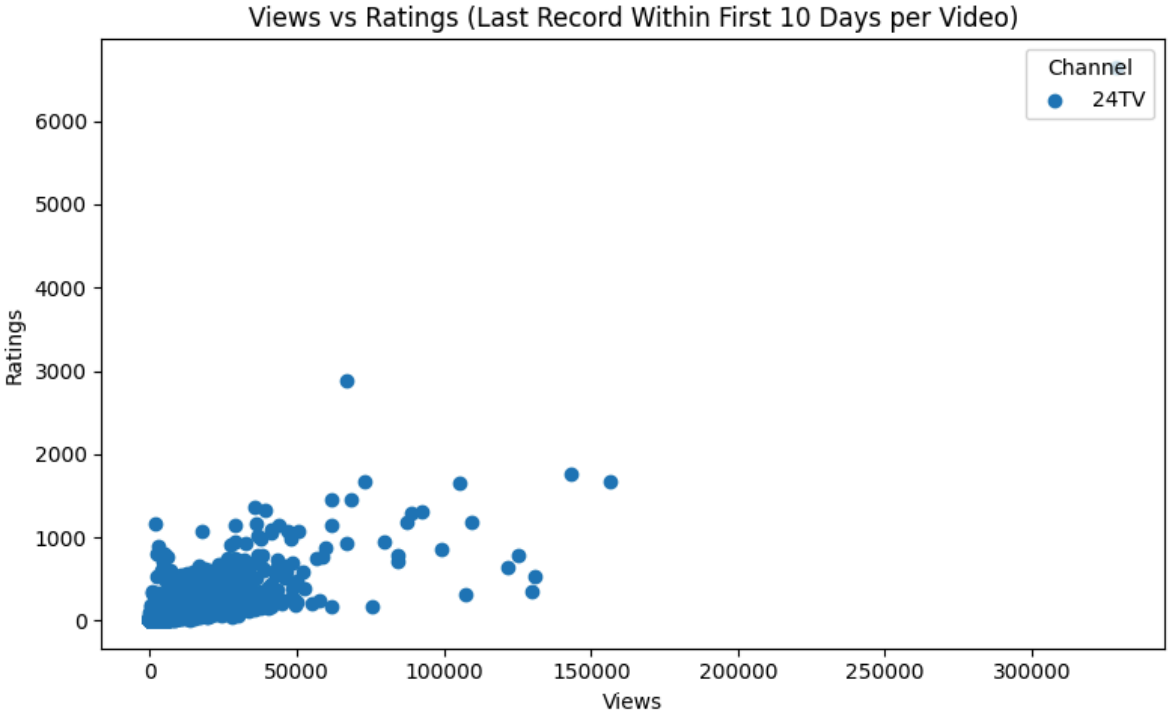
120000
140000
160000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
24TV
Ratings
Views
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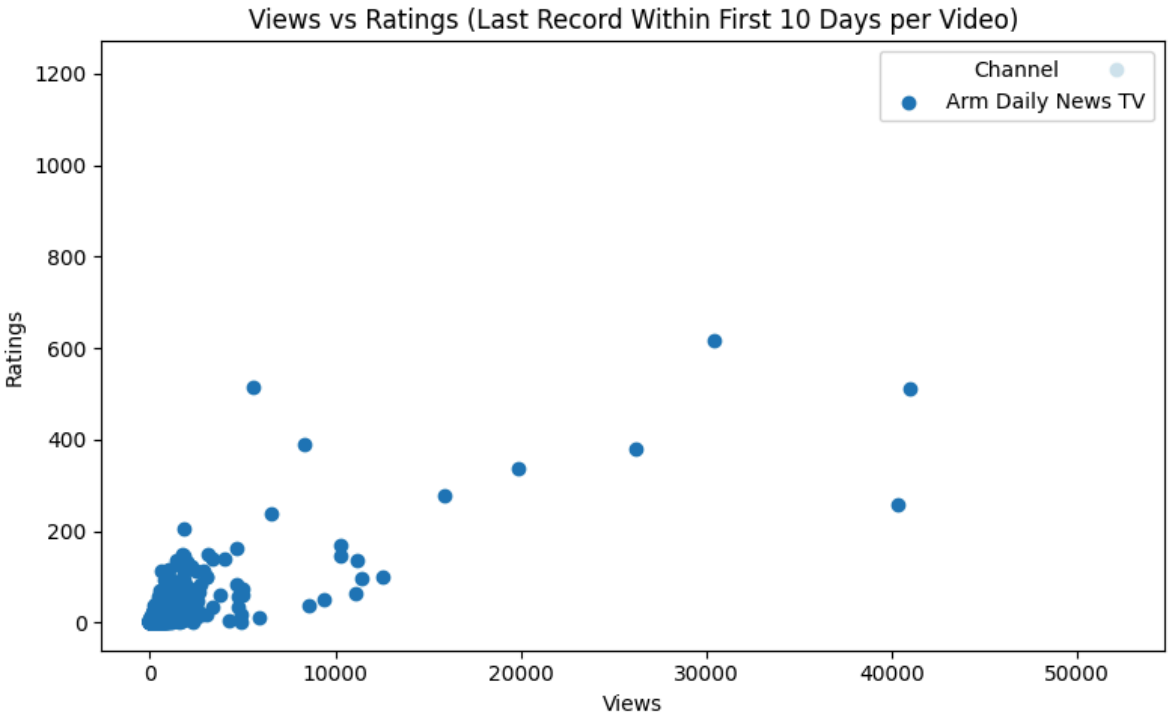
3000
4000
5000
6000
0
50000
100000
150000
200000
250000
300000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Arm Daily News TV
Ratings
Views
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400
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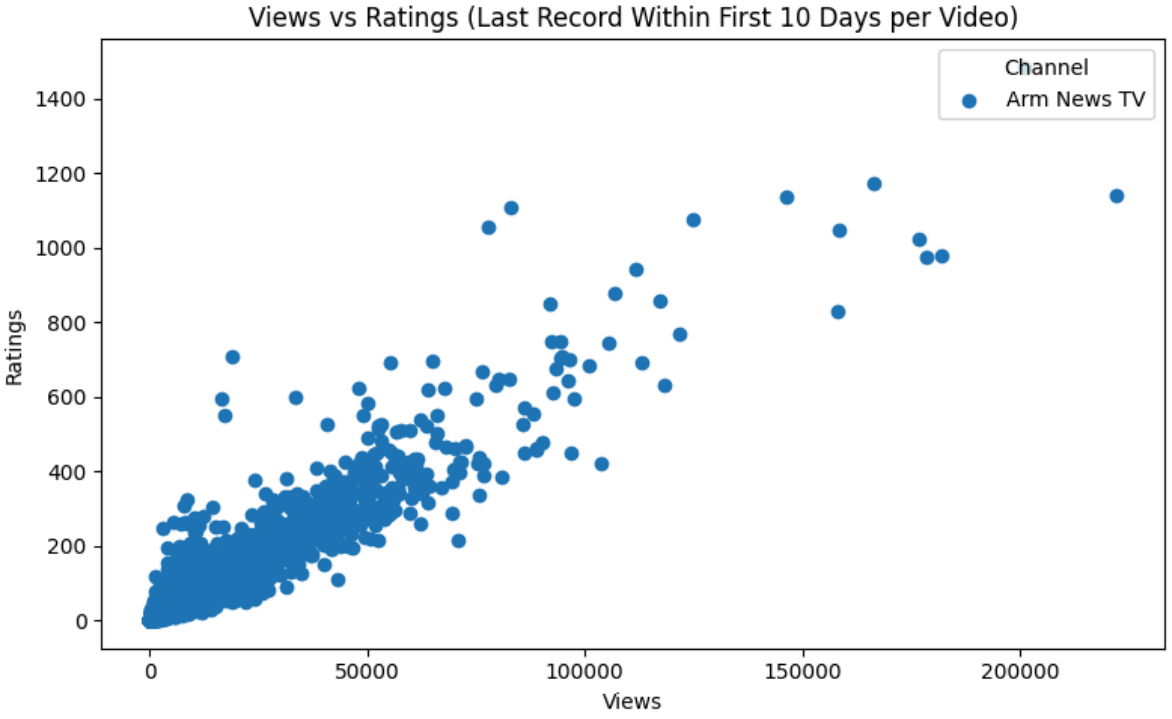
Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Arm News TV
Ratings
Views
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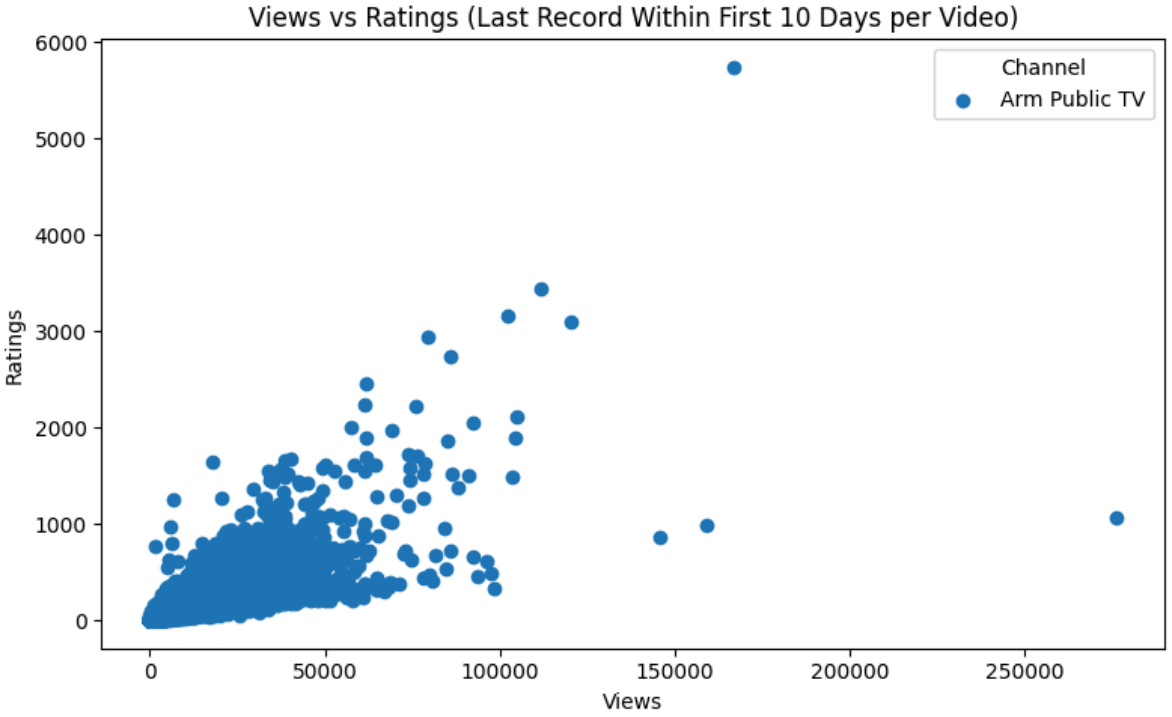
Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Arm Public TV
Ratings
Views
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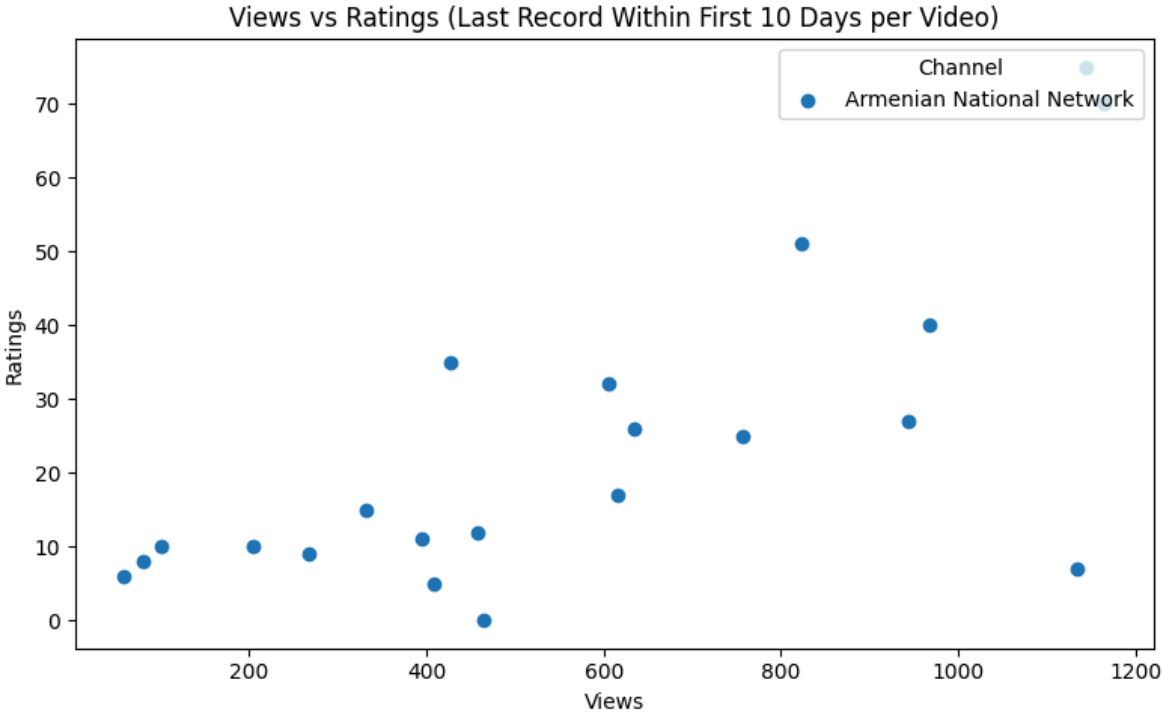
200000
250000


Views vs Ratings (Last Record Within First 10 Days per Video)
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Armenian National Network
Ratings
Views
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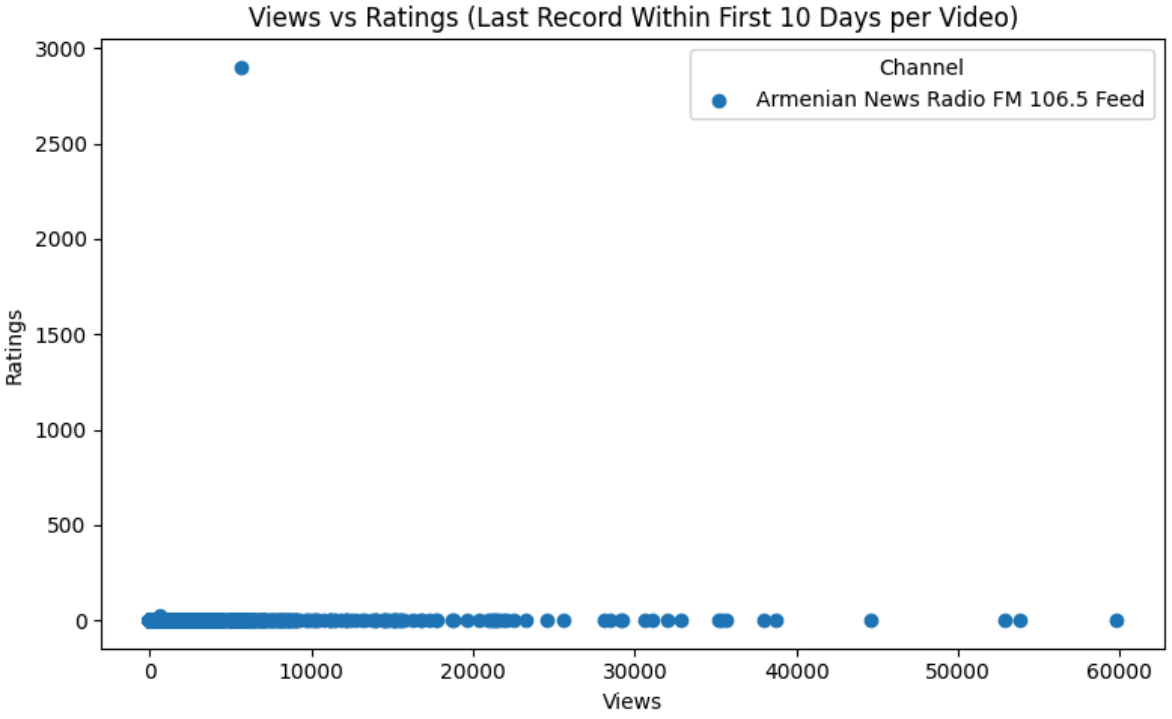
Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Armenian News Radio FM 106.5 Feed
Ratings
Views
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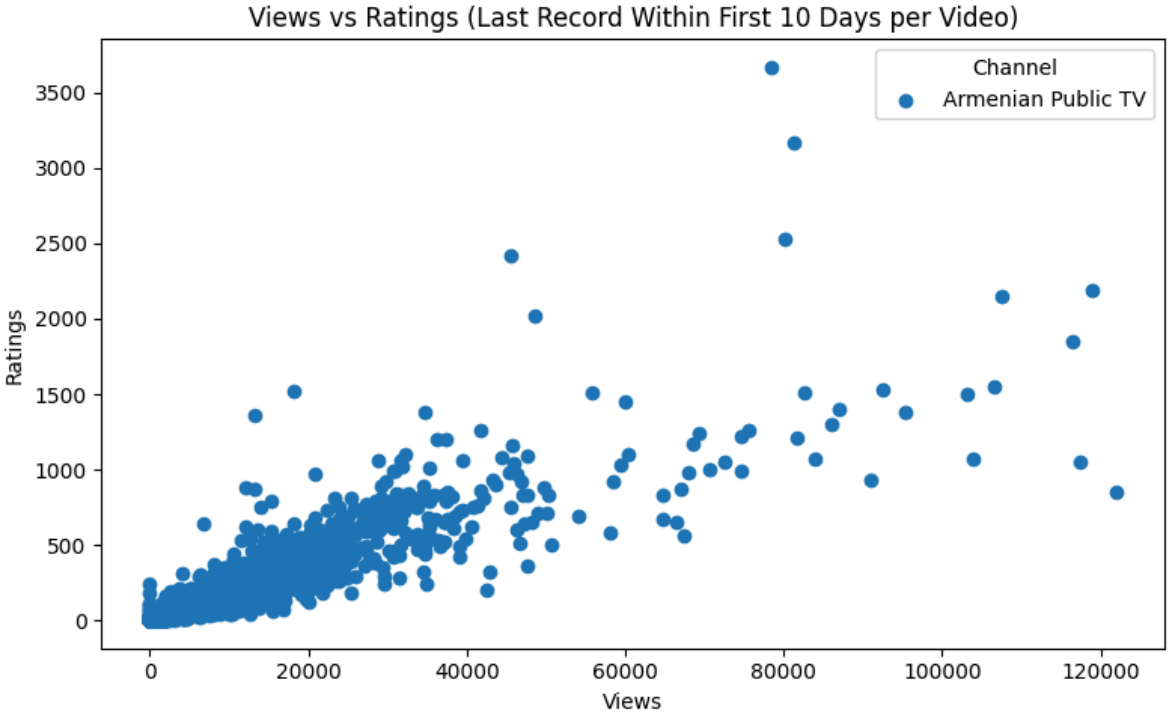
Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Armenian Public TV
Ratings
Views
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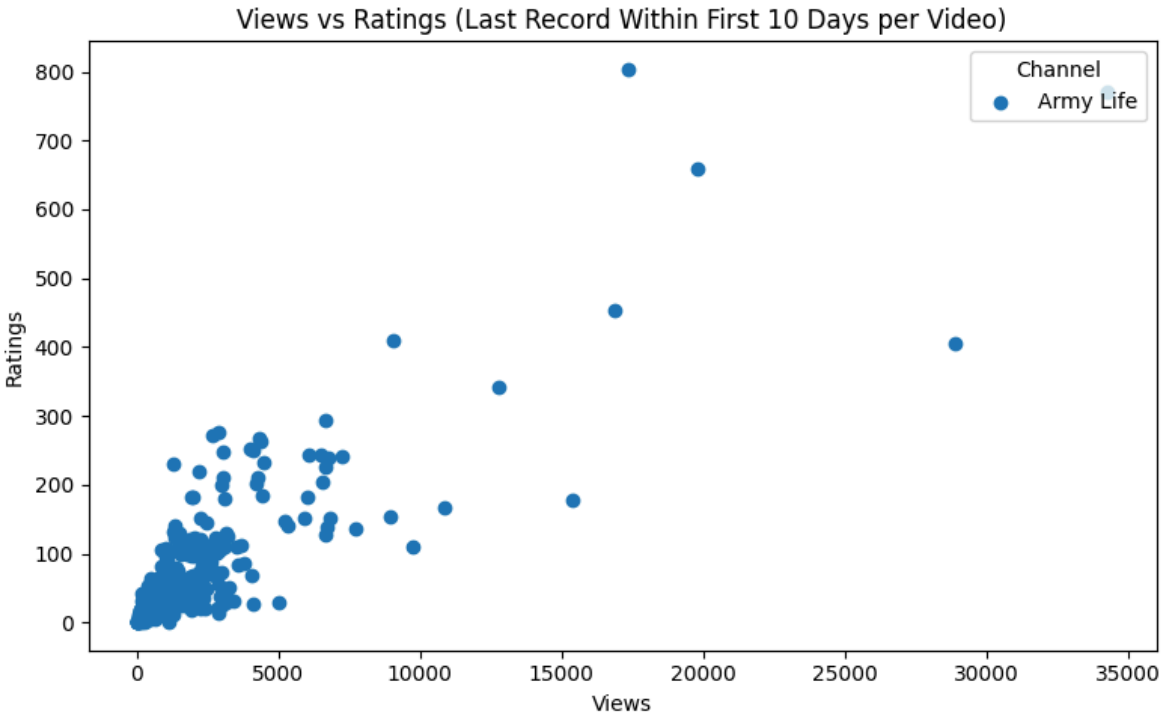
Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Army Life
Ratings
Views
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300
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800
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10000
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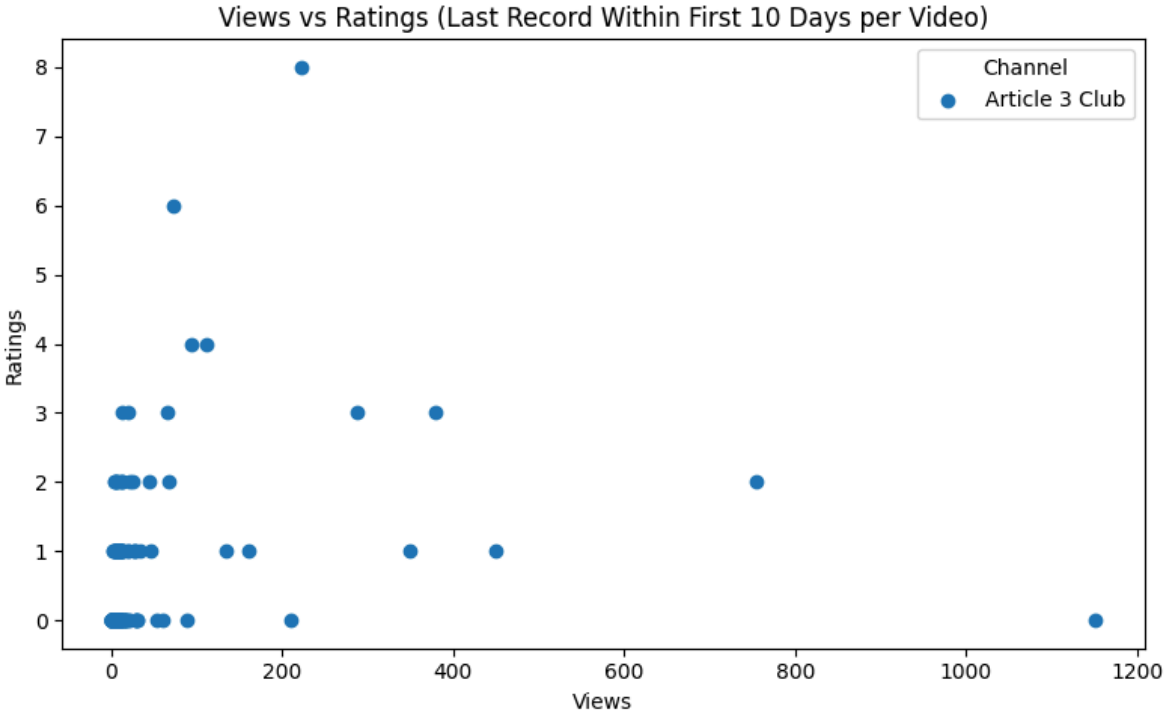
Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Article 3 Club
Ratings
Views
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1
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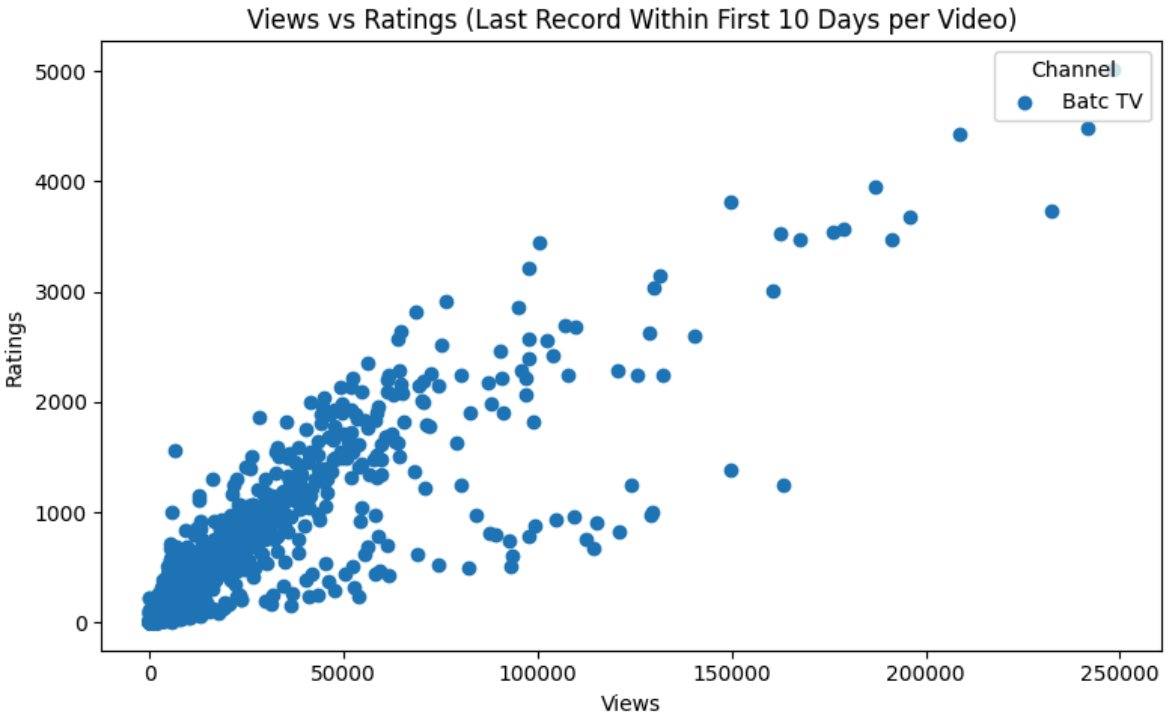
3
4
5
6
7
8
0
200
400
600
800
1000
1200


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Batc TV
Ratings
Views
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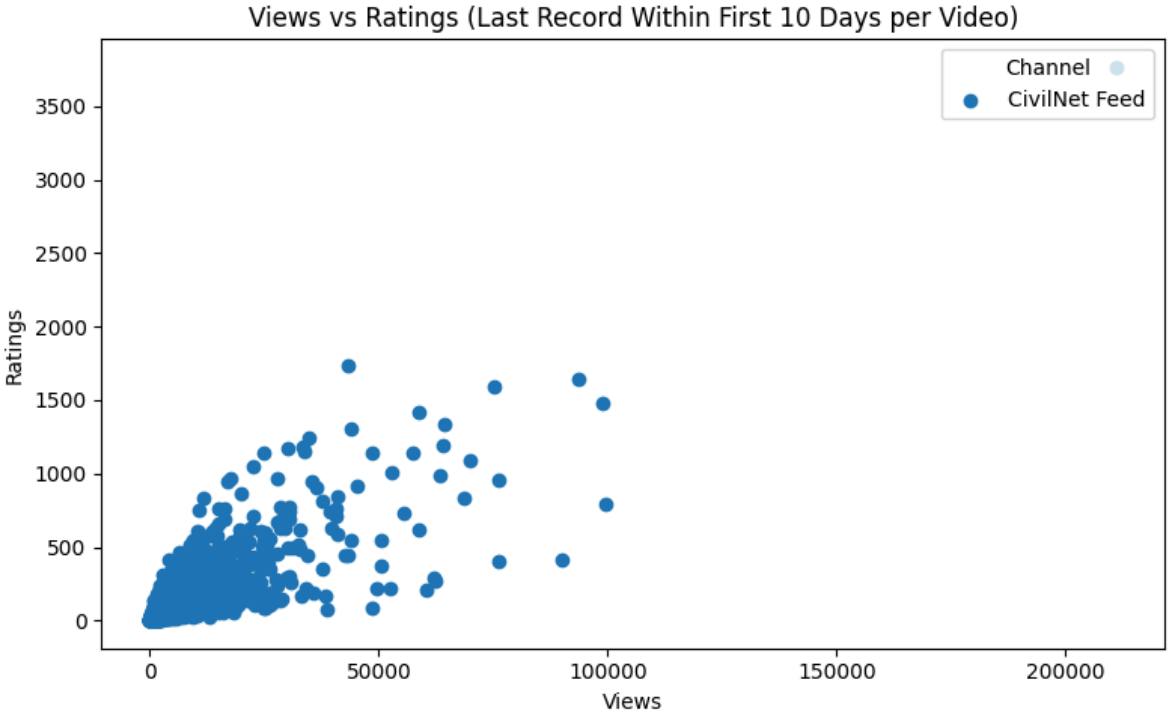
200000
250000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
CivilNet Feed
Ratings
Views
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3500
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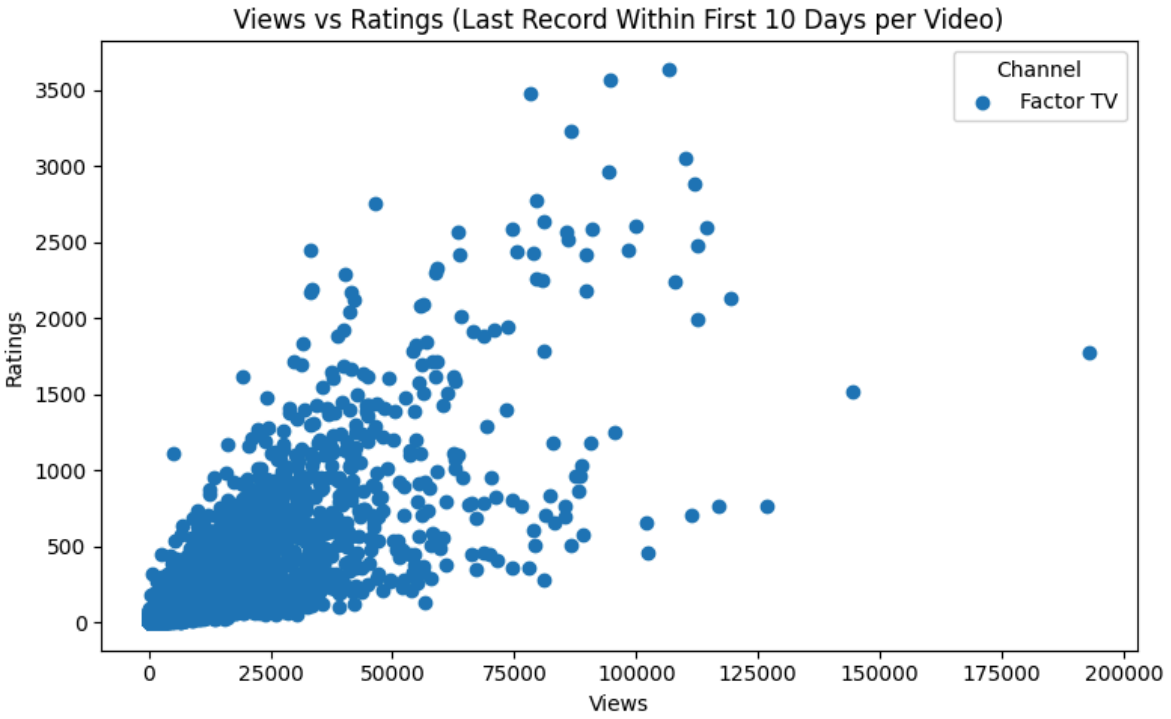
100000
150000
200000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Factor TV
Ratings
Views
0
500
1000
1500
2000
2500
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3500
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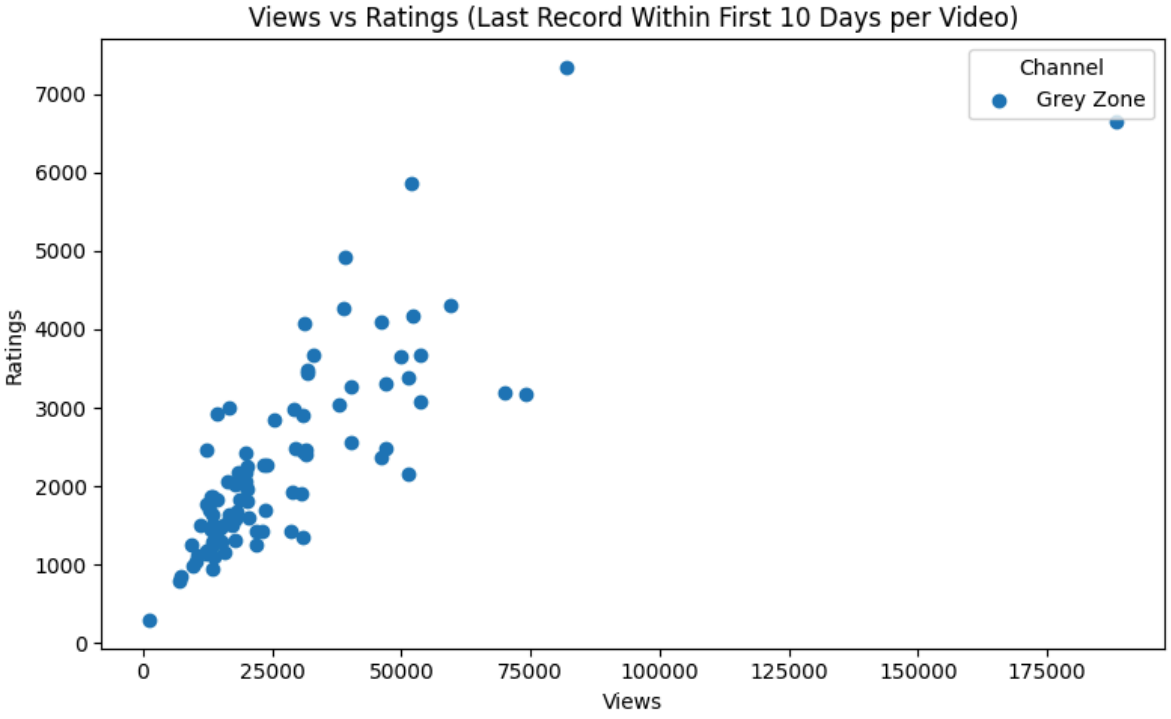
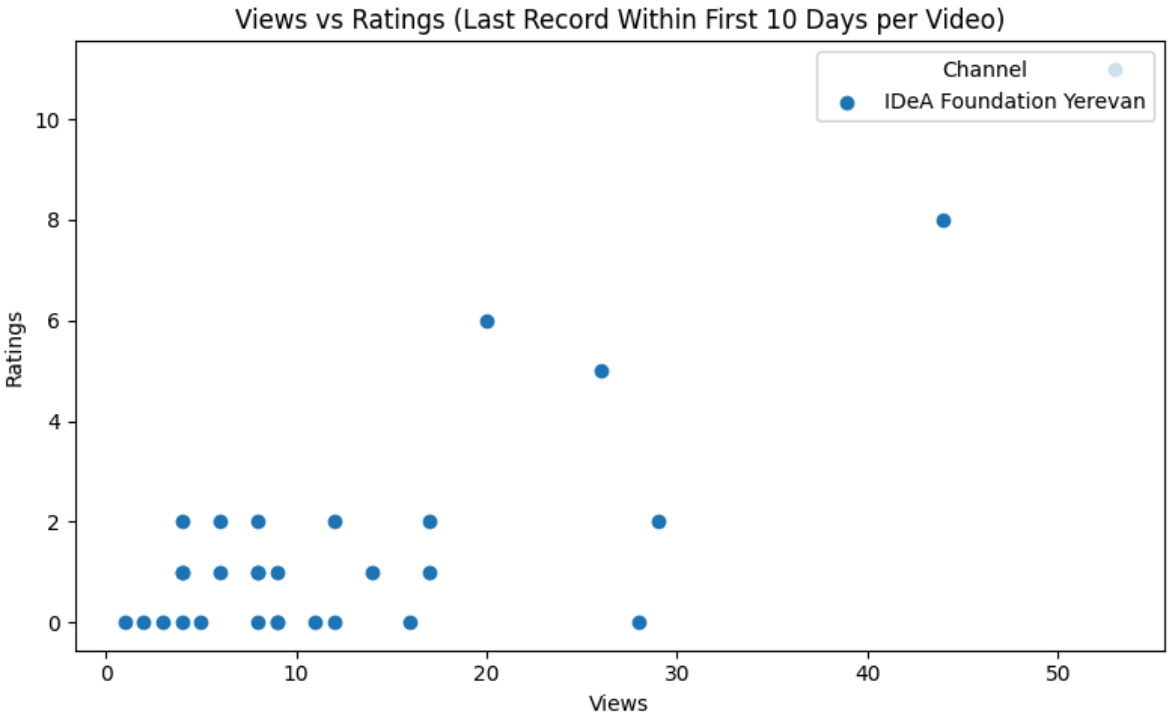
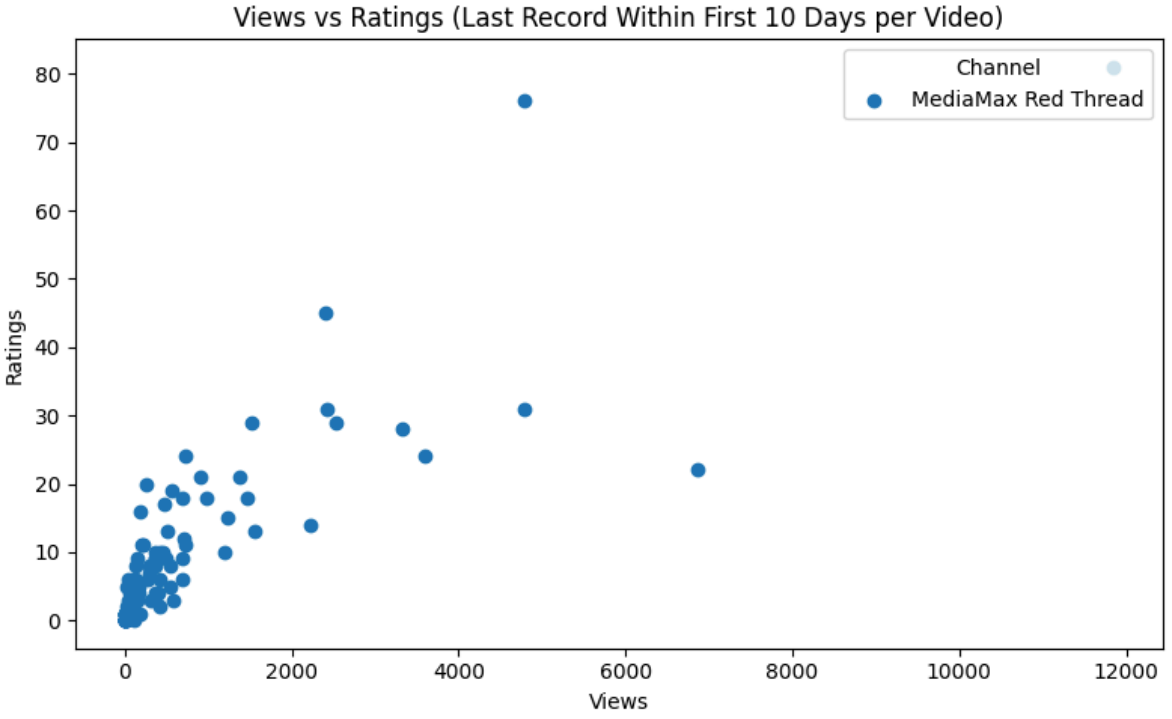
25000
50000
75000
100000
125000
150000
175000
200000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Grey Zone
Ratings
Views
0
1000
2000
3000
4000
5000
6000
7000
0
25000
50000
75000
100000
125000
150000
175000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
IDeA Foundation Yerevan
Ratings
Views
0
2
4
6
8
10
0
10
20
30
40
50


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
MediaMax Red Thread
Ratings
Views
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10
20
30
40
50
60
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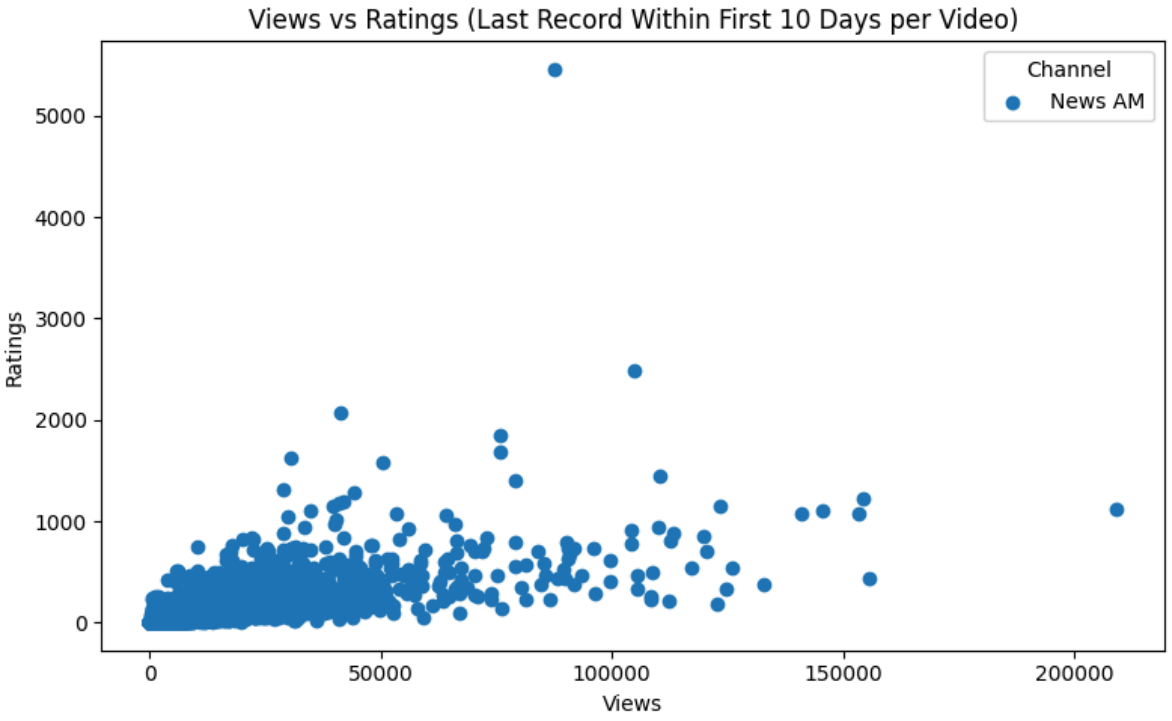
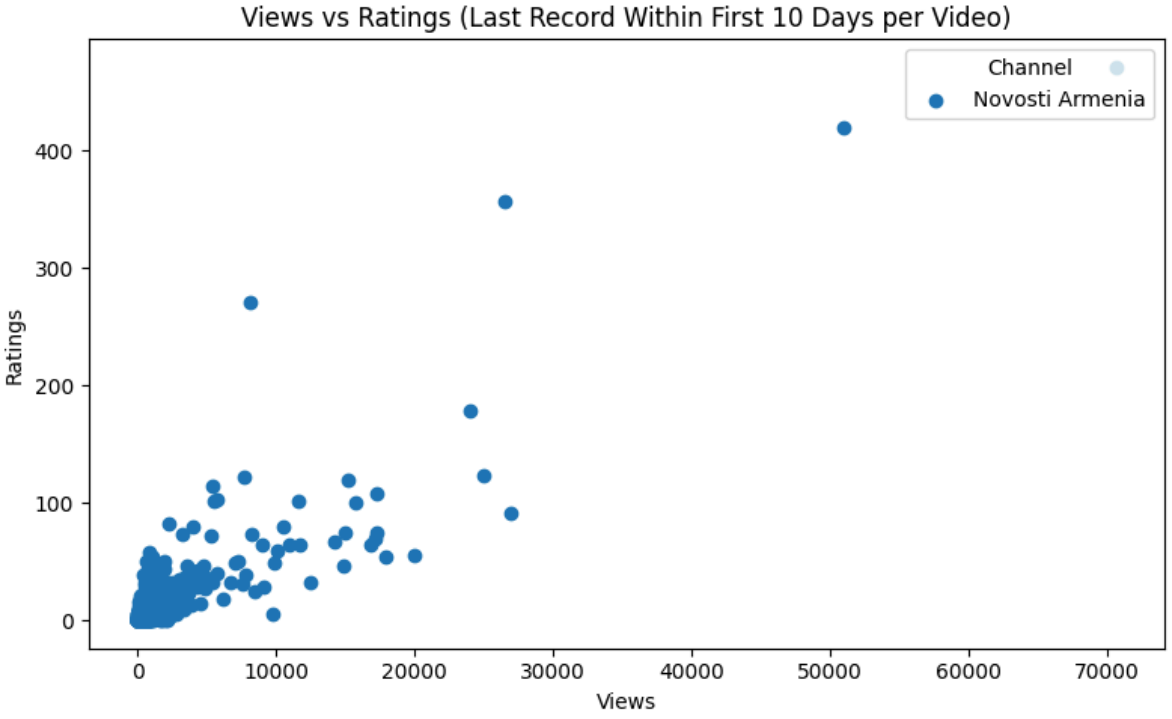
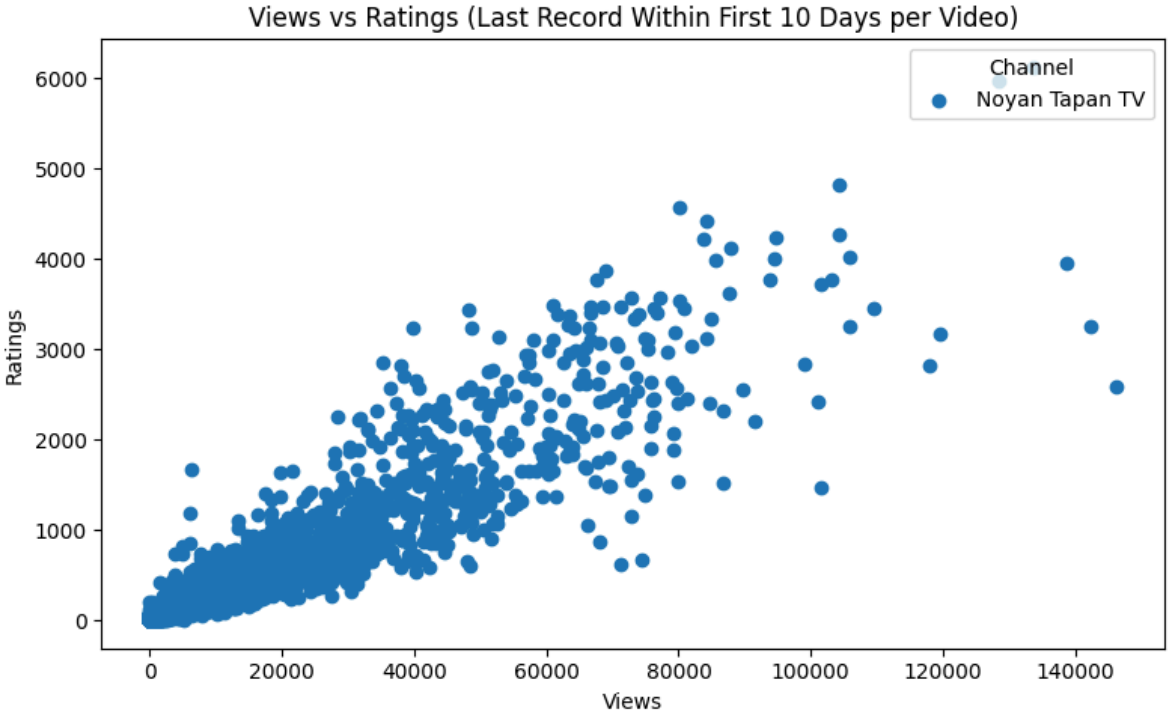
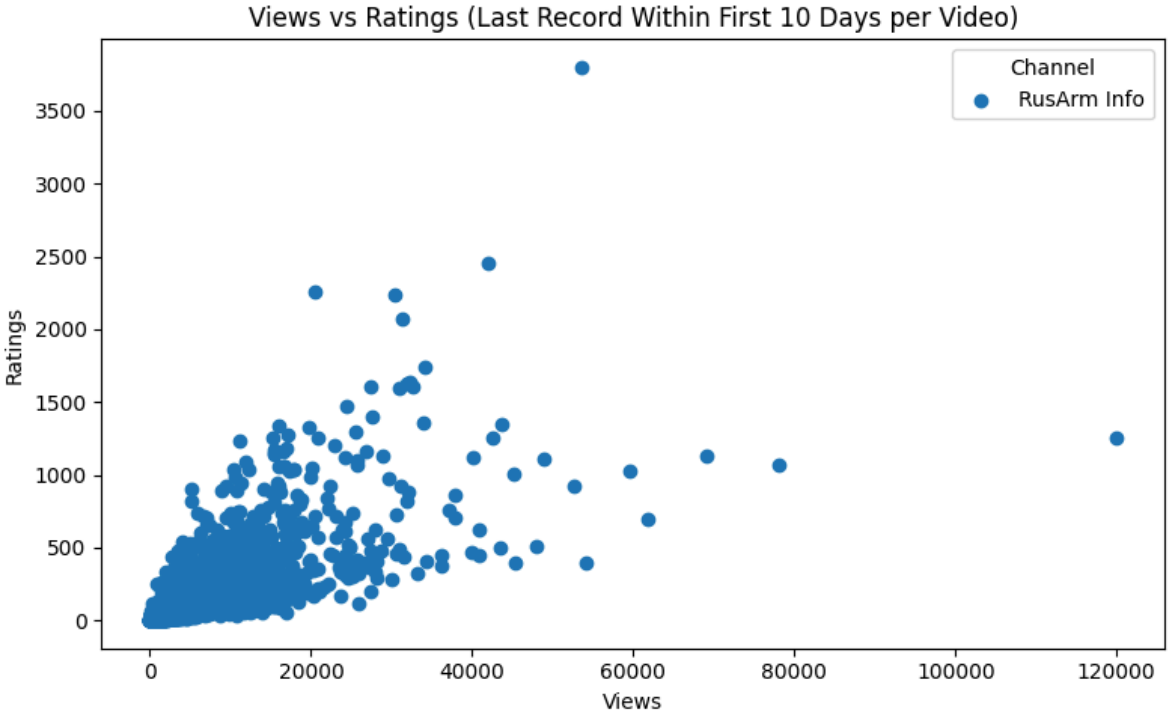
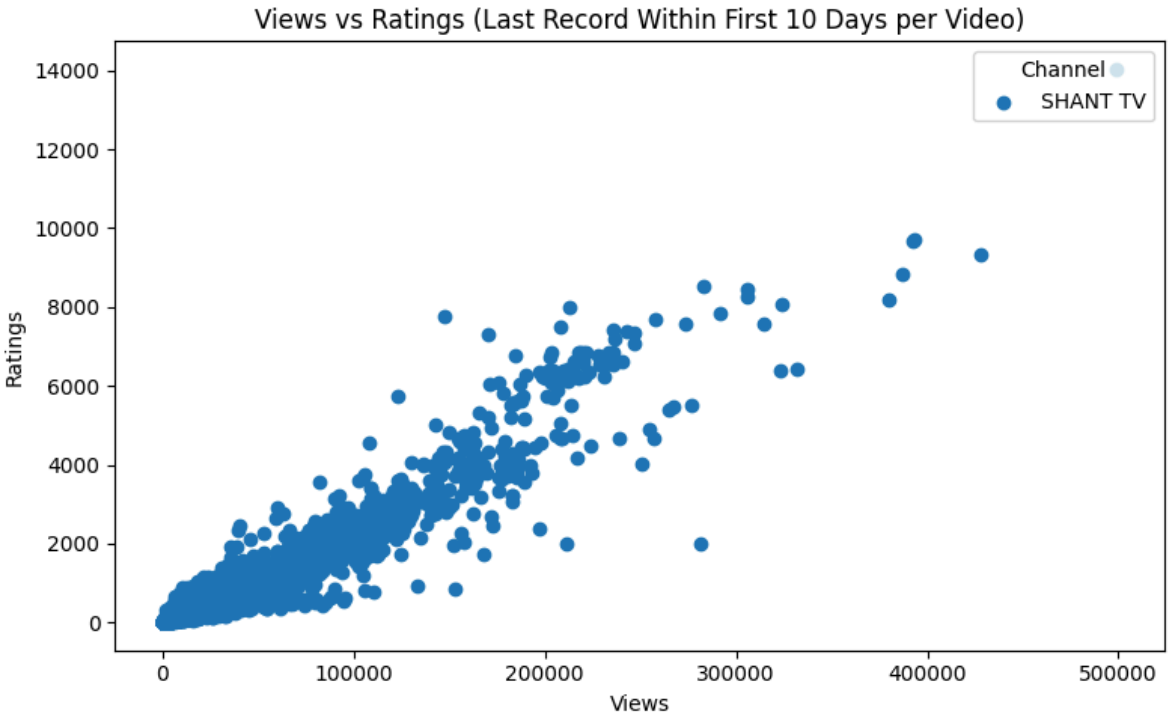
80
0
2000
4000
6000
8000
10000
12000

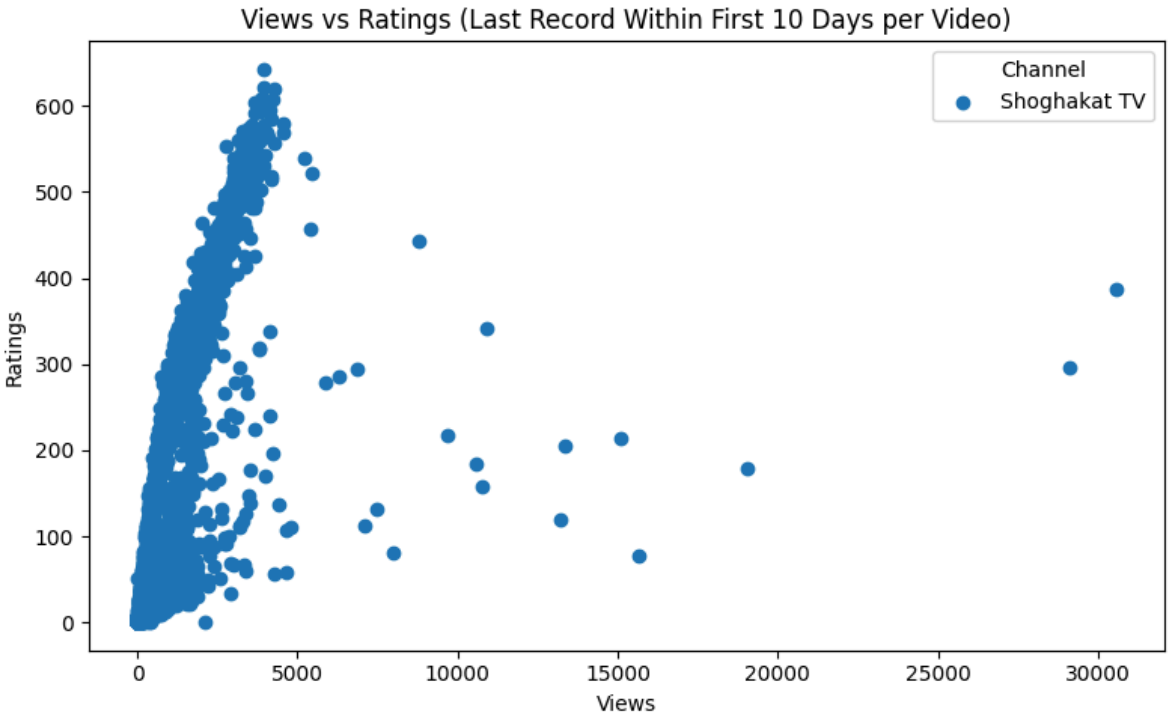

Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
News AM
Ratings
Views
0
1000
2000
3000
4000
5000
0
50000
100000
150000
200000

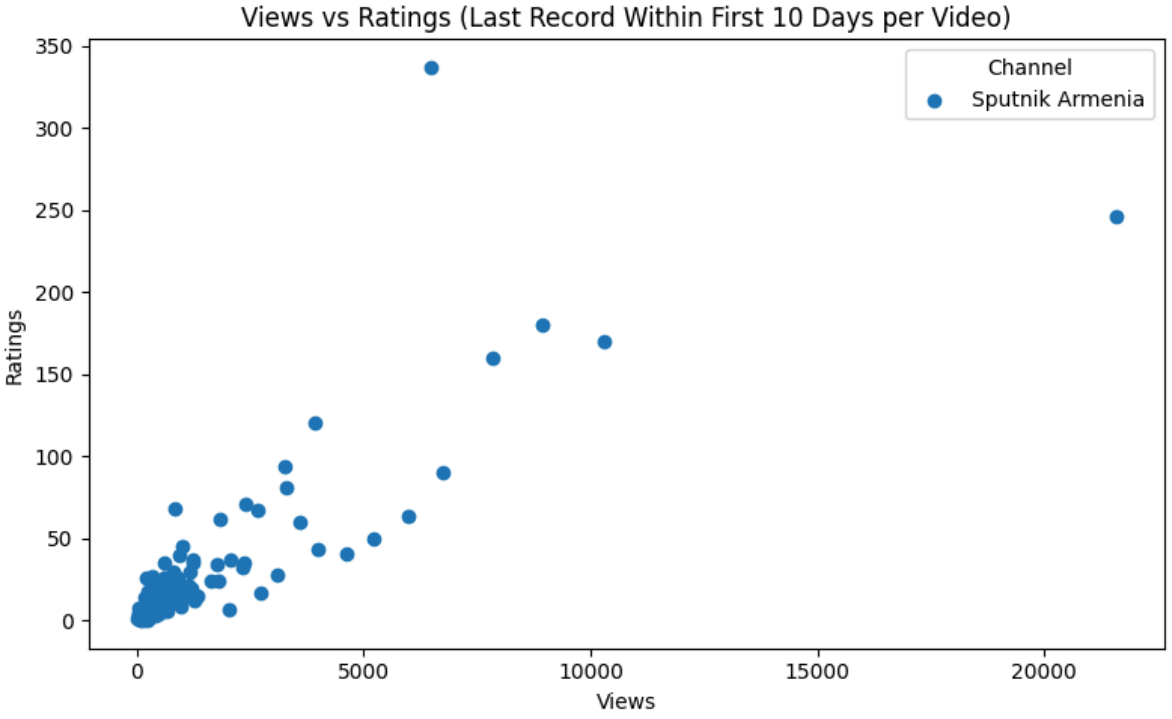

Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Novosti Armenia
Ratings
Views
0
100
200
300
400
0
10000
20000
30000
40000
50000
60000
70000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Noyan Tapan TV
Ratings
Views
0
1000
2000
3000
4000
5000
6000
0
20000
40000
60000
80000
100000
120000
140000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
RusArm Info
Ratings
Views
0
500
1000
1500
2000
2500
3000
3500
0
20000
40000
60000
80000
100000
120000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
SHANT TV
Ratings
Views
0
2000
4000
6000
8000
10000
12000
14000
0
100000
200000
300000
400000
500000



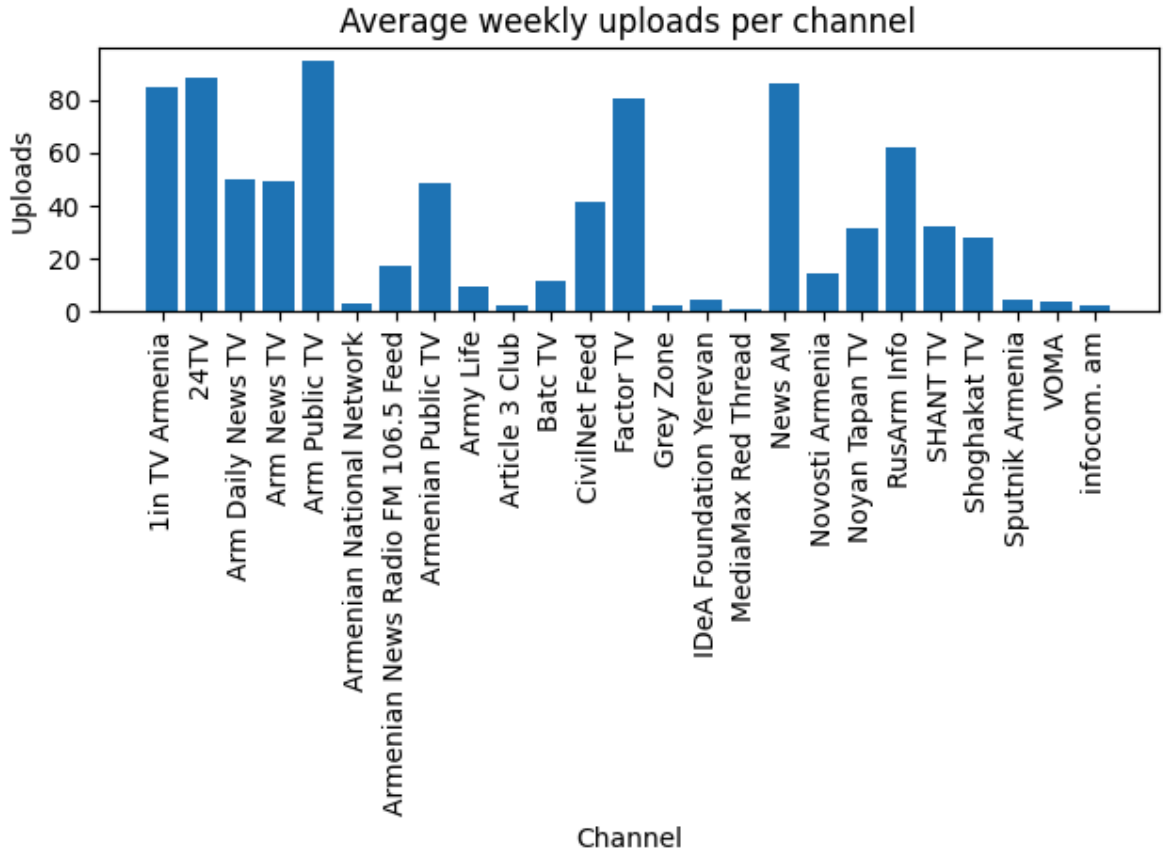


Weekly upload frequency

Shows which channels publish most consistently

Arm Public TV publishes more than 80 videos weekly, which is logical as this channel is not only publishing news content. Other channels have similar results in publication numbers, but

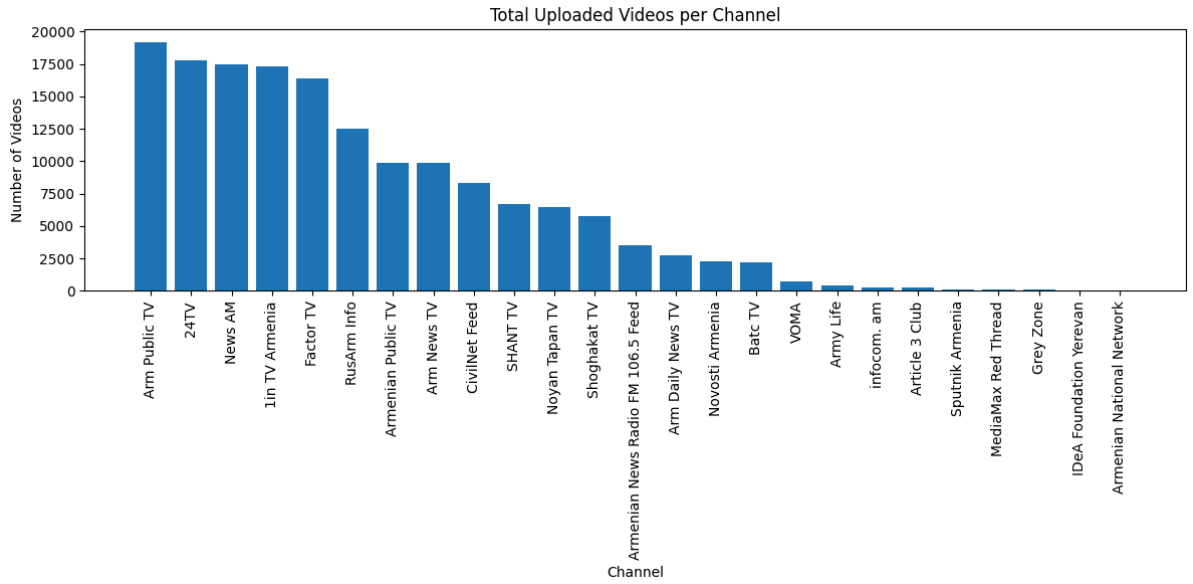
there are also channels that do not publish many videos weekly compared to others. These are especially channels that are not active anymore or have been closed.



Total videos per channel

Raw count of published content by channel

It is clearly shown that Arm Public TV has published the highest number of videos. However, it's also notable that channels like Grey Zone, despite having fewer than 2,500 videos, achieved the highest average views per video. This indicates that content quality or audience interest can outweigh sheer upload volume in driving engagement.



View growth curve

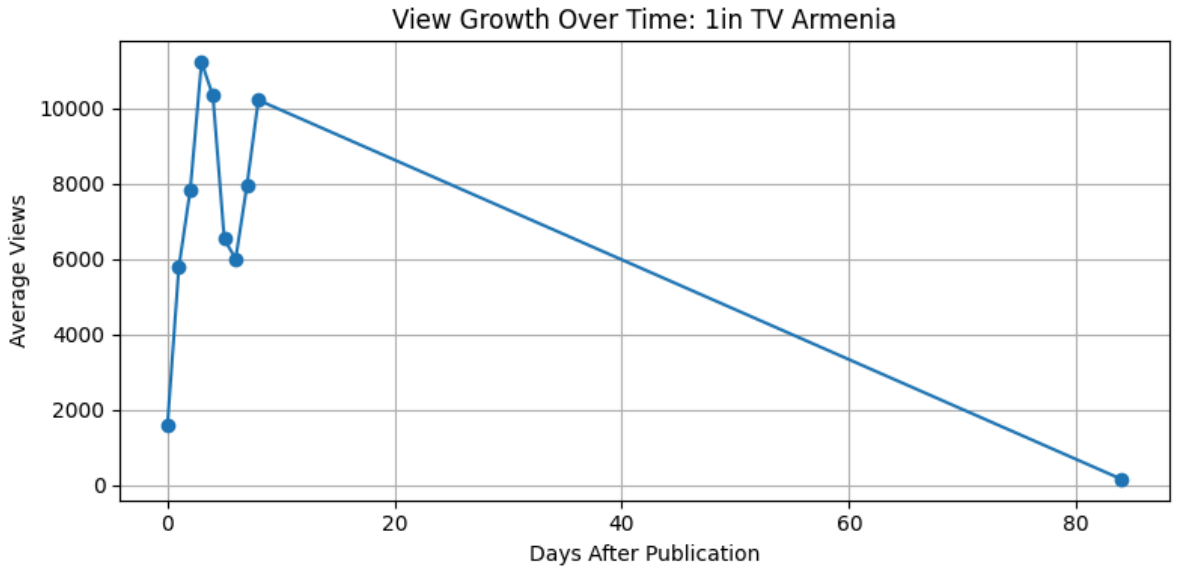
How views accumulate over time for each channel

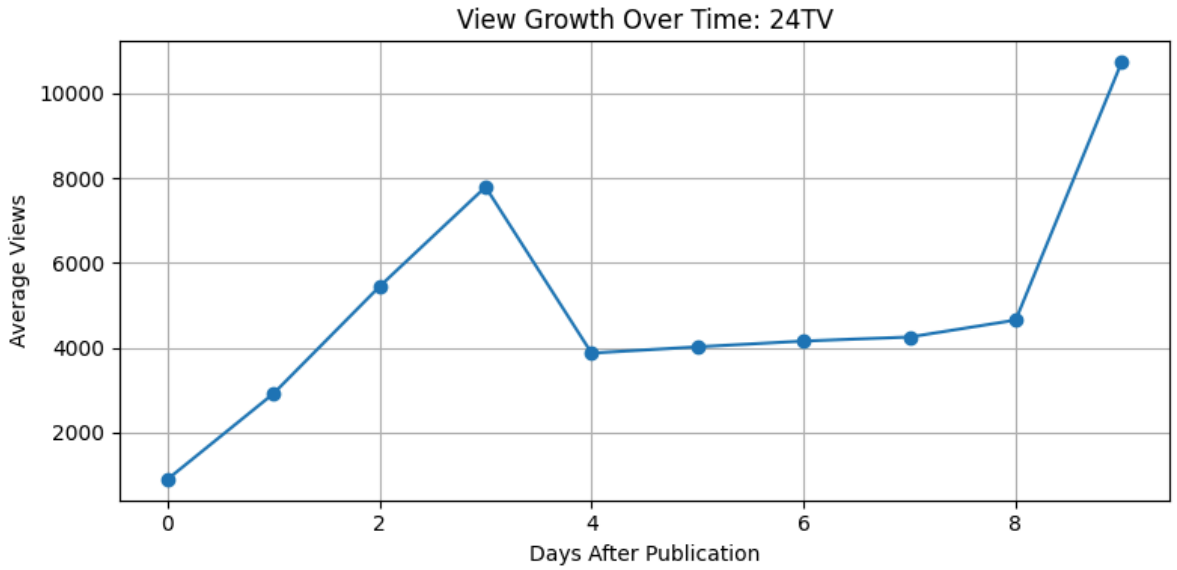
Channels such as Noyan Tapan TV, SHANT TV, and 24TV demonstrate explosive growth, achieving peak viewership within days before rapidly plateauing. Noyan Tapan TV's content reaches an extraordinary 160,000 views within just 12 days, while SHANT TV accumulates 60,000 views in approximately 25 days. This pattern indicates content heavily reliant on immediate relevance.

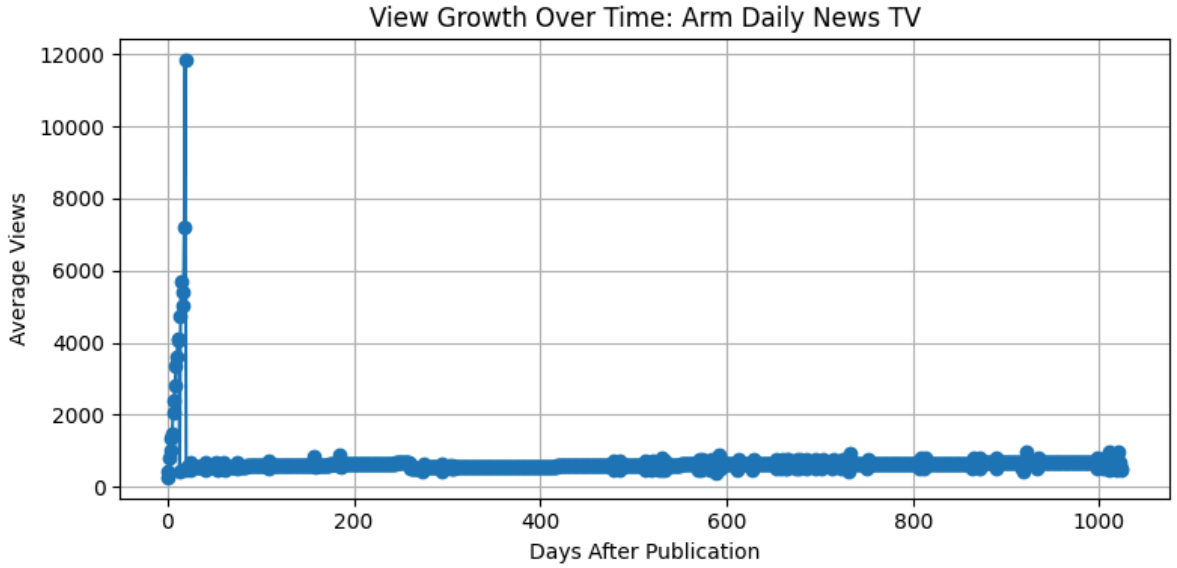
Channelsincluding Sputnik Armenia, Armenian National Network, and Shoghakat TV exhibit consistent, gradual viewership growth over extended periods. Sputnik Armenia's content steadily climbs to 4,000 views across 250 days, while Shoghakat TV reaches 1,600 views over eight months. Unlike viral channels, these platforms benefit from continuous discovery through search and recommendations rather than temporal trends.

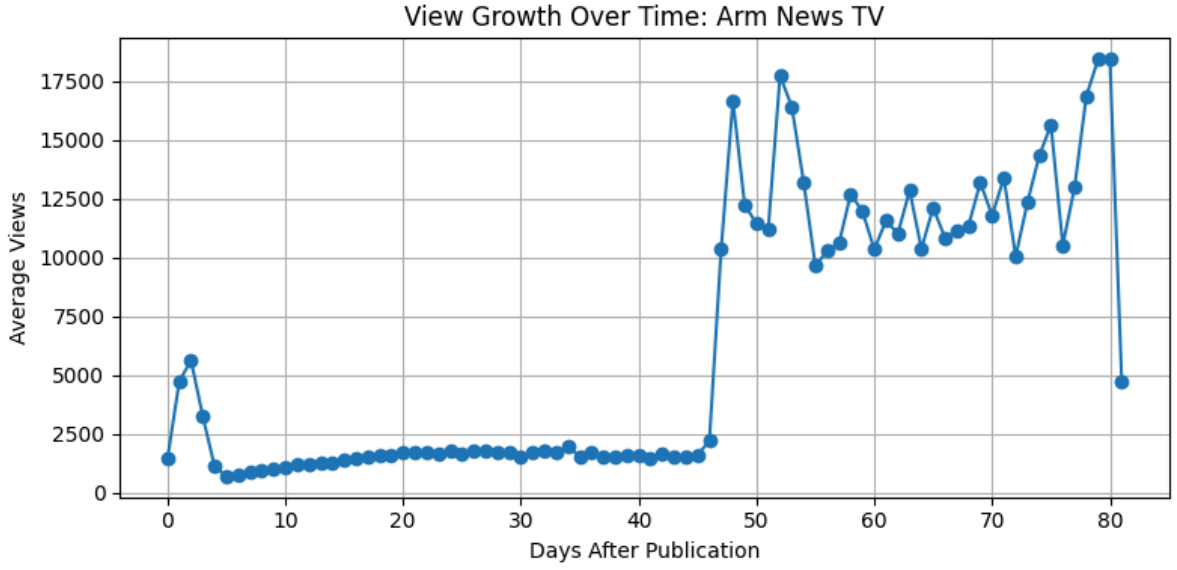
Grey Zone, VOMA, and Factor TV display unpredictable viewership patterns characterized by intermittent surges followed by rapid declines. Grey Zone, for instance, maintains a baseline of ~1,000 daily views but experiences periodic 10-15x spikes lasting 3-5 days, typically tied to investigative releases or political developments. VOMA's military-related content shows similar volatility, with views abruptly jumping to 8,000 before collapsing. This irregularity suggests dependence on external events or controversial topics.

RusArm Info, Article 3 Club, and IDeA Foundation Yerevan demonstrate limited but stable viewership, with RusArm Info plateauing at 2,000 views within days and Article 3 Club reaching just 175 views over 400 days.


View Growth Over Time: 1in TV Armenia
Average Views
Days After Publication
0
2000
4000
6000
8000
10000
0
20
40
60
80


View Growth Over Time: 24TV
Average Views
Days After Publication
10000
8000
6000
4000
2000
0
2
4
6
8


View Growth Over Time: Arm Daily News TV
Average Views
Days After Publication
12000
10000
8000
6000
4000
2000
0
200
400
600
800
1000


View Growth Over Time: Arm News TV
Average Views
Days After Publication
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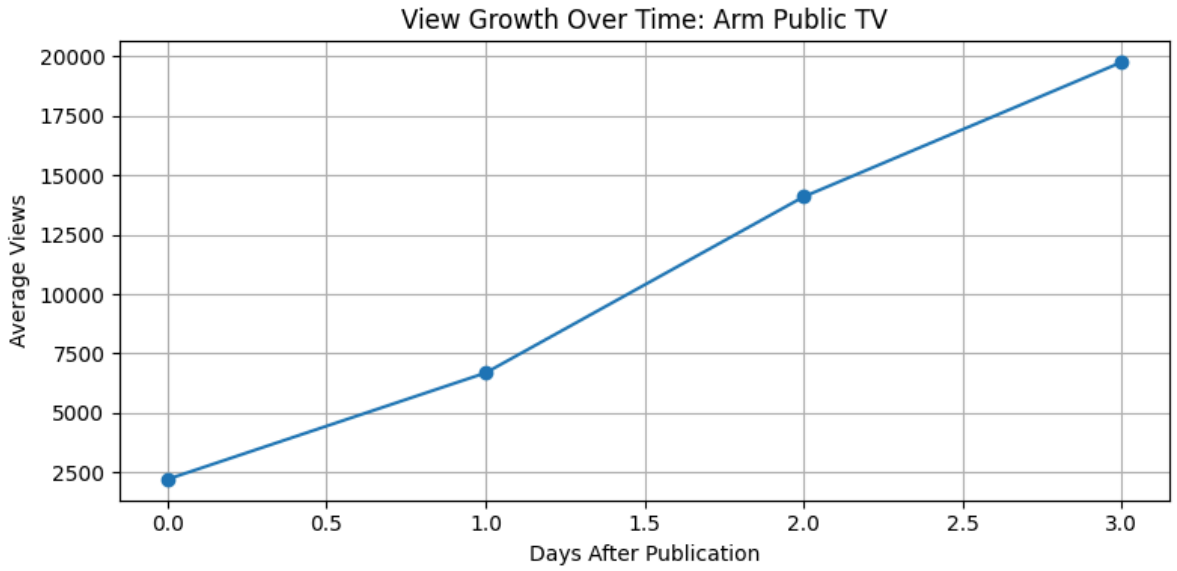
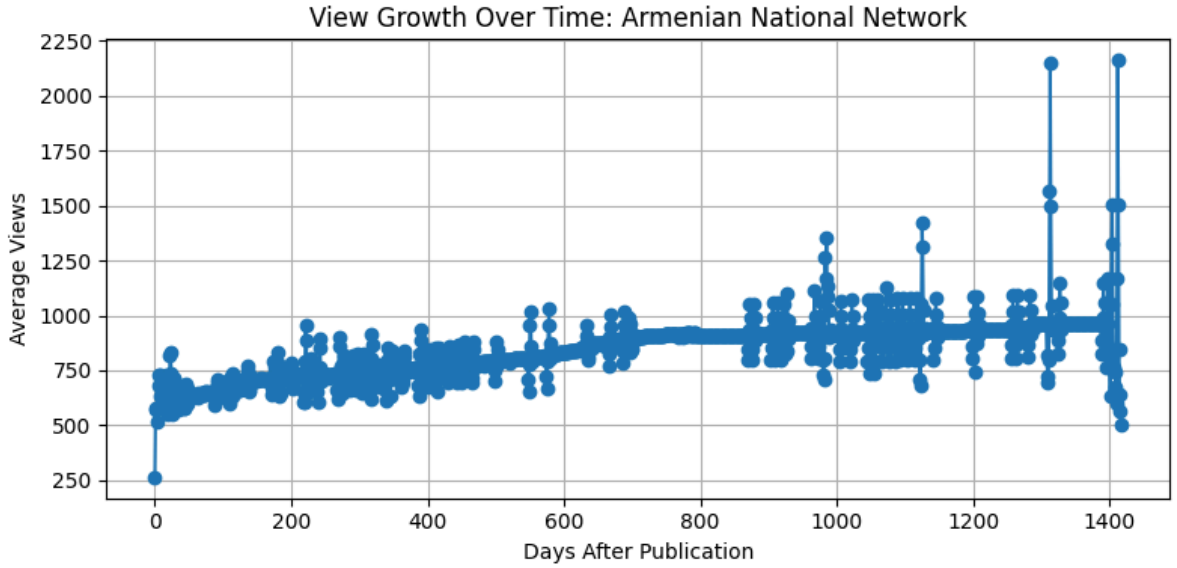
15000
12500
10000
7500
5000
2500
0
10
20
30
40
50
60
70
80


View Growth Over Time: Arm Public TV
Average Views
Days After Publication
20000
17500
15000
12500
10000
7500
5000
2500
0.0
0.5
1.0
1.5
2.0
2.5
3.0


View Growth Over Time: Armenian National Network
Average Views
Days After Publication
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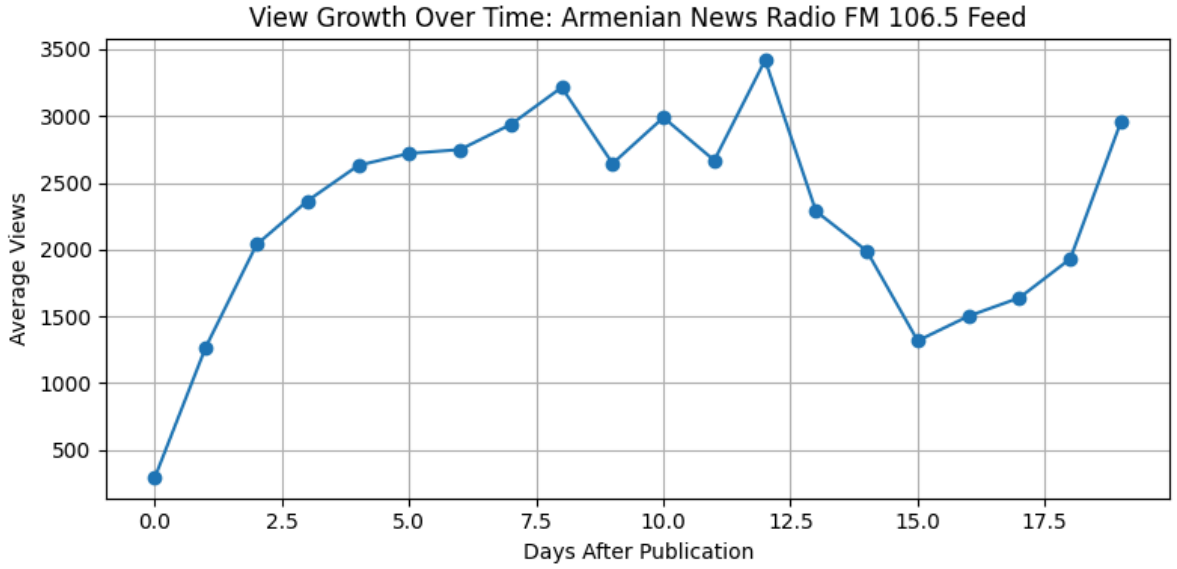
2000
1750
1500
1250
1000
750
500
250
0
200
400
600
800
1000
1200
1400


View Growth Over Time: Armenian News Radio FM 106.5 Feed
Average Views
Days After Publication
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2500
2000
1500
1000
500
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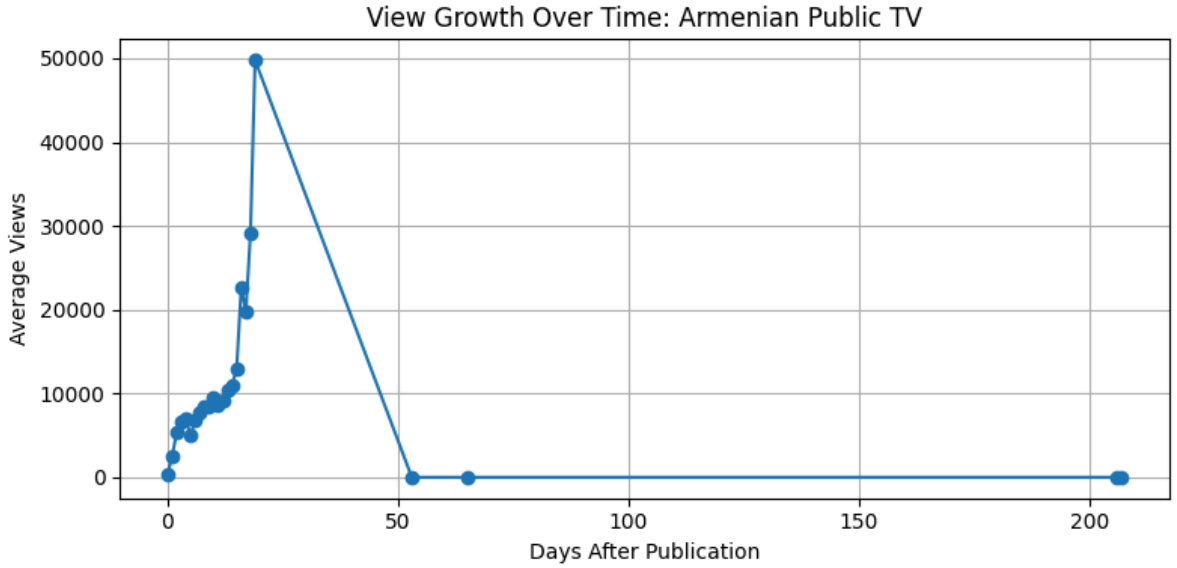
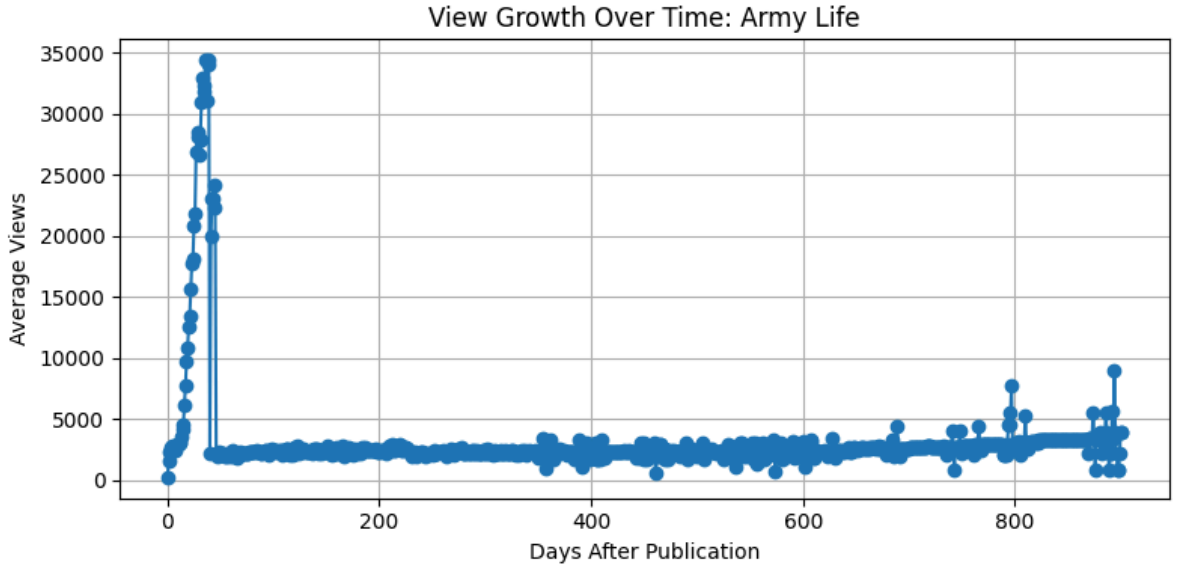
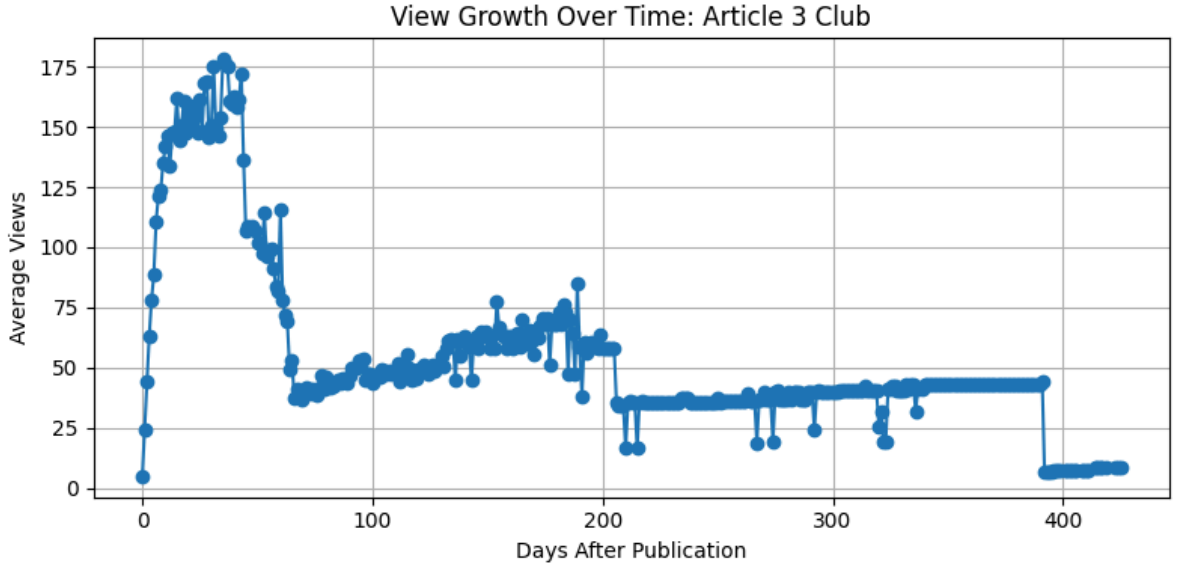
2.5
5.0
7.5
10.0
12.5
15.0
17.5


View Growth Over Time: Armenian Public TV
Average Views
Days After Publication
0
10000
20000
30000
40000
50000
0
50
100
150
200


View Growth Over Time: Army Life
Average Views
Days After Publication
0
5000
10000
15000
20000
25000
30000
35000
0
200
400
600
800


View Growth Over Time: Article 3 Club
Average Views
Days After Publication
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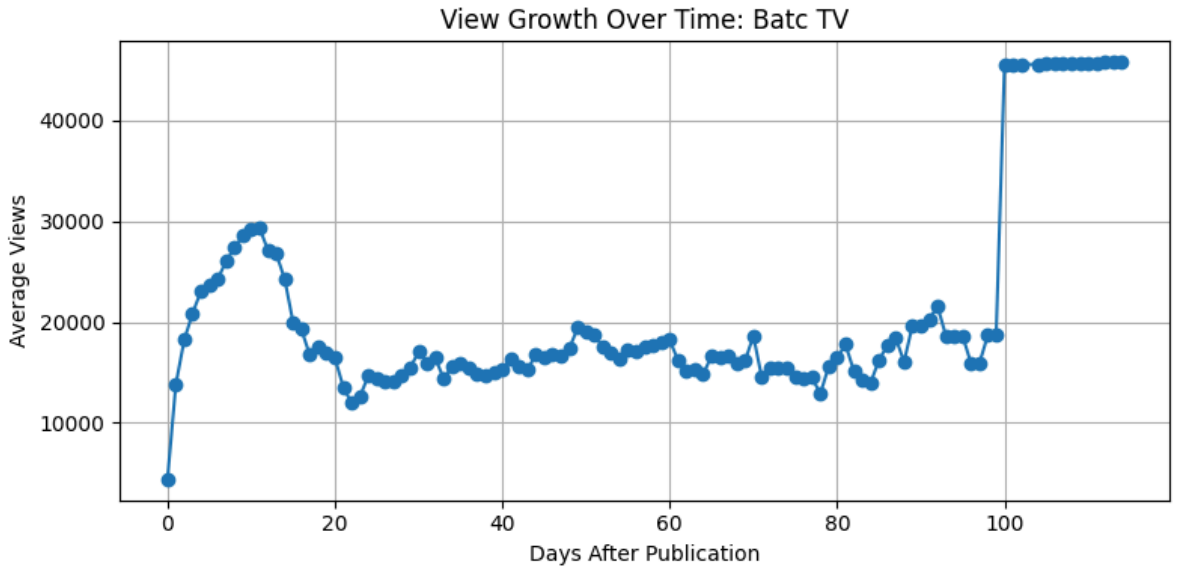
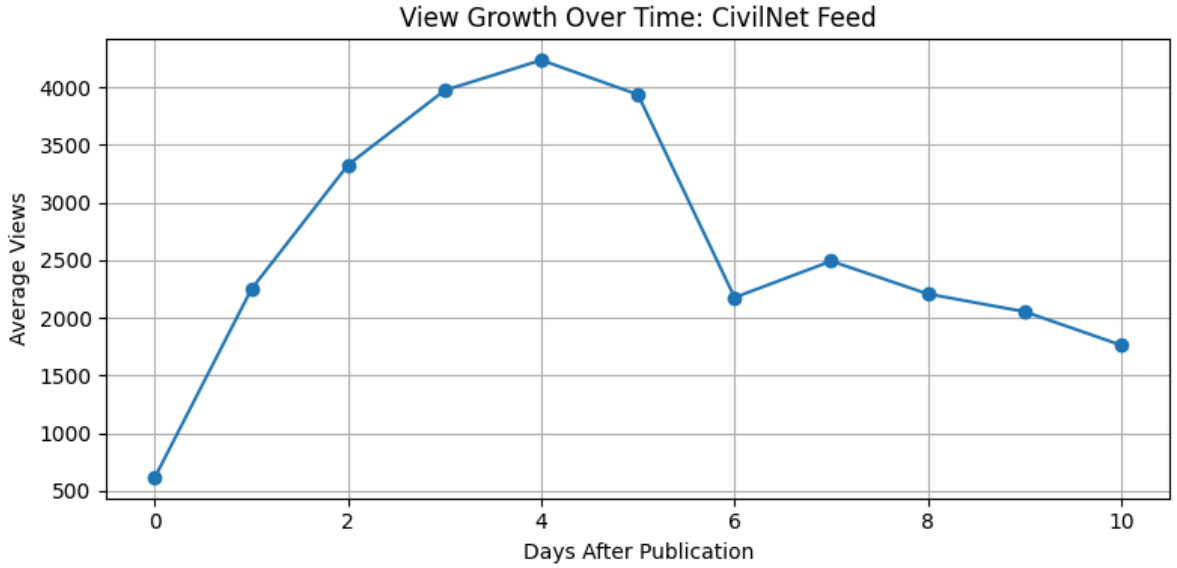
75
100
125
150
175
0
100
200
300
400


View Growth Over Time: Batc TV
Average Views
Days After Publication
10000
20000
30000
40000
0
20
40
60
80
100


View Growth Over Time: CivilNet Feed
Average Views
Days After Publication
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3500
4000
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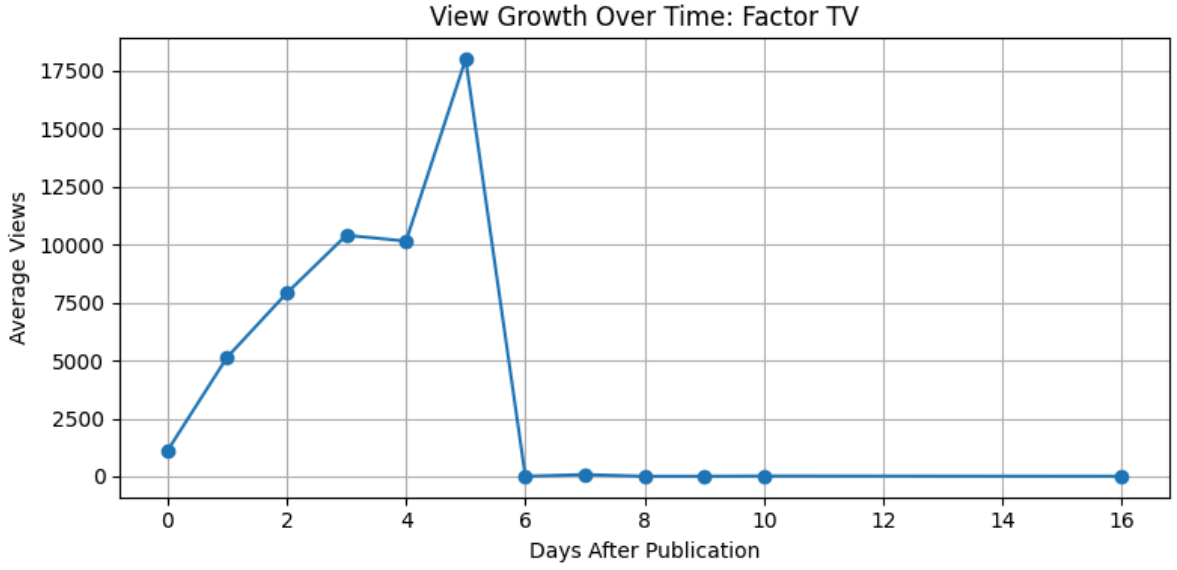
4
6
8
10


View Growth Over Time: Factor TV
Average Views
Days After Publication
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7500
10000
12500
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17500
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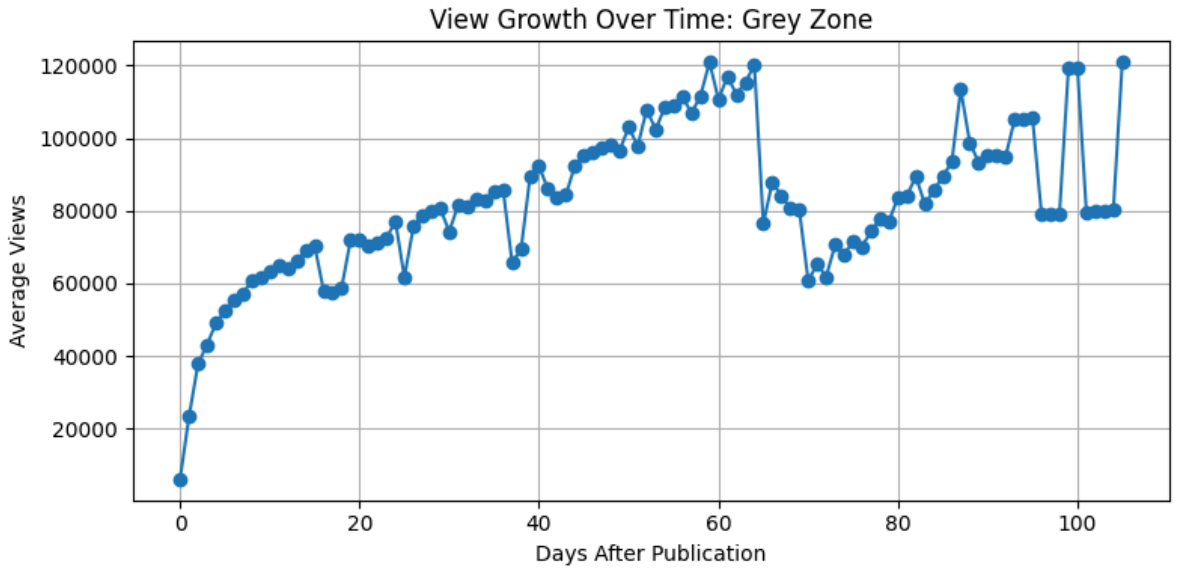
10
12
14
16


View Growth Over Time: Grey Zone
Average Views
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20000
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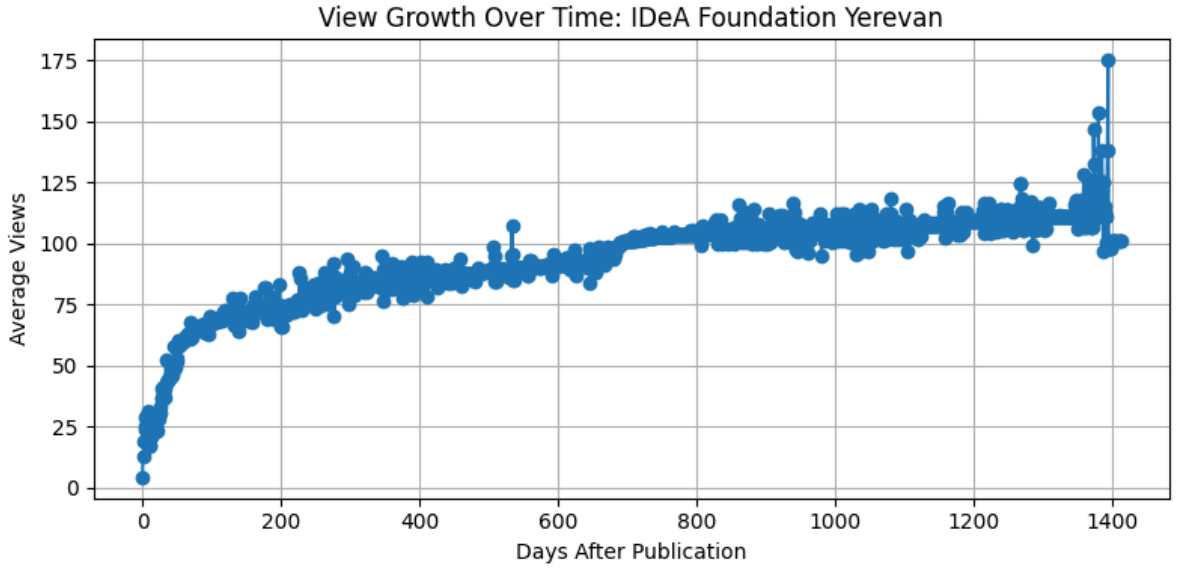
20
40
60
80
100
Days After Publication


View Growth Over Time: IDeA Foundation Yerevan
Average Views
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125
100
75
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25
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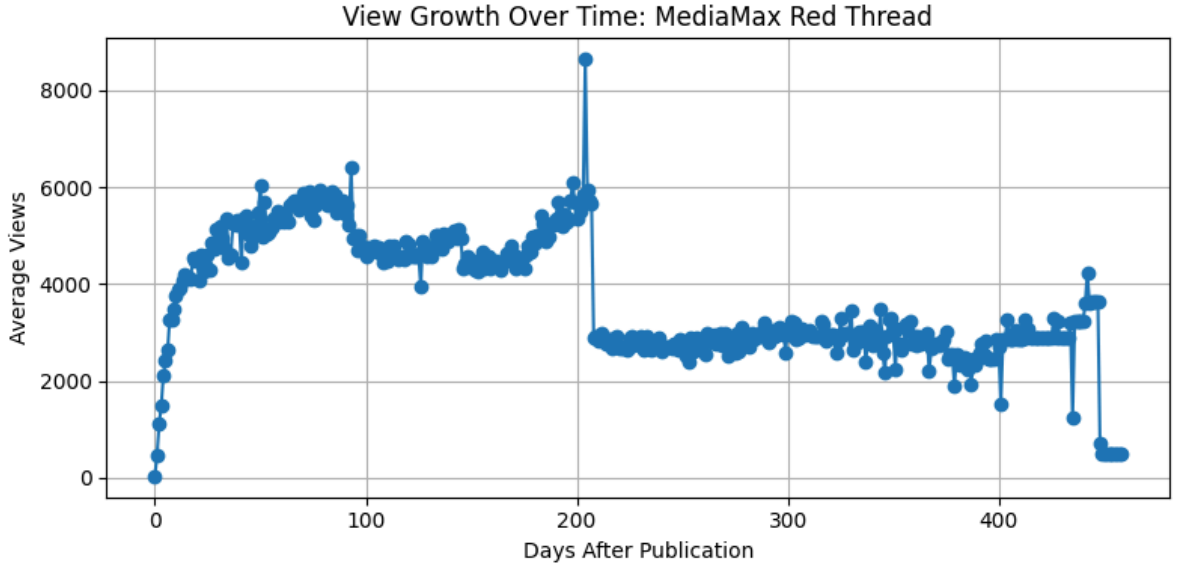
1200
1400
Days After Publication


View Growth Over Time: MediaMax Red Thread
Average Views
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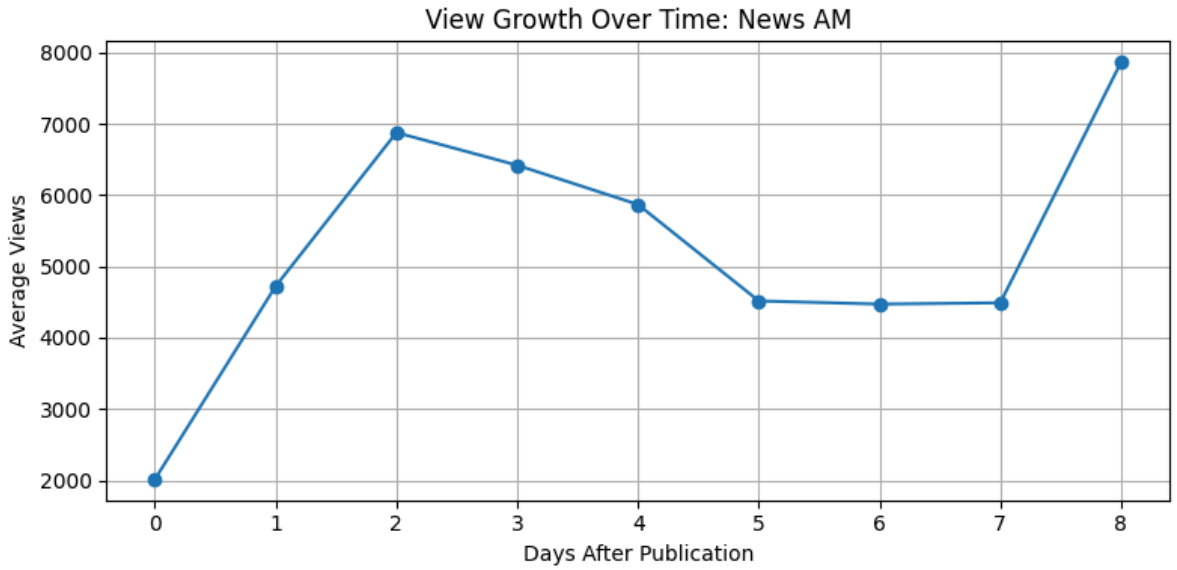
6000
4000
2000
0
0
100
200
300
400
Days After Publication


View Growth Over Time: News AM
Average Views
Days After Publication
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4000
3000
2000
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1
2
3
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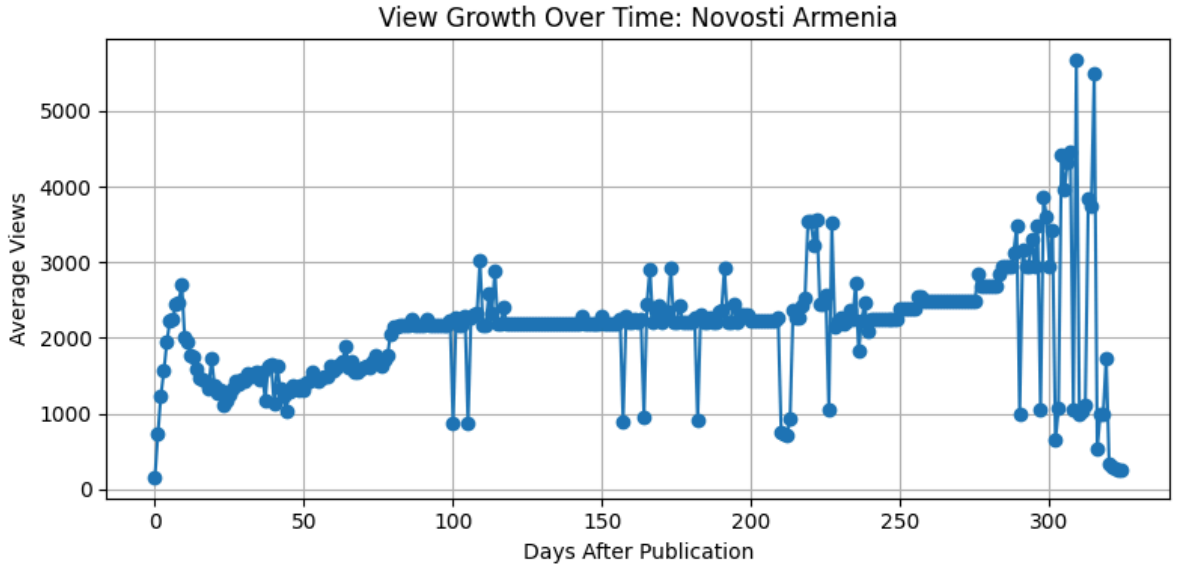
6
7
8


View Growth Over Time: Novosti Armenia
Average Views
Days After Publication
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3000
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0
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100
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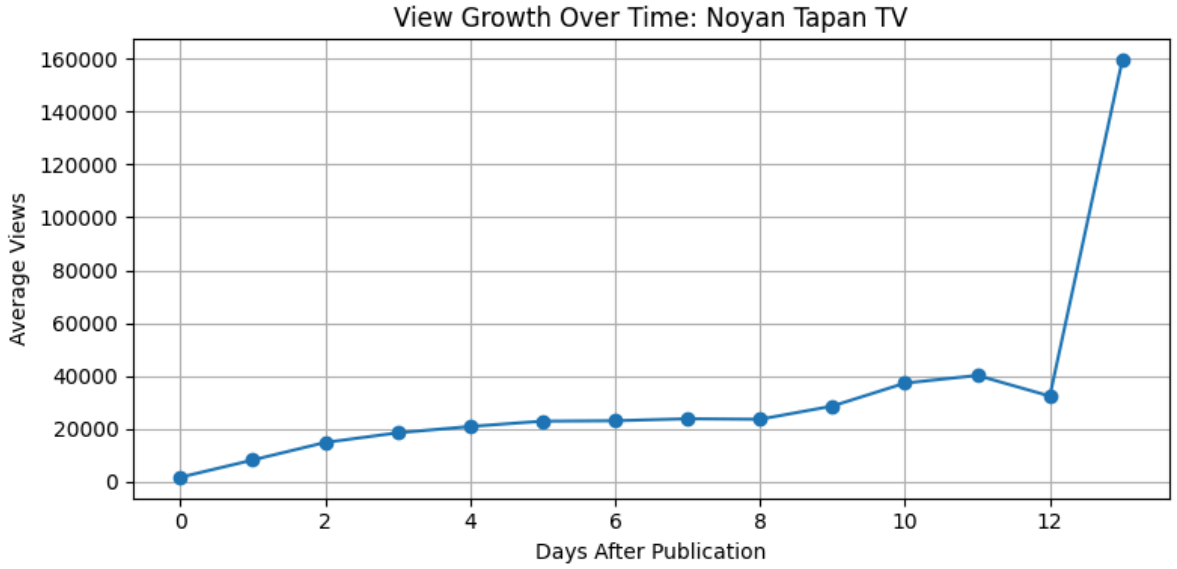
250
300


View Growth Over Time: Noyan Tapan TV
Average Views
Days After Publication
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120000
100000
80000
60000
40000
20000
0
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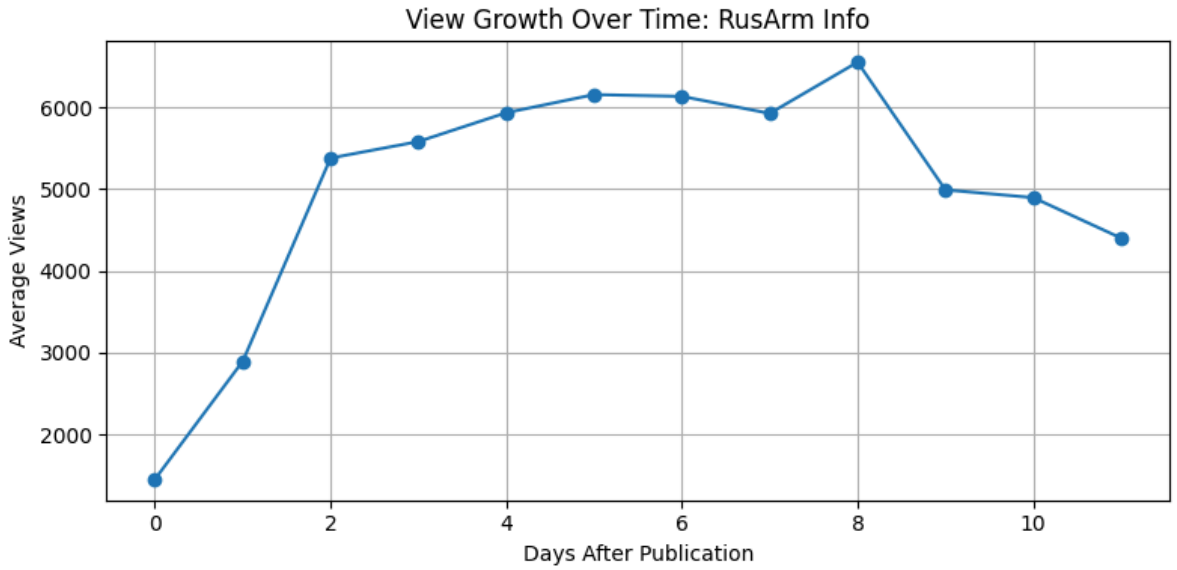
2
4
6
8
10
12


View Growth Over Time: RusArm Info
Average Views
Days After Publication
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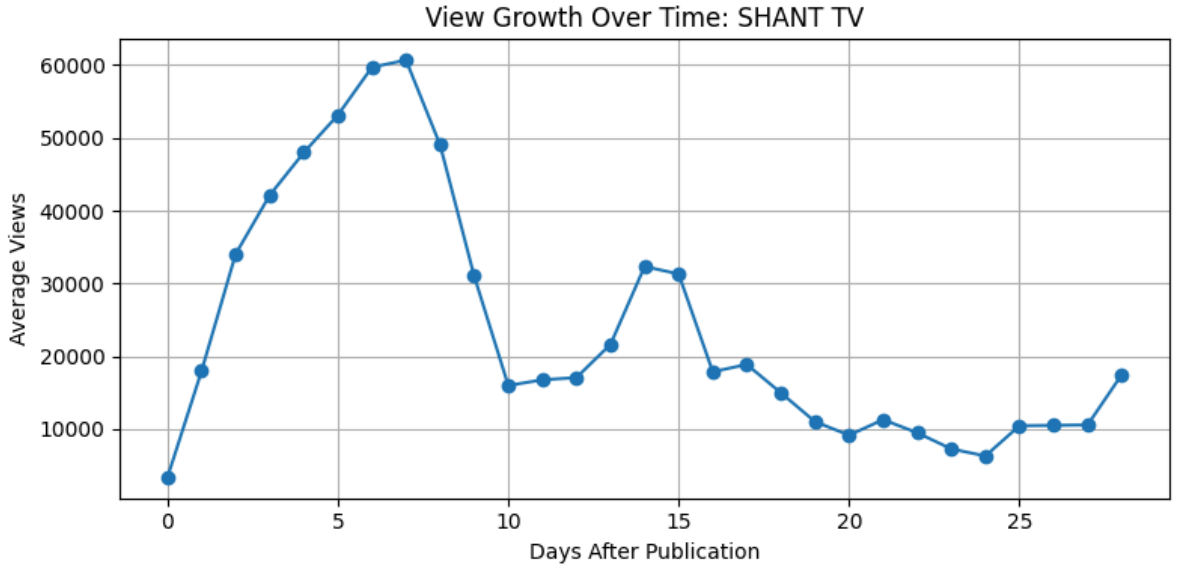
3000
4000
5000
6000
0
2
4
6
8
10


View Growth Over Time: SHANT TV
Average Views
Days After Publication
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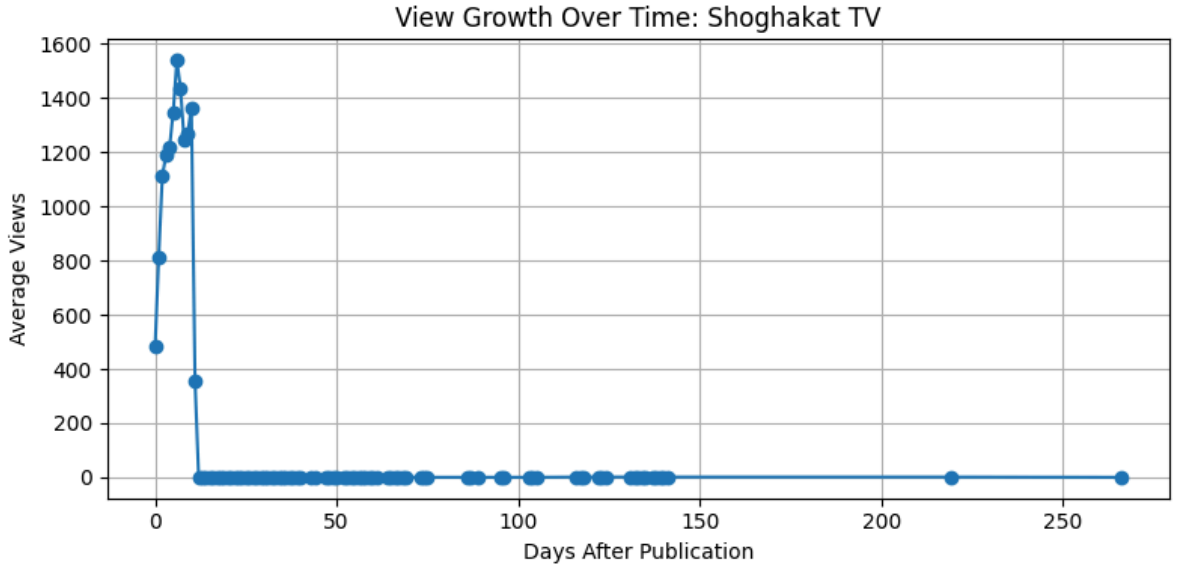
30000
40000
50000
60000
0
5
10
15
20
25


View Growth Over Time: Shoghakat TV
Average Views
Days After Publication
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1600
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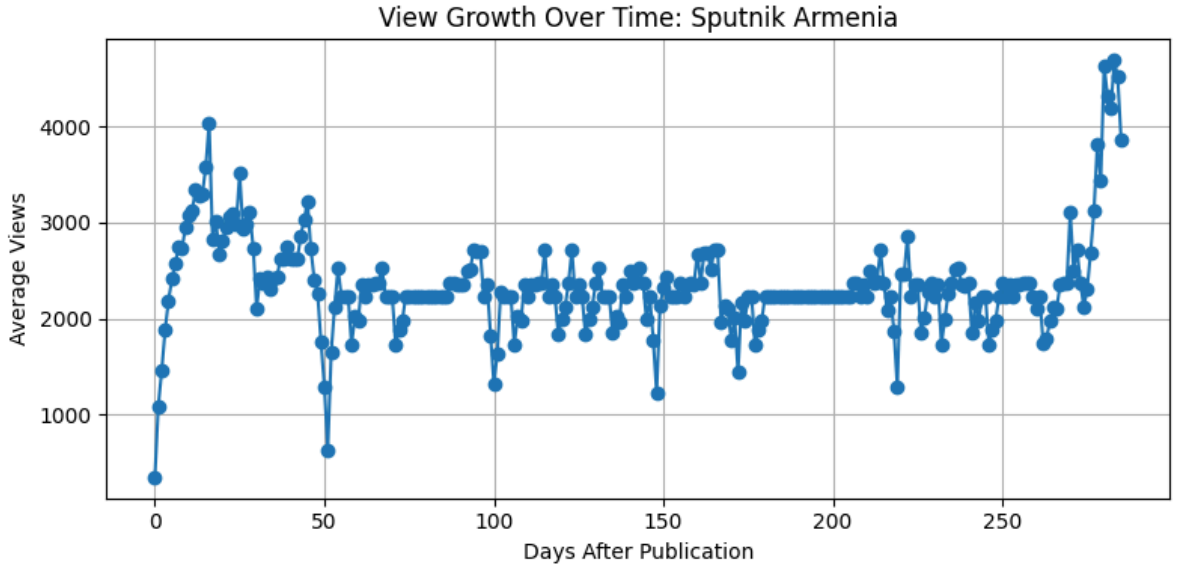
200
250


View Growth Over Time: Sputnik Armenia
Average Views
Days After Publication
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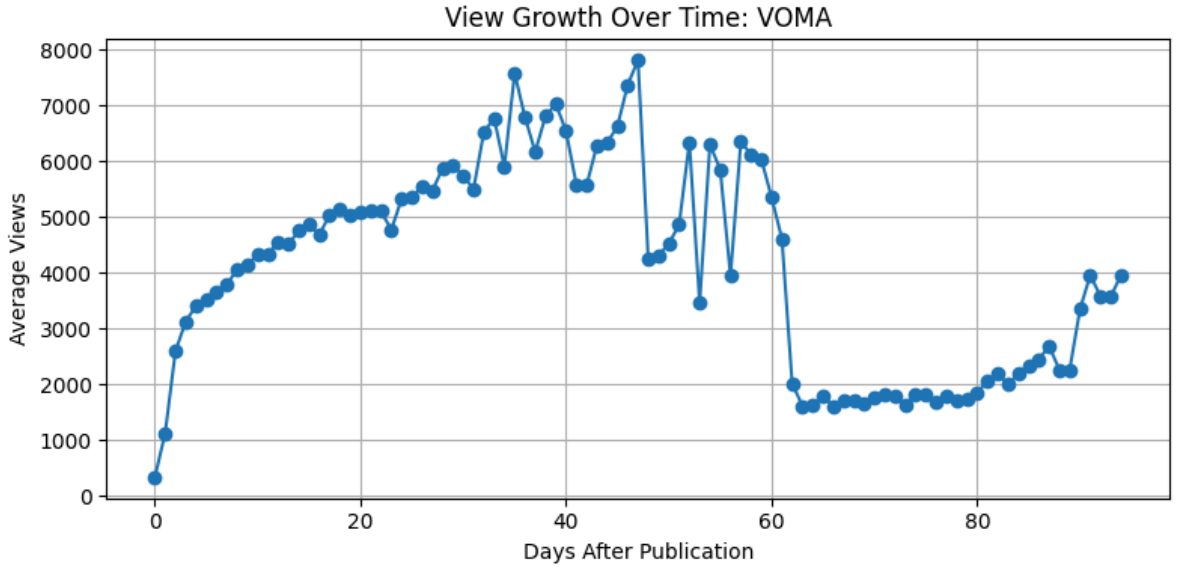
100
150
200
250
1000
2000
3000
4000


View Growth Over Time: VOMA
Average Views
Days After Publication
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40
60
80
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1000
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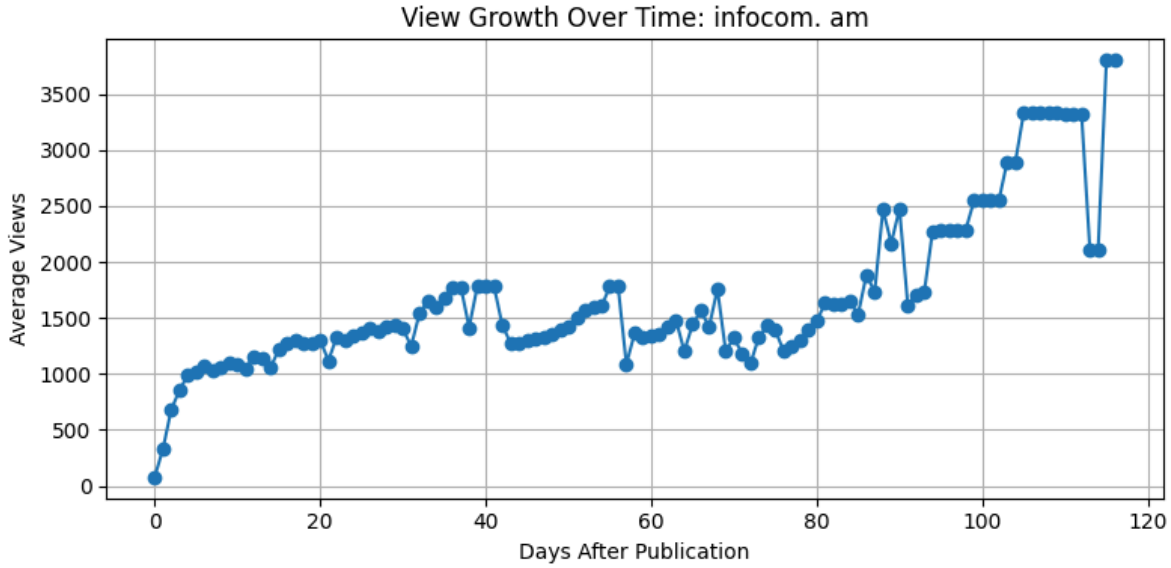
3000
4000
5000
6000
7000
8000


View Growth Over Time: infocom. am
Average Views
Days After Publication
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20
40
60
80
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120
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500
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2000
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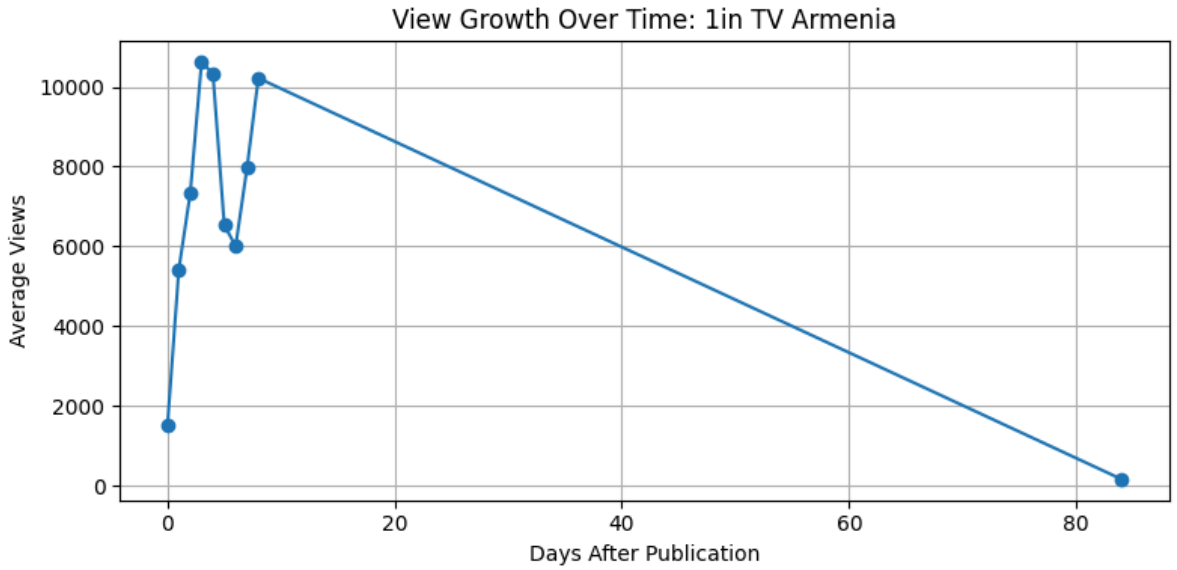
3000
3500


View Growth Over Time: 1in TV Armenia
Average Views
Days After Publication
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4000
6000
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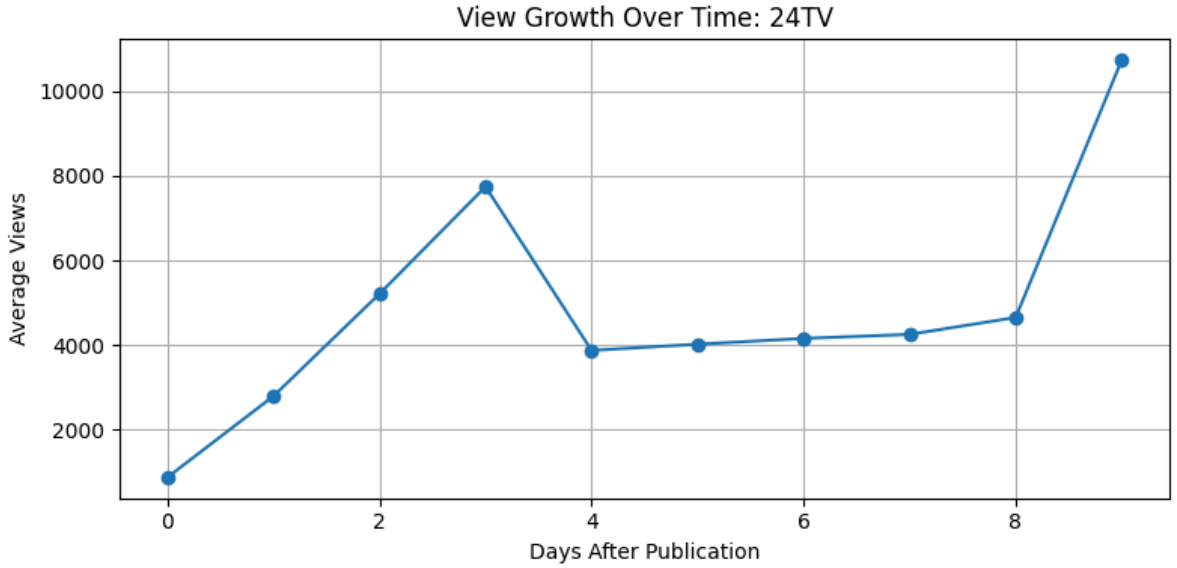
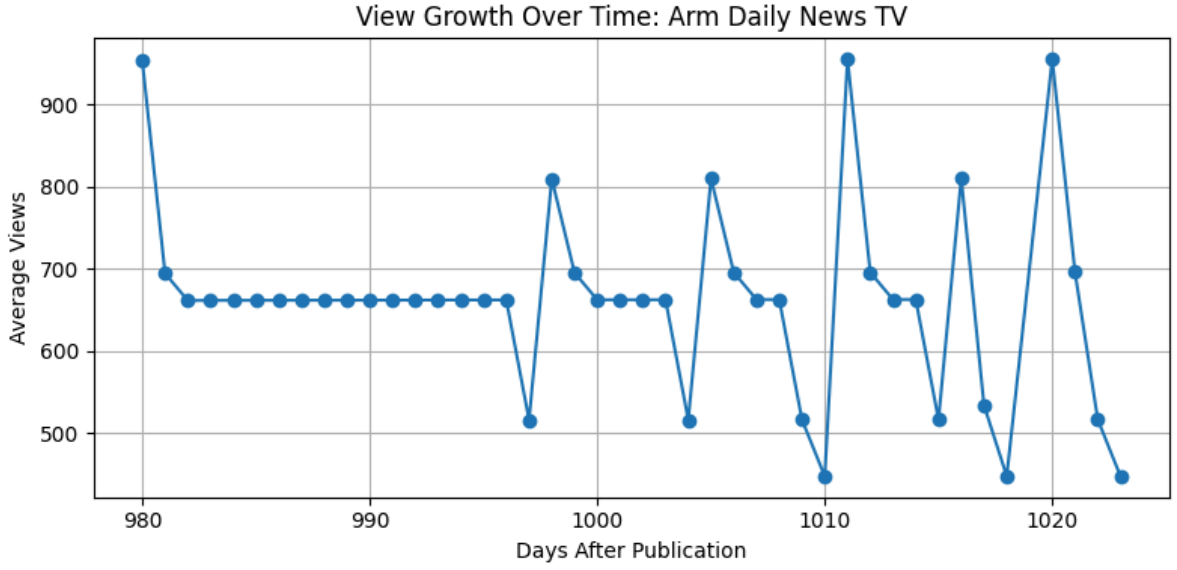
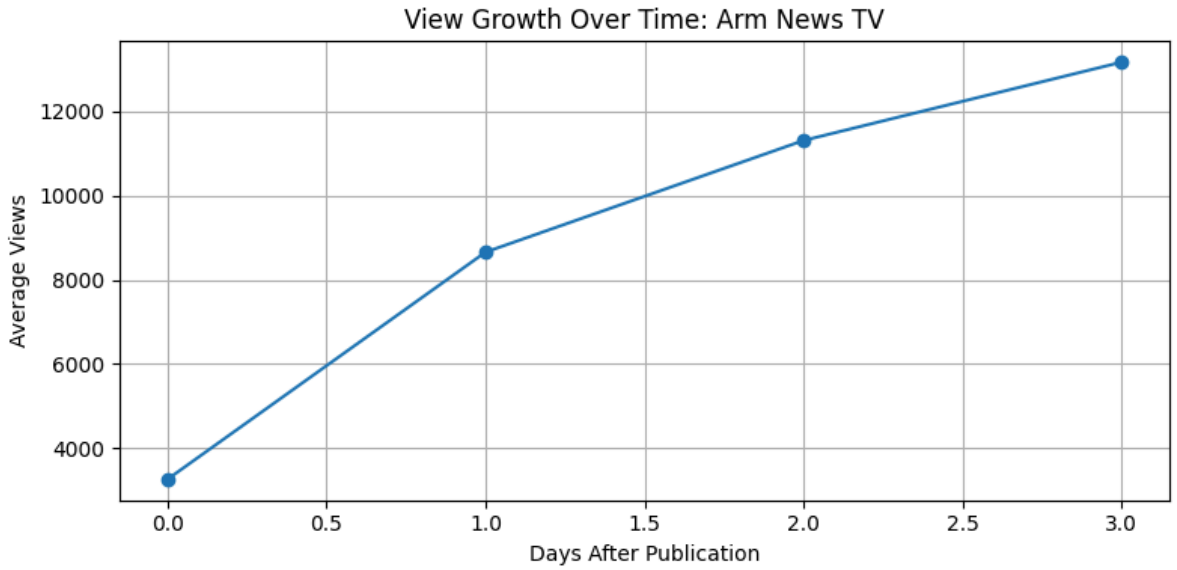
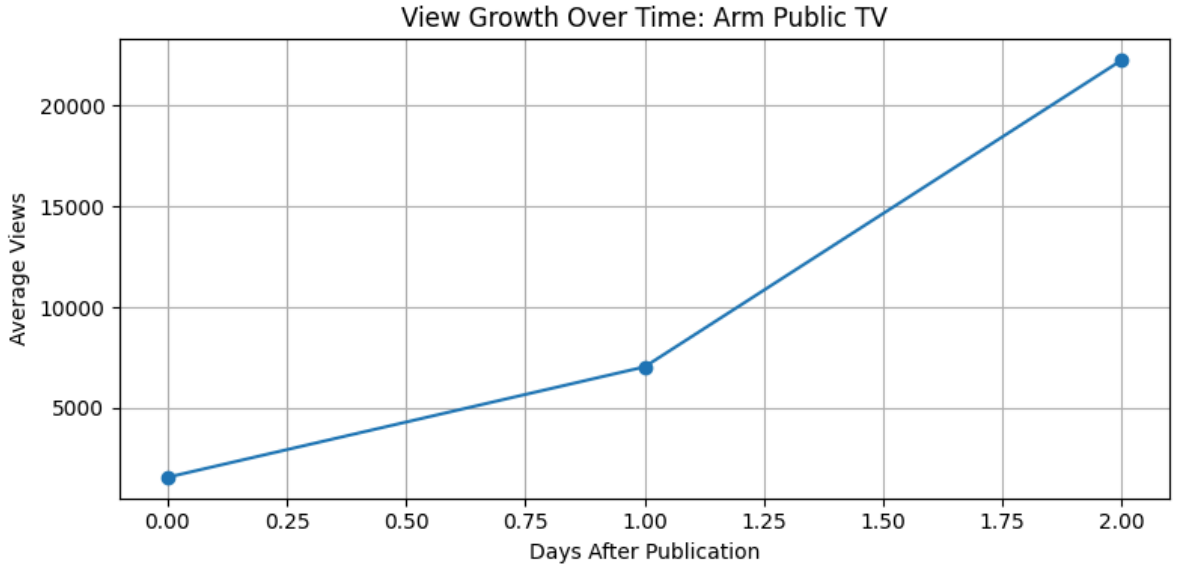
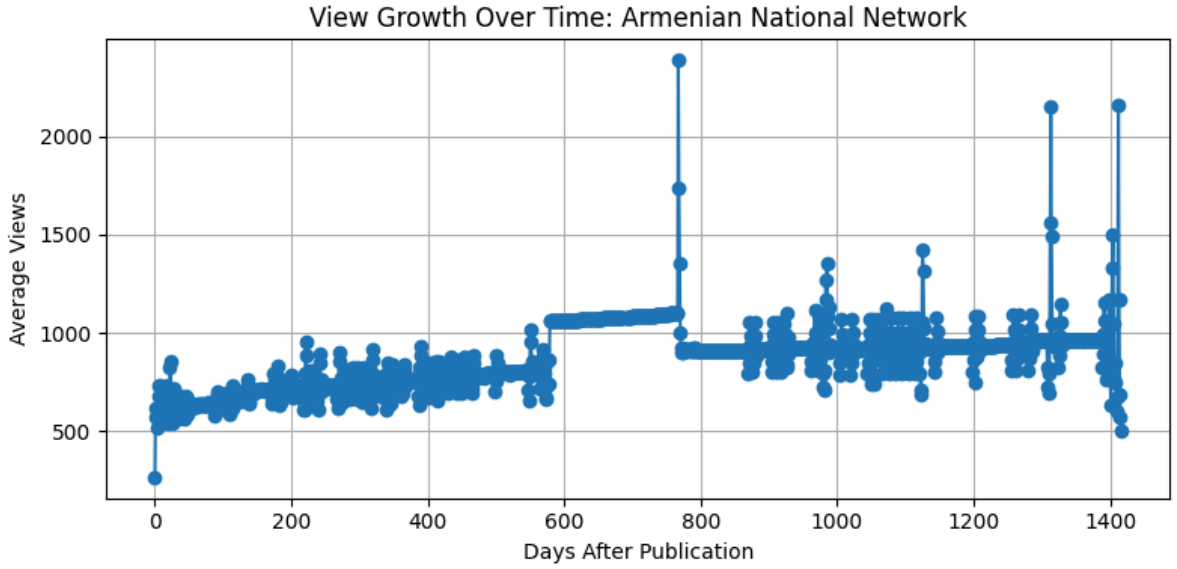
60
80

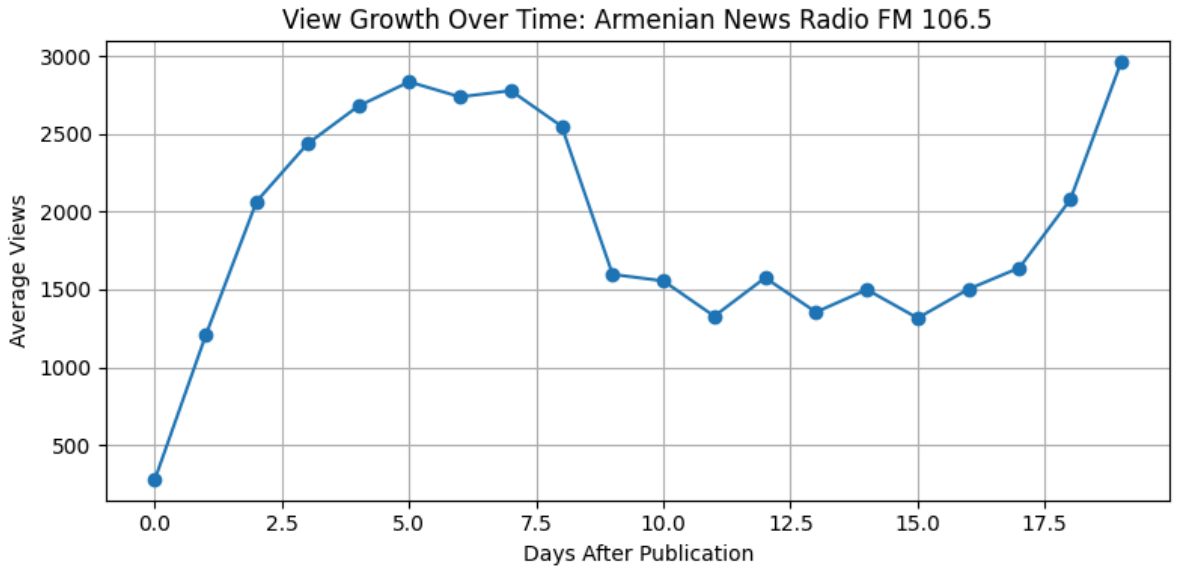

View Growth Over Time: 24TV
Average Views
Days After Publication
2000
4000
6000
8000
10000
0
2
4
6
8

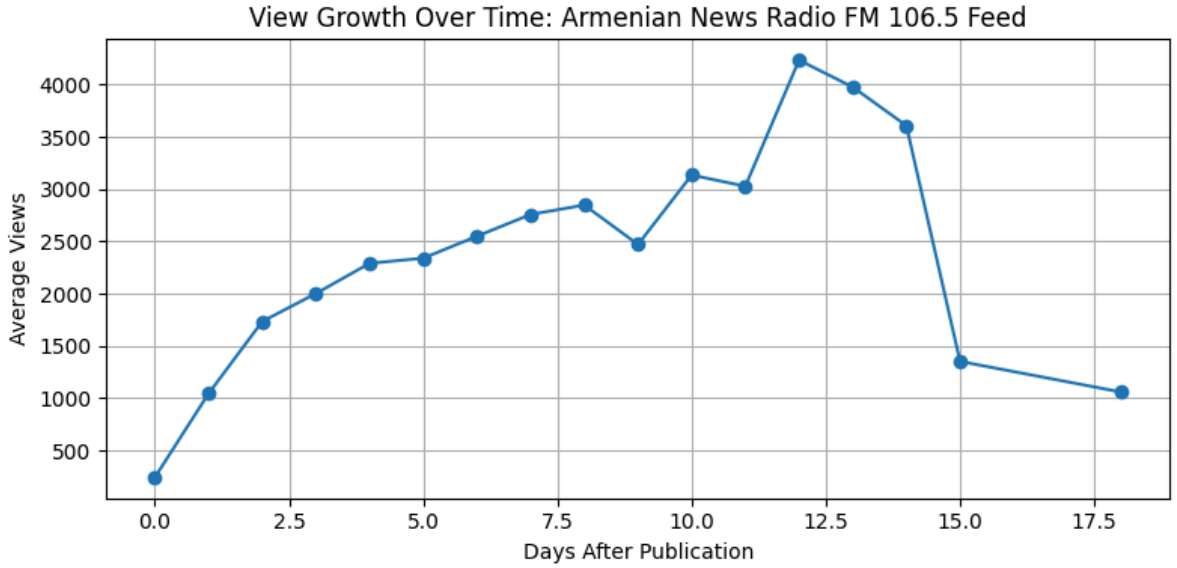

View Growth Over Time: Arm Daily News TV
Average Views
Days After Publication
500
600
700
800
900
980
990
1000
1010
1020

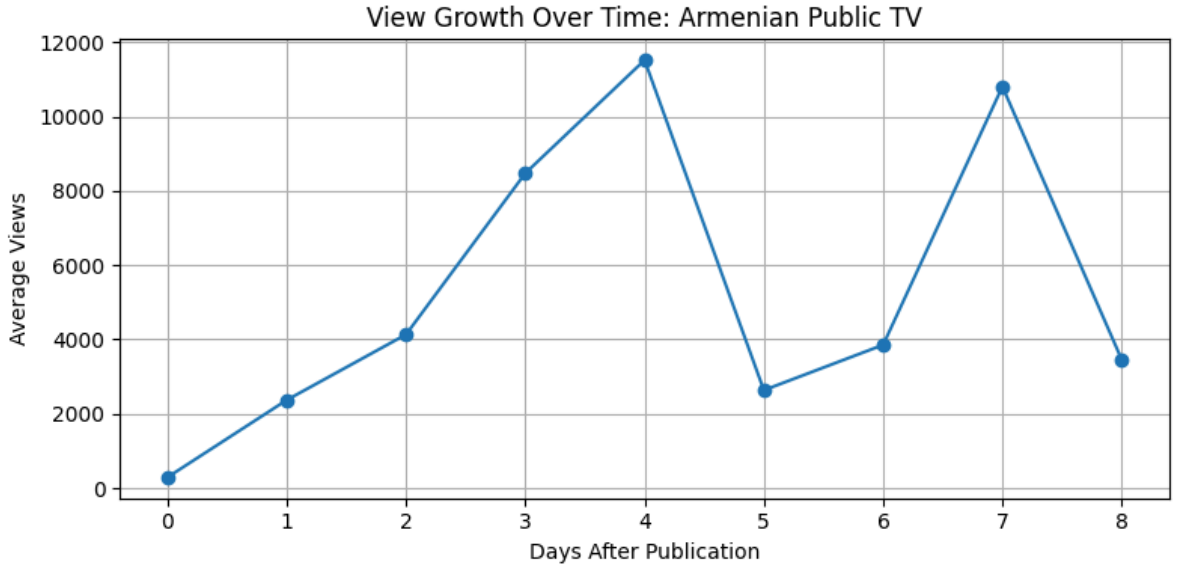

View Growth Over Time: Arm News TV
Average Views
12000
10000
8000
6000
4000
0.0
0.5
1.0
1.5
2.0
2.5
3.0
Days After Publication

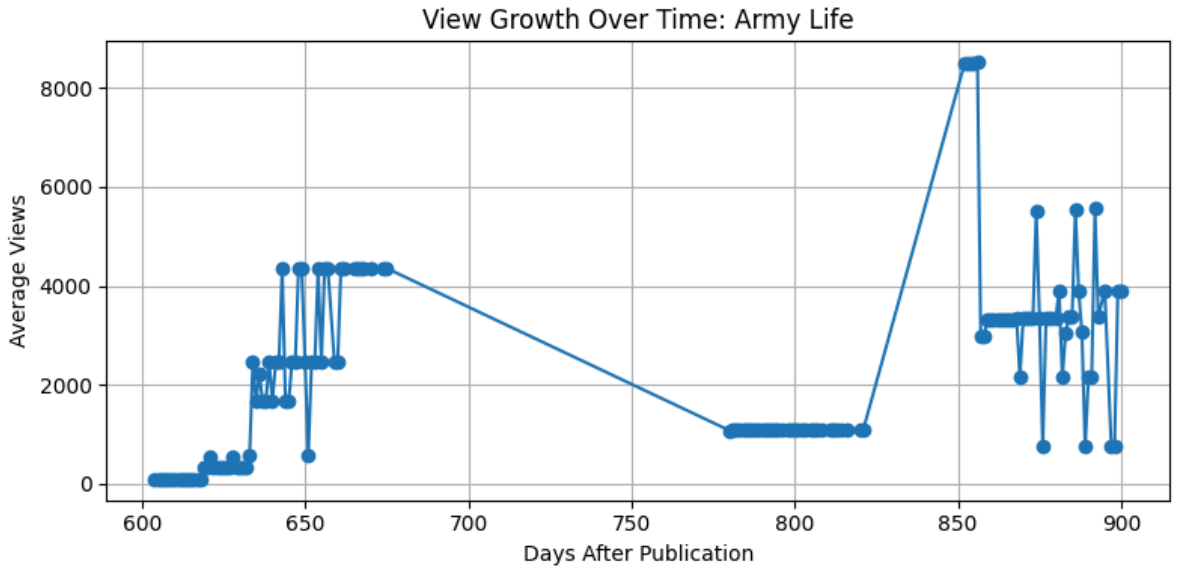

View Growth Over Time: Arm Public TV
Average Views
20000
15000
10000
5000
0.00
0.25
0.50
0.75
1.00
1.25
1.50
1.75
2.00
Days After Publication

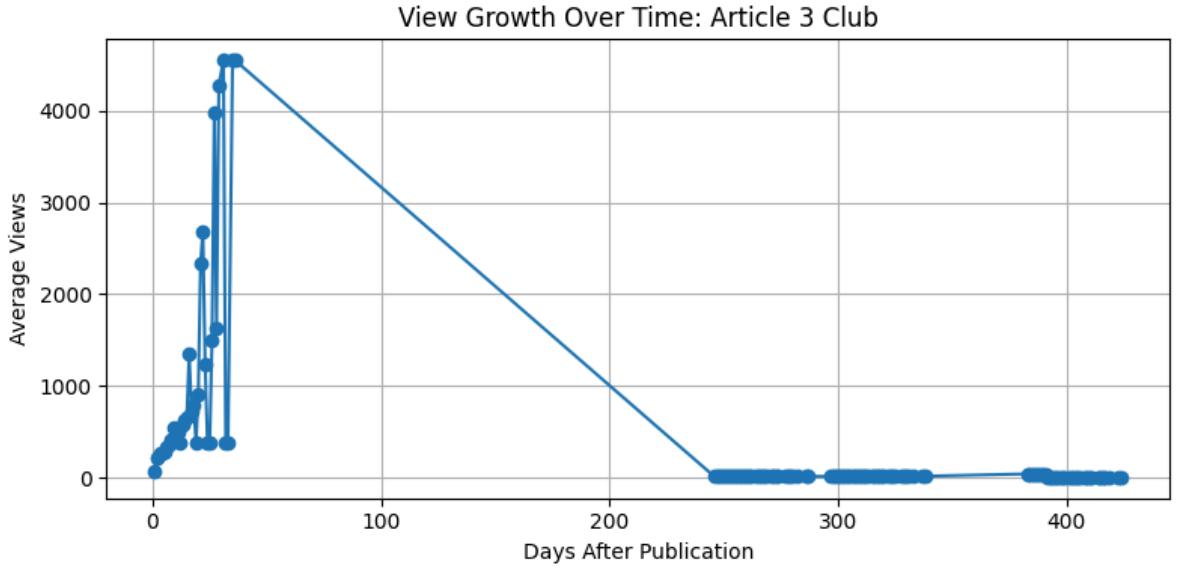

View Growth Over Time: Armenian National Network
Average Views
2000
1500
1000
500
0
200
400
600
800
1000
1200
1400
Days After Publication

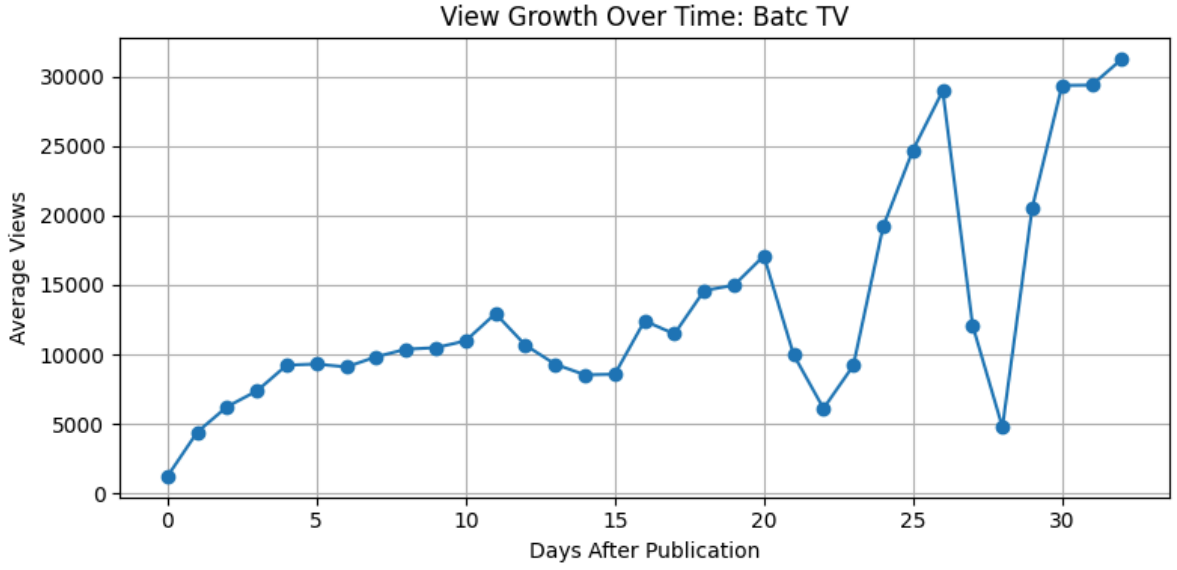

View Growth Over Time: Armenian News Radio FM 106.5
Average Views
Days After Publication
3000
2500
2000
1500
1000
500
0.0
2.5
5.0
7.5
10.0
12.5
15.0
17.5

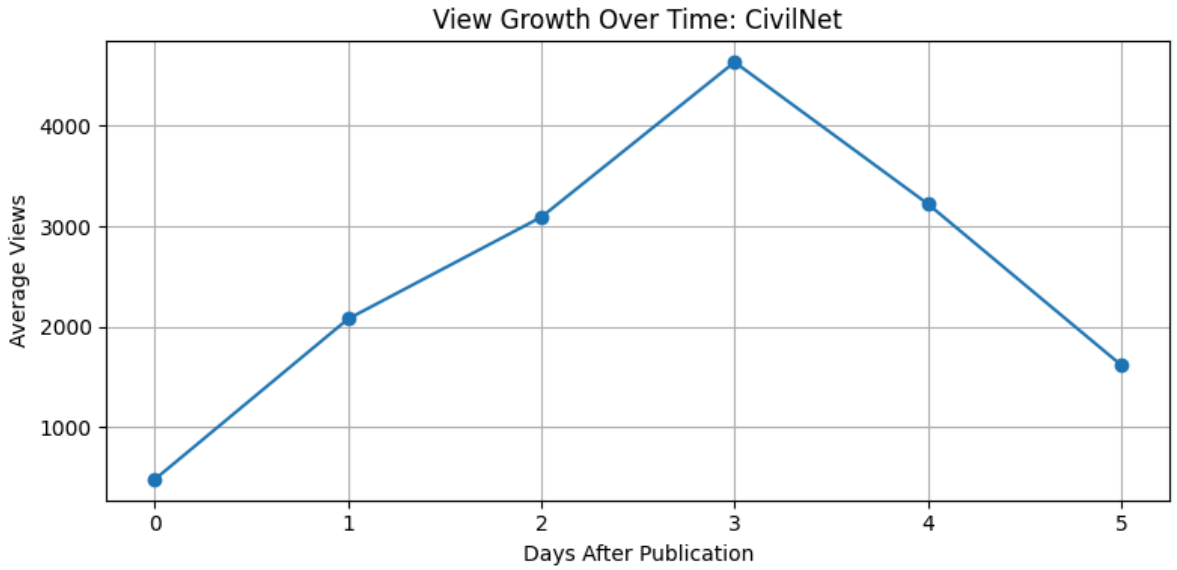

View Growth Over Time: Armenian News Radio FM 106.5 Feed
Average Views
Days After Publication
4000
3500
3000
2500
2000
1500
1000
500
0.0
2.5
5.0
7.5
10.0
12.5
15.0
17.5

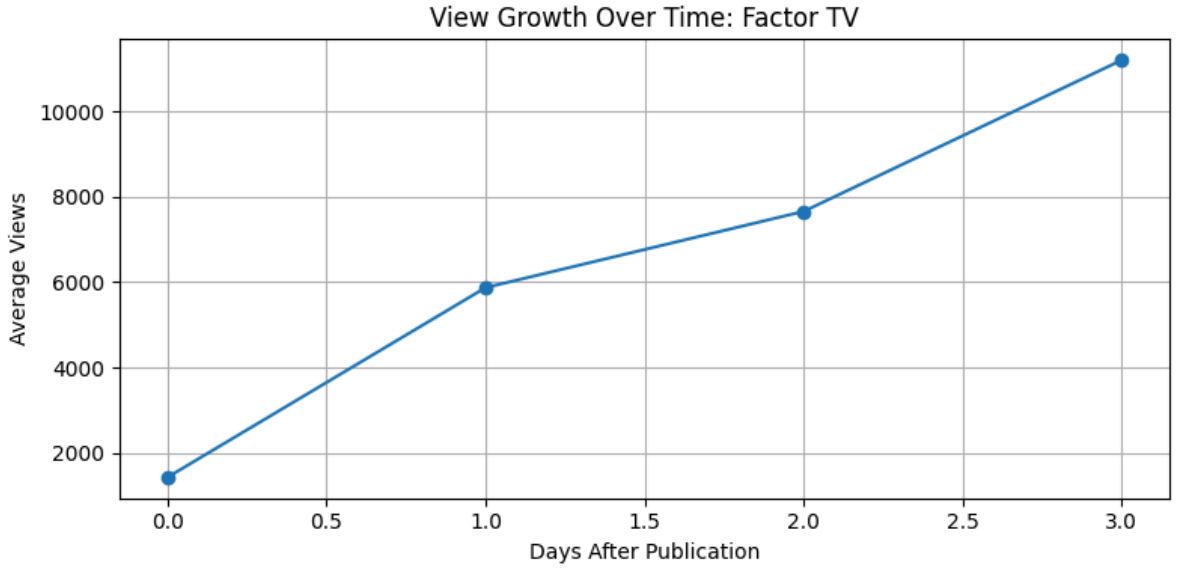

View Growth Over Time: Armenian Public TV
Average Views
Days After Publication
12000
10000
8000
6000
4000
2000
0
0
1
2
3
4
5
6
7
8

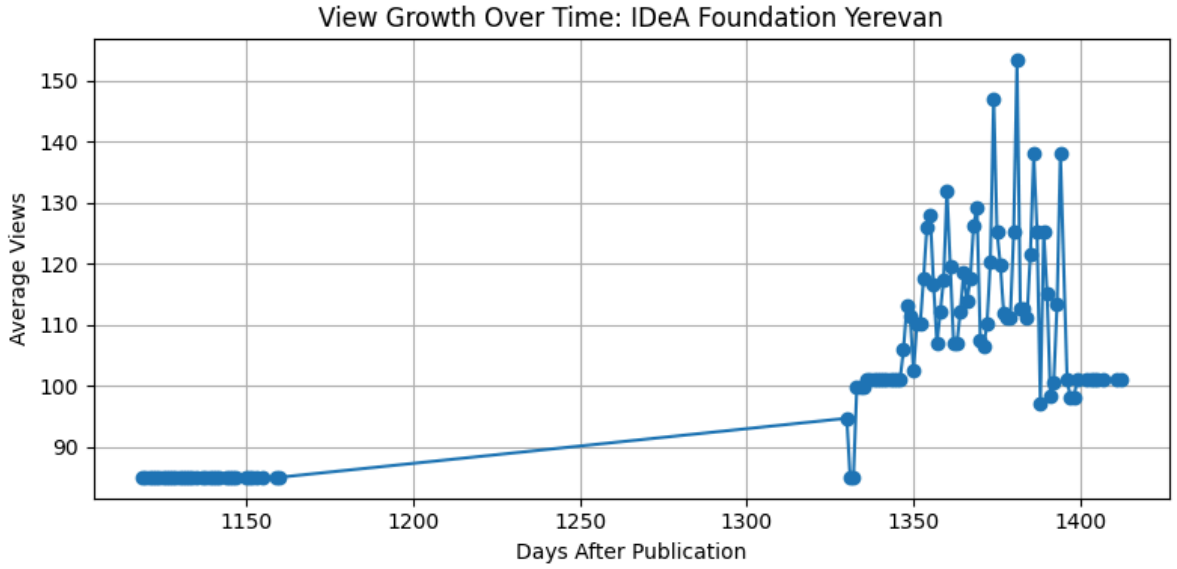

View Growth Over Time: Army Life
Average Views
Days After Publication
0
2000
4000
6000
8000
600
650
700
750
800
850
900

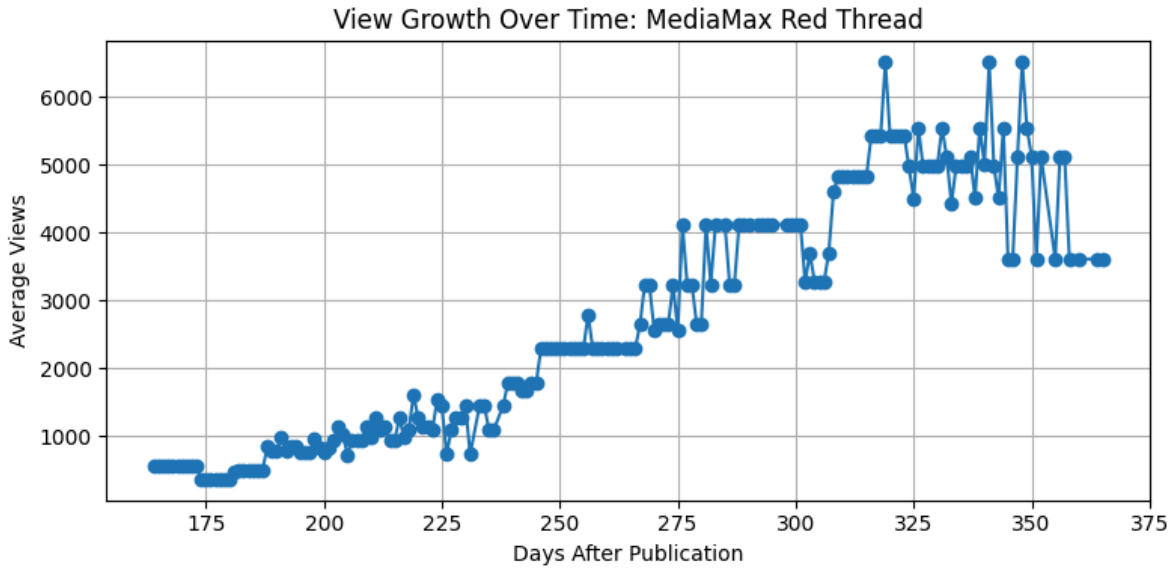

View Growth Over Time: Article 3 Club
Average Views
Days After Publication
0
1000
2000
3000
4000
0
100
200
300
400

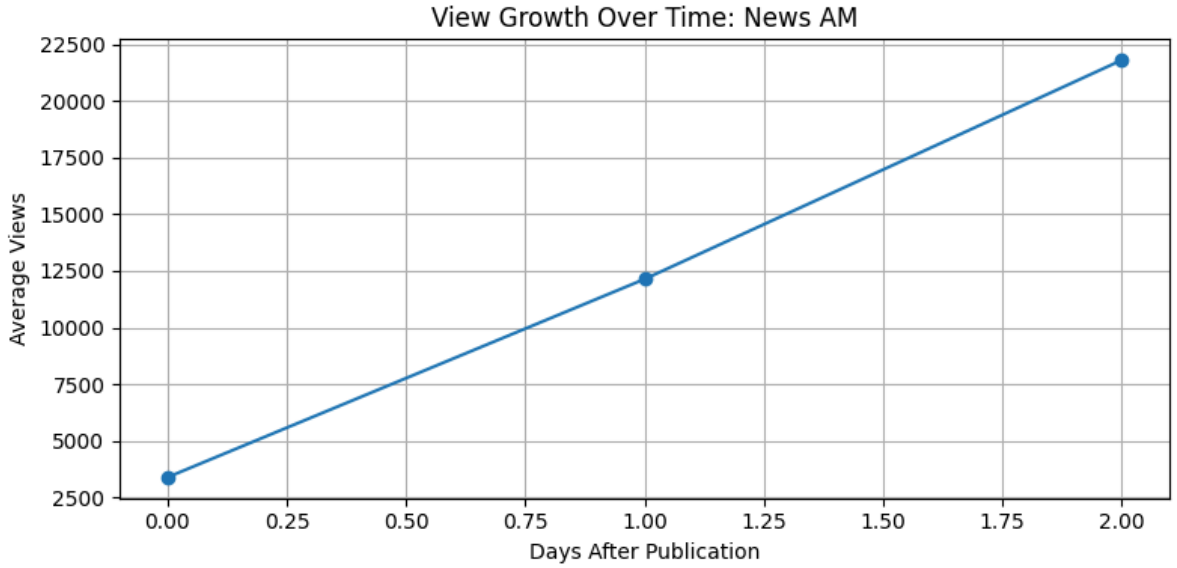

View Growth Over Time: Batc TV
Average Views
Days After Publication
0
5000
10000
15000
20000
25000
30000
0
5
10
15
20
25
30

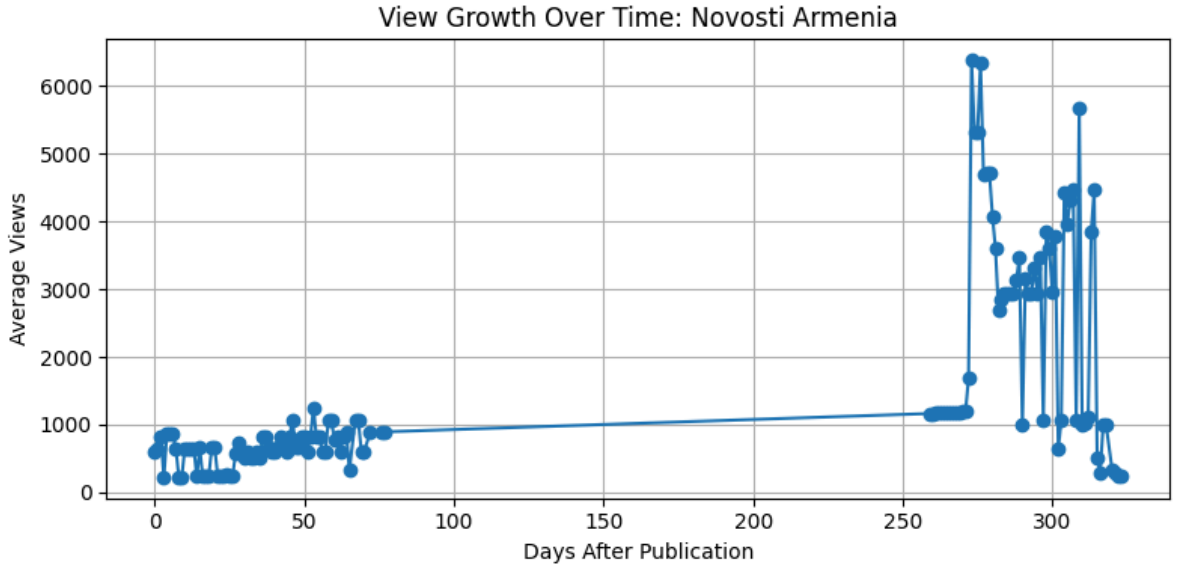

View Growth Over Time: CivilNet
Average Views
1000
2000
3000
4000
0
1
2
3
4
5
Days After Publication

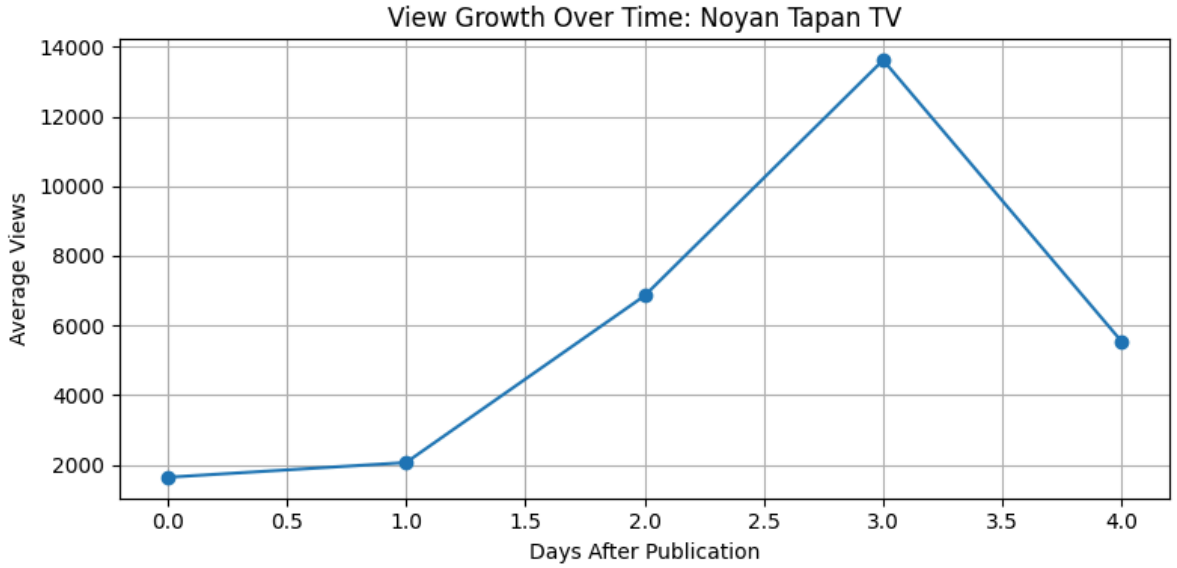

View Growth Over Time: Factor TV
Average Views
2000
4000
6000
8000
10000
0.0
0.5
1.0
1.5
2.0
2.5
3.0
Days After Publication

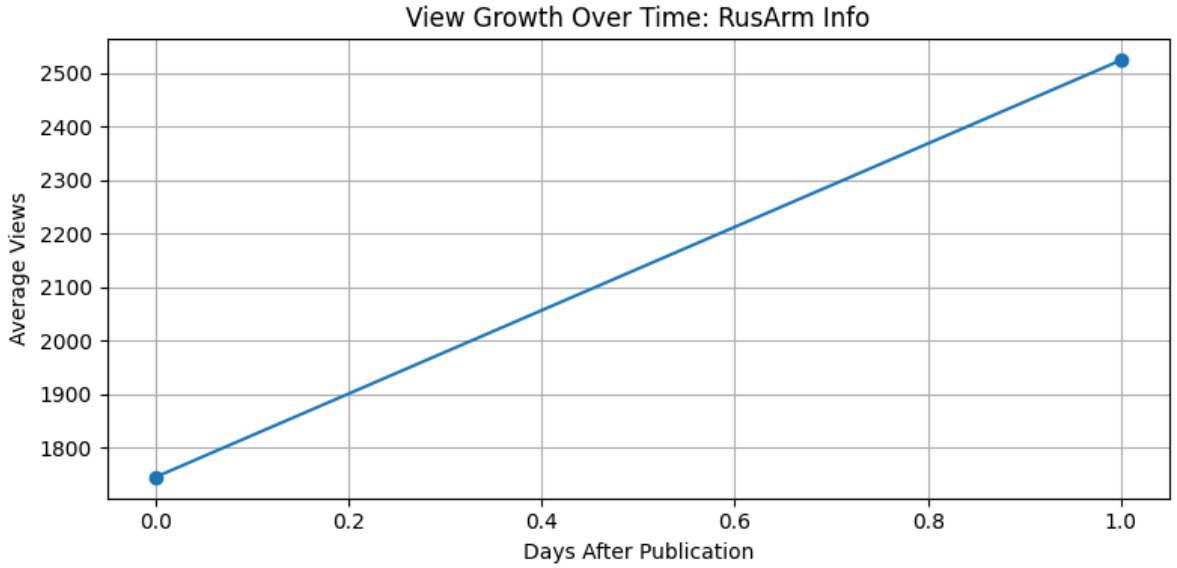

View Growth Over Time: IDeA Foundation Yerevan
Average Views
90
100
110
120
130
140
150
1150
1200
1250
1300
1350
1400
Days After Publication

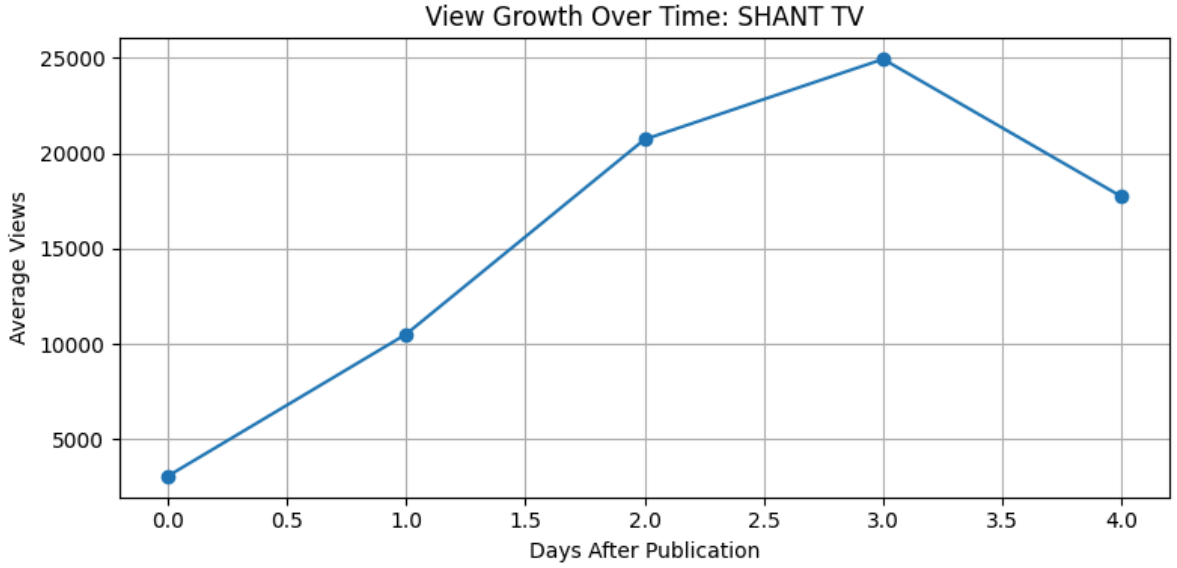

View Growth Over Time: MediaMax Red Thread
Average Views
Days After Publication
1000
2000
3000
4000
5000
6000
175
200
225
250
275
300
325
350
375

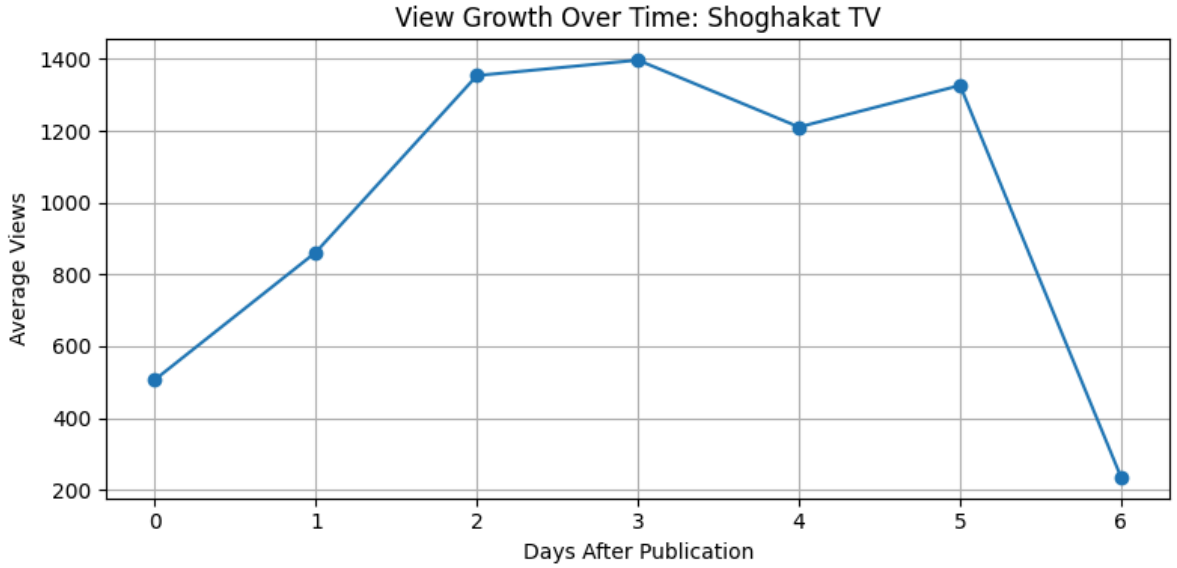

View Growth Over Time: News AM
Average Views
Days After Publication
2500
5000
7500
10000
12500
15000
17500
20000
22500
0.00
0.25
0.50
0.75
1.00
1.25
1.50
1.75
2.00

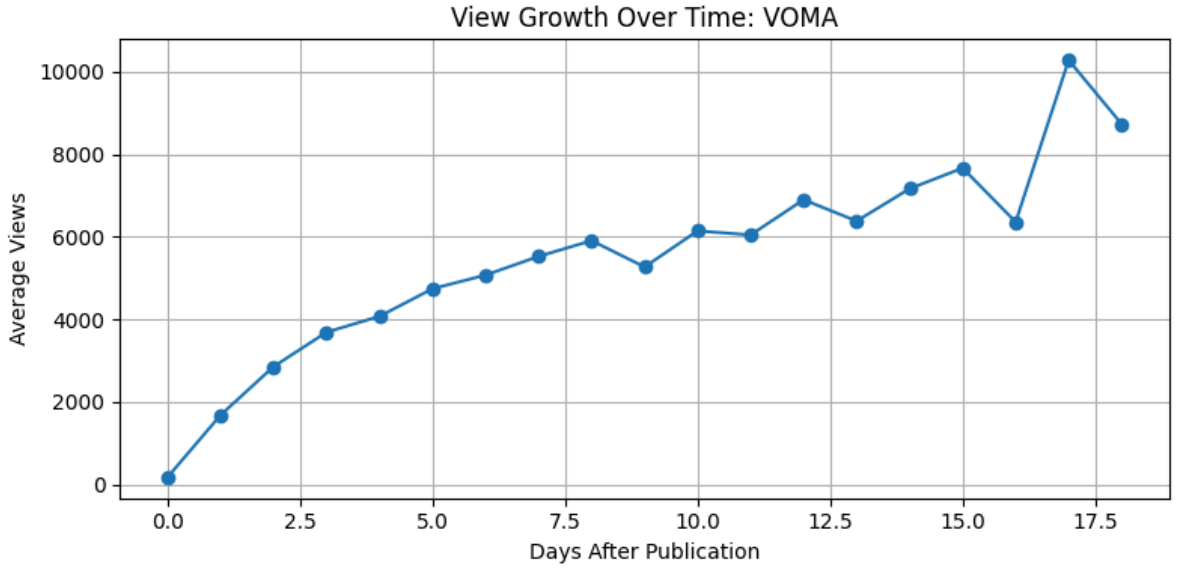

View Growth Over Time: Novosti Armenia
Average Views
Days After Publication
0
1000
2000
3000
4000
5000
6000
0
50
100
150
200
250
300

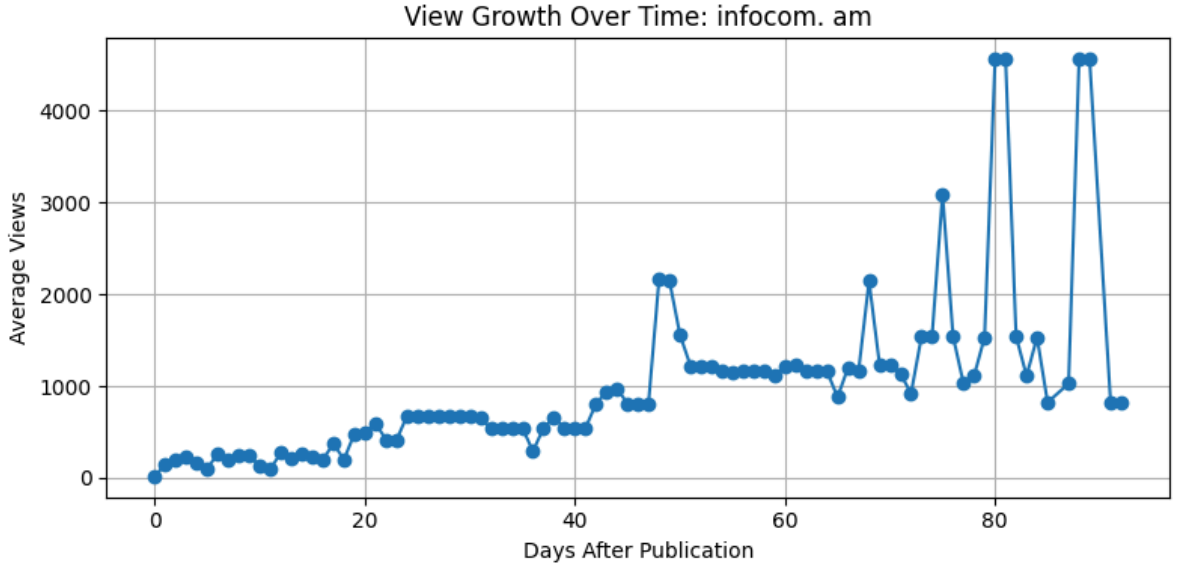

View Growth Over Time: Noyan Tapan TV
Average Views
Days After Publication
14000
12000
10000
8000
6000
4000
2000
0.0
0.5
1.0
1.5
2.0
2.5
3.0
3.5
4.0


View Growth Over Time: RusArm Info
Average Views
Days After Publication
2500
2400
2300
2200
2100
2000
1900
1800
0.0
0.2
0.4
0.6
0.8
1.0


View Growth Over Time: SHANT TV
Average Views
Days After Publication
25000
20000
15000
10000
5000
0.0
0.5
1.0
1.5
2.0
2.5
3.0
3.5
4.0


View Growth Over Time: Shoghakat TV
Average Views
Days After Publication
1400
1200
1000
800
600
400
200
0
1
2
3
4
5
6


View Growth Over Time: VOMA
Average Views
Days After Publication
10000
8000
6000
4000
2000
0
0.0
2.5
5.0
7.5
10.0
12.5
15.0
17.5


View Growth Over Time: infocom. am
Average Views
Days After Publication
4000
3000
2000
1000
0
0
20
40
60
80

6. Limitations / Future Improvements

While the current analysis provides valuable insights, there are several areas for future enhancement. One potential improvement is the integration of Natural Language Processing (NLP) techniques to analyze video titles and descriptions more deeply, enabling a better understanding of content themes and sentiment. Additionally, incorporating comment analysis could offer further insights into viewer engagement, opinions, and overall audience sentiment. These enhancements would provide a more comprehensive view of both the content and its reception.

7. Conclusion

This analysis of Armenian news YouTube channels reveals clear patterns in audience engagement, content performance, and publishing behavior. Channels like 1in TV Armenia, Arm Public TV, 24TV, Grey Zone, and SHANT TV consistently attract the highest number of views and maintain strong early engagement, indicating loyal subscriber bases and effective content strategies. Despite the fact that Grey Zone is not inactive, it is still a leader in the average rating and views in 2 days after a video is published. This is probably connected to the post-war situation when this channel was active. High average ratings shortly after publication further reinforce viewer satisfaction for certain channels, particularly Arm Public TV and SHANT TV.

The correlation between views and ratings across most channels suggests that higher visibility generally leads to more positive feedback, although a few exceptions highlight the presence of controversial content.