

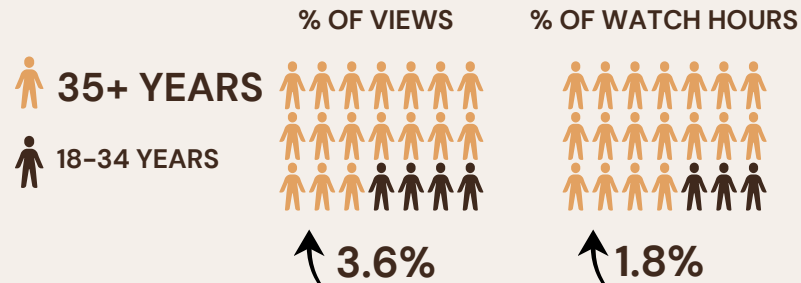
YOUTUBE CHANNEL PERFORMANCE

REVENUE GROWTH

18.5%

The channel revenue increased by \$120 from 2021 to 2022 which is nearly 18.5% increase.

TARGET AUDIENCE



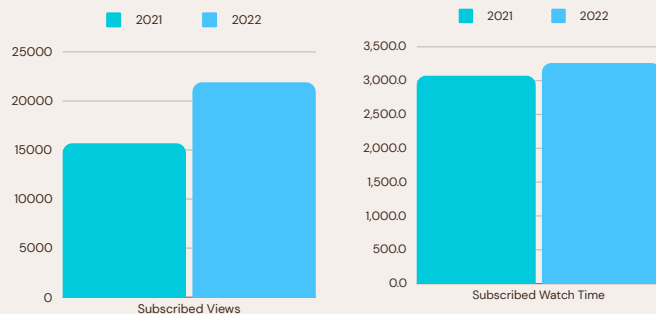
81.8% of views and 83.9% of watch hours came from 35+ years audience in 2022, which has increased by 3.6% and 1.8% from 2021 to 2022.

NET SUBSCRIBER GROWTH

16.3%

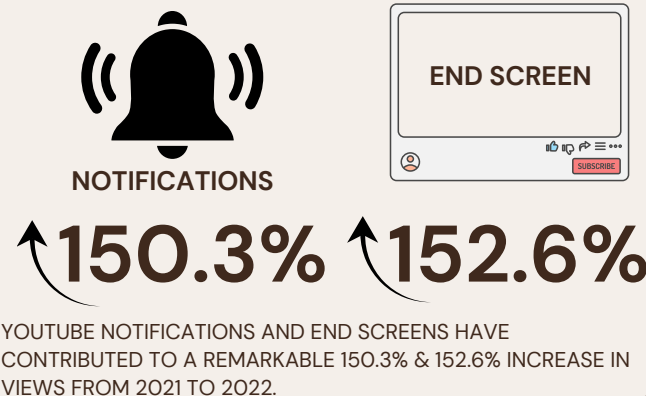
The channel gained 118 or 16.3% more subscribers in 2022 than it gained in 2021.

LOYAL SUBSCRIBER BASE



SUBSCRIBER VIEWS AND WATCH TIME HAVE SHOWN SIGNIFICANT GROWTH, WITH A 39.6% INCREASE IN VIEWS, HIGHLIGHTING A MORE ENGAGED AND LOYAL FANBASE FROM 2021 TO 2022.

VIEWS FROM



SUMMARY

- Channel performance shows growth in loyalty and engagement, with increased net subscriber gain and total revenue.
- The 35+ age group accounts for 81.8% of viewers and 83.9% of watch time, solidifying it as the primary target audience.
- Subscriber views and watch time increased by 39.6% & 6.1%, reflecting a more engaged fanbase.
- Key traffic sources, including YouTube notifications and end screens, drove over a 150% increase in views, while search and channel page viewership rose by 18.3% & 34.3%.
- Growth reflects effective video discoverability and content strategies, contributing to sustained revenue and loyal audience expansion.