1. **Ridiculously Rich - ( 4 Videos per Month) ( Avg 7mins)**
2. **ConBuster - ( 2 Videos per Month) ( Avg 10-15mins)**
3. **Whodunit Files ( 2 Videos per Month) (Avg 10-15 mins)**
4. **Showdown Central** **( 4 Videos per Month) (Avg 7mins)**
5. **RankItUp ( 4 Videos per month) (Avg 5-7 mins)**

## **Ridiculously Rich** :

Channel Should look and feel like luxurious and should give rich vibes

### **Theme, Target Audience & Branding Style**

This channel’s theme is to showcase **extravagant and outrageous acts of wealth** – from golden supercars to private island parties. The tone is fun, **awe-inducing, and slightly satirical**, letting viewers marvel at how the 1% spend their fortunes. The target audience is broad (teens to adults) who enjoy *entertaining trivia about luxury lifestyles* and shareable “can you believe this?” content. Branding would lean into a **flashy, luxurious style with a humorous twist**: think gold-and-green color schemes (money vibes) paired with quirky fonts or cartoonish graphics to keep it lighthearted. The channel should feel like an **insider peek into a world of excess**, without outright glorifying it – more “OMG, look what they did!” than serious finance. This distinct branding balances **aspiration and absurdity** to attract viewers curious about the wild side of wealth.

### **Content Guidelines**

* **Video Types**: Expect listicles, compilations, and story-style videos about the **most absurd purchases, stunts, or hobbies of rich people**. For example, *“Top 5 Ridiculous Yachts Owned by Millionaires,” “Inside a Billionaire’s $100K Dinner Party,”* or *“Crazy Things Only Rich Kids Can Afford.”* Each video should be well-researched, include engaging visuals of the luxury items or events, and have a witty narration that points out why it’s over-the-top.
* **Tone and Approach**: Maintain a **playful, non-judgmental tone** – it’s okay to be amazed or poke mild fun (“all that money and they bought **what?!**”), but avoid harsh criticism. The idea is to entertain and fascinate the audience, possibly with a dash of envy or disbelief, but not to purely ridicule the subjects.
* **Dos**: Focus on *legal, public, or well-documented extravagances*. Use reputable sources for facts (e.g., news about a billionaire’s purchase) and include context (why they did it, how much it cost). Keep the pacing snappy – viewers should consistently be saying “wow!” every few minutes. Incorporate **light comparisons or stats** (e.g., “This $500 million yacht costs more than 3,000 average houses”) to highlight scale.
* **Don’ts**: Avoid any **invasion of privacy** or speculative content about private lives that isn’t already public. Do not post defamatory or overly negative commentary on individuals; steer clear of personal scandals that veer into “exposé” territory (save that for a different channel). Also avoid topics that could stir unnecessary controversy or anger, like *political uses of wealth or criminal cases* – keep it fun and focused on eccentric luxury, not crime or politics. **No glorification of illegal activities** done by rich people (if a “crazy rich stunt” crosses legal/ethical lines, it’s likely not brand-safe to showcase). Finally, ensure diversity in examples (not just one country’s rich folks) to appeal to a global audience, and skip anything overly niche that a general viewer wouldn’t recognize.
* **Top 3 YouTube Competitors**
* **TheRichest** – A massive channel (14.9+ million subscribers) known for highlighting *“the pinnacle of luxury and extravagance”* ([Who is TheRichest?](https://wiki.sportskeeda.com/youtube/who-is-therichest#:~:text=built%20a%20following%20of%20over,and%20extravagance%20across%20all%20categories)). Their videos dive into costly cars, homes, and insane billionaire purchases, making them a key competitor. *TheRichest’s* content sets the bar for flashy wealth-related listicles, often covering similar “you won’t believe this” rich-people stories. Our channel can compete by adopting a more humorous tone, as *TheRichest* sometimes presents facts more straightforwardly.
* **Mr. Luxury** – A mid-sized channel (~700K subscribers) that *“discusses everything related to luxurious places”* and lifestyles ([Mr. Luxury | Wikitubia | Fandom](https://youtube.fandom.com/wiki/Mr._Luxury#:~:text=,everything%20related%20to%20luxurious%20places)). Mr. Luxury often tours mansions, yachts, and high-end experiences, appealing to viewers’ curiosity about living like a billionaire. While we will cover rich antics, we’ll differentiate by focusing on the **craziest and most unusual** aspects (not just luxury for its own sake). Mr. Luxury’s success with educational yet entertaining luxury content is a model for keeping our videos informative but fun.
* **Alux.com** – A popular luxury-themed channel (~4–5 million subscribers) and website brand that bills itself as *“the largest community of Luxury & Fine Living enthusiasts in the world,”* acting as an authority on ranking expensive things ([Alux.com - YouTube](https://www.youtube.com/@alux#:~:text=Alux,to%20ranking%20the%20most)). Alux produces videos on billionaire lifestyles, expensive objects, and advice for aspiring rich folks. They bring a polished, almost motivational style to luxury content. Our channel “Only Rich Can” will stand apart with a more **lighthearted and daring angle** – whereas Alux might list the “Top 10 Private Jets” seriously, we might do *“Top 10 Outrageously Useless Things Billionaires Bought”*. Nonetheless, Alux’s breadth of luxury topics and strong branding are a benchmark to be aware of when positioning our channel.

*(By studying these competitors – the breadth of topics in* ***TheRichest*** *(*[*Who is TheRichest?*](https://wiki.sportskeeda.com/youtube/who-is-therichest#:~:text=TheRichest%20boasts%20a%20following%20of,exotic%20destinations%2C%20and%20rare%20artifacts)*), the immersive luxury tours of* ***Mr. Luxury****, and the authoritative tone of* ***Alux*** *– “Only Rich Can” can carve out a niche with its witty focus on the wildest rich-person behavior, thereby distinguishing itself in the luxury content space.)*

## **ConBuster:**

This channel should give a video of sharp and intelligent vibes kind of detective channel

### **Theme, Target Audience & Branding Style**

“Exposed” is all about **investigative journalism meets YouTube** – the channel uncovers scams, corruption, and unethical behavior by governments, corporations, or notorious individuals. The theme centers on **truth-seeking and accountability**. The target audience skews older teens and adults (18-40+) who are interested in real-world conspiracies, consumer protection, and news commentary. These viewers likely follow channels like true crime aficionados, watchdog journalism, or commentary on current events. Branding should emphasize **credibility, urgency, and vigilance**. Visually, think bold typography (e.g., stencil or typewriter fonts) and a dark color scheme with bright accents (like red for urgency or neon green for “hacker” vibes). The style can borrow from TV news-magazine aesthetics: for example, a logo with a **flashlight or magnifying glass icon** to symbolize investigation, or the word “Exposed” with a cracked facade effect as if breaking a secret open. The **tone is serious and empowering** – viewers should feel informed and even outraged (in a constructive way) after watching. However, to keep it engaging, the host might occasionally use dry wit or sarcasm when calling out absurd scam tactics. Overall, the brand voice is **confident, ethical, and unafraid to challenge powerful entities**, positioning the channel as the internet’s independent fraud detective.

### **Content Guidelines**

* **Video Topics**: The channel will feature deep-dives into **scams, frauds, and deceptive schemes**. This includes investigative reports on *financial scams (Ponzi schemes, crypto rug-pulls), corporate scandals (false advertising, data privacy breaches), government corruption or cover-ups*, and exposes of **“gurus” or influencers running cons**. Each video should center on a specific case or theme – e.g., *“Exposing the XYZ Crypto Scam,” “How ABC Corporation Lied to Consumers,”* or *“The Truth Behind the [Government Project] Fraud.”* Variety is key: cover both high-profile scandals and lesser-known grifts (to tap trending topics while also building authority with unique content).
* **Research and Verification**: Content must be **well-researched and fact-checked**. Use public records, credible news articles, whistleblower interviews, or firsthand evidence whenever possible. It’s important to **present evidence on-screen** (screenshots of documents, video clips of statements, etc.) to support every claim. When accusing or exposing, use clear language like “allegedly” if something isn’t legally proven to avoid defamation risks. Transparency is crucial – if the channel obtained undercover footage or leaked info, explain the context so viewers trust the material.
* **Tone and Approach**: Maintain a **serious and investigative tone**, similar to a reporter or documentary narrator, but accessible enough for YouTube (avoid overly technical jargon without explanation). Storytelling is powerful here: frame each video like a **mystery unfolding** – start with the hook (“What if the government is scamming you on X? It might be true…”), then lay out evidence piece by piece. The narrator/host should come across as *passionate and principled*, perhaps even calling out the harm done by the scam to evoke empathy and anger in viewers. However, *avoid sensationalism*: the credibility of this channel rests on sticking to facts over wild speculation. If a topic is controversial, present multiple sides or counterarguments, then explain why the evidence supports the expose’s conclusion.
* **Content to Avoid**: Steer clear of **partisan political rants** – while government scams will have political elements, the focus should be on corruption or fraud, not pushing a party agenda (this preserves trust across a broad audience). Do not expose personal scandals or private matters that aren’t relevant to public wrongdoing (this channel isn’t a drama/gossip channel). Also, avoid inciting harassment; for example, do not encourage viewers to personally attack individuals exposed – let the facts speak for themselves and, if needed, urge viewers to take lawful action (like reporting fraud, petitioning, etc.) rather than vigilante behavior. **Legal pitfalls** to avoid: leaking truly sensitive personal data, violating YouTube’s harassment policies with overly aggressive language, or making accusations that could be libelous. When in doubt, **consult experts** (legal or subject experts) especially for complex financial scams or claims about governments. Lastly, avoid topics that have already been overdone by competitors **unless** you have new information or a fresh angle – the channel should aim to break new ground or add value, not just rehash famous scams.
* **Frequency & Format**: Given the research intensity, expect perhaps **1-2 high-quality videos a month** rather than frequent uploads. The format can include on-camera segments if the host is comfortable (building a persona like a “scam crusader”), or voiceover with strong visuals (document snippets, news clips, charts explaining Ponzi structures, etc.). Each video might run 10–20 minutes to cover details thoroughly. Chapters or segments can help structure longer investigations (e.g., “Part 1: The Setup, Part 2: The Victims, Part 3: The Takedown”). Encourage engagement by asking viewers to share their experiences or tips about scams at the end of episodes (crowdsourcing leads for future content, in a sense).

### **Top 3 YouTube Competitors**

* **Coffeezilla** – The leading figure in YouTube scam-busting. Coffeezilla (Stephen F.) has ~4.1 million subscribers and is *“known primarily for his channel in which he investigates and discusses online scams, usually surrounding cryptocurrency and internet celebrities”* ([Coffeezilla - Wikipedia](https://en.wikipedia.org/wiki/Coffeezilla#:~:text=Stephen%20Findeisen%20,Break%20between%202017%20and%202020)). He exposes fake gurus, crypto frauds, and financial hoaxes with a mix of humor and hard evidence. As a competitor, Coffeezilla sets a high bar for thorough research and narrative style – for instance, he often includes interviews or confrontations with scammers. *Exposed* can differentiate by possibly covering a broader scope (like government and corporate scams, which Coffeezilla touches less) and maintaining a more serious journalistic tone where Coffeezilla might use satire. Nonetheless, his format (green screen commentary, explaining complex schemes clearly) and success provide a blueprint for engaging the audience in complex fraud topics. We should match his level of evidence-based claims and captivating storytelling to attract the same savvy viewer base.
* **Jim Browning** – A YouTuber with ~4.4 million subscribers known for *investigative scambaiting*. Jim Browning’s content focuses on **hacking into scam call centers and exposing their operations**; he literally infiltrates tech support scam networks, sometimes working with law enforcement ([Jim Browning (YouTuber) - Wikipedia](https://en.wikipedia.org/wiki/Jim_Browning_(YouTuber)#:~:text=Jim%20Browning%20is%20the%20Internet,the%20results%20of%20his%20investigations)). His videos often show him accessing CCTV or files of scammers, providing a thrilling real-time uncovering of fraud. While his niche is phone and computer scams (often from overseas call centers), he represents the *technical, investigative side* of scam exposing. For *Exposed*, Jim Browning is a competitor on the tech scam front – we might cover some of those cases, but our channel could reference his work or collaborate rather than compete head-on, since he’s specialized. We should note his strengths: high-tech sleuthing and a calm, methodical explanatory style. Emulating the clarity of his explanations (e.g., how a scam works step-by-step) will benefit our content. And when we delve into similar territory (say, *“Exposing an IRS Phone Scam”*), we must bring something new (maybe a policy angle or victim impact story) to stand out.
* **Illuminaughtii (iilluminaughtii)** – A commentary channel (~1.1 million subscribers) that has focused on exposing multi-level marketing schemes, corporate misconduct, and charity frauds. The channel’s tagline was *“host of the series Multi Level Mondays where we cover all things MLM and scam related and The Corporate Casket”*, indicating its content on pyramid schemes and unethical companies ([iilluminaughtii - Similar YouTube channels and user reviews - Favoree](https://www.favoree.io/channel/iilluminaughtii-65875572246128ceaf32fb27#:~:text=Favoree%20www,related%20and%20The%20Corporate)). Illuminaughtii’s approach is more **video-essay style**, often with animated figures or slides, and she provides detailed historical and legal context about how a scheme operates. As a competitor, this channel appeals to a similar audience that likes deep dives into business ethics and fraud. *Exposed* can learn from Illuminaughtii’s structured breakdown of scams (often explaining the hierarchy of an MLM or the timeline of a corporate scandal). However, we will distinguish ourselves with perhaps more on-camera reporting and a broader array of targets (Illuminaughtii has primarily done MLMs and corporations). It’s worth noting that maintaining a trustworthy reputation is key – Illuminaughtii faced some community criticism for unrelated drama, which underscores that *Exposed* should remain focused on facts and avoid personal controversy. By covering topics like government scandals (beyond Illuminaughtii’s typical scope) and delivering content in a punchier, news-report style, *Exposed* can carve out its identity in the scam-busting niche while competing with the thoroughness of Illuminaughtii’s research and the narrative quality of her content.

*(Studying these competitors shows a spectrum:* ***Coffeezilla’s*** *charismatic takedowns of crypto bros (*[*Coffeezilla - Wikipedia*](https://en.wikipedia.org/wiki/Coffeezilla#:~:text=Stephen%20Findeisen%20,Break%20between%202017%20and%202020)*),* ***Jim Browning’s*** *spycraft against call centers (*[*Jim Browning (YouTuber) - Wikipedia*](https://en.wikipedia.org/wiki/Jim_Browning_(YouTuber)#:~:text=Jim%20Browning%20is%20the%20Internet,the%20results%20of%20his%20investigations)*), and* ***Illuminaughtii’s*** *analytical corporate deep dives (*[*iilluminaughtii - Similar YouTube channels and user reviews - Favoree*](https://www.favoree.io/channel/iilluminaughtii-65875572246128ceaf32fb27#:~:text=Favoree%20www,related%20and%20The%20Corporate)*). “Exposed” will combine elements of all three – the charisma, the sleuth tech, and the analytic depth – to become a one-stop channel for all major scam exposes.)*

## **Whodunit Files:**

Channel should give mysterious and serious vibes as it a murder mystery channel

### **Theme, Target Audience & Branding Style**

“Who Did It” is a channel devoted to **true crime storytelling and unsolved mysteries**. Its theme revolves around investigating puzzling crimes – from cold-case murders and missing persons to infamous criminal cases – essentially trying to answer the question, “who was responsible?” The target audience includes **true crime enthusiasts and mystery fans**, typically 18-45, skewing slightly female in the true crime community but broadly anyone who enjoys shows like *“Unsolved Mysteries”*, crime podcasts, or YouTube narrators like MrBallen and Bailey Sarian. Branding should evoke a sense of **dark intrigue and detective work**. Visual style: think *vintage detective aesthetics* (faded photographs, fingerprint dust, bulletin boards with string connecting clues) combined with modern graphics (maps, timeline infographics). A possible logo could be a **silhouette of a detective or a question mark shaped like a magnifying glass**. Color palette might use midnight blue or black (for mystery) with a pop of blood red or caution-tape yellow for contrast on titles. The tone of the channel is **suspenseful, respectful, and immersive**. Each video should feel like the viewer is being led through a case file or a story by a knowledgeable guide. Unlike some over-dramatized TV, our approach is a bit more personal and conversational (since YouTube allows for a host to directly address the audience). Branding keywords: *mysterious, thoughtful, chilling, engaging*. We want viewers to feel that rush of trying to solve the puzzle alongside us – essentially branding ourselves as the **community of internet sleuths** piecing together the clues.

### **Content Guidelines**

* **Scope of Cases**: Cover a mix of **famous unsolved mysteries** (to draw in viewers searching those topics) and lesser-known cases (to offer fresh content). For example, videos on *notorious serial killer cases, mysterious disappearances (e.g., missing persons with odd circumstances), unsolved murder cases, bizarre true stories of crime*, and occasional solved cases if they have compelling twists (like a decades-old cold case recently solved by DNA). Also consider thematic series like *“Mysteries in History”* (older cases), *“Beyond a Reasonable Doubt”* (cases with controversial verdicts), or *“Who Did It: [City]”* (focusing on local mysteries from various places). This keeps content varied but cohesive under the crime/mystery umbrella.
* **Research & Sensitivity**: True crime demands **thorough research** and a **victim-centered approach**. Ensure facts come from credible sources: police reports, reputable news articles, court documents, or interviews (if accessible). It’s crucial to **get details right** (dates, names, locations) as true crime fans are often very informed and will fact-check errors. Always treat victims and their families with respect – avoid gory sensationalism or victim-blaming language. If using crime scene photos or 911 audio, use discretion and content warnings where appropriate. For unsolved cases, present the leading theories but **clearly distinguish facts from speculation**. For solved cases, be mindful of legal outcomes (use words like “convicted” or “allegedly” appropriately). If you cover recent cases, be extra careful not to interfere or present unverified accusations. The channel might include a disclaimer like “All individuals are innocent until proven guilty in a court of law” for legal safety, especially if discussing suspects who haven’t been convicted.
* **Narration & Style**: Adopting a **storytelling narrative** style will keep viewers hooked. The host (or voiceover) should set the scene like a thriller: introduce the victim and context, describe the crime, then delve into the investigation and clues. Use background music subtly – e.g., a low eerie score during setup, tense beats when discussing suspects, softer tone when memorializing victims. Visuals are key: show maps of where events occurred, photographs of people involved (when available), newspaper clippings, etc. and use text on screen to highlight key evidence or timeline points. A signature element could be a *“crime board”* graphic that fills in with photos and notes as the story progresses, making the audience feel the case is being pieced together live. Encourage engagement by posing the central question to viewers: *“So, who do you think did it?”* – this invites comments and theories, which boosts community interaction. Perhaps end unsolved case videos with a call to action: “If you have any information, contact authorities or comment your theory.”
* **What to Avoid**: Do not glorify or focus excessively on the perpetrators. True crime content runs the risk of unintentionally turning killers into infamous “antiheroes.” Our focus should remain on the *story and the process of solving (or failing to solve) the crime*, rather than giving undue “fame” to murderers. Avoid overly graphic descriptions of violence – necessary details can be included, but there’s no need to be gratuitous (the audience can handle clinical facts, but the goal is intrigue, not horror/gore for shock’s sake). Also avoid unsourced conspiracy theories (e.g., don’t propose wild accusations like “maybe it was aliens or a government cover-up” unless there’s a substantial reason or popular theory, and even then label it clearly as unproven speculation). Respect privacy for living individuals: if a case involves minors or living private figures who are suspects, consider using first names or aliases in narration as many true crime creators do, and stick to public domain info. Lastly, avoid plagiarism of other true crime creators – while many cover the same famous cases, make sure our *script is original*, perhaps offering a slightly different angle or updated info. If inspired by a particular documentary or article, synthesize the info into our own narrative voice.
* **Frequency & Format**: True crime videos can be posted perhaps **weekly or bi-weekly**, depending on research depth (some cases might take longer to compile). Aim for **15–30 minute episodes**; complex cases might even justify a two-part video. Use series or playlist organization (e.g., a playlist for unsolved mysteries, one for solved historical cases, one for serial killers, etc.) so fans of a sub-genre can binge similar content. One idea: have a mini-series called “Who Did It: Solved” where you recount how a mystery was actually solved (which gives satisfying closure episodes among the unsolved ones). Another idea: occasionally do a *“Viewer Theories”* follow-up or Q&A live stream for big unsolved cases, engaging the audience in detective work. Always update the description or pinned comment if new developments in a case occur after the video – viewers appreciate when creators keep information current.

### **Top 3 YouTube Competitors**

* **MrBallen** – One of the most popular mystery narrators on YouTube, John Allen (aka MrBallen) has nearly 10 million subscribers and a massive following for his way of telling *“strange, dark and mysterious stories”* ([John Allen, aka @mrballen, has nearly 9M YouTube subscribers ...](https://www.instagram.com/austinlifestylemagazine/p/C8uTqVzuGVb/#:~:text=John%20Allen%2C%20aka%20%40mrballen%2C%20has,mystery%20stories%20with%202B%20views)). He shares true crime and bizarre tales in a storytelling format, often covering unsolved cases, creepy occurrences, and paranormal stories. MrBallen’s videos are usually him speaking directly to the camera in a very engaging, suspense-building manner. As a competitor, he captures the audience we want: those who love to be on the edge of their seat. Our channel can take inspiration from his narrative pacing and personal storytelling vibe. However, **Who Did It** will differentiate by focusing a bit more on the analytical/investigative angle (like showing case details, evidence, etc.), whereas MrBallen tends to emphasize storytelling and shock value. We should also note MrBallen’s content breadth – he sometimes covers mysteries beyond true crime (like survival stories, paranormal). By keeping *Who Did It* tightly on crime, we become a go-to for that niche, but we must compete with his superior storytelling skills by making our presentations just as riveting.
* **Bailey Sarian** – A famous true crime YouTuber with 7.6+ million subscribers, known for her *“Murder, Mystery & Makeup”* series ([Bailey Sarian (@baileysarian) YouTube Stats, Analytics, Net Worth ...](https://hypeauditor.com/youtube/UCtNdVINwfYFTQEEZgMiQ8FA/#:~:text=Bailey%20Sarian%20,in%2030%20days%3A%20%242392)) ([Bailey Sarian - YouTube](https://www.youtube.com/baileysarian#:~:text=Bailey%20Sarian,Yes%20its%20an%20odd)). Bailey uniquely combines doing makeup with narrating true crime cases, which gives a casual, friend-to-friend storytelling atmosphere. While the makeup is her gimmick, the draw is her clear, empathetic retelling of crime stories and the strong community of predominantly female viewers she’s built. As a competitor, Bailey Sarian shows that a personable host with a unique twist can make true crime feel very accessible. For *Who Did It*, we may not incorporate a makeup angle, but we **will aim for a similarly personable tone** – perhaps our host engages in a brief on-camera intro or outro to build that connection (even if most of the video is voiceover). We also must uphold the sensitivity she’s known for – Bailey is careful in how she speaks about victims and crime details, ensuring a respectful tone. In differentiating, our channel might be slightly more “procedural” (like focusing on the investigation details), whereas Bailey feels like a friend telling you a scary story while doing her eyeliner. Both approaches have an audience; we’ll occupy the detective-like space between Bailey’s casual vibe and more formal documentary style.
* **BuzzFeed Unsolved (True Crime)** – While BuzzFeed Unsolved has concluded its run, its YouTube channel (over 5.3 million subscribers as of 2023) amassed a huge fanbase ([BuzzFeed Unsolved - Fanlore](https://fanlore.org/wiki/BuzzFeed_Unsolved#:~:text=BuzzFeed%20Unsolved%20,to%202021%2C%20although%20two)) for its **true crime and supernatural mystery** series. In the true crime episodes, two hosts (Shane and Ryan) would discuss a famous unsolved case, balancing factual storytelling with lighthearted banter and occasional humor. They covered cases like the Zodiac Killer, the Tylenol poisonings, and other enduring mysteries, often ending episodes with “theories” about what might have happened. As a competitor, *BuzzFeed Unsolved* demonstrated the popularity of a **duo-host format** and the mixing of seriousness with levity. For *Who Did It*, the competitor teaches us that adding a bit of personality (even humor) can make dark content more palatable – however, our channel might choose a slightly more serious tone to be distinct. If we remain single-narrator, we won’t have the comedic back-and-forth those hosts had. Instead, we might engage the audience by asking them what they think (serving a similar role of interactive speculation). BuzzFeed Unsolved’s success also came from covering very well-known cases with a fresh style; we should plan to cover big name cases too, but ensure our presentation stands out (perhaps more visuals and detail, since they mostly dialogued in a set). The community aspect – fans forming theories – is something we want to emulate via comments or maybe a subreddit. In summary, *BuzzFeed Unsolved* is a benchmark for making mysteries entertaining; *Who Did It* will aim to combine that entertainment with a dash more detective-work vibe to set itself apart.

*(By observing* ***MrBallen’s*** *gripping narrative style (*[*John Allen, aka @mrballen, has nearly 9M YouTube subscribers ...*](https://www.instagram.com/austinlifestylemagazine/p/C8uTqVzuGVb/#:~:text=John%20Allen%2C%20aka%20%40mrballen%2C%20has,mystery%20stories%20with%202B%20views)*),* ***Bailey Sarian’s*** *personable and respectful approach (*[*Bailey Sarian - YouTube*](https://www.youtube.com/baileysarian#:~:text=Bailey%20Sarian,Yes%20its%20an%20odd)*), and* ***BuzzFeed Unsolved’s*** *engaging discussion format, we can shape “Who Did It” to incorporate the best elements – suspense, empathy, and interactivity – ensuring our channel stands strong among the top true crime destinations on YouTube.)*

## **Showdown Central:**

Playful or competition vibes

### **Theme, Target Audience & Branding Style**

“Who Wins” is all about **pitting two (or more) subjects against each other** and determining a winner – essentially comparative analysis made entertaining. The theme can range across **any domain: people, products, concepts, franchises, etc.** with an emphasis on those that spark debate. One video might compare two celebrities or historical figures (*“Who wins: Nikola Tesla vs Thomas Edison?”*), another might compare technologies (*“Solar vs Nuclear: Which is the future?”*), or even abstract ideas (*“Privacy vs Security – Who comes out on top?”*). The target audience skews toward curious minds – likely teens and young adults who enjoy debates, **fans of list/comparison content**, and those who participate in fandom rivalries (Marvel vs DC, for example). Because the comparisons are “controversial,” we anticipate viewers who are passionate and vocal about their preferences; part of the draw is the debate in comments and the slight **competitive/team spirit** feel (like taking sides). Branding should therefore be **dynamic, bold, and impartial** at face value. Imagery of versus battles – e.g., a split screen with opposing icons facing off – would be apt. We can borrow visual cues from sports or fighting games: think of versus screens with VS in the middle. A logo could be the channel name with a lightning bolt or “VS” symbol separating two halves. Color scheme might use **contrasting colors** (to represent the two sides) – for instance, blue vs red is a classic versus motif (like rival sports teams or Pokemon versions). The style is energetic and engaging; the host or narrator should project excitement (“In today’s showdown, we have X versus Y!”). However, since the content includes analysis, the tone also needs to be **fair and analytical** when breaking down the pros and cons of each side. Essentially, the branding voice is like a referee or moderator of a debate: enthusiastic about the clash, but neutral and fact-focused when delivering the comparison. Each video’s end should deliver a satisfying conclusion or verdict, aligning with the “Who Wins” concept, which becomes part of the channel’s identity (viewers will expect us to pick a winner each time, unless left as an open question intentionally).

### **Content Guidelines**

* **Content Format**: Each video will revolve around a **comparison showdown**. A strong format to follow is: **Introduction of contenders** (present what’s being compared and why it’s an interesting matchup), **criteria for comparison** (lay out on what basis we’re judging – e.g., in “Android vs iPhone,” criteria could be price, features, user experience), then **side-by-side analysis** (go through each criterion or aspect, discussing how each contender fares), and finally **declare a winner** (or summarize the strengths if it’s more subjective). Visuals should lean heavily on side-by-side graphics: split screens, checkmark vs X icons for each category win, bar charts or score tallies if applicable. If it’s a fun concept comparison (like fictional characters or philosophical ideas), you can get creative in quantifying or judging, but always explain the reasoning. The content should encourage critical thinking: present the facts or arguments for both sides before leaning one way.
* **Controversial Topics**: Since the prompt is “controversial comparisons,” we should indeed tackle some debates that ignite discussion. However, *controversial* should be handled carefully. There’s a difference between *fun controversy* (like fan rivalries: “Who wins in a fight, Goku or Superman?”) versus *sensitive controversy* (like religion vs science, which can turn toxic). We should **choose topics that are spirited but not hate-fueled**. Good examples: rival products or brands, political ideologies (presented academically: e.g., “Capitalism vs Socialism – which addresses poverty better?” but ensure balanced scholarly tone), moral dilemmas (“Freedom of Speech vs Preventing Hate Speech”), pop culture face-offs (musicians, sports teams, characters). Always keep an educational or analytical grounding – even if the topic is silly (“Cats vs Dogs: Best Pet”), you can compare lifespan, affection, maintenance, etc., to keep it substantive and not devolve into pure opinion.
* **Tone and Moderation**: The presenter should act like a moderator. Avoid sounding biased or like a rant; instead phrase points objectively: “On one hand, X offers A, B, C advantages, but critics point out Y. On the other hand, Y excels at D, though it falls short in E.” By laying out both, we maintain credibility. That said, it’s okay (and expected) to pick a side by the end – just make sure the reasoning has been well-supported, so even those who disagree see the logic. When declaring a winner, phrase it as an informed conclusion: “Considering all these factors, **Winner** edges out because…”. Also, invite discourse: “Do you agree with our verdict? Let us know in the comments who *you* think wins and why.” This fosters engagement and acknowledges that some debates have no universally accepted answer.
* **Visual & Audio Elements**: Use appealing graphics for each “contender.” If it’s people or characters, show images or clips (ensure fair use by using short clips or stock photos if available). If it’s concepts, use icons or illustrations (e.g., a scale for justice vs liberty). Possibly have a graphic template that appears for each round of comparison (like a versus chart that fills in). A catchy **sound effect or animation for the VS reveal** can make the videos more fun (imagine a boxing bell ding or a sword clash when transitioning into the battle). For background music, a subtle competitive or neutral tech music can keep the energy up, but duck the audio when the narrator speaks. During final verdict, maybe a drum roll or suspense music as you lead to announcing the winner, then a celebratory tone. These consistent touches will brand the series as a clear “competition.”
* **Topics to Avoid**: **Steer clear of comparisons that could be seen as disrespectful or that violate policies**. For instance, comparing tragedies (“which disaster was worse”) or people’s races/cultures (“X ethnicity vs Y ethnicity”) – these are inappropriate. Also avoid framing something in a way that might belittle sensitive issues (e.g., “Depression vs Anxiety – which is more ‘serious’?” could be seen as trivializing mental health). In political or religious comparisons, do it with a factual, non-inflammatory approach or avoid if it’s likely to attract hate speech in comments. We also should avoid extremely one-sided comparisons where the winner is obvious to everyone (unless we spin it interestingly). The point is the debate – if it’s too clear-cut, it won’t be engaging. For example, “Who wins: The Sun vs a Flashlight (which is brighter)?” is silly unless for a kiddie edutainment context. Instead, pick matchups that have strong points on each side. Also, avoid plagiarism of existing comparison videos (like directly lifting content from a WatchMojo “versus” video); always bring fresh analysis or an updated take.
* **Community Engagement & Moderation**: Given controversy can ignite heated arguments, the channel should **moderate comments** to keep things civil. Perhaps pin a comment with rules: “Healthy debate is welcome; personal attacks will be removed.” The host can even acknowledge both sides in the video to preempt extreme backlash (“Both X and Y have devoted supporters, and each side has valid points. Today we’ll examine them objectively.”). If a particular video gets a lot of pushback on our verdict, consider doing a follow-up or a live debate session to address counterpoints—turn potential criticism into further content engagement. This shows good faith and that we’re not just stirring controversy for clicks, but genuinely exploring the topic.

### **Top 3 YouTube Competitors**

* **Versus (Versus.com)** – The official YouTube channel of the comparison platform Versus.com (around 250K+ subscribers) is dedicated to *“providing unbiased comparisons for over 90 categories”* ([Versus - YouTube](https://www.youtube.com/@versus_com#:~:text=The%20official%20YouTube%20channel%20of,comparisons%20for%20over%2090%20categories)). They often compare gadgets, cities, or concepts in a straightforward factual manner, highlighting differences and scoring them. For example, they might do “Android vs iPhone” with spec charts and declare a winner based on points. As a competitor, Versus.com’s channel appeals to viewers looking for **clear, data-driven comparisons**. *Who Wins* will cover some similar ground, but likely in a more **discussion-oriented and controversial way** (Versus.com might avoid subjective or sensitive matchups, focusing on tech specs and factual categories). We can stand out by injecting more personality and tackling the “opinion” battles (like fictional characters, ideology face-offs) that a pure data channel might not do. Still, Versus is a competitor especially on tech and product comparisons – we should ensure our research in those videos is as accurate and up-to-date as theirs, and possibly even reference their findings (with credit) for hard specs while adding our analysis layer.
* **The Infographics Show** – A huge educational channel (~12 million subscribers) known for animated explainer videos, which frequently includes *comparative topics*. They’ve done videos like “USA vs China - Military Comparison” or fun ones like “Shark vs Lion: Who Would Win?” Their style is *informative with a cartoon twist*, often breaking down comparisons point by point with numbers and facts, presented in a fast-paced animation ([The Infographics Show (TV Series 2011– ) - IMDb](https://www.imdb.com/title/tt11023752/#:~:text=The%20Infographics%20Show%20,focuses%20on%20making%20animated)). As a competitor, The Infographics Show brings in a broad audience with slick visuals and well-researched content. Our *Who Wins* channel can take inspiration from their clear structuring of comparisons and the way they simplify complex info. However, our branding will be distinct by being a bit more debate/argumentative in tone (Infographics Show usually doesn’t explicitly declare a “winner” in subjective matters; they present outcomes or leave it open). Also, our use of a host or a versus motif gives a different vibe than their narrator-only, classroom feel. To compete, we must maintain high factual accuracy (their audience loves learning actual stats) while making it feel more interactive. If we do animate parts of our videos, we might incorporate some of that Infographics DNA (simple animations to illustrate a point) but with a edgier twist due to the vs format.
* **WatchMojo (Versus Series)** – WatchMojo is famous for top 10s, but they also have a *“Versus” series as part of their content*, where they directly compare two pop culture entities. For example, WatchMojo has videos like “Marvel vs DC movies” or “Goku vs Superman” where they discuss categories like box office, storyline, powers, etc., and then conclude which is superior ([Versus | WatchMojo Wiki | Fandom](https://watchmojo.fandom.com/wiki/Versus#:~:text=Versus%20is%20a%20WatchMojo,1)). With over 25 million subscribers, WatchMojo has a massive reach, and any Versus video they do will attract lots of views from fans of both sides. In those videos, they often use a point system to decide a winner in each category, similar to a game. As a competitor, *Who Wins* is conceptually similar but as a standalone channel we can delve deeper into each matchup than a single WatchMojo video (which might be 8-10 minutes). Also, WatchMojo’s tone is very listicle and scripted; we can add a bit more **interactive flair and audience address**. Nonetheless, they’ve basically validated that there is an appetite for versus comparisons in entertainment and beyond. We should monitor which Versus topics they cover (to either do it better or find a fresh angle) and which ones they haven’t (that could be our opportunity). For instance, if WatchMojo did “Game of Thrones vs Lord of the Rings” focusing on movies/TV, we might do a different spin like “LOTR Books vs Movies” or something more niche to capture interested viewers not fully satisfied with their take. In terms of production, WatchMojo has good clip editing and a consistent narration style, so we’ll aim for that level of polish. Our channel’s freedom to be more niche and provocative (since we are not a giant general channel) can be an advantage to differentiate from a mainstream provider like WatchMojo.

*(Competitor analysis reveals that* ***Versus.com’s channel*** *brings a factual, data-rich approach (*[*Versus - YouTube*](https://www.youtube.com/@versus_com#:~:text=The%20official%20YouTube%20channel%20of,comparisons%20for%20over%2090%20categories)*),* ***The Infographics Show*** *delivers engaging animated comparisons to a huge audience (*[*The Infographics Show (TV Series 2011– ) - IMDb*](https://www.imdb.com/title/tt11023752/#:~:text=The%20Infographics%20Show%20,focuses%20on%20making%20animated)*), and* ***WatchMojo*** *leverages pop-culture matchups with a proven formula (*[*Versus | WatchMojo Wiki | Fandom*](https://watchmojo.fandom.com/wiki/Versus#:~:text=Versus%20is%20a%20WatchMojo,1)*). “Who Wins” will strive to combine factual rigor, captivating presentation, and the thrill of decisive outcomes to emerge as a distinct voice in the versus genre, encouraging the passionate participation of viewers in every debate.)*

## **RankItUp:**

### **Theme, Target Audience & Branding Style**

The **Top 10 channel** is a classic of YouTube, focusing on ranked lists across *a broad spectrum of topics*. The theme is essentially “anything and everything, as long as it can be ranked.” One day it could be *Top 10 Futuristic Tech Gadgets*, next day *Top 10 Champions League Goals*, and another day *Top 10 Oscar-Winning Performances.* Because the content breadth is wide (tech, sports, entertainment, history, etc.), the **target audience is similarly broad** – generally age 13-34 who enjoy quick, informative, and entertaining list videos. These viewers have short attention spans and like digestible content they can learn from or be amused by. Many will be global viewers, given top 10s have universal appeal. The branding needs to be **vibrant, versatile, and recognizable**. We should have a consistent format (so viewers know what to expect structure-wise), but with visual elements that can adapt per topic (sports videos look sporty, horror list looks spooky, etc.). A simple yet bold branding could revolve around the number 10 – maybe the logo is a stylized “10” or the word “TOP” with a 10 integrated. Colors: Possibly a dynamic range but always use a consistent background or framing for the number countdown (e.g., a branded border or animation for the numbers 10 through 1). For example, WatchMojo uses the bottom corner number graphic and a voiceover; we can create our own signature, like a **countdown sound effect** or an on-screen countdown bar that ticks down. The style should be **upbeat, engaging, and concise**. Each item on the list gets a brief but informative description, accompanied by relevant imagery or footage. The tone of the narrator or text is enthusiastic and knowledgeable – the channel should come off as *fanatical about ranking and sharing cool stuff*, but also somewhat authoritative (people watch these to get a definitive list, after all!). Branding tagline could be something like “Your daily dose of Top 10” or “Ranking the World, One Top 10 at a Time.” It suggests that no matter the subject, we’ve got a top 10 for it, delivered in a slick, entertaining package.

### **Content Guidelines**

* **Range of Topics**: As a multi-topic Top 10 channel, it’s important to **mix up categories** to appeal to different audience segments, while also building some regular series. For instance, you might have recurring themes: Tech Tuesdays (top 10 tech stuff), Sports Saturdays (top 10 in sports), Movie Mondays (film/TV lists), etc. However, remain flexible to jump on trending topics (if a certain event or meme is hot, a timely top 10 about it can capture search traffic). Balance evergreen lists (e.g., Top 10 Largest Animals – content that stays relevant) with trend-driven lists (Top 10 2025 SuperBowl Moments – which might spike then fade). Also consider international and cultural diversity in topics: one list could be “Top 10 Tourist Destinations in Asia,” another “Top 10 African Footballers of All Time,” etc., to tap into global interest. The main rule: **ensure each list has a clear unifying theme and that the items genuinely fit the ranking criteria** (nothing feels out of place or obviously missing, or viewers will call it out).
* **Research and Accuracy**: Even though top 10s are entertainment, credibility matters. If it’s factual (like historical or scientific topics), double-check facts and stats. Misstating a fact (“#3: The cheetah is the fastest animal at 150 mph” – which is wrong) will harm credibility. For subjective lists (like “best movies”), make it clear it’s the channel’s opinion or based on certain metrics (e.g., box office, awards, fan votes). It’s wise to mention briefly how the ranking was determined: “We ranked these games based on critical reviews, fan popularity, and our own experience.” This preemptively addresses the “why is X above Y?” questions. In sports or tech, using some stats or figures adds authority (like quoting career goals or spec numbers). Also, keep an eye out for bias – if all top 10 tech gadgets are from one brand, viewers will suspect sponsor bias (unless it’s actually sponsored content which should be disclosed). Strive for a balanced perspective where possible.
* **Presentation Style**: Each list item typically will have: a **rank number**, a **name/title**, and a **brief description or justification**. The narration or on-screen text should be punchy. Aim for ~20–30 seconds per item (in a 5-minute top 10) or up to a minute (in a 10-12 minute top 10). Use **engaging footage or images** for each item – for a movie, show a clip or poster; for a place, show photos; for a concept, perhaps use stock footage or illustrations. A consistent countdown graphic is useful – e.g., a big number that appears or an animated countdown that stays in a corner. Transitions between items should be quick (maybe a whoosh sound or quick animation) to keep momentum. The #1 item often carries extra weight, so maybe allocate a bit more time to it or build slight suspense before revealing (“And now, our number one pick…”). The narrator’s voice should be clear, energetic, and vary tone to avoid monotony (sound excited for #1, maybe a bit surprised at #5, etc., to give personality). If using captions or labels, ensure they’re easy to read (big, high-contrast font) and maybe branded (like always the same color scheme).
* **Upload Frequency & Consistency**: Top 10 channels typically succeed on volume and consistency. Aim for at least **2-3 videos per week** if possible, since topics are plentiful and production (while needing research and editing) can be streamlined with practice. Perhaps maintain a schedule (audience comes to expect new lists on certain days). Over time, listen to audience suggestions – top 10 audiences love to request list ideas. Engaging with those (“Viewer’s Choice Top 10” polls) can increase loyalty. Also, capitalize on known search terms – e.g., people often search “Top 10 *blank*.” We should ensure our titles are straightforward: start with “Top 10 …” followed by a succinct topic description. Thumbnails: show a few key images of list items and a large “Top 10” text or the #1 item highlighted (without spoiling it too directly). Bright, appealing visuals in thumbnails will help click-through.
* **Community and Avoidances**: Avoid controversial or inappropriate topics that could get flagged. For instance, “Top 10 Crimes That Paid Off” might be intriguing but could be seen as glorifying crime – skip that or present it carefully as historical facts if ever. Also avoid lists that are essentially negative personal attacks (like “Top 10 Dumbest Celebrities”) – that invites backlash and potentially harassment issues. Negative lists are okay (“Top 10 Worst Video Games”), but focus critique on the work, not personal insults. Copyright is a concern: since we’ll use lots of media clips, stick to short excerpts under fair use (with commentary) and use royalty-free music in background. If a company strikes content (like a movie studio), be ready to trim or replace clips. Over time, building a library of safe-to-use content or licensing stock footage helps. Lastly, keep each list **on-topic and not overly clickbait**: don’t title “Top 10 Best Fighters” and then half are fictional characters and half real unless that was explained. Clarity ensures we don’t “trick” viewers, which keeps trust.

### **Top 3 YouTube Competitors**

* **WatchMojo** – The juggernaut of top 10 channels, with over 25 million subscribers. WatchMojo churns out *“top 10 lists on a wide range of topics including Music, TV, Film, and Video Games,” often publishing 5-6 new lists daily* ([WatchMojo.com - YouTube](https://www.youtube.com/channel/UCaWd5_7JhbQBe4dknZhsHJg#:~:text=WatchMojo.com%20,published%20daily%2C%20there%27s%20always)). They have essentially set the standard format: a neutral-voiced narrator, montage clips for each item, and a quick explanation of why each entry was chosen. As a competitor, any new Top 10 channel inevitably overlaps with WatchMojo content. To compete, our channel can try to *niche down or add flavor*: for example, include more up-to-date internet culture topics that WatchMojo might miss, or incorporate a bit more humor or a host persona to differentiate (WatchMojo is informative but impersonal). We should study their most successful videos to see what audiences want (e.g., “Top 10 MCU Fights” etc.) and perhaps provide alternative or more in-depth versions. Also, note that WatchMojo sometimes does “Top 20” or longer lists for big topics – we might stick strictly to ten to keep videos quick. Key insight: their consistency and breadth is huge, so we may not out-volume them, but we can carve a loyal following by being more agile and interactive with our audience (something a big corporation channel doesn’t do as intimately).
* **MostAmazingTop10** – A channel with ~7.7 million subscribers, known for top 10 lists that often focus on creepy, bizarre, or surprising topics. They describe themselves as *“dedicated to making top 10 lists about various topics… from urban legends, to celebrities, to crime, to humorous videos”* ([MostAmazingTop10 | Wikitubia | Fandom](https://youtube.fandom.com/wiki/MostAmazingTop10#:~:text=%5Bsource%5D%20MostAmazingTop10%20is%20a%20Canadian,videos%2C%20and%20multiple%20other%20topics)). They have on-screen hosts who introduce each item, adding personality (especially in paranormal or scary lists where reactions matter). As a competitor, they cover some areas outside WatchMojo’s strictly pop-culture realm, like ghost stories, mysteries, etc., which attract a different crowd (the horror/mystery YouTube fans). For our channel, which will cover tech, sports, entertainment and more, we’ll likely cross paths on celebrity and general knowledge lists. We can differentiate by having perhaps a more *“all-ages” or varied tone* – MostAmazingTop10 leans into spooky/humor and appeals to a slightly younger audience with that style. If we maintain a somewhat more polished or serious tone for factual lists (closer to WatchMojo) and maybe a separate vibe for fun lists, we might sit between WatchMojo and MostAmazingTop10 in style. It’s worth noting how MostAmazingTop10 engages viewers – they often encourage comments (like “let us know what freaked you out the most”). Adopting that engagement tactic will help our community grow.
* **BE AMAZED** – A large channel (~12.5 million subscribers) that presents a variety of *“documentary-style videos,” including* ***rankings like top ten individuals in a category, analysis of tech advancements, and hidden meanings in common things*** *– all delivered with a blend of informative content and a dash of comedy* ([Who is BE AMAZED?](https://wiki.sportskeeda.com/youtube/who-is-be-amazed#:~:text=Fans%20have%20been%20enthralled%20with,wide%20range%20of%20interesting%20subjects)). Essentially, BE AMAZED does listicle content but often with a narrative twist or deeper explanation, and sometimes not strictly 10 items. They might do “15 Most Unusual Houses” or “10 Hidden Secrets in Everyday Items,” often with a slightly sarcastic narrator. As a competitor, BE AMAZED appeals to those who like **mind-blowing facts and educational trivia** packaged as lists. Our Top 10 channel will similarly cover interesting facts in list form, so there’s overlap. We can take a cue from their success by ensuring our lists aren’t just plain lists – they add *“distinctive… instructive material with comedy and sharp criticism”* ([Who is BE AMAZED?](https://wiki.sportskeeda.com/youtube/who-is-be-amazed#:~:text=These%20include%20rankings%20like%20the,makes%20learning%20enjoyable%20and%20interesting)), meaning they aren’t afraid to make witty remarks about an item. Adopting a light witty tone in appropriate lists (especially weird or bad top 10s) can keep viewers entertained. Also, BE AMAZED’s production quality with longer-form content shows there’s an appetite for well-researched lists. We may focus on a bit shorter, snappier lists to differentiate (more casual viewing). Additionally, BE AMAZED has been accused of some content reuse issues in the past, so our channel should emphasize originality and fresh content to compete on quality.

*(In the Top 10 arena,* ***WatchMojo’s*** *broad, daily-list approach defines the field (*[*WatchMojo.com - YouTube*](https://www.youtube.com/channel/UCaWd5_7JhbQBe4dknZhsHJg#:~:text=WatchMojo.com%20,published%20daily%2C%20there%27s%20always)*),* ***MostAmazingTop10*** *brings personality and niche spooky/humor topics (*[*MostAmazingTop10 | Wikitubia | Fandom*](https://youtube.fandom.com/wiki/MostAmazingTop10#:~:text=%5Bsource%5D%20MostAmazingTop10%20is%20a%20Canadian,videos%2C%20and%20multiple%20other%20topics)*), and* ***BE AMAZED*** *delivers deeper-dive list content with a factual yet fun style (*[*Who is BE AMAZED?*](https://wiki.sportskeeda.com/youtube/who-is-be-amazed#:~:text=Fans%20have%20been%20enthralled%20with,wide%20range%20of%20interesting%20subjects)*). By combining the consistency and topical range of WatchMojo, the engaging host-driven style of MostAmazingTop10, and the informative value of BE AMAZED, our “Top 10” channel can establish a distinct, trusted brand. We’ll strive to be the channel known for both entertaining rankings and reliable info, so viewers come to us for their daily dose of top ten with full confidence and excitement.)*

## **Youtube Video Reference:** <https://www.youtube.com/watch?v=8e8MHfVxtyU>

<https://www.youtube.com/watch?v=_Bq-6GeRhys>

<https://www.youtube.com/watch?v=Z4gmb9dlJZ4&t=23s>