



# A statistical analysis of the performance of Anchor Media.

A voluntary service to the channel for data-driven  
improvement

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October, 2024

## Introduction

**Anchor Media** is a USA-based YouTube channel founded and owned by the Ethiopian journalist **Mesay Mekonnen**. Launched in 2023, the channel has grown rapidly, accumulating a subscriber base of approximately 300,000 viewers. The channel serves as a reliable and trusted media outlet primarily focused on Ethiopian politics, but it also covers a wide range of topics including economics, social issues, and other current events in Ethiopia. Mesay Mekonnen's approach to journalism is rooted in delivering credible and fact-based news, which has earned Anchor Media a large and loyal following. The channel posts daily content, which includes news updates, in-depth discussions, interviews, and reports that address both local and global perspectives on Ethiopia's political landscape. The videos often engage with political analysis, offer economic analyses, and explore societal challenges faced by Ethiopians both in the country and abroad. Anchor Media has become one of the most trusted Ethiopian news sources among the diaspora where many Ethiopians look for credible reporting on their homeland. With its emphasis on accuracy and the journalist's expertise, the channel stands out as a dependable platform in a highly competitive media environment. This analysis is conducted with the goal of identifying trends and patterns in the channel's video performance to enhance its visibility and further strengthen its engagement with audiences. By examining metrics such as video duration, upload timing, viewer engagement (e.g., likes, comments), this study aims to provide actionable insights that can inform future strategy and optimize viewership. Understanding how factors like video length, publication timing, and engagement rates influence viewer behaviour will help Anchor Media refine their approach to attract even more subscribers and maintain high levels of trust and relevance.

## Assumptions and Limitations

- 1. Matured Videos Assumption:** This analysis assumes that videos older than five months are considered matured, meaning they no longer attract significant new views or engagement. These videos are presumed to be less active in terms of public visibility and viewer interaction. Consequently, only videos published between January and June 2024 were considered for this analysis. This time frame is assumed to provide the most relevant and up-to-date data to identify patterns that reflect the channel's current performance and engagement.

**2. Viewer Progression Data:** The available data does not include information about viewership progression in terms of how many viewers watched the video within the first, second, third hours, and beyond, following the video's publication. As a result, the analysis cannot track or assess the growth in viewership immediately after a video is uploaded. This limits the ability to determine viewer trends in the critical first hours or minutes of broadcast, which can be valuable for understanding the viral potential of videos or optimizing posting times for maximum early engagement.

**3. Focus on Engagement Metrics:** The analysis primarily focuses on aggregate metrics such as total view counts, likes, comments, and overall engagement, rather than specific insights into how viewership evolves over time. This makes it challenging to explore the immediate viewer behaviour and the impact of various factors (e.g., video length, upload time) on the early engagement stages.

In summary, the limitations in the data, particularly regarding early viewer behaviour, constrain the depth of the insights into immediate post-upload trends. However, the analysis of recent video performance (within six months) provides a focused view on the factors that might influence long-term visibility and engagement.

## **Major Questions Addressed in the Analysis**

### **1. Do Shorter Videos Receive More Visibility (View Counts) than Longer Videos?**

This analysis investigates whether there is a correlation between video length and its viewership. The hypothesis tested is whether shorter videos tend to collect more views compared to longer ones, possibly due to viewer attention spans. By comparing view counts across videos of varying lengths, the analysis aims to determine whether video duration plays a significant role in driving visibility.

**2. Does the Timing of the Broadcast Affect the Number of Viewers?** The analysis also explores whether the time of day a video is published has an impact on viewership. This is crucial to understand the peak engagement hours for the channel's audience. By examining the viewership data across different time blocks, the study seeks to identify the optimal broadcast times that attract the highest number of viewers, which can help in strategizing future uploads for maximum visibility.

**3. Do Shorter Video Titles Receive More Visibility than Longer Titles?** This question assesses whether the length of the video title influences viewer engagement. Shorter,

more concise titles might capture attention quickly and be easier to understand at a glance, while longer titles might provide more context but risk losing interest. The analysis categorizes video titles by length and compares their corresponding view counts to test this hypothesis.

#### **4 What Proportion of Viewers Like, Dislike, or Comment on the Videos?**

Understanding viewer engagement metrics such as likes, dislikes, and comments is critical to assessing audience interaction with the channel's content. The analysis investigates the proportion of viewers who actively engage with the videos after watching them. This gives insights into viewer sentiment and the likelihood of engagement beyond passive consumption, offering an understanding of what content resonates most with the audience and encourages interaction.

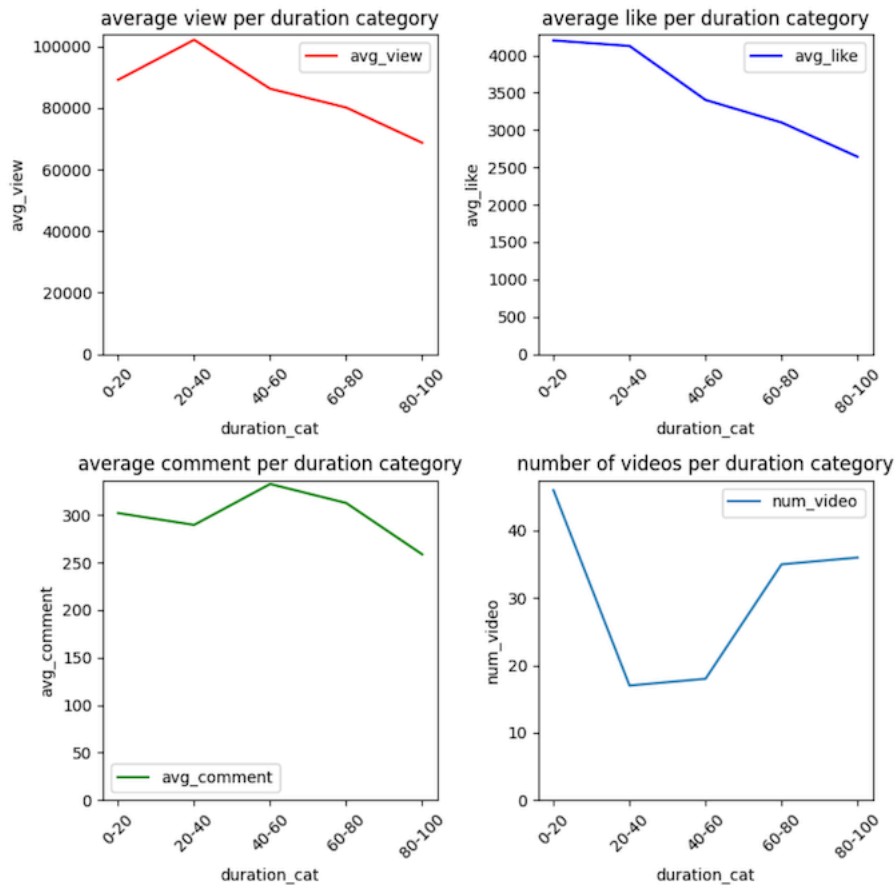
By addressing these key questions, the analysis aims to uncover actionable insights that can help the Anchor Media channel improve its visibility and engagement on YouTube, optimizing both video content and publishing strategy.

## **Results**

### **The number of viewers reduce as the duration of the video increases**

This analysis suggests that shorter videos generally attract more viewers compared to longer videos. Specifically, as the video duration increases from 20 minutes to 120 minutes, the number of viewers appears to decline in a near-linear fashion (Fig 1A). Videos with a duration between 20 and 40 minutes tend to have the highest average viewership. On average, videos in this range receive around 35,000 more views compared to videos that are 80 to 100 minutes long.

Similarly, the number of likes also decreases as the video duration increases. However, despite the apparent preference for shorter videos, it's noteworthy that the number of videos in the 20-40 minute range is half that of videos longer than an hour. This implies that, although longer videos are more frequent, they may not be as engaging or visible as shorter ones.



### The time of video publication affects the overall visibility

The timing of video publication has a significant impact on overall visibility. Videos that are published between 6 and 9 AM (Eastern Standard Time, EST) receive more viewers than those published at any other time of the day (Fig. 2). This time window aligns with the late afternoon in the Central Europe, suggesting that the timing may capture both American and European audiences effectively.

By publishing videos during this time block, the number of viewers can increase by at least 15,000 more compared to other times of the day. Additionally, the videos published during this period also tend to receive a higher average number of likes and comments, indicating greater engagement and visibility. This suggests that optimizing the publication schedule to match audience activity across time zones can significantly boost a video's performance.

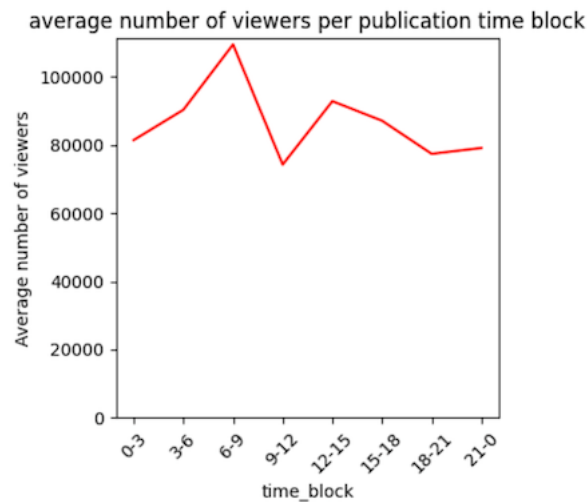


Fig.2 . Analysis of the number of viewers of a video published at various time blocks during the day.

### Length of video title moderately affect visibility

The length of the video title moderately affects its visibility. In general, shorter video titles tend to attract slightly more viewers compared to longer titles. For example, videos with the shortest titles received 9,000 more viewers on average than those with the longest titles (Fig 3). Additionally, the number of likes decreases linearly with increasing title length, further reinforcing the idea that shorter, more concise titles may lead to better engagement. While the impact is moderate, it suggests that keeping titles brief can contribute to greater visibility and interaction with the video, though other factors may also play a significant role.

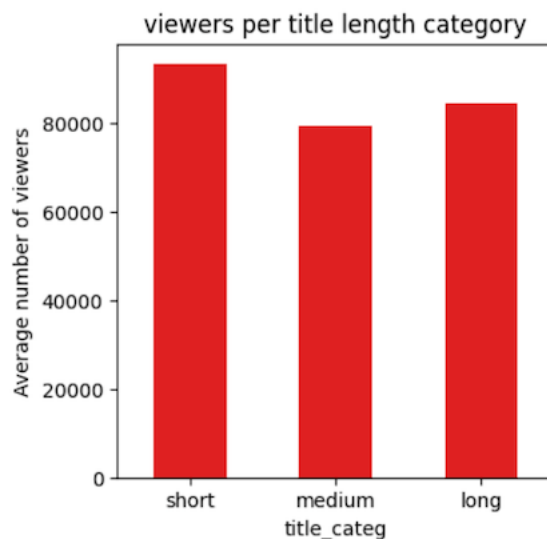


Fig3. Video visibility as affected by the length of the video title.

## Viewers interaction to the channel is very low

The overall interaction of viewers with the channel is very low compared to the size of the audience. The **like** and **comment** rates remain low across most videos, indicating limited viewer engagement despite high viewership.

As shown in the table below, the maximum **like rate** is around **7%**, while the minimum is as low as **3%**. This low engagement rate persists regardless of the video's duration or the time it is broadcast. This suggests that while the videos may attract views, a smaller proportion of viewers are interacting by liking or commenting, which highlights a potential area for improving viewer engagement.

	like_rate	comment_rate
min	0.027646	0.000973
max	0.074453	0.011367

## Conclusion and Recommendation

Based on the analysis of the available data, it is evident that video durations shorter than 40 minutes receive significantly more viewers. Moreover, publishing videos between 6 and 9 AM (Washington Time) results in an increase of approximately 15,000 more viewers compared to videos released at other times. This time frame aligns well with late evening in the USA and morning hours in Europe, likely enhancing global visibility.

Therefore, I recommend that Anchor Media consider trimming their videos to 40 minutes or less and consistently release them during this time block. Doing so would optimize the channel's reach and ensure a greater number of people watch the content, potentially increasing overall viewer engagement and interaction with the channel.