

Do football fan  
accounts receive more  
views when their team  
loses?

References to the data used can be found on the last page.

# Arsenal – AFTV – DT

Average number of views DT's reaction videos receive when Arsenal **win**:

- **237 thousand views**

Average number of views DT's reaction videos receive when Arsenal **lose**:

- **574 thousand views**

DT gains **141%** or **2.4x** more viewers when Arsenal lose games.

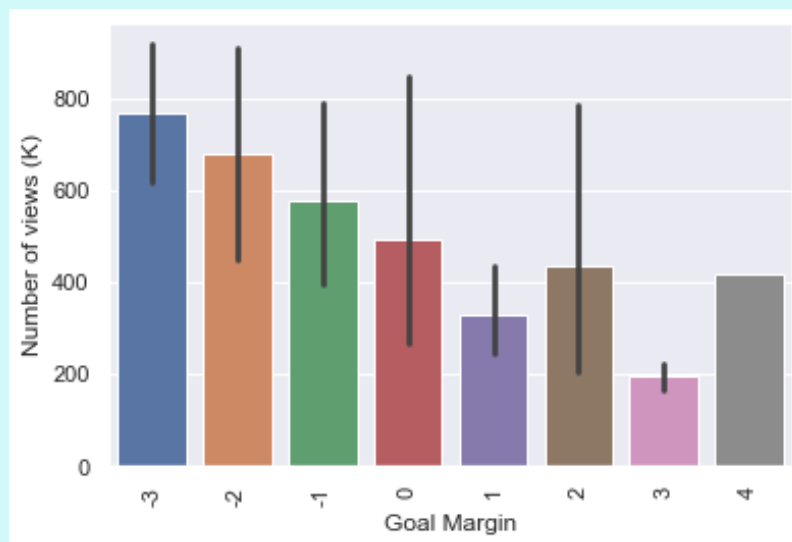
Average number of views AFTV receive on their watch along videos when **winning**:

- **320 thousand views**

Average number of views AFTV receive on their watch along videos when **losing**:

- **641 thousand views**

AFTV gain **100%** more viewers when Arsenal are losing, that is **2x** more.



Averagely, the larger the defeat Arsenal receive, the more viewers AFTV gain.

AFTV's most viewed watch along: Arsenal's 4-1 defeat to Manchester City.

DT's most-watched reaction video: Arsenal's 1-0 defeat to Burnley.

# Liverpool – Anfield Agenda - Craig

Average number of views Craig's reaction videos receive when Liverpool **win**:

- **11 thousand views**

Average number of views Craig's reaction videos receive when Liverpool **lose or draw**:

- **34 thousand views**

Craig gains **214%** or **3.1x** more viewers when Liverpool draw or lose games.

Craig's average views being much higher for losses and draws is down to one result which captured 261 thousand viewers to watch his reaction to the 7-2 defeat to Aston Villa.

When we calculate his average views without that result, we find that the result brought 24x more viewers than normal to his channel.

Average number of views Anfield Agenda receives on his watch along videos when **winning**:

- **64 thousand views**

Average number of views Anfield Agenda receives on their watch along videos when **losing**:

- **78 thousand views**

Anfield Agenda gains **20%** more viewers when Liverpool are losing, that is **1.2x** more. This is outweighed by the 7-2 result also which gained 264 thousand viewers tuning in to his watch along.

Liverpool's embarrassing defeat to Aston Villa caused Anfield Agenda to receive 4.2x the number of viewers he would normally receive on his watch along's.

# Tottenham – Expressionz Oozing

Average number of views Expressionz receives for reaction videos when Tottenham **win**:

- **59 thousand views**

Average number of views Expressions receives for reaction videos when Tottenham **draw or lose**:

- **97 thousand views**

Average number of views Expressions receives for reaction videos when Tottenham **lose**:

- **117 thousand views**

An increase of **63%** or **1.6x** more when losing and drawing, **97%** or **1.97x** more when only losing.

For Expressionz average viewers on watch along videos:

- **68 thousand viewers** when Tottenham are **winning**.
- **80 thousand viewers** when Tottenham are **drawing or losing**. (18% increase)
- **94 thousand viewers** when Tottenham are **losing**. (28% increase)

Table below shows the data. Values per 1000\*

	Watch Along Statistics	Expressionz Reacts Statistics
Average Views (W)	67.73	59.33
Average Views (L+D)	80.00	97.00
Average Views (L)	93.50	116.75
% of more views on Ls & Ds	18.11	63.48
% of more views on Ls	27.56	96.77
x more views on Ls and Ds	1.18	1.63
x more views on Ls	1.38	1.97

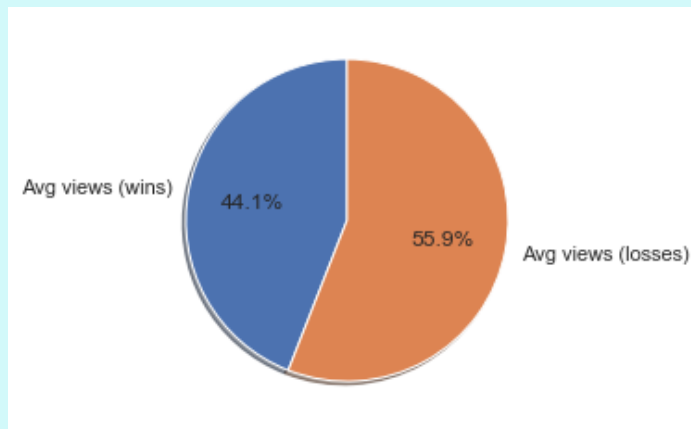
# Manchester United – United Stand – Goldbridge

Average number of views Mark Goldbridge receives for reaction videos when Manchester United **win**:

- **300 thousand views**

Average number of views Mark Goldbridge receives for reaction videos when Manchester United **lose**:

- **381 thousand views**



- Mark Goldbridge's difference in views when Manchester United have won or lost.

He gets a **27%** or **1.27x** increase in reaction views when Manchester United lose.

Average number of viewers United Stand receives on watch along videos when Manchester United was **winning**:

- **595 thousand viewers**

Average number of viewers United Stand receives on watch along videos when Manchester United are **losing**:

- **724 thousand viewers**

That is a **22%** increase in viewers when Manchester United are losing or a **1.22x** increase.

Manchester United heaviest win against Leeds received **657 thousand viewers** on their watch along. Whilst they gained **1 million viewers** from their heaviest defeat to Tottenham, 6-2 and 6-1 respectively. That is a **66%** increase.

# Chelsea - YounesTalksFootball

Younes average viewers on reaction videos depending on results:

- **42 thousand viewers** when Chelsea **win**.
- **43 thousand viewers** when Chelsea **draw or lose**. **2.6%** increase
- **45 thousand viewers** when Chelsea **lose**. **5.9%** increase

Younes has recently started doing watch along videos, but he hasn't done enough of them for accurate data to be taken.

Instead, we're going to see if the official Chelsea FC YouTube channel receives more views when they lose on their highlight's videos.

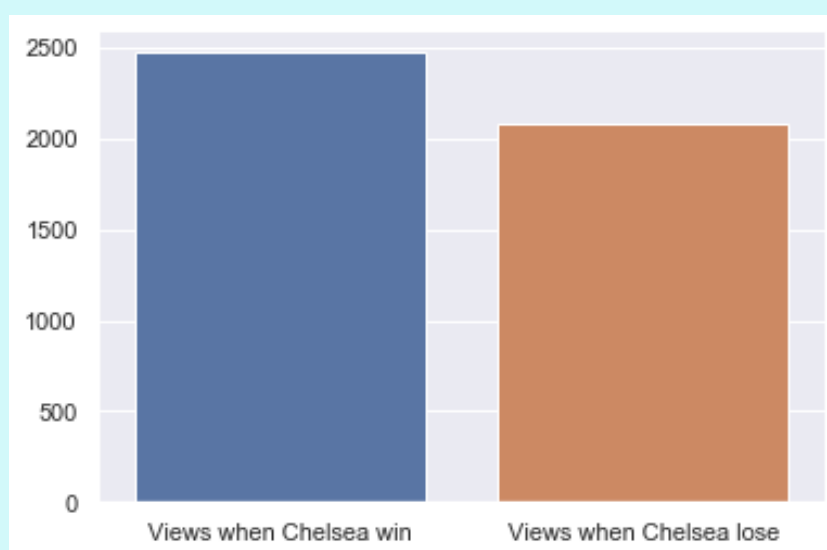
Average views when Chelsea **win**:

- **2.5 million views**

Average views when Chelsea **lose**:

- **2.1 million views**

That is a **15%** decrease in viewers



When we view the data, we see that Anfield Agenda seemingly attracts more rival fans when his team is losing, this result however is misleading as it was largely based on one incredibly poor result. When we remove this outlier, Anfield Agenda averagely receives 11.4 thousand viewers when his team draws or loses, whereas AFTV consistently attracts many rival fans towards their channel.

To conclude, we can confirm that YouTubers who have football fan accounts do receive more viewers when their team is losing, fans evidently love to see their rival's lose.

Below is a summary table of some statistics:

	Average reaction video views when winning	Average reaction video views when losing	% more views received when losing compared to winning	x more views when losing compared to winning
DT (AFTV)	237.36	574.11	141.88	2.42
Craig (Anfield Agenda)	10.87	34.09	213.72	3.14
Ex (Expressionz Oozing)	59.33	116.75	96.77	1.97
Goldbridge (United Stand)	299.76	380.57	21.70	1.22
Younes (YounesTalksFootball)	42.33	44.83	5.91	1.06

Sources:

AFTV Channel

<https://www.youtube.com/channel/UCBTy8j2cPy6zw68godcE7MQ>

Anfield Agenda

[https://www.youtube.com/channel/UC4B\\_hCk3keopt4-eJc8neiA](https://www.youtube.com/channel/UC4B_hCk3keopt4-eJc8neiA)

Expressionz Oozing

<https://www.youtube.com/channel/UC-HSLEEHVInqlgTB7UptLeg>

The United Stand

<https://www.youtube.com/channel/UCMmVPVb0BwSIOWVeDwlPocQ>

YounesTalksFootball

<https://www.youtube.com/channel/UC7AiAq4zB5yIQy23gg3H8hA>

Chelsea FC

<https://www.youtube.com/user/chelseafc>

Written by George Horgan.Σ