

# YOUTUBE CHANNEL PERFORMANCE

## SUMMARY

The analysis highlights a growth in channel performance, emphasizing loyalty and engagement among its target audience. Net subscriber gain and total revenue have increased, with a clear identification of the 35+ age group as the primary audience, as 81.8% of viewers and 83.9% of watch time come from this demographic in 2022. Viewership and watch time from subscribers have surged, showcasing a 39.6% increase in subscriber views and a more engaged fanbase. Key traffic sources such as YouTube notifications and end screens have driven over a 150% increase in views, while search and channel page viewership rose by 18.3% from 2021 to 2022. This growth indicates effective video discoverability and engaging content strategies. The channel's ability to attract loyal subscribers while driving increased revenue demonstrates sustained and meaningful growth.

## NET SUBSCRIBER GROWTH

# 16.3%

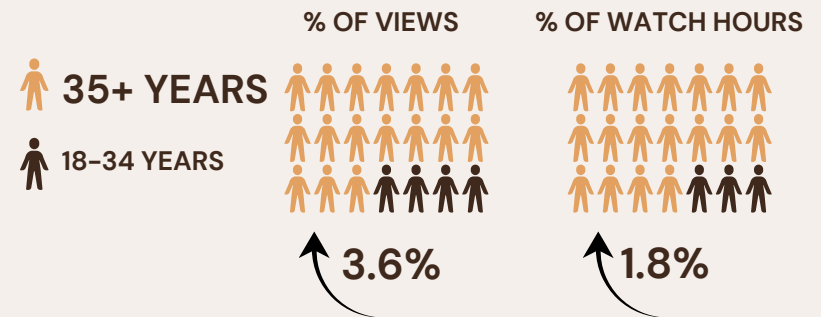
The channel gained 118 or 16.3% more subscribers in 2022 than it gained in 2021.

## REVENUE GROWTH

# 18.5%

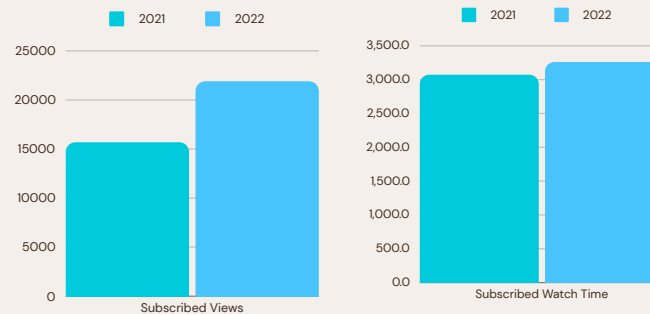
The channel revenue increased by \$120 from 2021 to 2022 which is nearly 18.5% increase.

## TARGET AUDIENCE



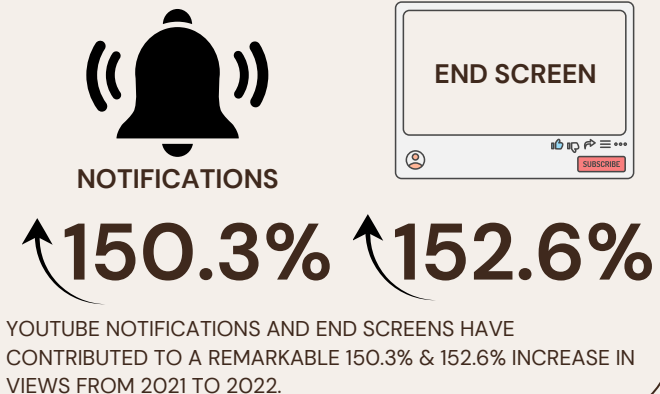
81.8% of views and 83.9% of watch hours came from 35+ years audience in 2022, which has increased by 3.6% and 1.8% from 2021 to 2022.

## 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



YOUTUBE NOTIFICATIONS AND END SCREENS HAVE CONTRIBUTED TO A REMARKABLE 150.3% & 152.6% INCREASE IN VIEWS FROM 2021 TO 2022.