Performance of Colombian News Media on YouTube
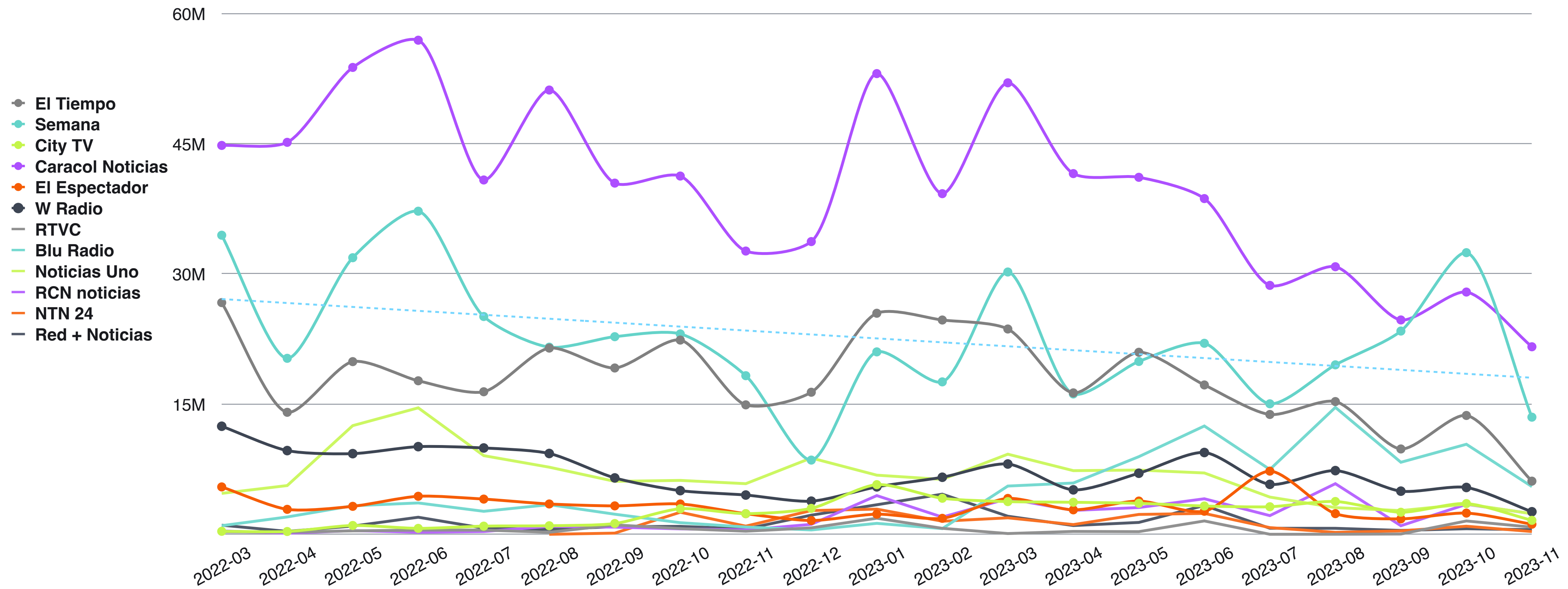
Mar 01 2022 - Nov 20 2023
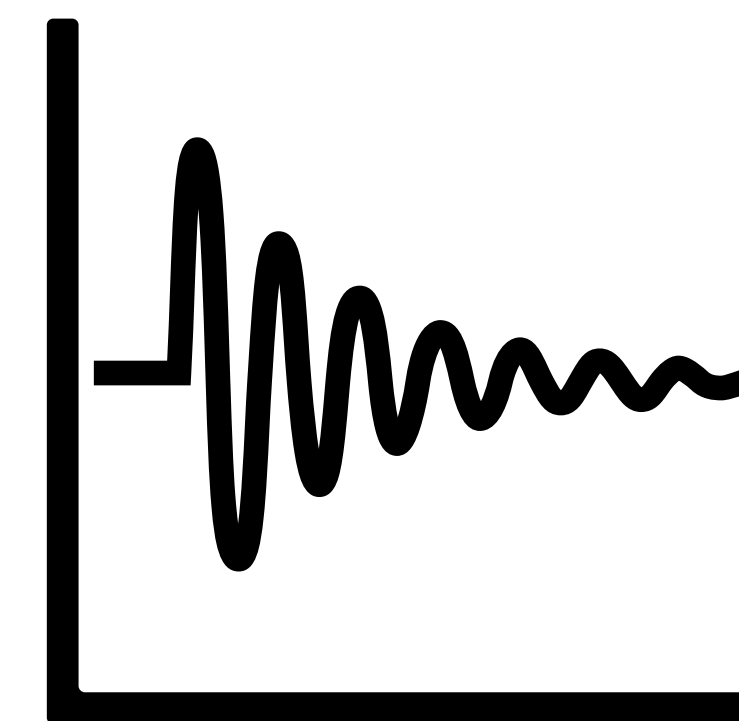
Viewership Month-to-Month

From the conglomerate of YouTube channels in Colombia, two distinct groups stand out with different behaviors: the giant channels have been experiencing a continuous decline since 2022, while the smaller ones have been showing a more stable pattern with fluctuations due to varying trends at the moment.

Legend:
- El Tiempo
- Semana
- City TV
- Caracol Noticias
- El Espectador
- W Radio
- RTVC
- Blu Radio
- Noticias Uno
- RCN noticias
- NTN 24
- Red + Noticias

Y-axis: 60M, 45M, 30M, 15M

X-axis: 2022-03, 2022-04, 2022-05, 2022-06, 2022-07, 2022-08, 2022-09, 2022-10, 2022-11, 2022-12, 2023-01, 2023-02, 2023-03, 2023-04, 2023-05, 2023-06, 2023-07, 2023-08, 2023-09, 2023-10, 2023-11
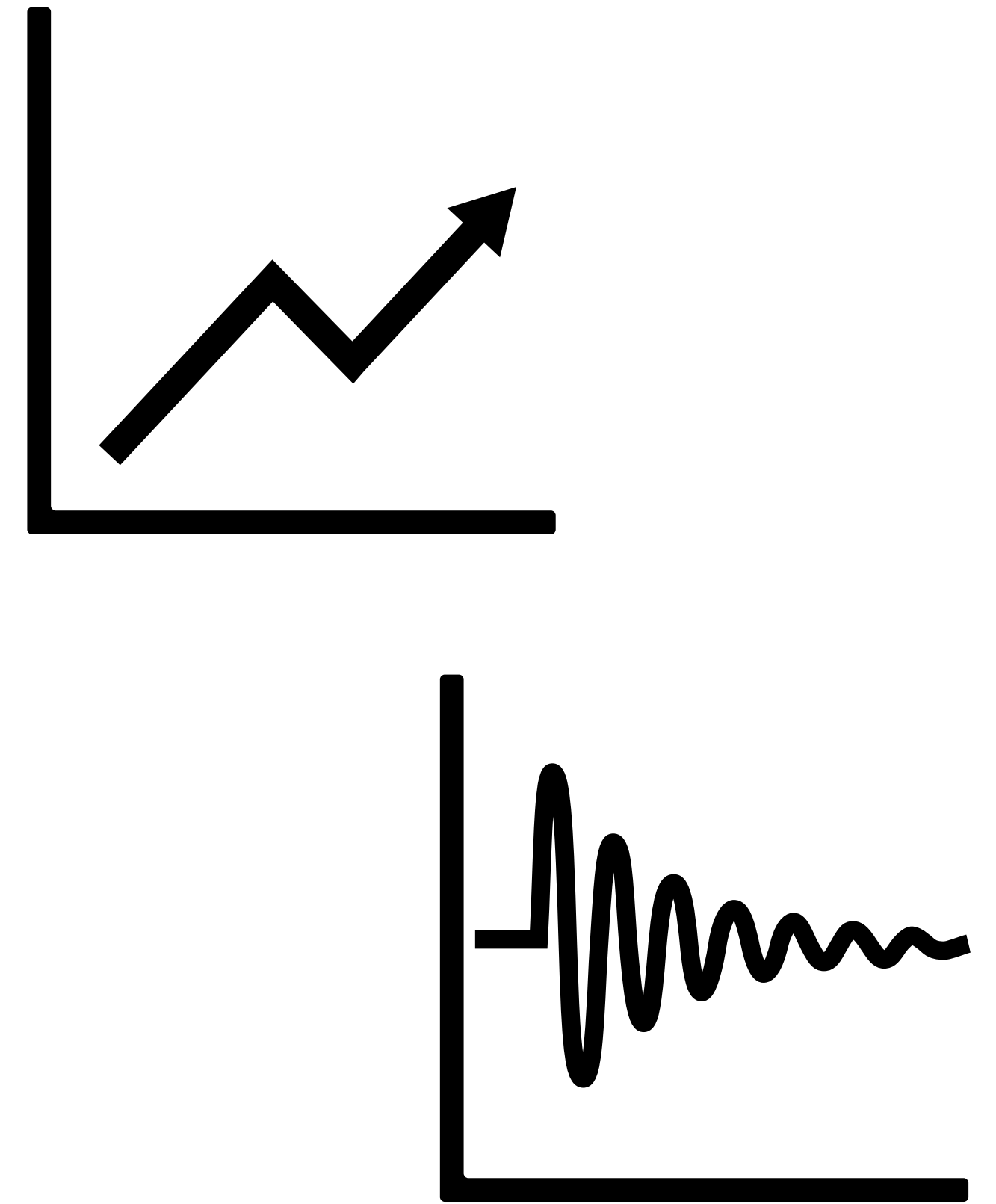
Uploads Month-to-Month

The volume of uploads on the majority of platforms has not decreased; in fact, it has increased on many of them. However, this increase has not translated into a rise in the number of views in most cases.
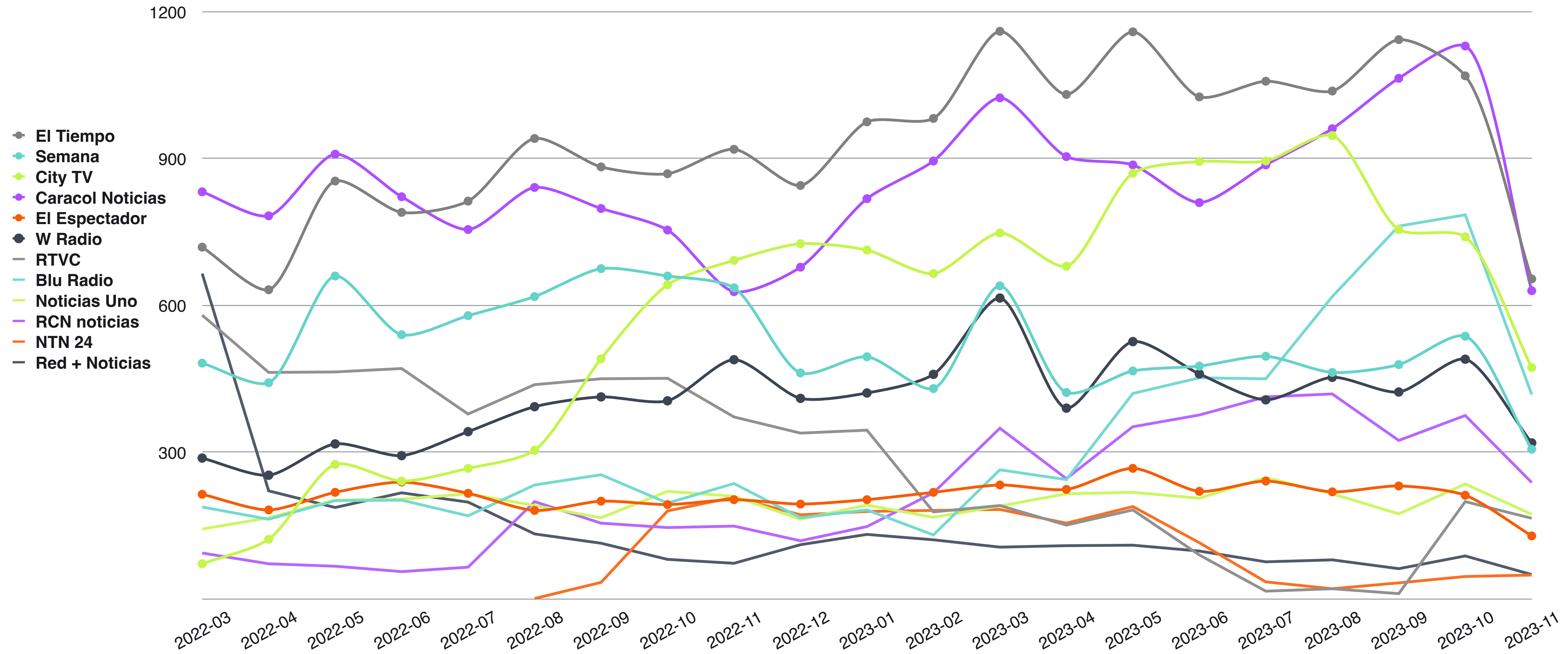
Performance of Large Media Channels on YouTube

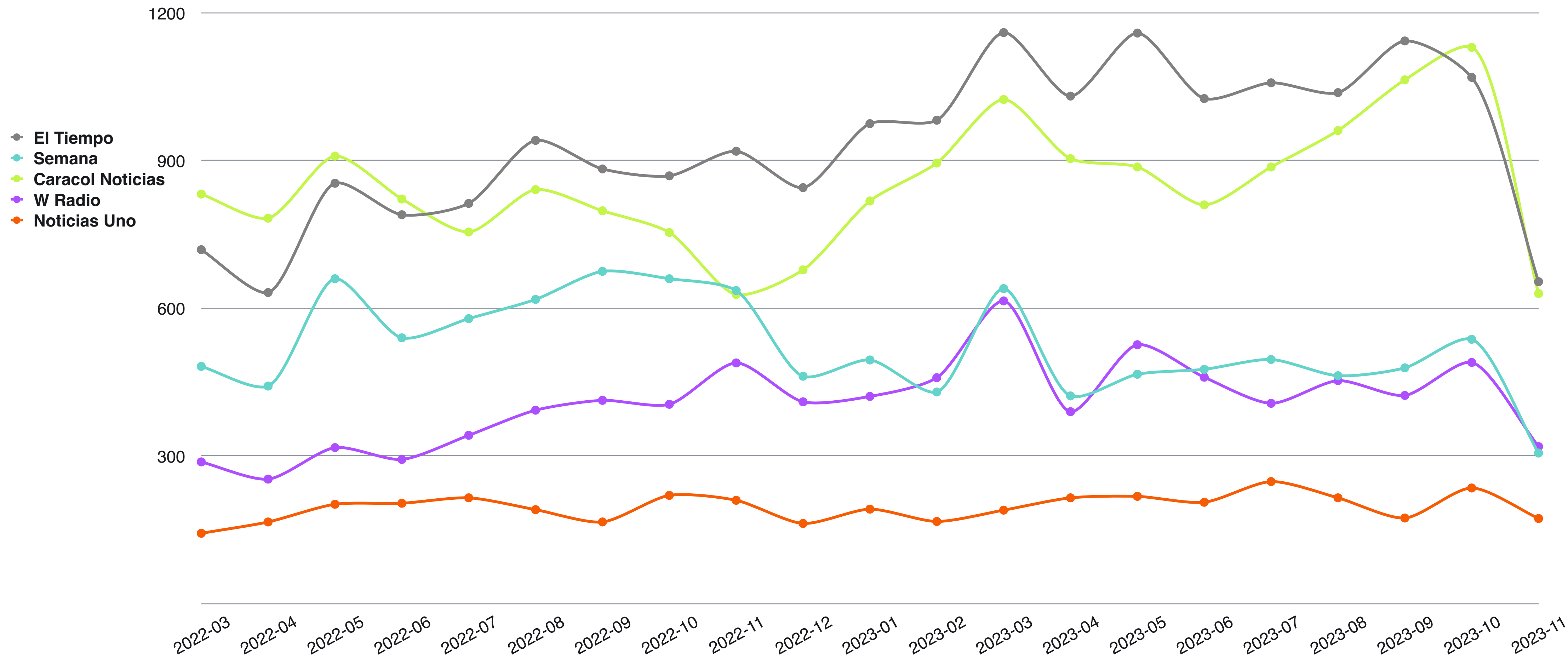Channels with more than 10M views on average per month.

Large Channels **Views**

The decline in media tends to be proportional to the number of channel views. In general terms, larger channels experience more significant monthly declines compared to smaller channels. In the case of smaller channels, the average decrease approaches zero over time, making them more stable.

Legend:
- El Tiempo
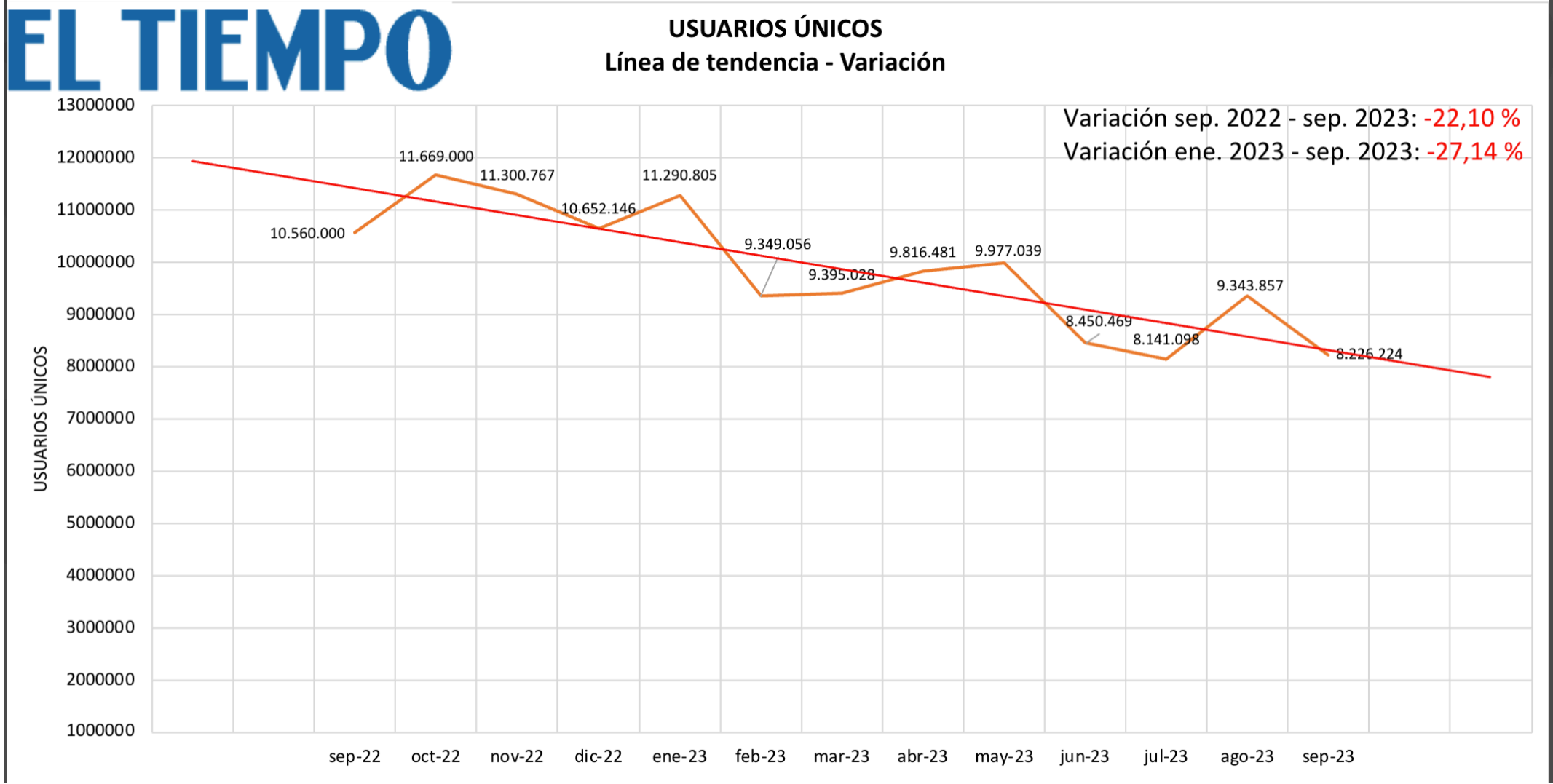- Semana
- Caracol Noticias
- Noticias Uno
- W Radio
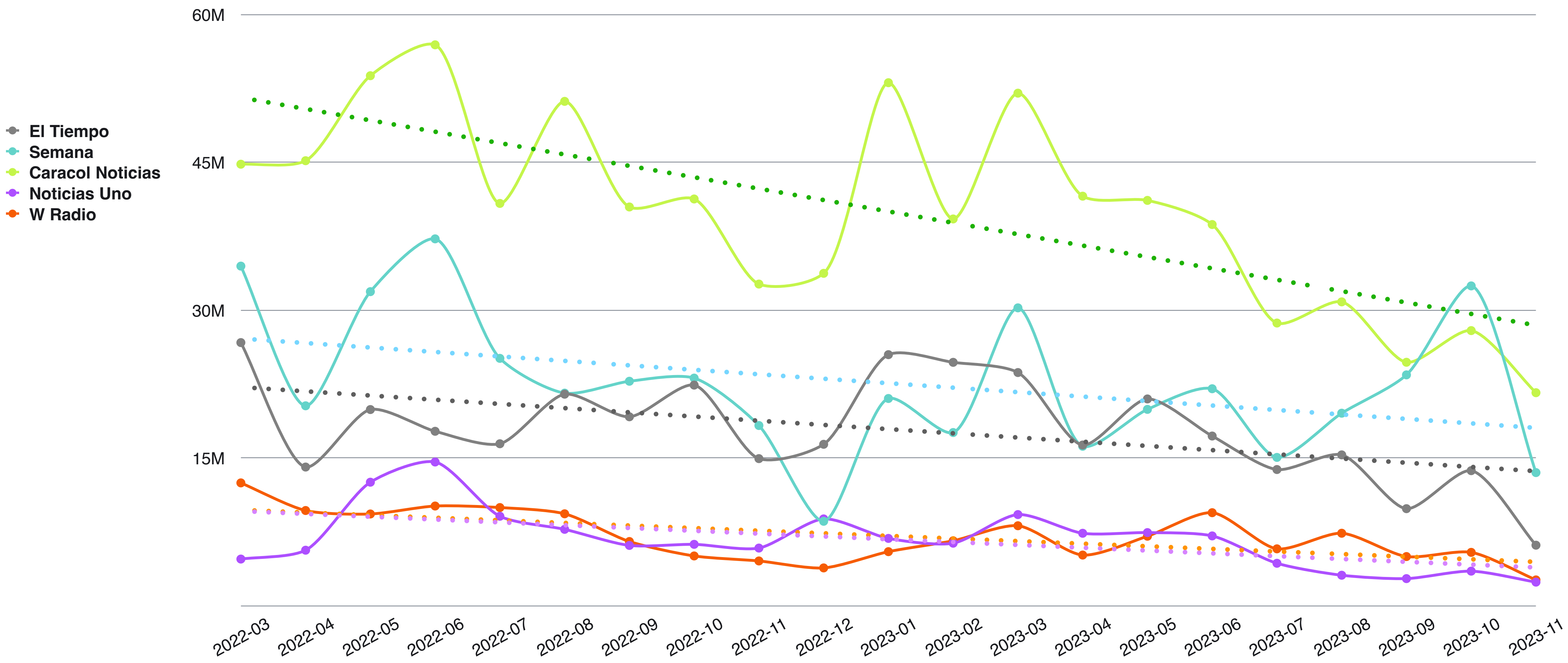
Large Channels Uploads

A relatively stable behavior is observed in the number of uploads for all channels. Over time, there is a substantial increase noted since mid-October of the previous year for El Tiempo and in July of the current year for Caracol Noticias.


Legend:
- El Tiempo
- Semana
- Caracol Noticias
- W Radio
- Noticias Uno

Correlation with Comscore Data

USUARIOS ÚNICOS
Línea de tendencia - Variación

Variación sep. 2022 - sep. 2023: -22,10 %
Variación ene. 2023 - sep. 2023: -27,14 %

USUARIOS ÚNICOS

10.560.000
11.669.000
11.300.767
10.652.146
11.290.805
9.349.056
9.395.028
9.816.481
9.977.039
8.450.469
8.141.098
9.343.857
8.226.224

sep-22 oct-22 nov-22 dic-22 ene-23 feb-23 mar-23 abr-23 may-23 jun-23 jul-23 ago-23 sep-23
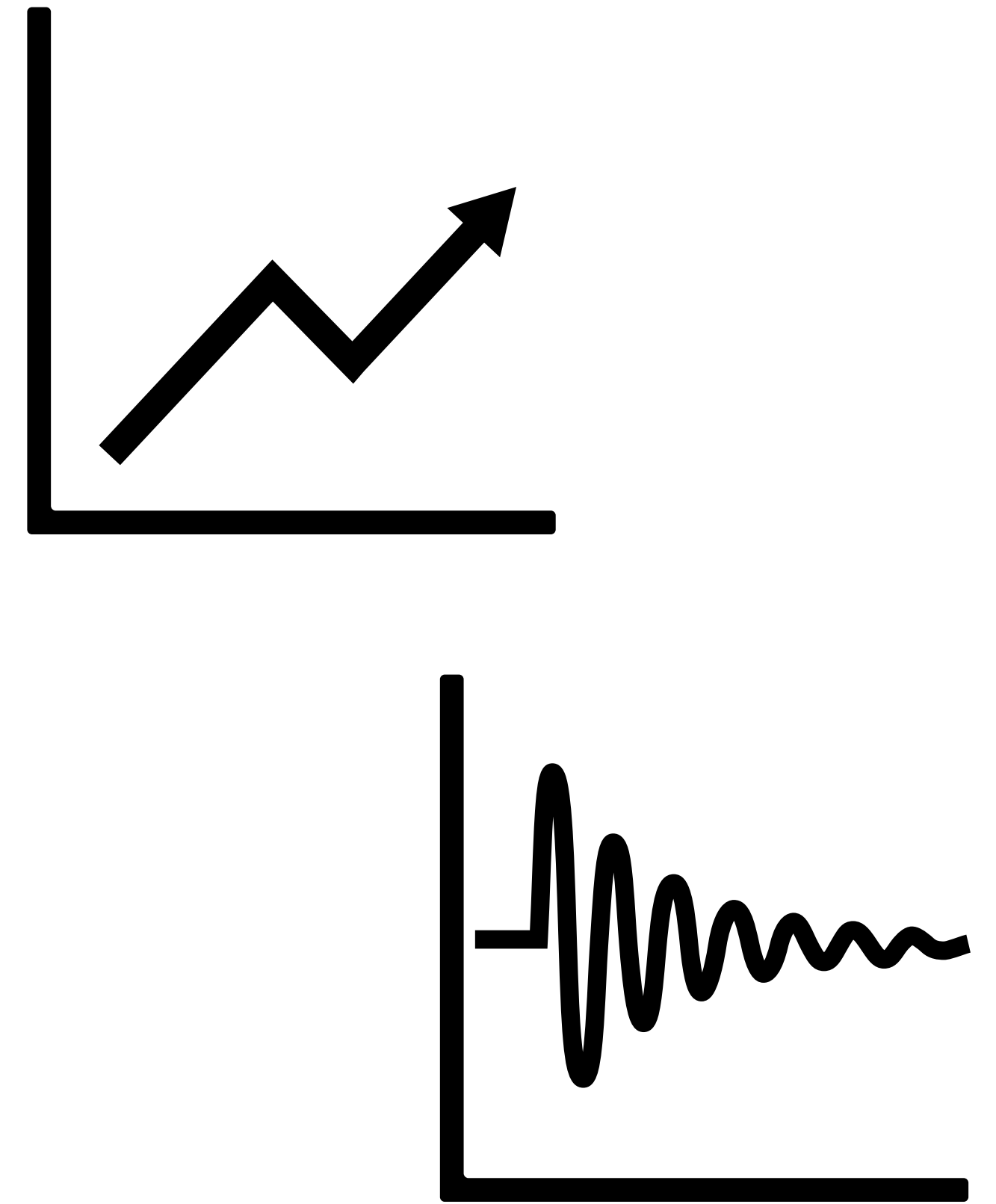
Comscore is a firm specialized in digital audiences, which recently published the number of Unique Users of the leading media websites in Colombia.

Although differences in fluctuations between YouTube and websites are due to the unique way each platform uniquely receives news trends, as observed, for example, in the peaks on YouTube in January-February related to the Valentina Tres Palacios case on El Tiempo, the overall pattern is similar, showing a pronounced monthly decline.
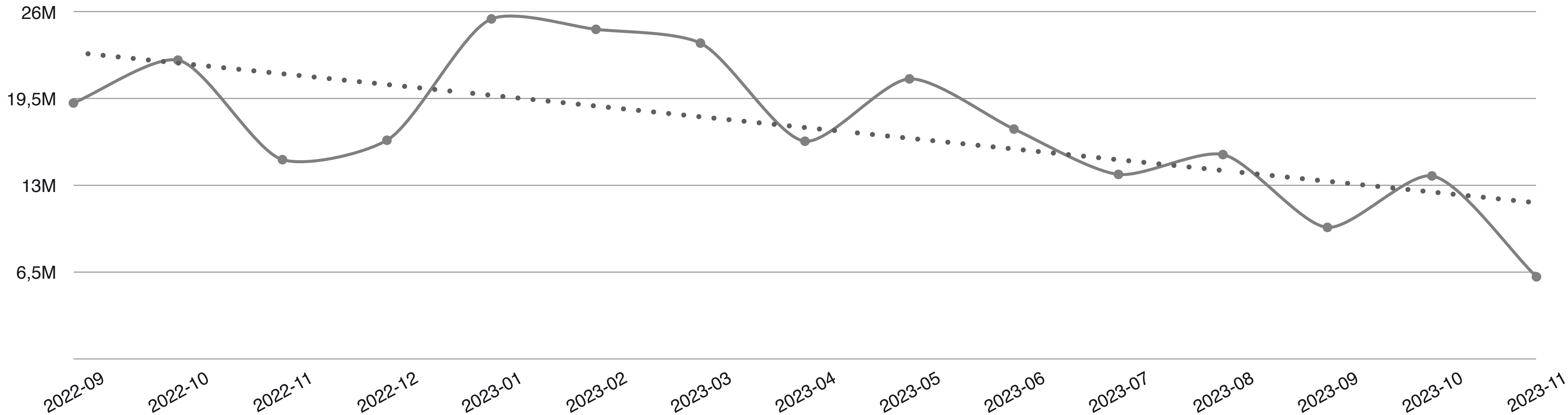
# Performance of Small Media Channels on YouTube
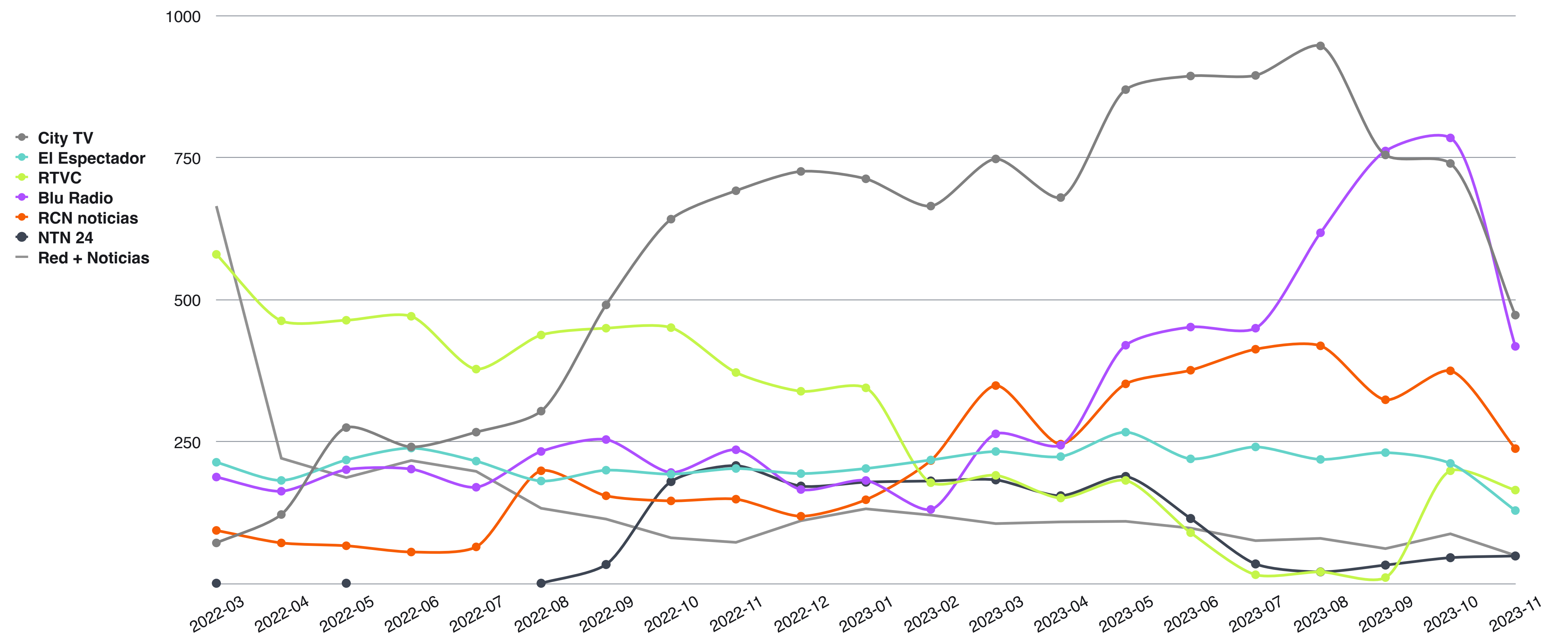
Small Channels Views

As observed in the large channels, it was noticeable that as views decreased, the decline of the channel was less pronounced, even tending to stabilize. This stable behavior is characteristic of most small channels, which face significant challenges to grow or even sustain themselves.

The only exception to this pattern is Blu Radio.
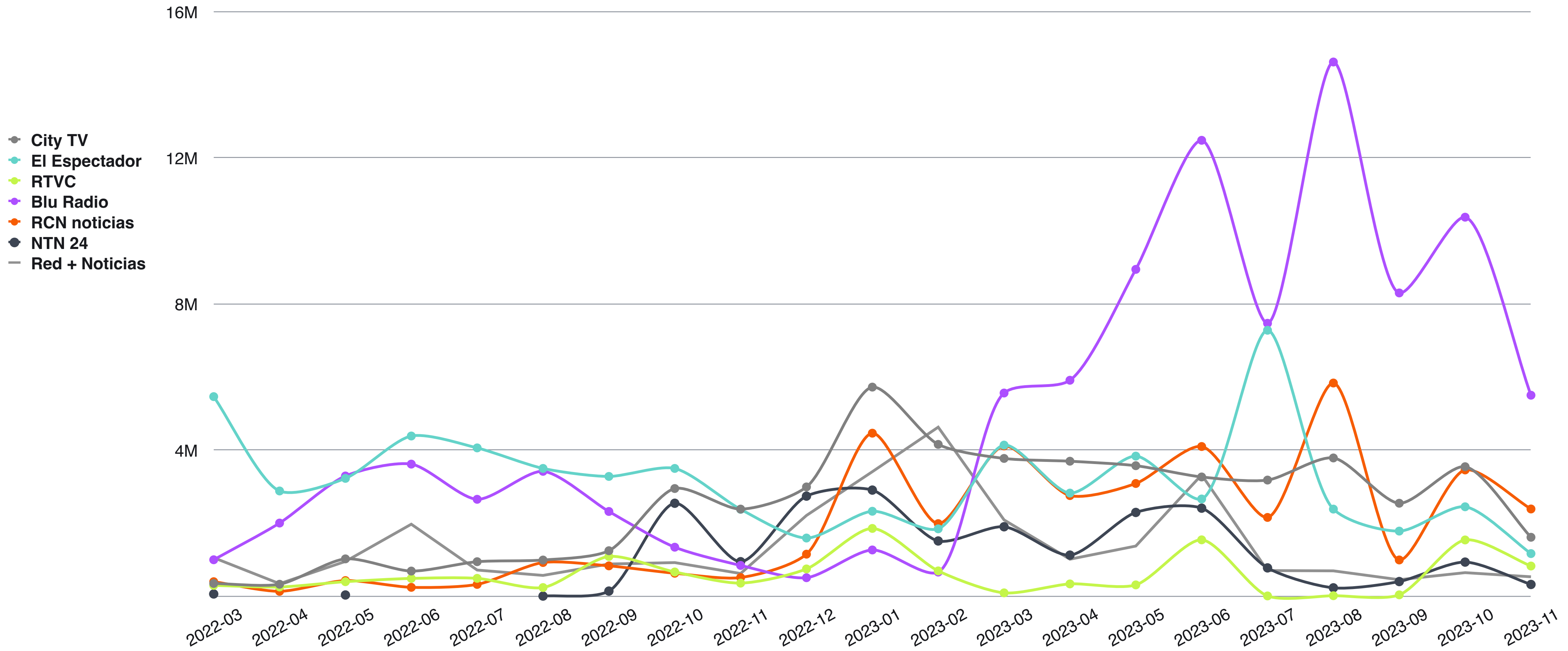
Small Channels Uploads

Blu Radio experienced substantial growth in the number of uploads, which, combined with comprehensive coverage of nationally relevant news, contributed to the mentioned growth in views on previously published videos.

Legend:
- City TV
- El Espectador
- RTVC
- Blu Radio
- RCN noticias
- NTN 24
- Red + Noticias

X-axis: 2022-03, 2022-04, 2022-05, 2022-06, 2022-07, 2022-08, 2022-09, 2022-10, 2022-11, 2022-12, 2023-01, 2023-02, 2023-03, 2023-04, 2023-05, 2023-06, 2023-07, 2023-08, 2023-09, 2023-10, 2023-11

Y-axis: 250, 500, 750, 1000

There has been a consistent decline in the views of several Colombian media channels on YouTube, aligning with similar trends on other platforms.

This decrease in news consumption can be attributed to various factors, such as a loss of trust in the media, a shift in the audience toward alternative information sources like influencers, changes in search algorithm dynamics, or a growing disinterest among users in staying informed, among other reasons.

It is recommended to conduct a future study on the performance of different influencers in news and political topics during the same time period to assess their impact and potential contribution to this decline.