

Week two, in the open.

67,459 views across YouTube, Instagram and TikTok, up from 51,026 in week one. What worked, what didn't, and what we're changing. Every number is dated and sourced.

WHAT WE PUBLISHED

74 new Shorts in week two, shared to three platforms

74

YouTube Shorts

Published 5–11 Oct, all still public.
147 since launch.

73

Instagram posts

7 Oct 09:30 to 14 Oct 09:25. 163
since launch.

72

TikTok posts

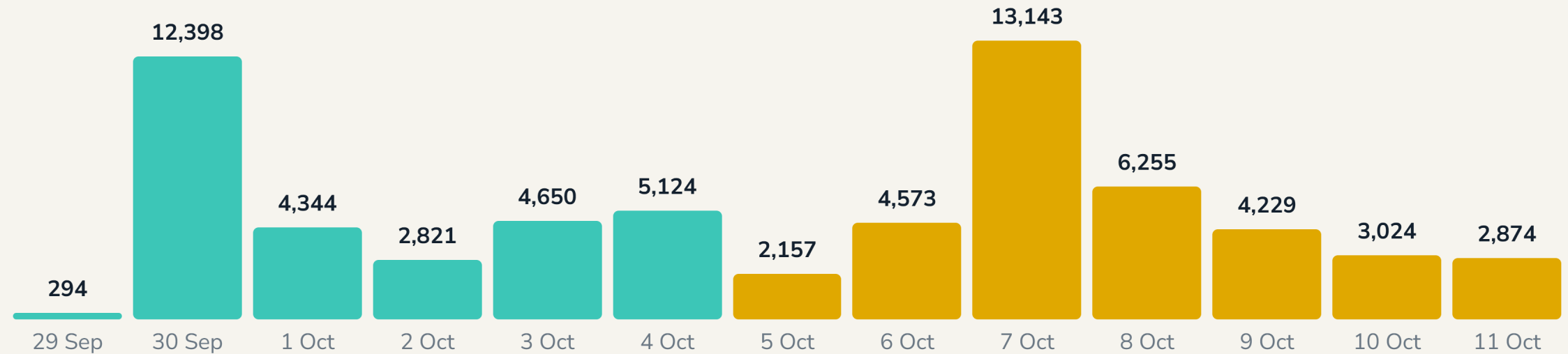
7 Oct 09:30 to 14 Oct 09:25. 124
since launch.

Each Short goes out on YouTube, Instagram and TikTok, so these are mostly the same videos. The counts differ slightly because each platform's week starts and ends at a different time.

Sources: SciFact YouTube Analytics export (run 14 Oct, data to 11 Oct); Instagram and TikTok via Zernio (synced 7 Oct 09:30 and 14 Oct 09:25).

YOUTUBE, DAY BY DAY

A new record on Wednesday 7 October



36,255 views in week two (29,631 in week one)

90.8 hours watched (5,451 minutes)

+95 subscribers (108 gained, 13 lost)

Teal = week one (29 Sep – 4 Oct), yellow = week two (5–11 Oct). Source: YouTube Analytics export, channel daily totals, run 14 Oct.

Week two across all three platforms

Week two	YouTube	Instagram	TikTok	Total
Posts	74	73	72	74 Shorts
Views	36,255	29,377	1,827	67,459
Views in week one	29,631	16,405	4,990	51,026
Change	+22%	+79%	−63%	+32%
Followers gained	95	34	1	130
Likes	1,238	964	228	2,430
Comments	114	5	0	119
Shares	15	49	16	80

YouTube: Analytics channel totals 5–11 Oct (week one 29 Sep – 4 Oct). Instagram, TikTok: Zernio, 7 Oct 09:30 → 14 Oct 09:25 (week one: launch → 7 Oct). Views are not unique people.

WHO FOUND US, AND HOW

YouTube viewers

Where week two's views came from

88.2% Shorts feed (31,906)
5.5% YouTube search (1,977)
3.7% our channel page (1,353)
2.6% everything else (949)

Age of measured viewers

21.2% aged 13–17
15.0% aged 18–24
29.2% aged 25–34
22.0% aged 35–44
12.5% aged 45+

Top countries in week two

United States 3,682
UK 3,276
Turkey 2,486
Philippines 2,424
Indonesia 2,370

Source: YouTube Analytics exports of 6 and 14 Oct; week two = the difference. Age: signed-in viewers since launch. Countries: views YouTube assigned to a country.

Week two's most-watched Shorts

Short	YouTube	Instagram	Note
Why Does Chocolate Go White in the Fridge?	382	1,539	IG average watch 17.8s
Peppers Last Longer in the Fridge	231	1,492	
How Much Weight Does the Sun Lose?	111	1,437	7 IG shares
Eggs in the Fridge: US vs UK	1,220	1,421	Top 5 on both
Myth: Could a Penny From a Skyscraper Kill?	302	1,415	
How Do Geckos Walk Up Walls?	1,277	–	8 subscribers
How Does Your Phone Recognise Your Face?	1,228	–	
How Does Your Phone Know Which Way Up It Is?	1,210	–	9 subscribers
Why Do Bananas Go Black in the Fridge?	1,151	–	54 likes

Some titles shortened. – = not in Instagram's top five. YouTube: Analytics export, views to 11 Oct. Instagram: Zernio, to 14 Oct 09:25. Live counts will now be higher.

A community is forming

114

YouTube comments in week two, up from 77

+202

net YouTube subscribers since launch

95

Instagram followers, up from 61 a week ago

Same viewer, two Shorts

"finally a video that really explains it the way i can understand"

"once again this channel proves me wrong instantly as i shout out OF COURSE SHI AINT TASTE DIFFERENT when i saw the damn question"

@Bruhmen69-420-s on Schrödinger's Cat and Food on a Plane

"this is really cool and chill, keep it up!!"

@MysteryStudioYT

Our reply: Thank you! 🙌 We will!

"This channel oddly comforts me"

@vis4543 · hearted by us

"so just an older radio?" — @goofyahhcat6673

Our reply: Close! 🧠 But instead of tuning a radio, you rang a phone number and heard a chart song down the line.

Did last week's changes work?

What we said we'd do	What happened	Verdict
More kitchen and physics	3 of Instagram's top 5 were fridge Shorts; eggs 1,220 and bananas 1,151 on YouTube	Working
More hair and body myths	Body heat myth 1,150 and grey hair 1,042 on YouTube; none in Instagram's top 5	Mixed
Stronger openings	35.5% of views engaged on Shorts published 5–11 Oct, against 37.1% for 29 Sep – 4 Oct	Not yet
More shares	Instagram 49 (30); YouTube 15 (17); TikTok 16 (14)	Instagram only
TikTok: 1–3 posts a day	72 posts in 7 days; posts from 12 and 13 Oct drew 38 views a day	Not done
Make for both audiences	13–17: 21.2% (21.5%) · 25–34: 29.2% (27.5%) · 35–44: 22.0% (24.1%)	Unchanged

BUILDING IN PUBLIC

What we're changing in week three

We'll report back on each one next week, whether it works or not.

Content

Openings still lose most viewers

35.5% engaged on new Shorts. **Change:** rework the first second on five Shorts.

Kitchen and how-tech lead

How Tech Works: 681 views per Short. **Change:** more slots for both.

Viewer questions deliver

Vinyl 1,106, CD 1,003, car air con 960. **Change:** make it a regular strand.

Distribution and engagement

TikTok cadence, for real

72 posts in 7 days. **Change:** 1–3 posts a day for 7 days.

TikTok viewers leave in a second

Retro games: 726 views, 65% gone in 1s. **Change:** a TikTok-first opening.

YouTube shares are flat

15 shares on 36,255 views. **Change:** end with a reason to send it.

CHECK OUR WORKING

Where every number comes from

YouTube

Analytics exports run 6 and 14 Oct, with data to 4 and 11 Oct.

youtube.com/@scifactshort

Instagram

Zernio syncs on 7 Oct 09:30 and 14 Oct 09:25 UK time.

instagram.com/scifactshort

TikTok

Zernio syncs on 7 Oct 09:30 and 14 Oct 09:25 UK time.

tiktok.com/@scifactshort

Week two is 5–11 Oct on YouTube, and the seven days between the two Zernio syncs on Instagram and TikTok, so it includes new views on older posts. **Views** are plays, not unique people. **Engaged views** are YouTube's count of views not swiped away straight off.

Public counts on the channels will now be higher than these figures, because they keep counting after our cut-off dates.