

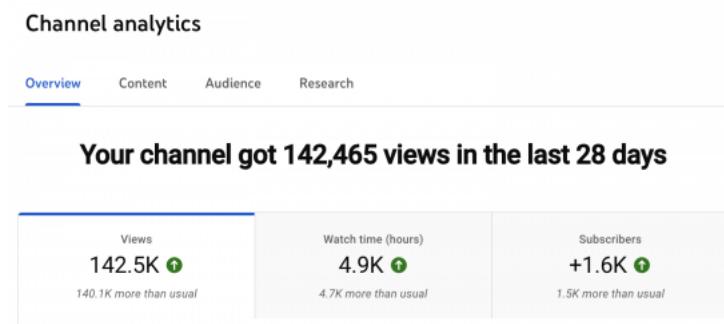
# Funding the Future

## The videos are working

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It is only a bit over a month since we relaunched [the YouTube channel](#) linked to this blog. The data over the last 28 days suggests that this has been worth doing:



Over the same period, the blog had, admittedly, more than three times that number of views. But it's not new as far as most people are concerned.

And the viewing hours are good: YouTube requires a channel to have 4,000 hours of watch time in a year before a channel can be monetised. We did that in the last month, and more besides.

In addition, they require that a channel have 1,000 subscribers. We now have 10,000.

That does not mean we are going to monetise any time soon - which means adding adverts. I would much rather avoid that. But it does mean that we are hitting what they see as thresholds of seriousness.

And since we think that more than 80% of views do not come from here, this means that we are reaching new audiences, which was always the plan.

I think the effort is worthwhile and more than enough to be buying planning to buy much better cameras and lenses soon as an indication of a long-term commitment to this project, not least because I am enjoying doing this. It's a lot better than retirement.