

Funding the Future

Article URL

<https://www.taxresearch.org.uk/Blog/2024/11/21/youtubers/>

Published: January 12, 2026, 4:55 pm

Sometime last night, my YouTube channel reached 50,000 subscribers.

This morning, the data for the last 28 days looks like this:

Channel analytics

Current subscribers

50,558

+20,786 in last 28 days

Summary

Last 28 days

Views 1.7M ⓘ

Watch time (hours) 101.4K ⓘ

On average, most of our videos are watched for about 50% of their duration - meaning some drop out quite quickly, and a great many people get near to the end before doing so.

In addition to the above, my TikTok channel has had over a million views in the last month.

Those figures make the nearly 700,000 views here seem small by comparison.

As my son, who works with me, put it, we're YouTubers now.

Or, as my wife suggested, she now has to come to terms with living with a content creator.

This is quite a strange idea to me, and one I did not see coming. I had wanted to make videos for a long time, but for all sorts of reasons, I put it off, a short period during

Covid excepted. Now, it looks as though it might become a significant part of life. I can't say I mind. I enjoy making the videos we produce. A recording session is going to happen this morning. More will be coming your way soon.