

Video experimentation

Published: January 13, 2026, 4:08 am

This [morning's video](#) is, I admit, an experiment. The [theme has already been addressed on this blog](#), as many readers might know, but the YouTube and blog audiences do not greatly overlap.

The experiment is in issuing this video in both long form and short form YouTube styles this morning, to see what the response might be in each of those formats.

Some might remember that when I began remaking videos, we tried making two videos a day. One was a long form video and the other one a short. That did not work well at the time, but since then YouTube has radically changed the way that shorts work. It is also now the case that other platforms are now seeking our content - for example, Spotify has just specifically invited us to post there. We need to know what to transfer.

So, please accept my apologies that we have done a small experiment today. The goal of this channel is to reach audiences above all else, which is why I do not ever wish to move towards paid models of access that will limit access to some based on ability to pay. It is also why we are going into a programme of trialling platforms again over the next few weeks to decide what, how and where we are best putting content.