

## Not bad....

Published: January 13, 2026, 1:13 am

---

I was grateful for comments made here and in some emails sent to me [about Thursday's video](#), which people seemed to appreciate. Yesterday's was appreciated in a different way: as I write it is heading for 100,000 views.

There were also a number of comments made suggesting that the quality of our videos is increasing. That's pleasing, because we are putting a lot of effort into the process, and we have made a number of changes.

Recently, I have abandoned my attempt to do all our videos without a script. This worked for a while, but I began to realise that this was only possible on a limited range of subjects. There was also a very real risk that, on occasion, I wandered off subject or into diversions that did not help the viewer follow the argument. As a result, I am now preparing notes in advance of recording so that I follow a structure that I have set out for myself before we begin. They are only bullet points, but they really do help.

That means that I am, necessarily, now recording the videos using a teleprompter, which always feels slightly surreal, because it puts a distance between me and the lens, which is where I always imagine you, the viewer, to be. However, I just have to get over that fact.

It also means that it is slightly harder to see Thomas, who is not above indicating to me that he thinks something needs to be redone, even during the course of a recording. However, the good news is that the notes appear to have significantly increased the accuracy of my delivery to camera, and that is saving editing time. It looks like more preparation will pay dividends.

The odd consequence was that over the last few days, we had to revert to using a lavalier microphone because I could not hold a clicker, to forward the teleprompter, and a microphone at the same time, even though we have found that the handheld microphone you will see in recent videos appears to deliver the best audio for my voice.

That problem has also now been solved. I now have a foot pedal to work the teleprompter, and it has taken almost no time at all to get used to that. The result of

this will be, I hope, better videos.

We are not, however, stopping there. Apart from noting all those suggestions that readers here have made of late, we have also sounded out other opinions. Time and again, people ask me to either do a podcast with one other person or a series of interviews with other people. These things do, however, take a lot of organising, and both Thomas and I have been fully committed.

That said, Thomas is finishing another major project that he has been engaged on in the next week or so, and as a result, we will look at this again, and, for all those who have asked, we have been in discussion with Gary Stevenson's team. There are no promises that anything will happen as a result, and as anyone who watches his channel will know, he is currently taking a break, but we will see what happens when he returns.

We've also been asked to discuss why and how we produce the videos, and videos of this type are incredibly popular on YouTube, so we might do that. However, how we might differentiate these from the mainstream videos that we produce is something that we have not, as yet, decided upon. We are not keen to launch another channel.

Finally, all the above being noted, a question that we keep asking ourselves is whether or not all this effort (and a lot of effort is involved) is worth it. There are days when it is easy to think that a video that we have put quite a lot of effort into has not done as well as we would wish. In our case, this usually means that it has only been watched by between 10,000 and 20,000 people, which is lower than our average.

To contextualise this, I did some research and discovered some YouTube viewership data. Apparently, only 12% of videos on YouTube are watched by more than 1,000 people. Given that we now almost never get fewer than 10,000 views on a video, we were surprised by that. In effect, every video we put out is well into the 90th decile of YouTube videos.

That data showed that only 0.7% of all YouTube videos get watched more than 100,000 times. More than 10% of our videos fall into this category, and we have had one that has been viewed more than 1 million times, with several more getting quite close to that figure. In the last four weeks five videos have been bowed more than 100,000 times, with two of them approaching 300,000 views and one exceeding half a million.

Maybe we're not doing so badly after all, but we will keep trying harder, because this remains, at its core, a lot of fun to do, and a great way to reach people. And does that work? About 10% of people who watch our videos tick the boxes to indicate whether they like or dislike what we do. Around 98%, on average, suggest they do like our videos, and the comments (and there are a lot of them) are overwhelmingly positive. That's not bad, I guess.

I never expected social media creation to become my job. I am glad it is.