

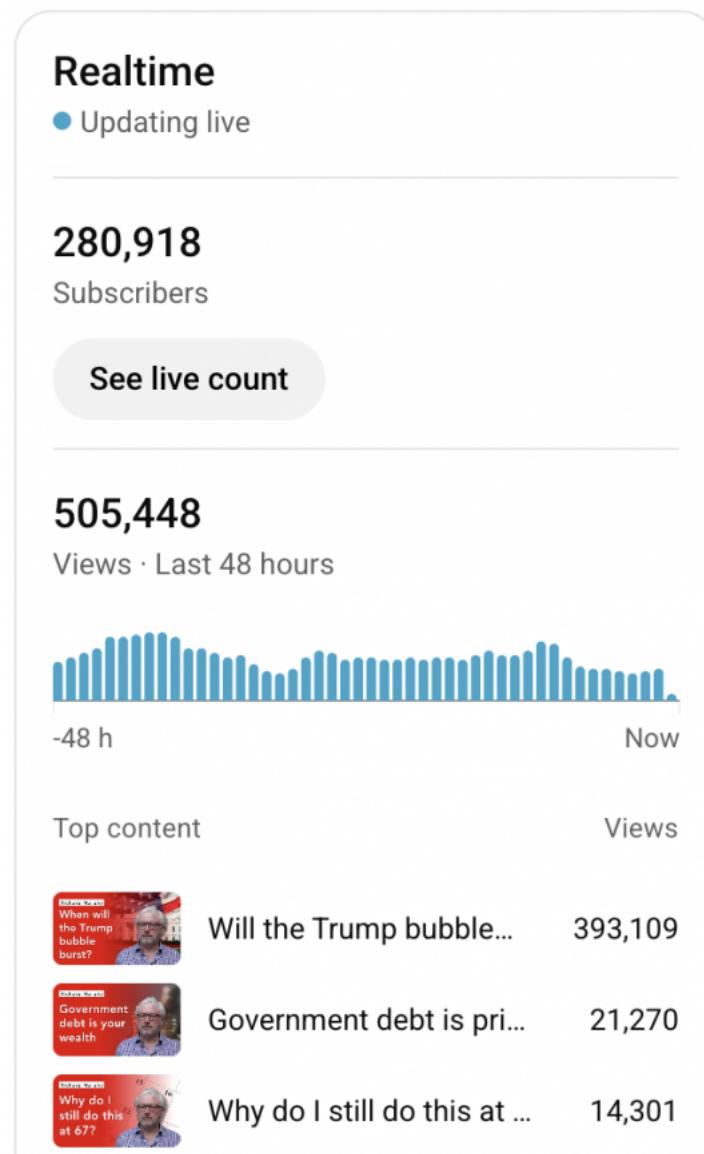
Funding the Future

Not bad

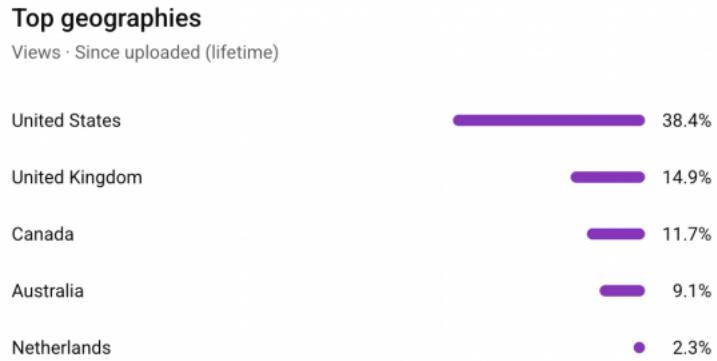
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As every person who takes social media seriously knows, it is a life in which statistics play a part. You just can't help looking at data, largely to work out what went well, and which posts did not, and to see if there are any lessons to learn as a result.

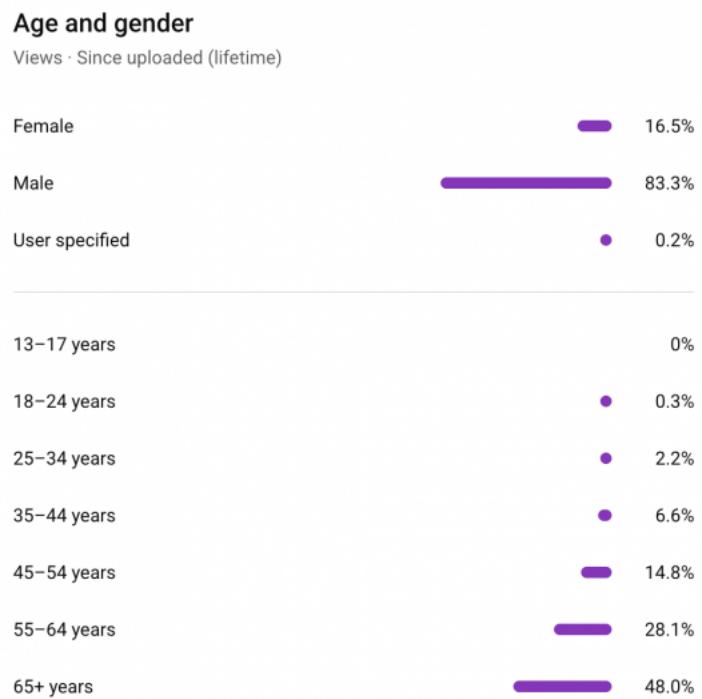
The last couple of days were good for us on YouTube, this being real-time data at 7:11 this morning:



[Saturday's post](#), timed to coincide with the No Kings marches, has done well, in the US above all else, but the data shows it has spread far and wide:



Meanwhile, and even more than usual, our audience is older, and heavily male:



Still, we'll take half a million views in 48 hours. The total traffic on that one video is now 493,000. We have done better, having had several with one million views, but this is the best since April, and such things are pleasing. We produce a lot of what might be described as good album tracks, but the odd hit along the way never does any harm.