

Funding the Future

40 million

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One of the websites we subscribe to because we run a YouTube channel is VIQ. They provide us with significantly more data and analysis on how our videos perform than YouTube does. I just noticed this:



We have just passed 40 million views on our channel.

This channel was launched six years ago when I worked with the late Mark Cooney to create videos during lockdown, but after Mark died, I lost my enthusiasm for this type of creation. It is amazing how important it is to work with somebody who shares your enthusiasm, and it was not until my son, Tom, joined me that things really began to pick up again.

At that time we had 8,000 subscribers. Since we re-launched in April 2024, growth has been spectacular.

My thanks to everyone who has watched. We genuinely appreciate it.

Producing videos has become part of life, and I think we've got better at it, but if there are topics you'd like us to address, please let us know. We do take note; in fact, we've produced quite a number of videos in direct response to suggestions, so we appreciate them. Thinking up a new video every day, plus shorts, is one of the challenges in my life. As a result, suggestions are welcome, but I cannot promise to make everything; we also have to believe there is reasonable audience potential before making any video. Our livelihoods do now depend on this.