

Contextualising data

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I was talking to a journalist yesterday. It is an occupational hazard of my role. He was interested in the traffic data for my YouTube channel. I suggested that so far this year, we are averaging 95,000 views a day.

He then pointed out that, in his opinion, this was pretty impressive, given that we post at most one long and one short video a day.

With 24-hour output, it seems that the BBC News Channel gets around 64,000 views an hour, Sky News around 79,000 views an hour and GB News maybe 99,000 views an hour. As he put it, we compare well in that case.

I want a bigger reach, but it is sometimes worth contextualising where we have got to: taking both the level of committed resources and the reach we achieve into account, we are doing well, and the message is getting out. I should not beat myself up too much over that result. Contextualising data is sometimes of use.