

Rethinking YouTube

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Last week, [I talked about the problem](#) we have had with the YouTube algorithm and that we would need to make some changes. The response to some of those changes has been quite dramatic.

These are the view numbers for videos over the last three days:

Published videos



The new world order is here and neolib...

114k 1.1k 6.1k



Why are UK electricity prices so high?

100k 1.3k 5.3k



Trump and Netanyahu miscalculated: ...

221k 1.3k 7.5k

By any standards, those are good. 435,000 views in three days is something most YouTubers dream of.

There are more issues to reflect on as a result, partly around content, though I also think Thomas's new approach to thumbnails has helped a lot.

Thanks for watching, if you did.