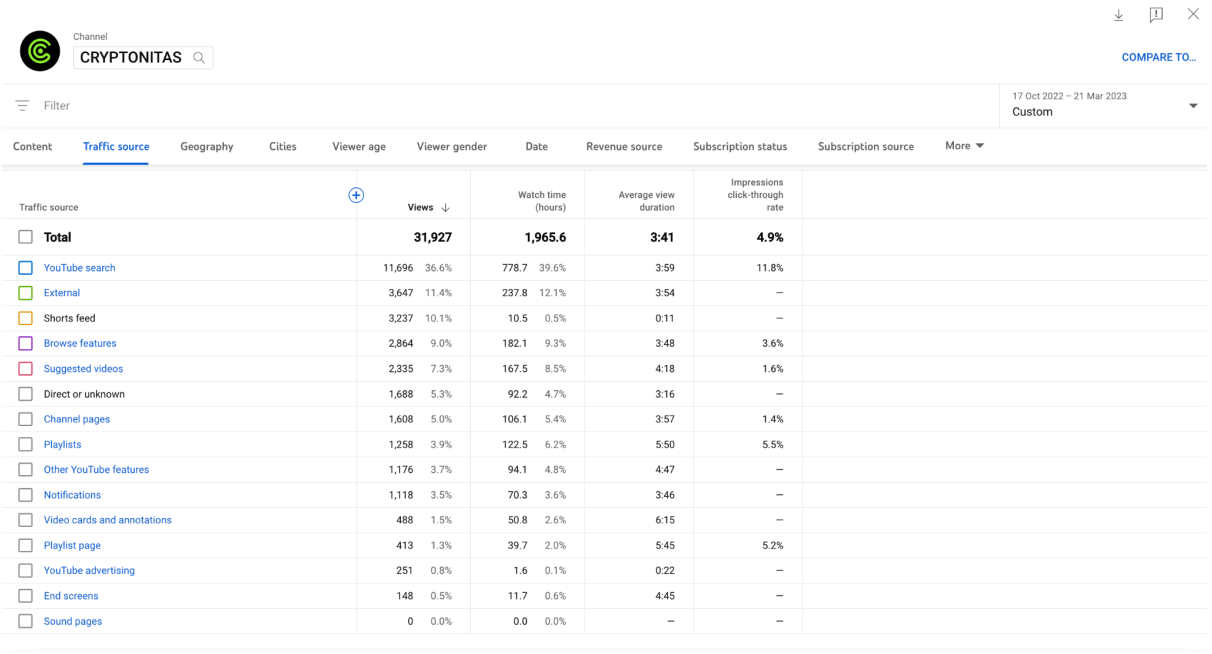
This is a report of the statistics collected from the first video financed by [this second Cryptonitas maintenance proposal].

This first panel represents the global statistics of the Cryptonitas channel during the time range corresponding to the proposal (from October 17, 2022 to March 21, 2023).



Channel: CRYPTONITAS — COMPARE TO...

Filter — 17 Oct 2022 – 21 Mar 2023, Custom

Content | Traffic source | Geography | Cities | Viewer age | Viewer gender | Date | Revenue source | Subscription status | Subscription source | More

Traffic source	Views	Watch time (hours)	Average view duration	Impressions click-through rate
Total	**31,927**	**1,965.6**	**3:41**	**4.9%**
YouTube search	11,696 36.6%	778.7 39.6%	3:59	11.8%
External	3,647 11.4%	237.8 12.1%	3:54	–
Shorts feed	3,237 10.1%	10.5 0.5%	0:11	–
Browse features	2,864 9.0%	182.1 9.3%	3:48	3.6%
Suggested videos	2,335 7.3%	167.5 8.5%	4:18	1.6%
Direct or unknown	1,688 5.3%	92.2 4.7%	3:16	–
Channel pages	1,608 5.0%	106.1 5.4%	3:57	1.4%
Playlists	1,258 3.9%	122.5 6.2%	5:50	5.5%
Other YouTube features	1,176 3.7%	94.1 4.8%	4:47	–
Notifications	1,118 3.5%	70.3 3.6%	3:46	–
Video cards and annotations	488 1.5%	50.8 2.6%	6:15	–
Playlist page	413 1.3%	39.7 2.0%	5:45	5.2%
YouTube advertising	251 0.8%	1.6 0.1%	0:22	–
End screens	148 0.5%	11.7 0.6%	4:45	–
Sound pages	0 0.0%	0.0 0.0%	–	–

As we can see, there are several ways in which we obtain greater user retention, that is, users who arrive through those ways stay longer watching the content. These pathways are:

- video cards: they are information cards that appear inside the video and serve to direct viewers to another video, a playlist, a website, etc. at certain times. The average viewing time of users arriving through that channel is 6:15.
- playlists/playlist page: they are collections of videos that serve to keep the channel organized by themes or sections. The average viewing time of users arriving through that channel is 5:50.
- end screens: These are videos that appear at the end of a video that serve to direct viewers to other related or recommended videos. The average viewing time of users arriving through that channel is 4:45.

When taking a global look, it is logical that the reproduction time is higher in the users who arrive through these channels because the user has already arrived at the channel

previously, has already been watching content and reaches other videos on the channel because they are interested in continuing to be informed or learning about the same topic.

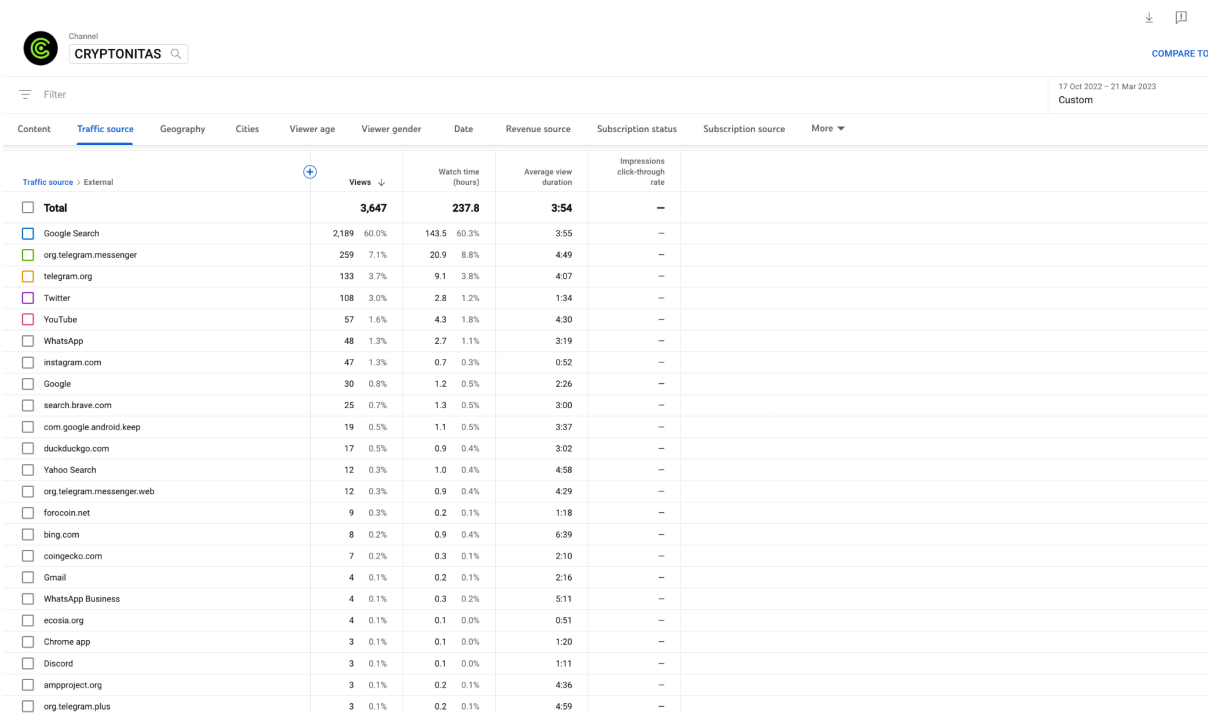
If we continue to observe the panel, we can see that many users also reach the channel through the following two ways:

- suggested videos: These are channel videos that appear organically as suggested on other similar channels. The average viewing time of users arriving through that channel is 4:18.
- organic positioning. This is the most important factor of any channel since it is about attracting new users. The average viewing time of users arriving through that channel is 3:59.

Having this average viewing time on these last two channels reveals that a good job of marketing is being carried out based on the study and analysis of keywords, since people reach the videos of the channel organically and spend time watching the content. By working well with keywords, the channel's videos appear in the top positions on YouTube and in search engines, and the users who see the content are people who are looking for information on a specific topic and are really interested in it.

On the other hand, it is worth mentioning that at the beginning of the proposal, an advertising campaign was carried out on YouTube, but it was not successful since the users who arrived through paid advertising only spent an average of 22 seconds watching the video, which is very low compared to the users who came through other ways organically. Having seen the results, the advertising campaign was canceled and this type of marketing has ceased to be used, since it attracts many visits but the retention time is minimal.

As can be seen in the following panel, throughout all the time work has also been done to attract the user through external pages, such as social networks, to spread the content and reach a larger audience.



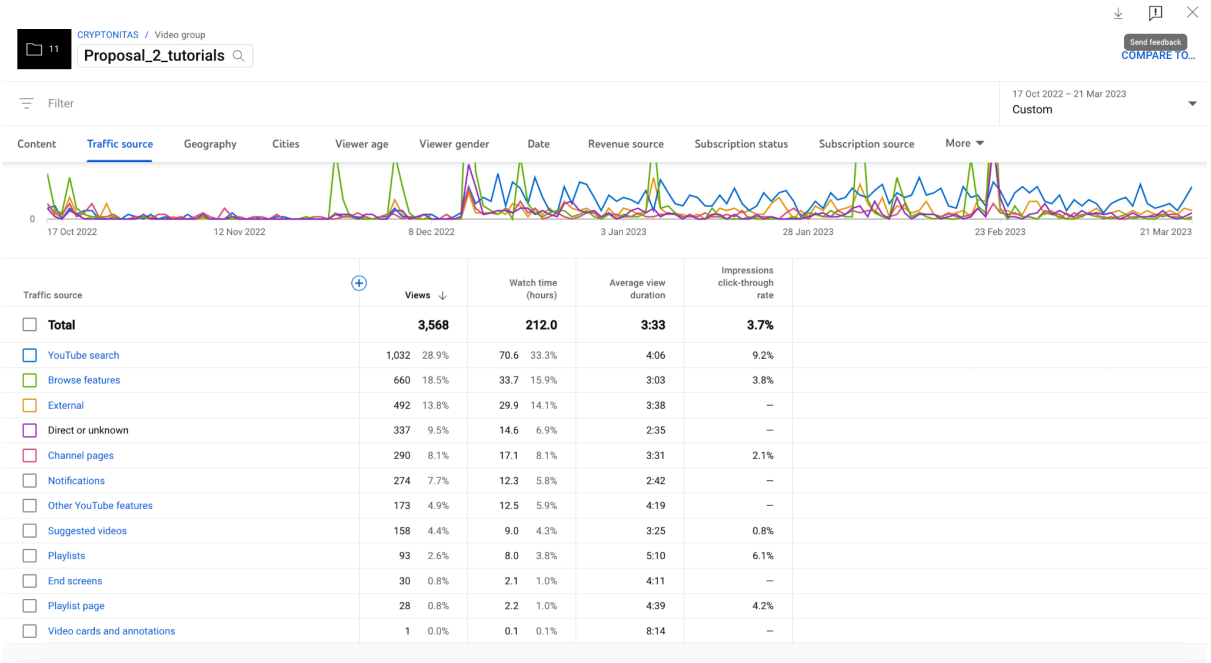
Channel
CRYPTONITAS
COMPARE TO
Filter
17 Oct 2022 – 21 Mar 2023
Custom
Content | Traffic source | Geography | Cities | Viewer age | Viewer gender | Date | Revenue source | Subscription status | Subscription source | More

Traffic source > External	Views	Watch time (hours)	Average view duration	Impressions click-through rate
Total	**3,647**	**237.8**	**3:54**	**–**
Google Search	2,189 60.0%	143.5 60.3%	3:55	–
org.telegram.messenger	259 7.1%	20.9 8.8%	4:49	–
telegram.org	133 3.7%	9.1 3.8%	4:07	–
Twitter	108 3.0%	2.8 1.2%	1:34	–
YouTube	57 1.6%	4.3 1.8%	4:30	–
WhatsApp	48 1.3%	2.7 1.1%	3:19	–
instagram.com	47 1.3%	0.7 0.3%	0:52	–
Google	30 0.8%	1.2 0.5%	2:26	–
search.brave.com	25 0.7%	1.3 0.5%	3:00	–
com.google.android.keep	19 0.5%	1.1 0.5%	3:37	–
duckduckgo.com	17 0.5%	0.9 0.4%	3:02	–
Yahoo Search	12 0.3%	1.0 0.4%	4:58	–
org.telegram.messenger.web	12 0.3%	0.9 0.4%	4:29	–
forocoin.net	9 0.3%	0.2 0.1%	1:18	–
bing.com	8 0.2%	0.9 0.4%	6:39	–
coingecko.com	7 0.2%	0.3 0.1%	2:10	–
Gmail	4 0.1%	0.2 0.1%	2:16	–
WhatsApp Business	4 0.1%	0.3 0.2%	5:11	–
ecosia.org	4 0.1%	0.1 0.0%	0:51	–
Chrome app	3 0.1%	0.1 0.0%	1:20	–
Discord	3 0.1%	0.1 0.0%	1:11	–
ampproject.org	3 0.1%	0.2 0.1%	4:36	–
org.telegram.plus	3 0.1%	0.2 0.1%	4:59	–

In summary, the routes that we have mentioned above are where users reach the Cryptonitas channel in greater numbers. Now we are going to analyze the different sections of the channel.

Tutorials:

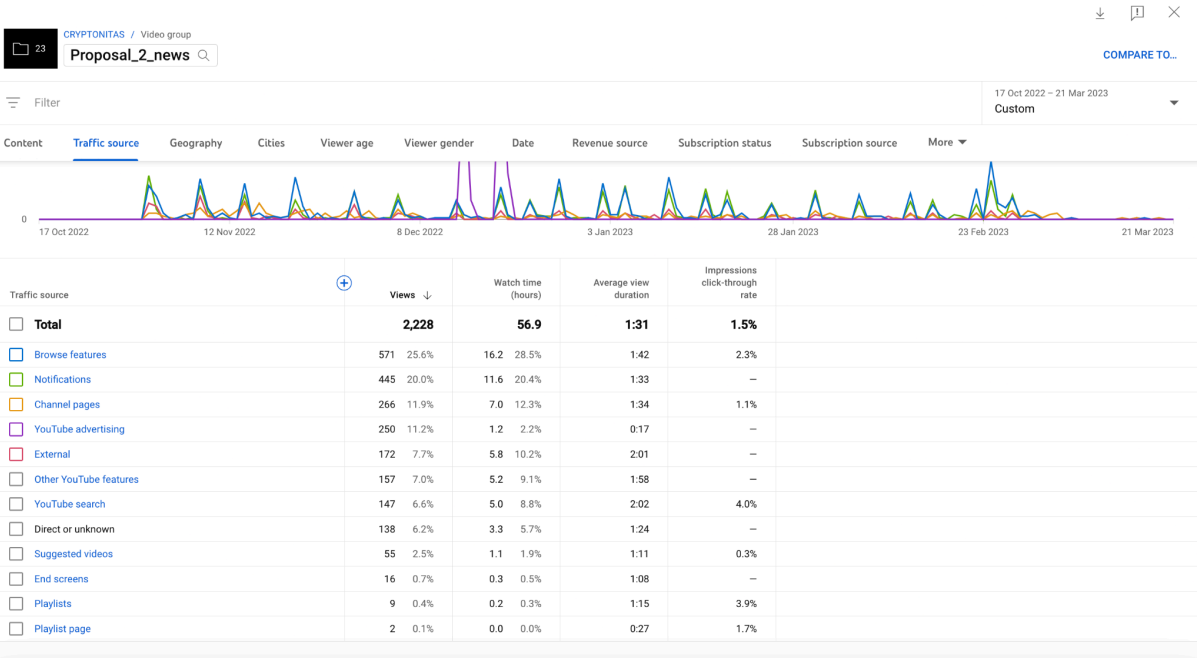
This is the most recognized section of the channel. Polkadot and Kusama's educational tutorials range from simple network topics to specific step-by-step action guides, including practical examples. These videos are valuable resources for all those who want to learn about the technology of these networks. Its average retention is 3:33 minutes and it has 3,568 views.



Traffic source	Views	Watch time (hours)	Average view duration	Impressions click-through rate
Total	**3,568**	**212.0**	**3:33**	**3.7%**
YouTube search	1,032 28.9%	70.6 33.3%	4:06	9.2%
Browse features	660 18.5%	33.7 15.9%	3:03	3.8%
External	492 13.8%	29.9 14.1%	3:38	–
Direct or unknown	337 9.5%	14.6 6.9%	2:35	–
Channel pages	290 8.1%	17.1 8.1%	3:31	2.1%
Notifications	274 7.7%	12.3 5.8%	2:42	–
Other YouTube features	173 4.9%	12.5 5.9%	4:19	–
Suggested videos	158 4.4%	9.0 4.3%	3:25	0.8%
Playlists	93 2.6%	8.0 3.8%	5:10	6.1%
End screens	30 0.8%	2.1 1.0%	4:11	–
Playlist page	28 0.8%	2.2 1.0%	4:39	4.2%
Video cards and annotations	1 0.0%	0.1 0.1%	8:14	–

News:

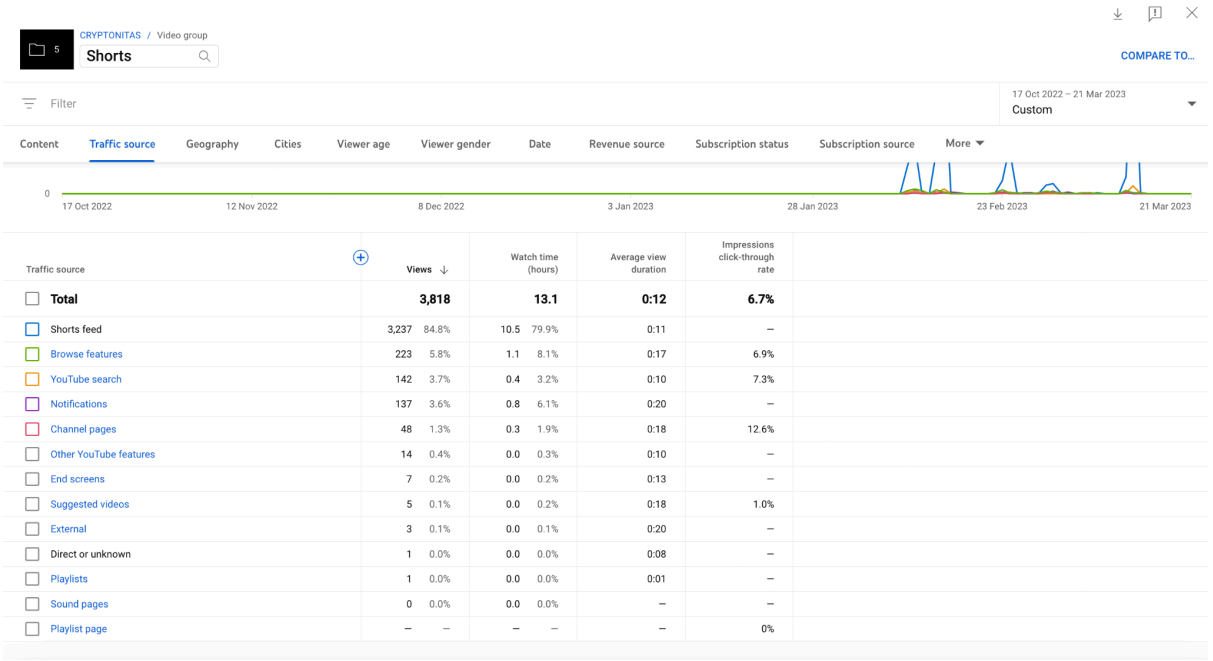
This is the first time that we included the news section on Kusama's governance in a proposal, and as we can see it has been quite well received. This section contains videos averaging 3 minutes in length with updates on what is happening in the governance of both Kusama and Polkadot. Given the results, we will maintain this section in future proposals. Its average retention is 1:31 minutes and it has 2,228 views.



Traffic source	Views	Watch time (hours)	Average view duration	Impressions click-through rate
Total	**2,228**	**56.9**	**1:31**	**1.5%**
Browse features	571 25.6%	16.2 28.5%	1:42	2.3%
Notifications	445 20.0%	11.6 20.4%	1:33	–
Channel pages	266 11.9%	7.0 12.3%	1:34	1.1%
YouTube advertising	250 11.2%	1.2 2.2%	0:17	–
External	172 7.7%	5.8 10.2%	2:01	–
Other YouTube features	157 7.0%	5.2 9.1%	1:58	–
YouTube search	147 6.6%	5.0 8.8%	2:02	4.0%
Direct or unknown	138 6.2%	3.3 5.7%	1:24	–
Suggested videos	55 2.5%	1.1 1.9%	1:11	0.3%
End screens	16 0.7%	0.3 0.5%	1:08	–
Playlists	9 0.4%	0.2 0.3%	1:15	3.9%
Playlist page	2 0.1%	0.0 0.0%	0:27	1.7%

Shorts:

We didn't include shorts in this proposal, but we've still been creating and publishing this type of content to test its reach. The shorts are short videos of less than half a minute that contain informative pills or tips about the Polkadot and Kusama networks, their functionalities and the ecosystem. In addition, they serve to redirect the audience to the most extensive content on the channel. During the course it has been observed that this type of content has a great impact and attracts more audience to the channel, since they are much shorter and people are not willing to spend a lot of time. Also, short videos are more accessible because they can be viewed anywhere and anytime. Given the statistics obtained, we will add it as a strategy in the next proposal without a doubt. Its average retention is 12 seconds and it has 3,818 views.



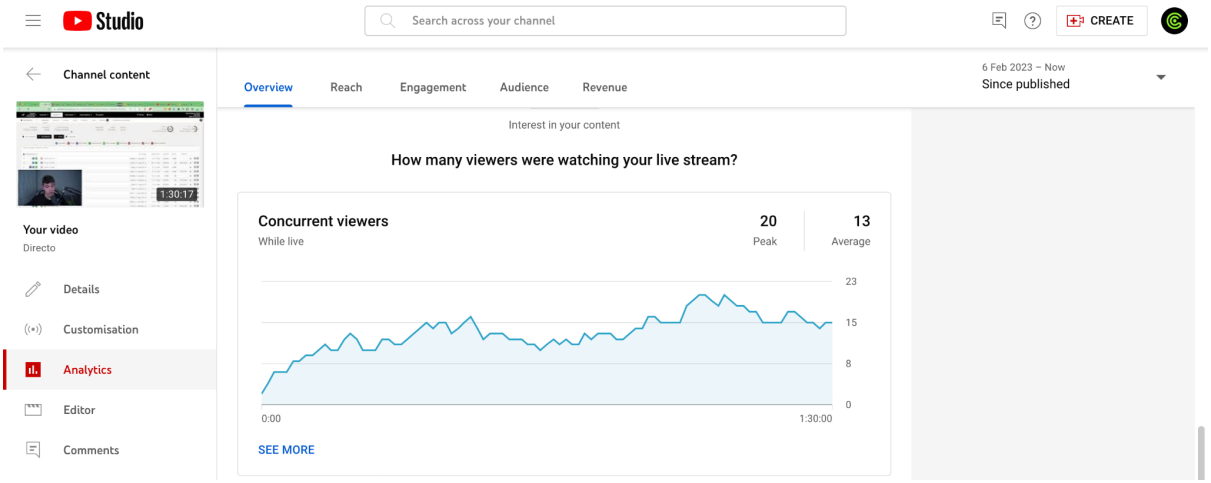
Traffic source	Views	Watch time (hours)	Average view duration	Impressions click-through rate
Total	**3,818**	**13.1**	**0:12**	**6.7%**
Shorts feed	3,237 84.8%	10.5 79.9%	0:11	–
Browse features	223 5.8%	1.1 8.1%	0:17	6.9%
YouTube search	142 3.7%	0.4 3.2%	0:10	7.3%
Notifications	137 3.6%	0.8 6.1%	0:20	–
Channel pages	48 1.3%	0.3 1.9%	0:18	12.6%
Other YouTube features	14 0.4%	0.0 0.3%	0:10	–
End screens	7 0.2%	0.0 0.2%	0:13	–
Suggested videos	5 0.1%	0.0 0.2%	0:18	1.0%
External	3 0.1%	0.0 0.1%	0:20	–
Direct or unknown	1 0.0%	0.0 0.0%	0:08	–
Playlists	1 0.0%	0.0 0.0%	0:01	–
Sound pages	0 0.0%	0.0 0.0%	–	–
Playlist page	– –	– –	–	0%

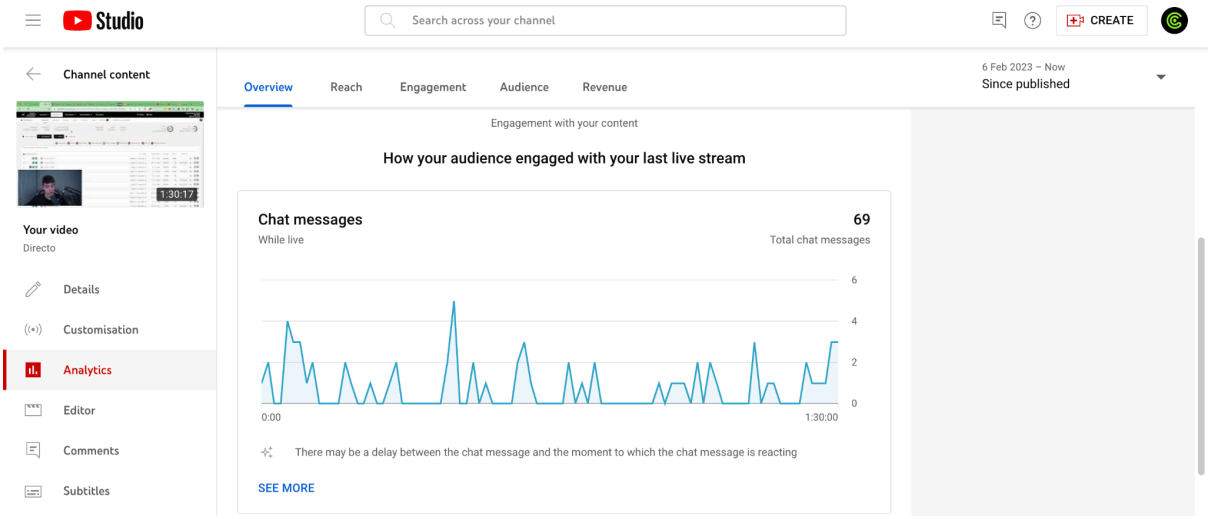
Lives:

Like the shorts, the lives were also a test during this time. The objectives of these lives have been various. First of all, the first part of these sessions has been dedicated to supporting the community and solving their doubts. This is of great help to users since in this way they receive more personalized help. Afterwards, the second part of the sessions has been dedicated to chatting about news and topics of interest to the community and debating with the viewers. And finally reflections on what is to come in the ecosystem have been shared.

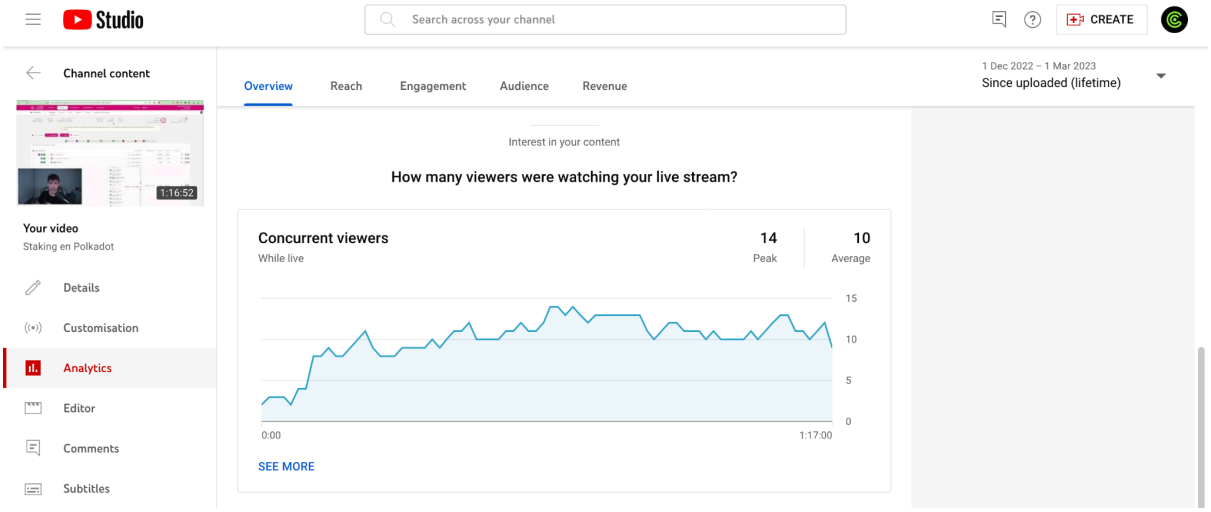
This section is being very well received by the community and we will incorporate it more formally in the next proposal. Below you can see the statistics of each of the live shows that have been carried out in this time.

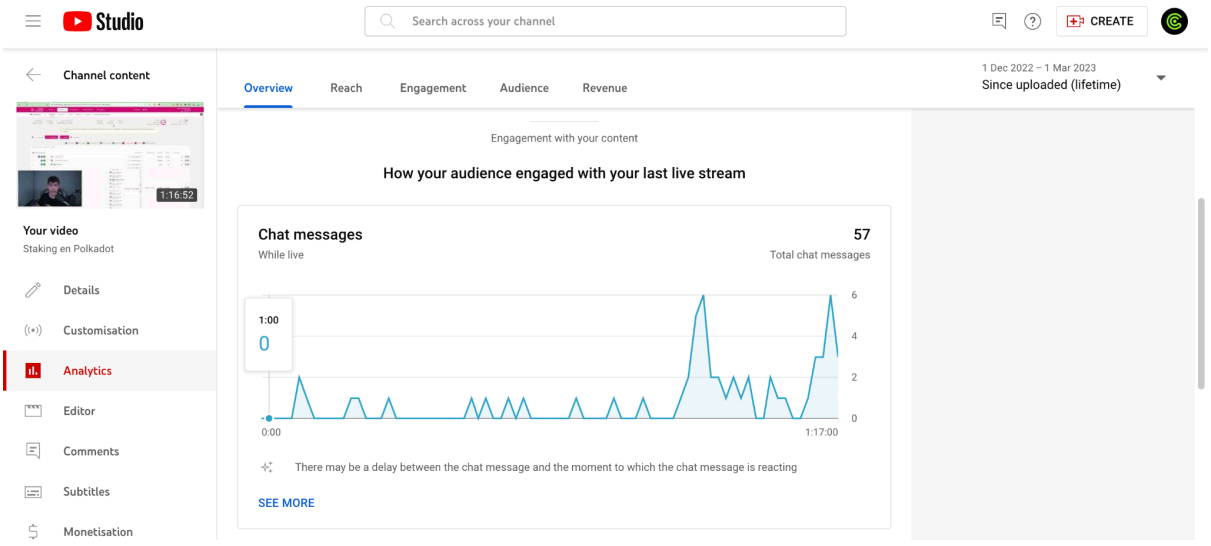
Live 1:





Live 2:


Studio
Search across your channel
CREATE
Channel content
Overview
Reach
Engagement
Audience
Revenue
1 Dec 2022 – 1 Mar 2023
Since uploaded (lifetime)
1:16:52
Your video
Staking en Polkadot
Details
Customisation
Analytics
Editor
Comments
Subtitles
Interest in your content
How many viewers were watching your live stream?
Concurrent viewers
While live
14
Peak
10
Average
15
10
5
0
0:00
1:17:00
SEE MORE


Studio
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Revenue
1 Dec 2022 – 1 Mar 2023
Since uploaded (lifetime)
1:16:52
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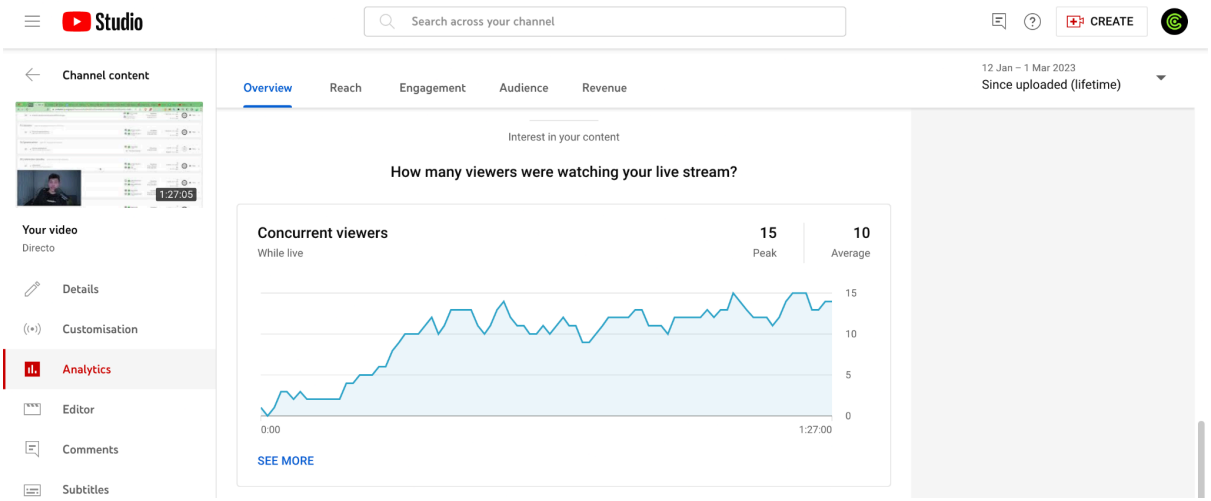
Details
Customisation
Analytics
Editor
Comments
Subtitles
Monetisation
Engagement with your content
How your audience engaged with your last live stream
Chat messages
While live
57
Total chat messages
1:00
0
6
4
2
0
0:00
1:17:00
There may be a delay between the chat message and the moment to which the chat message is reacting
SEE MORE

Live 3:


Studio
Search across your channel
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Channel content
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Engagement
Audience
Revenue
12 Jan – 1 Mar 2023
Since uploaded (lifetime)
1:27:05
Your video
Directo
Details
Customisation
Analytics
Editor
Comments
Subtitles
Interest in your content
How many viewers were watching your live stream?
Concurrent viewers
While live
15
Peak
10
Average
15
10
5
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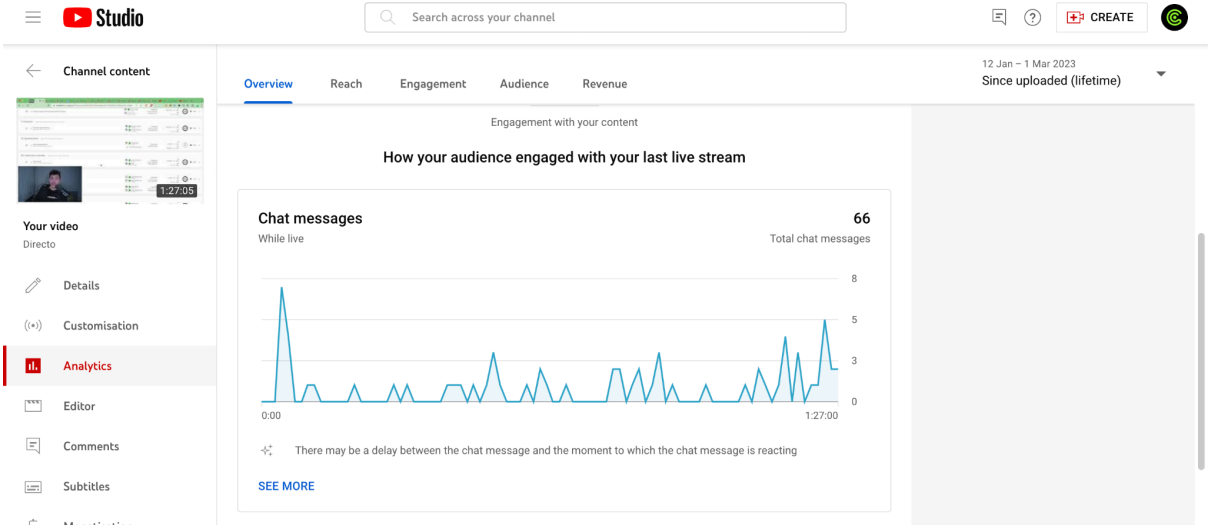
0:00
1:27:00
SEE MORE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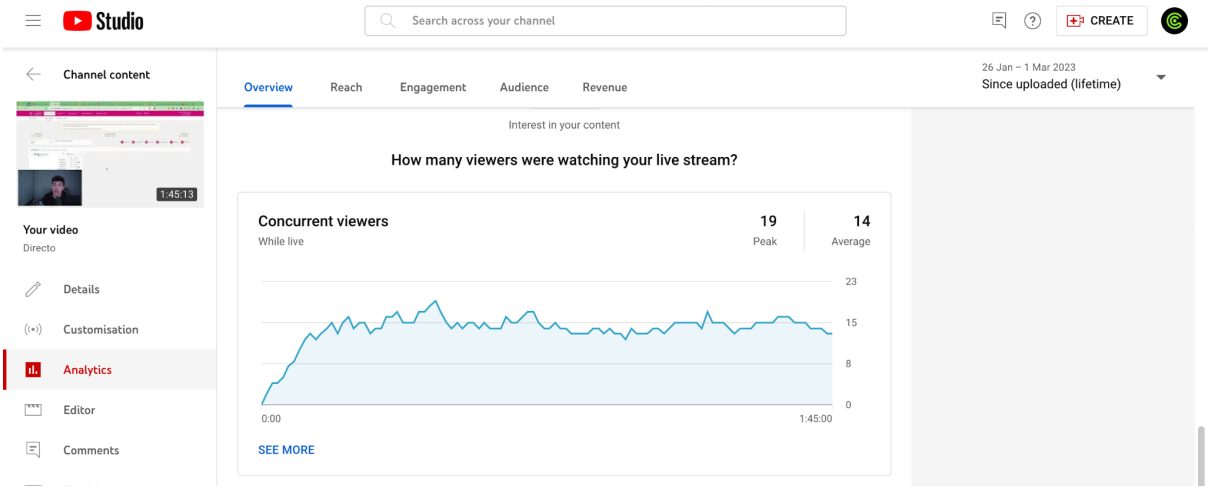
Reach
Engagement
Audience
Revenue
12 Jan – 1 Mar 2023
Since uploaded (lifetime)
1:27:05
Your video
Directo
Details
Customisation
Analytics
Editor
Comments
Subtitles
Engagement with your content
How your audience engaged with your last live stream
Chat messages
While live
66
Total chat messages
8
5
3
0
0:00
1:27:00
There may be a delay between the chat message and the moment to which the chat message is reacting
SEE MORE

Live 4:


Studio
Search across your channel
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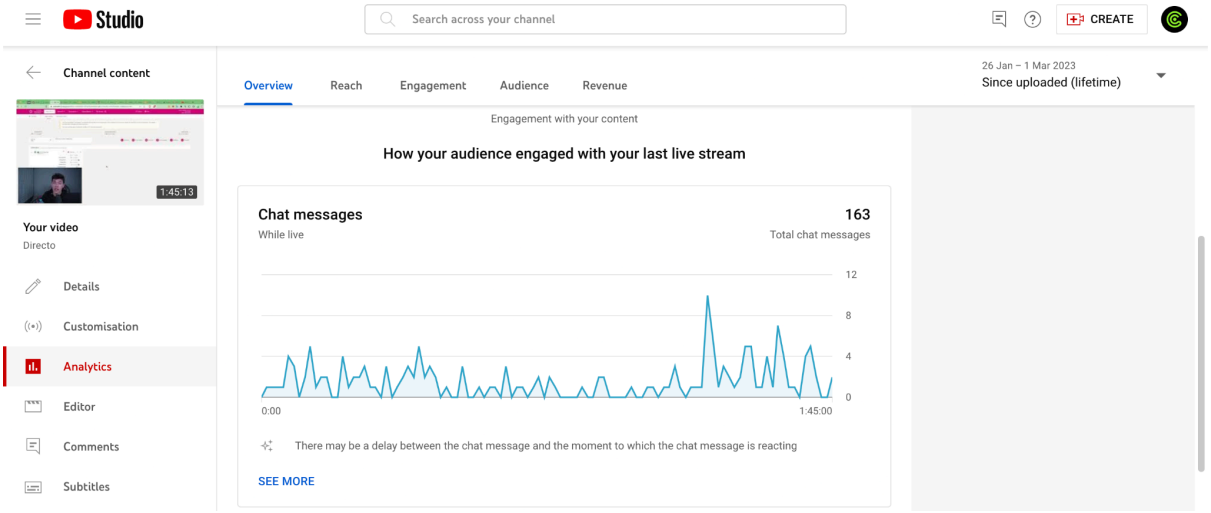
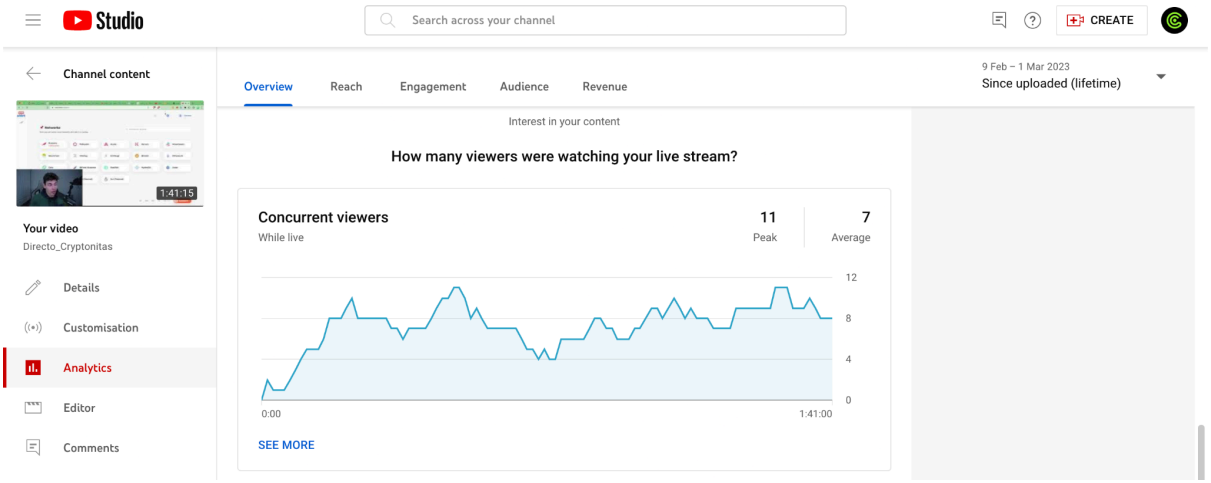
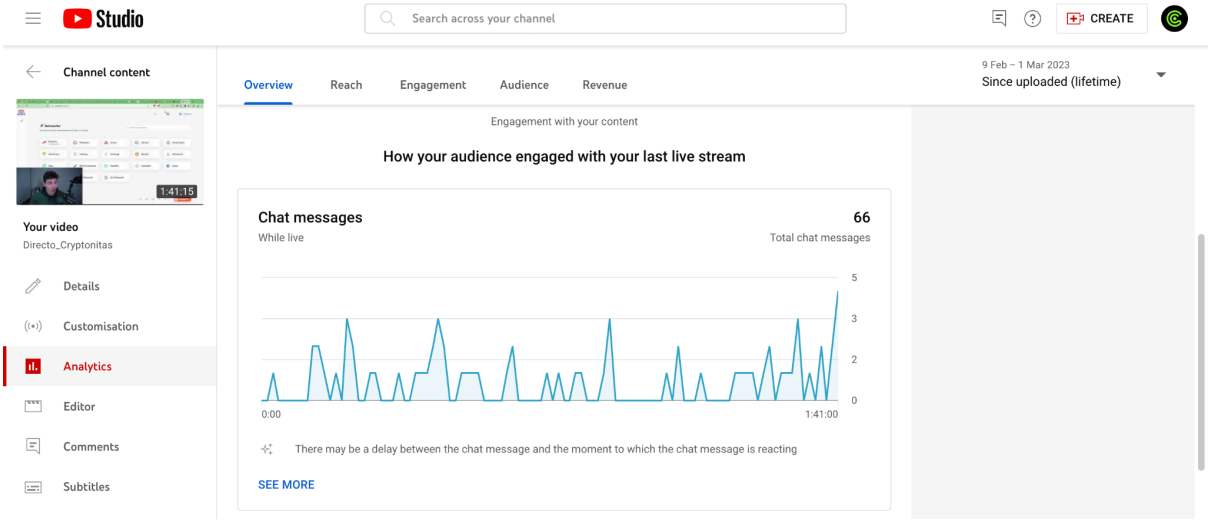
Channel content
Overview
Reach
Engagement
Audience
Revenue
26 Jan – 1 Mar 2023
Since uploaded (lifetime)
1:45:13
Your video
Directo
Details
Customisation
Analytics
Editor
Comments
Interest in your content
How many viewers were watching your live stream?
Concurrent viewers
While live
19
Peak
14
Average
23
15
8
0
0:00
1:45:00
SEE MORE


Studio
Search across your channel
CREATE
Channel content
Overview
Reach
Engagement
Audience
Revenue
26 Jan – 1 Mar 2023
Since uploaded (lifetime)
1:45:13
Your video
Directo
Details
Customisation
Analytics
Editor
Comments
Subtitles
Engagement with your content
How your audience engaged with your last live stream
Chat messages
While live
163
Total chat messages
12
8
4
0
0:00
1:45:00
There may be a delay between the chat message and the moment to which the chat message is reacting
SEE MORE

Live 5:


Studio
Search across your channel
CREATE
Channel content
Overview
Reach
Engagement
Audience
Revenue
9 Feb – 1 Mar 2023
Since uploaded (lifetime)
1:41:15
Your video
Directo_Cryptonitas
Details
Customisation
Analytics
Editor
Comments
Interest in your content
How many viewers were watching your live stream?
Concurrent viewers
While live
11
Peak
7
Average
12
8
4
0
0:00
1:41:00
SEE MORE


Studio
Search across your channel
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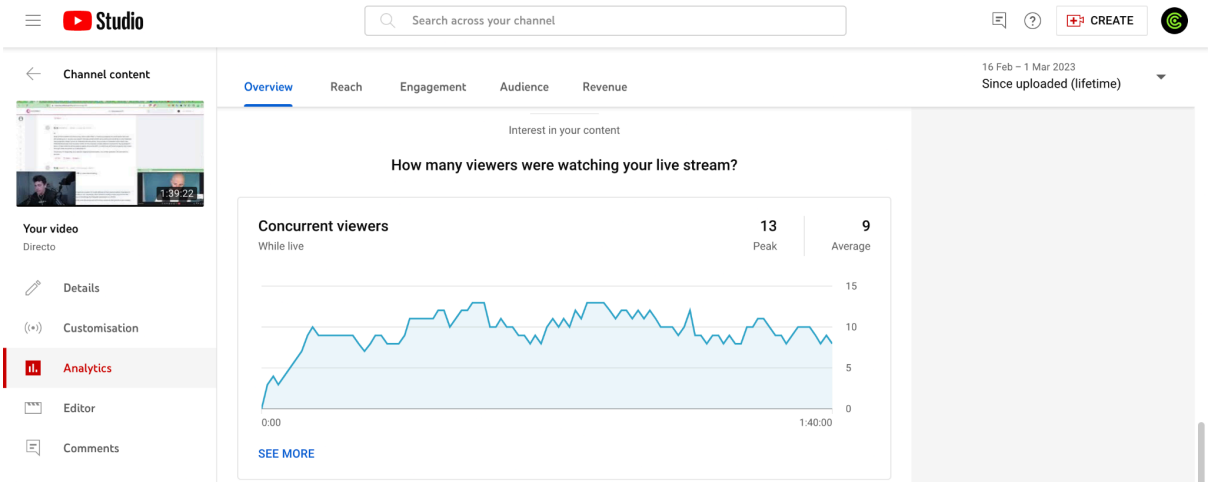
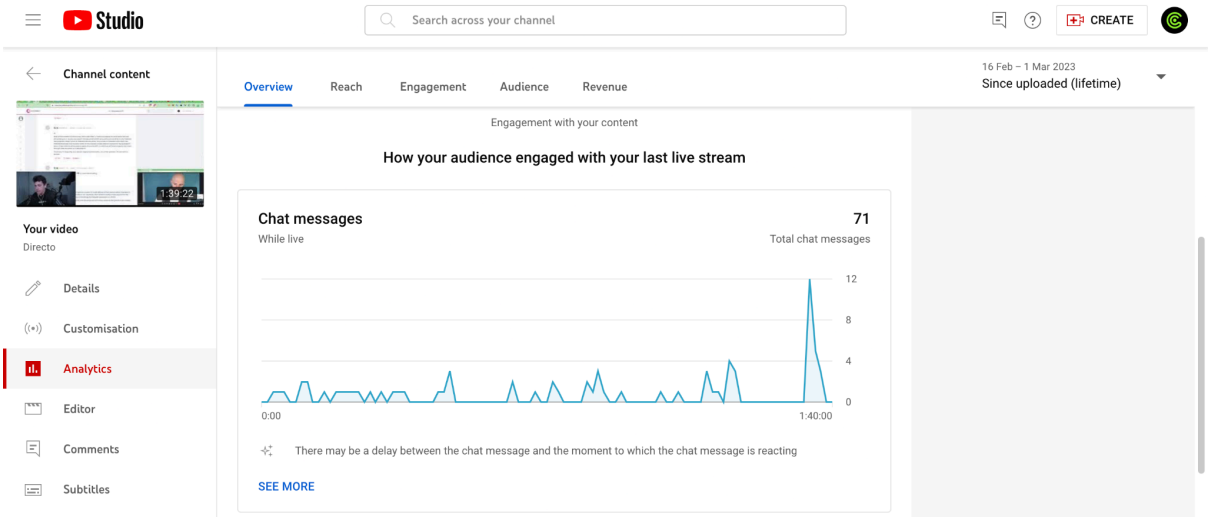
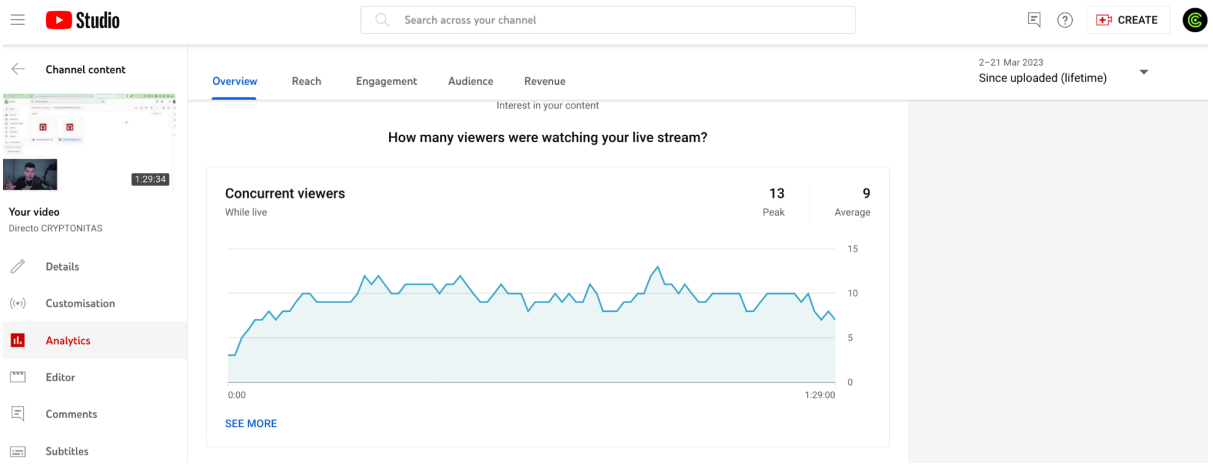
Channel content
Overview
Reach
Engagement
Audience
Revenue
9 Feb – 1 Mar 2023
Since uploaded (lifetime)
1:41:15
Your video
Directo_Cryptonitas
Details
Customisation
Analytics
Editor
Comments
Subtitles
Engagement with your content
How your audience engaged with your last live stream
Chat messages
While live
66
Total chat messages
5
3
2
0
0:00
1:41:00
There may be a delay between the chat message and the moment to which the chat message is reacting
SEE MORE

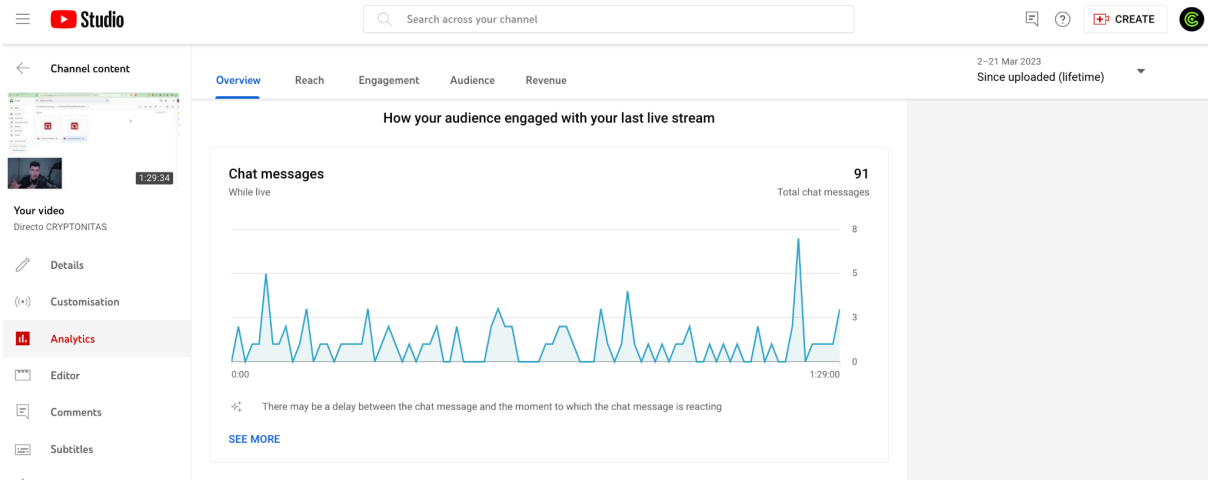
Live 6:


Studio
Search across your channel
CREATE
Channel content
Overview
Reach
Engagement
Audience
Revenue
16 Feb – 1 Mar 2023
Since uploaded (lifetime)
1:39:22
Your video
Directo
Details
Customisation
Analytics
Editor
Comments
Interest in your content
How many viewers were watching your live stream?
Concurrent viewers
While live
13
Peak
9
Average
15
10
5
0
0:00
1:40:00
SEE MORE

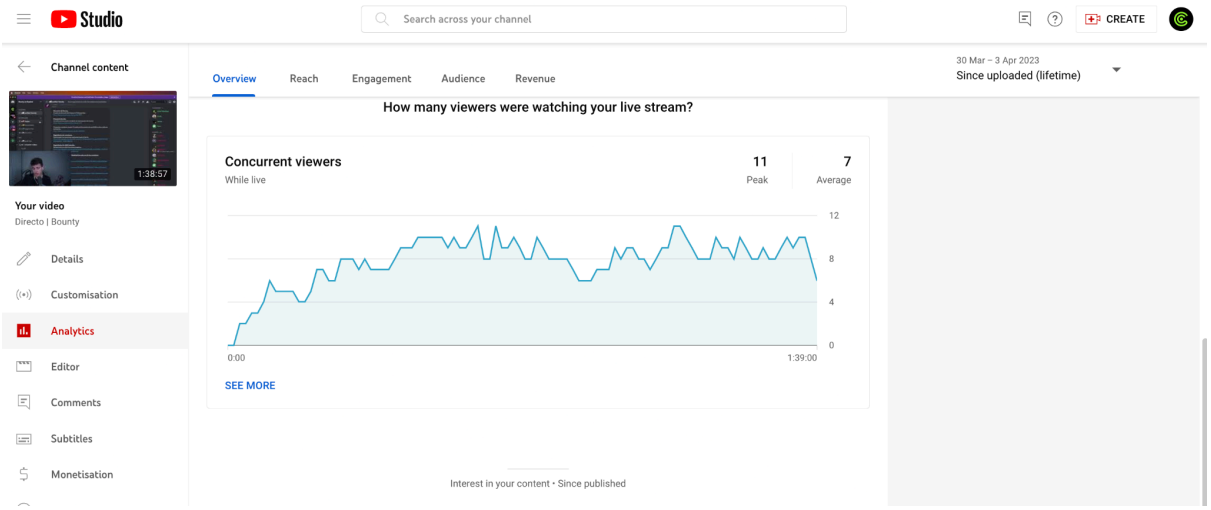

Studio
Search across your channel
CREATE
Channel content
Overview
Reach
Engagement
Audience
Revenue
16 Feb – 1 Mar 2023
Since uploaded (lifetime)
1:39:22
Your video
Directo
Details
Customisation
Analytics
Editor
Comments
Subtitles
Engagement with your content
How your audience engaged with your last live stream
Chat messages
While live
71
Total chat messages
12
8
4
0
0:00
1:40:00
There may be a delay between the chat message and the moment to which the chat message is reacting
SEE MORE

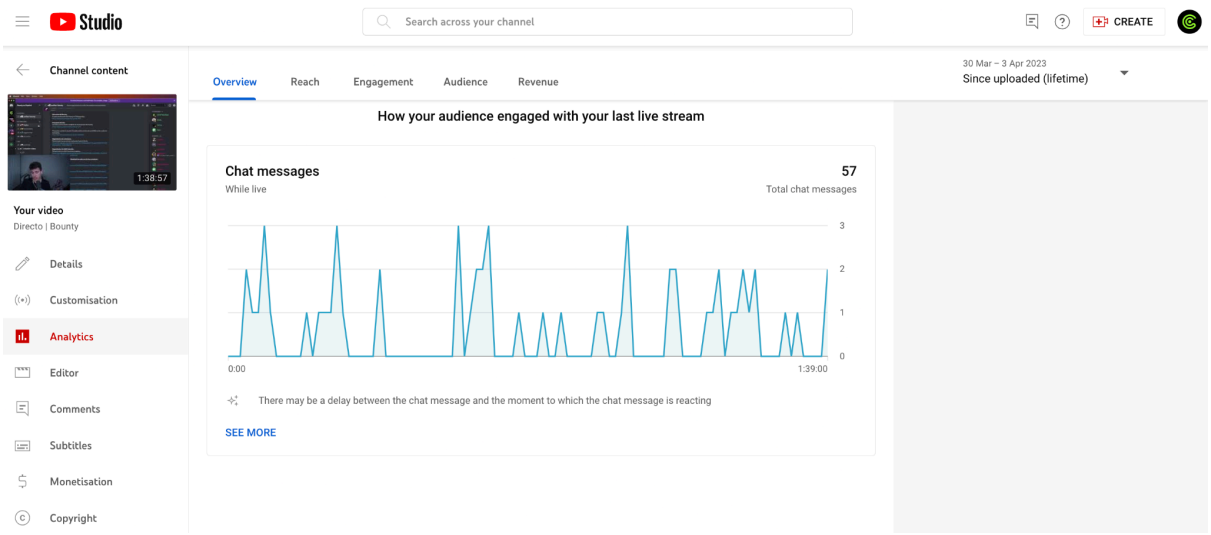
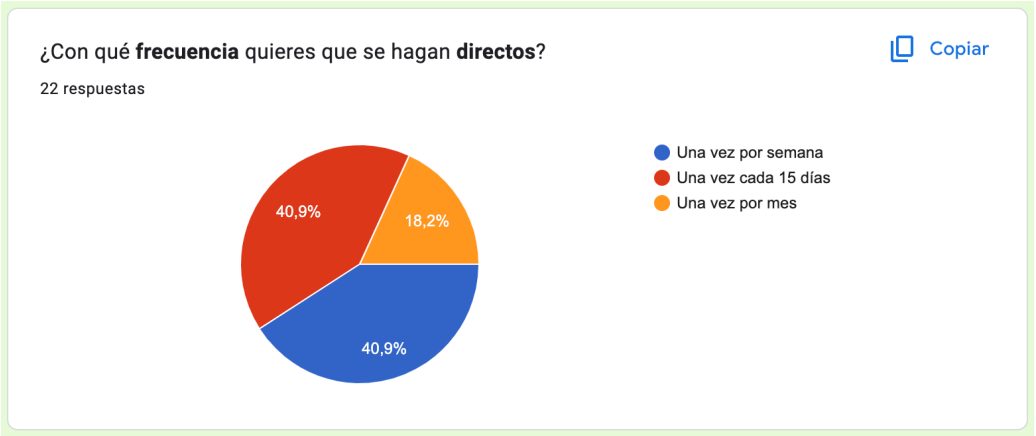
Live 7:


Studio
Search across your channel
CREATE
Channel content
Overview
Reach
Engagement
Audience
Revenue
2–21 Mar 2023
Since uploaded (lifetime)
Interest in your content
How many viewers were watching your live stream?
1:29:34
Your video
Directo CRYPTONITAS
Details
Customisation
Analytics
Editor
Comments
Subtitles
Concurrent viewers
While live
13
Peak
9
Average
15
10
5
0
0:00
1:29:00
SEE MORE


Studio
Search across your channel
CREATE
Channel content
Overview
Reach
Engagement
Audience
Revenue
2–21 Mar 2023
Since uploaded (lifetime)
How your audience engaged with your last live stream
1:29:34
Your video
Directo CRYPTONITAS
Details
Customisation
Analytics
Editor
Comments
Subtitles
Chat messages
While live
91
Total chat messages
8
5
3
0
0:00
1:29:00
There may be a delay between the chat message and the moment to which the chat message is reacting
SEE MORE

Live 8:


Studio
Search across your channel
CREATE
Channel content
Overview
Reach
Engagement
Audience
Revenue
30 Mar – 3 Apr 2023
Since uploaded (lifetime)
How many viewers were watching your live stream?
1:38:57
Your video
Directo | Bounty
Details
Customisation
Analytics
Editor
Comments
Subtitles
Monetisation
Concurrent viewers
While live
11
Peak
7
Average
12
8
4
0
0:00
1:39:00
SEE MORE
Interest in your content • Since published



Initially, in the previous proposal, the live shows were going to have a duration of 30 minutes with a weekly frekuency, but that amount of time was not enough to be able to answer everyone or talk about the topics prepared for that session. After a discussion on the Cryptonitas channel and a form sent in one of the live streams, we decided to do a live stream approximately every 15 days lasting 60/90 minutes to be able to deal with more topics in more depth.