

ROYANT STUDIOS

APRIL 2024

DE DAVE PODCAST QUARTERLY REPORT

Over the past four months, the Dave podcast has experienced significant growth, with increases in views, watch time, and subscribers. The number of impressions has risen to 15.4 million, highlighting the channel's growing visibility. The podcast has garnered a total of 635,330 views, with impressive performance from individual episodes. Notably, the average Click-Through Rate (CTR) of 5.5% indicates that the podcast has had a significant impact on the audience, surpassing the average CTR range of 2% to 10% for all YouTube videos. This underscores the effectiveness of our content in capturing and retaining audience interest, positioning the Dave podcast as a compelling and engaging platform in its niche.

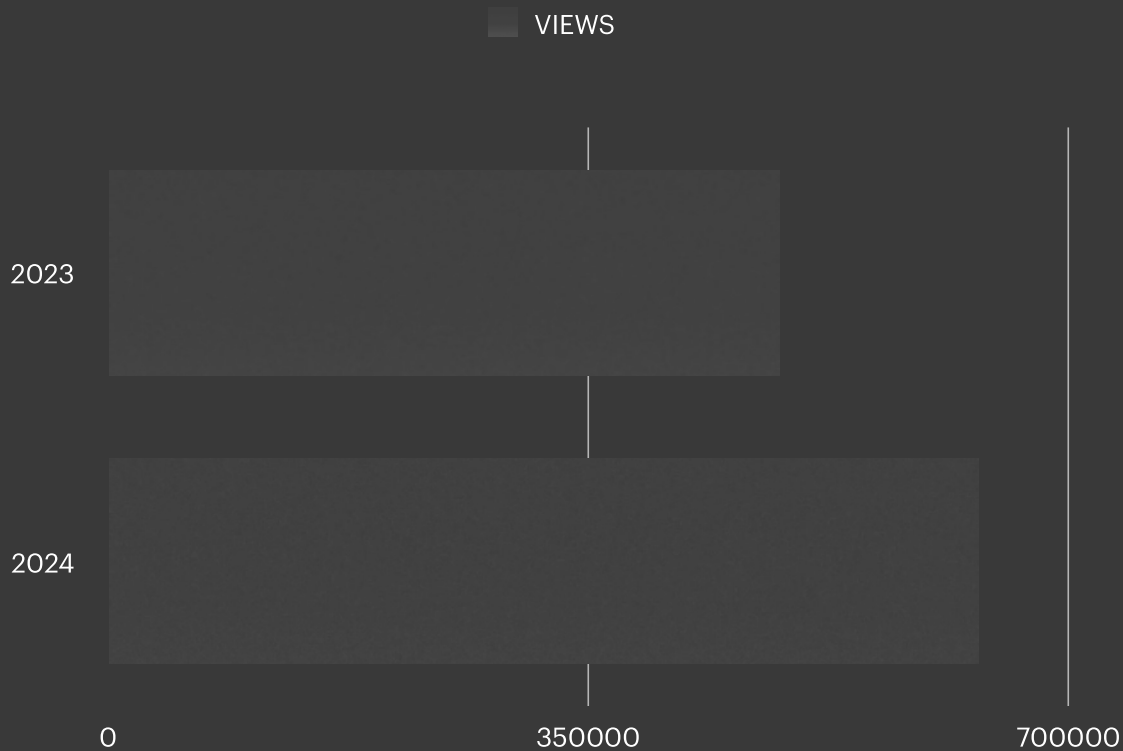


GENERAL OVERVIEW

November 29, 2023 - April 15, 2024

- Views have increased by **1.7 million**.
- Total watch time has risen by **325.5 thousand hours**.
- The number of subscribers has increased by **12.2 thousand**.
- The content has generated a total of **15.4 million** impressions.

2023 VS 2024





In comparison to the podcast videos released in 2023, which amassed a total of 489,089 views across 50 episodes, the performance of our 2024 podcast lineup has shown remarkable growth. Despite a smaller number of episodes, with only 20 released so far, our 2024 content has already garnered an impressive total of 635,330 views. This increase in viewership demonstrates the growing popularity and engagement with your podcast series over time.

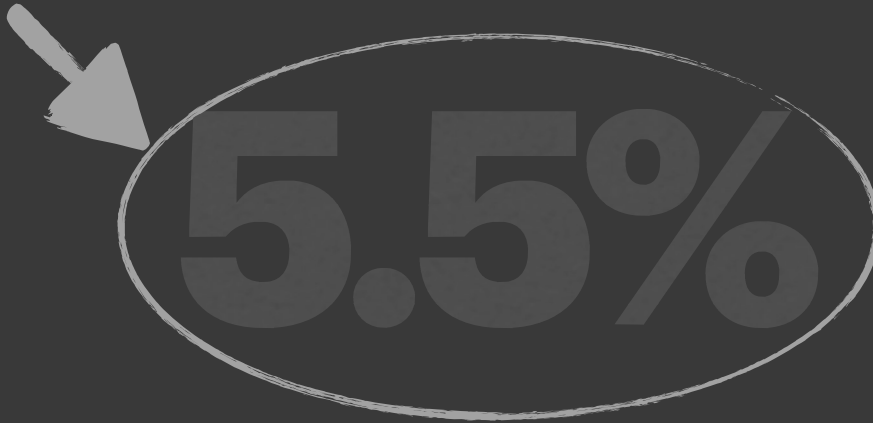
TOP PERFORMING CONCERT IN THIS PERIOD

1. [Selena Karta](#) : Scandal
2. [Sabrina Asgarkhan](#) : Religion, Scandal
3. [Jerrel Harderwijk](#) : Politics, Scandal, Life Experience
4. [John Goedschalk](#) : Environment, Scandal
5. [Edgar Sampi](#) : Scandal, Politics
6. [Marge Getrouw](#) : Spirituality
7. [Jay Francis](#) : Life Experience
8. [Patricia Etnel](#) : Politics
9. [Maya Parbho](#) : Politics, Finance, Scandal
10. [Pyarelall](#) : Life Experience, Addiction

TOP 5 CITIES

1.  Paramaribo (40.2%)
2.  Lelydorp (1.5%)

1.  Amsterdam (4.9%)
2.  Rotterdam (3.8%)
3.  Den Haag (1.7%)



During this reporting period, your podcast series achieved a Click-Through Rate (CTR) of 5.5%. It's noteworthy that the average CTR for YouTube videos generally falls between 2% and 10%. Our CTR of 5.5% indicates a favorable level of engagement with your content, surpassing the lower end of the typical range and suggesting strong viewer interest and interaction with your podcast episodes.

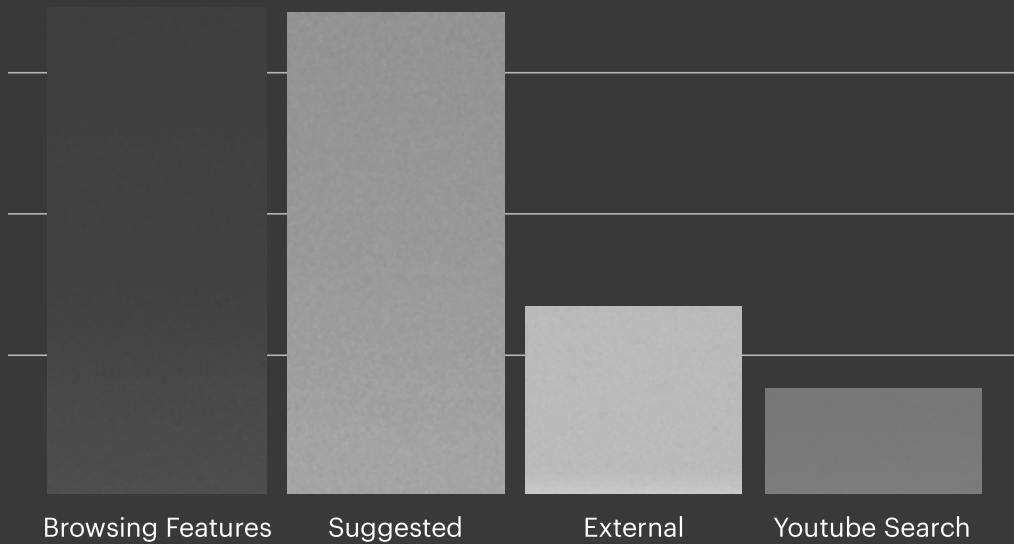
THE SHORTS VENTURE



Our strategy of consistently uploading shorts alongside each podcast episode has been yielding positive results. Since starting our shorts initiative on February 12th (now spanning over 2 months), we've seen significant engagement. Our top-performing short, 'Jerrel Harderwijk - Times Mall,' has amassed an impressive 14.1K views. This demonstrates the effectiveness of our shorts strategy in engaging our audience and expanding our reach.

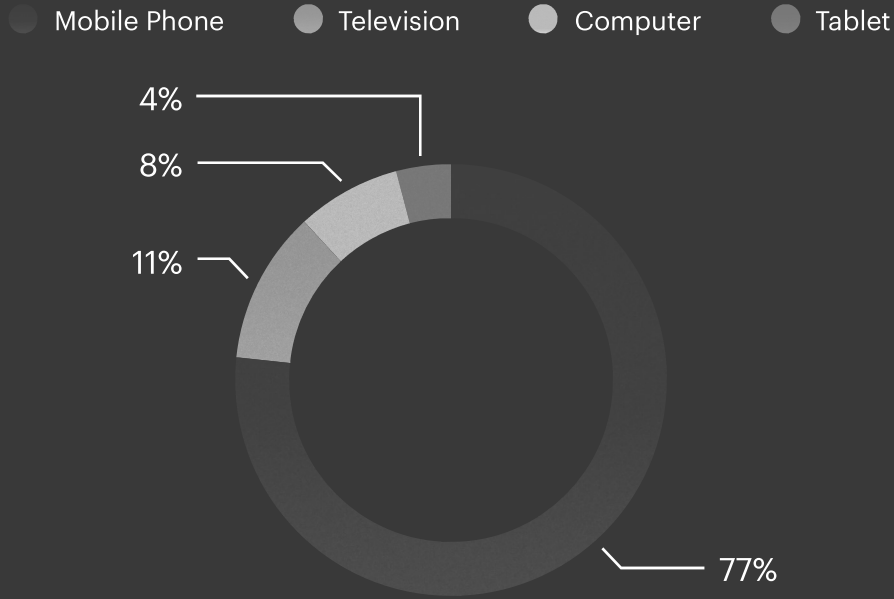
HOW YOUR VIEWERS FOUND YOUR VIDEO'S

■ Browsing Features ■ Suggested ■ External ■ Youtube Search



Our viewers discovered the videos through various channels, with the majority coming from browsing features and suggestions within the platform, accounting for 34.7% and 34.3% respectively. Additionally, a significant portion, 13.4%, came from external sources. Only a smaller percentage, 7.5%, found our content through direct searches on YouTube. This diversified approach indicates that the content is effectively reaching audiences through multiple avenues.

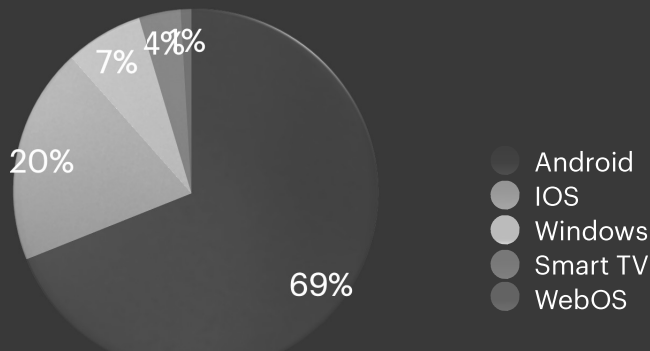
DEVICE TYPES



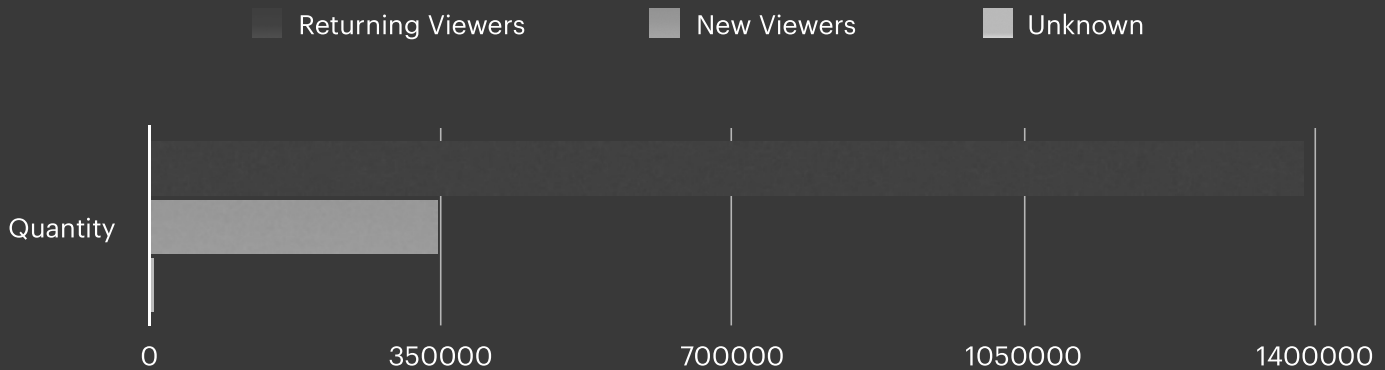
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OPERATING SYSTEMS



VIEWER TYPES

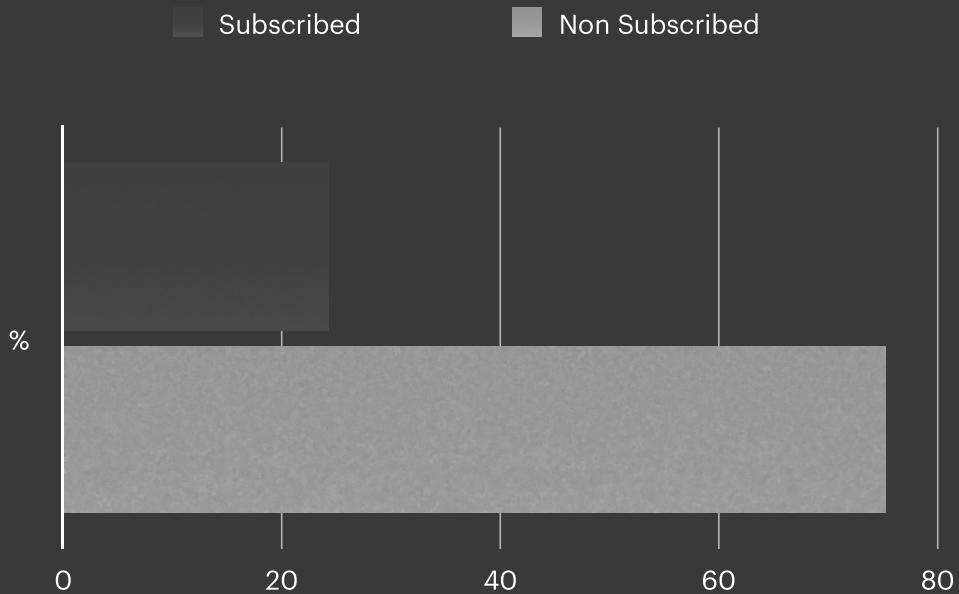


During this period, we've had 1,384,907 returning viewers (79.8%) and 344,979 new viewers (19.9%), with 5,490 viewers of unknown status. To convert new viewers into returning ones, we'll focus on engaging content and encouraging subscriptions.

SHARING

While *Facebook* is the primary platform used by Dave to share content, comprising only 6.7% of the overall sharing, a staggering 65.1% of our audience is active on *WhatsApp*. Considering this, it may be beneficial to create a channel on *WhatsApp* for announcements of new episodes, shorts, and other relevant updates. This would allow us to reach a larger portion of your audience and enhance engagement with our content.

WATCH TIME

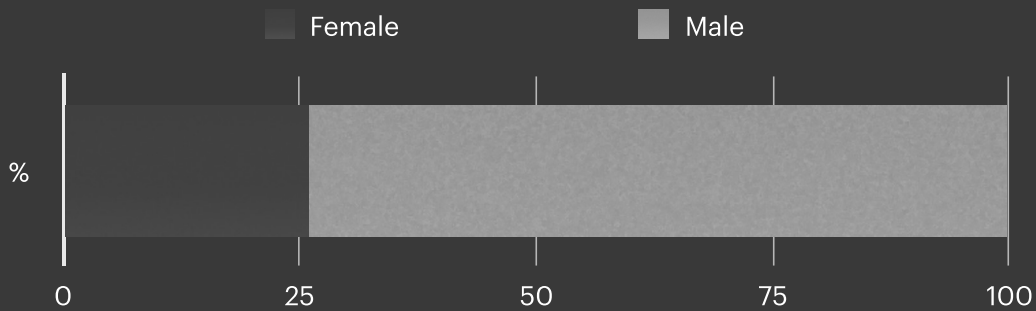


Currently, 24.2% of our viewers are subscribed to the channel, while 75.2% are not subscribed. To encourage more subscriptions, we will be implementing **subscribe instruction videos** and short video outros with **video cards**. These strategies aim to prompt viewers to subscribe to the channel and stay updated with our latest content.

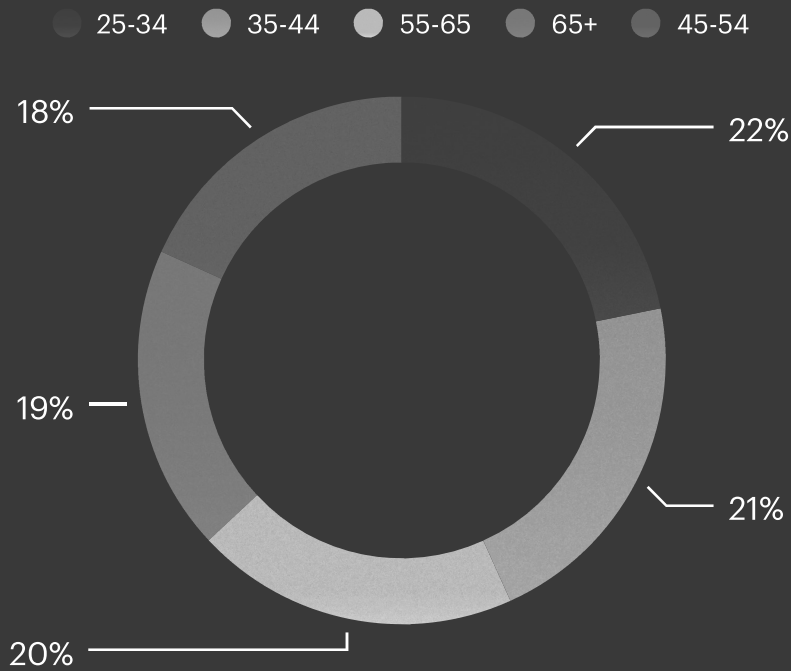
GENDER, AGES AND COUNTRIES

SHORTS

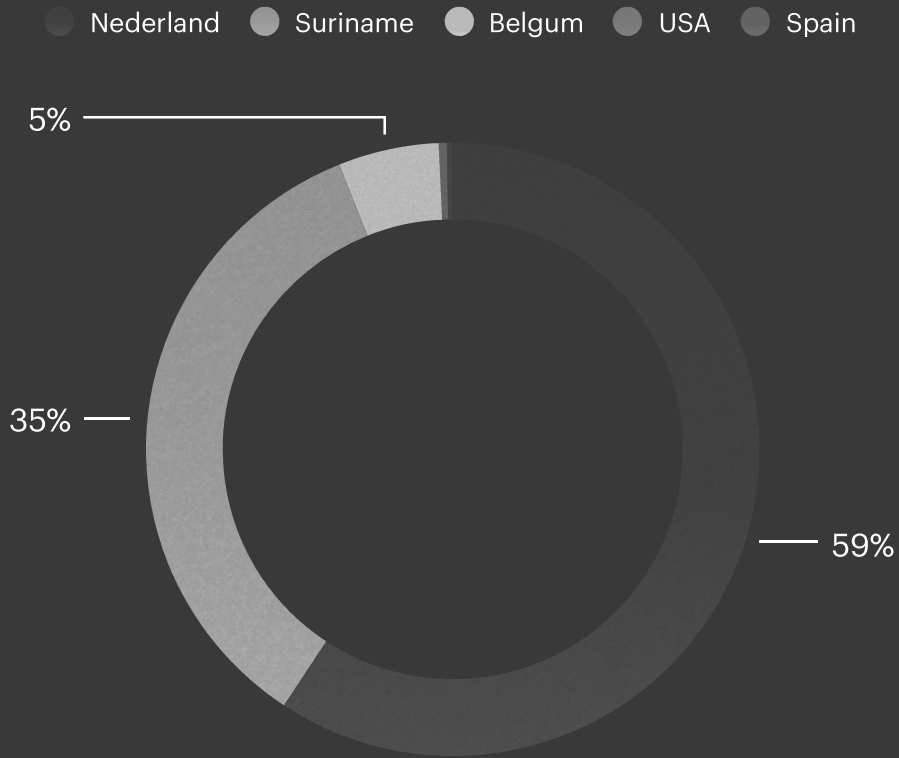
● GENDER VIEWERS



● TOP AGES FOR

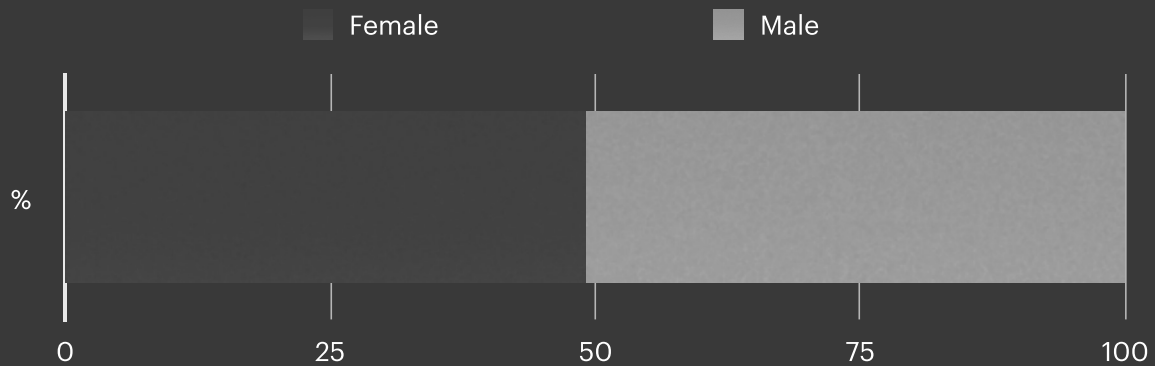


● TOP COUNTRIES

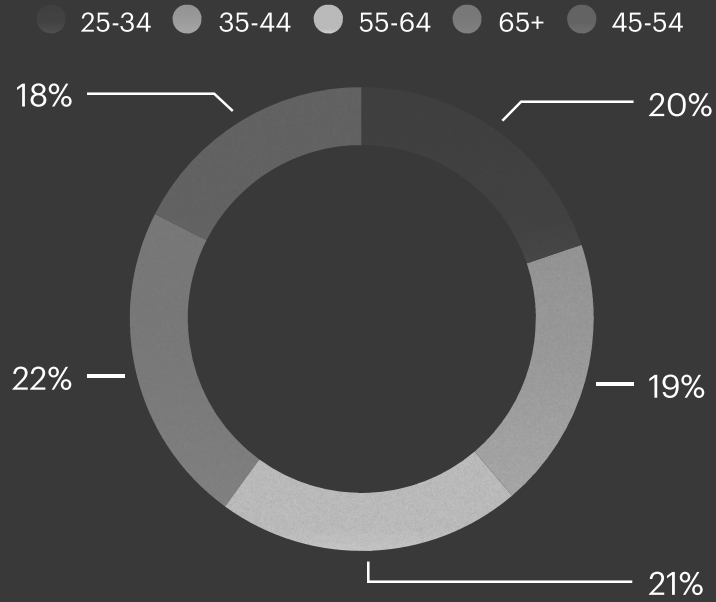


VIDEOS

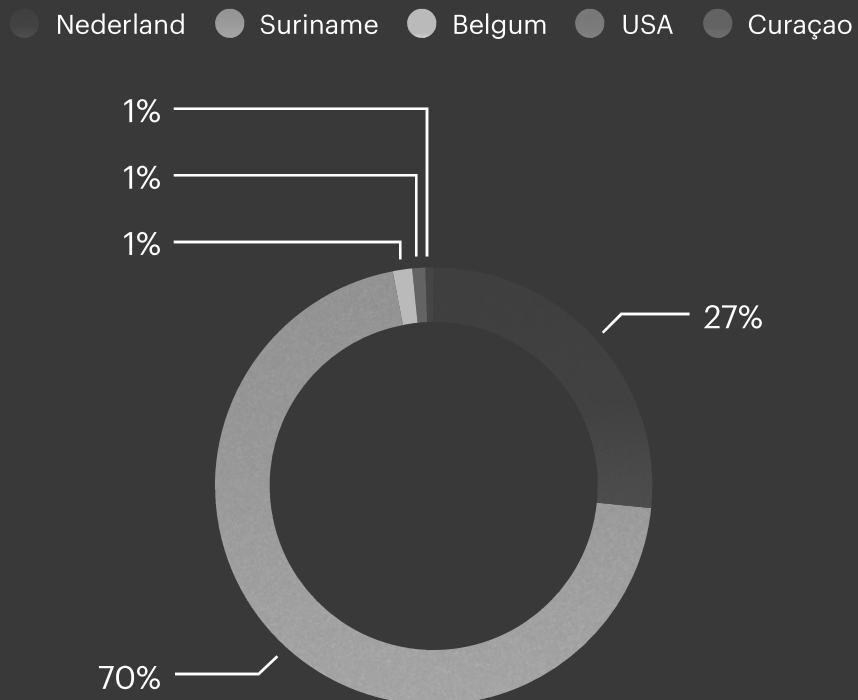
● GENDERS



● TOP AGES



● TOP COUNTRIES



CONCLUSION

In conclusion, the past four months have showcased remarkable growth for the Dave Podcast, marked by substantial increases in views, watch time, and subscribers. The surge in impressions to 15.4 million underscores the expanding visibility of the channel, indicative of its growing impact on the audience.

To capitalize on this momentum and further enhance our reach, it is imperative to leverage data-driven insights to optimize content strategy and audience engagement. Tailoring content to resonate with our target demographics while exploring emerging trends and topics will foster deeper connections with your audience.

Moreover, diversifying distribution channels beyond Facebook to platforms like WhatsApp, which commands 65.1% of your audience, presents an opportunity to amplify your reach and engagement. Introducing subscription incentives and interactive features can incentivize audience retention and foster a sense of community among subscribers.

Looking ahead, prioritizing consistent and high-quality content production, coupled with strategic promotion and engagement initiatives, will be instrumental in sustaining and accelerating your growth trajectory. By staying agile and responsive to audience feedback and market dynamics, we can continue to elevate the Dave Podcast as a leading voice in your niche.