

Your next *10 videos*, backed by what is already going viral in news explainers

Prepared for **Newsrooms** · 8 Sep 2026. Every video below links to YouTube. The ten ideas at the end are the deliverable; everything before them is the evidence.

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News explainers and analysis

STAGE

Landing page

BUILT WITH

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WHERE YOU STAND

Where newsrooms stand today

13

OUTLIER VIDEOS ANALYSED

8 Sep 2026

PULLED FROM OUTLIERKIT

The angle,
not the wire

WINNING FORMAT

Explain
why,
not what

POSITIONING

The news videos beating their channel averages share a property newsrooms find uncomfortable: the title is a claim, not a headline. The world is turning on Israel. China quietly saved the world. Oligarchy is worse than you think. A Republican nightmare forming in Texas. The wire version of each story exists on a hundred channels; the angle exists on one.

The set below runs from a 619-subscriber commentary channel at 23.7x to a 7.9M explainer at 24.4x, and includes the daily formats that break out whenever the day is big enough. Your first ten videos are the desk's version of those formats: a daily explainer slot, a claim-led analysis, and the roundup live.

What a small newsroom can copy from the big multiples

The biggest numbers here belong to explainer channels, not broadcasters, and the mechanism is the same on the 619-subscriber channel: state the angle in the title, then earn it. The George Howson Show got 56,000 views on a local fine because the title named the day, the fine and the backlash. The desk already has the reporting; the title is the missing step.

What is going viral in news explainers right now

Outlier news explainers from broadcasters, independents and tiny commentary channels, pulled from OutlierKit

Each x is how far the video beat its own channel's normal views. Two of the thirteen are daily formats with an identical title every day, which shows that a fixed slot still breaks out when the story does.



Today in Politics I Explainer (Jun 18: U.S.-Iran memorandum)

Heather Cox Richardson · 1.1M subs · 285 . 5K views · Jun 2026

A daily explainer with the same title every day still did 14.7x on the day the story was a signed memorandum. The format is the brand; the story sets the multiple.



Today in Politics I Explainer

Heather Cox Richardson · 1.1M subs · 190 . 2K views · Aug 2026

Same daily format, 10.2x on a different story. Consistency plus a big news day is a repeatable outlier.



News at Noon: Trump, Epstein Protection, ICE Chaos Escalates

WatchingTheWorld777 · 72.2K subs · 110 . 2K views · Jan 2026

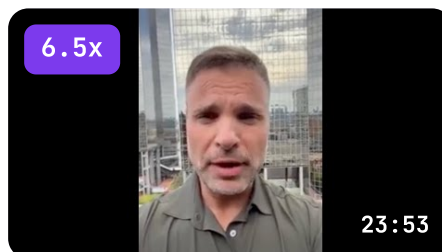
Three named stories in one live title. 9.2x on 72K subscribers; the roundup live is the small newsroom's format.



The Invisible Hand On China's Throat Isn't America

Africa Today · 510K subs · 58 . 1K views · Mar 2026

The angle nobody else took: the hand on China's throat is not America. 3.6x on 510K subscribers; the contrarian angle is the hook.



Breaking News

Behold Israel with Amir Tsarfati · 1.2M subs · 323 . 1K views · Oct 2025

A two-word title on a 1.17M channel did 6.5x. When the audience trusts the source, breaking news alone is the click.



Why the AI crash is going viral

Chris Norlund · 463K subs · 289 . 9K views

Why plus is going viral: the explainer of a story people already saw. 5.1x on 463K subscribers.



The world is turning on Israel

Max Fisher · 499K subs · 4.2M views · May 2026

A one-sentence claim with a map. 11.6x and 4.2 million views on 499K subscribers; the thesis is the title.



China quietly saved the world last month

Max Fisher · 499K subs · 7.0M views · Jul 2026

A counter-intuitive claim about the biggest story of the month. 29.1x and 7 million views on the same channel.



Oligarchy is worse than you think

Johnny Harris · 7.9M subs · 3.9M views · Jun 2026

Worse than you think reframes a familiar word. 24.4x on a 7.9M channel; the reframe is the mechanism.



Is CBC telling the truth? Why independent media says CBC is "looking the other way"

Canada Info · 58.9K subs · 6.8K views · Mar 2026

A question about the national broadcaster from an independent channel. 3.1x on 58K subscribers; media criticism is a lane.



There's a Republican nightmare forming in Texas | Chris Cillizza

Chris Cillizza · 190K subs · 500.6K views · Oct 2025

A named state, a named party, the word nightmare. 27.9x on 190K subscribers in five minutes; a former mainstream journalist's daily take.



St George's Day Flag Fine Sparks Massive Backlash

The George Howson Show · 619 subs · 56.1K views

A 619-subscriber channel got 56,074 views on a local controversy explained: 23.7x. Named day, named fine, named backlash.



France records hottest day ever as deadly heat wave grips Europe

Scripps News · 678K subs · 374.3K views · Jun 2026

A record plus a place plus the consequence. 281x its channel average for a 678K newsroom; the record is the hook.

The patterns behind these numbers

- **The title is a claim.** The world is turning on, worse than you think, quietly saved: a thesis outperforms a headline on the same story.
- **Named place plus named consequence.** Texas nightmare, France hottest day ever, Australia walkout: specificity beats scope.
- **Why beats what.** Why the AI crash is going viral explained a story people had already seen, and beat the channel's average 5x.
- **A daily slot breaks out on big days.** Today in Politics, News at Noon: the same format did 6x to 15x whenever the news was large.
- **Independent is a lane.** Is CBC telling the truth, independent news you stay sane: audiences reward the outsider frame.

THE SLATE

Your first 10 videos

Each one built from a proven outlier pattern, in the order to film them

Ideas one to three are formats: a daily slot, a roundup live and the reframe explainer. Four to seven are claim-led analysis videos for the beat. Eight to ten are the pieces only a newsroom can make.

1

Today in [beat]: the explainer (daily slot)

OPEN WITH

Same time every day, one story that matters most, why it happened and what it changes. Ten minutes, no ticker.

FORMAT

Fixed daily explainer

LENGTH

8 to 12 min

MODELLED ON



Today in Politics I Explainer did 14.7x and 10.2x on different days with an identical title; the slot is the brand.

2

News at noon live: [story A], [story B] and [story C]

OPEN WITH

Three stories, one hour, live, and your questions in the chat shape the second half. This is the desk working in public.

FORMAT

Live roundup with named stories in the title

LENGTH

45 to 80 min



MODELLED ON

News at Noon: Trump, Epstein Protection, ICE Chaos Escalates did 9.2x on 72K subscribers.

3

Why [story everyone saw] is going viral (and what it actually means)

OPEN WITH

You have seen the clip. Here is why it spread, what is missing from it, and the one number that changes how it reads.

FORMAT

Reframe explainer of a story already trending

LENGTH

10 to 15 min



MODELLED ON

Why the AI crash is going viral did 5.1x on 463K subscribers.

4

[Claim about your beat] (the case, with the map)

OPEN WITH

One sentence, one map, and fifteen minutes of evidence. By the end you will either agree or know exactly where you disagree.

FORMAT

Claim-led analysis with a map or chart

LENGTH

12 to 18 min



MODELLED ON

The world is turning on Israel did 11.6x with 4.2M views on 499K subscribers.

5

[Something familiar] is worse than you think

OPEN WITH

You know the word. You do not know how big the thing behind it is. This is the version nobody has put on one screen.

FORMAT

Reframe of a familiar term

LENGTH

12 to 20 min



MODELLED ON

Oligarchy is worse than you think did 24.4x on 7.9M subscribers.

6

[Actor] quietly [did the opposite of what the headlines said] last month

OPEN WITH

The headlines said one thing. The documents say the opposite. Here is the quiet move that changed the outcome while everyone watched the loud one.

FORMAT

Counter-intuitive analysis

LENGTH

12 to 18 min



MODELLED ON

China quietly saved the world last month did 29.1x with 7M views.

7

There's a [party] nightmare forming in [state]

OPEN WITH

Something just happened in a race nobody is watching, and it changes the map. Five minutes, the numbers, and why it matters nationally.

FORMAT

Short daily political take

LENGTH

5 to 8 min



MODELLED ON

There's a Republican nightmare forming in Texas did 27.9x on 190K subscribers in five minutes.

8

Breaking news: [story] (the two-word title only a trusted desk can use)

OPEN WITH

Something is happening right now and we have people on it. This is what we know, what we do not, and what we are checking next.

FORMAT

Live or same-hour breaking report

LENGTH

10 to 25 min



MODELLED ON

Breaking News, a two-word title, did 6.5x on a 1.17M channel; the label works when viewers trust the source.

9

Is [national broadcaster] telling the truth about [story]?

OPEN WITH

A big story got twenty seconds on the main channel. We looked at why, and at who covered it instead. This is media criticism with receipts.

FORMAT

Media accountability piece

LENGTH

10 to 14 min



MODELLED ON

Is CBC telling the truth? did 3.1x on 58K subscribers; the independent frame is a lane a desk can own.

10

[Place] records [record] as [consequence] (the desk's own reporting)

OPEN WITH

This is a record, and we have the reporters on the ground. Here is what it looks like, what it costs, and what comes next.

FORMAT

Record-plus-consequence report

LENGTH

4 to 8 min



MODELLED ON

France records hottest day ever as deadly heat wave grips Europe did 281x its channel average on a 678K newsroom.

How to sequence this

Start the daily slot (idea one) this week and never miss a day; its multiples come from consistency meeting a big story. Run the live roundup twice a week. Ideas three to seven are the analysis pieces: one a week, chosen each morning from the competitor watchlist in OutlierKit, with the claim in the title. Eight to ten are the pieces that use the newsroom's own reporting. Cut a 60-second Short from each with the claim spoken in the first three seconds.

How to read the numbers. Every “x” is that video’s views divided by its own channel’s typical views, so a 10x video did ten times better than that channel normally does. Small channels are included on purpose: they show which topics pull viewers who have never heard of the creator.

Built with the OutlierKit outlier index. Run your own niche scan any time at outlierkit.com. Questions: reply to this email.