Monthly YouTube Client Report

The client's numbers next to the niche median, this month's niche outliers, competitor and sponsor moves, and next month's plan.

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1. The headline

One sentence the client can repeat to their boss. One number, one comparison, one next step.

Headline	Number behind it

2. Scorecard: client vs niche median

Same metrics every month. The niche median is 8 to 12 channels the client's size in the same niche.

Metric	Client	Niche median	Gap	Last month
Average views per video (this month)				
Median views per video (last 10 uploads)				
Uploads this month				
Views per video as % of subscribers				
Outlier rate				
Best video multiple				
Primary goal metric				

3. This month's outliers in the niche

Videos in the niche that beat their own channel's average by 3x or more this month.

Video title	Channel	Subs	Views	Multiple	Pattern	Use it for us?

4. The client's winners and misses

Best and worst upload this month, and the reason in one line.

Video	Views	vs channel avg	Why

5. What competitors shipped that worked

Three named competitors. What they posted that beat their own average.

Competitor	What they shipped	Result vs their avg	Our read

6. Sponsor moves in the niche

New and repeat sponsors on peer channels. Flag anything that fits the client.

Brand	Seen on	New or repeat	Fit for client?

7. Next month's plan, with demand evidence

Every planned video gets evidence: an outlier, a search volume, or a comment request.

Video idea	Angle	Evidence (link or number)	Priority

8. Decisions we need from you

Approvals, filming dates, access. Max three asks.

Decision	Needed by	Owner
