CASUAL · CREATIVE INTELLIGENCE · NOVEMBER 2026

Why your YouTube channel matters.

For B2B companies whose channel is an archive of past films, and the leaders who ask why it should be more.

About 7x

the subscribers per view on company channels that earn their views, against those that mostly pay for them.

Source: Casual Films, Company YouTube Benchmark, 1,062 company channels with 100,000+ lifetime views, September 2026. A correlation, not proof of cause.

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EXECUTIVE SUMMARY

Your buyers and their AI tools use YouTube. Channels that teach get found. Archives don't.

15.8%	of all US TV-set viewing went to YouTube in August 2026, a record. Buyers watch it on the big screen.
Top 2	YouTube's rank among the websites cited by Google's AI Overviews, AI Mode, Gemini and Perplexity.
About 7x	the subscribers per view on channels that earn their views, against paid-looking ones.
12 of 17	how-to series beat the rest of their own channel. Teaching is what people come back for.
0 of 13	series of whole-event footage beat the rest of their channel. Archives don't travel.
1,000s	of new customers for one B2B software company came from its teaching channel, it says.

Every figure is sourced on its own page. Our own figures come from Casual Films, Company YouTube Benchmark, September 2026. Most published figures on YouTube and AI come from firms with an interest (YouTube, Google or SEO tool makers), and each page says so.

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WHERE YOUR BUYERS ARE

YouTube is now a big-screen channel, and the social channel B2B buyers say influenced them most.

US TV-SET VIEWING, AUGUST 2026



15.8%

went to YouTube, a record (Nielsen). Each square is about 1%.

1bn+ hours

of YouTube a day are watched on TV screens, YouTube says. TV is now its main screen in the US.

SOCIAL CHANNELS THAT MOST INFLUENCED A RECENT B2B PURCHASE

1. **YouTube**
2. Facebook
3. Instagram
4. Twitter
5. LinkedIn

Gartner, 771 B2B buyers. Gartner published the order, not percentages; TikTok came sixth.



> Only about 1 in 20 business buyers is in the market each quarter. A channel reaches the rest first.

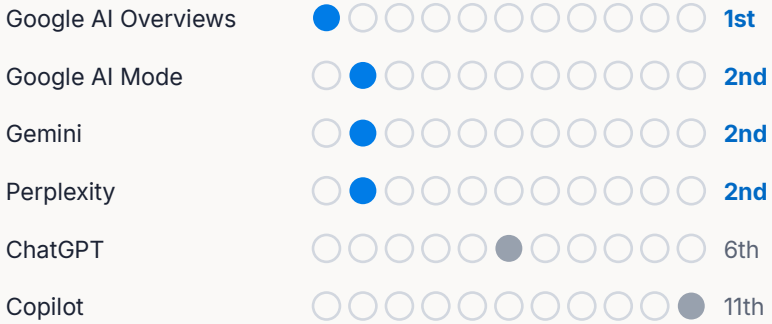
Sources: Nielsen, The Gauge, August 2026, published 22 October 2026 (all US TV-set viewing, with and without ads); YouTube Official Blog, Neal Mohan, 11 February 2025, and Tim Katz, 26 February 2025 (vendor); Gartner, 771 B2B buyers, late 2022, press release 8 June 2023 (independent); Dawes, Ehrenberg-Bass Institute, for LinkedIn's B2B Institute, 2021 (vendor: LinkedIn).

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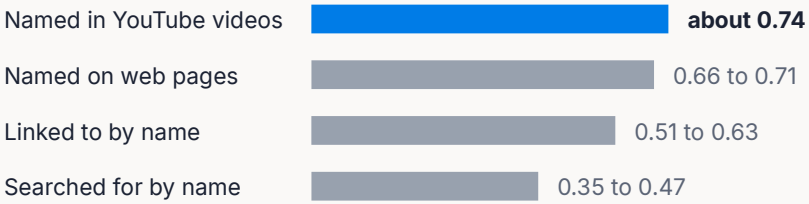
WHERE AI LOOKS

When buyers ask AI, YouTube is a top-two source in four of the six AI tools tracked.

YOUTUBE'S RANK AMONG WEBSITES EACH AI TOOL CITES



WHAT GOES WITH A BRAND BEING NAMED BY AI



Correlation with AI visibility, 75,000 brands (Ahrefs). Not proof of cause. 45% of B2B buyers used AI in a recent purchase (Gartner).

> AI can read every film on your channel, and often links to a moment inside one.

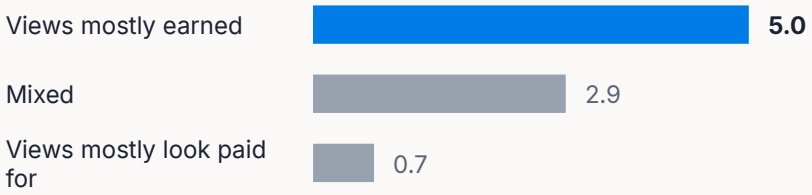
Sources: Ahrefs Brand Radar, most-cited domains per AI tool, US, updated 2 September 2026, and AI brand visibility study, 75,000 brands, December 2025; Surfer, AI Overview citations, September 2026; BrightEdge, May to August 2026 (all vendors: SEO tools); Gartner, 645 B2B buyers, August to September 2025 (independent).

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WHAT A SUBSCRIBER IS FOR

A subscriber chose to hear from you again. You can’t buy that with views.

SUBSCRIBERS PER 1,000 VIEWS, COMPANY CHANNELS



Medians, 1,062 channels with 100,000+ lifetime views. One point in time, so not proof of cause.

WHAT YOUTUBE SAYS

No boost	Paying to promote a video does not change how YouTube recommends it, by its own account.
Watch time	and viewer satisfaction are what the recommender reads. People who chose you give it.
Lower	engagement from ad audiences than from existing subscribers, YouTube says.

> Judge it on returning viewers and branded search. Subscribers follow; they aren’t the target.

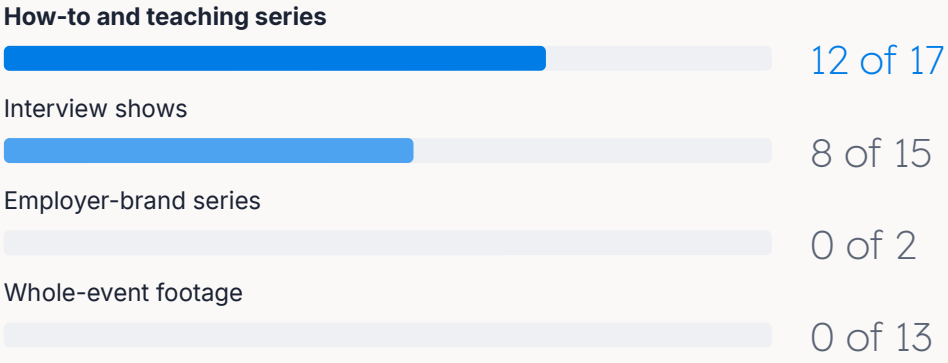
Sources: Casual Films, Company YouTube Benchmark, 1,062 company channels with 100,000+ lifetime views, September 2026; YouTube Help, Get started with YouTube Promote, read October 2026; YouTube Official Blog, Cristos Goodrow, 15 September 2021; Search Engine Journal, 5 November 2025 (all YouTube’s own statements).

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WHY AN ARCHIVE DOESN'T WORK

Films made for something else rarely find an audience. Teaching and named shows do.

SERIES THAT BEAT THE REST OF THEIR OWN CHANNEL



18.7x the rest of its channel, for one software company's named show.

3.6x the views per subscriber on the busiest third of channels.

0.34x the median for whole-event uploads.

> Make films for the channel: teach well, give a show a host, cut events down.

Source: Casual Films, Company YouTube Benchmark, September 2026. Each series' median unpaid views against the rest of the same channel's unpaid uploads of the same format; company channels plus fast-growing brand channels. Small tests, one channel per series.

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WHAT WINNING CHANNELS LOOK LIKE

Nine ways companies build a channel. Teaching, or serving one audience, wins.



WINNING

Staff-presenter teaching

IBM Technology



WINNING

Academy

KodeKloud



WINNING

A spin-off for one audience

HubSpot Marketing



WINNING

Acquired media brand

My First Million (HubSpot)



RISING

One channel per product

Claude



PROMISING

The boss on camera

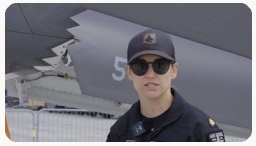
Octopus Energy



MIXED

Show-led media brand

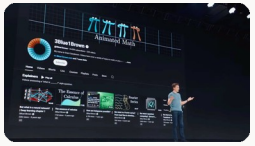
Stripe



MIXED

One channel for everything

Lockheed Martin



STRUGGLING

Conference sessions in full

Figma

Source: Casual Films, Who's winning on YouTube, casualfilms.com/b2b-youtube-leaderboard, October 2026 figures. Thumbnails from each company's own YouTube channel; channel types and verdicts are Casual's own reading.

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WHERE THE FIELD STANDS

Most big-company channels barely show up. A B2B company that commits has room to lead.

FTSE 100 B2B CHANNEL

0.24

uploads a week at the median, against 5.8 for the best channels. 1,490 subscribers.

B2B CHANNELS

3.2 vs 10.2

unpaid views per subscriber a year: all B2B channels against the top 5% of them.

WHAT EARNED REACH IS WORTH

$240,000

what 10m earned long-form views a year in the US would cost to buy as ads. Range $120,000 to $480,000.

> In most categories nobody owns the subject yet. Posting every week puts you ahead.

Source: Casual Films, Company YouTube Benchmark, September 2026: FTSE 100 company channels; 53 B2B company channels with full reads; replacement cost at Q1 2026 average YouTube ad prices from one publisher, range half to double. Value is what the views would cost to buy, never revenue.

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WHAT COMPANIES GOT FROM IT

The companies that can show a result measured it from the first upload.

AHREFS, SEO SOFTWARE

1,000s

of new customers, it says, from its YouTube channel

A teaching channel with one host. 300,000+ subscribers by 2022.

SBI SECURITIES, JAPAN

+300%

search lift a year after launch, against the first months

A channel for beginner investors. Account openings up to +900% at peak.

HUBSPOT, SOFTWARE

Equal

demand to its blogs, from its YouTube channels and podcasts

Measured against customer lifetime value and acquisition cost.

HUCKBERRY, RETAIL

3.5x

the lifetime value of customers who engage with its content

Against customers from paid ads. Mostly newsletters, not video. Consumer, for contrast.

> No annual report we read puts a number on YouTube. Set up the measures first.

Sources: Ahrefs blog, The Simple (But Complete) Guide to Video Marketing, 14 April 2022 (its own figures); CyberAgent case study for SBI Securities (the producer's figures); Kieran Flanagan, HubSpot, in Mi3, 13 February 2025; Huckberry's chief brand officer in Fast Company, 20 March 2026 (consumer, for contrast). Each reports its own numbers. Casual Films benchmark: about 815 annual reports read.

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WHAT TO DO

Turn your archive into a channel. Teach, post every week, and measure from day one.

BUILD

01 **Teach one thing well.** Answer the questions your buyers ask, one film each.

02 **Give a show a host.** A named person with a point of view, on a regular slot.

03 **Cut events down.** Publish the best moment, not the whole session.

RUN

04 **Post every week.** All year. A small channel that earns its views beats a big one that buys them.

05 **Write for AI too.** Clear titles, full transcripts, descriptions and chapters.

06 **Make every cut.** A Short and a long version of each film.

MEASURE

07 **Track branded search.** And enquiries, set against the upload calendar.

08 **Ask where they heard.** Put the question on every sign-up and contact form.

09 **Count the right things.** Returning viewers and organic views. Not totals.







Sources: pages 3 to 9. These are our recommendations, built from Casual's benchmark and the sources on each page; they have not been tested as a package.

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Stop storing films.
Start building an audience.



If you want to see how your channel compares, let me know.

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More of our research: casualfilms.com/research

Casual Films · Founded 2006 · 19,785 films since 2006, and counting

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