



PARTNERSHIP MEDIA KIT

THE QUIET OBSERVATORY

Cinematic documentaries on space, deep time and the hidden machinery of the universe.

A LONG-FORM SCIENCE AUDIENCE BUILT FOR ATTENTION

The Quiet Observatory pairs cinematic visual storytelling with calm, distinctive narration. The channel reaches far beyond its subscriber base: more than 216,000 unique viewers watched in the last 28 days, generating over 56,000 hours of watch time.

216.5K

UNIQUE VIEWERS
last 28 days

56.6K

WATCH HOURS
last 28 days

8:46

AVG. VIEW DURATION
35.9% avg. viewed

26.3K

SUBSCRIBERS
+3.6K in 28 days

386.7K engaged views | 464.8K total platform views | 31.4% returning viewers

WHO IS WATCHING

79.7% 89% 36.2%

AGE 35+

MALE

TOP-DECILE INCOME

58.2% top-20% household income

Very high shopping affinity: home purchase loans, mortgage, streaming subscriptions, credit & lending.

WHERE THE ATTENTION LANDS

57.3%

42% US watch time

WATCH TIME: US / UK / CANADA / AUSTRALIA

United States		37.8%
United Kingdom		6.3%
Canada		4.1%
Australia		3.0%

A LEAN-BACK VIEWING ENVIRONMENT

45.0%

TV

36.3%

MOBILE

12.6%

COMPUTER

5.9%

TABLET

Data source: YouTube Studio, 5 Aug-1 Sept 2026. YouTube changed how total views are counted in late August 2026; unique viewers, watch time and engaged views are emphasized here for continuity, while total platform views are shown separately. Household-income and interest segments are Google audience estimates.



PARTNERSHIP FORMAT

THE QUIET OBSERVATORY

Cinematic documentaries on space, deep time and the hidden machinery of the universe.

BUILT FOR THE LONG TAIL

The channel is catalogue-driven. Older films continue to generate meaningful viewing weeks or months after release, giving sponsor integrations the possibility of exposure beyond the launch window.

PHOENIX A*

76.6K

ENGAGED VIEWS / 28 DAYS
11.6K watch hours

9:05 AVD

JUPITER

78.2K

ENGAGED VIEWS / 28 DAYS
6.5K watch hours +656 subscribers

LIGHT YEARS

42.4K

ENGAGED VIEWS / 28 DAYS
6.2K watch hours 8:44 AVD

Selected catalogue activity - past 28 days

INTEGRATED FILM PARTNERSHIP

60-90 seconds

A custom-written sponsor segment placed at a natural chapter break, narrated and produced in The Quiet Observatory's established visual and vocal language.

- Brand claims and CTA incorporated without breaking the film's editorial register
- Description link and pinned comment included
- Integration remains embedded in the film by default
- Optional presenting-sponsor billboard available selectively

WHY IT WORKS

86.3%

WATCH TIME FROM NON-SUBSCRIBERS

31.4%

RETURNING VIEWERS

The audience is discovered through films, not merely through the subscriber feed - useful for brands buying attention rather than follower count.

THE AUDIENCE

A mature, predominantly English-speaking long-form audience with very high affinity for documentary and science-adjacent entertainment.

SCIENCE + DOCUMENTARY

Very high audience interest

PREMIUM HOUSEHOLDS

36.2% top-decile income

LIVING-ROOM ATTENTION

45% of watch time on TV

PARTNERSHIPS

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