

Your next *10 videos*, backed by what is already going viral in documentary and behind-the-scenes

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

PAGE

outlierkit.com/resources/for-media-production-houses/

NICHE

Documentaries, full episodes and how-it-was-made

STAGE

Landing page

BUILT WITH

OutlierKit outlier index

WHERE YOU STAND

Where media production houses stand today

13

OUTLIER VIDEOS ANALYSED

8 Sep 2026

PULLED FROM OUTLIERKIT

Full episode + making-of

WINNING FORMAT

Catalogue is content

POSITIONING

Two kinds of video beat their averages for production companies. The first is the catalogue itself: a full episode of a travel series did 19.4x on an archive channel, a named-subject tribute did 178x, a history documentary did 44.9x. The second is the making-of: watch me edit, how did they film this, how we light interviews like Netflix. A 129-subscriber production company got 18.3x on the second kind.

Both need something a production house already has and a creator does not: finished work and the people who made it. Your first ten videos alternate the two, so the catalogue brings the audience and the making-of brings the clients.

The archive is the channel

The biggest multiples in this set are full episodes and documentaries that already existed. Rights permitting, every finished programme is an upload, and the title that wins names the subject and the stakes, not the series brand. Inside the Lives of Prisoners' Wives beat a channel average 41.6x; a series title alone would not have.

What is going viral in documentary and behind-the-scenes right now

Outlier documentaries, full episodes and making-of videos, pulled from OutlierKit

Each x is how far the video beat its own channel's normal views. The smallest channel here is a working production company with 129 subscribers; the largest is a documentary archive with 567,000.



Watch Me Edit: Building a Cinematic Documentary Opening

Inside The Edit · 40.6K subs · 232K views · Jan 2026

Watch me edit plus a finished thing (a cinematic documentary opening). 13.3x on 40K subscribers; for this audience the process is the product.



How a Documentary Scene Is Built

Inside The Edit · 40.6K subs · 22.5K views · Jan 2026

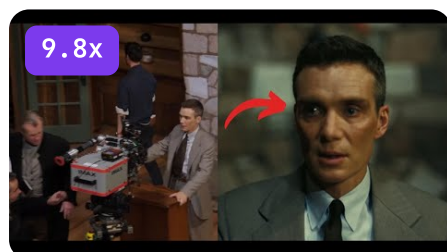
How a scene is built, same channel, 3.1x. The explainer version of the edit-along.



The Making of THE HERD, Behind the Scenes VLOG

Genoveva Umeh · 2.7K subs · 98.1K views · Nov 2025

The making of a named film, behind the scenes, from a 2,660-subscriber channel: 10.7x and 98,100 views. BTS of a real production outperforms the trailer.



How Did They Film This

Jimmy on Film · 77.3K subs · 365.5K views · Feb 2024

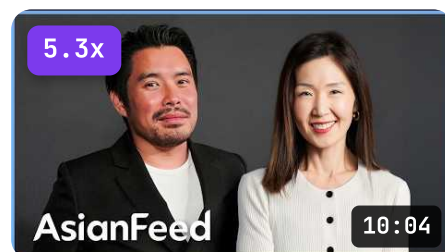
How did they film this: a four-word question. 9.8x on 77K subscribers; curiosity about craft.



How Danny Gevirtz Finds Cinematic Moments Anywhere

Digital Spaghetti · 242K subs · 28.3K views · Aug 2026

A named cinematographer plus a method. 4.7x on 242K subscribers.



BTS: The Return Creators Share How the Documentary Was Made I Bao Nguyen & Jane Cha

AsianFeed · 24.7K subs · 37K views · Mar 2026

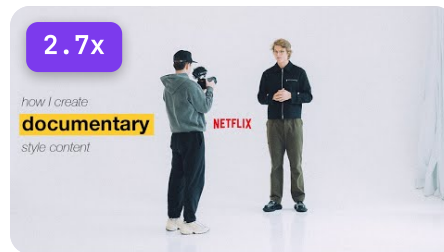
Creators share how the documentary was made. 5.3x on 24K subscribers; the makers on camera is the format.



How to Light Interviews Like Netflix I Behind the Scenes

Chesser Media · 129 subs · 2.3K views · Sep 2025

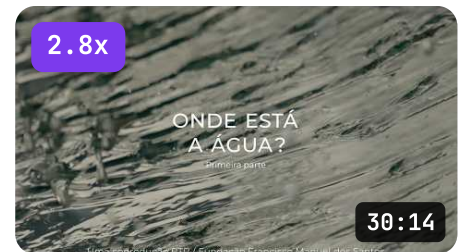
A 129-subscriber production company got 2,339 views on how to light interviews like Netflix. 18.3x; the named benchmark is the hook.



How I Create Netflix Style Documentary Content in NYC

Sam Snowden · 12.2K subs · 33K views · Jul 2025

Netflix style plus documentary plus a city. 2.7x on 12K subscribers; the benchmark again.



Documentary: Where is the water? I Part I

Fundacao Francisco Manuel dos Santos · 37.2K subs · 98K views

A foundation's own documentary, part one, 2.8x on 37K subscribers. Full episodes from an institution find an audience when the title asks a question.



Tough Trucks: Ice Trucks Russia (Full Episode)

pilotguides · 18.8K subs · 265.4K views · Sep 2025

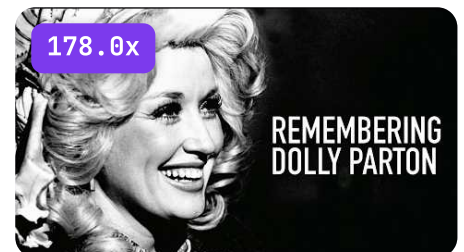
A full episode of a travel series, 51 minutes, from an 18,800-subscriber archive channel: 19.4x and 265,000 views. Catalogue is content.



Love, Loyalty & Prison: Inside the Lives of Prisoners' Wives

House of Docs · 11K subs · 253.5K views · Jul 2026

An 11,000-subscriber documentary channel got 253,000 views: 41.6x. The title names the people and the stakes.



Dolly Parton: A Tribute To A Legend

Absolute Documentaries · 567K subs · 185.5K views · Aug 2026

A tribute to a named legend, 178x on 567K subscribers. The named subject is the search; the archive is the content.



The Truth About the Armenian Genocide I History Documentary

Autentic Documentary · 106K subs · 48.7K views · Apr 2026

The truth about plus a named history subject plus the word documentary. 44.9x on 106K subscribers.

The patterns behind these numbers

- **Full episode in the title.** Catalogue uploads win when the title says the whole programme is here.
- **Name the subject, not the series.** Prisoners' wives, Dolly Parton, the Armenian genocide: the subject is the search.
- **Making-of beats trailer.** The making of THE HERD did 10.7x on 2,660 subscribers; BTS of real work sells the company.
- **Netflix is the benchmark word.** Light interviews like Netflix, Netflix style documentary: the named standard is what clients and crews search.
- **Craft questions pull.** How did they film this, how a scene is built, watch me edit: curiosity about method is a lane the house already owns.

THE SLATE

Your first 10 videos

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

Ideas one to four are catalogue releases. Five to eight are making-of and craft videos from the last production. Nine and ten are the institutional and part-one formats for longer projects.

1

[Series] episode 1: [subject] (full episode)

OPEN WITH

The whole episode, not a clip. Title it by subject and mark it full episode, and the archive starts earning again.

FORMAT

Catalogue release

LENGTH

22 to 52 min



MODELLED ON

Tough Trucks: Ice Trucks Russia (Full Episode) did 19.4x on 18,800 subscribers.

[Find more outliers like this on OutlierKit](#)

2

Inside the lives of [group]: the documentary

OPEN WITH

Name the people and the stakes in the title. The programme already exists; the title is what changes.

FORMAT

Catalogue release, human subject

LENGTH

40 to 60 min



MODELLED ON

Love, Loyalty & Prison: Inside the Lives of Prisoners' Wives did 41.6x on 11,000 subscribers.

[Find more outliers like this on OutlierKit](#)

3

[Famous person]: a tribute to a legend

OPEN WITH

A named subject with a built-in audience. If the archive holds a profile of anyone famous, this is the first upload.

FORMAT Catalogue release, named subject

LENGTH 45 to 90 min



MODELLED ON

Dolly Parton: A Tribute To A Legend did 178x on 567K subscribers.

[Find more outliers like this on OutlierKit](#)

4

The truth about [history subject] | documentary

OPEN WITH

The truth about is the phrase that turns a history programme into a search result. Pair it with the subject and the word documentary.

FORMAT Catalogue release, history

LENGTH 45 to 60 min



MODELLED ON

The Truth About the Armenian Genocide I History Documentary did 44.9x on 106K subscribers.

[Find more outliers like this on OutlierKit](#)

5

Watch me edit: building the opening of [your latest film]

OPEN WITH

Screen record the edit of the first ninety seconds, with the editor talking. Nothing is more convincing to a commissioning editor than watching the cut happen.

FORMAT Edit-along

LENGTH 25 to 40 min



MODELLED ON

Watch Me Edit: Building a Cinematic Documentary Opening did 13.3x on 40K subscribers; How a Documentary Scene Is Built did 3.1x on the same channel.

[Find more outliers like this on OutlierKit](#)

6

The making of [film]: behind the scenes

OPEN WITH

The crew on camera, the day the plan fell apart, and the shot that saved it. This is the company's showreel with a story.

FORMAT Making-of

LENGTH 10 to 25 min



MODELLED ON

The Making of THE HERD, Behind the Scenes VLOG did 10.7x on 2,660 subscribers; BTS: The Return Creators Share How the Documentary Was Made did 5.3x.

[Find more outliers like this on OutlierKit](#)

7

How did they film this? [famous scene] explained by a working crew

OPEN WITH

Pick a scene everyone has seen and explain how it was made, from a crew that has shot the same setup. Curiosity about craft is a search.

FORMAT

Craft explainer

LENGTH

10 to 18 min



MODELLED ON

How Did They Film This did 9.8x on 77K subscribers.

[Find more outliers like this on OutlierKit](#)

8

How we light interviews like Netflix (our actual setup)

OPEN WITH

The lighting diagram, the gear list and the price, from the last shoot. The benchmark word is Netflix because that is what clients ask for.

FORMAT

Setup walkthrough

LENGTH

5 to 10 min



MODELLED ON

How to Light Interviews Like Netflix did 18.3x on a 129-subscriber production company; How I Create Netflix Style Documentary Content in NYC did 2.7x.

[Find more outliers like this on OutlierKit](#)

9

How [your DP] finds cinematic moments anywhere

OPEN WITH

Name your cinematographer and give them a method video. Named craft people are searched by crews, clients and students.

FORMAT

Craft profile

LENGTH

12 to 20 min



MODELLED ON

How Danny Gevirtz Finds Cinematic Moments Anywhere did 4.7x on 242K subscribers.

[Find more outliers like this on OutlierKit](#)

10

[Question]? Documentary, part 1

OPEN WITH

Ask the question in the title and mark it part one. Institutional and long-form work finds an audience when the title reads like a question the viewer already has.

FORMAT

Part-one release

LENGTH

25 to 35 min



MODELLED ON

Documentary: Where is the water? I Part I did 2.8x on 37K subscribers.

[Find more outliers like this on OutlierKit](#)

How to sequence this

Release one catalogue programme a week (ideas one to four) with the subject in the title and full episode after it. Between them, publish a making-of or craft video from the most recent production (five to eight). Nine and ten are month two. Every upload gets a 60-second Short of the strongest scene with the full programme linked, and every making-of ends with the production company's contact in the description. Measure enquiries per craft video and watch time per catalogue release.

KEEP GOING

What to do next

Get this report for your own channel

This report is built for media production houses as a group. The channel version starts from your own uploads: your median views, the videos that beat it, and ten ideas that reuse footage and knowledge you already have. OutlierKit runs the same outlier search for any channel or niche, any time, and the free trial includes enough credits to do it.

[Open OutlierKit](#)[Start the free trial, no card needed](#)

Live channel analyses worth studying

Four public channel breakdowns on outlierkit.com that media production houses learn from: every upload ranked against the channel's own median, the titles that broke out, and the estimated revenue. They update as the channels post.

Tastemade

Food & travel **1.9M subs · 64.2K avg views**

Tasty

Food & recipes **21.3M subs · 938.7K avg views**

Complex

Culture & entertainment **7.0M subs · 460.0K avg views**

WatchMojo

Top 10 lists (faceless) **25.8M subs · 540.0K avg views**

Ask Claude for the next ten

Paste this into Claude with the [OutlierKit MCP connector](#) attached (channels_get, channels_videos, outliers_search).

We run these YouTube channels: [channel URLs]. Our competitors in the same categories are: [channel URLs]. Using OutlierKit, build a table with every channel's subscribers, average views, average views as a share of subscribers, and the share of the last 20 videos that beat the channel average. Rank all channels by reach ratio, tell me which of ours deserve more production budget next quarter and why, and name the format each top competitor is winning with.

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: hello@outlierkit.com.