

Your next *10 videos*, backed by what is already going viral in label releases and visualizers

Prepared for **Music labels** · 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-music-labels/

NICHE

Visualizers, lyric videos and catalogue

STAGE

Landing page

BUILT WITH

OutlierKit outlier index

WHERE YOU STAND

Where music labels stand today

13

OUTLIER VIDEOS
ANALYSED

8 Sep 2026

PULLED FROM
OUTLIERKIT

Lyric and
visualizer

WINNING FORMAT

Own every
search for
the song

POSITIONING

The label uploads beating their averages are not the expensive ones. Official visualizers, lyric videos and lyrics uploads outperform on channels from 1,880 subscribers to 2.3 million, and a 13,300-subscriber independent label got 1.6 million views on a live recording. The music video still breaks out at scale, but the formats that break out at every scale are the ones a label can make for every track.

The mechanism is search. Fans type the song plus lyrics, the song plus live, the artist plus visualizer. Whoever uploads the official version of each owns that search. Third-party lyrics channels currently take most of it; the Rema lyrics upload below did 4.4 million views on a channel that is not the label.

Five uploads per single, not one

A release cycle that ships one music video leaves four searches to other channels. The outliers show the visualizer, the lyric video, the lyrics upload and the live version each beating channel averages on their own. Ship all five per single, titled artist, song, format, official.

What is going viral in label releases and visualizers right now

Outlier releases from labels and artist channels of every size, pulled from OutlierKit

Each x is how far the video beat its own channel's normal views. The format is in brackets in nearly every title, because the format is what the fan searched.



**Yabesh Thapa - Muskuraye I
OFFICIAL VISUALIZER**

Yabesh Thapa · 633K subs · 2.2M views · Nov 2025

An official visualizer did 2.2 million views, 10.9x the channel's norm. A visualizer costs a fraction of a music video and still carries the release.



**A Woman Like You "Lyric
Visualizer"**

Jay Hooks Band · 37.7K subs · 267K views · Oct 2025

Lyric visualizer on a 37K band channel, 2.9x. The lyrics keep the viewer on the video, not on a lyrics site.



**Wondering Why (Lyric
Visualizer)**

48Lonely · 9.7K subs · 104K views

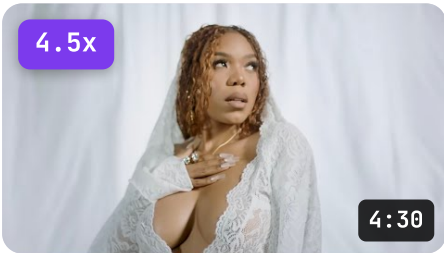
A 9,660-subscriber act got 104,000 views on a lyric visualizer. 3.1x; the cheapest format that scales.



Clean Slate Lyric Video

Faith Cometh By Hearing · 30.5K subs · 10K views

Lyric video on a 30K channel, 7.2x. Same mechanism in a different genre.



**Elaine - Love Me Slowly (Official
Visualizer)**

Elaine and Major League DJz · 318K subs · 329K views

Official visualizer plus a named artist, 4.5x on 318K subscribers.



**Movements - "Where I Lay"
(Official Lyric Video)**

Movements · 64K subs · 267K views

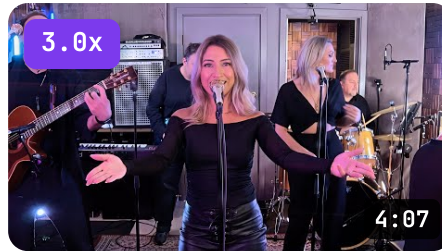
Official lyric video from a 64K band, 3.8x. The label's lyric video beats fan uploads when it is marked official.



BIJAL - Summer Glow [Official Lyric Visualizer]

BIJAL · 13.8K subs · 62K views · Sep 2025

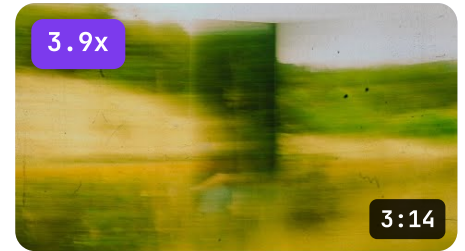
Official lyric visualizer on a 13,800-subscriber act: 4.5x. The two words together own both searches.



'Rolling in the Deep' (Adele) Live Studio Performance I Sing It Live

Sing it Live · 306K subs · 384.7K views · Jul 2025

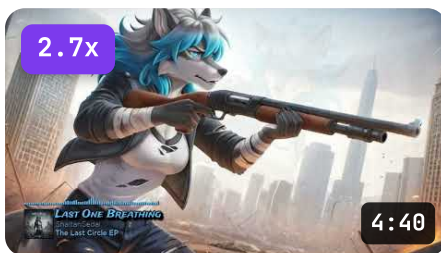
A live studio performance of a famous song, 3x on 306K subscribers. Cover plus live is a catalogue lane.



Jkyl & Hyde - Sensory Session (lyric video)

Jkyl & Hyde and Nikita, the Wicked · 26.7K subs · 615K views

Lyric video, 615,000 views, 3.9x on 26K subscribers. The visual is simple; the song and the words do the work.



Last One Breathing (Lyric Video)

ShaitanSedai · 1.9K subs · 4.1K views · Jan 2026

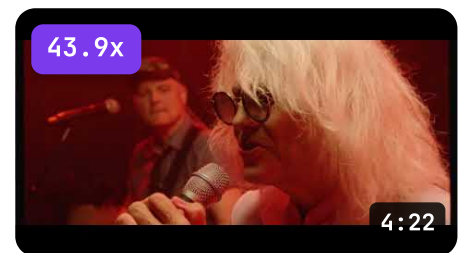
A 1,880-subscriber act got 4,129 views on a lyric video: 2.7x. The format works before an act has an audience.



Rema - Calm Down (Lyrics)

Moonshine · 240K subs · 4.4M views · Mar 2026

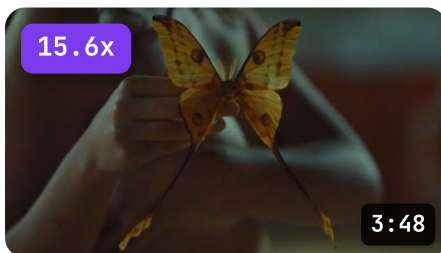
A lyrics upload of a hit did 4.4 million views on a 240K channel: 16.7x. Lyrics is the biggest search in YouTube music, and labels leave it to third parties.



Michele Bettencourt and Vampire Time - Everybody Loves A Circus (Live)

Licorice Pizza Records · 13.3K subs · 1.6M views · Sep 2025

A 13,300-subscriber independent label got 1.6 million views on a live recording: 43.9x. Live plus the song title is the format small labels win with.



The Plot In You - Spare Me (Official Music Video)

Fearless Records · 2.3M subs · 809.8K views · Dec 2024

Official music video on a 2.31M label channel, 15.6x. Even at scale the release that breaks out is titled artist, song, official.

The patterns behind these numbers

- **Format in brackets.** (Official Visualizer), (Lyric Video), (Lyrics), (Live): the bracket is the search.
- **Official beats unofficial.** Marked-official lyric videos out-pull fan uploads when both exist; unmarked ones lose to them.
- **Lyrics is a lane labels ignore.** The biggest view count in the set is a plain lyrics upload by a third party.
- **Live is the small-label format.** One live recording did 43.9x on a 13,300-subscriber independent.
- **The visualizer carries the release.** 2.2 million views on a visualizer, 10.9x, at a fraction of a video budget.

THE SLATE

Your first 10 videos

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

Ideas one to five are the five uploads for the next single, in release order. Six to eight are catalogue back-fill. Nine and ten are the session series and the flagship video.

1

[Artist] - [Song] (Official Visualizer)

OPEN WITH

Release day: the visualizer goes up first, with the artwork moving and the song complete. It is the upload that carries the release for the first week.

FORMAT

Visualizer

LENGTH

Track length

MODELLED ON

Yabesh Thapa - Muskuraye I
OFFICIAL VISUALIZER did 10.9x;
Elaine - Love Me Slowly (Official Visualizer) did 4.5x.



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

2

[Artist] - [Song] (Official Lyric Video)

OPEN WITH

Day three: the lyric video, marked official. It catches the fans who searched for the words and keeps them on the label's channel.

FORMAT

Lyric video

LENGTH

Track length

MODELLED ON

Movements - Where I Lay
(Official Lyric Video) did 3.8x;
Jkyl & Hyde - Sensory Session
(lyric video) did 3.9x with
615,000 views.



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

3

[Artist] - [Song] (Lyrics)

OPEN WITH

The plain lyrics upload: text on a still, nothing else. It is the biggest search for any song and the one labels leave to other channels.

FORMAT

Lyrics upload

LENGTH

Track length



MODELLED ON

Rema - Calm Down (Lyrics) did 4.4 million views and 16.7x on a channel that is not the label.

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

4

[Artist] - [Song] (Live)

OPEN WITH

Week two: one take, one room, the song live. For a small label this is the format with the highest ceiling in the set.

FORMAT

Live recording

LENGTH

Track length



MODELLED ON

Everybody Loves A Circus (Live) did 43.9x and 1.6 million views on a 13,300-subscriber independent label.

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

5

[Artist] - [Song] [Official
Lyric Visualizer]

OPEN WITH

For a new signing: the lyric visualizer is both formats in one upload and owns both searches while the act has no audience yet.

FORMAT

Lyric visualizer

LENGTH

Track length



MODELLED ON

BIJAL - Summer Glow [Official Lyric Visualizer] did 4.5x on 13,800 subscribers; **Wondering Why** (Lyric Visualizer) did 3.1x on 9,660.

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

6

[Catalogue song] (Lyric Video)

OPEN WITH

Back catalogue, one lyric video a week. Tracks that never had a video get a search result, and the format works before an act has an audience.

FORMAT

Catalogue lyric video, weekly

LENGTH

Track length



MODELLED ON

Clean Slate Lyric Video did 7.2x on 30K subscribers; **Last One Breathing** (Lyric Video) did 2.7x on 1,880.

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

7

[Band] - [Song] "Lyric Visualizer"

OPEN WITH

For band rosters: the lyric visualizer with the band's artwork. The 37K-subscriber version below beat its average with no video budget.

FORMAT

Lyric visualizer, band roster

LENGTH

Track length



MODELLED ON

A Woman Like You Lyric Visualizer did 2.9x on 37,700 subscribers.

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

8

[Catalogue song] (Lyrics), the weekly back-fill

OPEN WITH

The lyrics upload for every catalogue track, in order of streaming volume. Each one takes a search back from a third-party channel.

FORMAT

Catalogue lyrics upload, weekly

LENGTH

Track length



MODELLED ON

Rema - Calm Down (Lyrics) shows the size of the lane; Clean Slate Lyric Video shows it works on a 30K channel.

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

9

[Famous song] live studio performance | [your session series]

OPEN WITH

A roster artist covers a famous song, live in the studio, under a named session series. Cover plus live is a catalogue lane that brings new listeners to the roster.

FORMAT

Session series

LENGTH

Track length



MODELLED ON

'Rolling in the Deep' (Adele) Live Studio Performance I Sing It Live did 3x on 306K subscribers.

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

10

[Artist] - [Song] (Official Music Video)

OPEN WITH

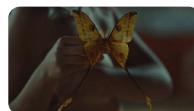
The flagship, last in the cycle rather than first, when the visualizer and lyric uploads have already built the search. Titled artist, song, official, nothing else.

FORMAT

Music video

LENGTH

Track length



MODELLED ON

The Plot In You - Spare Me (Official Music Video) did 15.6x on a 2.31M label channel.

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

How to sequence this

For the next single, ship ideas one to five over two weeks in that order: visualizer on release day, lyric video on day three, lyrics upload the same week, live in week two, and the lyric visualizer variant for any act with no audience yet. Six to eight are a weekly catalogue slot that never stops. Nine is a session series with its own name. Ten is the flagship, released when the search is already built. Cut a Short of the chorus from every upload with the full track linked.

What to do next

Get this report for your own channel

This report is built for music labels 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 music labels 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.

Lofi Girl

Lofi & ambient music **15.8M subs · 6.2M avg views**

Soothing Relaxation

Relaxation music **12.0M subs · 8.4M avg views**

Middle 8

Music video essays **719.0K subs · 719.8K avg views**

Polyphonic

Music essays (faceless) **1.1M subs · 359.3K 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 are a label in [genre]. Our artist channels are: [channel URLs]. Rival labels' artists we watch are: [channel URLs]. Using OutlierKit, rank every channel by average views as a share of subscribers, list each channel's top outlier from the last 90 days with its format (lyric, live, visualizer, reaction, official, other), and tell me which of our artists is breaking out, which format is rising in the genre, and where next month's promotion budget should go.

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.