



CONTENT CALENDAR

Strategic Publishing for Sustainable Growth

July 2026
Monthly Content Overview



6
Videos



6 hr 36 min
Total runtime



9
Posts

PUBLISHING STRATEGY

- ✓ The channel initially followed a six-day publishing schedule to give each upload time to build impressions, watch time, and audience interest. As analytics revealed that cinematic journeys were generating more discovery and new subscribers, the schedule evolved during July into a flexible three-to-six-day cycle. This cadence reflects current channel performance rather than a fixed publishing schedule and will continue to change as content performance and growth priorities evolve.
- ✓ Each format supports a different growth objective. Cinematic journeys provide faster-moving, visually engaging content that attracts new viewers and converts more subscribers, while three-hour rooms create longer viewing sessions and build watch time. With subscriber growth currently the priority, the publishing mix has been adjusted to include two journeys between each room.
- ✓ Each format supports a different growth objective. Cinematic journeys provide faster-moving, visually engaging content that attracts new viewers and converts more subscribers, while three-hour rooms create longer viewing sessions and build watch time. With subscriber growth currently the priority, cinematic journeys are receiving greater emphasis, while future room releases will depend on channel performance and evolving strategy.
- ✓ Community posts extend each release through previews, direct links, and audience prompts that encourage participation and provide useful feedback. Vocal tracks are also being tested as an additional storytelling format that may strengthen emotional connection and engagement.



KEY INSIGHT

An analytics-led publishing strategy balances discovery, subscriber growth, and watch time. The schedule remains flexible so the format mix can shift as channel performance and growth priorities evolve.

SUN	MON	TUE	WED	THUR	FRI	SAT
			1	2  Lost in a Blue Universe 10 Min Journey 2	3	4
5	6	7  Suspended in Stars 10 Min Journey 1	8	9	10	11
12	13	14  I'm Alone, But I'm Here 6 Min Vocal Song 1	15	16	17	18
19	20  Floating Island Room 3 Hour Room 1	21	22	23  Beyond the Black Horizon 10 Min Journey 1	24	25
26	27	28	29  Forgotten Planets 10 Min Journey 1	30	31	