It’s been a couple of months since we restarted UbuntuOnAir. We had a few ideas, and lots of aspirations, but we wanted to be realistic and work our way up. You can read about why we brought it back and why we didn’t use the more mainstream channel ?Celebrate Ubuntu? elsewhere. Here I talk about some of the things we’ve done, some of the lessons we’ve learnt, and what’s next. If at any point you become curious and want to watch the videos head to ubuntuonair.com and scroll through.

We’ve done other things too, not as much as I’d have liked, but some. We’ve done a ?gaming? stream, a tutorial about making tutorials, and a chat with the engineers behind Ubuntu on the Raspberry Pi. They were all one-offs but with the potential to become a series/playlist with return appearances.

There’s a sizable difference in the engagement figures with these videos though. The Raspberry Pi video did significantly better, both in terms of views and general engagement. We tracked this down to three factors; consistency, relevancy, and marketing.

The consistency factor is inferred since the other videos we do have are all part of a consistent series and these are not. The relevancy factor is really unavoidable, from my work on Ubuntu on Raspberry previously I know that if you put ?Raspberry Pi? in a headline it’s going to do well. And marketing. In the beginning, we promoted the videos more openly. That isn’t to say we don’t still, but we have more things to promote now so it feels like the traffic to the videos is cannibalizing itself. Some food for thought.