

Turbozaurs soars to new heights on WildBrain's YouTube network



Yerevan, Armenia Oct 14, 2024 ([IssueWire.com](https://www.issuewire.com)) - Turbozaurs, the dynamic and adventurous animated series, [has reached new milestones](#) on WildBrain's YouTube network. This summer, within a month of launching, Turbozaurs achieved an astonishing 30 million minutes of watch time and 1.3 million views across WildBrain's hub channels. These metrics represent an initial month-over-month growth of over 170% as the series continues to gain momentum and capture the hearts of new young viewers around the globe.

With an Average View Duration (AVD) of 23:13 — above the network average — Turbozaurs demonstrates a high level of engagement on the channel, which underscores how the show's compelling storytelling and characters help to create a deep connection with its fans.

Driving this success is WildBrain's expert channel management. A remarkable 78.5% of Turbozaurs' watch time and 51% of its views come from browse features as the primary traffic source. Through WildBrain's optimization strategies, browse features, which consist of the homepage, watch later, subscription feed and explore sections of YouTube, lead to greater visibility, making them a key tool in building channel awareness. The show's high numbers in this area highlight the strength and scale of WildBrain's channels, propelling Turbozaurs to even greater visibility through high homepage

engagement, an established audience base, and optimized channel pages.

"We are thrilled with Turbozaurs' great performance on WildBrain's YouTube network," said Karen Asatryan, CEO of Tale Wind Studio. "The growth in viewership and the extraordinary engagement levels speak volumes about the show's universal appeal. We look forward to building on this momentum and reaching even more fans worldwide!"

WildBrain's YouTube network provides a curated, COPPA and CARU-compliant kid-safe environment for brands, with billions of minutes watched each month and hundreds of millions of subscribers.

Media Contact

Tale Wind Armenia

pr@mmaconsulting.company

Source : Tale Wind Armenia

[See on IssueWire](#)