

DANISH GUY REACTS — Media Kit

A Dane in Copenhagen reacting to America — for an American audience.

danishguyreacts.com · youtube.com/@DanishGuyReacts All figures from YouTube Studio, 28 days ending 17 August 2026.

More than half a million Americans a month watch a Danish guy try to understand their country — and nearly half of that watching happens on a television.

Last 28 days	
Views	678,550
Watch time	~54,000 hours
Thumbnail impressions	7.5 million
Click-through rate	5.5% (YouTube's typical range is 2–10%)
New subscribers	+3,865
Average view duration	5 min 09 sec
Best single video	164,882 views
Upload cadence	6–7 long-form videos per week

The channel is young — and already reaching at scale. The first video was published on 25 June 2026. The channel now generates hundreds of thousands of monthly views, with **94.9% of watch time coming from viewers who are not subscribed**. YouTube is actively recommending these videos to new American viewers rather than the channel relying on an established subscriber base.

Who watches

 **96.7% of the audience is North American**

Country	Share of views
United States	84.6%
Canada	12.1%
Denmark	0.8%
Sweden	0.4%
Everywhere else	2.1%

For a brand reaching American consumers *through* a European lens — or a Nordic brand entering the US market — this is a very specific door.

The audience is significantly older than typical YouTube

Age	Share
65+	33.4%
55–64	27.7%
45–54	17.4%
35–44	11.3%
Under 35	10.2%

78.5% of viewers are 45 or older. Men 76.6% / women 23.3%.

Most YouTube inventory is 18–34. This audience skews two decades older, and is highly relevant for travel, leisure and premium brands.

46.3% of all watch time happens on a TV set

Device	Share of watch time
Television	46.3%
Mobile	22.8%
Desktop	22.7%
Tablet	8.3%

A lean-back, living-room audience watching 15–28 minute videos with the sound on.

What the channel makes

Reaction and explainer videos in which Rico — a Dane who has never lived in the US — encounters American culture, sport and everyday life for the first time, and researches what he does not understand. The tone is deliberately **curious and warm, never mocking**.

The comment section is unusually active for a young channel: viewers correct him, add context and share their own experiences, and he credits them by name in the next video.

Recent performance (last 28 days):

Video	Views	Impressions	CTR
MOST INSANE College Football Entrances Ever!!	164,882	1.55M	5.7%
The Most RESPECTFUL Moments in NHL History	102,726	1.25M	5.3%
INSANE Myths About America	85,240	725K	6.8%
America's MOST INSANE College Football Atmospheres	44,978	635K	4.8%
NFL Football's Most Brutal Hits Ever!!	35,454	471K	5.5%
American Tailgating for the First Time	33,576	441K	5.4%

Average percentage viewed across the channel is 28.5% on videos of 15–28 minutes — this audience finishes long-form video.

Working together

Integrated read, 60–90 seconds — placed after the opening hook, where retention is highest.

Dedicated segment — where the product genuinely fits the subject of the video.

Multi-video package — three or six videos at a reduced per-video rate.

Destination films — a longer-form video built around a place, route or experience, with on-location filming, a personal Danish perspective, and distribution to an American audience.

Example concepts: "Six Danish places Americans need to see" · "What an American tourist gets wrong about Denmark" · "A Dane shows Americans the Denmark beyond Copenhagen"

Best fit for: destinations, tourism boards, and Nordic brands or products entering the US market.

Pricing is per expected views on the specific video rather than per subscriber. For larger campaigns, an agreed performance target and make-good structure can be discussed in advance.

Every partnership is disclosed to viewers. I take one integration per video at most, and only for things I would use myself — that restraint is why the audience still listens when I do mention something. I do not take gambling, crypto, supplements or political advertising.

Contact

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