



MEDIA KIT

KNOWITALLNATION.COM · SEPTEMBER 2026 · STUDIO 14, LLC

WHO WE ARE

Know-It-All Nation is an independent film and television criticism outlet built on a YouTube channel, a daily short-form pipeline across four platforms, and one editorial standard: sourced, opinionated criticism, never reaction content. Coverage is fast and it is everywhere. A verdict publishes within 24 hours of air, then runs as a long-form video, a written edition at knowitallnation.com, a clip package across Instagram, TikTok and X, and a newsletter send.

137,035

TOTAL AUDIENCE,
ALL PLATFORMS

+115%

MR. KNOW-IT-ALL SUBSCRIBER
GROWTH, LAST 30 DAYS

2.76M

VIEWS IN THE
LAST 30 DAYS

24H

PREMIERE TO
PUBLISHED VERDICT

THE CHANNEL

MR. KNOW-IT-ALL

@arealknowitall · Film & television criticism

71,900 subscribers

Weekly episode verdicts within 24 hours of air, season retrospectives, and deep dives that treat the source material like it matters. Grew by 38,400 subscribers in the last 30 days.

Now past 4.01M lifetime views. 2.76M of them arrived in the last 30 days.

1,019
VIDEOS

4.01M
LIFETIME VIEWS

2.76M
VIEWS, 30 DAYS

SOCIAL REACH

33,785

X, VERIFIED
@MrKnowItAll

15,144

INSTAGRAM
@arealknowitall

16,206

TIKTOK
@arealknowitall

71,900

YOUTUBE
@arealknowitall

THE EDITORIAL STANDARD

SOURCED

Claims come with receipts: production history, interviews, the page a scene was drawn from. If we say a finale broke a rule, we show you the rule.

CRAFT FIRST

Film and television read the way a filmmaker watches them. Direction, performance, structure, and the choices behind them.

ON TIME

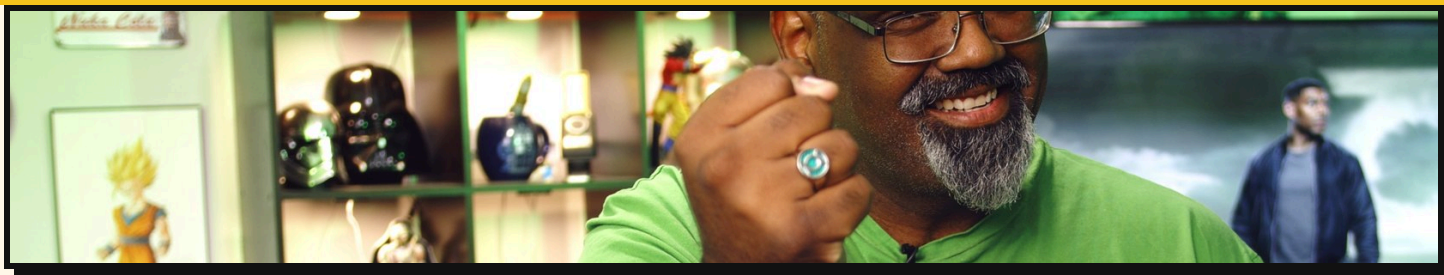
A verdict inside 24 hours of air, every week, on a fixed slot. Reliability is the product.

The Know-It-All Index is a 1 to 10 scale where 5 is genuinely average and a 10 requires every element of the filmmaker's scorecard to land. Scores are argued, not assigned, and every one publishes with the reasoning attached. That is why a 6 from this desk carries weight and a 10 is news.



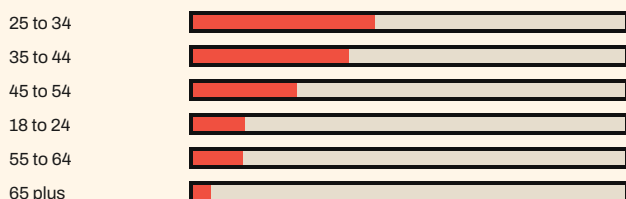
WHO IS WATCHING

THE AUDIENCE, MEASURED · VERIFIED 14 SEPTEMBER 2026

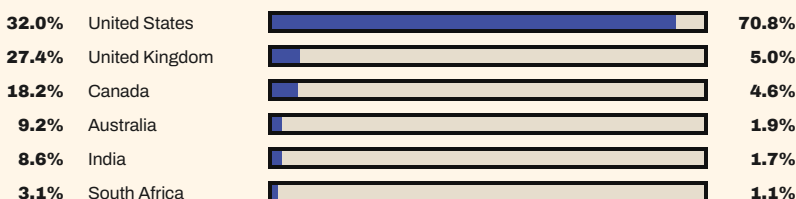


THE AUDIENCE

AGE, LAST 30 DAYS



WHERE THEY WATCH, LAST 30 DAYS



The United States is the dominant market by a factor of 14 over the next territory. Subscribed viewers average 6 minutes 29 seconds per view, against 4 minutes 31 seconds for everyone else.

The audience is 94.6% male. The single largest block is men 25 to 34 at 30.6%, with men 35 to 44 just behind at 26.1%. Adults 25 to 54 account for 77.6% of all viewers.

YOUTUBE SKEWS 25 TO 54

Adults 25 to 54 are 77.6% of the audience, and the 25 to 34 and 35 to 44 blocks sit close together at the top. Long-form, United States heavy, and watching around eight minutes at a time.

TIKTOK SKEWS 18 TO 34

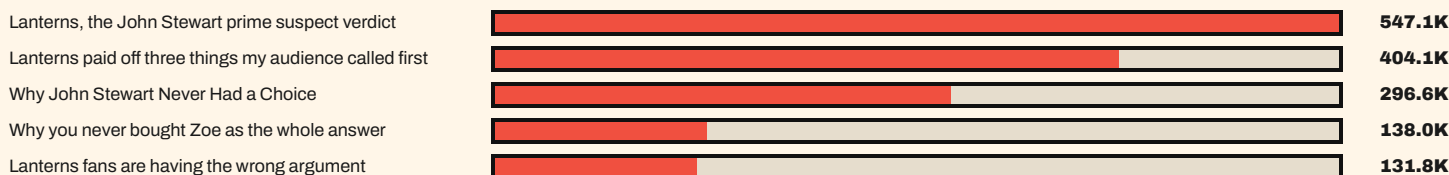
73.5% of TikTok viewers are 18 to 34, against 15.7% aged 35 to 44. 87% male, 67% United States, and 932.4K views in 28 days, read 1 September 2026. The short-form pipeline reaches the audience the flagship channel does not.

The reach flipped outward this month: 84.5% of the last 30 days' views came from viewers not yet subscribed, and the channel added 38,500 subscribers inside the window. The audience still shows up on purpose, and it is growing 141% in a month.

CURRENT COVERAGE

Lanterns (HBO Max) · full-season weekly reviews, premiere verdict published within 24 hours of air.
Star Trek: Strange New Worlds S4 (Paramount+) · every episode reviewed weekly through the finale.
X-Men '97 (Disney+) · complete season two coverage, among the deepest sourced analysis corpora on YouTube.
knowitallnation.com · 82 written editions live, every one linked to the video it came from.

WHAT COVERAGE DELIVERS



Views on individual reviews from the last four weeks, read 14 September 2026. A single well-placed verdict routinely outruns the channel's subscriber count.



WORKING TOGETHER

SCREENERS, EMBARGOES, CREDENTIALS, INTERVIEWS

WHY PUBLICISTS WORK WITH US

EDITORIAL, SOURCED

Criticism with receipts, production history, and interviews, never reaction content. Audiences cite the balanced tone as their reason for subscribing.

RELIABILITY

Fixed weekly publishing slots and day-after coverage on every premiere we commit to. If we say the verdict lands Monday, it lands Monday.

EMBARGO DISCIPLINE

Credentialed with the Disney and Getty Images "All Access" press-asset library. Embargoes are held to the hour.

WHAT ONE SCREENING BECOMES

LONG-FORM REVIEW

A full video verdict on Mr. Know-It-All, scored on the Know-It-All Index, published within 24 hours of the screening while the conversation is still live.

WRITTEN EDITION

A text review at knowitallnation.com carrying the same verdict, indexed for search, linked to the video, and permanent.

CLIP PACKAGE

Short-form cutdowns across Instagram, TikTok, X and YouTube Shorts, four or more per day through the release window.

NEWSLETTER

A direct send to subscribers with no algorithm in between.

THE PROGRAMMING

REVIEWS

The verdicts. Episode and film reviews scored on the Know-It-All Index, published within 24 hours of air.

THE KNOW-IT-ALL FILES

Deep dives, franchise history, and industry analysis. The arguments underneath the verdicts, unscored by design.

REACTS

Trailers, first looks, and campaign drops, called in the moment they land.

THE INDEX IN PRACTICE

10

FALLOUT S2

10

WONDER MAN

9.5

X-MEN '97, DEAD MAN'S HAND

8

LANTERNS EP. 3

7.5

STRANGE NEW WORLDS, OFF HOURS

6

X-MEN '97 FINALE

4

STARFLEET ACADEMY FINALE

A real scale, used honestly. Two tens and a four from the same desk. Publicists get a verdict, not a rubber stamp, which is exactly why the audience believes the good ones.

YouTube, X and Instagram figures pulled from platform APIs and refreshed twice daily. YouTube demographics from YouTube Analytics, 30 days to 14 September 2026. TikTok read directly from the TikTok API, an exact follower count rather than a dashboard band. Verified 14 September 2026.



PRESS & PARTNERSHIPS

press@knowitallnation.com

knowitallnation.com

Screeners, embargoed materials, credentials, interviews

STUDIO 14, LLC