

YOUTUBE RESEARCH

“Why Siri Never Got Smart”

Three passes run before a word of the script existed: what already worked for other channels on this topic, which titles the video can honestly carry, and what viewers of those videos rewatched. The script gets written toward this evidence.

What already worked in the niche

Top results for two searches on the topic, last 12 months only. Each video is scored by views ÷ channel subscribers — above 1.0 means it beat its channel’s normal reach.

VIEWS ÷ SUBSCRIBERS		VIEWS	CHANNEL	TITLE
10.55x		382k	The Invisible Game	Why Apple is the Smartest Company in Tech Right Now
2.68x		4.1M	Apple Explained	Apple’s Greed Is Finally Backfiring
0.70x		437k	SAMTIME	The Current State of Apple Intelligence
0.45x		244k	Luke Miani	How Apple’s AI FAILURE will SAVE them...
0.30x		93k	Michael Girdley	Siri was terrible, and Apple wanted it that way
0.18x		946k	ColdFusion	Why Apple Just Gave Up on AI
0.10x		2.1M	Marques Brownlee	Apple Lost the AI Race
0.10x		521k	Bloomberg Originals	Why Apple Has a Big AI Problem

Selected from 23 story-relevant videos across both searches; news clips and channels under 1,000 subscribers excluded.

Demand is proven and live

The two biggest tech channels ran this topic inside the window at 2M+ views each. Recent Siri news keeps re-heating it.

The obvious angle underperforms

Nearly every video announces the same verdict — Apple failed, Apple lost — and nearly all of them run below their channel’s normal reach. The audience has seen that claim twenty times.

What outperforms: a surprising claim about the cause

The two videos that beat their channels reframe the story — “smartest company, not a failure” (10.55x on a 36k-subscriber channel) and “greed did this” (2.68x, 4.1M views). The winning pattern is a cause, not a verdict.

The inside-story slot is empty

No small or mid-size channel has told the story from inside the company in the last 12 months — the slot this video is built for.

Title candidates, ranked

15 candidates were generated and ranked by how faithfully they describe the planned video. Every candidate is anchored to a documented fact the video can prove. Six of the candidates:

#	CANDIDATE	LENGTH	WHAT IT PROMISES
1	Apple Didn't Lose the AI Race. It Refused to Run.	49	flips the biggest recent video on the topic
2	Nobody at Apple Wanted Siri. For 13 Years.	42	the chain of executives who passed it along
3	Apple Saw AI Coming in 2014. Then Said No for 9 Years.	54	a dated warning, then the years of refusals
4	Apple Didn't Miss AI. It Vetoed It.	35	the shortest version of the claim
5	Apple Lost the AI Race in Meetings You Never Saw	48	the meeting scenes the video reconstructs
6	Inside the Decade Apple Spent Saying No to AI	45	the pattern of refusals, told from inside

The strategy behind the ranking

Promise the cause, not the verdict. Every big channel already told the audience that Apple lost. The unserved click is how it happened inside — and that frame beat channel baselines everywhere it appeared in the research.

Intent language wins

“Kept,” “refused,” “vetoed,” “said no” — words that promise decisions and deciders, which is what this video’s sourcing can back and others’ cannot.

Specifics signal depth

A dated fact in the title — 2014, 13 years — separates research from hot takes before the click.

What viewers rewatched

The competitor videos' public "most replayed" heatmaps, aligned to their transcripts, plus their top comments — read before the script was written. "6×" means a moment was rewatched six times more than the video's median moment.

13

competitor videos analyzed

9.4M

combined views

1,300

top comments read

Viewers rewatch the explanation of the cause

Across the corpus, the hardest replay spikes sit where a video stops reciting the failure and explains the game Apple is playing: the strategy explanation hit 6.0× on one video, 6.2× on another, 7.0× on a third — each one that video's single most-replayed moment.

Money decisions beating the product is the most rewarded fact class

The corpus's biggest video (4.1M views) peaks at "\$110 billion in buybacks... \$30 billion on R&D" — 4.4×, at the 92% mark of a 26-minute video. Concrete sums, on screen, hold attention to the end.

Watching Siri fail beats hearing that it fails

A live side-by-side test of Siri against a competitor was rewatched at 5.7× — demos over descriptions.

How this shapes the script: lead with the decisions story, give every strategic logic the weight of a story beat, put the budget-cut scene on screen with the numbers, and show Siri failing rather than saying it failed.