

The Brain Scoop

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Videos celebrating the natural world



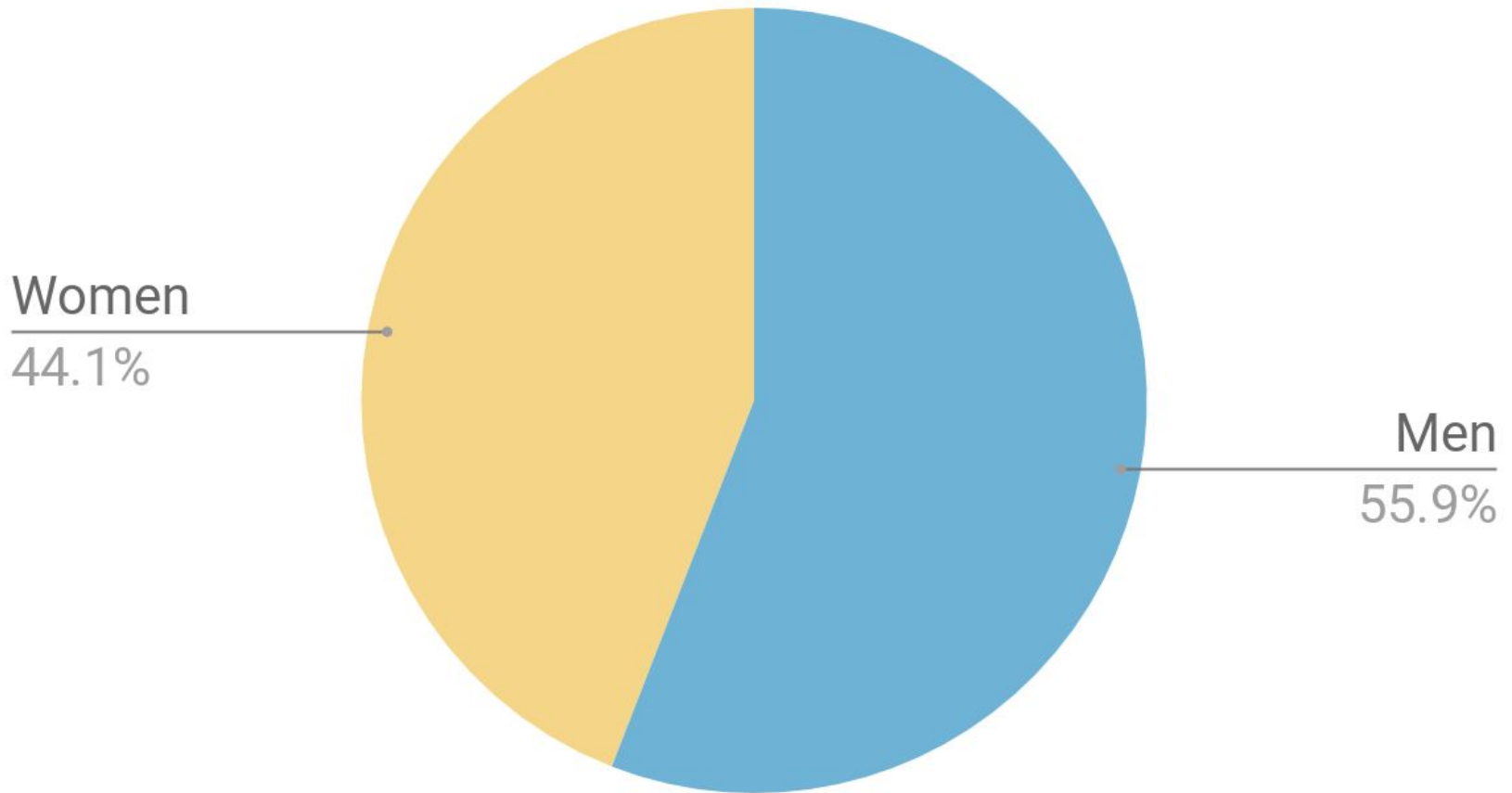
<p>HAPPY NEW YEAR! (an Ask Emily video) 32K views • 1 month ago</p>	<p>Beaver Dissection HIGHLIGHTS! 22K views • 1 month ago</p>	<p>GLOW ROCKS 33K views • 2 months ago</p>	<p>FULL DISSECTION: North American Beaver 50K views • 2 months ago</p>	<p>The Case for Saving PARASITES. 58K views • 3 months ago</p>
<p>The Rare Book Room! 48K views • 3 months ago</p>	<p>Emily's Recommended Reading! 45K views • 4 months ago</p>	<p>Preserving the Migration of Giants: Guyana's Arapaima 43K views • 4 months ago</p>	<p>Meet the Museum's only Field Biologist 36K views • 5 months ago</p>	<p>Camel Spiders: Neither Camels, nor Spiders 92K views • 5 months ago</p>
<p>Can Peace be Purchased? 35K views • 6 months ago</p>	<p>The Human Biology Collection 169K views • 6 months ago</p>	<p>Is Taxidermy ART? 37K views • 7 months ago</p>	<p>I waited 4+ years for this: the World Taxidermy Championships 125K views • 7 months ago</p>	<p>Fossil Myths: Cyclopes, Griffins, & Magic Fairy Bread 47K views • 8 months ago</p>

The Brain Scoop in Numbers:

- 215 episodes
- 530,000 Subscribers
- Overall views:
~30,000,000

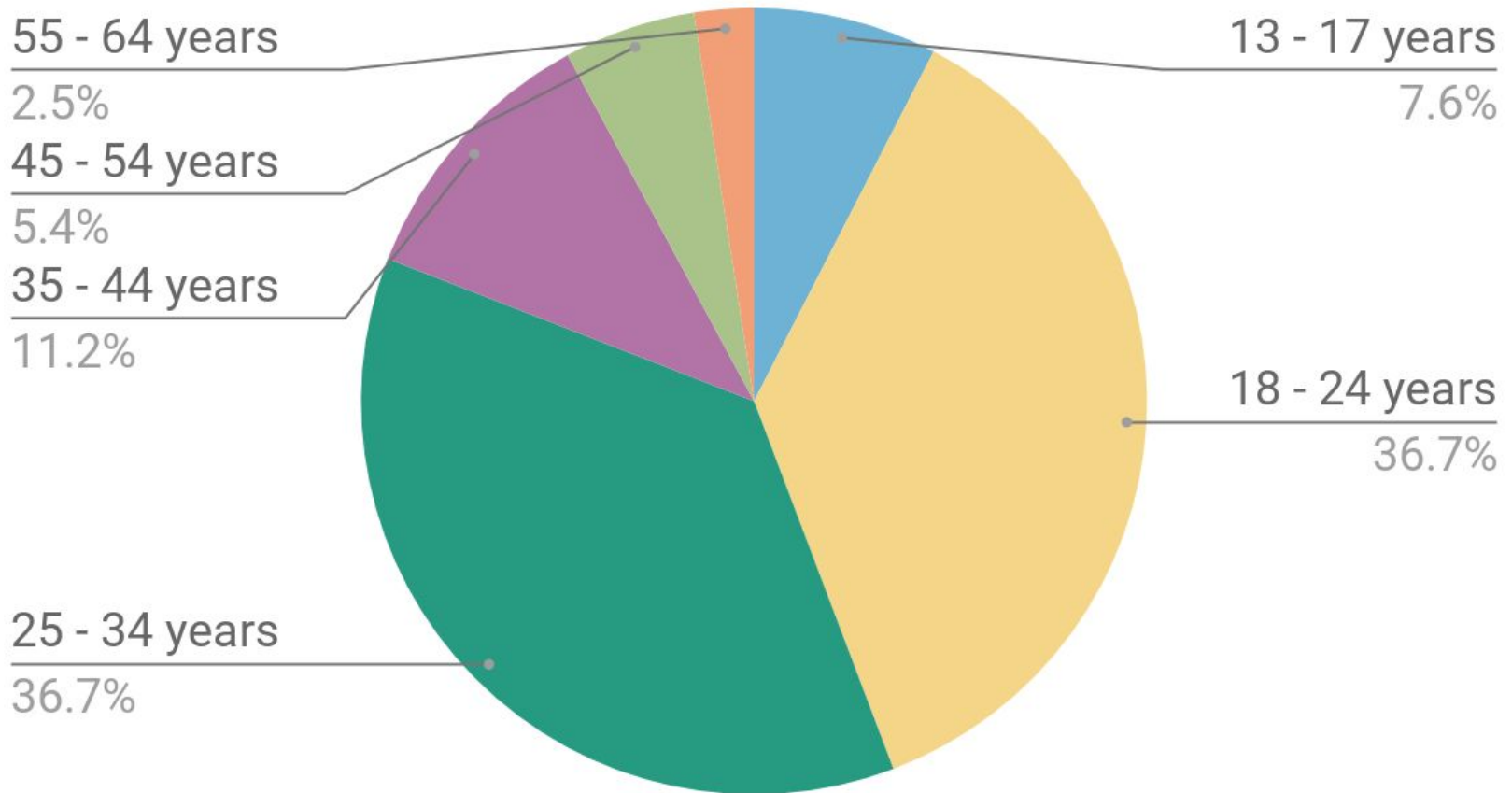
Who is our audience?

Overall gender breakdown of Brain Scoop viewers



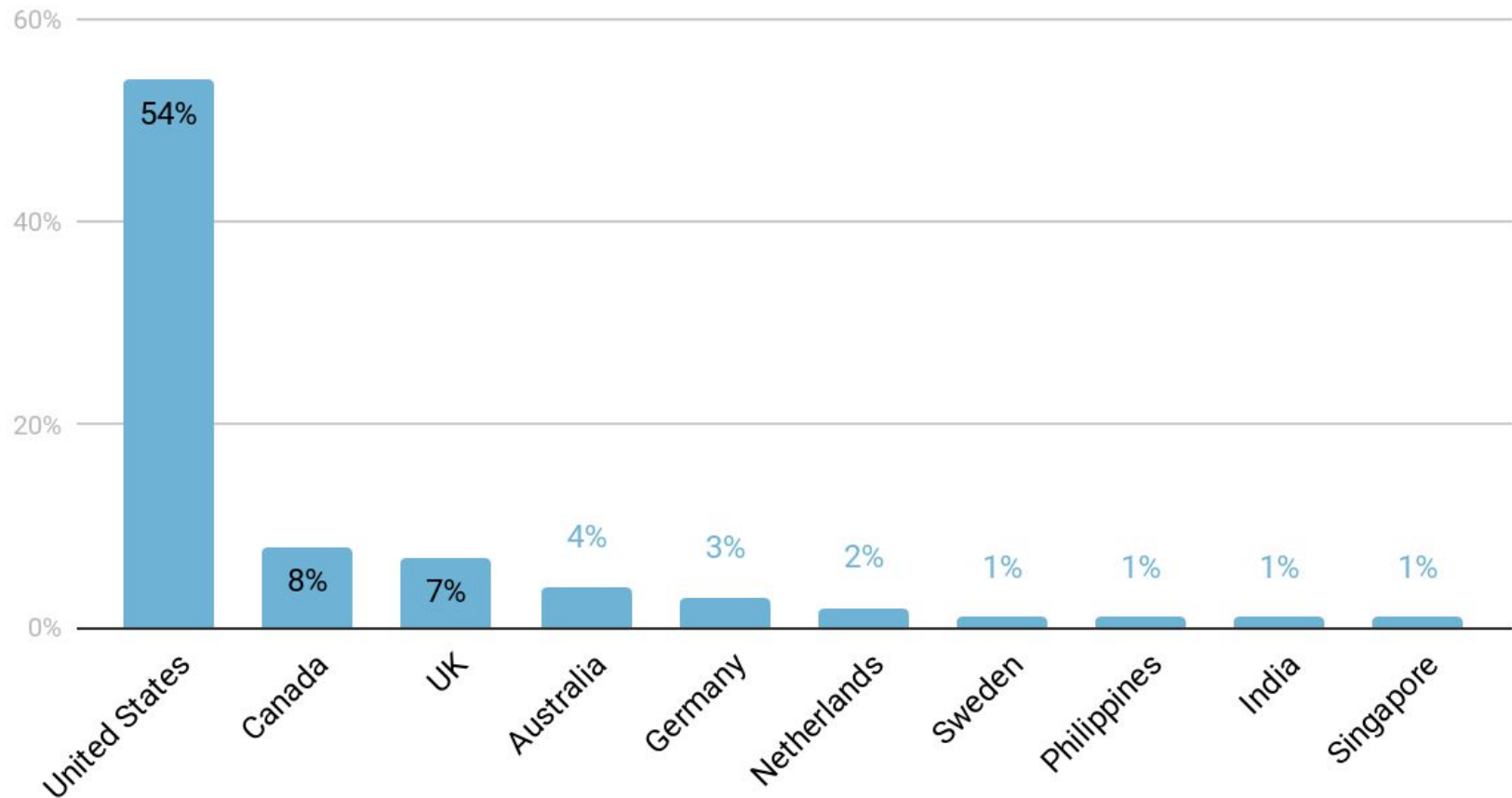
Who is our audience?

Overall age breakdown of Brain Scoop viewers



Who is our audience?

Top 10 countries by viewership



The Brain Scoop # of Languages: 33 different languages

Top 5 LANGUAGES NO. OF VIDEOS

English captions	179 / 200 = 90%
Spanish	144 / 200 = 72%
Chinese (Traditional)	107 / 200 = 54%
Czech	105 / 200 = 53%
German	71 / 200 = 36%

Described and Captioned Media Program

- ~25 - 33% of Brain Scoop videos are in the DCMP



The Brain Scoop: Insect Cribs



Media Details

Runtime: 8 minutes



Topic: [Science](#)

Subtopic: [Biology](#), [Insects](#)

Grade/Interest Level: 9 - 12

Release Year: 2017

Producer/Distributor: [The Field Museum](#)

Series: [The Brain Scoop](#)



Now Playing As: Captioned (English) ([change](#))

Language / Accessibility

Cinema Mode

Transcript

Report a Problem

Interviews with Scientists, Tours of Collections

Preserving the Migration of Giants

- w/ conservation scientist Dr. Lesley de Souza

What's in the Insect Collection?!

- w/ entomologist Dr. Crystal Maier

THE
BRAIN
SCOOP



Solo hosted videos - and interactive demonstrations

What is a species?

- explains the complexity of distinguishing species

The Case for Saving PARASITES.

- advocating for the acknowledgement of parasites biodiversity in conservation

THE
**BRAIN
SCOOP**



Partnerships with other natural history museums

The Human Biology Collection!

- w/ Denver Museum of Nature & Science

The Animal Sound Library

- w/ Museum für Naturkunde, Berlin



**FIE
LD.**
MUSEUM