cookstudio

2026 Niche Report

10 faceless YouTube niches for long-form video

Cook Studio · YouTube data, 12 October 2026

Choosing a niche is the first decision a new channel makes and the hardest one to undo. This report looks at ten faceless niches where new English channels are already breaking out, using one data source and one method for all ten, so you can compare them side by side.

Every niche below is built for long-form video: narrated, researched, scene by scene, eight minutes or longer. No presenter on camera is needed.

How to read the numbers

- **Source.** All figures come from YouTube channel data, pulled on 12 October 2026. Each niche was searched with the same filters: faceless channels only, English, average video length of 8 minutes or more, first upload after 1 April 2025, outlier score 1 or higher. Up to 40 channels per search; only channels whose topic matches the niche are counted.
- **Outlier score** measures how much a channel outperforms its peers in the same niche. 1 or higher is above average, 2 or higher is strong, 3 or higher is exceptional.
- **View median** is the median of each channel's median views per video in the sample. We use the median, never the average, because one viral channel can pull an average far away from what a typical channel sees.
- **RPM range** is the estimated revenue per 1,000 views (USD). We give the middle half of the sample (25th to 75th percentile) and the full span from lowest to highest. RPM is an estimate, it varies by audience country, season and video, and it is never a promise of earnings.
- Subscriber and view numbers are shown without rounding, RPM to one decimal. When the sample has an even number of channels, the median is the midpoint of the two middle values.

NICHE	CHANNELS IN SAMPLE	OUTLIER SCORE 2+	VIEW MEDIAN	RPM, MIDDLE HALF	RPM, FULL SPAN
Narrated history documentaries	40	29	23,000	$2.5 to $4.3	$1.3 to $15.0
World War II and military history	40	23	9,075	$2.7 to $5.2	$0.6 to $7.1
Video game lore and history	37	28	17,000	$2.7 to $4.5	$0.9 to $16.1
True crime case documentaries	40	22	16,500	$3.4 to $6.7	$0.8 to $14.7
Unexplained mysteries and disasters	34	26	24,250	$3.2 to $5.9	$0.7 to $15.2
Business stories: rise and fall of companies	30	18	16,750	$2.2 to $4.6	$0.6 to $15.5
Engineering and megaprojects	40	26	15,000	$2.1 to $3.1	$1.4 to $6.9
Space and science explained	38	16	7,950	$2.1 to $5.0	$1.0 to $16.1
Psychology and human behavior	36	19	13,500	$2.2 to $4.4	$1.0 to $9.2
Classic Hollywood stories	38	20	15,000	$3.0 to $4.3	$1.6 to $16.1

Source: YouTube, 12 October 2026.

1. Narrated history documentaries

Why now. Story-led history fits narrated long-form video naturally, and new faceless channels are still breaking through in it. In the sample below, 29 of 40 English faceless channels that started uploading after 1 April 2025 score 2 or higher on outlier score. *(YouTube, 12 October 2026)*

View median: 23,000 views per video, across 40 channels *(YouTube, 12 October 2026)*

RPM range: $2.5 to $4.3 for the middle half; $1.3 to $15.0 full span, 40 channels *(estimate, YouTube data, 12 October 2026)*

Outlier channels to study

CHANNEL	SUBSCRIBERS	OUTLIER SCORE	MEDIAN VIEWS PER VIDEO	RPM
Daily History	6,590	66.91	227,500	$3.9
Clear and Present History	69,900	30.21	634,500	$2.5
Graven History	7,340	37.94	129,000	$1.5

Source: YouTube, 12 October 2026

Video ideas

- The last 24 hours of a famous city before it fell, told hour by hour
- How ordinary people ate, worked and slept in a Roman legion camp
- The forgotten treaty that redrew a continent's borders, explained with maps

Cooked with Cook Studio AI in this niche: cookstudio.ai/cooked/pompeii

2. World War II and military history

Why now. Second World War stories have a deep archive of photos, maps and records, which suits narrated long-form video. 23 of 40 matching new faceless channels in the sample score 2 or higher. *(YouTube, 12 October 2026)*

View median: 9,075 views per video, across 40 channels *(YouTube, 12 October 2026)*

RPM range: $2.7 to $5.2 for the middle half; $0.6 to $7.1 full span, 40 channels *(estimate, YouTube data, 12 October 2026)*

Outlier channels to study

CHANNEL	SUBSCRIBERS	OUTLIER SCORE	MEDIAN VIEWS PER VIDEO	RPM
WW2 Legacy	24,000	24.4	244,000	$2.5
WW2 Records Archive	6,580	22.06	75,000	$2.7
Shadows of War	4,320	10.44	35,500	$4.3

Source: YouTube, 12 October 2026

Video ideas

- The engineering race behind one aircraft that changed an air war
- A single convoy's crossing of the Atlantic, day by day
- What happened to the soldiers who kept fighting after the war ended

Cooked with Cook Studio AI in this niche: cookstudio.ai/cooked/spitfire

3. Video game lore and history

Why now. Gaming audiences watch long explainers about stories and studios they already love, and the topic list renews with every release. 28 of 37 matching new faceless channels in the sample score 2 or higher. *(YouTube, 12 October 2026)*

View median: 17,000 views per video, across 37 channels *(YouTube, 12 October 2026)*

RPM range: $2.7 to $4.5 for the middle half; $0.9 to $16.1 full span, 37 channels *(estimate, YouTube data, 12 October 2026)*

Outlier channels to study

CHANNEL	SUBSCRIBERS	OUTLIER SCORE	MEDIAN VIEWS PER VIDEO	RPM
Blinky	9,020	263.53	896,000	$4.7
nelvox	49,400	16.5	165,000	$6.4
Navi	29,900	15.45	154,500	$2.2

Source: YouTube, 12 October 2026

Video ideas

- The full story of a cancelled game, from pitch to shutdown
- Every era of a long-running fantasy series' world explained in order
- How one small studio's first game shaped a whole genre

Cooked with Cook Studio AI in this niche: cookstudio.ai/cooked/starcraft-ghost

4. True crime case documentaries

Why now. True crime is built on long watch sessions: one case, one timeline, one narrator. 22 of 40 matching new faceless channels in the sample score 2 or higher, and its middle RPM band is the highest of the ten niches here. *(YouTube, 12 October 2026)*

View median: 16,500 views per video, across 40 channels *(YouTube, 12 October 2026)*

RPM range: $3.4 to $6.7 for the middle half; $0.8 to $14.7 full span, 40 channels *(estimate, YouTube data, 12 October 2026)*

Outlier channels to study

CHANNEL	SUBSCRIBERS	OUTLIER SCORE	MEDIAN VIEWS PER VIDEO	RPM
Hunter.S. True Crime	23,700	13.5	135,000	$6.7
Withered	11,400	13.15	131,500	$6.3
UK True Crime Documentaries	9,410	10.74	36,500	$3.5

Source: YouTube, 12 October 2026

Video ideas

- A cold case solved decades later by a single piece of evidence
- The timeline of a famous heist, minute by minute
- How investigators traced a fraud across three countries

Cooked with Cook Studio AI in this niche: cookstudio.ai/cooked/gardner-heist

5. Unexplained mysteries and disasters

Why now. Mysteries and disaster investigations pull viewers who want the whole story, not a clip. This niche has the highest view median of the ten in this report, and 26 of 34 matching new faceless channels score 2 or higher. *(YouTube, 12 October 2026)*

View median: 24,250 views per video, across 34 channels *(YouTube, 12 October 2026)*

RPM range: $3.2 to $5.9 for the middle half; $0.7 to $15.2 full span, 34 channels *(estimate, YouTube data, 12 October 2026)*

Outlier channels to study

CHANNEL	SUBSCRIBERS	OUTLIER SCORE	MEDIAN VIEWS PER VIDEO	RPM
Lighthouse Mysteries	7,600	31.62	107,500	$5.6
Veiled Unknown	2,230	16.18	55,000	$4.2
Tenebris	49,500	12.3	123,000	$3.7

Source: YouTube, 12 October 2026

Video ideas

- The lighthouse keepers who vanished from a remote island
- What investigators found in the wreck of a famous ship
- Ancient sites archaeologists still can't fully explain

Cooked with Cook Studio AI in this niche: cookstudio.ai/cooked/flannan-isles

6. Business stories: rise and fall of companies

Why now. Company stories turn news that viewers already heard about into a clear before and after. 18 of 30 matching new faceless channels in the sample score 2 or higher. *(YouTube, 12 October 2026)*

View median: 16,750 views per video, across 30 channels *(YouTube, 12 October 2026)*

RPM range: $2.2 to $4.6 for the middle half; $0.6 to $15.5 full span, 30 channels *(estimate, YouTube data, 12 October 2026)*

Outlier channels to study

CHANNEL	SUBSCRIBERS	OUTLIER SCORE	MEDIAN VIEWS PER VIDEO	RPM
CoreSight	24,400	31.6	316,000	$3.4
Fired Carl	9,560	20.88	71,000	$5.5
The Business Circle	20,400	8.5	85,000	$3.8

Source: YouTube, 12 October 2026

Video ideas

- How a once-famous retail chain lost its customers
- The product launch that nearly sank a global brand
- Why one small family company outlasted its giant rivals

Cooked with Cook Studio AI in this niche: cookstudio.ai/cooked/blockbuster

7. Engineering and megaprojects

Why now. Big builds, machines and infrastructure give every video a clear object to explain and plenty of visuals. 26 of 40 matching new faceless channels in the sample score 2 or higher. *(YouTube, 12 October 2026)*

View median: 15,000 views per video, across 40 channels *(YouTube, 12 October 2026)*

RPM range: $2.1 to $3.1 for the middle half; $1.4 to $6.9 full span, 40 channels *(estimate, YouTube data, 12 October 2026)*

Outlier channels to study

CHANNEL	SUBSCRIBERS	OUTLIER SCORE	MEDIAN VIEWS PER VIDEO	RPM
Overengineered	11,900	10.9	109,000	$2.4
Uncivil Engineer	13,000	6.75	67,500	$2.9
Cab Forward	9,780	6.62	22,500	$4.7

Source: YouTube, 12 October 2026

Video ideas

- How a country protects a coastline from the sea
- The longest bridges in the world and how they stay up
- Inside the factory that builds the world's largest ships

Cooked with Cook Studio AI in this niche: cookstudio.ai/cooked/delta-works

8. Space and science explained

Why now. New telescope images and missions keep giving this niche fresh topics, while the classics (black holes, the end of the universe) keep getting watched. 16 of 38 matching new faceless channels in the sample score 2 or higher; the view median is the lowest of the ten, so the spread between hits and misses is wide. *(YouTube, 12 October 2026)*

View median: 7,950 views per video, across 38 channels *(YouTube, 12 October 2026)*

RPM range: $2.1 to $5.0 for the middle half; $1.0 to $16.1 full span, 38 channels *(estimate, YouTube data, 12 October 2026)*

Outlier channels to study

CHANNEL	SUBSCRIBERS	OUTLIER SCORE	MEDIAN VIEWS PER VIDEO	RPM
Mr. Science	258,000	21.05	1,200,000	$3.1
CosmicScope	7,720	15.59	53,000	$2.7
NullSpace	52,400	11.86	249,000	$4.2

Source: YouTube, 12 October 2026

Video ideas

- Every planet's moons explained in one tour
- What a day on Mars would actually feel like
- The strangest stars astronomers have found so far

Cooked with Cook Studio AI in this niche: cookstudio.ai/cooked/mars-day

9. Psychology and human behavior

Why now. Psychology explainers answer questions viewers ask about themselves, which keeps the topic list endless. 19 of 36 matching new faceless channels in the sample score 2 or higher, and the top outlier in this report comes from this niche. *(YouTube, 12 October 2026)*

View median: 13,500 views per video, across 36 channels *(YouTube, 12 October 2026)*

RPM range: $2.2 to $4.4 for the middle half; $1.0 to $9.2 full span, 36 channels *(estimate, YouTube data, 12 October 2026)*

Outlier channels to study

CHANNEL	SUBSCRIBERS	OUTLIER SCORE	MEDIAN VIEWS PER VIDEO	RPM
Brainosophy	46,500	445	4,450,000	$3.5
Mind.	10,300	31.75	317,500	$2.8
Inquiet Soul	2,240	36.18	123,000	$2.8

Source: YouTube, 12 October 2026

Video ideas

- Why we remember embarrassing moments for years
- The psychology of first impressions, explained with experiments
- How habits form and why they are so hard to break

Cooked with Cook Studio AI in this niche: cookstudio.ai/cooked/embarrassing-memories

10. Classic Hollywood stories

Why now. Life stories of film and TV stars from past decades draw a nostalgic, loyal audience and lean on archive photos. 20 of 38 matching new faceless channels in the sample score 2 or higher. Use licensed or public-domain images only. *(YouTube, 12 October 2026)*

View median: 15,000 views per video, across 38 channels *(YouTube, 12 October 2026)*

RPM range: $3.0 to $4.3 for the middle half; $1.6 to $16.1 full span, 38 channels *(estimate, YouTube data, 12 October 2026)*

Outlier channels to study

CHANNEL	SUBSCRIBERS	OUTLIER SCORE	MEDIAN VIEWS PER VIDEO	RPM
Hollywood Icons	16,000	1	10,000	$6.8
Golden Glamour Files	42,100	9.8	98,000	$3.5
Hollywood Legends 1960s	8,590	6.18	21,000	$3.4

Source: YouTube, 12 October 2026

Video ideas

- The life of a silent film star after sound arrived
- How a classic sitcom cast was chosen
- The studio system years told through one actress's career

Cooked with Cook Studio AI in this niche: cookstudio.ai/cooked/silent-film-stars

What this report does not say

- It does not say any niche will earn money. RPM is an estimate for existing channels; your channel's results depend on its audience, topics and consistency.
- Outlier channels are listed to study their topics and pacing. Copying them does not work and YouTube treats repetitive, mass-produced content as inauthentic. Every video in a niche needs its own original script.
- "Faceless" is based on each channel's visible content and was not checked one by one.

Cook your first video

Pick one niche, pick one of the ideas above, and write it as a topic. Cook Studio is the AI studio for YouTube channels: write a topic, get a publish-ready video.

Cook your first video: **cookstudio.ai**