agniverse media

MONTHLY REPORT · NOVEMBER 2026

Consumer App UGC Report: November 2026

Text-heavy videos were the fastest-rising UGC format for apps this month, going from 3.4% to 8.2% of the outliers we track. Across 2,080 organic videos we ran, the top 1% took half of all views. Published monthly by Agniverse Media.

PUBLISHED 6 NOVEMBER 2026 · BY AN NAYAL · NEXT ISSUE DECEMBER 2026

Permanent link to this issue: agniverse.co/consumer-app-ugc-report/2026-11

WHAT IS WORKING IN CONSUMER APP UGC RIGHT NOW?

Text-heavy videos are rising fastest and have the highest median views of any format we track, at 220K. Slideshows fell by more than half. Organic results stay extreme: the median video got 358 views, and 1% of videos got half of the views. So the job is to test many hooks and scale the few that work.

Which UGC formats are rising for apps?

Share of the app videos in our outlier library, 23 September to 5 November, against the 11 weeks before. 2,005 videos, all of which beat their account's usual views.

FORMAT	SHARE NOW	SHARE BEFORE	MEDIAN VIEWS	MOVE
Text-heavy	8.2%	3.4%	220K	Up
App demo	32.5%	29.4%	98K	Up
Talking head	25.5%	22.7%	85K	Up
Silent UGC	27.7%	31.5%	110K	Down
Slideshow	4.4%	9.5%	120K	Down

Which apps climbed the App Store charts with UGC?

We checked 45 App Store chart jumps from 13 October to 2 November. 9 had real creator UGC around them, and in 7 of those the videos came before the jump. That timing does not prove the videos caused it.

APP	CHART	MOVE	CREATOR VIDEOS	VIEWS
Rythm Health	Health & Fitness	Outside top 100 to #7	18 from 18 accounts	70K
Hark Pro	Lifestyle	Outside top 100 to #6	12 from 11 accounts	24K
New York Road Runners	Free apps	Outside top 100 to about #10	32 from 28 accounts	267K
Dave's Hot Chicken	Free apps	Outside top 100 to #15	31 from 31 accounts	2.9M
FanFiction.Net	Books	Outside top 100 to #15	21 from 21 accounts	78K
FanFiction | AO3 unofficial	Books	Outside top 100 to about #25	31 from 29 accounts	9.5M

Small apps moved on very little. Rythm Health and Hark Pro both reached their category top 10 with under 20 videos, because category charts need far fewer installs than the overall chart.

What do 2,080 organic UGC videos actually get?

Every video Agniverse Media ran for 6 apps from July to 23 October 2026, from 87 creators, with 9.3M total views. Each video had at least two weeks to collect views.

358 median views a video	**4,485** average views a video	**69%** of videos under 1,000 views	**4.8%** of videos past 10,000 views
1.0% of videos past 100,000 views	**49.6%** of all views came from the top 1%	**86.4%** of all views came from the top 10%	**56%** of an app's views came from its top 2 hooks, on average

Which platform gets the most views for app UGC?

Same videos, by platform. YouTube Shorts had the steadiest floor and no breakouts. Facebook had the most breakouts for its volume.

PLATFORM	POSTS	MEDIAN VIEWS	AVERAGE VIEWS	PAST 10K VIEWS
Instagram	1,324	206	4,164	4.2%
TikTok	623	516	2,672	3.0%
Facebook	304	362	6,265	7.6%
YouTube	253	1,005	977	0%

What to do with this

Test a text-heavy format this month. It is the one format gaining share with the highest median views.

Plan around the median. If a video gets 358 views, nothing is wrong. Budget for volume, since 1 video in 100 did half the work.

Judge a hook on at least 5 videos before you drop it, and move creators onto the top 2 hooks once you find them.

Cross-post everywhere. The best platform for a given video is hard to call, and each one has a different pattern.

How do I cite this report?

Free to quote in articles, newsletters and decks. Credit Agniverse Media and link to this issue, so readers land on the numbers you quoted.

> Across 2,080 organic UGC videos for 6 consumer apps, the median video got 358 views, and the top 1% of videos took 49.6% of all views.

> Text-heavy videos rose from 3.4% to 8.2% of consumer app UGC outliers, with a median of 220K views, the highest of any format tracked.

> Facebook had the highest breakout rate for app UGC: 7.6% of posts passed 10,000 views, against 4.2% on Instagram and 3.0% on TikTok.

SOURCE LINE

```
Source: Agniverse Media, Consumer App UGC Report (November 2026),
https://agniverse.co/consumer-app-ugc-report/2026-11
```

How this report is built

Formats come from Handler's library of app videos that beat their account's usual views. It shows what is working among outliers, not all videos, and what we collect shapes the mix.

Chart moves come from Apple's daily free charts for the US. TikTok counts come from Handler's library and a keyword search, so they can miss videos.

Program numbers cover every video on 6 apps, one of them our own, including new accounts still warming up. Client names stay private. Flamme is left out, so these numbers run lower than our benchmarks page, which includes it.

See also the UGC benchmarks for consumer apps.

Frequently asked questions

How many views does an organic UGC video get?

In 2,080 videos across 6 apps, the median was 358 views and the average was 4,485. 69% stayed under 1,000 views and 1% passed 100,000.

What is the best UGC format for apps right now?

Text-heavy videos are rising fastest, from 3.4% to 8.2% of the outliers we track, with a median of 220K views. App demos remain the largest format at 32.5%.

Do slideshows still work for apps?

Slideshows fell from 9.5% to 4.4% of our outlier library this period, though the ones that broke out still reached a median of 120K views.

How often is this report published?

Every month, with new format, chart and program numbers from Agniverse Media. Each issue keeps its own page, and every issue has a PDF.