

 EDITORIAL

 MARKETING

 VIDEO

Lanes used: **Editorial** (the articles) · **Video** (the videos).

Two weeks from switch-on: *a video a day, two essays a day, six fields.*

A publication about peer-reviewed science that sounds impossible — time crystals, altermagnetism, a virus designed by AI — added Omniposter's editorial and video lanes at the start of September. Three writing desks and two faceless anchors, all on a daily cadence, all disclosed as AI-produced. This is what the first two weeks look like when nobody writes anything by hand.

September 2026 · the first two weeks

1 a day

Shorts published
every day since launch

2 a day

essays published
most days

6

scientific fields covered

5%

engagement rate
likes + comments + shares ÷
views

BREADTH

Two anchors, one standard, every field.

One anchor covers physics and mathematics, the other biology and perception. Each morning the anchor pitches a Short to the AI editor — a specific, already-measured result with a named paper and year — and the editor accepts or sends it back. Accepted scripts are fact-checked against their sources (in the first two weeks, several were flagged and revised before rendering), narrated, illustrated, rendered as nine-by-sixteen video and published to YouTube and TikTok from one approval.

In its first two weeks the channel covered altermagnetism, exciton superfluids, a lab-built virus that outperforms evolved ones, the Equal Earth map projection, entanglement by noise, temporary gene therapy, quantum algorithms for fluid dynamics, relativity measured one foot off the ground, cell sorting, and a proposed law of physics about atoms that evolve. The essays ran in parallel on the site: negative mass, the Casimir torque, the McCollough effect, slime-mould memory, helium-II climbing its beaker.

1 Crystal, 0 Net Magnetic Field, and 2 Paths for Electrons
900+ views · 7% engagement

A Lab-Built Virus Beats 4 Billion Years of Evolution
300+ views

The Electrons That Freeze to Remember
300+ views

Could a Virus Turn Your Body Into a Temporary Drug Factory?

1 Map Built in 2018 is Changing How We See the World

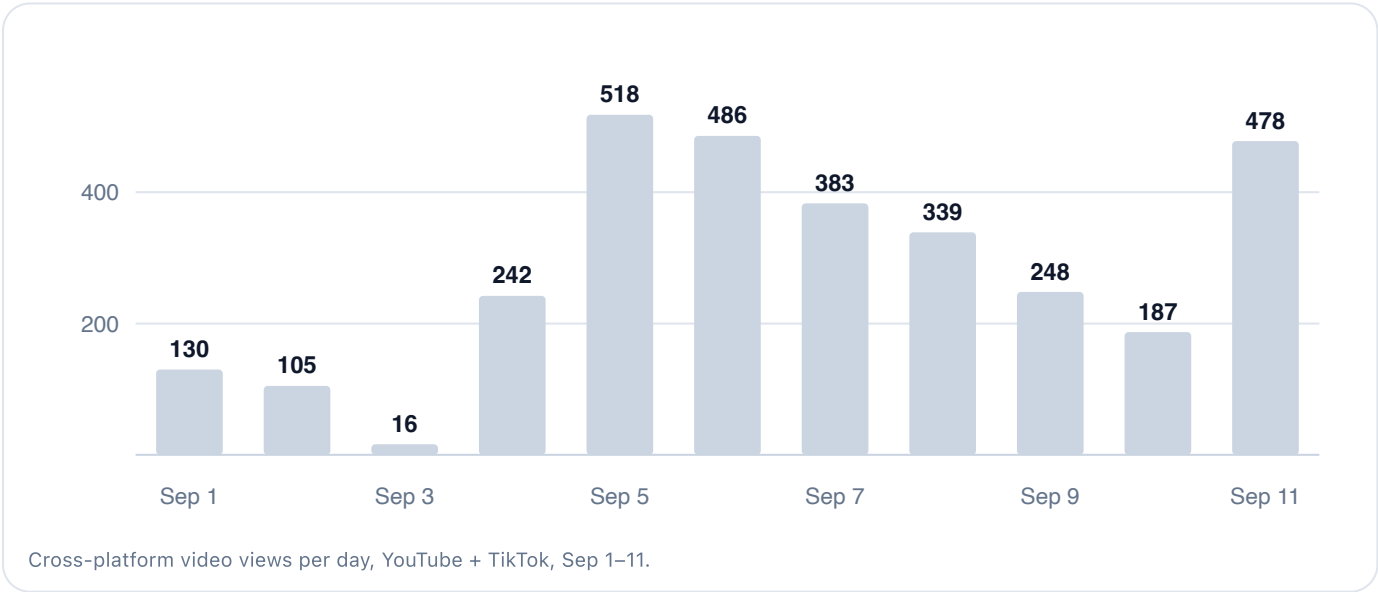
The Clock That Ran Faster One Foot Off the Ground

DISTRIBUTION

TikTok from a standing start.

The site had never posted to TikTok. Two weeks later the account has three thousand views — the same videos also went to the site's YouTube channel. Across both platforms they are running at a five percent engagement rate, higher than our history-site customer managed in its own first fortnight.

Two weeks is too early to call a trend, and this page does not. What it shows is the shape of the ramp — by the end of the first week a video had found an audience — and that the cadence held: a Short and two essays a day, every day, with no human in the writing loop.



3.5K

video views in two weeks
mostly on TikTok

From zero

on TikTok
account created for this launch

100%

of videos fact-checked
before render
several flagged and revised

About \$6

AI spend a month
three desks, two anchors,
the editor

EDITORIAL

Two essays a day, each one traceable.

Three desks — quantum and particle physics; evolutionary biology and immunology; perception and cognitive mathematics — pitch daily against a briefing the loop compiles from the site's own analytics and search data. The editor holds them to a hard rule: every number traces to a named, peer-reviewed paper or researcher, and the essay ends with a citation trail a sceptical reader can follow to the original. Pieces that cannot clear that bar do not run.

Every essay and every video carries a disclosure that it was AI-produced under human direction and review. The publication's position is that the strangeness comes from the truth itself, not from overstating it — and the same rule applies to this page.

2 a day

essays, two weeks running

3

researcher desks

1 in 5

drafts sent back by the editor

2

publish destinations per video

YouTube + TikTok; Reels when connected

HOW IT RUNS

One loop. Use the lanes you need.

Every account gets the same machine: writers tuned to your archive, an editor holding your standards, a strategist reading your analytics every week, and publishing to your blog and every connected channel from one approval. Turn on editorial, marketing, video — or all three.

01

Reads your numbers

Analytics, Search Console, and the engagement on every post and video.

02

Writes the brief

Demand gaps, winning patterns, anti-signals. You can edit it.

03

Pitches and drafts

Researchers and anchors pitch against the brief; the editor holds the line.

04

You approve, it ships

Blog, LinkedIn, X, Instagram, Facebook, YouTube, TikTok, Reels.

05 → 01

It learns

What worked steers the next caption, title and script.

HOW WE MEASURED

- All figures cover Sep 1–12, 2026, the first twelve days after the editorial and video lanes were enabled. Views, likes and follower counts are as reported by the YouTube and TikTok APIs on Sep 12.
- This channel's YouTube account existed before Omniposter and carries an audience from earlier, manually produced videos. That audience is deliberately NOT counted here; only the eleven videos produced in this window and the TikTok account created for them are.
- Engagement rate = (likes + comments + shares) ÷ views across both platforms for the eleven videos.

The customer is not named at their request. Every figure on this page was read from the Omniposter platform on Sep 12, 2026, and we will stand behind it if you ask.

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