



Our Nevada Judges, Inc.

COURT TRANSPARENCY AND PUBLIC ACCESS

Our Nevada Judges Audience Insights

Kim Blandino and Jose “Chille” DeCastro Coverage / Joanna Ronchi, M.S., Data Scientist

Executive Summary

This report compares public viewing of ONJ’s *Kim Blandino* and *Jose “Chille” DeCastro* coverage to help Paul Padda assess the audience available through each matter. It considers the size of the video archive, current and historical viewing, individual videos, discovery sources, U.S. demographics, and Nevada viewing activity.

DeCastro has more lifetime views, while Blandino has generated much more viewing in the most recent 12 complete months. Both matters reach a similar reported U.S. demographic audience. Nevada produces a strong concentration of views relative to its population.

Key Results

604,081 Blandino views and 53,098 DeCastro views

September 2025 through August 2026: Blandino generated about 11.4 times as many views.

1.54 million Blandino views and 1.86 million DeCastro views

Lifetime totals for the selected video groups. DeCastro’s 2024 surge remains prominent in its cumulative total.

386,696 Blandino U.S. views and 28,434 DeCastro U.S. views

September 2025 through August 2026. Among views with reported age data, at least 91% for each matter came from people age 45 or older.

20,709 identified Nevada views across both matters

September 2025 through August 2026: 19,929 came from Blandino coverage and 780 from DeCastro coverage.

75.1% of DeCastro views came from its five leading videos

The comparable figure for Blandino was **23.0%**. DeCastro viewing was more concentrated in a few videos, while Blandino viewing was spread across more videos.

KIM BLANDINO AND JOSE DECASTRO COVERAGE ANALYTICS

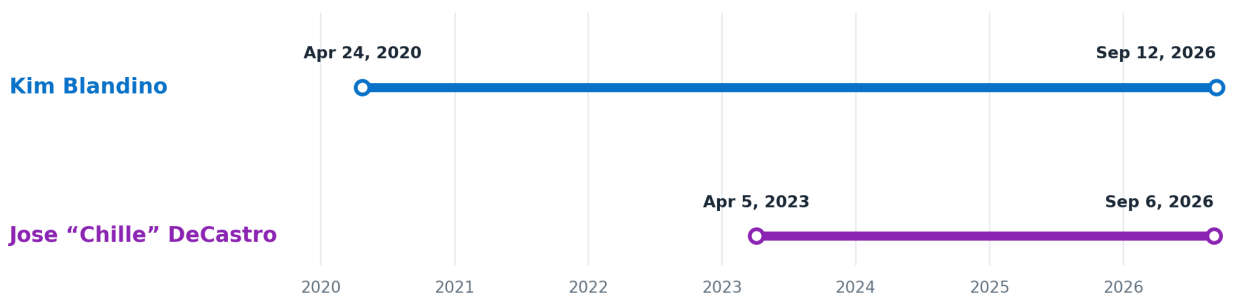
1. When did ONJ begin covering each matter, and how much coverage has it produced?

This comparison timeline shows the span of dated uploads, the number of videos, and the lifetime hours viewers spent watching each selected group.

ONJ Coverage Timeline

Selected All Coverage video groups | Lifetime export dated September 25, 2026

First to latest dated upload



Lifetime viewer watch time

Hours viewers spent watching videos in each group



Timeline lines show the span of dated uploads, not posting frequency. Undated videos count toward group totals and watch time.
The DeCastro upload dated September 6, 2026 had zero views at export.

Analytical Results

The earliest dated upload in the selected *Blandino* group is from April 2020; the earliest in the *DeCastro* group is from April 2023. The selected video groups contain 75 *Blandino* videos and 29 *DeCastro* videos.

Although the *Blandino* group contains more than twice as many videos, their lifetime viewer watch time is closer: approximately **292,209 hours** for *Blandino* and **230,301 hours** for *DeCastro*. These figures measure time viewers spent watching, rather than the combined length of the videos.

2. How has viewer interest in Blandino and DeCastro coverage changed over time?

Lifetime totals and recent viewing describe different aspects of audience interest. The summary compares both, and the monthly trend shows when viewing was concentrated.

Lifetime Views and Recent Viewing

Selected groups: 75 Kim Blandino videos and 29 Jose “Chille” DeCastro videos

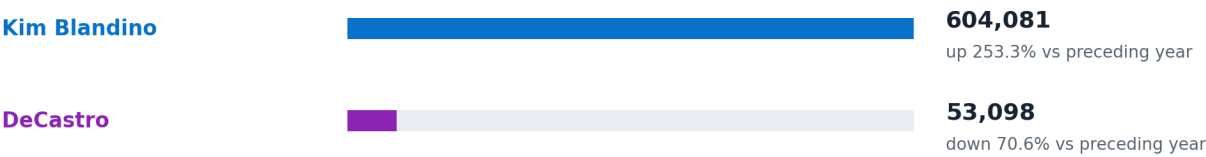
Lifetime views

Through the September 25, 2026 export



Most recent 12 complete months

September 2025–August 2026



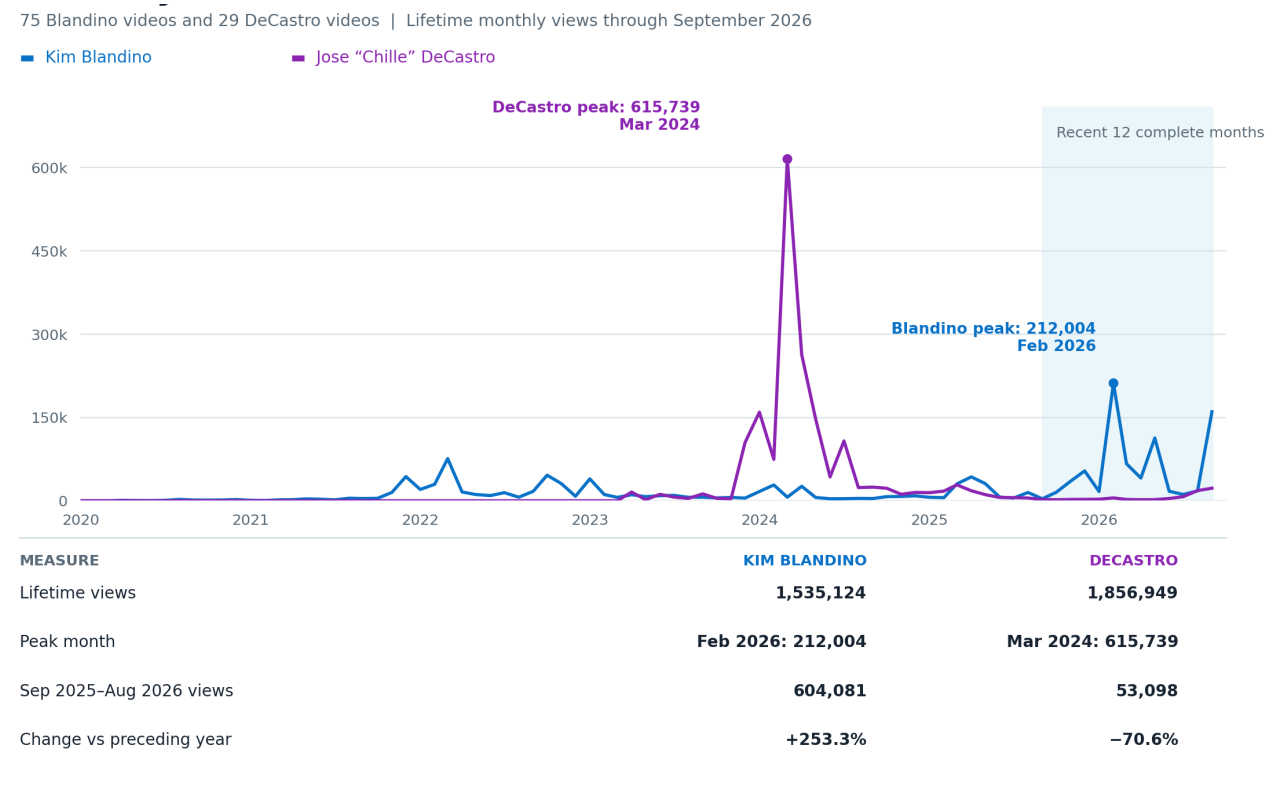
Each section uses its own bar scale. Percentage changes compare with September 2024–August 2025.

Analytical Results

DeCastro coverage has received **1,856,949 lifetime views**, compared with **1,535,124** for *Blandino*. *DeCastro*’s larger lifetime total reflects substantial viewing during its earlier surge.

From September 2025 through August 2026, *Blandino* generated 604,081 views, compared with *DeCastro*’s 53,098—about 11.4 times as many. Relative to the preceding 12 months, *Blandino* views rose 253.3% and *DeCastro* views fell 70.6%. The most recent complete year therefore shows a different pattern of viewing than the lifetime totals.

Monthly Viewing Trend Chart



September 2026 is partial (Sep 1–24): 160,394 Blandino views and 22,690 DeCastro views; excluded from the 12-month comparison.

Analytical Results

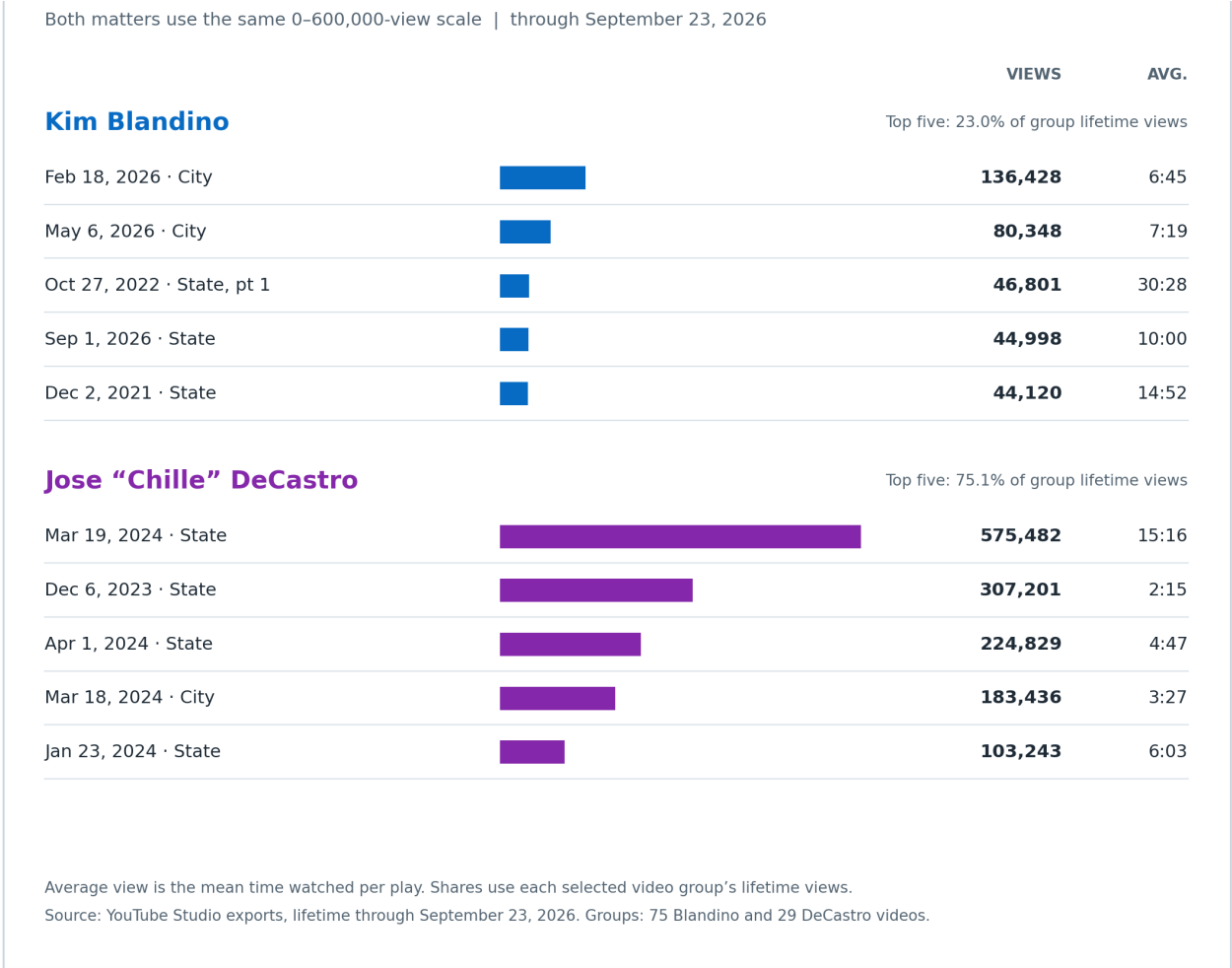
Blandino viewing increased sharply beginning in late 2025 and peaked at **212,004 views** in February 2026. *DeCastro*’s largest period of viewing was December 2023 through July 2024, with a peak of **615,739 views** in March 2024.

During the partial month of September 2026 through September 24, *Blandino* recorded **160,394 views** and *DeCastro* recorded **22,690**. Those partial-month figures are excluded from the September 2025–August 2026 comparison.

3. Which individual videos generated the most viewer interest?

The chart shows average viewing duration for each video; the analysis below adds watch-time context.

Top Five Videos by Lifetime Views



Analytical Results

DeCastro’s March 19, 2024, hearing leads both groups with **575,482 lifetime views, 146,190 watch hours**, and an average viewing duration of 15 minutes and 16 seconds. Its December 6, 2023, video received 307,201 views, but its average viewing duration was 2 minutes and 15 seconds.

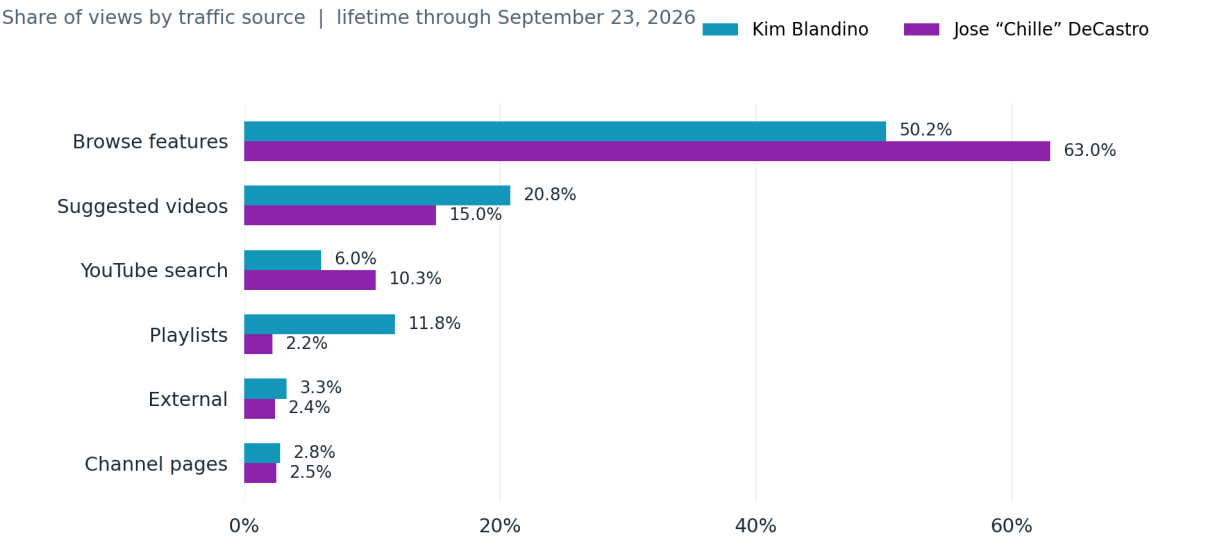
The leading *Blandino* video, from **February 18, 2026, received 136,428 views**. A *Blandino* hearing from October 27, 2022, received fewer views—46,801—but generated 23,731 watch hours and an average viewing duration of 30 minutes and 28 seconds. Views and watch time therefore highlight different videos.

The five leading videos generated **75.1%** of the *DeCastro* group’s lifetime views, compared with **23.0%** for the updated *Blandino* group. Viewing was more concentrated among *DeCastro*’s leading videos and spread across more of the *Blandino* videos.

4. How did viewers discover the coverage?

The graphic compares traffic sources for the two matters and shows the viewing time associated with each source.

How Viewers Discover ONJ Coverage



WATCH TIME SHARE AND AVERAGE VIEW BY SOURCE

Source	BLANDINO		DECASTRO	
	Watch %	Avg.	Watch %	Avg.
Browse features	32.6%	08:05	56.6%	06:43
Suggested videos	36.5%	20:04	25.4%	12:37
YouTube search	6.0%	11:45	7.3%	05:18
Playlists	14.8%	14:14	1.8%	06:06
External	1.0%	03:23	1.7%	05:12

Source: YouTube Studio exports. Selected groups: 75 Blandino and 29 DeCastro videos.

Analytical Results

Browse features and Suggested videos generated **71.0%** of *Blandino* views and **78.0%** of *DeCastro* views. *DeCastro* received a larger share from Browse features (63.0% versus 50.2%) and YouTube Search (10.3% versus 6.0%).

For *Blandino*, Suggested videos accounted for **20.8%** of views but **36.5%** of watch time. Playlists accounted for **11.8%** of views and **14.8% of watch time**. Average viewing duration was 20 minutes and 4 seconds from Suggested videos and 14 minutes and 14 seconds from Playlists. These sources contributed more viewing time than their share of views alone suggests.

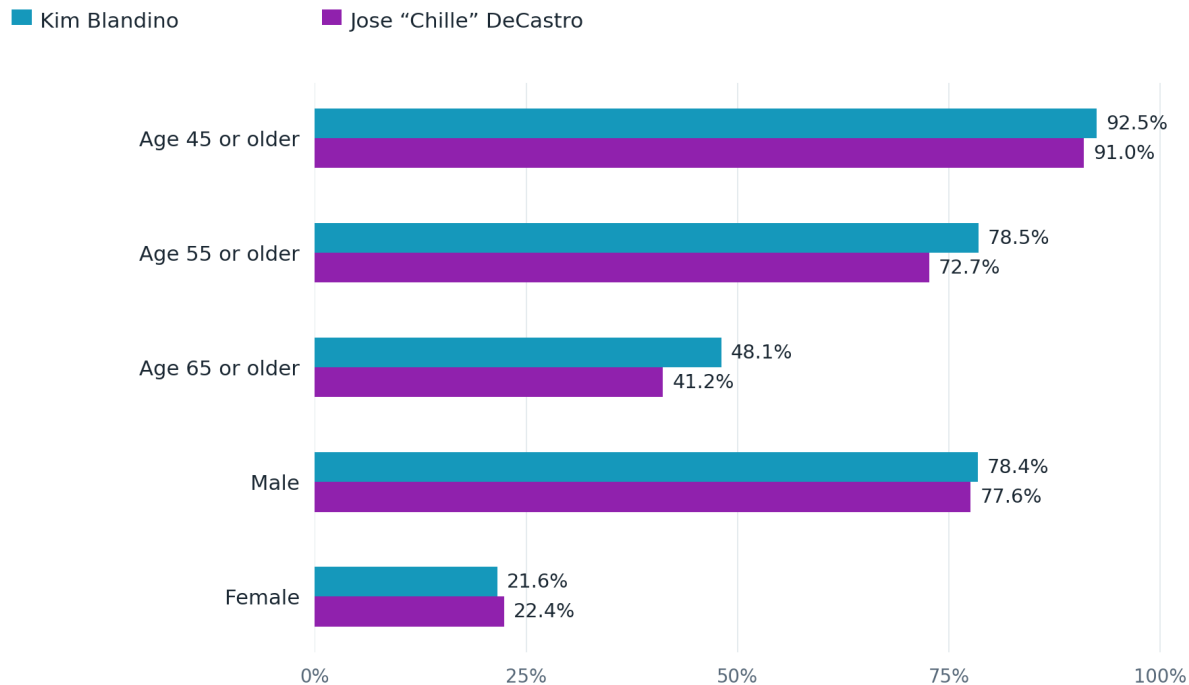
External sites supplied **3.3%** of *Blandino* views and **2.4%** of *DeCastro* views. Most recorded discovery came through **YouTube sources**.

5. Who watched these videos in the United States?

The graphic summarizes reported U.S. age and gender views for September 2025 through August 2026. The same period is used for both matters.

U.S. Audience Profile

Share of views with reported age or gender | September 2025–August 2026



Age and gender shares use their respective reported demographic views.

DeCastro ages under 25 were suppressed. Source: YouTube Studio exports; 75 Blandino and 29 DeCastro videos.

U.S. Audience Age and Gender Breakdown

The two matters had similar reported U.S. age and gender profiles from September 2025 through August 2026. Among views with reported age data, people age **45 or older** accounted for **92.5% of Blandino** views and **91.0%** of *DeCastro* views. The **65-and-older** group was the largest for both matters: **48.1%** for *Blandino* and **41.2%** for *DeCastro*.

Men accounted for **78.4%** of *Blandino* views and **77.6%** of *DeCastro* views with reported gender data. YouTube suppressed *DeCastro* age figures under 25 because of limited data. These figures describe viewing patterns; they do not measure viewers' income, legal needs, or likelihood of becoming clients.

6. How strongly did the coverage reach Nevada viewers?

The graphic compares identified Nevada and California views during September 2025 through August 2026. Population adjustment helps show the relative concentration of viewing activity in each state.

Nevada Audience and Population Comparison

Identified state-level views | September 2025–August 2026

■ Kim Blandino

■ Jose “Chille” DeCastro

20,709

combined Nevada views

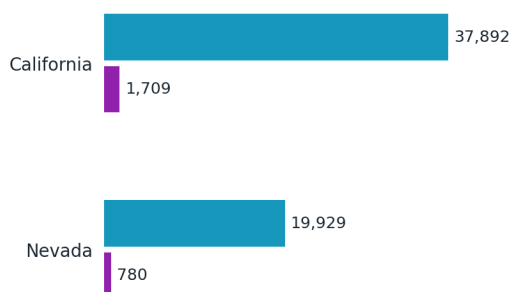
Nevada #2

among states for Blandino views

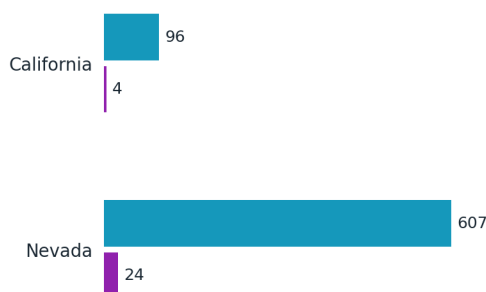
6.3×

Nevada vs. California rate

Identified views



Views per 100,000 residents



Nevada: 19,929 Blandino + 780 DeCastro (96.2% / 3.8%)

California: 37,892 Blandino + 1,709 DeCastro

Rates count video plays, not unique viewers. Population: Nevada 3,282,188; California 39,355,309.

Sources: YouTube Studio Geography exports; U.S. Census Bureau Vintage 2025 estimates (July 1, 2025)

Identified Nevada Views

From September 2025 through August 2026, ONJ recorded **20,709 identified Nevada views** across the two video groups: 19,929 for *Blandino* and 780 for *DeCastro*. *Blandino* accounted for 96.2% of these Nevada views. Nevada ranked second among states for *Blandino* viewing and fourth for *DeCastro*.

Analytical Results

California recorded 39,601 combined views compared with Nevada’s 20,709. Because California has a much larger population, raw state totals alone obscure the relative concentration of viewing activity. The combined rate was about 631 views per 100,000 Nevada residents compared with 101 per 100,000 California residents, or roughly 6.3 times as much viewing activity after adjusting for population.

This is a rate of views, not a percentage of residents reached. A person may view more than one video or watch the same video more than once; YouTube does not provide a unique Nevada viewer count in these figures.