

The feed, in numbers

410 posts, 45.7 million views, 2.09 million comments in ten and a half months. Ten posts carry two thirds of the views. Half the posts were seen by fewer than ten thousand people.

THIS IS PAPER 016 · A FINDING	PART OF THE GAME · THE ACCOUNT, OCT 2025 TO AUG 2026	STATUS FILED · V1 · 31 AUG 2026
SOURCE	PLATFORM COUNT · 31 AUG 2026	
410	45,694,184	2,089,461
POSTS	VIEWS	COMMENTS

IN PLAIN WORDS

Every other paper in this series counts one round or one post. This one counts the account they sit inside. From the first Game post on 22 October 2025 to 31 August 2026, the account published 410 posts. The platform reports 45.7 million views on them, 2.09 million comments, 3.14 million likes, 719,000 shares and 215,000 saves.

Three things in the count are worth a paper. Attention is concentrated to a degree that is easy to say and hard to picture: ten posts carry two thirds of all the views and half the posts were seen fewer than ten thousand times. Posts that give an instruction convert views into comments at twice the rate of posts that do not. And the second act, which was built to be played rather than watched, drew fewer views than the first and twice as many comments.

THE QUESTION WE ASKED

What did the Game actually draw, and where did it go? Not a hypothesis about the crowd but a denominator for the other fifteen papers, so that a reader who sees 154,480 comments on one thread can place it against two million on the account.

WHAT WE DID

- **Source:** the Instagram Graph API for the account, every post from 15 October 2025 to 31 August 2026, with the platform’s views, reach, comments, likes, shares and saves per post, taken on 31 August 2026. The snapshot script and the trimmed snapshot are in the repository.
- **Game post:** a post whose caption carries the Game’s vocabulary (Algorithm Game, round, level, transmission, flash warning, mission protocol, side quest). 271 of the 410 posts qualify. Everything else is counted as an ordinary post.
- **Acts:** Act I runs from the first post to 5 March 2026; Act II from 6 March, when the last transmission system was declared ended and the rounds began.
- **Comment rate:** comments per thousand views, on the platform’s counts. Views, comments and likes are counts of events, not of people; one person can view twice and comment ten times.

WHAT HAPPENED

TABLE 1. The account by month.

MONTH	POSTS · VIEWS	COMMENTS
October 2025	23 · 19,728,882	423,236
November	24 · 2,134,422	55,238
December	12 · 547,702	20,493
January 2026	45 · 2,640,919	154,749
February	25 · 946,301	21,577
March	23 · 6,250,613	573,816
April	35 · 3,418,169	66,859
May	90 · 4,031,327	382,130
June	29 · 4,398,405	327,805
July	24 · 411,774	18,081
August	80 · 1,185,670	45,477
Ten and a half months	410 · 45,694,184	2,089,461

Game posts are 66 percent of the posts, 88 percent of the views and 94 percent of the comments. They convert views to comments at 48.8 per thousand; ordinary posts at 22.4. Across all posts over 10,000 views the median rate is 35.5 per thousand and the top tenth run above 107.

Act I: 129 posts, 26.0 million views, 675,000 comments. Act II: 281 posts, 19.7 million views, 1.41 million comments. Fewer views, twice the comments, at 72 comments per thousand views against 26.

The most viewed post is the first one, Transmission 000 on 22 October 2025, at 11.3 million views and 6,348 comments: half a comment per thousand views. The most commented post is Operation LINK on 31 October 2025, at 310,245 comments on 5.3 million views. Reach and participation peaked on different posts nine days apart, and the second was an instruction.

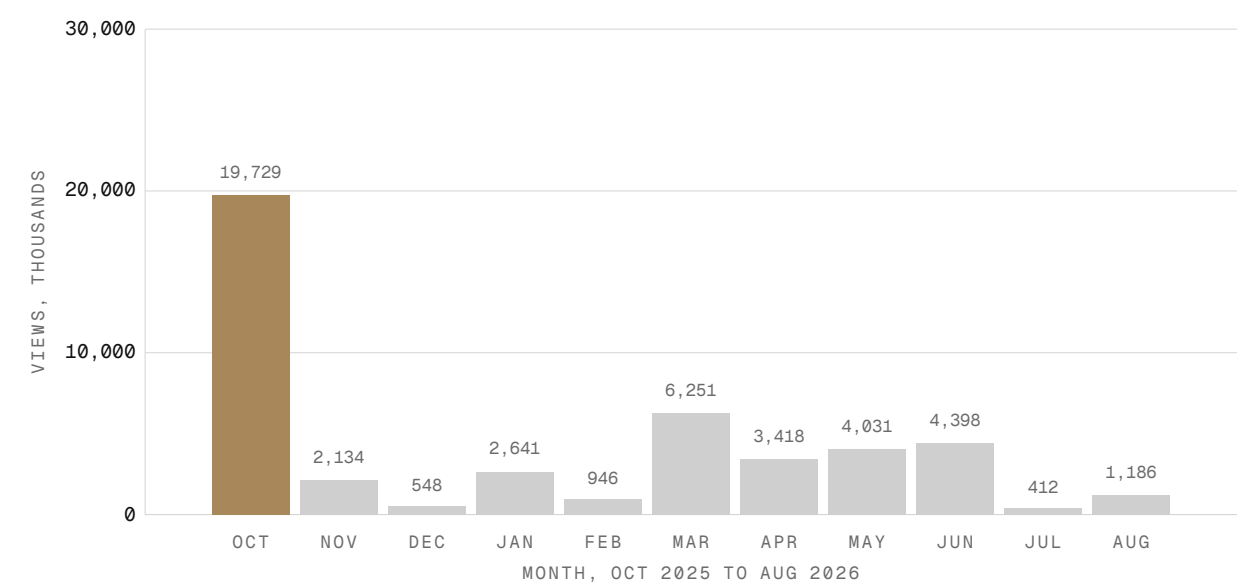


FIGURE 1. Views by month, in thousands. October 2025 is the launch; March 2026 is the YES round; May and June are the daily missions.

TABLE 2. Where the attention went.

SLICE OF THE 410 POSTS	VIEWS	SHARE OF ALL VIEWS
The ten most viewed posts	30,335,666	66%
The twenty most viewed	35,386,964	77%
The fifty most viewed	39,934,498	87%
The 213 posts under 10,000 views	906,791	2%
Median post	9,389 views · 167 comments	

TABLE 3. Shares with 95 percent intervals, over posts and over views.

MEASURE	COUNT	OF	SHARE	95% INTERVAL
Game posts, share of the 410 posts	271	410	66.1%	61.4% to 70.5%
Posts under 10,000 views, share of posts	213	410	52.0%	47.1% to 56.7%
Posts over 100,000 views, share of posts	43	410	10.5%	7.9% to 13.8%
Act II, share of all comments	1,414,168	2,089,461	67.7%	67.6% to 67.7%

Intervals on the comment share are formalities at two million events. The interesting numbers here are ratios, given in the text.

WHAT IT MEANS

Attention on this account is a handful of posts and a long floor. Ten posts carry two thirds of the views and half the posts never reach ten thousand people. What turns attention into participation is an instruction: Game posts convert at twice the rate, and the act built around instructions drew fewer views and twice the comments.

The concentration is the recommendation feed at work. A post either gets picked up and travels to millions of strangers, or it stays with the following and stops. There is little in between: 43 posts over 100,000 views, 213 under 10,000, and the median post at 9,389 is closer to the floor than to the peaks. Every paper that counts a hundred thousand comments is counting one of the posts the feed chose to carry.

The comment rate is the Game's own number. An ordinary post is watched; a post that says comment YES, or pick a number, or say something nice to an AI, is answered. Over 271 posts that difference is a factor of two, and inside the top tenth of posts it is a factor of three. The rounds were not the most viewed things the account made. They were the most answered.

The two acts show the trade plainly. Act I was built to be seen and it was: the launch month alone drew 19.7 million views. Act II was built to be played and it was: fewer views, 1.4 million comments, and the daily missions of May and June sustaining hundreds of thousands of comments a month without a viral peak. The account chose participation over reach on purpose, in the vote this series has already written up, and the numbers show the choice being paid for and paid back.

WHAT THIS DOES NOT SHOW

- **Platform counts, not people.** Views are impressions the platform counts as views; comments include replies and repeat commenters. Nothing here is a count of distinct humans.
- **A snapshot.** Every number is as reported on 31 August 2026. The older posts have had ten months to accumulate; August's posts have had days. The monthly table understates the most recent months relative to the earlier ones.
- **Game post is a caption match.** 271 posts carry the vocabulary; a few Game posts without it are counted as ordinary and a few ordinary posts with it are counted as Game. The factor of two survives that noise; the exact ratio does not.
- **Views are not attention.** The platform counts a view when a reel plays; how long anyone watched is not in this data.

WHAT WE WOULD RUN NEXT

The same snapshot every month, committed beside this one, so the series has a time axis and the concentration figure can be read as a trend rather than a photograph.

IN THE RECORD

The account's first post is filed in the Chronicle as THE FLASH WARNING, [◇011](#); the crossing into Act II as THE LAST TRANSMISSION SYSTEM, [◇027](#), and THE CONSTRUCT, [◇028](#).

METHOD NOTE

- **Source of truth:** the Instagram Graph API snapshot of 31 August 2026 (scripts/papers/analysis/ig-media-snapshot.py; data/papers/igMediaSnapshot.json holds the mapped posts). The account-level totals were computed from the full 410-post listing by scripts/papers/analysis/account.py.

- **No outside baseline is cited.** The comparisons are inside the account.

WHERE THE NUMBERS COME FROM

POST-LEVEL COUNTS

Views, reach, comments, likes, shares and saves per post come from the Instagram Graph API (Meta), read with the operation's own access token for its own business account. Each paper states the date of the snapshot it uses. These are the platform's counts of events, not of people: one person can view a reel twice and comment ten times, and the counts keep growing after a round closes.

COMMENT TEXT

The comment archive is the operation's own database of public comments on its own posts, pulled through the Instagram Graph API comments endpoint and stored with the comment id, username, text, like count, timestamp and whether it is a reply. Ingestion is selective: the most engaged posts were backfilled and recent posts are pulled daily, so some posts are held whole and others only in part. Every paper states how much of each post the archive holds. Every count that reads text (exact matches, categories, keyword themes) is run as a read-only script against this archive, and the scripts are in the repository beside the paper data.

THE ROUND LEDGER

For Act II rounds, the counts filed on The Game's round record at the time each round closed. Where a paper uses a ledger figure it says so, and where the archive re-count differs from the ledger both numbers are shown.

RECEIPTS

Every comment and post shown as evidence is a native capture from the operation's own signed-in Instagram session, taken by opening the exact permalink, with the source URL, a description, the rights basis and a file hash recorded in a manifest that is checked on every build of the site. Nothing shown is recreated, retyped or edited beyond cropping to the post header and the comment.

STATISTICS

Shares carry Wilson 95 percent intervals: the range the share would land in 19 times out of 20 if the same count were taken on a fresh crowd of the same size. Differences between two shares carry a Wald interval. Where a study is cited as a baseline, its own reported figure and sample size are used.

WHAT NONE OF THIS CAN SEE

No demographics beyond what people typed. No view durations. No private messages. No comments that were deleted before the archive pulled them. No way to verify that a self-report is true. Every paper's limits section names the specific things its count cannot show.