A normal Nick DiGiovanni reel reaches *7.3M plays*; a normal TikTok 3.1M

> In the last year 7 of his 93 own posts not marked as ads reached 3× their normal, led by 1 Second vs 1 Hour Chicken (7.1×); his most-played was Giant Tasmanian Crab, 32.7M. Of his 9 TikToks marked as ads or sponsored, 5 beat his normal of the time; the 3 since December 2024 fell under it.

Nick DiGiovanni
@nick.digiovanni on Instagram · @nick.digiovanni on TikTok

93 posts scored
Instagram 25 Nov 2025 to 16 Oct 2026
TikTok 22 Nov 2025 to 1 Nov 2026

26 videos watched
381 comments read

November 2, 2026
public counts only

THE SHORT VERSION

Most posts land near his normal; *7 broke out*; his recent ads ran under it

3.1M

plays for a normal TikTok now

13.9M followers; TikTok Nov 2025 – Nov 2026

7.3M

plays for a normal Instagram reel now

4.6M followers; Instagram Nov 2025 – Oct 2026

7 of 93

own posts not marked as ads reached 3× their normal

TikTok Nov 2025 – Nov 2026, Instagram Nov 2025 – Oct 2026

5 of 9

TikToks marked as ads beat his normal of the time

the 3 since Dec 2024 fell under it; Fresh Express, Oct 2026: 0.33×

01 **Most posts land near his normal.**

Of his 93 own posts not marked as ads in the last year, 7 reached 3× their normal or more and 18 landed at half or less. A video posted to both platforms counts once on each.

02 **Seven breakouts, five kinds of post.**

Three are Food Experiments & Challenges (the one-second chicken, three levels of cheese, four levels of watermelon); the others are a giant crab, a sea urchin catch, a hot-sauce aged steak and the Perfect Slice Challenge, captioned ft. John Cena.

03 **His Osmo posts are mixed.**

Of his 4 posts about his own Osmo products, the sauce launch (2.25×) and Hot Sauce Aged Steak (3.4×) beat his normal; What Is Magic Sauce? (0.24×) and My Favorite Seasonings (0.26×) landed at a quarter of it. Four posts are too few for a rule.

Public counts only. Judged apart from his normal: 26 Instagram reels owned by collaborators and 9 TikToks marked as ads or sponsored. Posts not marked still include his own Osmo products and brand tie-ins (Bee Up snacks, LEC ice cream).

THE ACCOUNT TODAY

TikTok gets most of his posts; *a normal Instagram reel reaches more plays than his 4.6M followers*

TikTok: 2.0 posts a week over the last 90 days, 8 in the last 6 weeks; the year held pauses of 38 and 72 days, the last ending 8 May. Instagram: 0.3 reels a week over the last 90 days, with gaps of 33 and 34 days since July.

ACCOUNT	FOLLOWERS	POSTS A WEEK	LAST POST	A NORMAL POST TODAY	MEDIAN COMMENTS	POSTS PER WEEK, LAST 26 WEEKS
Instagram @nick.digiovanni	4.6M	0.3	16 Oct 2026 · 17 days ago	**7.3M** plays · reels	719	
TikTok @nick.digiovanni	13.9M	2.0	1 Nov 2026	**3.1M** plays · videos	971	

Marked as ads or sponsored by TikTok: 9 of his 150 newest TikToks, each naming a brand (T-Mobile, SodaStream with Mountain Dew, Kikkoman, Invesco QQQ, Fresh Express). Against his normal at the time, 5 did better, up to 2.8× (SodaStream, July 2024); the 3 since Dec 2024 did worse, Fresh Express (8 Oct 2026) at 0.33×.

26 Instagram reels in his grid are owned by collaborators; the 1 from the last year reached 5.3M plays.

THE POSTS THAT BROKE OUT

Four breakouts: *a one-second chicken, a giant crab, sea urchin, three cheeses*

Four of the 7 posts that reached 3× their normal, all posted on his own accounts, from both platforms.



23.5M plays · normal 3.3M · 11 Sep 2026

1 Second vs 1 Hour Chicken

Opens on a drumstick dipped in oil for one second, “One second chicken.”, and ends on the burnt one-hour piece; his Osmo Magic Sauce rides along. 29 seconds.



32.7M plays · normal 6.7M · 18 May 2026

Giant Tasmanian Crab

The crab held up to the lens with “Let's cook a giant Tasmanian crab.”, then roasted, cracked and dipped in its own butter in 25 seconds.



11.9M plays · normal 3.3M · 19 Aug 2026

Sea Urchin

“Let's catch some fresh sea urchin.”: caught while swimming, prepared with olive oil and lemon, eaten on the spot.



10.5M plays · normal 3M · 11 Aug 2026

3 Levels Of Cheese

Three steps up, from a Babybel to pasta made inside a Parmigiano wheel; “Level one cheese.” opens it.

Multiple = this post's plays ÷ the median of up to 30 posts before it of the same kind (at least 8). Click a card in the HTML version to open the post.

HOW THE WINNERS ARE MADE

A person talks to the camera in *7 of his 10 top videos*

His top, normal and flattest posts, taken in turn from each platform.

WE WATCHED	DID BEST 10 VIDEOS	AROUND NORMAL 6 VIDEOS	DID WORST 10 VIDEOS
Length	29 s	28 s	32 s
Cuts per minute	21	42	31
First cut lands	3.5 s	2.6 s	2.4 s
A face in the first second	90%	100%	80%
Only hands in the first second	10%	0%	10%
Words on screen in the first 2 s	60%	33%	60%
Someone speaks in the first 5 s	100%	83%	100%
Talks to the camera	70%	50%	40%
Product in the first 3 s	10%	0%	30%
Most common opening	recipe or how-to step	question	bold claim or hot take
Most common format	creator-style (UGC)	tutorial or recipe	voiceover over footage
Who the video names	creator: 4 of 10	creator: 2 of 6	creator: 3 of 10

Talking to the camera.
A person talks to the camera in 7 of the 10 top videos, 3 of the 6 around normal and 4 of the 10 flattest.

A product in the first 3 seconds.
In 1 of the 10 top (Charles Leclerc's LEC ice cream, 2.5×) and 3 of the 10 flattest: his Magic Sauce, his Osmo seasonings, fruit snacks made with David Beckham.

A spoken line early, in every group.
Someone speaks in the first 5 seconds in all 10 top and all 10 flattest videos: his style, not what sets the top apart.

Measured from the video files: length, cuts (scene changes, ffmpeg), first cut. Read from each video by an AI model: who and what is on screen, words spoken and written in the opening. 6 to 10 videos a group: read it as direction, not proof.

WHAT THE AUDIENCE SAYS

Most comments are quick praise; *single posts draw debate and pushback*

381 comments on 21 posts; 176 are short reactions and praise. The rest mostly gather on single posts: 38 about steak doneness, 36 about his hot sauce, plugs and waste, 33 about the sea urchin, soap and legality.

381 COMMENTS, GROUPED BY WHAT THEY SAY

Short reactions and praise	176
Steak doneness	38
His hot sauce, plugs and waste	36
The sea urchin, soap and legality	33
Where the watermelon came from	30
Jokes about the unseen John Cena	19
Store-bought swaps, claimed	15
Recipes and ingredient names	15
The background music	11

IN THEIR WORDS

TikTok · on TikTok video, 11 Aug 2026 (3.4×)
what is the first cheese called?

Instagram · on Instagram reel, 17 Apr 2026 (1.5×)
Recipe please!

TikTok · on TikTok video, 11 Sep 2026 (7.1×)
bro,s always finding a way to mention osmo in every video

TikTok · on TikTok video, 27 Sep 2026 (0.90×)
Why did he swap out all of the food he made with pre made ones???

As written, names left out. Instagram: up to 15 recent comments a post; TikTok: his top posts and posts near his normal. The 8 tributes to Cooking with Lynja are left off the bars.

HOW WE MEASURED

What we read, how we judged it, and what we cannot see

The accounts. @nick.digiovanni on Instagram (4.6M followers). @nick.digiovanni on TikTok (13.9M followers). We found Instagram from the account's handle; TikTok from the account's handle.

The posts. The newest 300 posts across the accounts, read November 2, 2026; 93 are scored: 27 on Instagram, posted 25 Nov 2025 to 16 Oct 2026, and 66 on TikTok, posted 22 Nov 2025 to 1 Nov 2026. Instagram's first post in the year came on 25 Nov 2025 and TikTok's first post in the year came on 22 Nov 2025, after a break in posting, so the scored window starts there. Older posts serve only to set the normal.

Against its own normal. Each post is compared with the median of up to 30 posts before it of the same kind on the same account (a post needs at least 8 before it to be scored) (Instagram reels by plays; Instagram photos and carousels by likes, since they have no plays; TikTok by plays). It is not compared with other brands. 3× or more = outsized; half or less = fell flat. Posts younger than 7 days are never counted as flat.

Paid posts. TikTok: 9 of the 150 posts we read TikTok marks as ads; they may be paid partnerships or carry paid reach, which public counts can't tell apart (the one scored reached 1.1M plays, against a normal of 3.1M now for the rest), so they are judged only against each other and left out of every finding. Instagram: 26 posts in Nick DiGiovanni's grid belong to other accounts (@albert_cancook, @cookingwithlynja, @itsqcp…) with Nick DiGiovanni added as a collaborator. Their reach includes the partner's followers, so they sit in a group of their own, outside the normal and the findings.

The videos we watched. 26 videos, taken in turn from each platform: the best against their own normal, a few normal ones, and the flattest. Length, cuts and the first cut are measured from the files; the opening, what is said and shown, and who is on screen were read by an AI model from each video and spot-checked.

The comments. 381 public comments on 21 posts: 186 on the top posts, 124 on posts around their normal, 10 on the flat ones and 61 on a random slice of the rest.

What we cannot see. Reach, impressions, saves on Instagram, watch time, follows from a post and who follows the account live only in the account owner's dashboard. Plays are not people. Paid boosts we can see only where the platform marks them.

The evidence. The HTML version of this report lists every scored post with its number, its normal and a link.