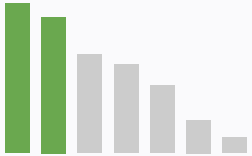
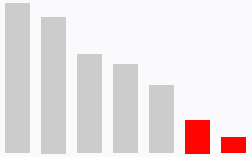
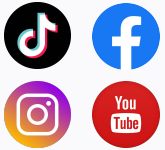
RightMetric

Content Opportunity Methodology







1

Measure & Categorize

Analyze the Top 150 videos from the 10 creators to find content buckets that are significantly outperforming the average. Videos that were used as advertisements or heavy product focused videos were omitted from the dataset.

2

Identify Top Themes

Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.

3

Identify Low Performing Themes

Identify content themes that are performing under benchmarks.

4

Repeat For Each Platform

Repeat the analysis for every platform that matters to your brand and audience to find platform-specific opportunities.

Data is collected via our principle data partners, a variety of additional tools, and our own manual observation techniques.

Principle Data Partners

eDATA source · tubular · BuzzSumo · SEMRUSH · SimilarWeb · Pathmatics · SPARKPOST · unmetric

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YouTube Content Bucket Definitions

Click to see example

- **Athlete Spotlight:** Videos in this category showcase one or multiple athletes across a variety of adventure sports in action or reflecting on their time within the sport.
- **Outdoor Adventure Film**: This video category focuses on long-form heavily edited films that follow and focus on particular portions of outdoor adventure sports, through either what that means for the athletes involved or the harsh terrain trekked.
- **Discovering New Trails**: This category approaches discovery from two different perspectives: The first is the simple definition of finding or experience a trail the athlete previously had not. The second is the discovery of new styles and challenges that different trails has to offer.
- **How-To Guides**: Guides and discussions and about styles, techniques, options, gear, and accessors within adventure sports.
- **"First Time" Stories**: As the title suggests, these stories share in the first time experience of those who choose some kind of adventure sport.
- **Social Initiative**: Videos that highlight sponsored social initiative stories from around the world.
- **Short Stories:** Stories of struggle, success, or interest shared from those in adventure sports.
- **Outdoor Documentaries**: Videos that either show snippets or full on full footage from adventure focused films.
- **Gear Demos & Reviews**: Similar to How-To Guides, but this category has a specific focus on different pieces of gear across different sports.
- **Outdoor Sports Series**: Similar to Outdoor Adventure Films, but stay within the realm of focusing on the sport, relative to a story-line format.

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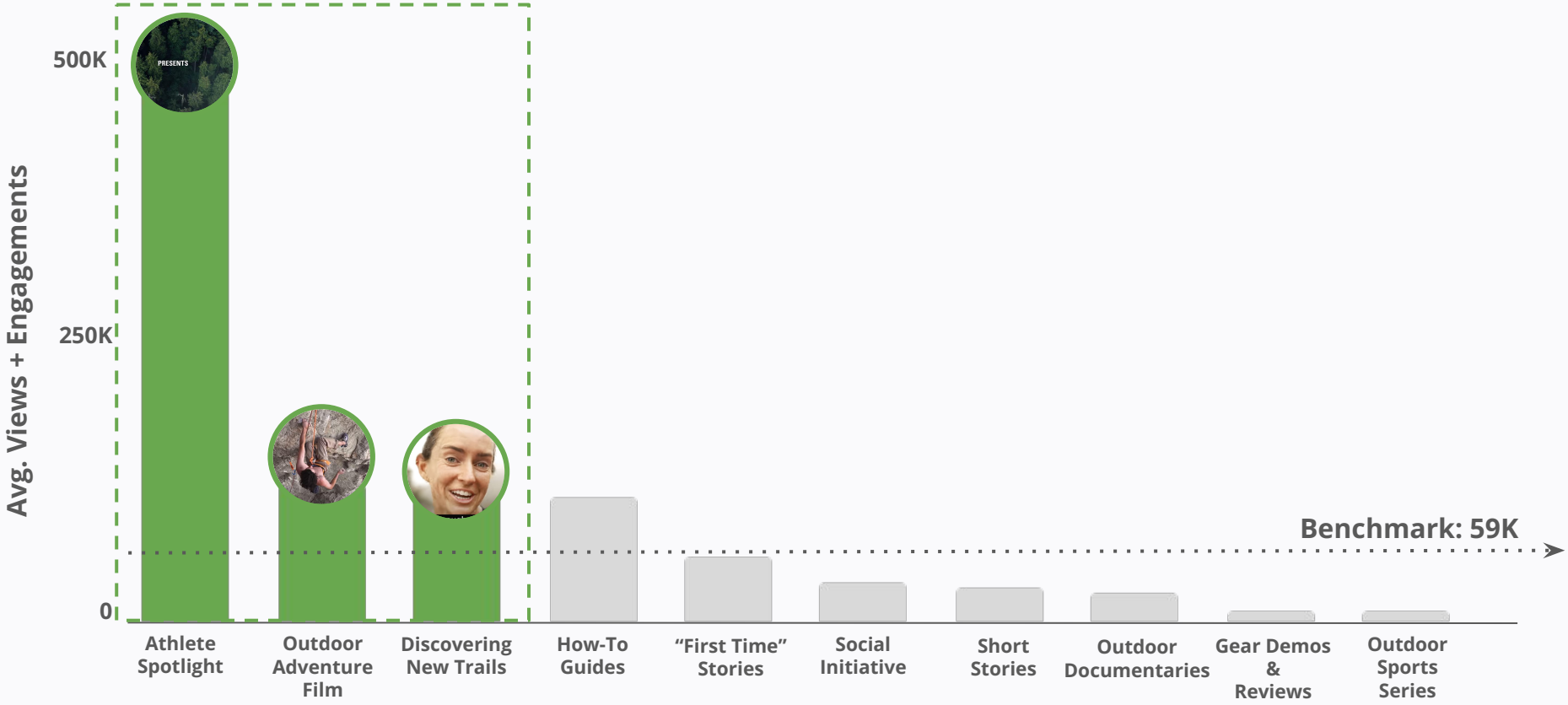
Top performing content opportunities in the Adventure space that had the **highest average number of views & engagements** on YouTube include:



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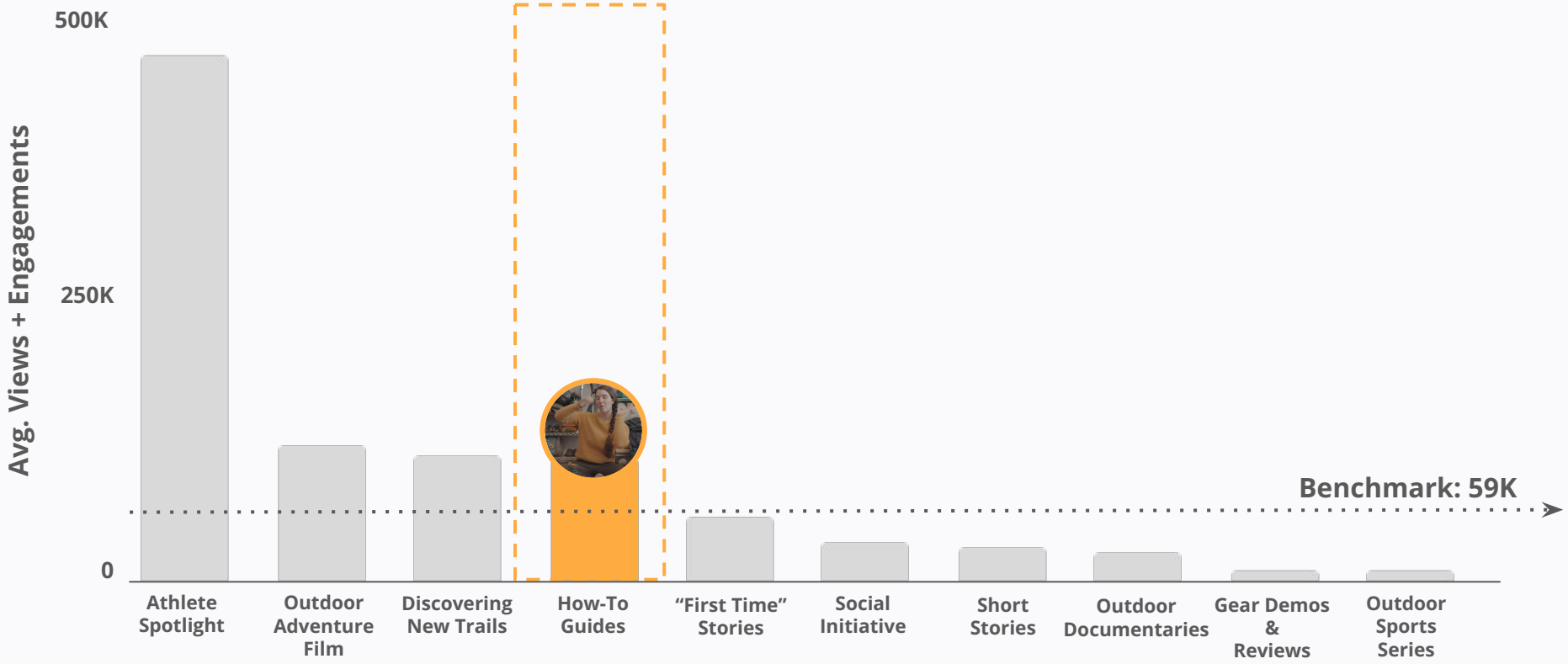
Good performing content opportunities in the Adventure space on YouTube include:



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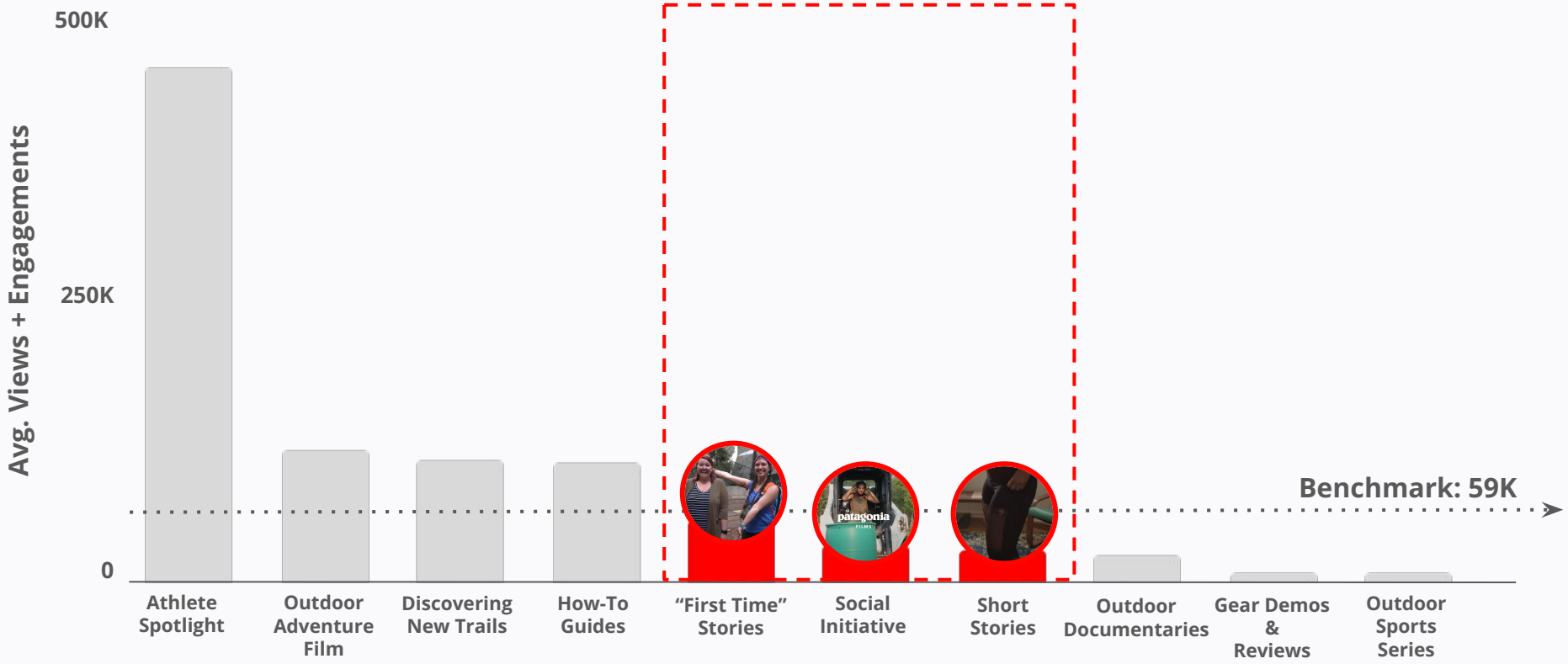
Substandard performing content for the Adventure space on YouTube include:



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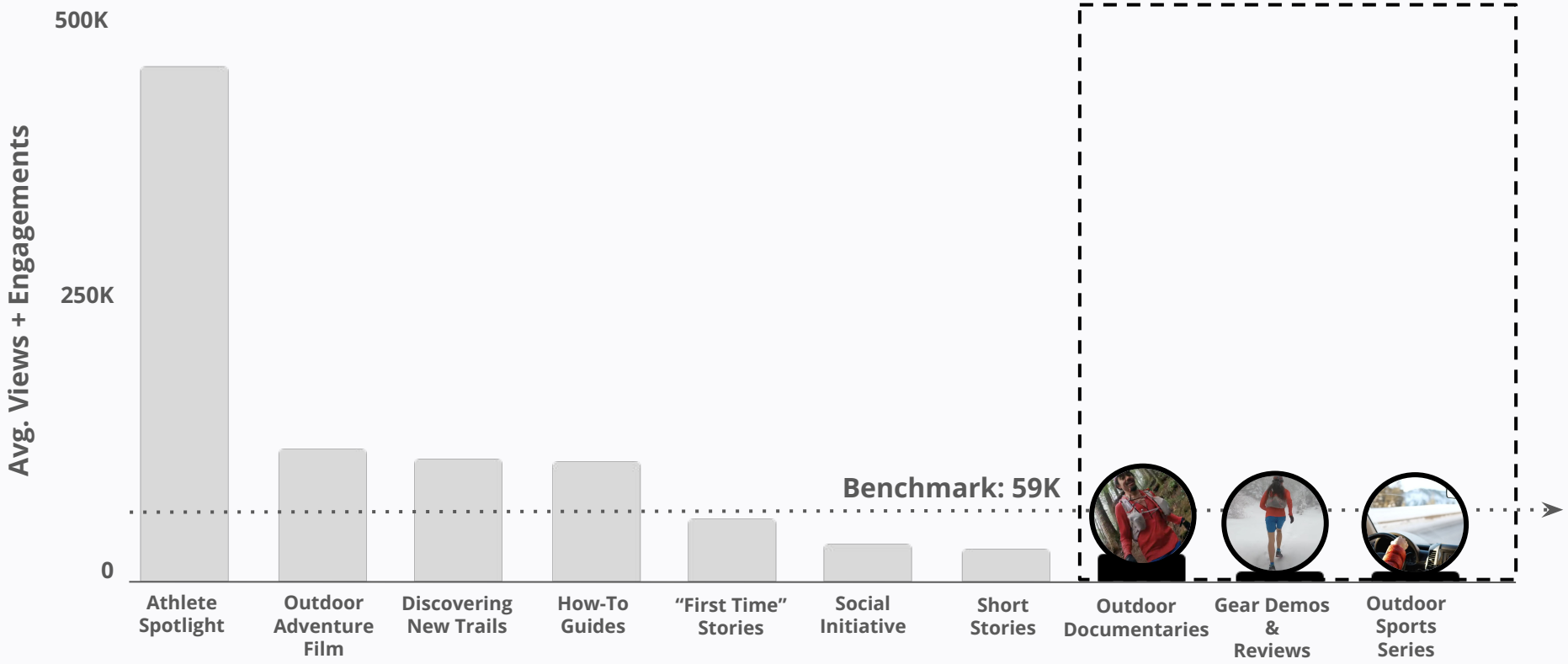
Low performing content for the Adventure space on YouTube include:



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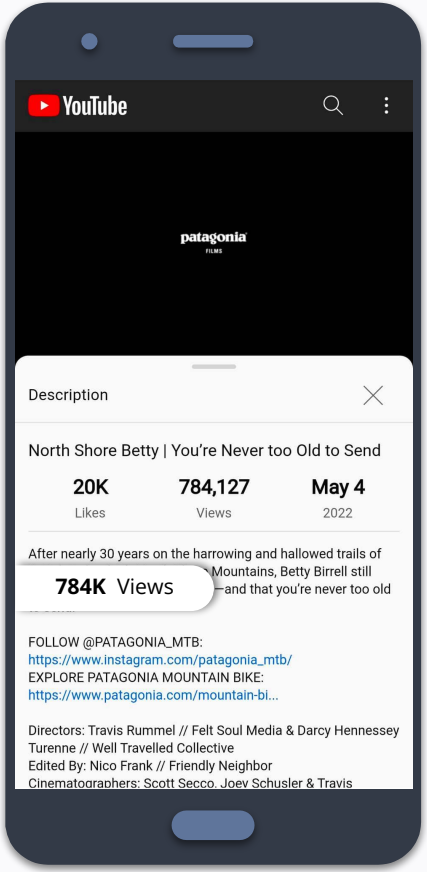

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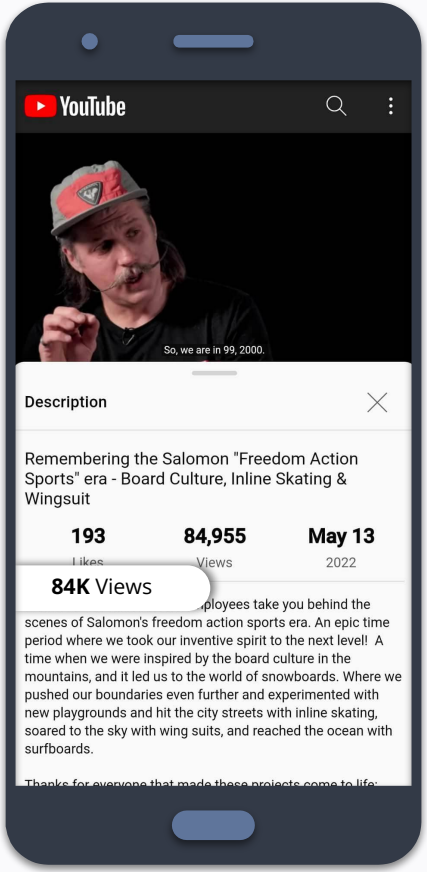

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Content Opportunities:

#1. Athlete Spotlight

Those Who Dare Adventure

Videos in this category showcase one or multiple athletes across a variety of adventure sports in action or reflecting on their time within the sport.

Tactics to Implement:

- **Behind The Sport:** Among showing off the athletes for each sport, the subtle attraction to viewers is getting additional context and information of each sport through the spotlight on athletes.
- **One-on-One:** Create an intimate interview like setting with athletes to get their thoughts and feelings on their time in the the respective sport.

Top Format:

- **Video Duration:** 12:10 & 13:25
- **# of Hashtags:** 0 & 0

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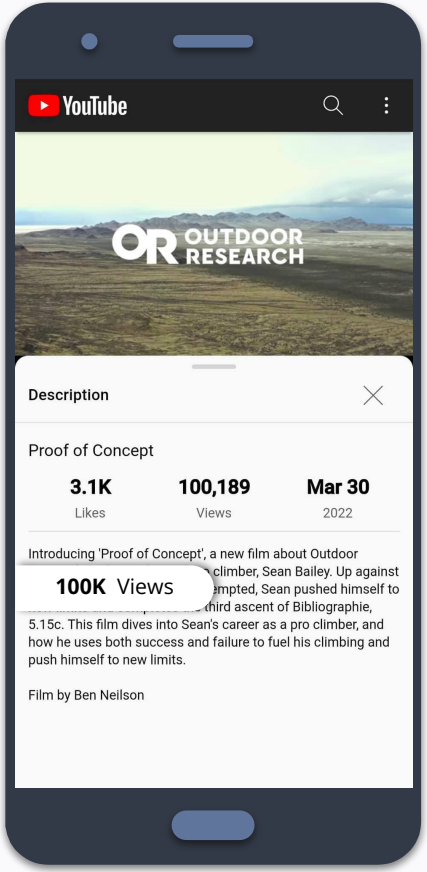

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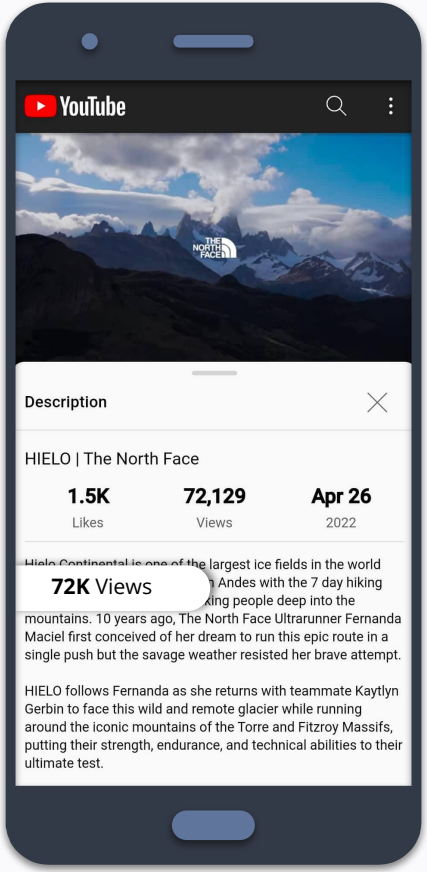

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Content Opportunities:

#2. Outdoor Adventure Film

The Unfiltered Outdoors

This video category focuses on long-form heavily edited films that follow and focus on particular portions of outdoor adventure sports, through either what that means for the athletes involved or the harsh terrain trekked.

Tactics to Implement:

- **High-Production**: These videos have high production appeal in that they're heavily edited, would likely involve a film crew and a high amount of time to film. Along with scenic shots, narration and context given to the viewer.
- **Unique Terrain**: The appeal in many of these videos is the remote and beautiful terrain that each athlete decides to embark and travel to, as seen in the second video.

Top Format:

- **Video Duration:** 31:43 & 9:29
- **# of Hashtags:** 0 & 0

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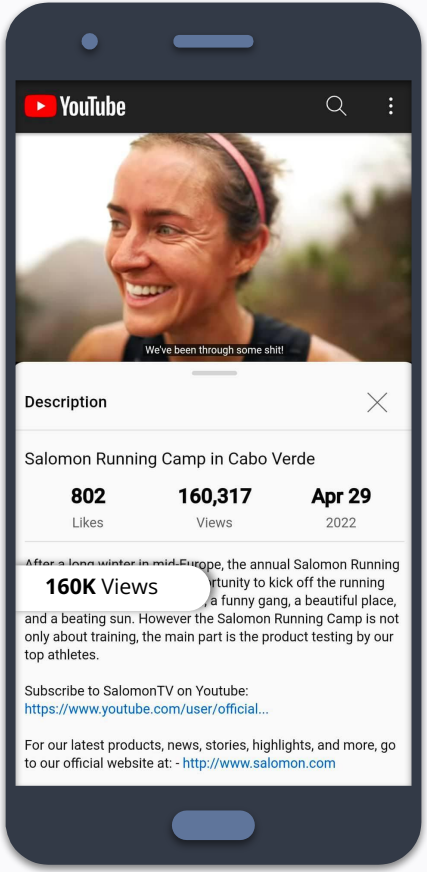

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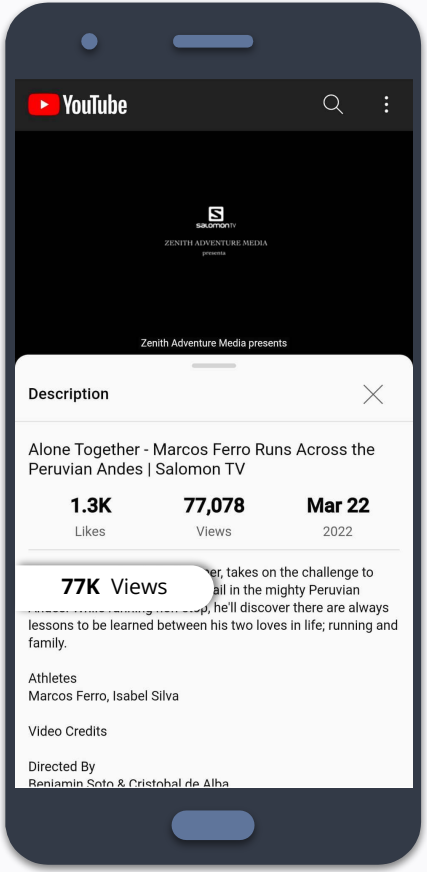

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Content Opportunities:

#3. Discovering New Trails

The Many Meanings of Discovery

This category approaches discovery from two different perspectives: The first is the simple definition of finding or experience a trail the athlete previously had not. The second is the discovery of new styles and challenges that different trails has to offer.

Tactics to Implement:

- **The Struggle:** Athletes shown in this category are pushing their bodies to the very limits throughout the entire video, thus creating a very engaging story to follow as a viewer getting to vicariously experience that.
- **Scenic:** Among the struggles between each athlete, the camera shots focus on the remote and serene surroundings of where these athletes are performing in their respective sports.

Top Format:

- **Video Duration:** 3:41 & 15:19
- **# of Hashtags:** 0 & 0

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