

**YouTube Mountain Biking  
Content Opportunity Analysis™  
Q3 2022**

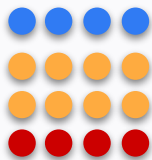
**Mountain Biking**

# Key Takeaways

## Top content opportunities in Q3 for the Mountain Biking audience includes:

- **Bike Rebuild:** Avid riders put their technical bike knowledge into practice and revive or revitalize old bike models. These bikes range from dated downhill bikes to everyday hardtails that get full treatment.
- **Bike Park Walkthrough:** Videos of riders showing off their runs at a bike park, this category takes a slower and more detailed approach to display the different attractions and trail setup of a bike park.
- **Trail Building & Testing:** Videos showcase short and long-form compilation-style content that shows off builders digging out for construction features for them.

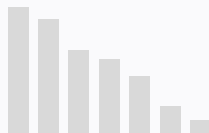
# Content Opportunity Methodology



1

## Measure & Categorize

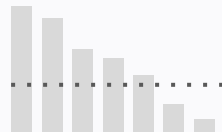
Sample a large number of social posts to find ones that are significantly outperforming the average.



2

## Identify Top Themes

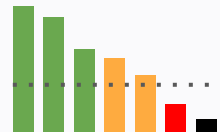
Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.



3

## Identify a Benchmark

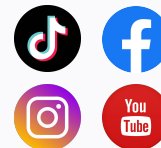
Identify content themes that are performing above and under an average benchmark for the industry based on views & engagements.



4

## Identify Opportunities

Look at the data and find the content themes that are resonating with the audience based on a set of top creators.



5

## Repeat For Each Platform

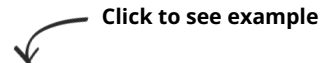
Repeat the analysis for every platform that matters to your brand and audience to find platform-specific opportunities.

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

### Principle Data Partners



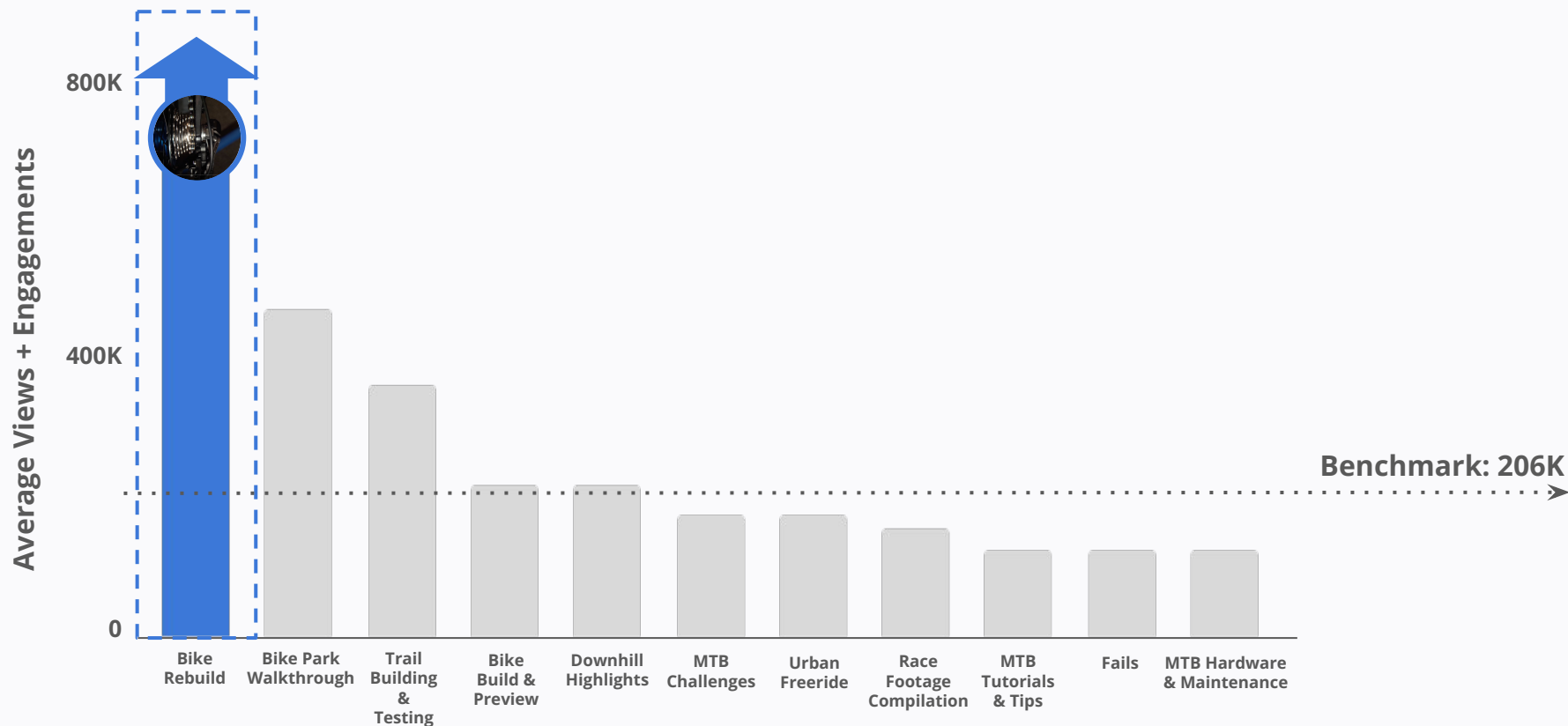
# YouTube Content Bucket Definitions



Click to see example

- **Bike Rebuild**: Avid riders put their technical bike knowledge into practice and revive or revitalize old bike models. These bikes range from dated downhill bikes to everyday hardtails that get full treatment.
- **Bike Park Walkthrough**: Although similar to videos of riders showing off their runs at a bike park, this category takes a slower and more detailed approach to display the different attractions and trail setup of a bike park.
- **Trail Building & Testing**: Videos showcase short and long-form compilation-style content that shows off builders digging out for construction features for them.
- **Bike Build & Preview**: Although similar to the Bike Rebuild category, these videos focus on specifically showing off new bike builds with the latest hardware.
- **Downhill Highlights**: Cut & dry footage of different riders showing off local trails from different views with included commentary.
- **MTB Challenges**: Riders are given funny and outlandish challenges to complete that involve some aspect of mountain biking.
- **Urban Freeride**: Riders use urban fixtures and other creative methods to create mountain biking lines within metropolitan areas.
- **Race Footage & Compilation**: Compilation-styled long-form content that shows off varying clips from races like the UCI Championship.
- **MTB Tutorials & Tips**: Advanced riders share their knowledge and know-how to mountain biking to help newer riders progress.
- **Fails**: Short videos of riders facing the unfortunate circumstances of falling off their bike or missing a feature.
- **MTB Hardware & Maintenance**: Technically focused tutorials and walkthroughs for different parts of the bike and specific pieces of hardware.

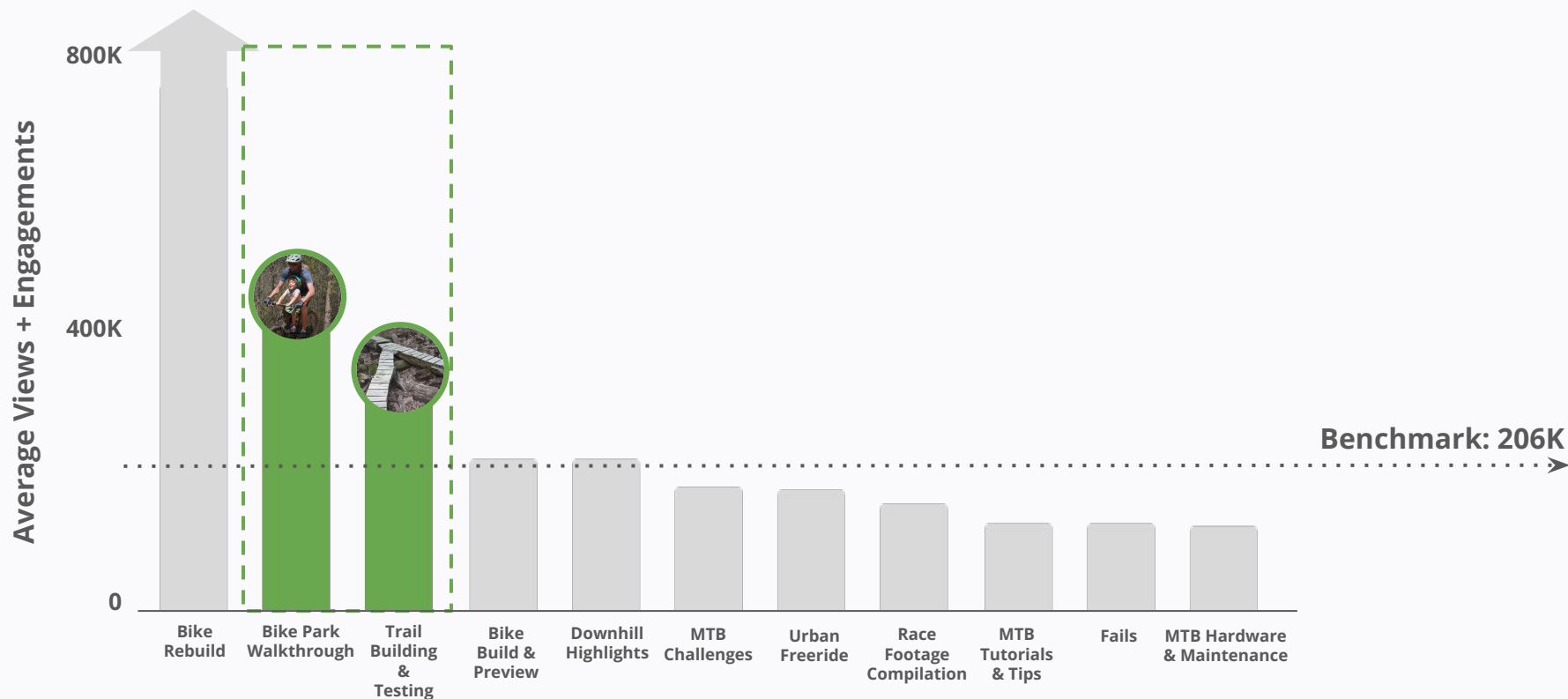
Bike Rebuild is an **extreme performing** content opportunity, averaging 3X the views & engagement rate on YouTube.



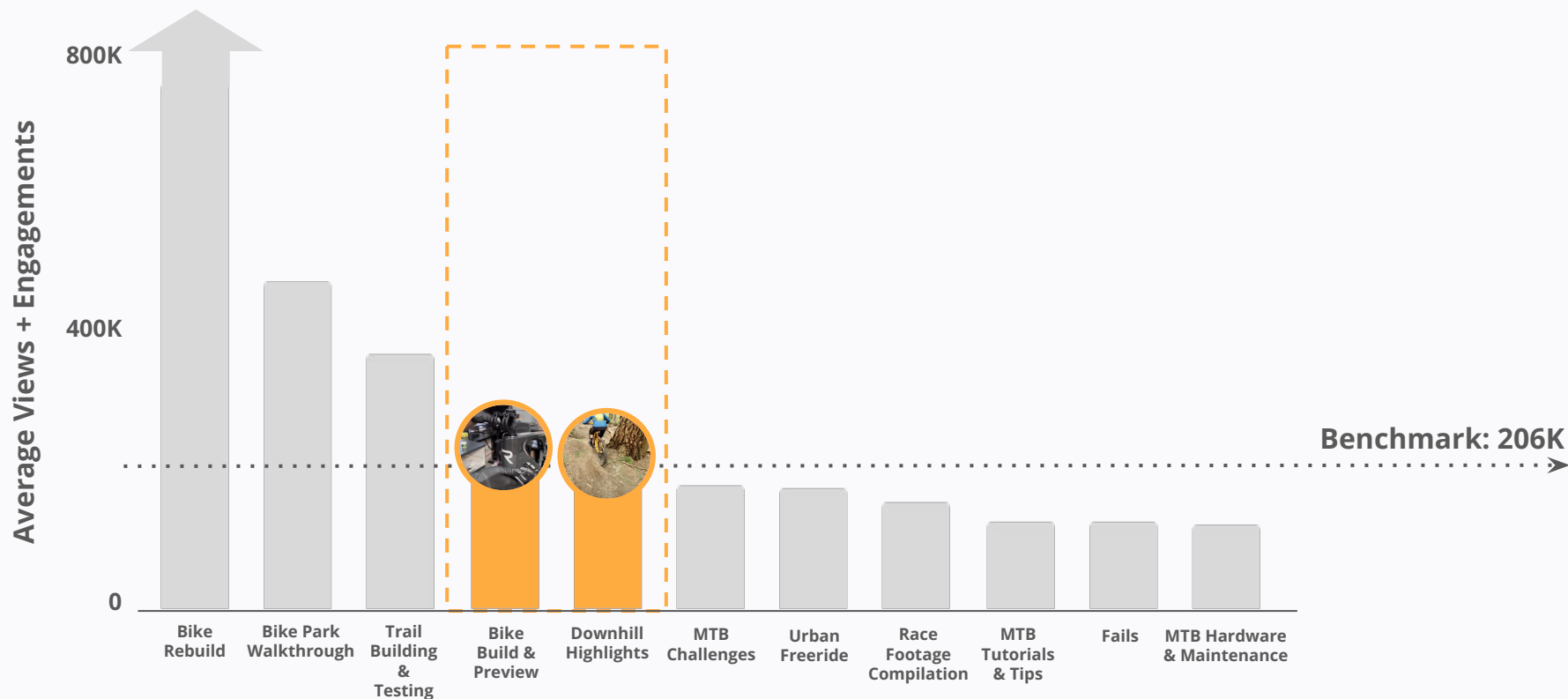
Extreme Performing Opportunities are removed from the graph benchmark to avoid skewing the dataset.

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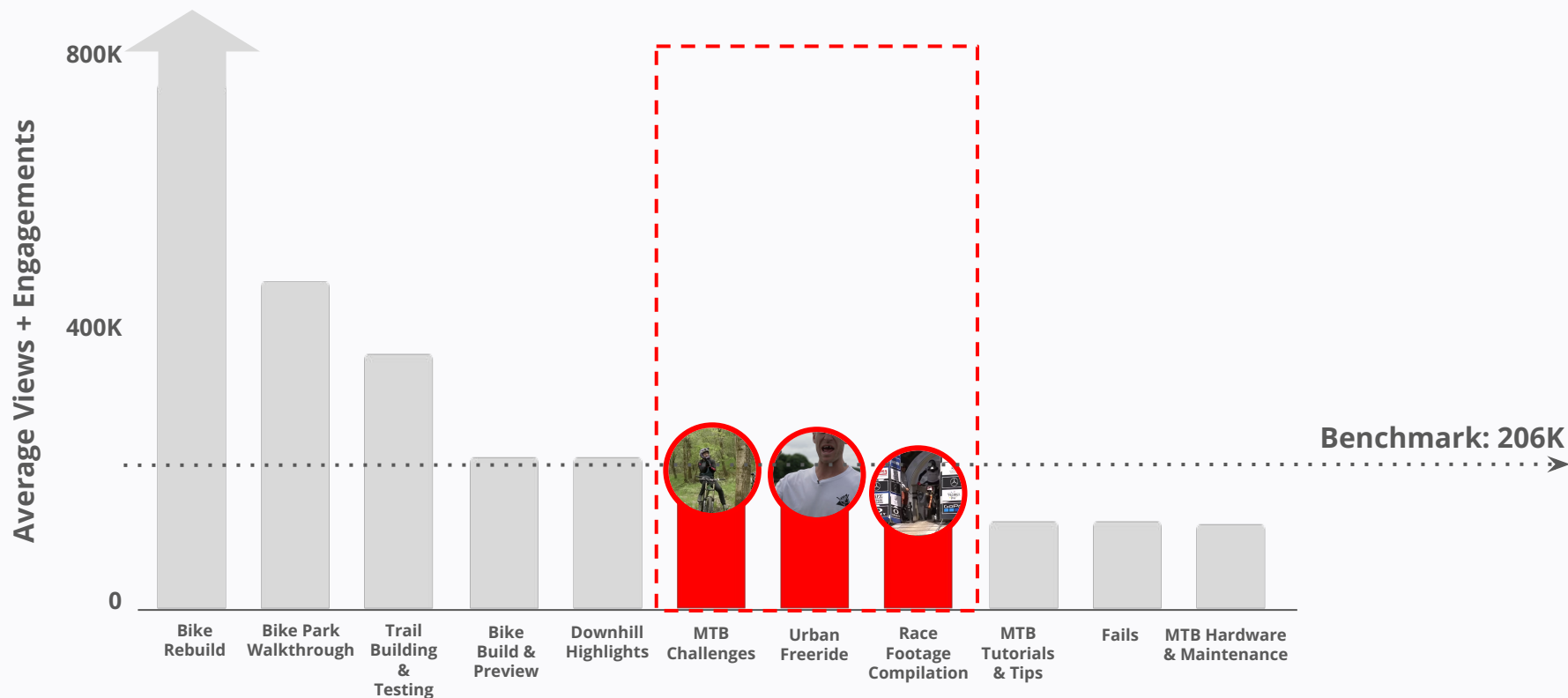
Top performing content opportunities in the Mountain Biking space that had the **highest views & engagement rate** on YouTube include:



**Good performing** content opportunities for the Mountain Biking audience on YouTube include:

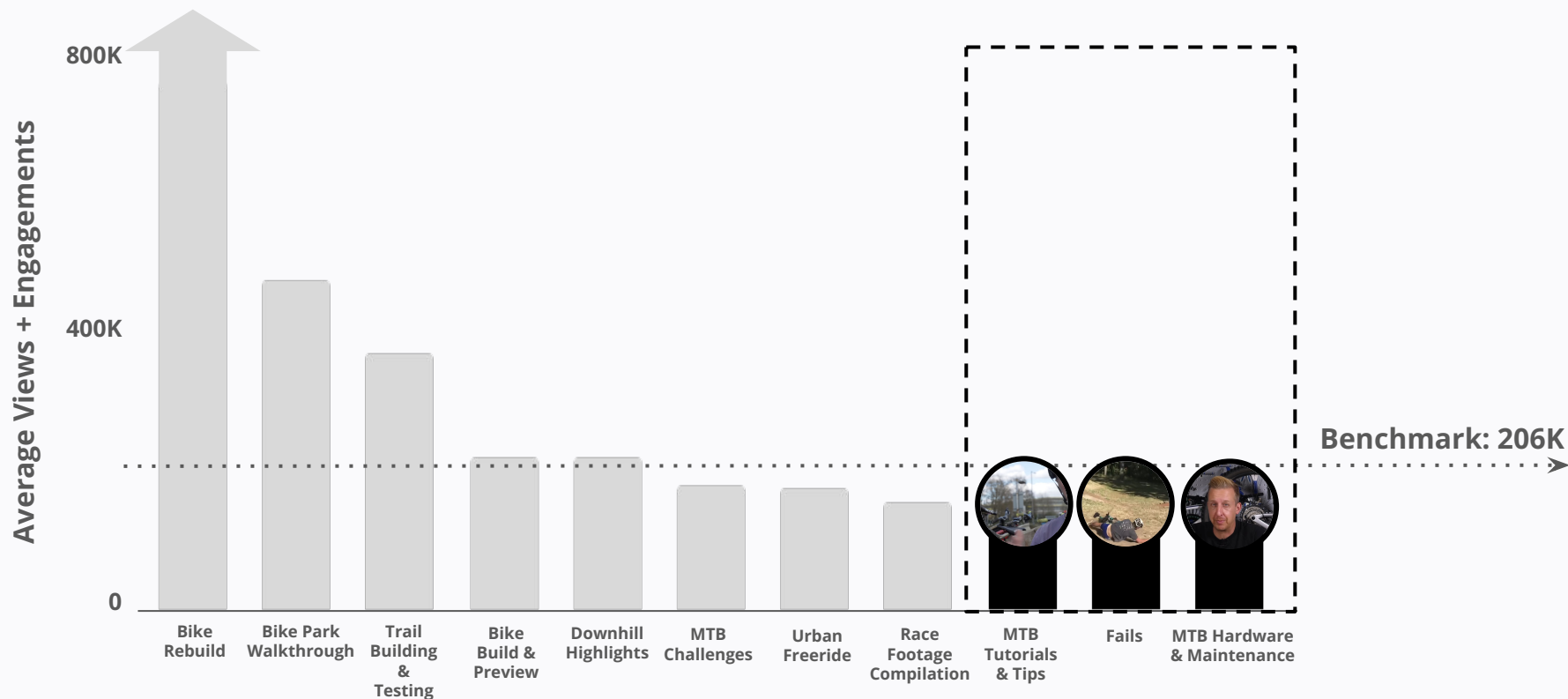


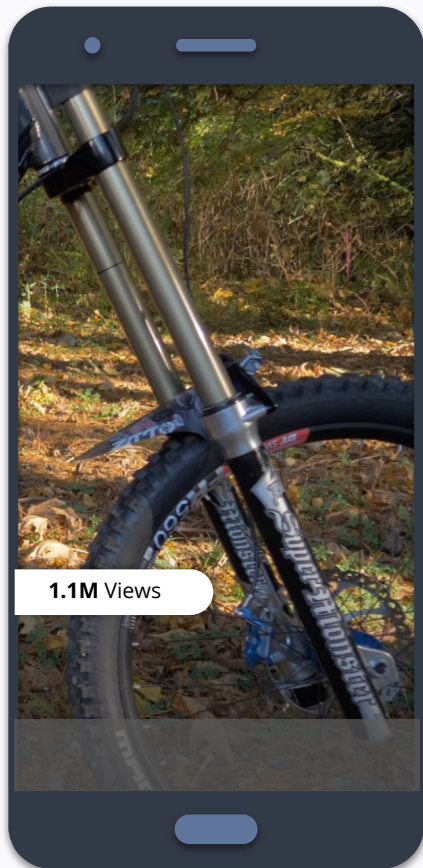
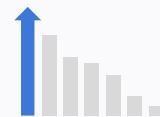
**Substandard performing** content for the Mountain Biking audience on YouTube include:



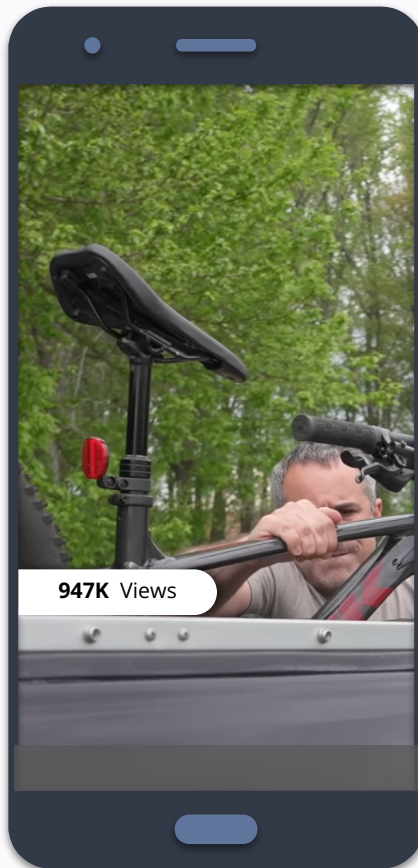


**Low performing** content for the Mountain Biking audience on YouTube include:





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Extreme Performing Segment:

## Bike Rebuild

Avid riders put their technical bike knowledge into practice and revive or revitalize old bike models. These bikes range from dated downhill bikes to everyday hardtails that get a full treatment.

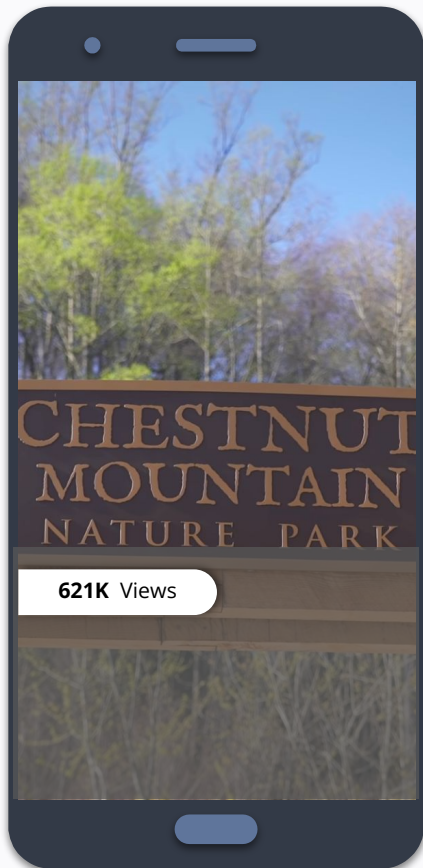


### Tactics to Implement:

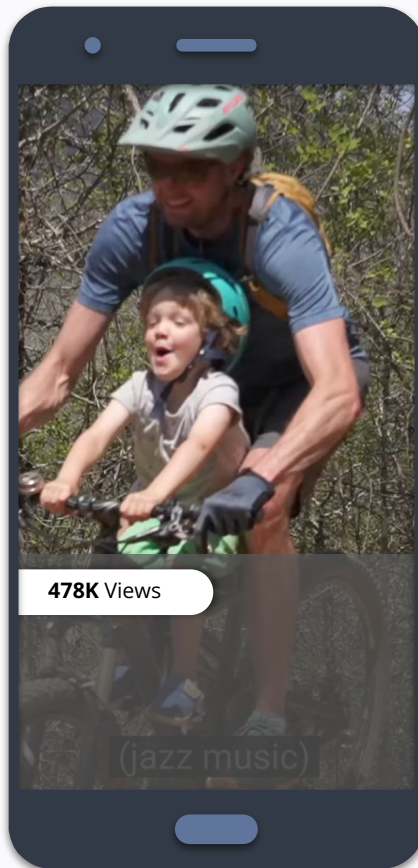
- **History:** Due to the innovation of mountain bikes over the past two decades, particular geometry and styles come and go. Therefore, creators take time to talk about the history and context of the bike their building.
- **Hardware:** Given that these videos are a rebuild or revitalization, a key attraction to the video is what specific hardware will be used in bringing the bike back to life. Great example is Jordan Boostmaster using a set of SuperMonster Forks, which has since ceased production.

### Content Opportunities:

- Key patterns in this content category suggest that riders have a strong interest in the history and use of older bike hardware.



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Content Opportunities:

## #1. Bike Park Walkthrough



### Tour Guides to The Bike Park

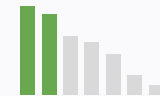
Although similar to videos of riders showing off their runs at a bike park, this category takes a slower and more detailed approach to displaying the different attractions and the trail setup of a bike park.

### Tactics to Implement:

- **Informational:** It can be a dry topic, but a core similarity to high performing videos in this category was the informational and helpful layout of the video. Specifically highlighting the different style of trails, how the network looks and what to look for on your first trip there.
- **Demo Footage:** Once the information has been conveyed, each video has 1-2 demo runs of easier trails within the park given a prospective rider a high level understanding of what to expect.

### Top Format:

- **Duration:** 9:30 & 10:09
- **Hashtags:** 0 & 0



Content Opportunities:

## #2. Trail Building & Testing



### Go Forth and Build

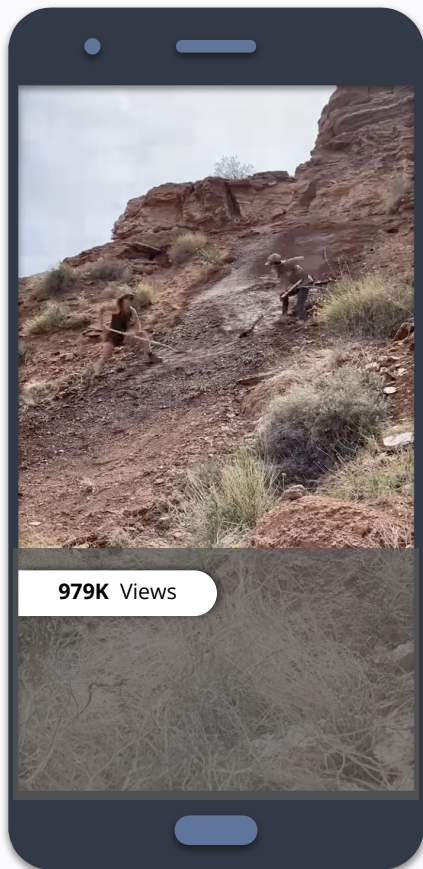
Videos showcase short and long form compilation-style content that demonstrates the process of trail builders digging out particular areas and constructing features for them.

### Tactics to Implement:

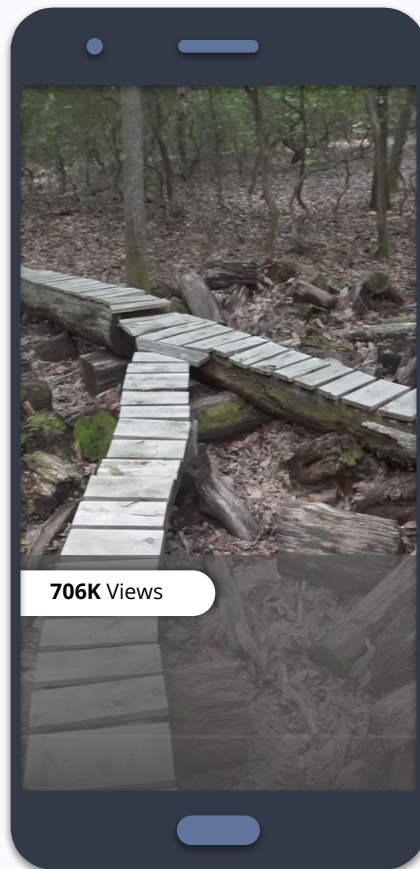
- **Compilation:** These videos are edited to emphasize the satisfying pay-off of watching the construction of trails from beginning to end, including
- **Showing Off:** Once the trail or feature has been completed, videos include footage of riders testing and completing the newly built trail or feature. Sometimes including builders testing the features themselves.
- **Time Lapse:** Clips are often filmed in a timelapse format to show the details in a fast paced fashion.

### Top Format:

- **Duration:** 0:57 & 13:52
- **Hashtags:** 1 & 0



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