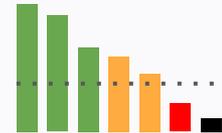
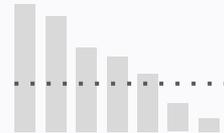
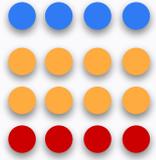


Content Opportunity Methodology



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



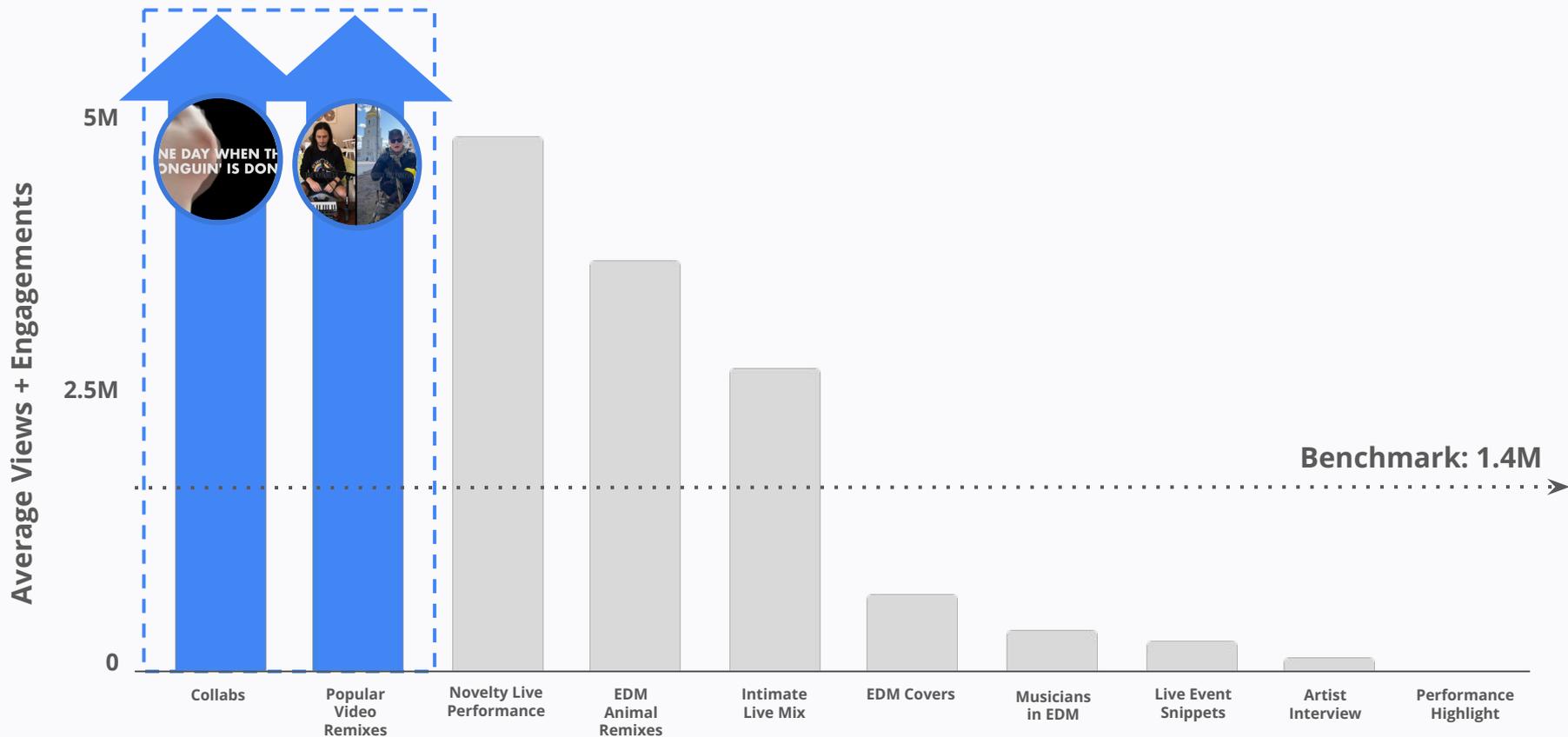
YouTube Content Bucket Definitions

Click to see example

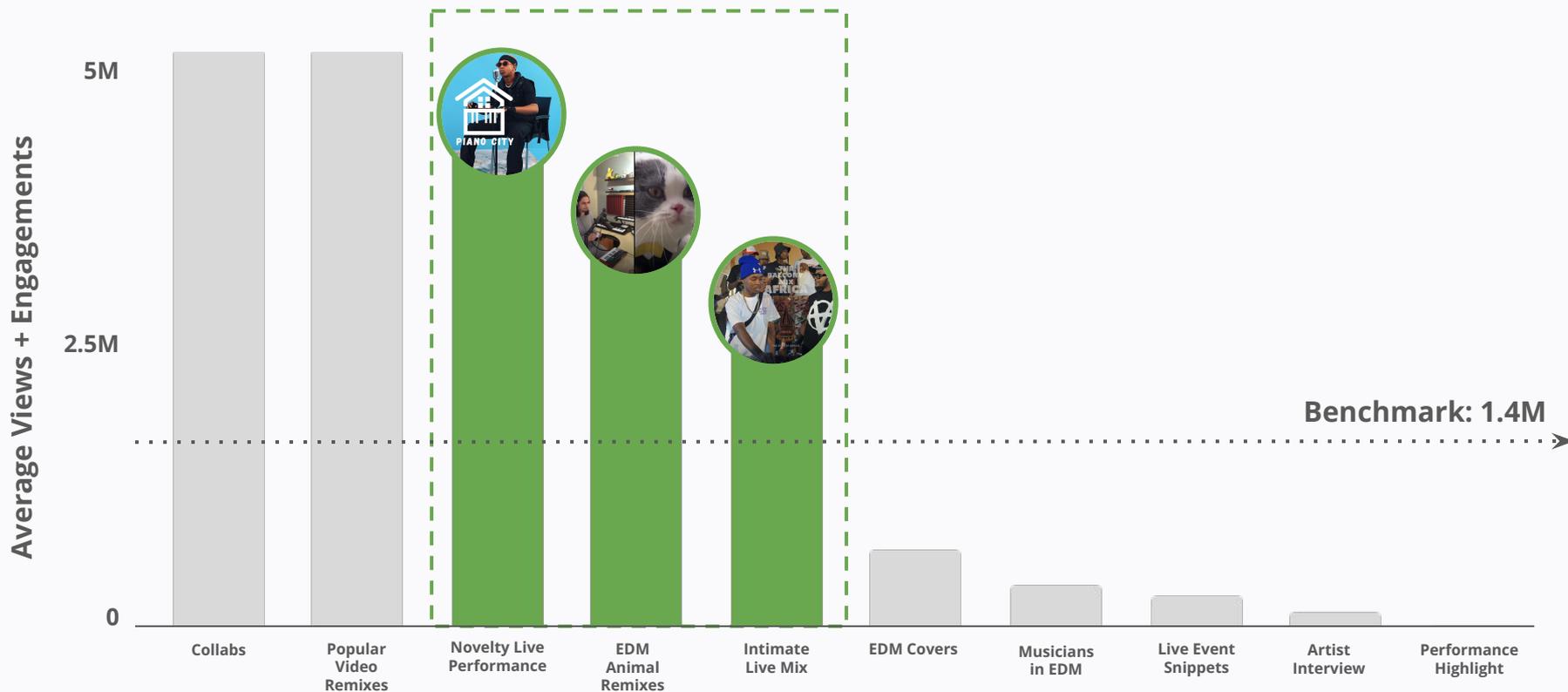


- **Collabs**: Videos that focus on compiling the various additions to original remixed clips. The idea behind these clips is to have each creator add their own dash of spice, creating a full song.
- **Popular Video Remixes**: Similar to “Collabs”. However, this focuses on just the single remix done by creators that primarily use varying popular videos as source material for their remixes.
- **Novelty Live Performance**: This category focuses on artists performing their popular songs in a quiet and isolated environment with no crowd surrounding them as they perform.
- **EDM Animal Remixes**: Similar to “Collabs”. However, this focuses on a single remix done by creators that primarily use different videos of animals and their odd noises as source material for remixes.
- **Intimate Live Mix**: This content category focuses on a community focused event, where a much smaller crowd is invited.
- **EDM Covers**: Popular EDM songs covered by varying musicians and producers.
- **Musicians in EDM**: Hybrid crossovers where musicians of a particular instrument blend their ability with different styles of EDM production to create new and novel musical styles.
- **Live Event Snippets**: Similar to “Performance Highlights”. However these clips focus on varying moments with the crowds and members of the audience, relative to the artists performing.
- **Artist Interview**: Long-form interviews with different artists asking questions about their philosophies and approach to music.
- **Performance Highlights**: Compilation styled clips showing off the different moments from live shows, events, and artist performances.

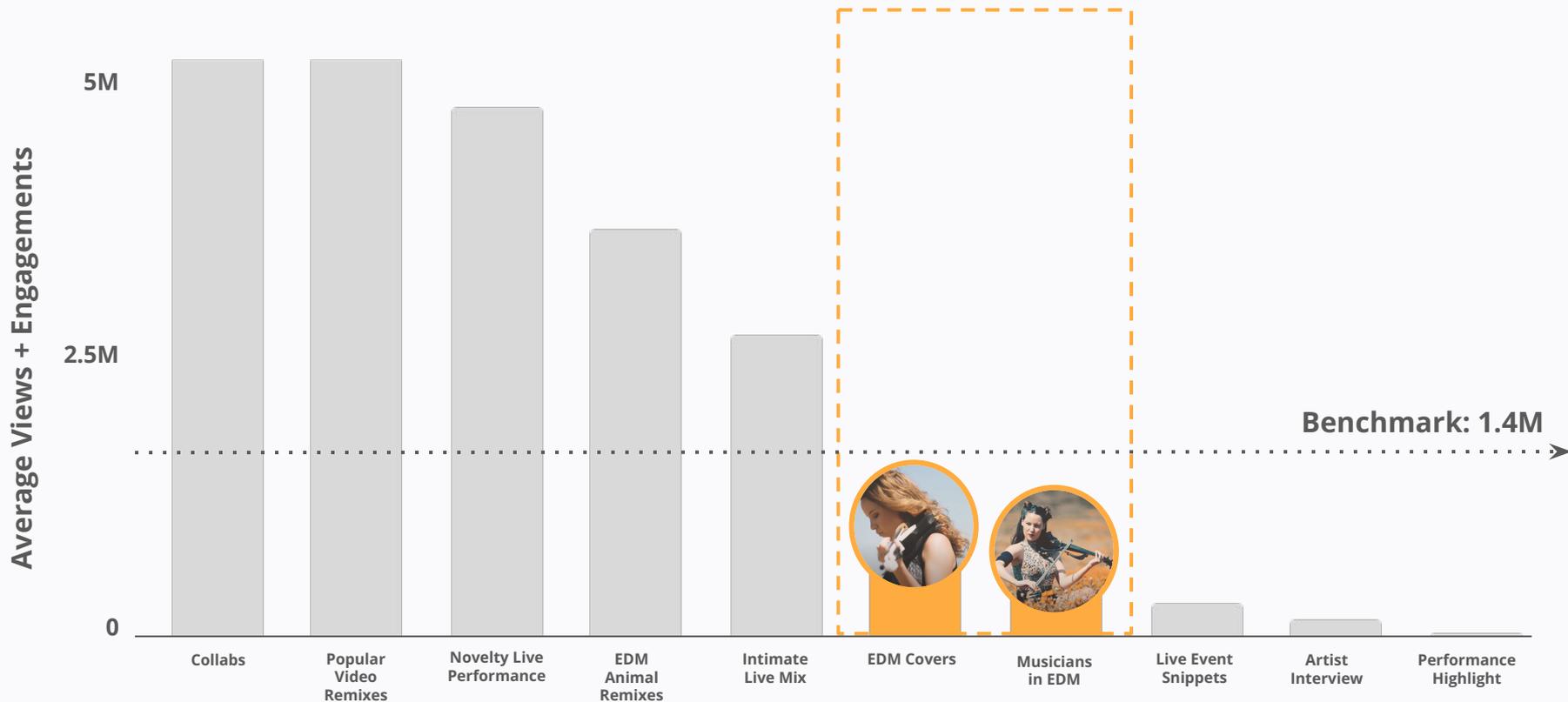
Collabs & Popular Video Remixes are **extreme performing** content opportunities, averaging more than 3X the benchmark rate on YouTube.



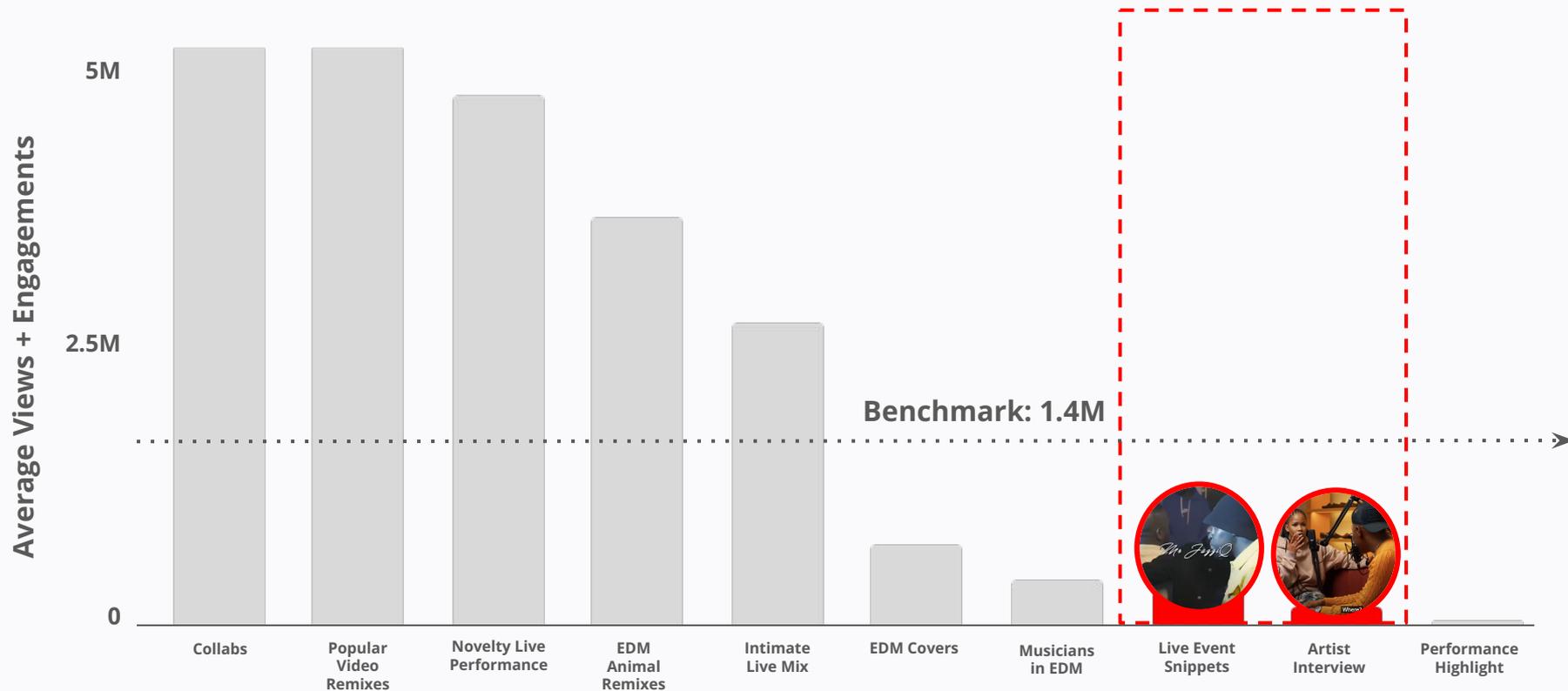
Excellent performing content opportunities for the South African electronic audience on YouTube include:



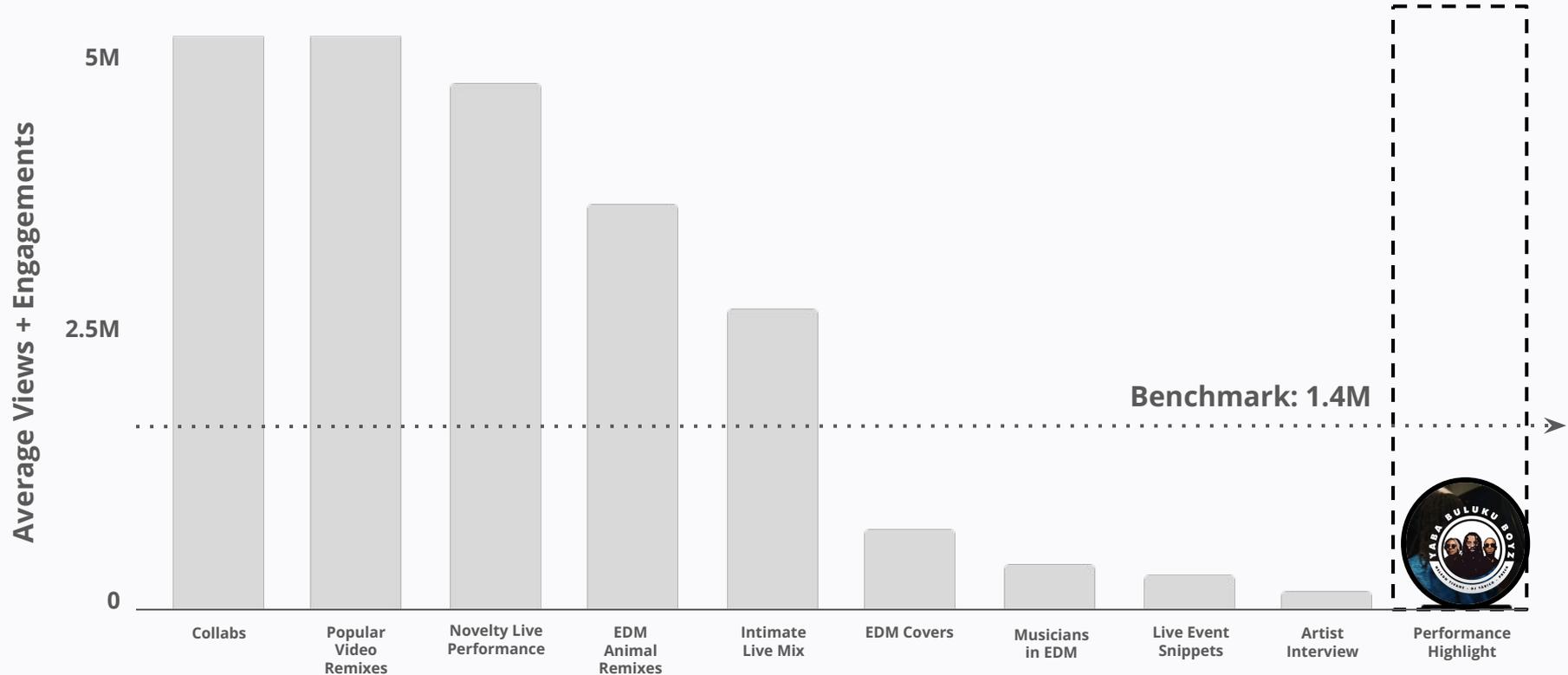
Good performing content opportunities for the South African electronic audience on YouTube include:

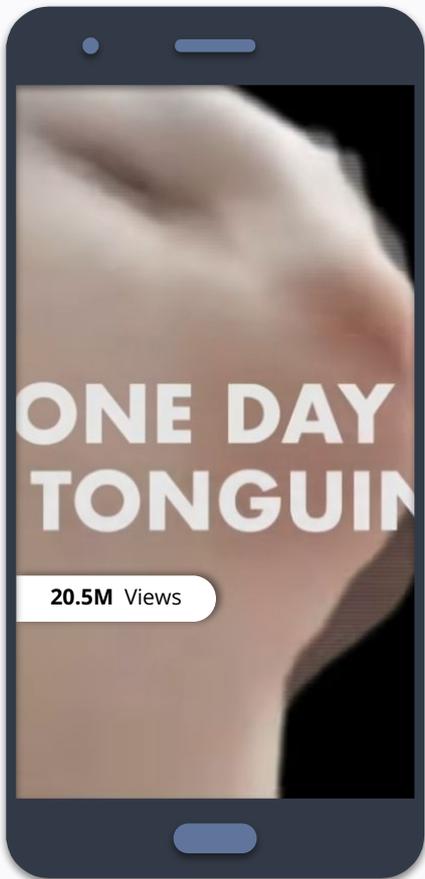
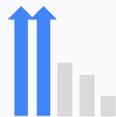


Substandard performing content for the South African electronic audience on YouTube include:

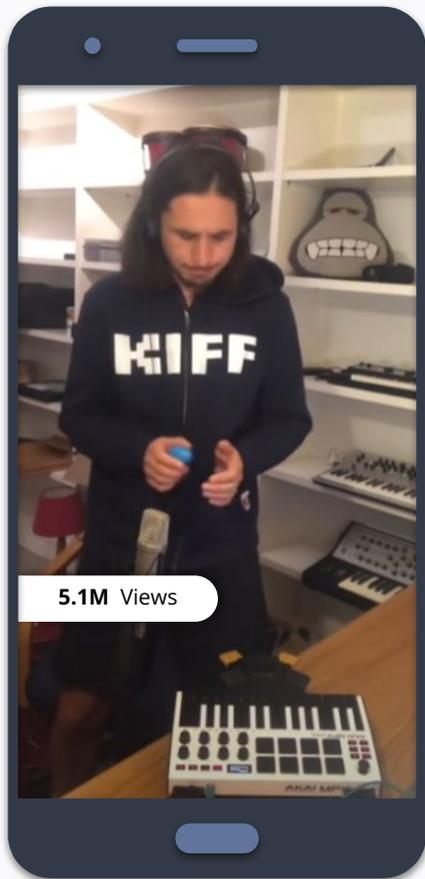


Low performing content for the South African electronic audience on YouTube include:





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Extreme Performing Segment:

#1. Collabs

Videos that focus on compiling the various additions to original remixed clips, as seen on the left. The idea behind these clips is to have each creator add their own dash of spice, creating a full song.

Tactics to Implement:

- **Different Sounds:** When different creators are compiled into the video(s), a key aspect to this is making sure the additions all contain something different to add depth to the original clip or song.
- **Visual Addition:** Beyond adding the new sound from different creators, another consistent theme is pairing the video of each creator with their respective sound or instrument addition. Providing an even more engaging experience.

Content Opportunities:

- **Highly Repeatable:** Content such as this category that can be done in the same way many times with slight variations and still generate interesting and engaging results. All that's required is creators that are willing contribute and something to remix.





Excellent Performing Segment:

#2. Popular Video Remixes

Similar to “Collabs” however, this focuses on just the single remix done by creators that primarily use varying popular videos as source material for their remixes.

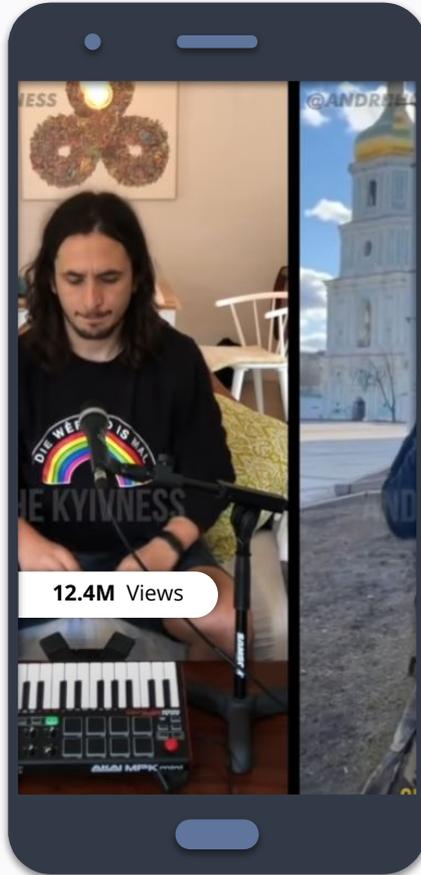


Tactics to Implement:

- **In The Studio:** One tactic to employ as a visual aid is showing the construction of said remix through the use of different MIDI controllers and studio gear, as seen in both clips here.
- **The Performance:** It is a subtle aspect, but for those who tend to observe videos closely, small captions are shown as the creator plays certain elements of the song, i.e. “Keys” or “Drums”.
- **Remixing Traditional Songs:** Songs that are typically not paired with electronic music to add element of surprise.

Content Opportunities:

- Again, similar to the “Collabs” category, this content is highly repeatable and low cost due to the few variables it requires to made.



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Excellent Performing Segment:

#3. Novelty Live Performance

This category focuses on artists performing their popular songs in a quiet and isolated environment with no crowd surrounding them as they perform.

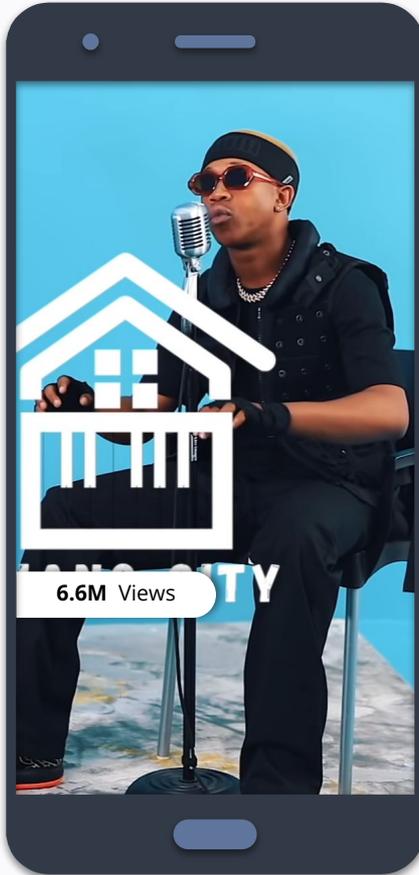


Tactics to Implement:

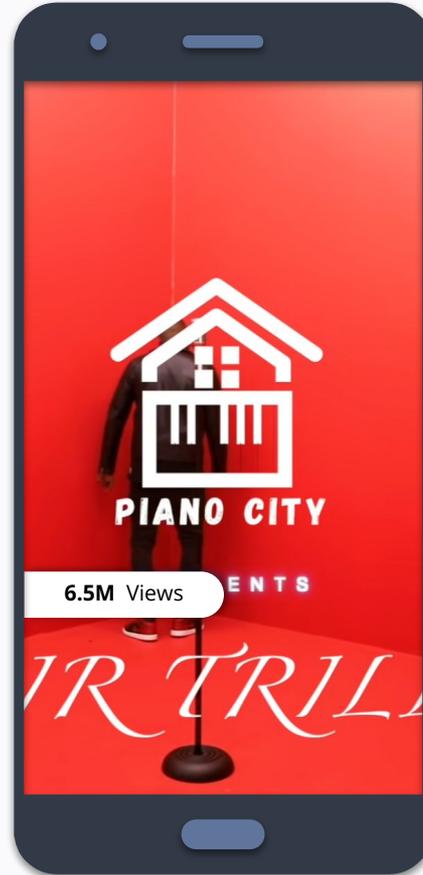
- **Intimate:** Amapiano music leans into the community approach to music more so than other EDM sub-genres. This style of content flips that formula and approaches it in an intimate format.
- **Mix-Style:** Within the context of Amapiano music, it's extremely rare to find Amapiano music outside of a mix style'd format, meaning a constant flow of music with no gaps in playback. The performances within this category follow a similar principal in that the performance is non-stop.

Content Opportunities:

- Although community is a focus within the Amapiano scene, this style of content gives way to an isolated spotlight on varying artists while still allowing them to throw their own personal touch into the performance.



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Excellent Performing Segment:

#4. EDM Animal Remixes

Similar to “Collabs” however, this focuses on a single remix done by creators that primarily use different videos of animals and their odd noises as source material for remixes.

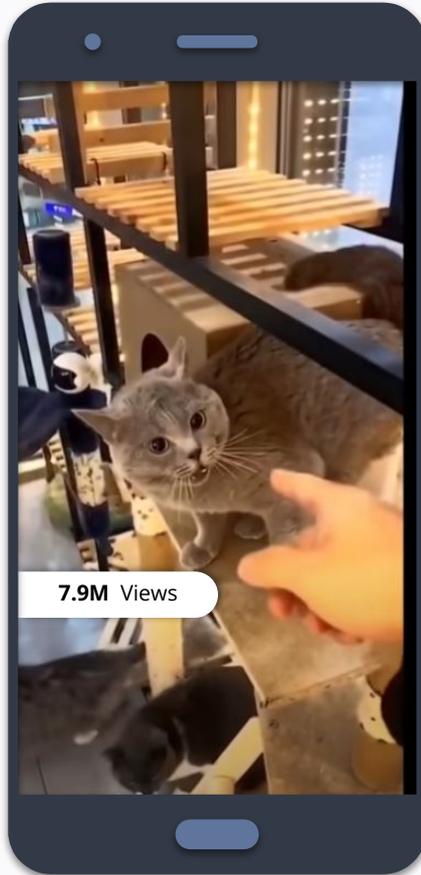


Tactics to Implement:

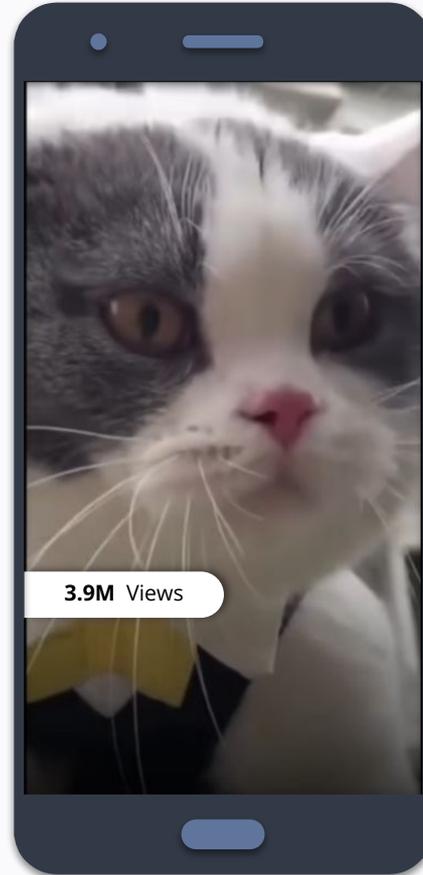
- **Melodic Animals:** An imperative part of this style of content is using animals that emit some kind of tonal sound that maintains a pitch. Relative to something like a dog bark, animals that make more groaning noises will provide much better source material. Hence why cats are often used.
- **Cute Animals:** It’s a simple tactic in nature but one that’s tried and tested. Cute animals perform exceptionally well on social media and this content category is another great example of that.

Content Opportunities:

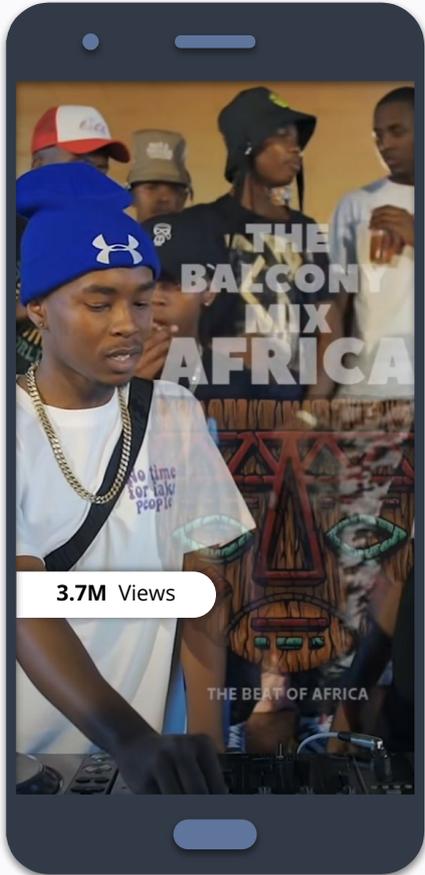
- **Pre-existing Popularity:** Capitalize on the already popular animal videos via EDM remix for positive association.



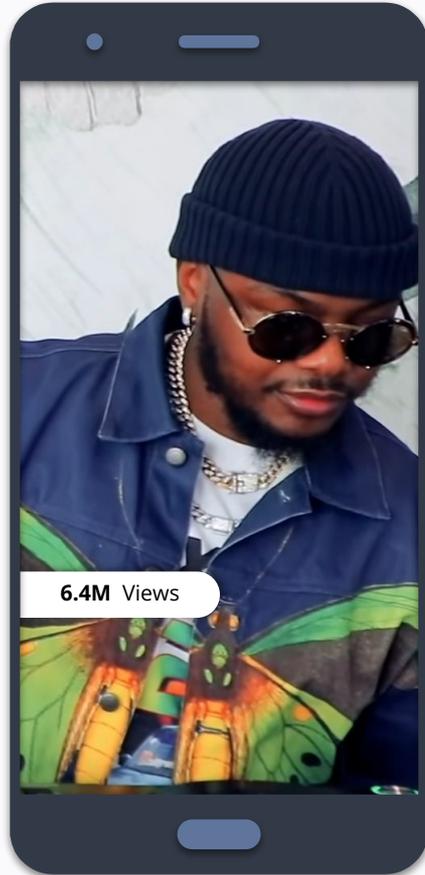
[Click to view](#)



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Excellent Performing Segment:

#5. Intimate Live Mix

Amapiano, as a genre, focuses heavily on the community aspect and involvement on its listeners. It's often seen within videos that the most exciting and engaging part of the video is showing different characters within crowds. This content category focuses on a community focused event, where a much smaller crowd is invited.



Tactics to Implement:

- **Community Attitude:** Varying shots within this category focus on specific members of the crowd as they dance and feel the vibe of the specific set, reinforcing the community aspect.
- **Full Mix:** Videos in this category don't cut the footage into highlights, but instead upload the entirety of the mix for those who just care to listen and not watch.

Content Opportunities:

- **Relevance:** Community emphasis and empowerment is critical here. It's seen through all parts of the footage to the [left](#) that the more characters you have in a crowd, the more interesting content gets created.

