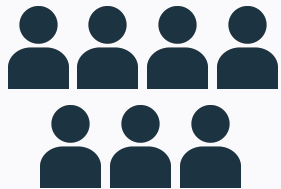


Mountain Biking
Digital Whitespace Map™
Q2 2022

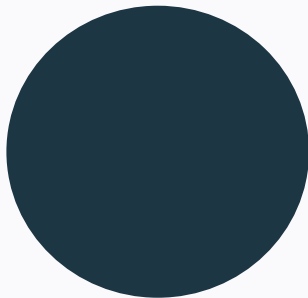
Sporting Goods & Outdoor

Measurement Methodology: Audience Attention



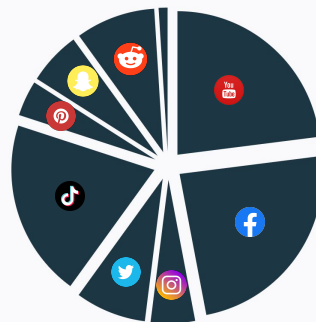
1. Define the Audience.

For this analysis, we look at the Worldwide audience including all ages and genders. Some metrics in the analysis, such as video views, are specific to your industry.



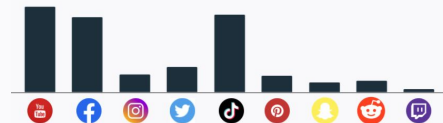
2. Measure the Audience's Total Attention.

Using a variety of marketing intelligence data sources, we measure the *Total Number* of Video Views, Monthly Active App Users, and Monthly Unique Site Visitors from the audience of your specific industry over the course of the current calendar quarter. This represents the total digital Audience Attention for the purpose of this analysis.



3. Measure Each Platform's Share of the Attention.

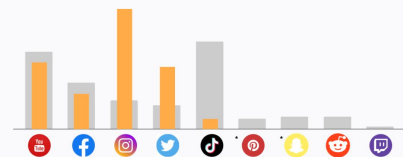
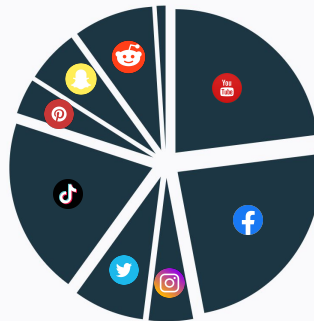
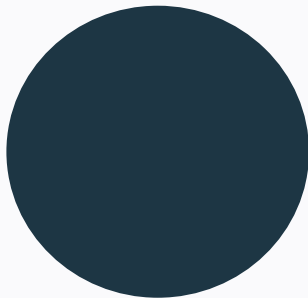
From the total number of Video Views, Monthly Active App Users, and Monthly Unique Site Visitors from the audience we determine which social platforms that activity took place on.



4. Revisualize Into a Bar Chart for Analysis.

For the purpose of this analysis a bar chart is more effective than a pie chart.

Measurement Methodology: Competitors' Focus



1. Define the Competitors.

For this analysis, we looked at **15 different players** in the mountain biking space such as SRAM, RockShox, Specialized, Trek Bikes, and Santa Cruz.

2. Measure the Competitors' Total Focus.

Using a variety of marketing intelligence data sources, we measure the *Total Number* of Video Views, Post Cadence, Social Audience Growth, and Social Engagement Volume from the competitors of your specific industry over the course of the current calendar quarter. This represents the total digital Competitors' Focus for the purpose of this analysis.










3. Measure Each Platform's Share of the Focus.

From the total number of Video Views, Post Cadence, Social Audience Growth, and Social Engagement Volume from the competitors we determine which social platforms that activity took place on.

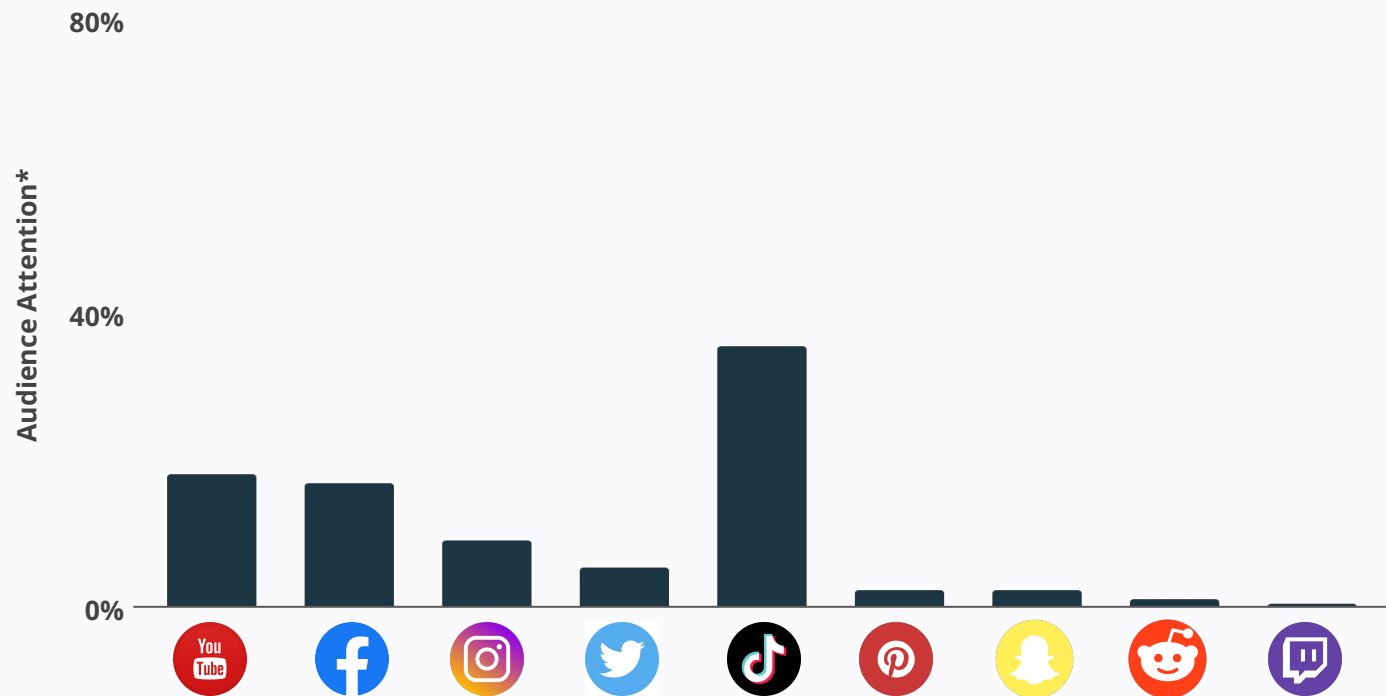
4. Overlay onto the Audience Attention Bar Chart for analysis.

For the purpose of this analysis a bar chart is more effective than a pie chart. We overlay the Competitors' Focus bar chart over the Audience Attention bar chart to determine whitespace opportunities.

Key Takeaways

| | Audience Attention Trend | Competitors' Focus Trend | Attention vs. Competition | Recommendation |
|---|--------------------------|--------------------------|-----------------------------|----------------|
|  | Stable | Increasing | Low Saturation Opportunity! | Focus here |
|  | Stable | Increasing | Low Saturation Opportunity! | Focus here |
|  | Stable | Stable | Oversaturated | Maintain |
|  | Stable | Increasing | Low Saturation Opportunity! | Focus here |
|  | Stable | Decreasing | Low Saturation Opportunity! | Focus here |
|  | Stable | Not Active | Low Saturation Opportunity! | Experiment |
|  | Stable | Data Unavailable | Data Unavailable | Experiment |
|  | Stable | Not Active | Low Saturation Opportunity! | Experiment |
|  | Stable | Not Active | Low Saturation Opportunity! | Experiment |

In Q1 2022, the **Mountain Biking Audience Attention** was the highest on TikTok, followed by YouTube and Facebook.

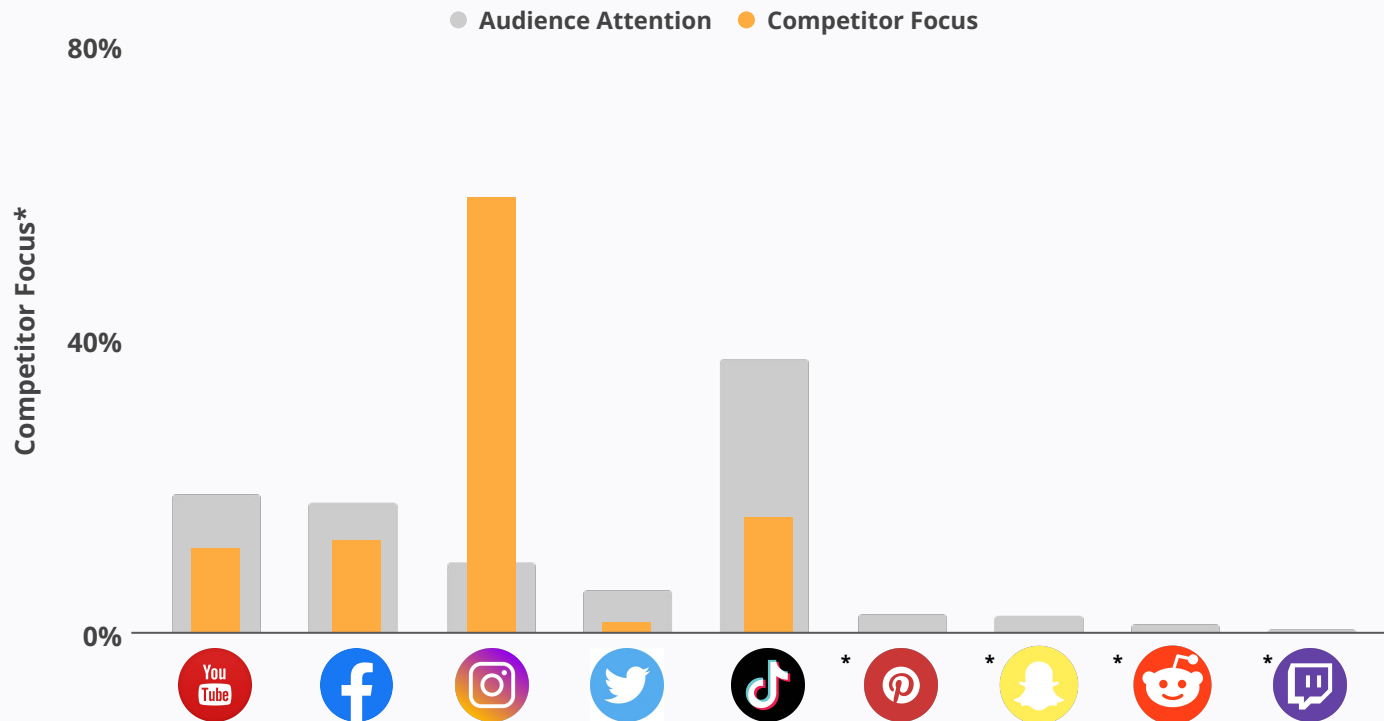


*Composite metric consists of video views, Monthly Active App Users, and Monthly Unique Site Visitors. Video views for Instagram, Snapchat, reddit, & Pinterest are currently not available.

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However, **Mountain Biking Competitors' Focus** is highest on Instagram.

High competitors' focus on Instagram was driven by Specialized, which generated 7M views in Q1 2022.

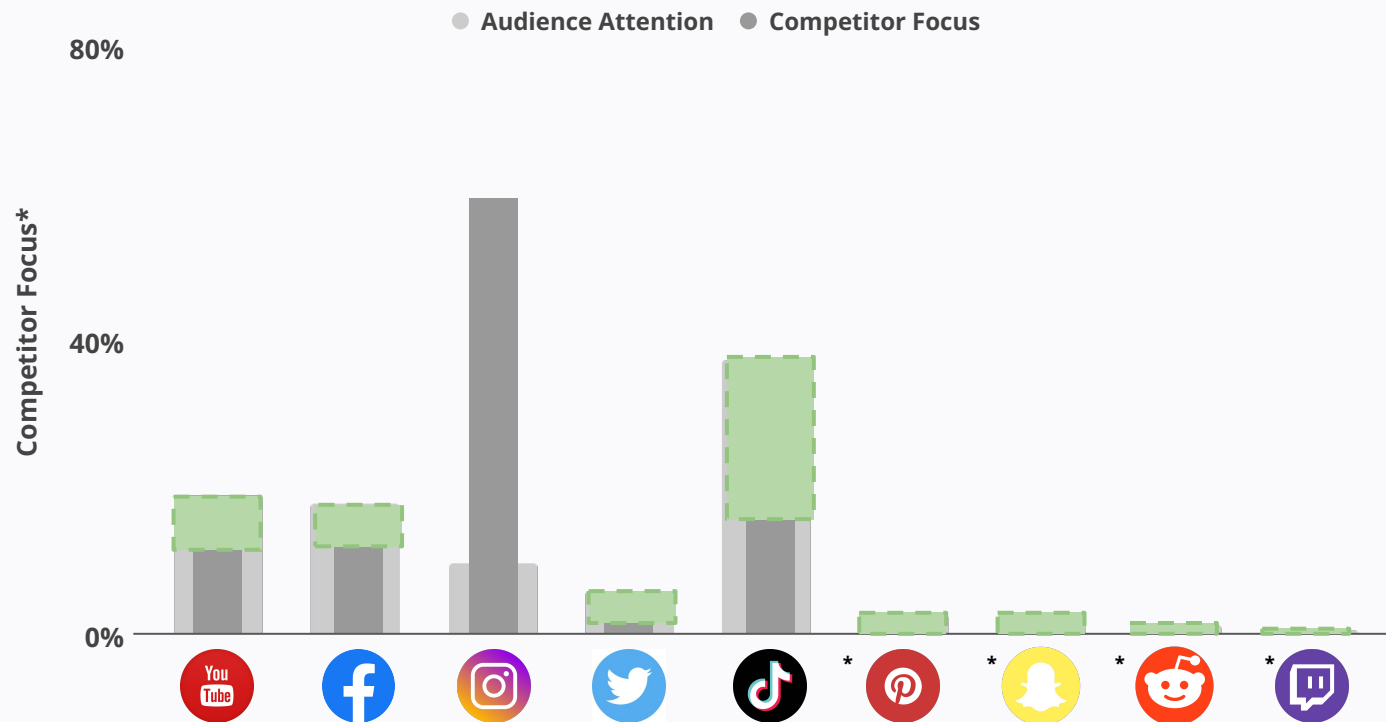


*Composite metric consists of post cadence, audience growth, engagement volume, organic video views. Competitor's focus is comprised of the top 15 brands in the Mountain Biking industry.

*Competitors are not active on Pinterest, Twitch and reddit while Snapchat is currently unavailable.

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There is whitespace opportunity on TikTok, YouTube, Facebook, and Twitter, where there is high Audience Attention and low Competitor Focus.

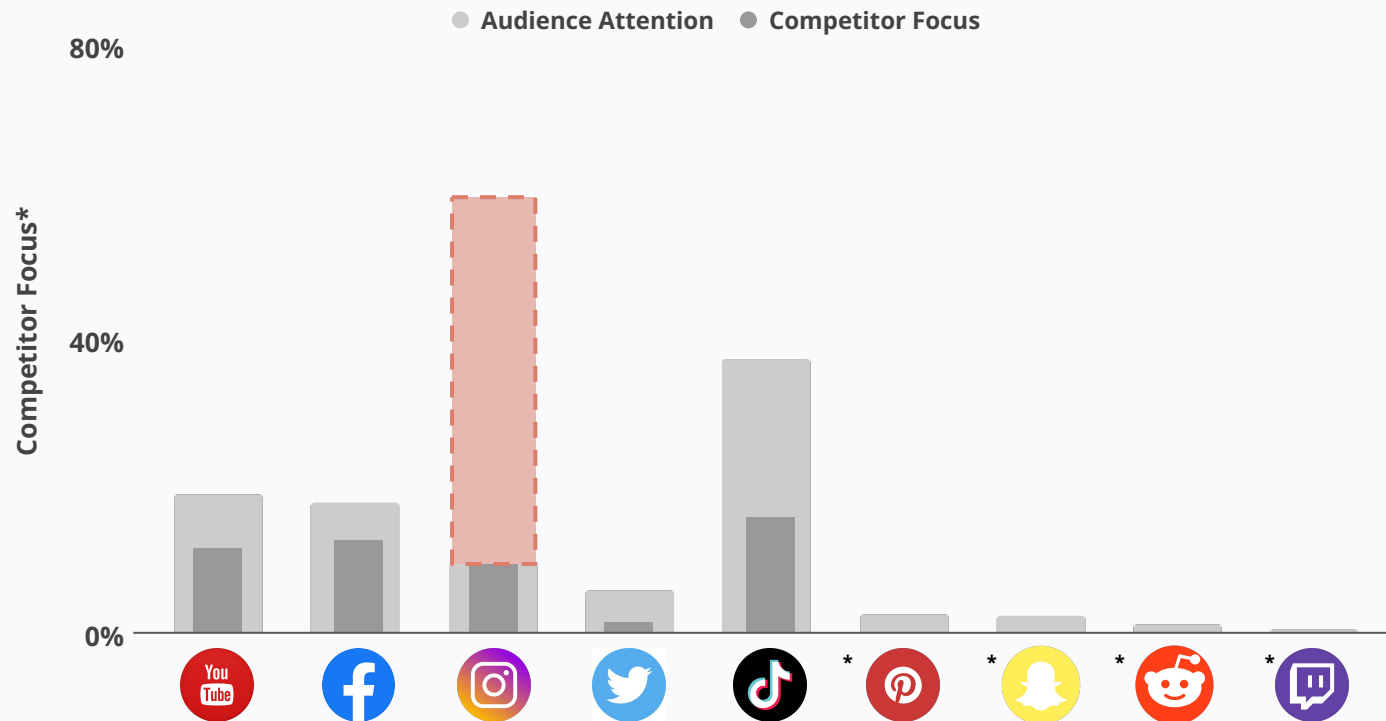


*Composite metric consists of post cadence, audience growth, engagement volume, organic video views. Competitor's focus is comprised of the top 15 brands in the Mountain Biking industry.

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Instagram is an oversaturated platform with high Competitor Focus and low Audience Attention.

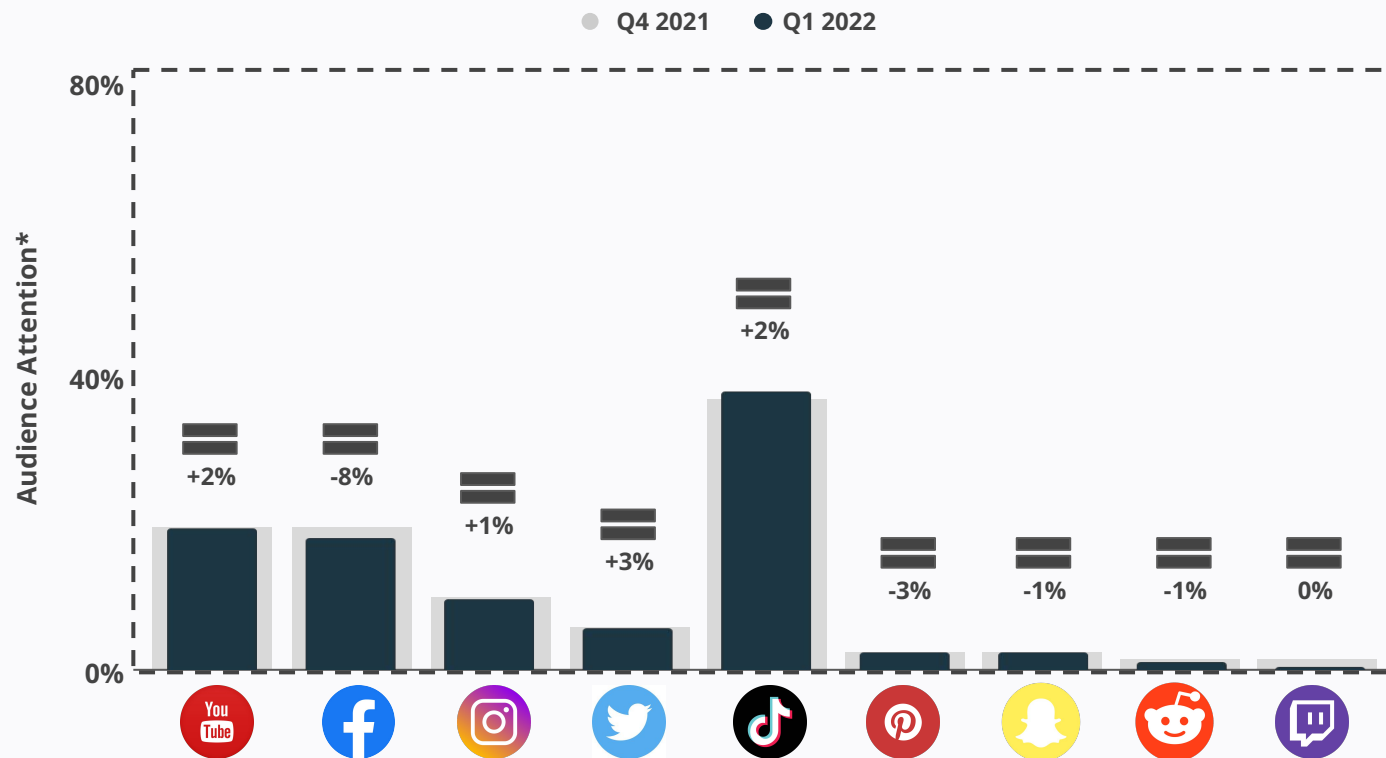


*Composite metric consists of post cadence, audience growth, engagement volume, organic video views. Competitor's focus is comprised of the top 15 brands in the Mountain Biking industry.

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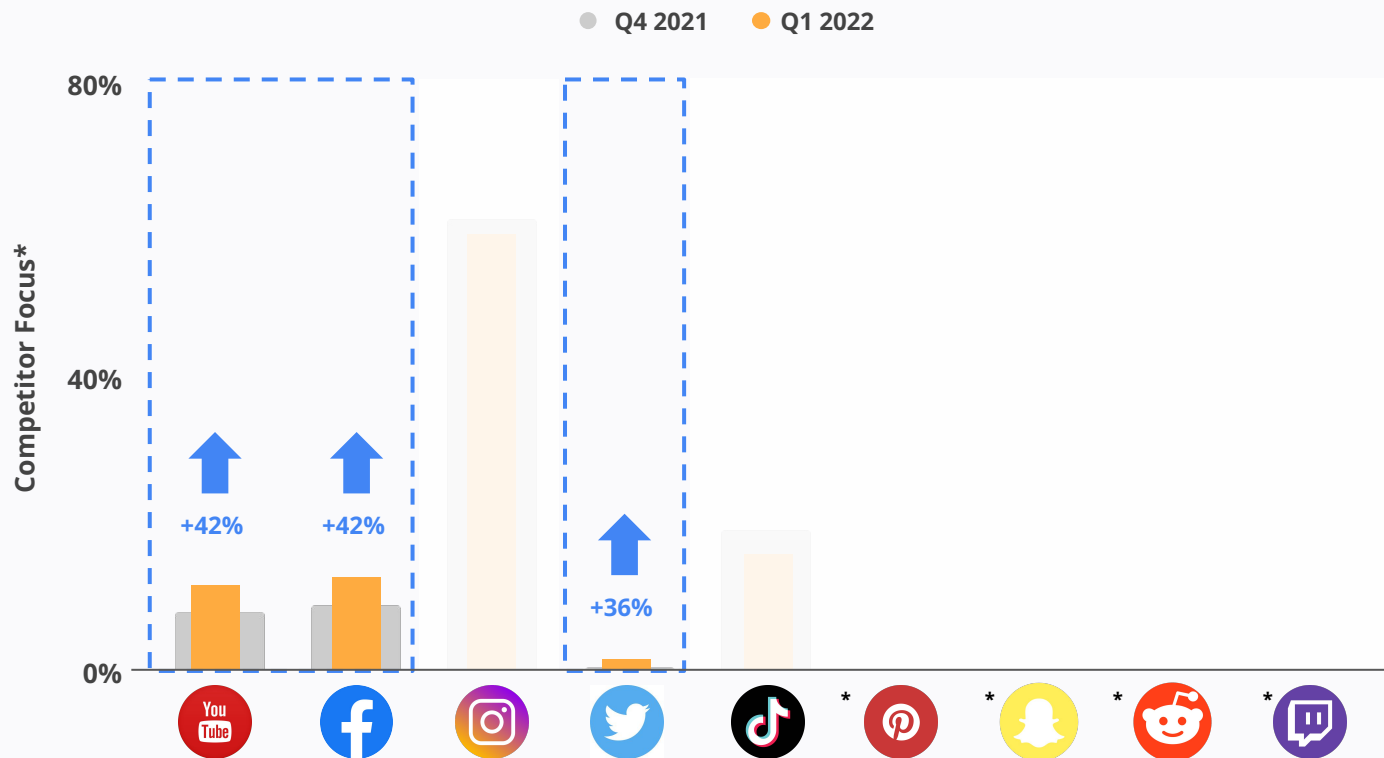
Audience Attention is stable across all platforms with less than a 10% change this quarter.



*Composite metric consists of video views, Monthly Active App Users, and Monthly Unique Site Visitors. Video views for Instagram, Snapchat, reddit, & Pinterest are currently not available. TikTok video views for Q4 2021 are an estimate based on average growth rates.

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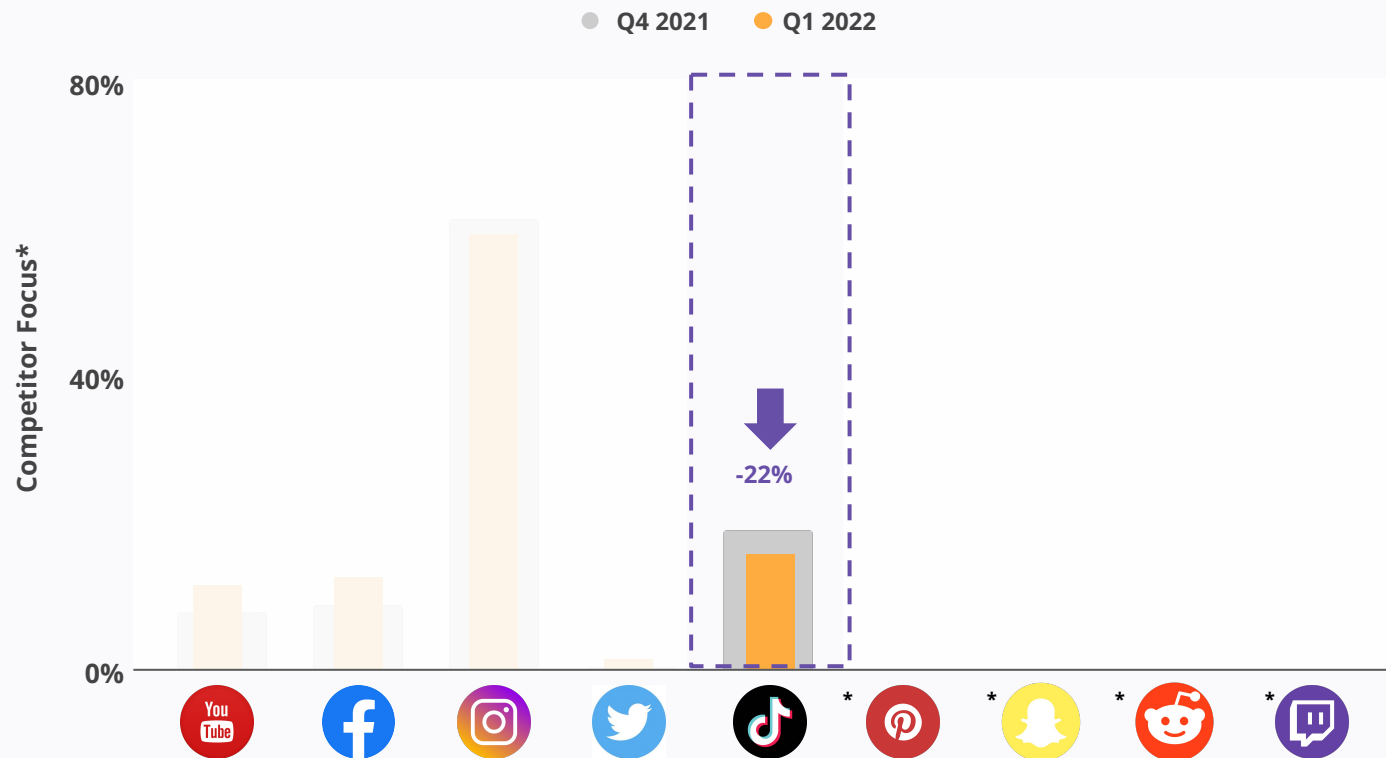
Competitor Focus is growing *significantly* on YouTube, Twitter and Facebook this quarter.



*Composite metric consists of video views, Monthly Active App Users, and Monthly Unique Site Visitors. Video views for Instagram, Snapchat, reddit, & Pinterest are currently not available. TikTok video views for Q4 2021 are an estimate based on average growth rates.

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Competitor Focus shrank *significantly* this quarter on TikTok.

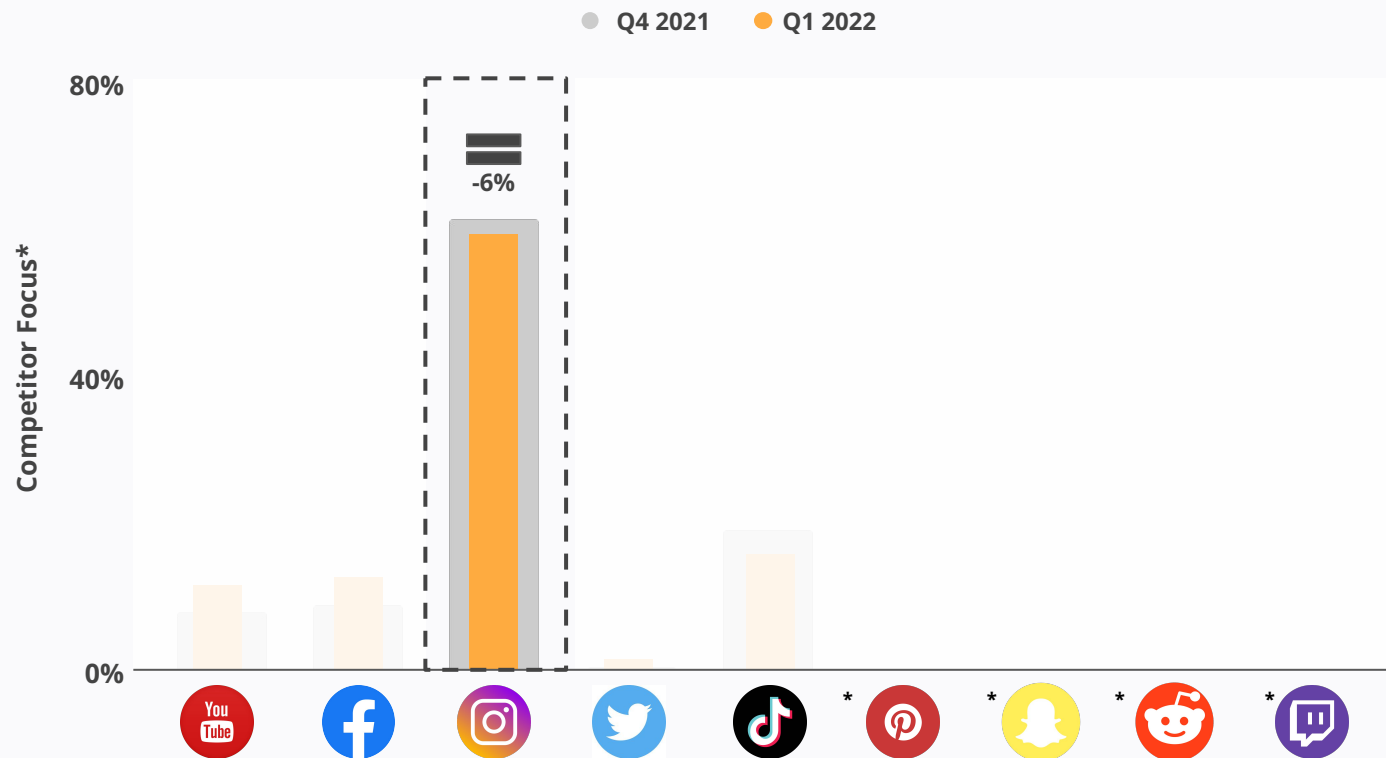


*Composite metric consists of post cadence, audience growth, engagement volume, organic video views. Competitor's focus is comprised of the top 15 brands in the Mountain Biking industry.

*Competitors are not active on Pinterest, Twitch and reddit while Snapchat is currently unavailable.

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Competitor Focus remained **stable** on Instagram with less than a 10% change this quarter.

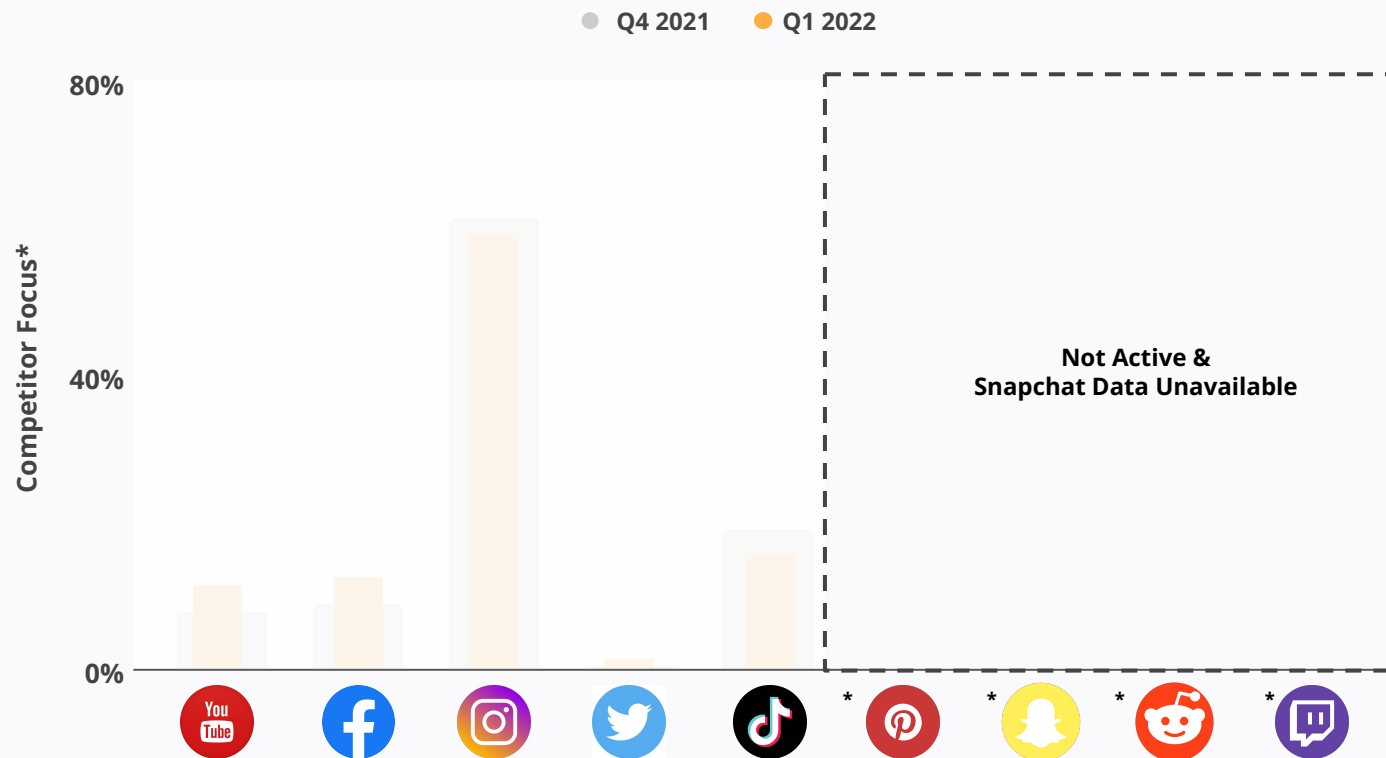


*Composite metric consists of post cadence, audience growth, engagement volume, organic video views. Competitor's focus is comprised of the top 15 brands in the Mountain Biking industry.

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Competitors in the Mountain Biking industry are currently **not active** on reddit, Pinterest, and Twitch.



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*Competitors are not active on Pinterest, Twitch and reddit while Snapchat is currently unavailable.

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