Key Takeaways

Top content opportunities in Q2 2022 in the Mountain Biking space include:

MTB Event Premiere:
- **Event Premieres:** Top videos featured were from Red Bull's <u>Monserrate Cerro Abajo</u> and <u>Valparaiso Cerro Abajo</u> 2022 events as premieres on YouTube. Videos were published in both Spanish and English, with the Spanish version generating 15x more views.

Slow-Mo Hucks:
- **Slow Motion Footage of Drops:** Footage of bikes being dropped off an elevated surface, such as a large jump or trail feature showcasing the bikes' suspension systems. Videos were filmed at 1000 frames per second and featured various types of bikes.

POV Downhill Race:
- **Downhill Races From the Biker's View:** Footage from downhill races filmed with a GoPro to show the ride from the biker's point of view. Top videos featured the following events: <u>UCI Mountain Bike World Cup - Lourdes</u>, Red Bull's <u>Monserrate Cerro Abajo</u> and <u>Valparaíso Cerro Abajo</u> and the <u>Freeride Fiesta</u>.

Bike Restore:
- **Restoring Old to Good-As-New:** The most popular videos were a vlog of a person flipping an old bicycle and a YouTube Short of someone restoring old mountain bike pedals.

The top* videos from Q1 2022 published by the following Mountain Biking creators were analyzed:

Red Bull Bike
Subscribers: **2M** | Views: **17M**

BikeRadar
Subscribers: **706K** | Views: **3M**

Cannondale Bicycles
Subscribers: **81K** | Views: **141K**

Fabio Wibmer
Subscribers: **7M** | Views: **33M**

Vital MTB
Subscribers: **199K** | Views: **2M**

Berm Peak
Subscribers: **2M** | Views: **12M**

Global Mountain Bike Network
Subscribers: **2M** | Views: **15M**

Santa Cruz Bicycles
Subscribers: **260K** | Views: **78K**

Commencal
Subscribers: **74K** | Views: **205K**

Pinkbike
Subscribers: **610K** | Views: **11M**

Trek
Subscribers: **202K** | Views: **162K**

YT Industries
Subscribers: **45K** | Views: **102K**

Sam Pilgrim
Subscribers: **2M** | Views: **16M**

Shimano
Subscribers: **159K** | Views: **68K**

Rob Rides EMTB
Subscribers: **98K** | Views: **3M**

GMBN Tech
Subscribers: **399K** | Views: **4M**

Specialized Bicycles
Subscribers: **357K** | Views: **78K**
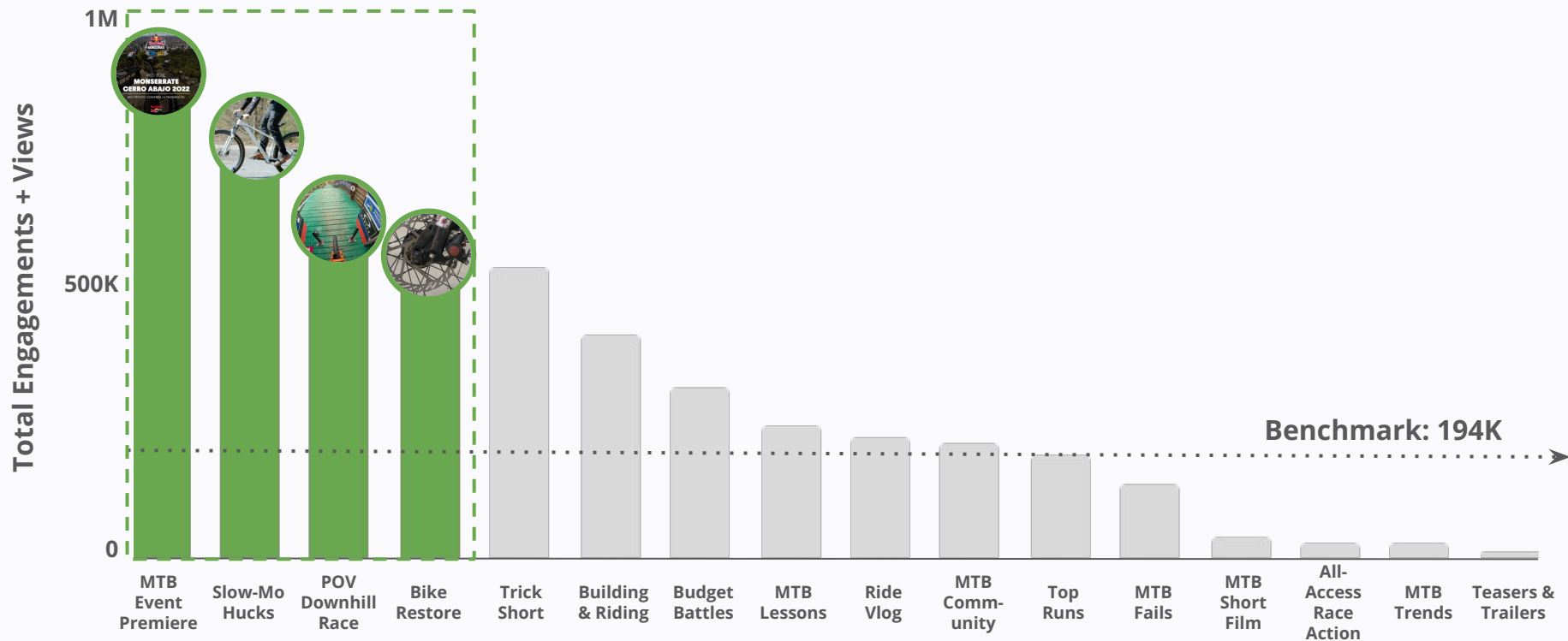
SRAM
Subscribers: **98K** | Views: **45K**

RightMetric

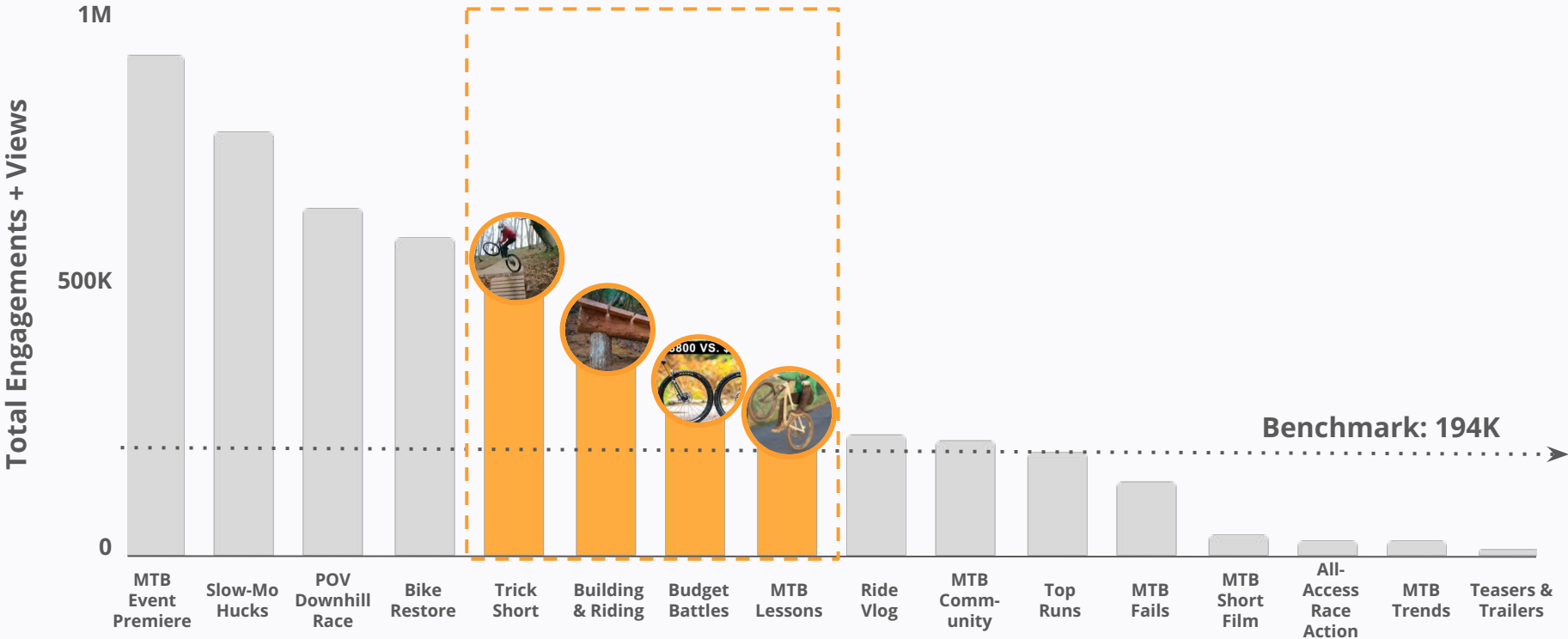# YouTube Content Bucket Definitions

Click to see example

- **MTB Event Premiere**: Premiere videos from MTB races and events.
- **Slow-mo Hucks**: Slow motion footage of bikes riding a large jump, drop or trail feature.
- **POV Downhill Race**: Downhill races filmed with a GoPro to show the ride from the biker's point of view.
- **Bike Restore**: Restoring old bikes or parts to make them as good as new.
- **Trick Short**: Video shorts of athletes performing mountain biking tricks and flips.
- **Building & Riding**: Videos that show the process of riders building their own lines, trails or courses and then riding them.
- **Budget Battles**: Creators judge top-of-the-line bikes/equipment against lower-end versions to see if it's worth the price tag.
- **MTB Lessons**: Mountain biking 101s for beginners to learn online.
- **Ride Vlog**: Riders take viewers on an informal journey while biking throughout their day.
- **MTB Community**: Videos that are relatable, entertaining or humorous to the community of mountain bikers.
- **Top Runs**: Videos feature the top runs from downhill mountain bike races or competitions.
- **MTB Fails**: Videos compile different clips of mountain bikers falling and failing on their rides.
- **MTB Short Film**: 3-5 minute long professionally produced and edited mountain biking films.
- **All-Access Race Action**: Vlogs taking viewers behind the scenes at the biggest MTB races/competitions.
- **MTB Trends**: Videos that share products that are up and coming for the biking community.
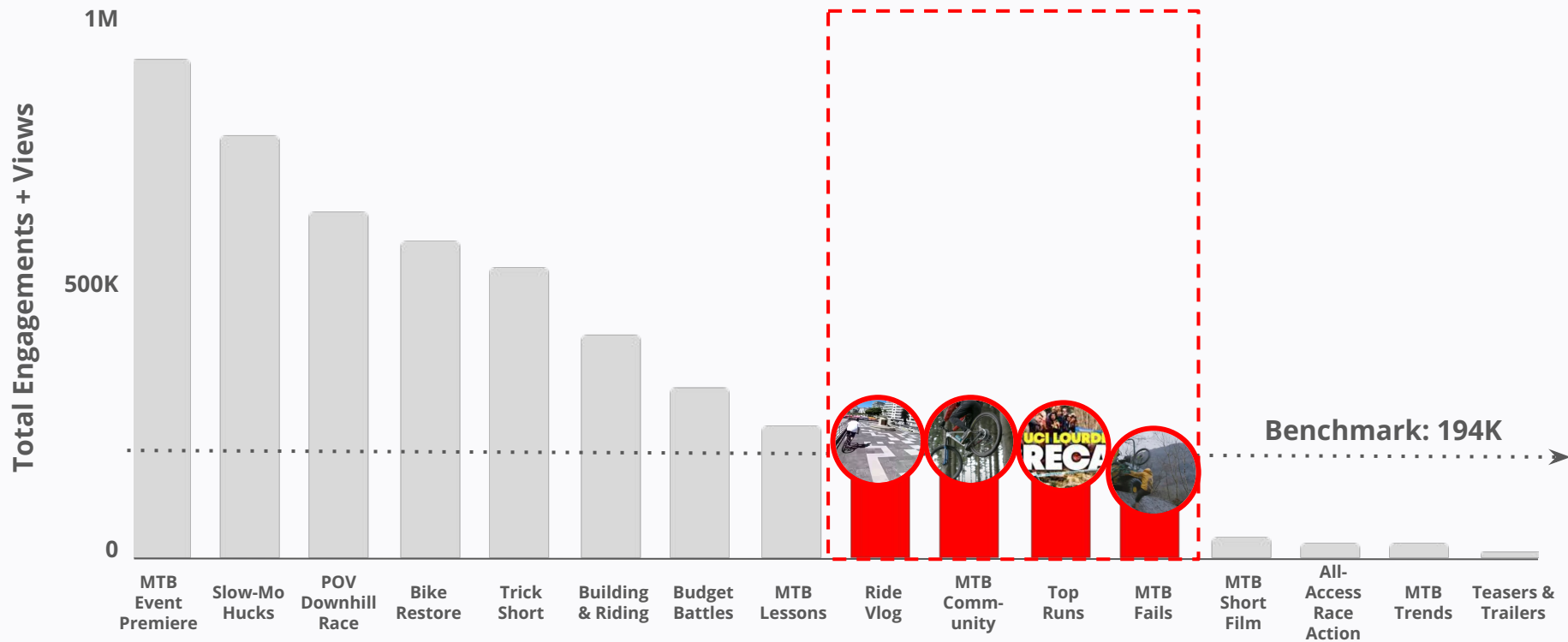- **Teaser & Trailers**: Sneak peeks of upcoming mountain biking films or documentaries.

Content buckets that had the **highest views & engagement rate** in the Mountain Biking space include:

Total Engagements + Views

1M

500K

0

Benchmark: 194K

MTB Event Premiere | Slow-Mo Hucks | POV Downhill Race | Bike Restore | Trick Short | Building & Riding | Budget Battles | MTB Lessons | Ride Vlog | MTB Community | Top Runs | MTB Fails | MTB Short Film | All-Access Race Action | MTB Trends | Teasers & Trailers

Good performing content opportunities in the Mountain Biking space on YouTube include:

Total Engagements + Views

1M

500K

0

Benchmark: 194K

MTB Event Premiere | Slow-Mo Hucks | POV Downhill Race | Bike Restore | Trick Short | Building & Riding | Budget Battles | MTB Lessons | Ride Vlog | MTB Community | Top Runs | MTB Fails | MTB Short Film | All-Access Race Action | MTB Trends | Teasers & Trailers

Substandard performing content opportunities in the Mountain Biking space on YouTube include:

Total Engagements + Views

1M

500K

0

MTB Event Premiere | Slow-Mo Hucks | POV Downhill Race | Bike Restore | Trick Short | Building & Riding | Budget Battles | MTB Lessons | Ride Vlog | MTB Community | Top Runs | MTB Fails | MTB Short Film | All-Access Race Action | MTB Trends | Teasers & Trailers

Benchmark: 194K

Low performing content opportunities in the Mountain Biking space on YouTube include:

Total Engagements + Views

1M

500K

0

Benchmark: 194K

MTB Event Premiere | Slow-Mo Hucks | POV Downhill Race | Bike Restore | Trick Short | Building & Riding | Budget Battles | MTB Lessons | Ride Vlog | MTB Community | Top Runs | MTB Fails | MTB Short Film | All-Access Race Action | MTB Trends | Teasers & Trailers
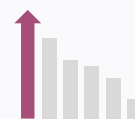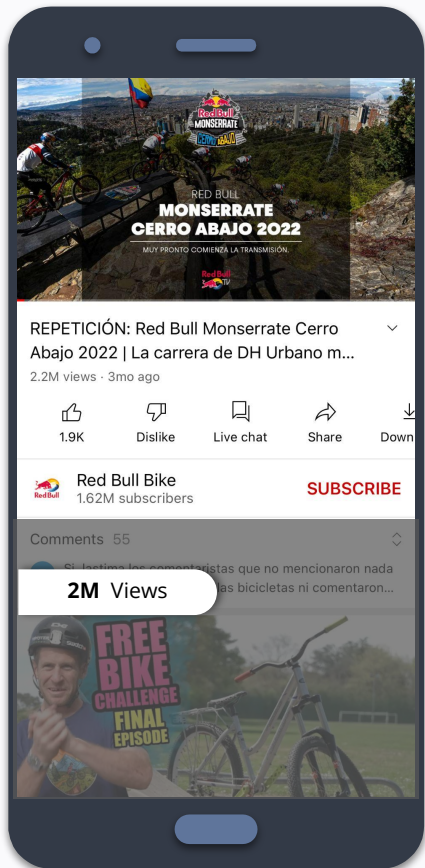
Viral Callout*:

#1. Year Recap

[Fabio Wibmer](#) shared a "Best of 2021" video on YouTube in January 2022 which generated 1.3M views and 70K engagements. The 5-minute long video featured behind-the-scenes footage, stunts and tricks, static images and interview clips set to music.
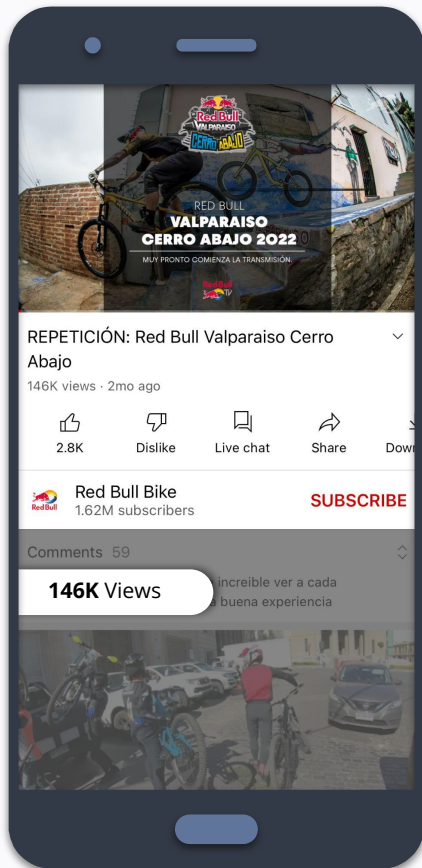
Tactics to Implement:
- **Clip Compilation**: The video used a compilation of various content, including unpolished vertical smartphone videos and professionally shot footage. It also included behind-the-scenes footage documenting Fabio's day-to-day life, interview clips, and static images.
- **Road to Recovery**: The video highlights Fabio's road to recovery after breaking his ankle and tearing his shoulder ligament in an MTB crash in August 2021.

BEST OF 2021 - Fabio Wibmer
1.1M views · 4mo ago

69K   Dislike   Share   Download   Save

Fabio Wibmer
7.09M subscribers   SUBSCRIBE

Comments 1.4K

Red Bull Bike ✓ Life is nothing without ups and downs, right? 👏 Keep killin' it Fabio, 2022 will be 🔥

1M Views

8:08

[Click to view](#)

Click to view

Click to view

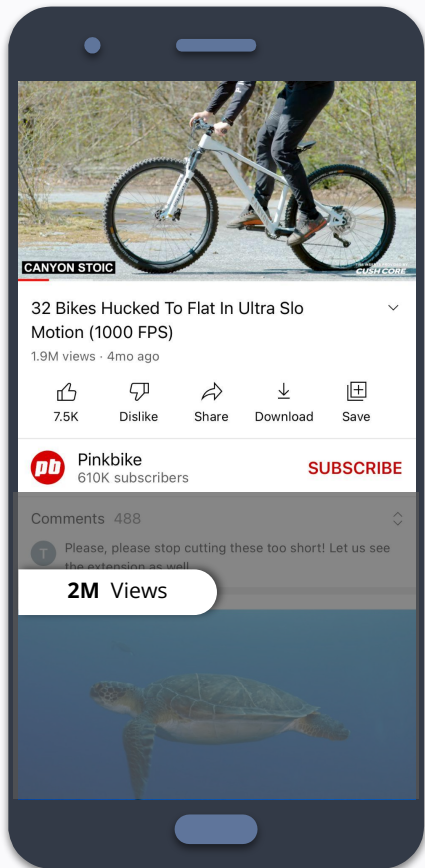Content Opportunities:

#1. MTB Event Premiere

Event Premieres
Video streams from Red Bull's Monserrate Cerro Abajo and Valparaiso Cerro Abajo 2022 events.
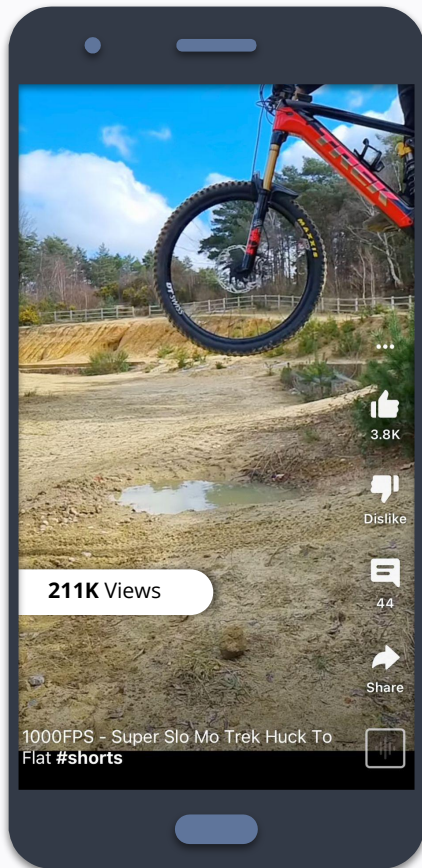
Tactics to Implement:
- **Spanish:** The two videos were published in English and Spanish, with the Spanish videos generating 15 times more views than the English versions.
- **YouTube Premieres:** Premieres are videos scheduled to play at a specific time on YouTube with live chat and other interactive features. Video premieres are not live in the sense of being recorded in real-time but offer viewers a similar interactive experience. After the premiere finishes, the full video will remain on the creator's channel as a regular upload. Creators can create buzz for their premieres by sharing the watch page so viewers can set reminders, chat, and leave comments.

Top Format:
- Premieres range from **1:30-1:45 hours** in length.

Click to view

Click to view

Content Opportunities:

#2. Slow-Mo Hucks

Slow Motion Footage of Drops
Footage of bikes being dropped off an elevated surface, such as a large jump or trail feature showcasing the bikes' suspension systems.

Tactics to Implement:
- **1000 FPS:** Both examples shown were shot at 1000 frames per second and included "1000 FPS" in their title to help searchability.
- **Bike Variety**: The video shown on the far left featured 32 different bikes, from lightweight XC hardtails to high single pivot enduro machines.
- **Recreate**: Keep doing what performs well — Pinkbike has shared 9 different "Hucked to Flat in Slow Motion (1000 FPS)" videos on its channel which have generated over 8M views. Videos have featured new, cheap(er), enduro, XC and value bikes.

Top Format:
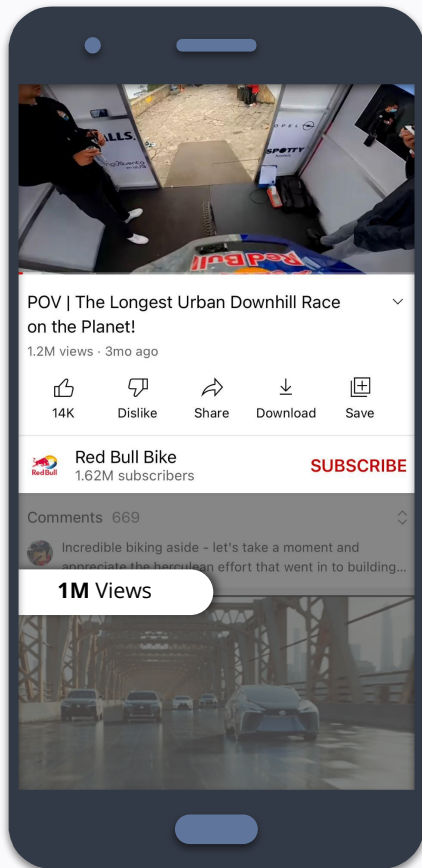- Videos range from **0:18-8:05 minutes** in length.
- **33%** of videos in this category are Shorts.
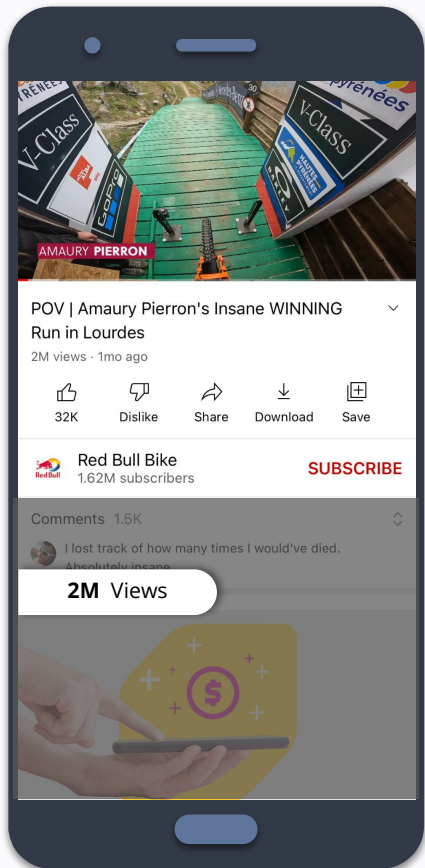
Content Opportunities:

#3. POV Downhill Race

Downhill Races From the Biker's View
Footage from downhill races filmed with a GoPro to show the ride from the biker's point of view. Top videos featured the following events:
- [UCI Mountain Bike World Cup - Lourdes](#)
- [Red Bull Monserrate Cerro Abajo](#)
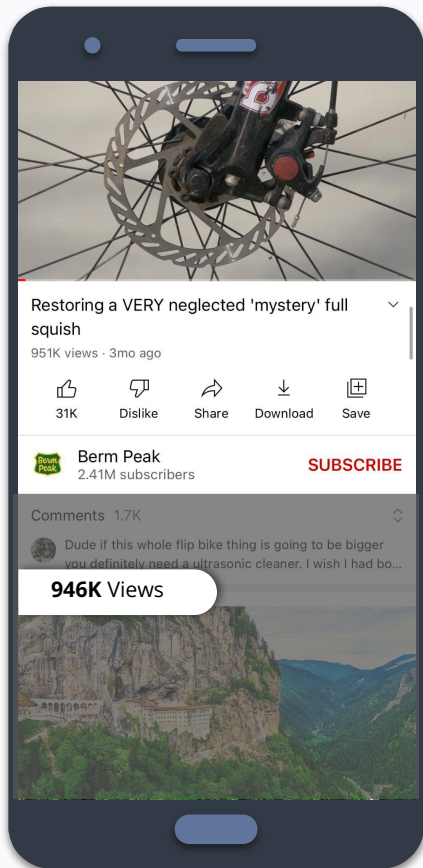- [Red Bull Valparaíso Cerro Abajo](#)
- [Freeride Fiesta](#)

Tactics to Implement:
- **Video Title:** Red Bull Bike's POV Race video titles use the following format: "**POV |** *Explanation of video with an exciting hook*". Hooks included "[Longest](#)", "[WINNING](#)", and "[Insane](#)".
- **Watermark:** Red Bull adds its watermark to its videos' bottom right corner to drive subscribership.

Top Format:
- Videos range from **0:56-4:54 min** in length.
- **100%** of videos in this category are traditional YouTube posts over Shorts.

POV | Amaury Pierron's Insane WINNING Run in Lourdes
2M views · 1mo ago

32K Dislike Share Download Save

Red Bull Bike
1.62M subscribers   SUBSCRIBE

Comments 1.5K

I lost track of how many times I would've died. Absolutely insane.

2M Views

POV | The Longest Urban Downhill Race on the Planet!
1.2M views · 3mo ago

14K Dislike Share Download Save

Red Bull Bike
1.62M subscribers   SUBSCRIBE

Comments 669

Incredible biking aside – let's take a moment and appreciate the herculean effort that went in to building...

1M Views

[Click to view](#)   [Click to view](#)

946K Views

Restoring a VERY neglected 'mystery' full squish
951K views · 3mo ago

31K · Dislike · Share · Download · Save

Berm Peak
2.41M subscribers
SUBSCRIBE

Comments 1.7K

Dude if this whole flip bike thing is going to be bigger you definitely need a ultrasonic cleaner. I wish I had bo...

Click to view

175K Views

Restoring old MTB pedals in 60 seconds
175K views · 2mo ago

Click to view

Content Opportunities:

#4. Bike Restore

Restoring Old to Good-As-New

Videos of creators restoring old mountain bikes and parts. The top two performing videos in Q1 2022 were a 15-minute vlog shared by Seth from Berm Peak showcasing his journey of flipping an old, neglected bike and a YouTube Short featuring Seth restoring mountain bike pedals in just 60 seconds.

Tactics to Implement:

- **Video Duration:** Of the competitive set, videos 3:00-4:59 minutes long generated the highest views and engagements on average, followed by those 15:00-17:59 minutes long.
- **Flip Bike**: Berm Peak has a YouTube playlist called "Flip Bike" where Seth buys, restores and sells used bicycles. The playlist features 8 videos which have generated nearly 9M views.

Top Format:

- Top videos range from **1:00-15:00 minutes** in length.
- **33%** of videos in this category are Shorts.

RightMetric