



Q4 2022

Social Whitespace Map™

The Best (and Worst) Social Channels to Reach the Skiing Audience in Q4 2022

SHARED CHANNELS










YOUTUBE

INSTAGRAM

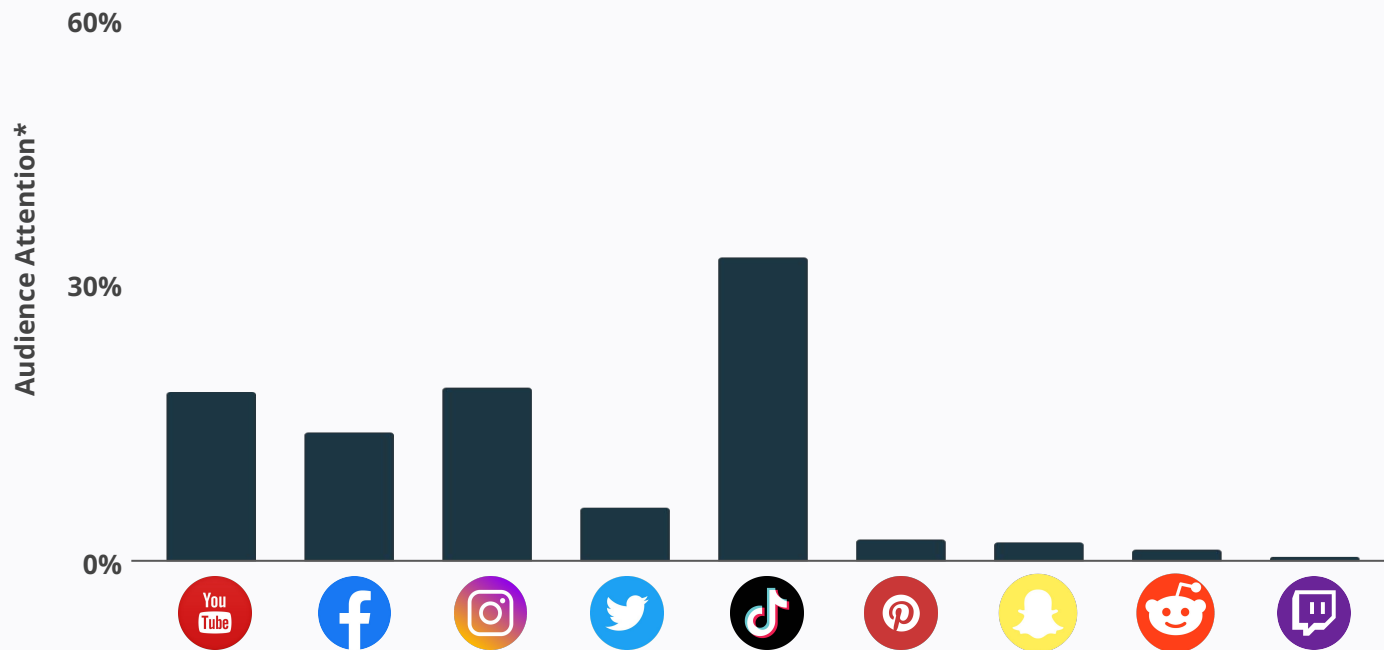
TIKTOK

FACEBOOK

Key Takeaways

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

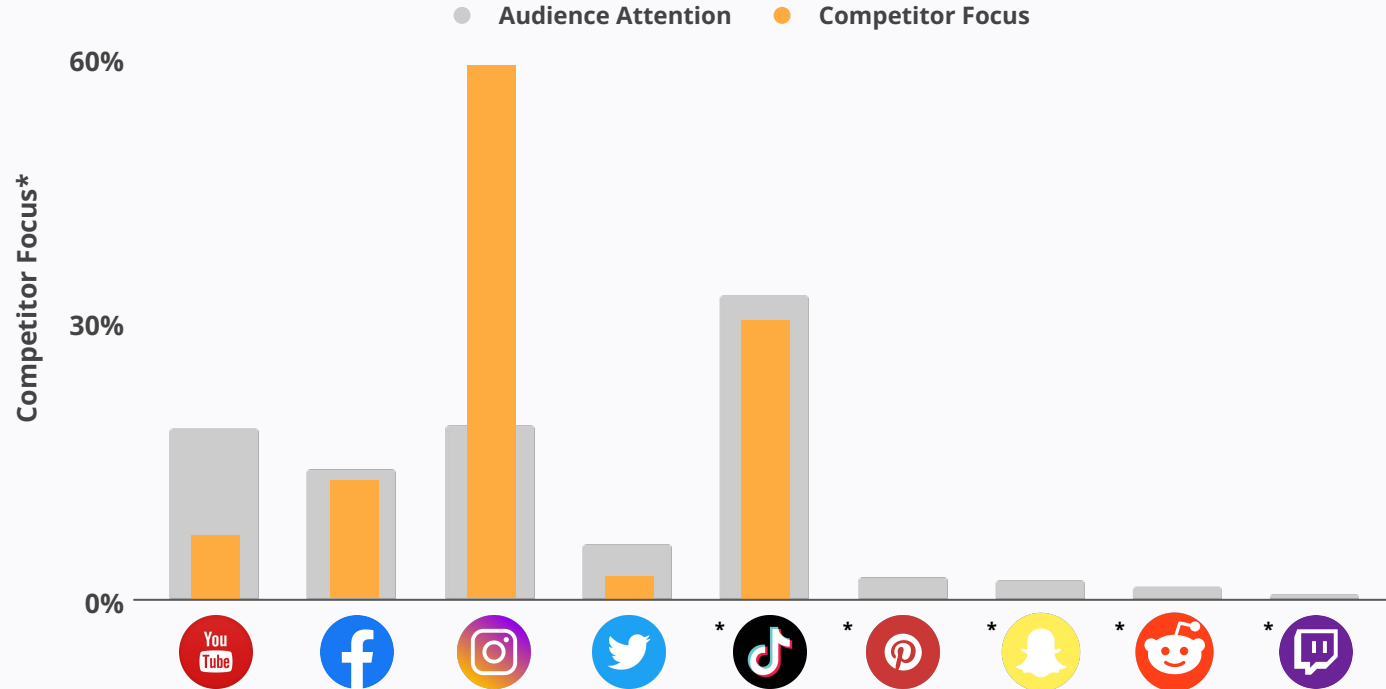
From September to November 2022, the **Ski Industry Audience Attention** was the highest on TikTok, followed by Instagram and YouTube.



*Composite metric consists of post cadence, video views, Monthly Active App Users, and Monthly Unique Site Visitors
Instagram video views for the Ski Industry are not currently available.

However, **Ski Industry Competitors' Focus** is highest on **Instagram**.

High competitor focus on Instagram was driven by [LINE Skis](#), who generated 9M views and 685K engagements from September to November 2022. Their [top video](#) was a co-post with [@alechendersonn](#) that garnered 3.7M views and 256K engagements.

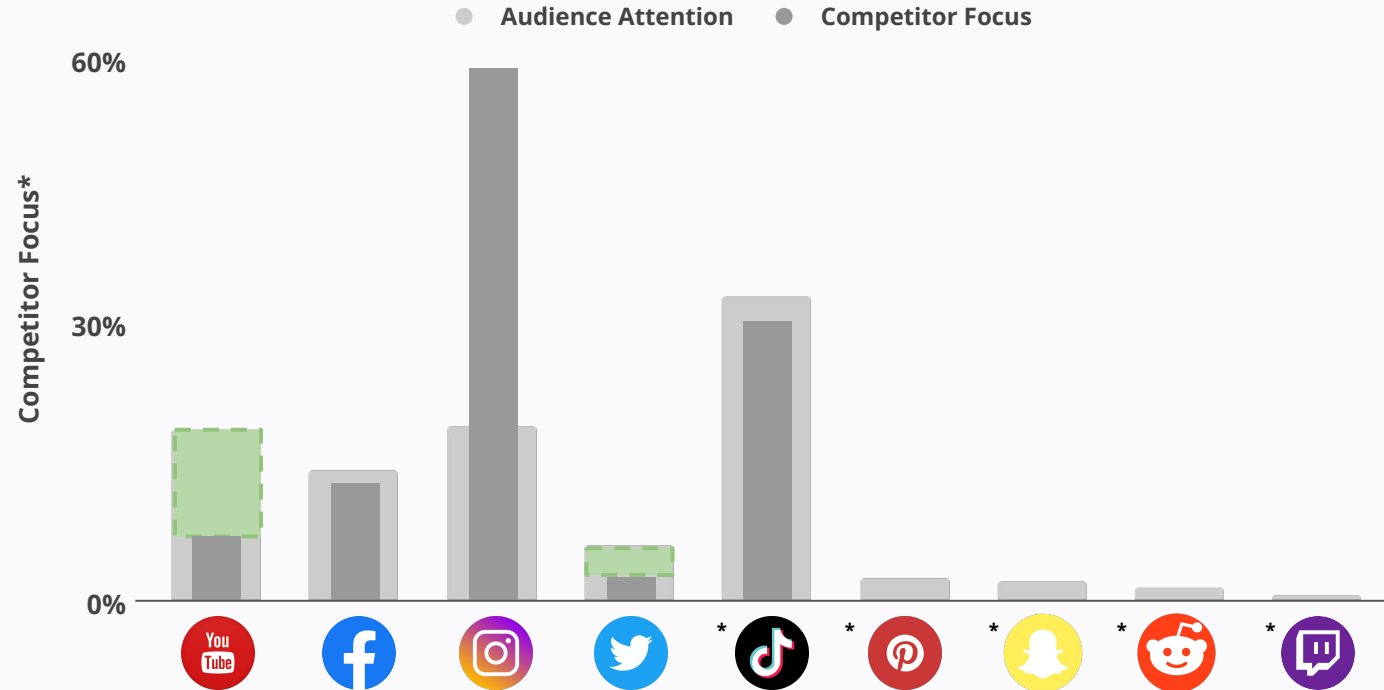


Instagram video views for the Ski Industry are not currently available.

*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 Ski Industry.

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

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

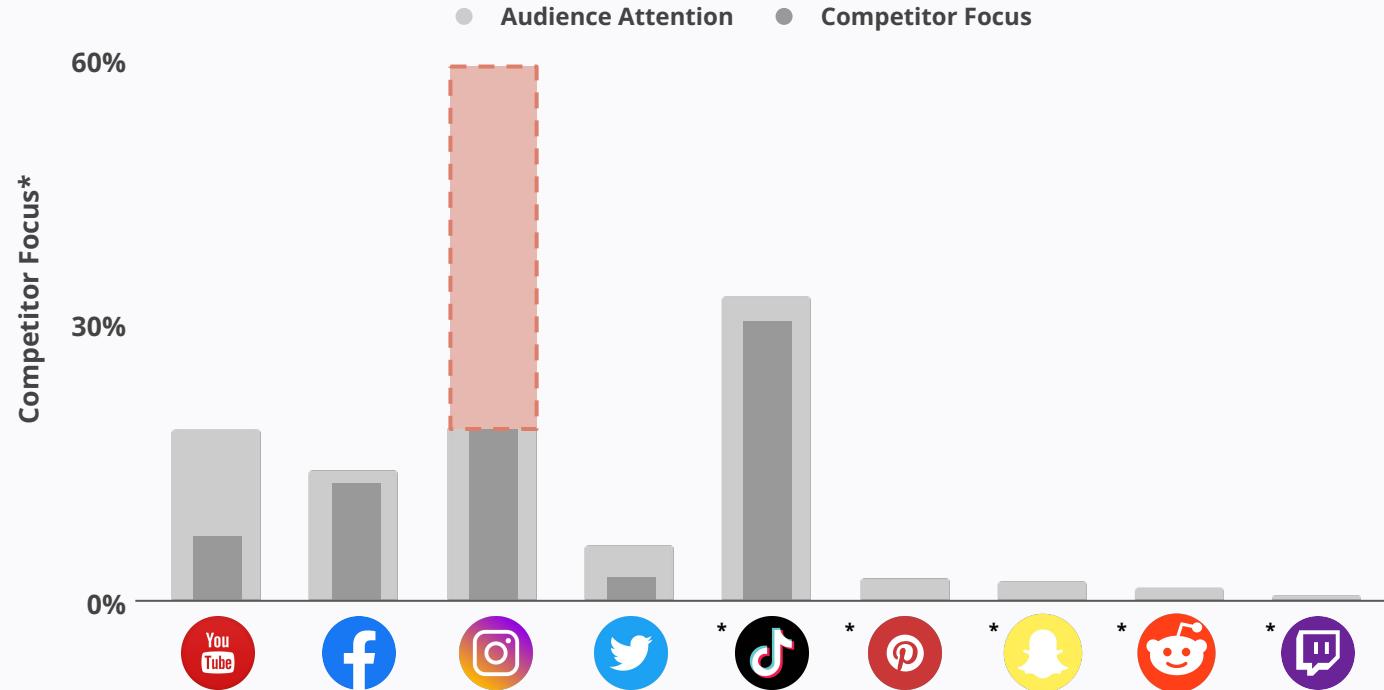


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Instagram is an oversaturated platform with high Competitor Focus and low Audience Attention.

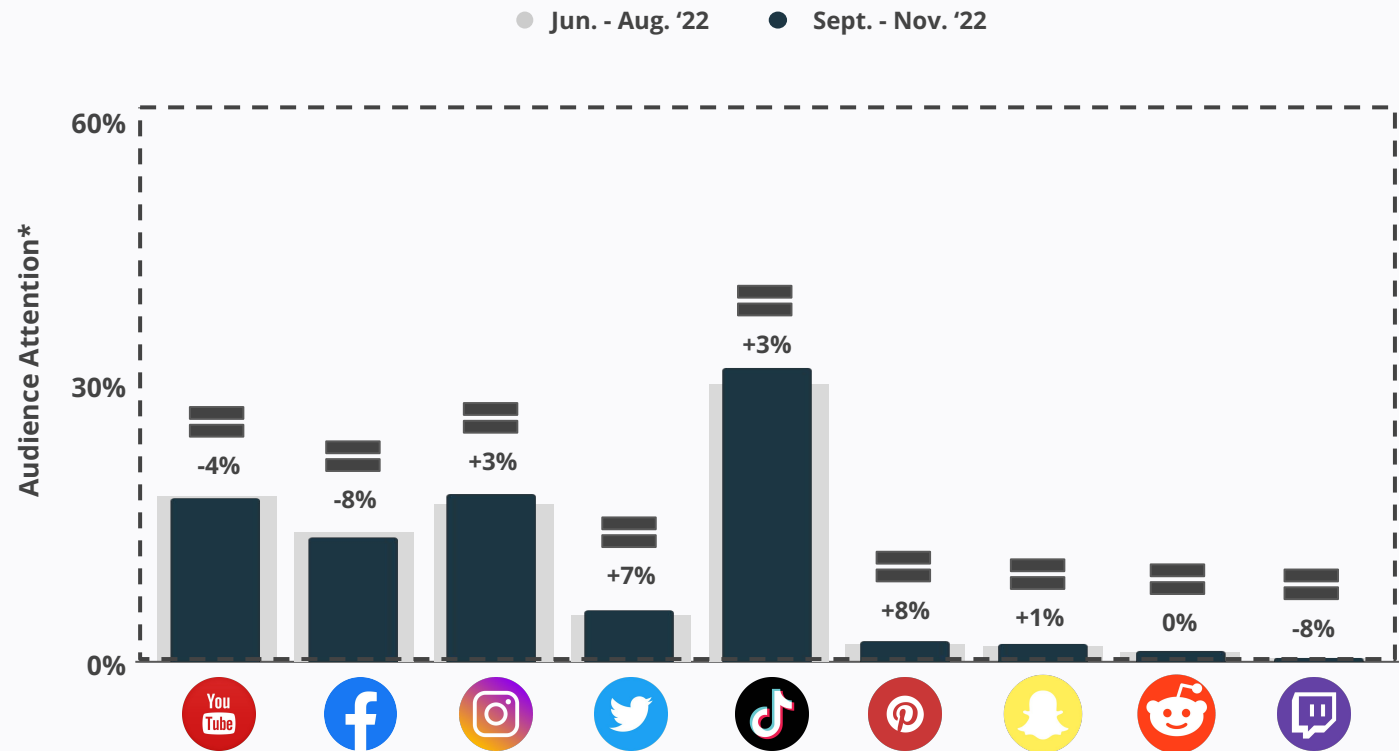


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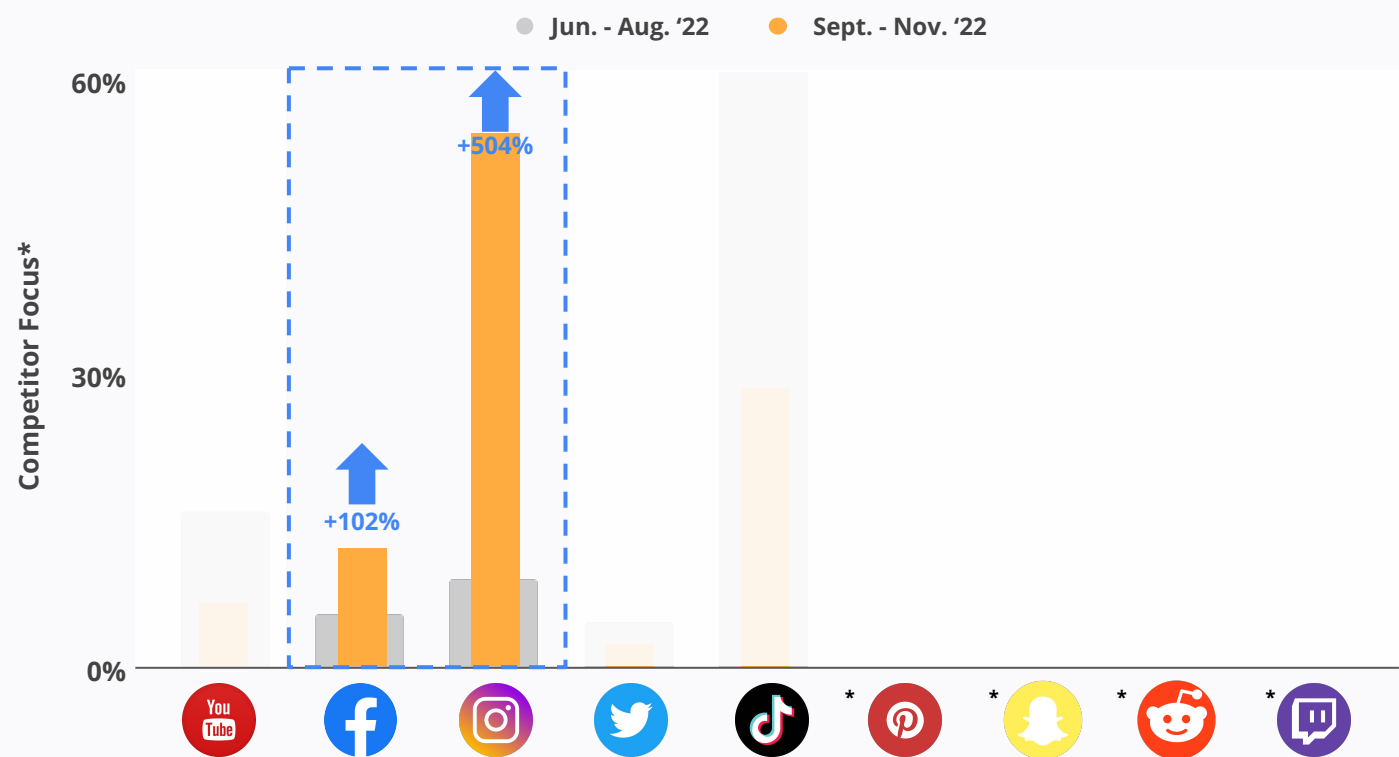
*Competitors are not active on Snapchat, Reddit and Twitch while Pinterest is currently unavailable.

Audience Attention is stable for all channels this period with less than a 10% change.



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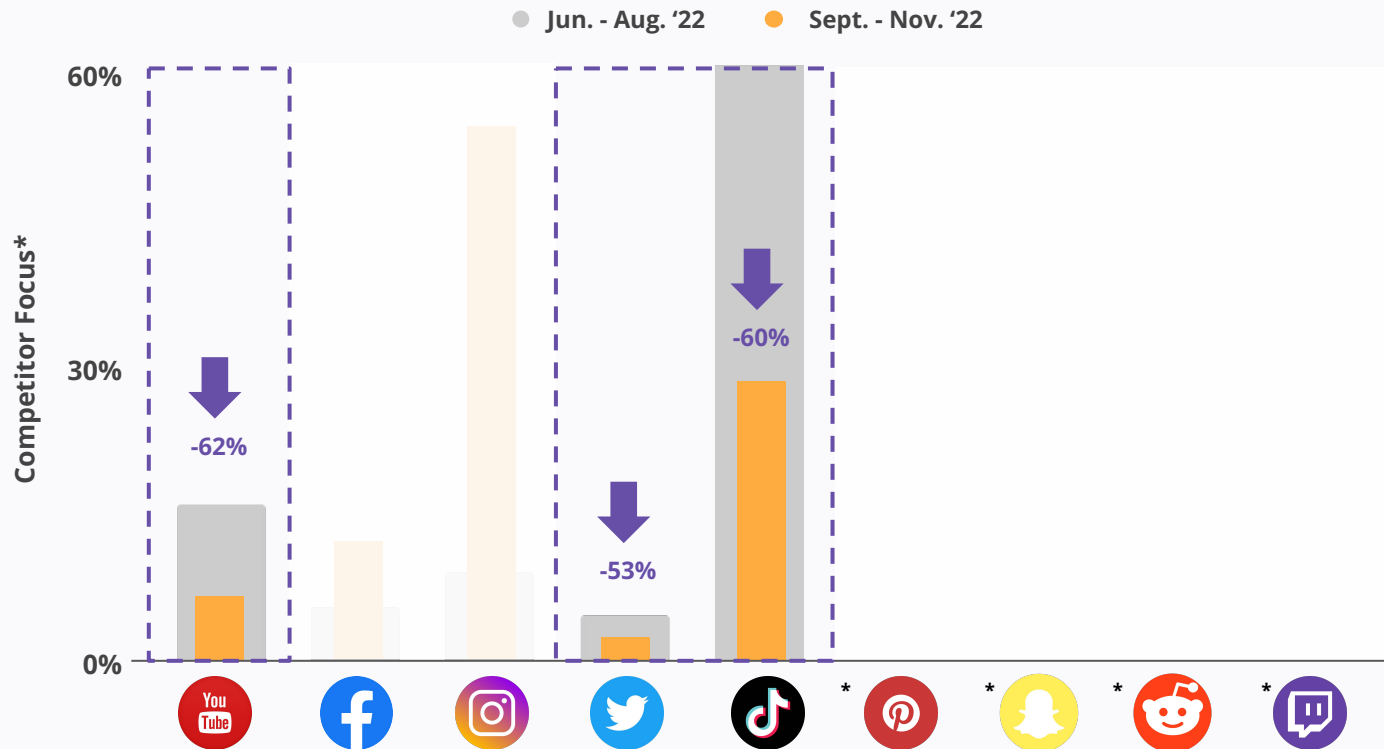
Competitor Focus is growing *significantly* on Facebook, and Instagram this quarter.



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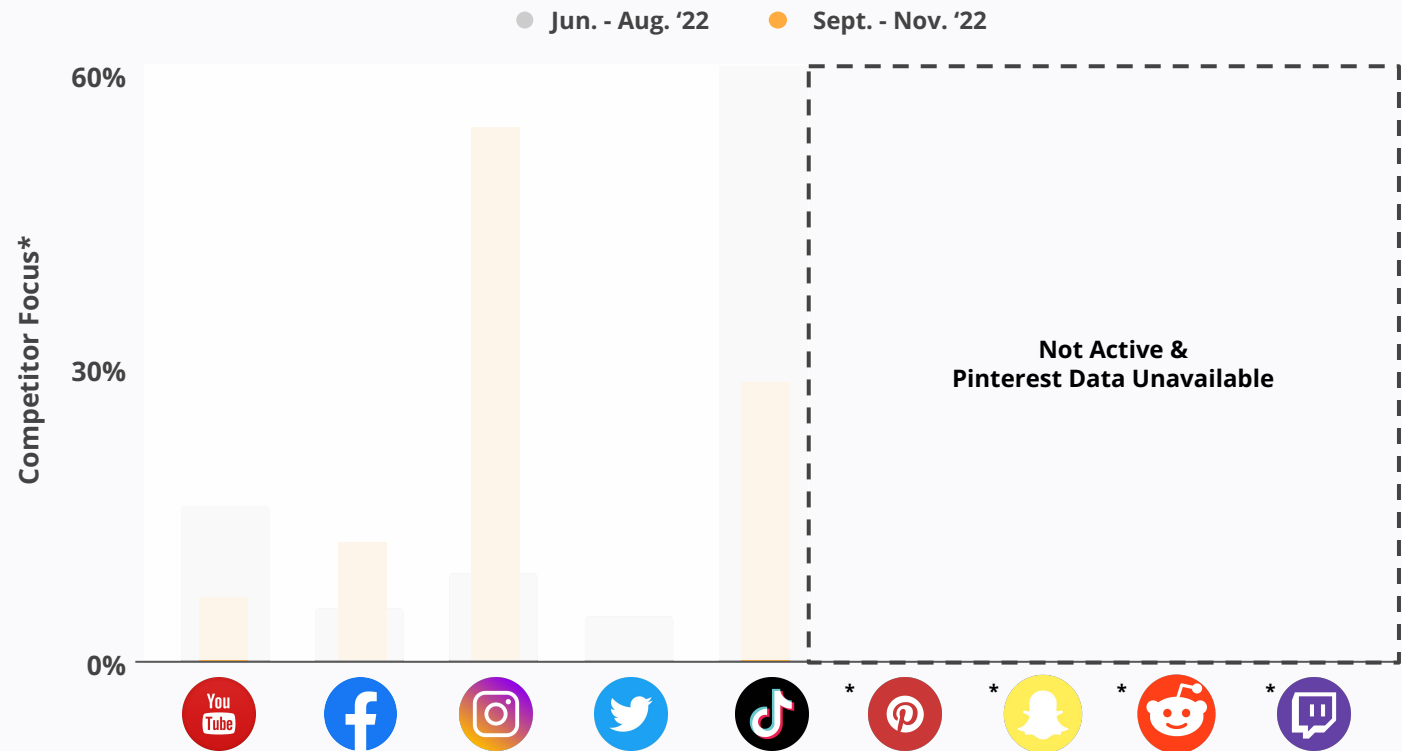
Competitor Focus shrank *significantly* this quarter on YouTube, TikTok and Twitter.



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Competitors in the Ski Industry are currently **not active** on reddit, Snapchat, and Twitch.








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How the Social Whitespace Map™ Methodology Works

Define the Audience.

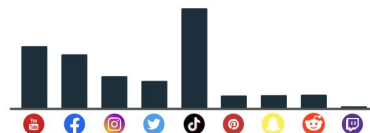
 Gen Z Investors

- ✓ Canadian 
- ✓ Male 
- ✓ Age 18-24 
- ✓ Interested in investing 


Measure their share of attention across platforms.





Compare attention across platforms.





Define the competitors.

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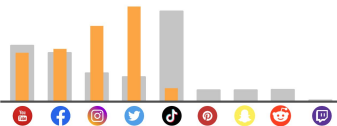
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Measure competitors activities and where they're generating results.



Overlay competition on top of attention to identify whitespace.

