



**How Climbing Social Properties
Generated 719M Video Views in 2021**

Sporting Goods & Outdoor

Key Takeaways

Overview of the digital climbing landscape from January 2021 to January 2022:

Audience Demographics:

- **Geolocation:** Looking at the geolocation of the top climbing website visitors and the top climbing social properties followers, the US has the largest climbing audience, followed by the UK. Other leading countries include Italy, Canada, Germany and the Netherlands.
- **Age & Gender:** 59% of the web visitors to the top 10 climbing websites were male, and the majority of these visitors were 25 to 44 years old. Followers to the top climbing social properties are overwhelmingly male (87%) and predominantly 18 to 34 (65%).

Platforms:

- YouTube generated the highest amount of climbing views, followed by Facebook (24%) and then Instagram (20%). Twitter makes up <1% of climbing video views. Instagram has the largest audience of followers for the top 15 climbing athletes. Although TikTok has the smallest audience relative to the other platforms, it generated the most engagements from Jan. '21 to Jan. '22.

Top Athletes:

- [Jimmy Chin](#), [Alex Honnold](#) and [Nirmal Purja](#) have the largest climbing audience on social. When looking at the average engagement per post, Noah Kane, Nirmal Purja and Alex Honnold have the highest rates.

Content Opportunities:

- **YouTube:** Top opportunities on YouTube include videos that share climbing tips, weight test climbing gear, POV climbing shorts and videos that answer common climbing questions.
- **Facebook:** Top opportunities on Facebook include videos celebrating historical feats in climbing, bouldering sessions, clips or trailers from upcoming films, and thrilling stunts that push the boundaries of the sport.
- **Instagram:** Top opportunities on Instagram include videos celebrating historical accomplishments, clips of athletes performing different types of solo climbing, video teasers or trailers from upcoming films, and videos of athletes attempting challenging outdoor ascents.
- **TikTok:** Top opportunities on TikTok include videos from bouldering sessions, strength training, ice climbing training, or videos discussing traditional climbing gear.



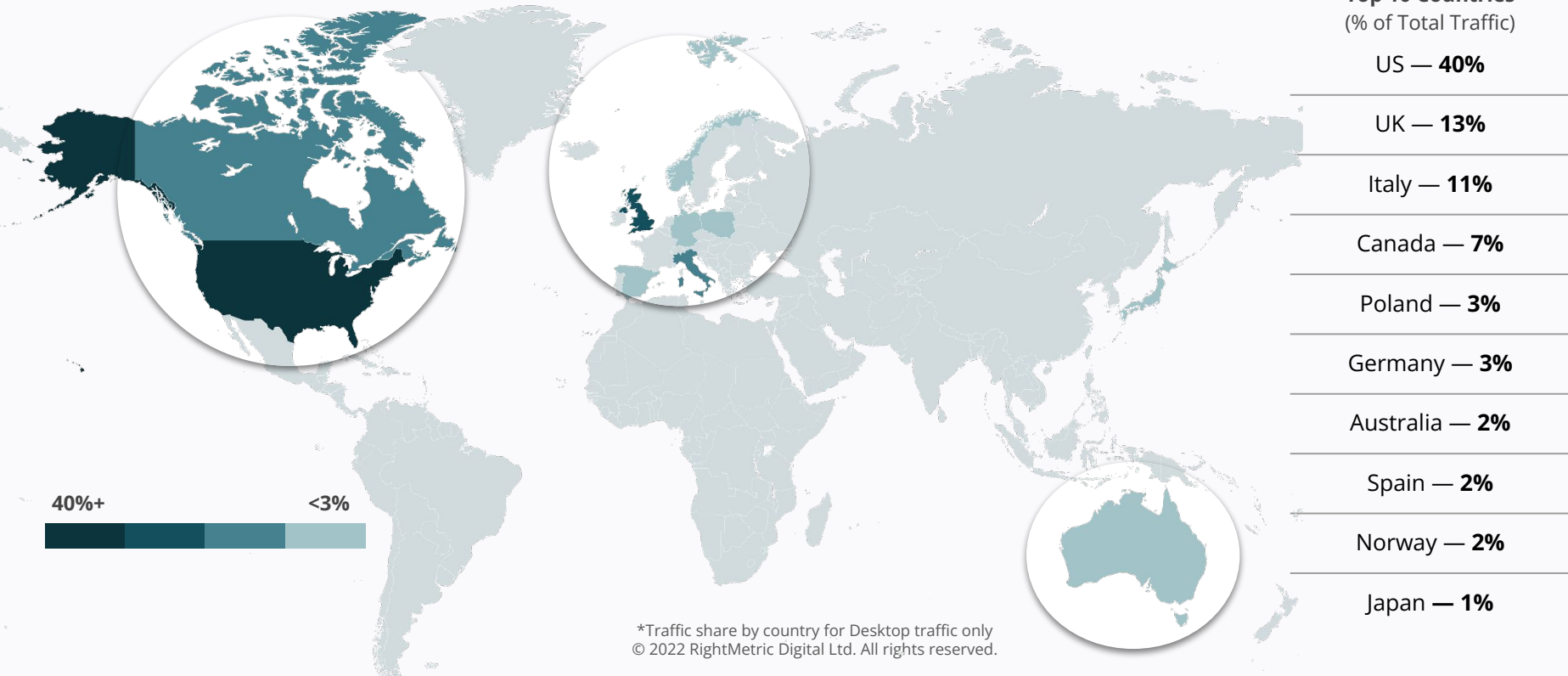
Climbing Audience Scan

Based on web traffic, the following were the top ten climbing websites from January 2021 to January 2022. On average, these climbing resources generated **851K** web visits per month.



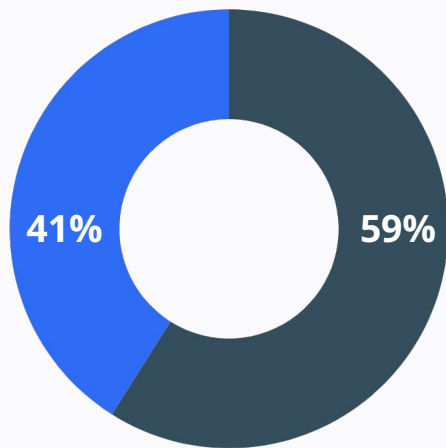
The **United States** accounted for 40% of traffic to the top ten climbing websites, followed by the **United Kingdom** (13%), **Italy** (11%) and **Canada** (7%).

Top Climbing Website Traffic Demographics (Jan. '21 – Jan. '22)



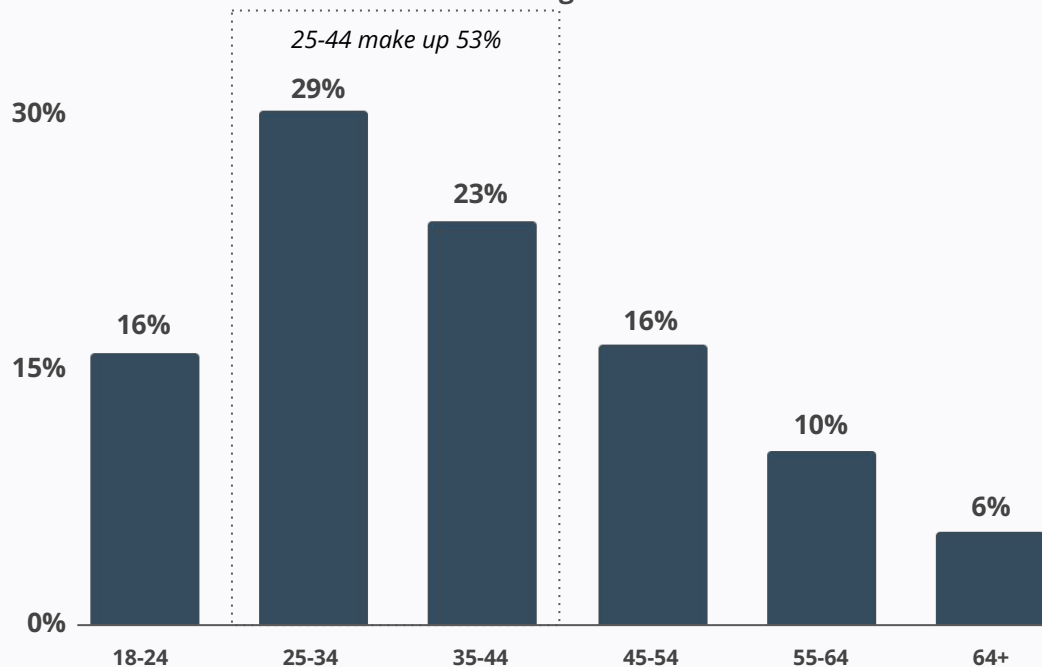
Males account for 59% of all top climbing website traffic. As for age, people between the ages of **25 and 44** accounted for 53% of the traffic.

Web Traffic Gender Breakdown



● Male
● Female

Web Traffic Age Breakdown

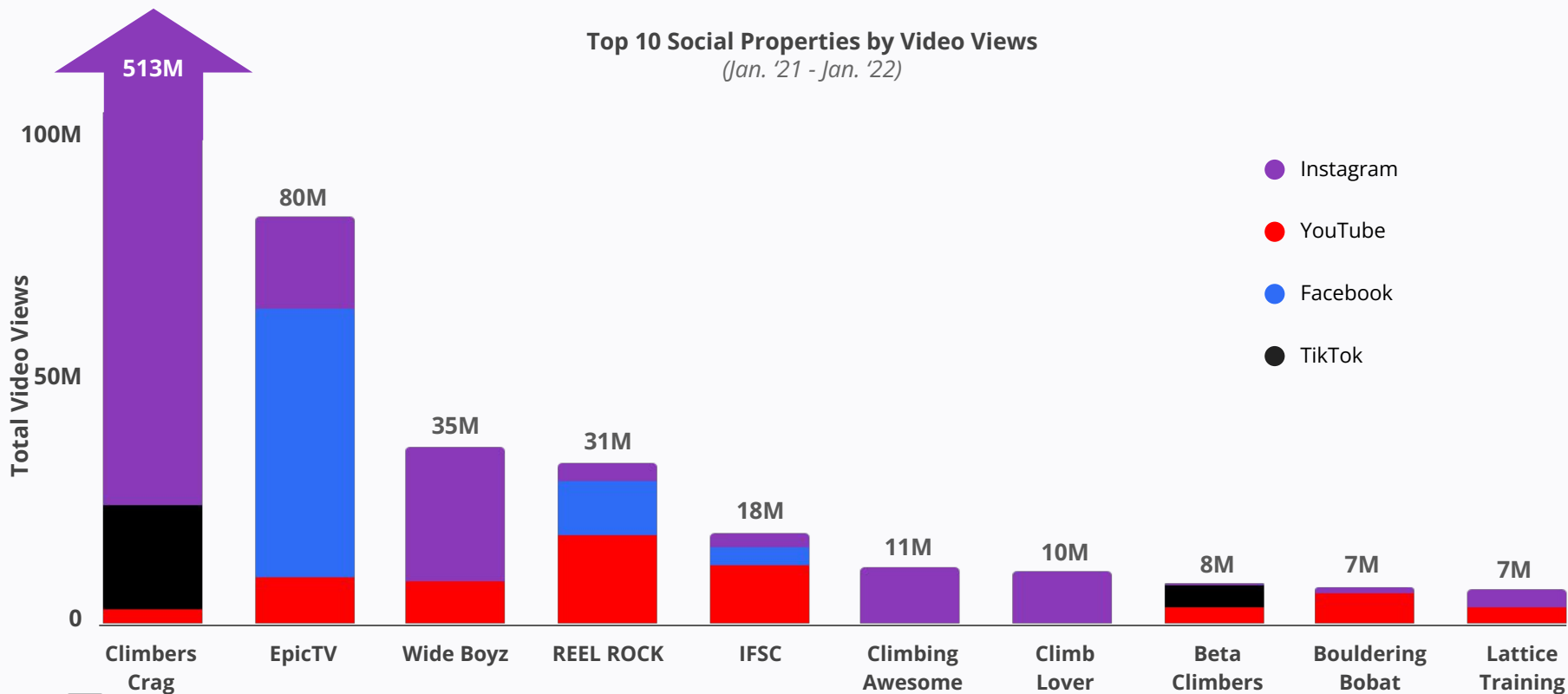


Top 10 Climbing Social Properties by Total Views*

- | | | | | | |
|----|---|---|-----|---|---|
| 1. |  | <u>Climbers Crag</u> : <i>Rock Climbing Community</i> Social Followers: 396K Total Views: 513M | 6. |  | <u>Climbing Awesome</u> : <i>Climbing Community</i> Social Followers: 106K Total Views: 11M |
| 2. |  | <u>EpicTV</u> : <i>Climbing Videos + Gear Shop</i> Social Followers: 753K Total Views: 80M | 7. |  | <u>Climb Lover</u> : <i>Climbing Community</i> Social Followers: 121K Total Views: 10M |
| 3. |  | <u>Wide Boyz</u> : <i>Crack Climbing Company</i> Social Followers: 153K Total Views: 35M | 8. |  | <u>Beta Climbers</u> : <i>Climbing Creator</i> Social Followers: 62K Total Views: 8M |
| 4. |  | <u>REEL ROCK</u> : <i>Climbing Films</i> Social Followers: 418K Total Views: 31M | 9. |  | <u>Bouldering Bobat</u> : <i>Bouldering Vlog</i> Social Followers: 231K Total Views: 7M |
| 5. |  | <u>IFSC</u> : <i>International Federation of Sport Climbing</i> Social Followers: 516K Total Views: 18M | 10. |  | <u>Lattice Training</u> : <i>Climbing Training</i> Social Followers: 179K Total Views: 7M |

*Total views from Facebook, Instagram, TikTok and YouTube from Jan. '21 to Jan. '22
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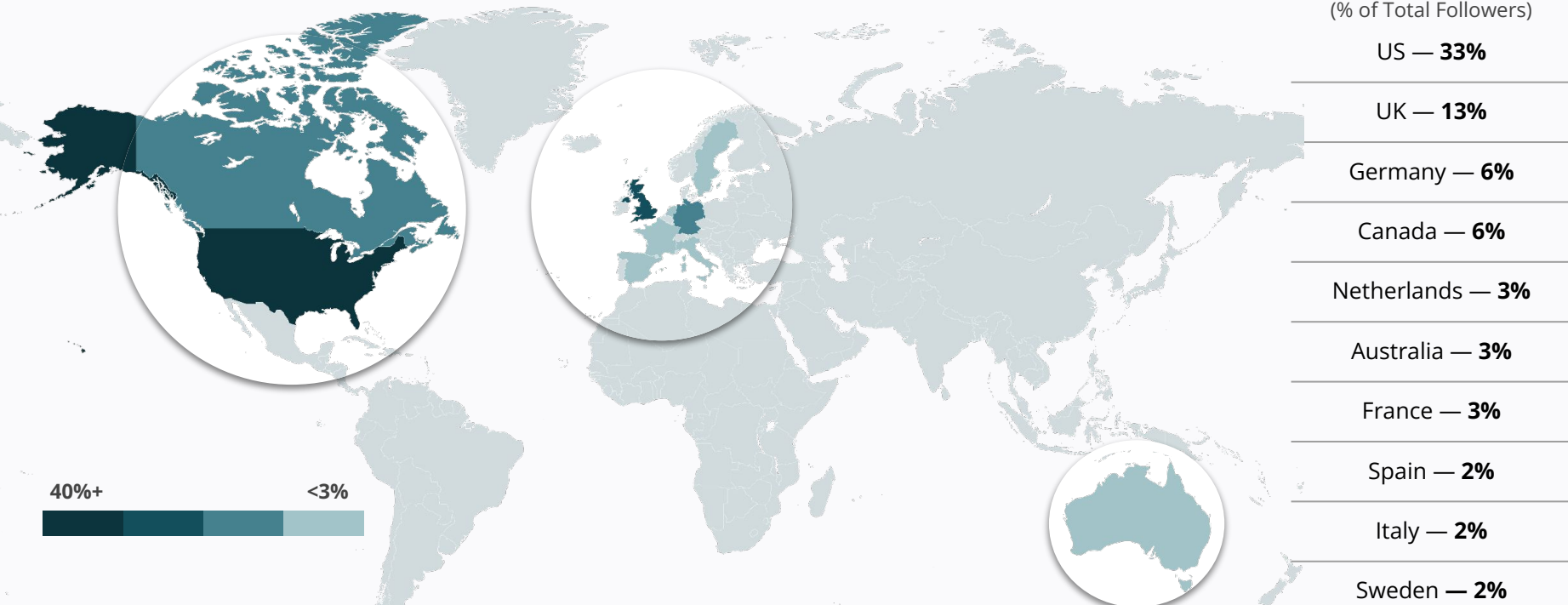
From Jan. '21 to Jan. '22. Climbers Crag generated the most views by a significant margin, with over **500M+** views.



The **United States** accounted for 33% of the top ten climbing social properties followers, followed by the **United Kingdom** (13%), **Germany** (6%) and **Canada** (6%).

Top Climbing Social Properties Follower Demographics

(Jan. '21 – Jan. '22)

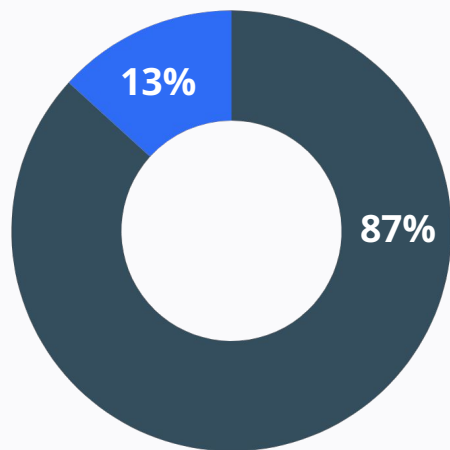


*Demographics are an directional approximation using YouTube subscriber geo-breakdown. Climbing Awesome follower demographics unavailable and have been removed from data set. Climb Lover data based on Instagram demographics.

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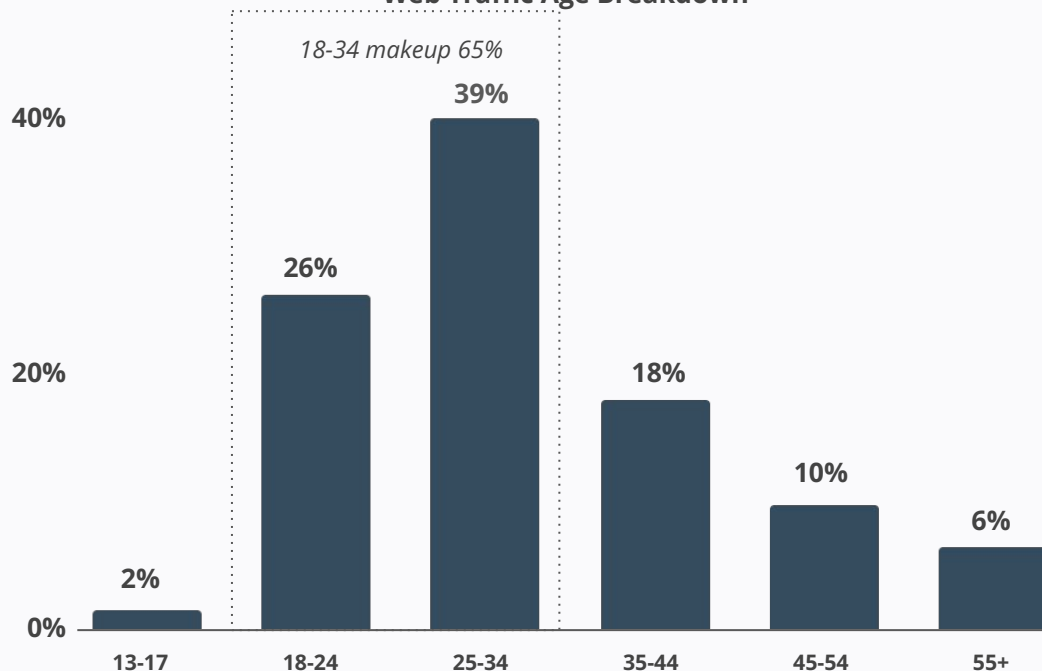
The followers of the top 10 climbing social properties skew **male** (87%) and are predominantly aged **18 to 34** years old (65%).

Web Traffic Gender Breakdown



● Male
● Female

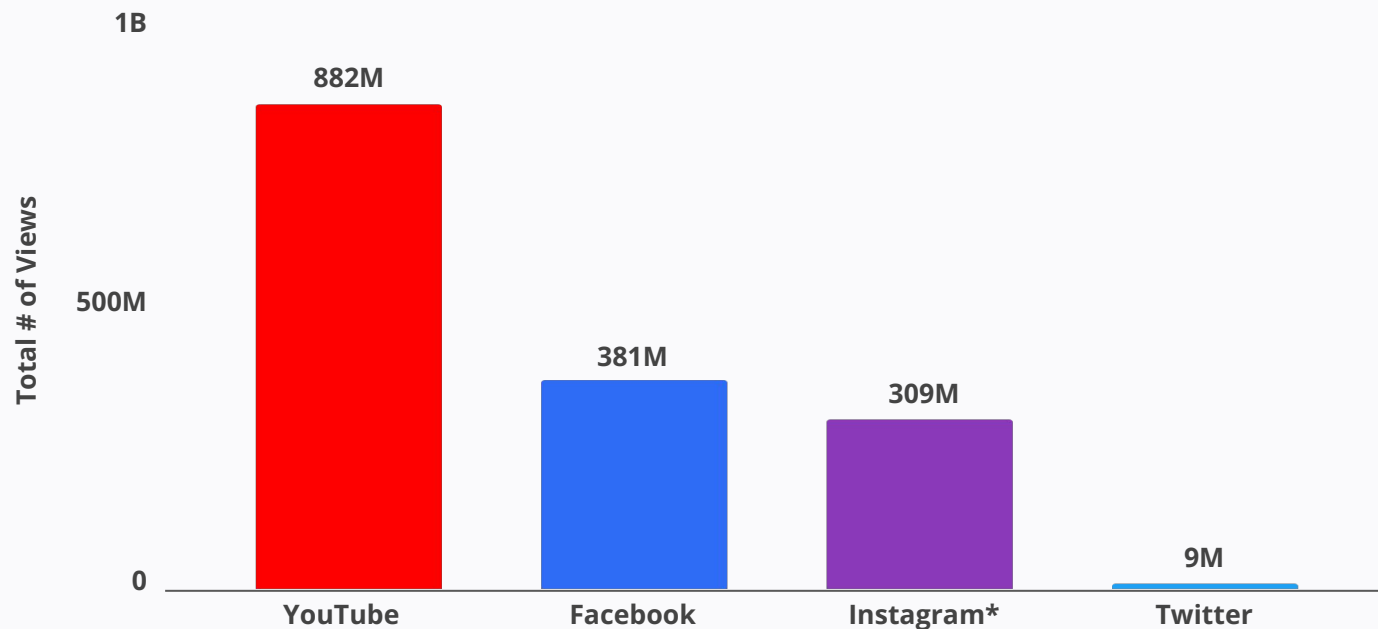
Web Traffic Age Breakdown



*Demographics are an directional approximation using YouTube subscriber age and gender. Climbing Awesome follower demographics unavailable and have been removed from data set. Climb Lover data based on Instagram demographics.

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YouTube generated the highest amount of climbing views, accounting for **56%** of the total views from Feb. '21 to Feb. '22. Facebook generated the second highest (24%), followed by Instagram (20%). Twitter makes up **<1%** of climbing video views.


















*Does not include views from Instagram reels. Total views from date range: 02/22/2021-02/22/2022 from top climbing athletes, social properties and brands.

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Top Climbing Athletes

Top 15 Climbing Athletes by Average Engagement*

- | | | | | | |
|----|--|-----|--|-----|--|
| 1. |  Noah Kane Total Followers: 428K Avg. Engagement: 67K | 6. |  Chris Sharma Total Followers: 859K Avg. Engagement: 10K | 11. |  Alexander Megos Total Followers: 425K Avg. Engagement: 5K |
| 2. |  Nirmal Purja MBE - NIMS Total Followers: 2M Avg. Engagement: 33K | 7. |  Magnus Midtbø Total Followers: 786K Avg. Engagement: 9K | 12. |  Sasha DiGiulian Total Followers: 867K Avg. Engagement: 5K |
| 3. |  Alex Honnold Total Followers: 3M Avg. Engagement: 22K | 8. |  Shauna Coxsey Total Followers: 664K Avg. Engagement: 6K | 13. |  Renan Ozturk Total Followers: 1M Avg. Engagement: 4K |
| 4. |  Jimmy Chin Total Followers: 4M Avg. Engagement: 15K | 9. |  Adam Ondra Total Followers: 1M Avg. Engagement: 6K | 14. |  Conrad Anker Total Followers: 639K Avg. Engagement: 2K |
| 5. |  Tommy Caldwell Total Followers: 1M Avg. Engagement: 12K | 10. |  Janja Garnbret Total Followers: 499K Avg. Engagement: 6K | 15. |  Emily Harrington Total Followers: 396K Avg. Engagement: 2K |

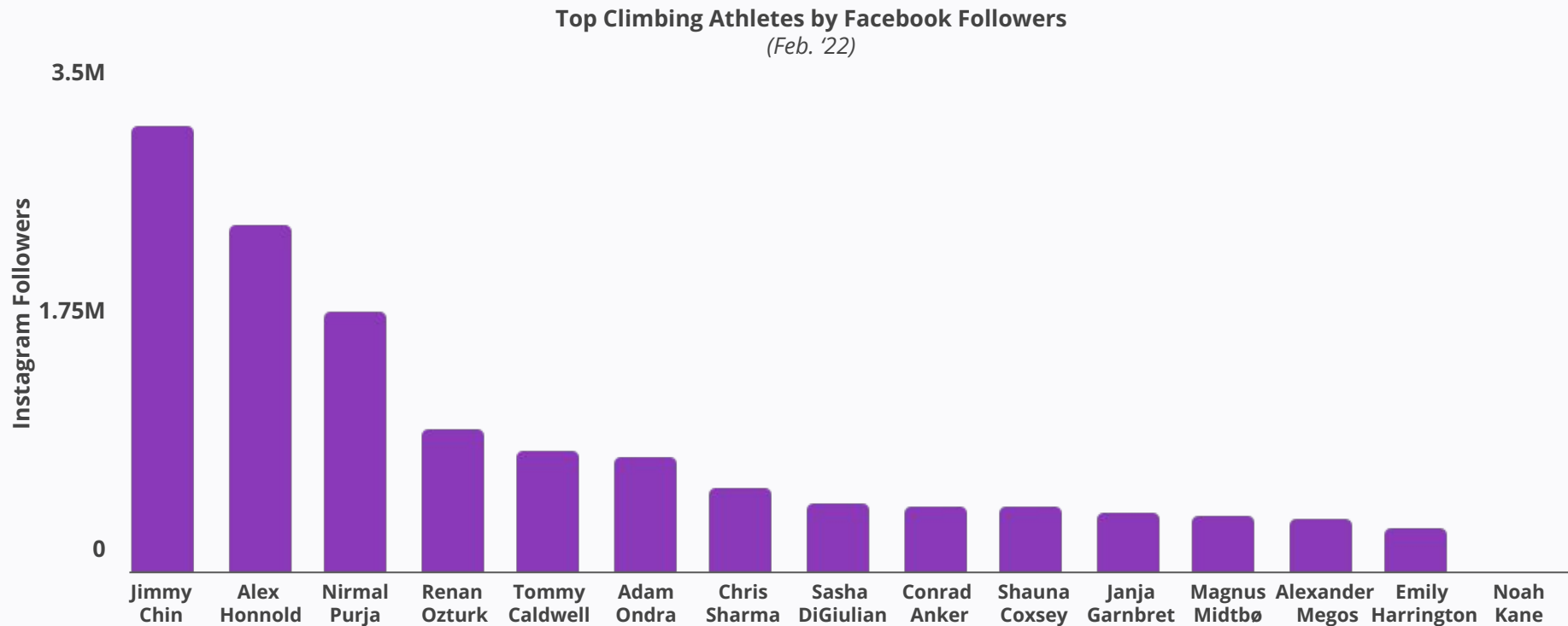


Adam Ondra and Magnus Midtbø have the largest audiences on YouTube with **356K** and **259K** subscribers, respectively. Janja Garnbret, Jimmy Chin and Tommy Caldwell do not currently have YouTube channels.



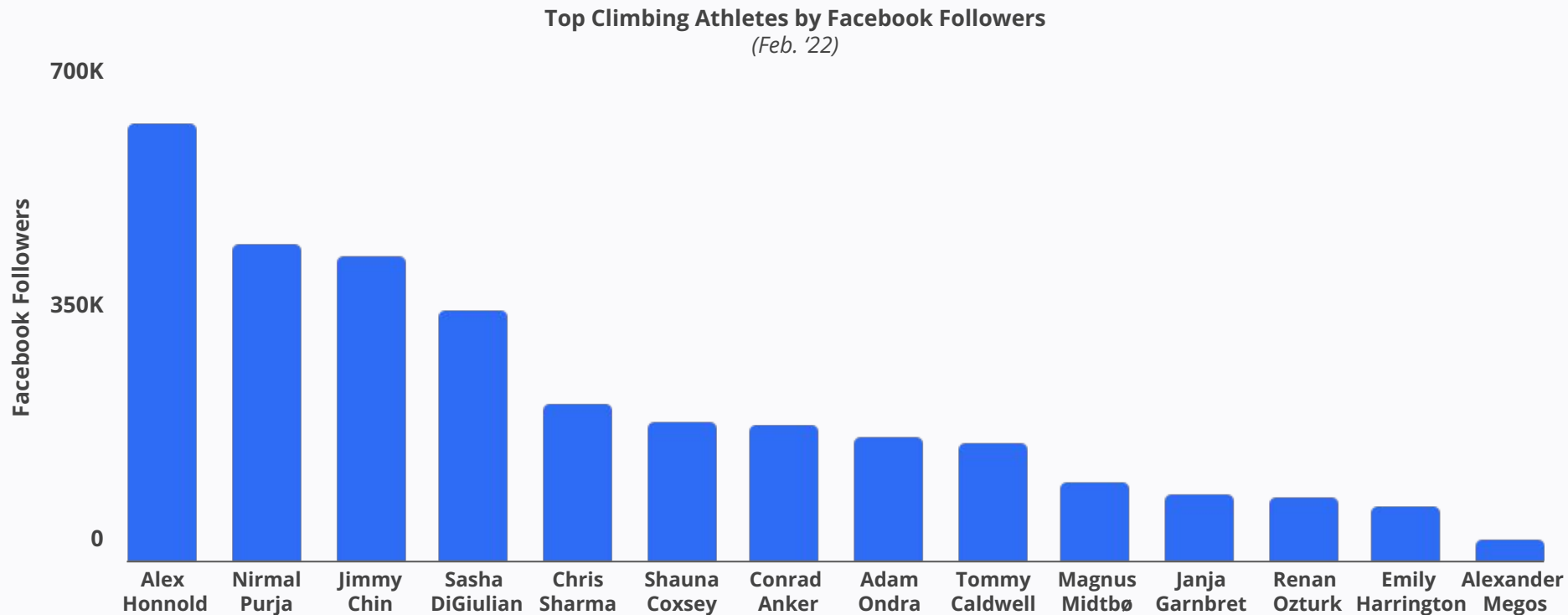


Jimmy Chin, Alex Honnold, Nirmal Purja have most followers on Instagram with **3.1M**, **2.4M** and **1.8M**, respectively. All athletes are active on the Instagram platform.



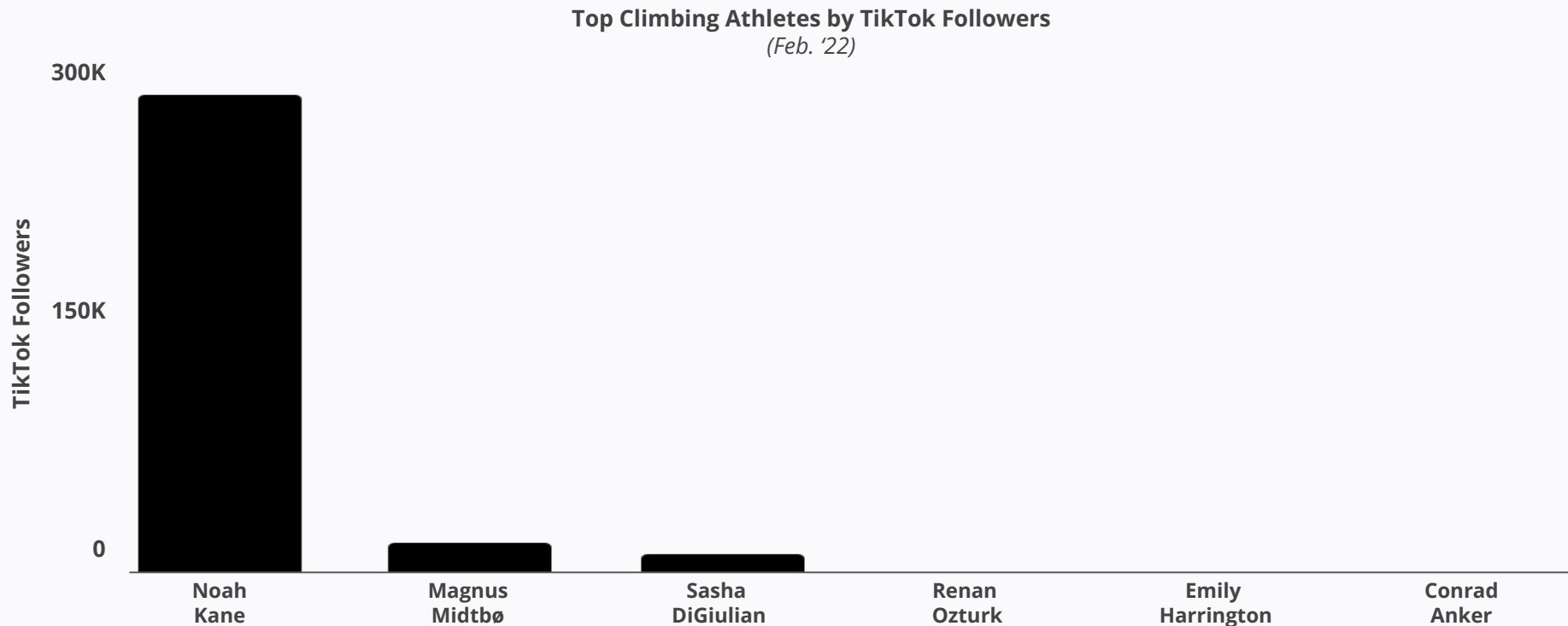


Adam Honnold, Nirmal Purja and Jimmy Chin have the most followers on Facebook with **622K**, **451K** and **436K** followers, respectively. Noah Kane does not have a profile on FB.

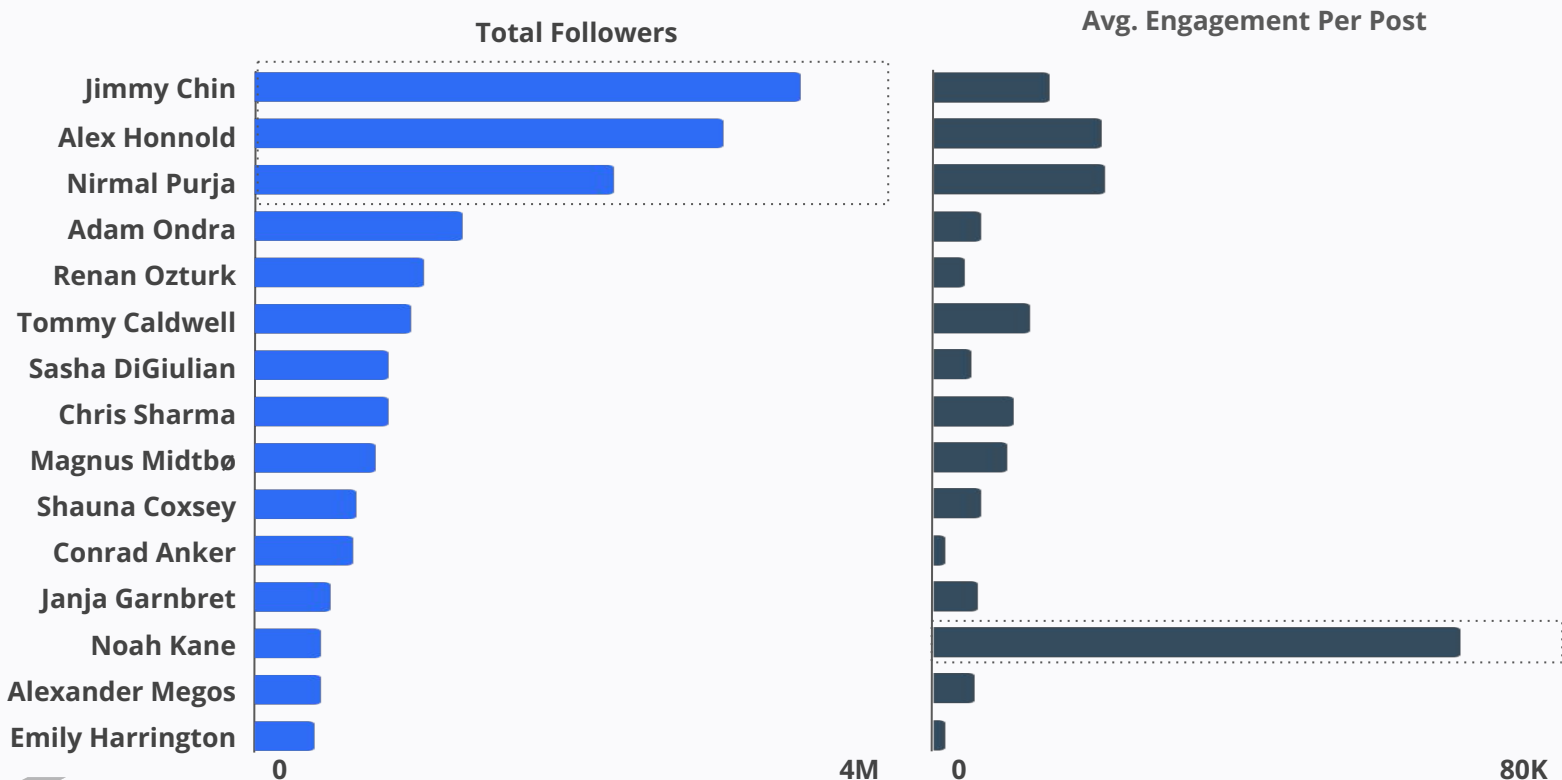




Noah Kane is the only athlete with a significant following on TikTok with **284K** followers. Magnus Midtbø and Sasha DiGiulian have **19K** and **12K** followers, respectively. All other athletes have <1K followers or are not active on the platform.

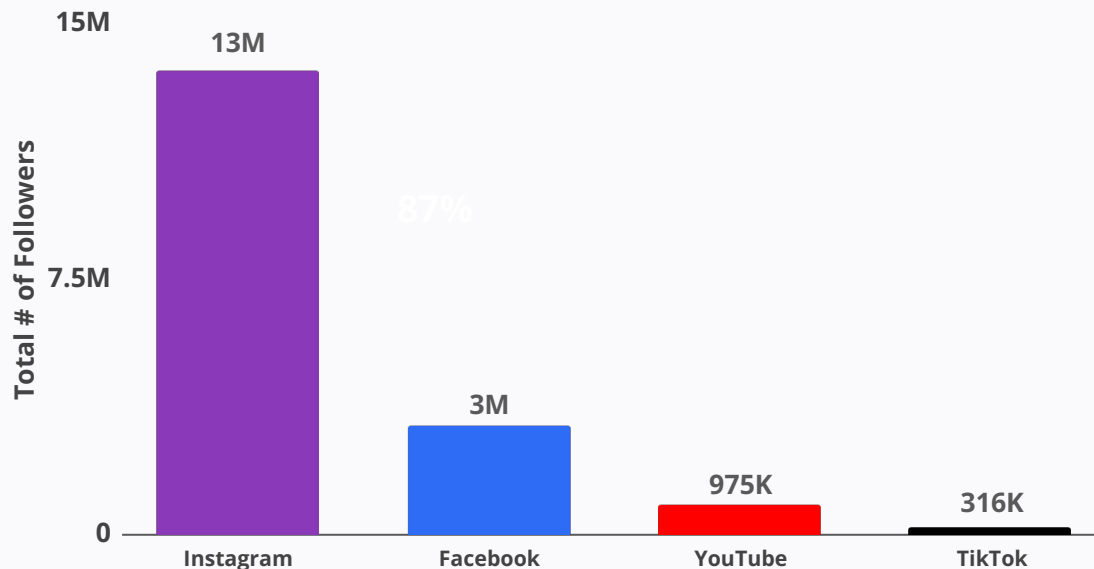


Jimmy Chin, Alex Honnold and Nirmal Purja are the most popular climbing content creators on social. Noah Kane's average engagement per post is significantly higher than any other climber.

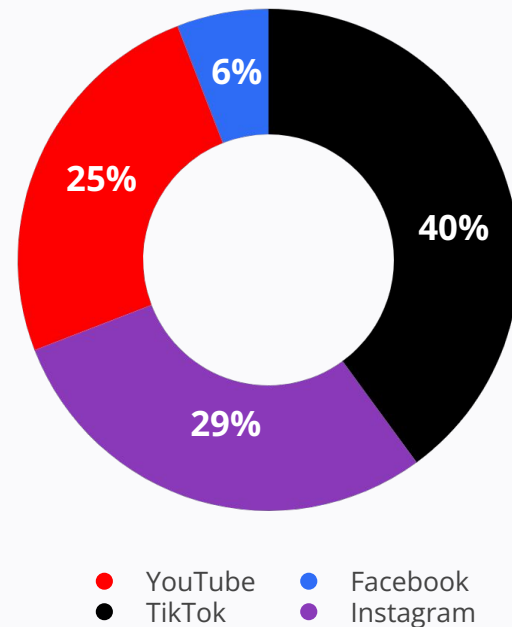


Instagram has the largest audience of followers for the Top 15 climbing athletes. Although TikTok has the smallest audience relative to the other platforms, it generated the most engagements from Jan. '21 to Jan. '22.

Total Followers of Top 15 Climbing Athletes
(Feb. '22)



Total Engagement Breakdown by Platform
(Jan. '21 - Jan. '22)





Top Content Buckets

CONTENT OPPORTUNITIES: YOUTUBE

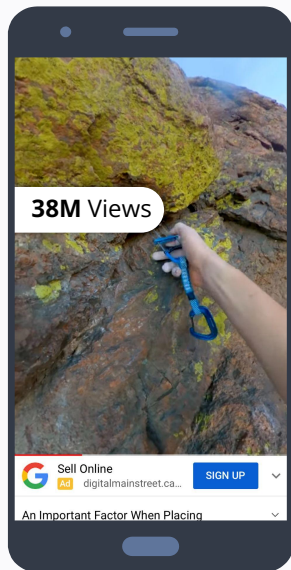


1

Climbing Tips

Athletes share tips for beginner and expert climbers to help improve their climbs

[Example [1](#), [2](#)]



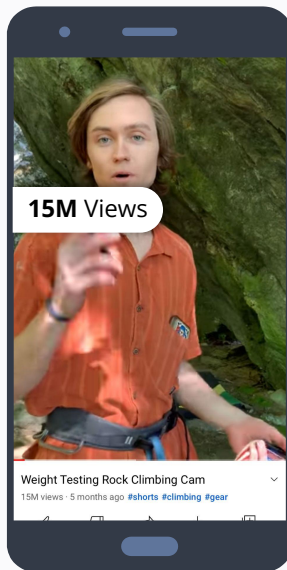
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2

Weight Testing

Athletes weight test cams, nuts and other trad climbing gear

[Example [1](#), [2](#)]



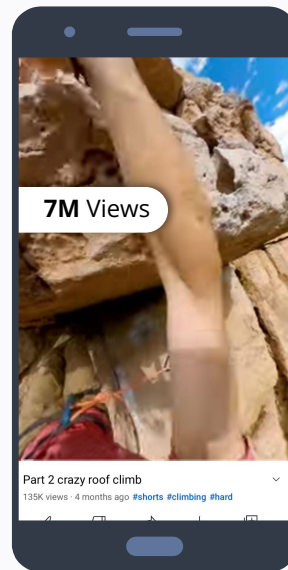
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3

POV Climbing Short

Quick, vertical climbing videos shot with a GoPro from extreme climbs

[Example [1](#), [2](#)]



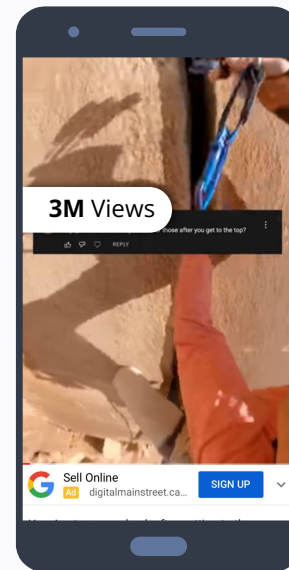
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4

Answering Questions

Answering frequent questions or responding to previous video comments

[Example [1](#), [2](#)]



[Click to view](#)

CONTENT OPPORTUNITIES: INSTAGRAM

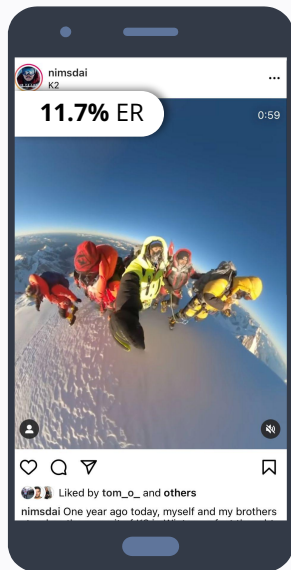


1

Historical Feats

Athletes celebrating or acknowledging historical achievements in the sport.

[Example [1](#) [2](#)]



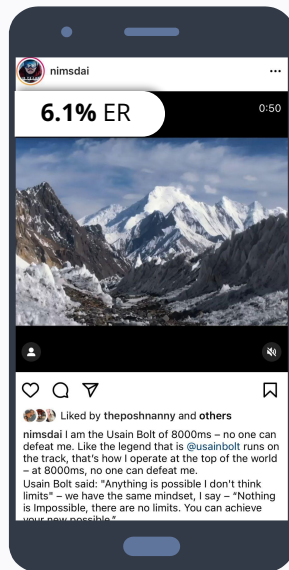
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2

Teasers & Trailers

Sharing sneak peek clips or trailers from upcoming films or documentary series

[Example [1](#) [2](#)]



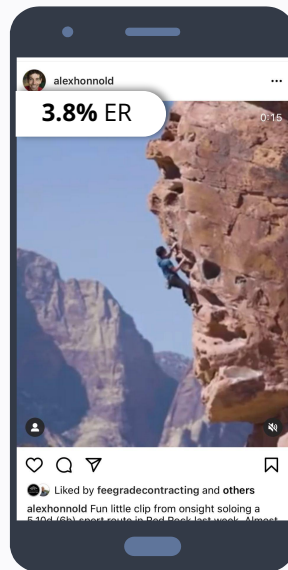
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3

Soloing Clips

Epic video clips of athletes onsite soloing or deep-water soloing

[Example [1](#) [2](#)]



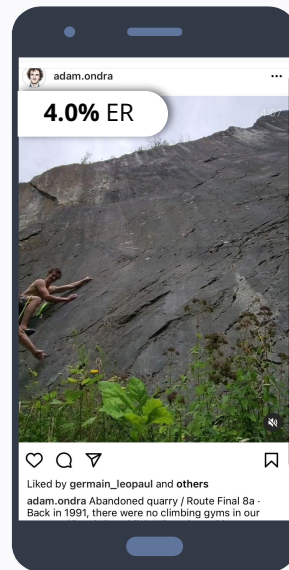
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4

Outdoor Ascent Videos

Videos of athletes attempting difficult climbs

[Example [1](#) [2](#)]



[Click to view](#)

CONTENT OPPORTUNITIES: FACEBOOK

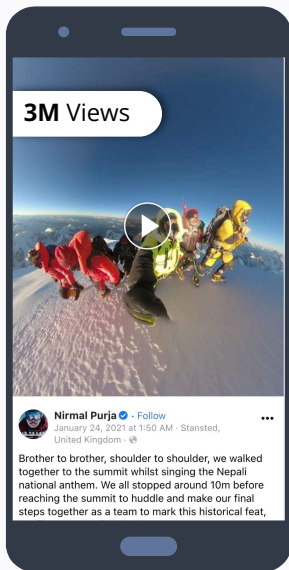


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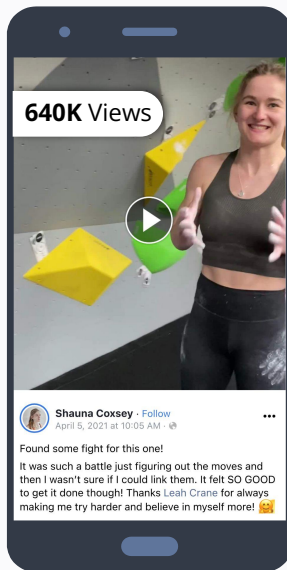
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2

Bouldering Sessions

Athletes sharing clips from bouldering sessions in climbing gyms

[Example [1](#) [2](#)]



[Click to view](#)

3

Teasers & Trailers

Sharing sneak peek clips or trailers from upcoming films or documentary series

[Example [1](#) [2](#)]



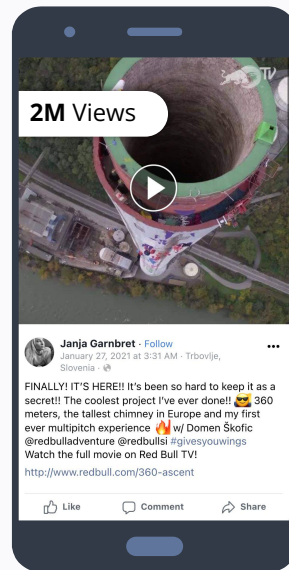
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4

Thrilling Stunts

Athletes perform extreme stunts or tricks, pushing the boundaries of the sport.

[Example [1](#) [2](#)]



[Click to view](#)

CONTENT OPPORTUNITIES: TIKTOK

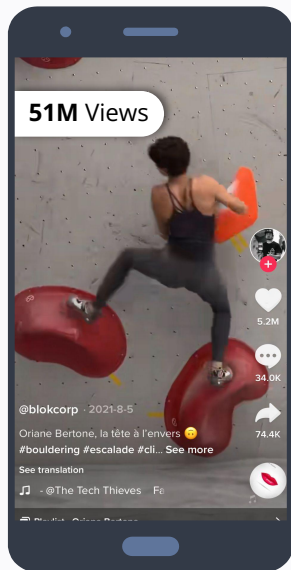


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Athletes sharing clips from bouldering sessions in climbing gyms

[Example [1](#) [2](#)]



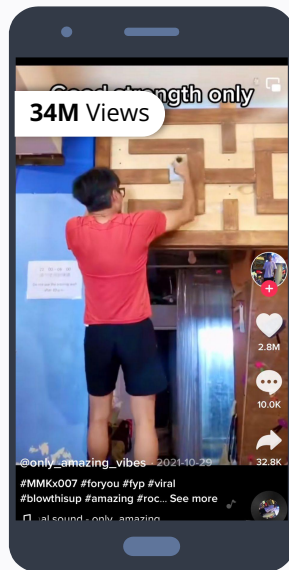
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2

Strength Training

Video clips from campus or circuit board training

[Example [1](#) [2](#)]



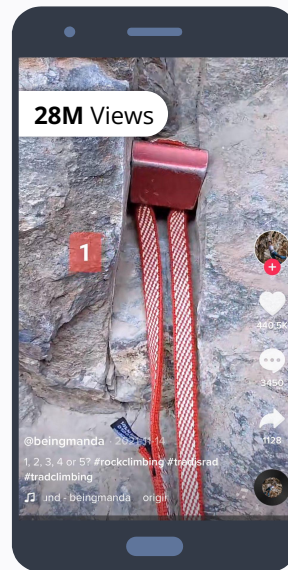
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3

Trad Climbing Gear

Showcasing traditional climbing gear such as climbing anchors and cams

[Example [1](#) [2](#)]



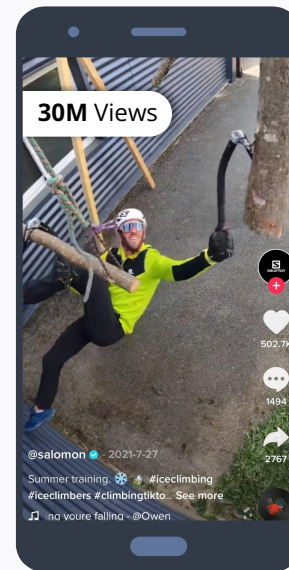
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4

Ice Climbing Training

Athletes showcasing how they train for ice climbing off of the mountain

[Example [1](#) [2](#)]



[Click to view](#)