

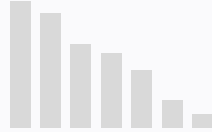
# Content Opportunity Methodology



1

## Measure & Categorize

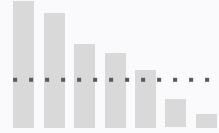
Sample a large number of social posts to find ones that are significantly outperforming the average.



2

## Identify Top Themes

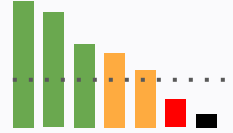
Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.



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

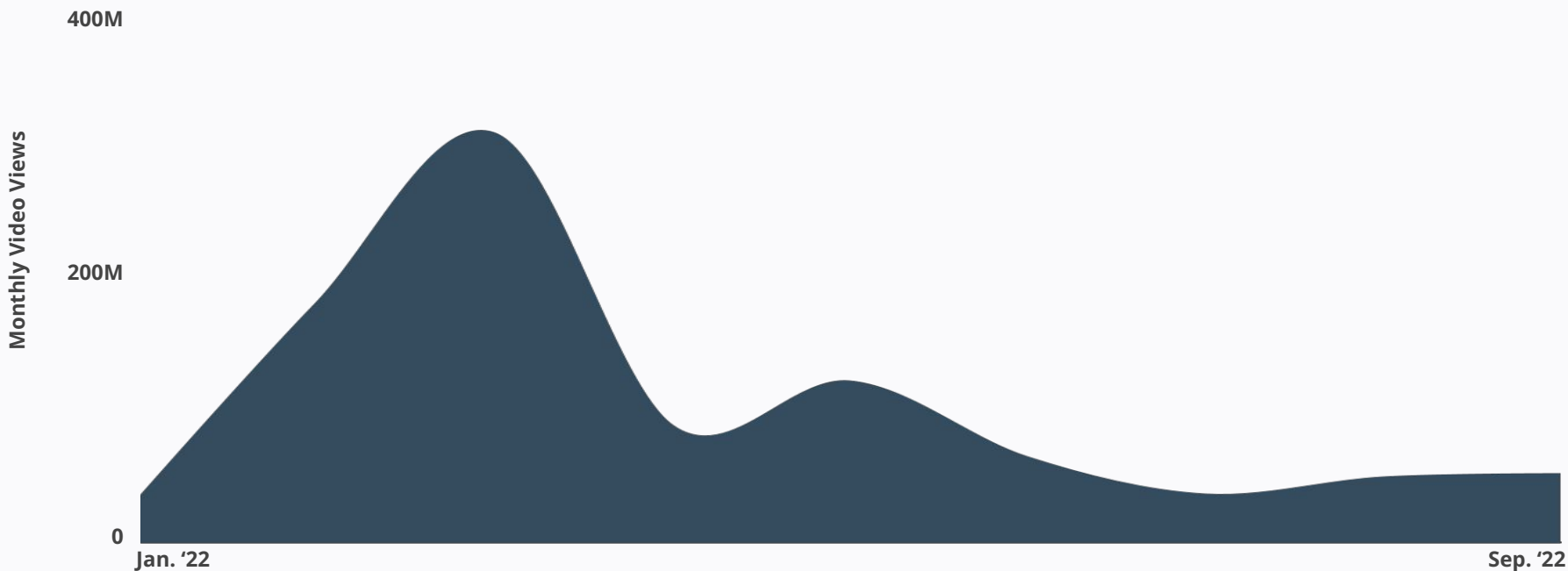
Look at the data and find the content themes that are resonating with the audience based on a set of top creators.

**Data** is collected via our principle data partners, a variety of additional tools, and our own manual observation techniques.

### Principle Data Partners



In 2022, MotoGP generated 1.2B video views between January 2022 to Sept. 27 2022. **March 2022** saw the highest video views at **340M** and **January 2022** saw the lowest video views at **36.4M**.



# YouTube Content Bucket Definitions

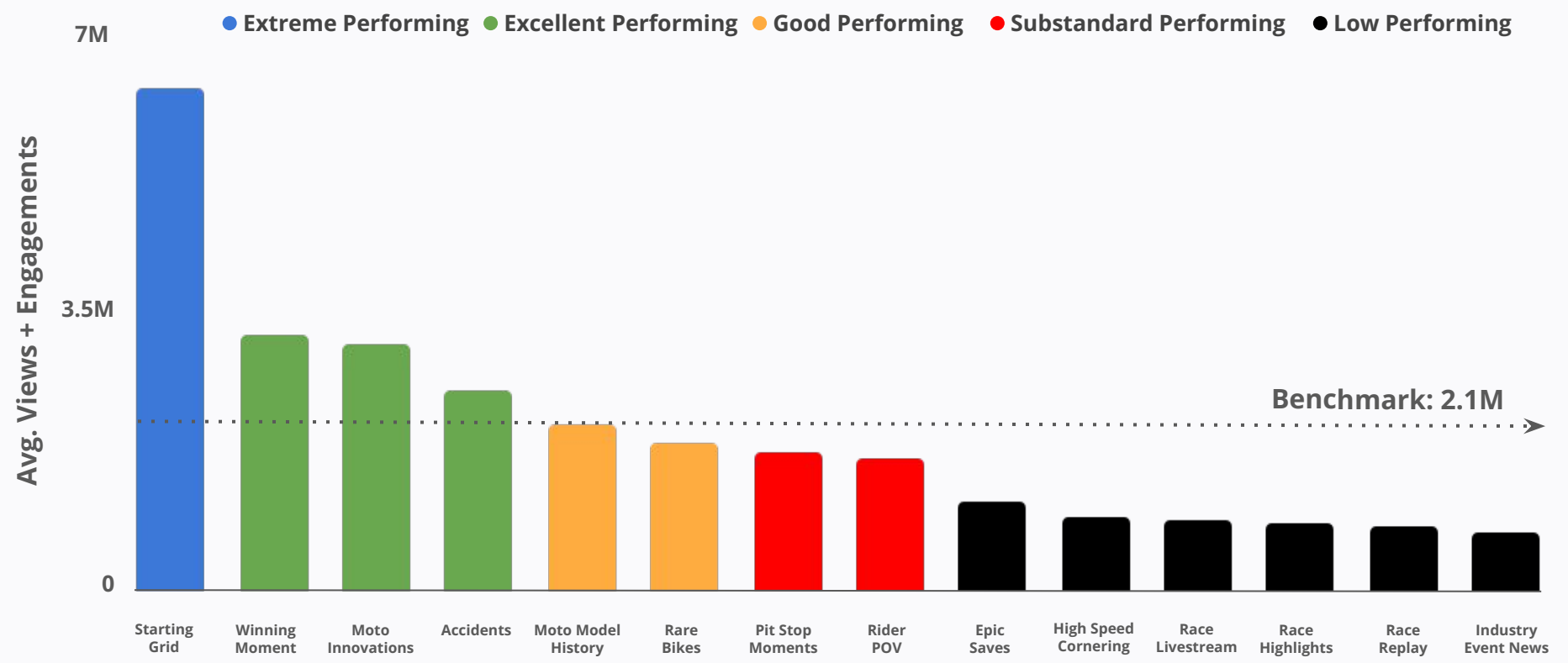
Click to see example

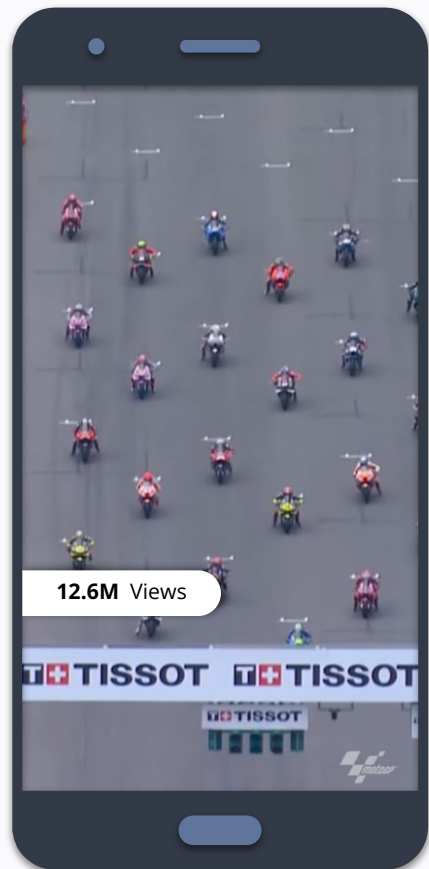


- [Starting Grid](#): Videos highlighting an athlete's starting grid position and impressive maneuvers to move ahead of the pack.
- [Winning Moment](#): Compiling short snippets of the athletes winning performance during the race.
- [Moto Innovations](#): Informational videos that provide quick and interesting facts about new motorcycle innovations in the industry.
- [Accidents](#): Filming the split-second moments of the accident occurring and the aftermath of the crash.
- [Moto Model History](#): Videos that tell the story of a manufacturer's motorcycle evolution.
- [Rare Bikes](#): An in-depth look at the famous motorcycles of athletes such as Marc Marquez.
- [Pit Stop Moments](#): Close-up content showing the behind the scenes work that a pitstop team does during the race.
- [Rider POV](#): Viewers feel the intensity and excitement of the racers as they get to see the racer's point-of-view camera angle.
- [Epic Saves](#): Skilled maneuvers that saved the rider from a crash in just a split second.
- [High Speed Cornering](#): Cinematic clips showcasing the intensity of a high speed turn from different racers.
- [Race Livestream](#): Live-streamed race with commentary and highlights.
- [Race Highlights](#): Compiling together a video of the most interesting and shocking moments during an event.
- [Race Replay](#): Full race replay with commentary and highlights uploaded to YouTube after the event.
- [Industry Event News](#): Videos that provide commentary on MotoGP events and share industry updates on the racers, manufacturers, and regulations.



Content buckets in the MotoGP space on **YouTube** include:





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[Click to view](#)

Content Opportunities:



## #1. Starting Grid

### Let the Race Begin

Videos are short-form content highlighting an athlete's starting grid position and impressive maneuvers to move ahead of the pack.

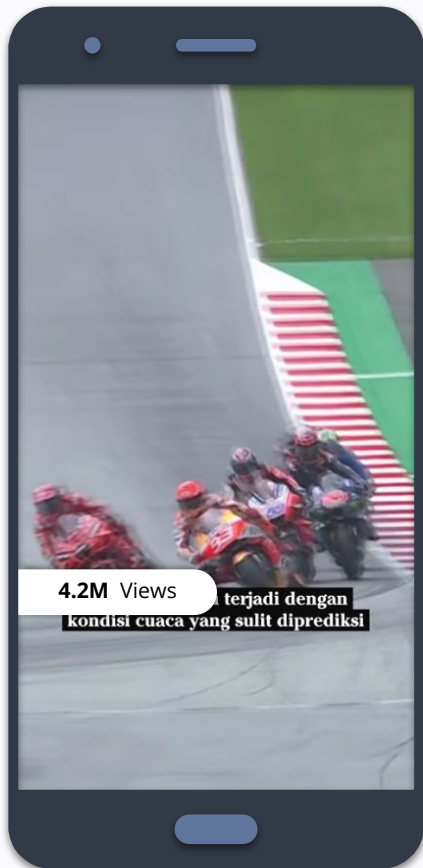


### Tactics to Implement:

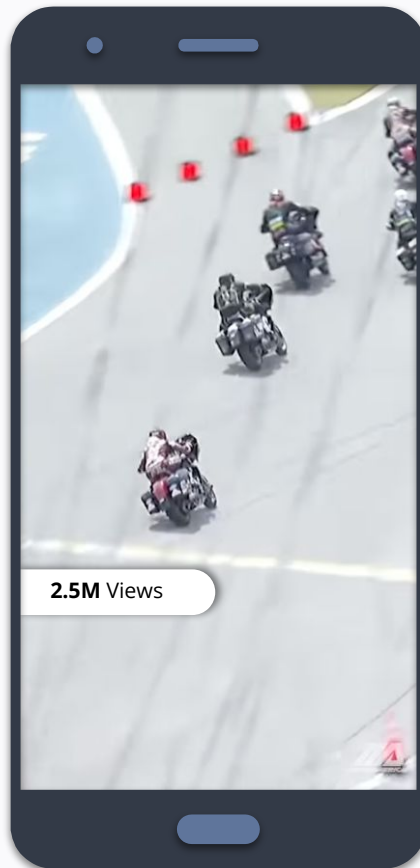
- **Aerial View:** The starting grid position is in the full frame and the athlete's maneuvers between other riders can be easily distinguished.
- **Athlete Spotlight:** The video graphics highlight the athlete's position in the starting grid; helping the viewer quickly understand the location of the athlete.
- **Short Duration:** Videos are uploaded as a YouTube short. YouTube's short-form content has gained popularity to [rival TikTok](#).

### Top Format:

- **Video Duration:** 0:15 & 0:15 sec
- **# of Hashtags:** 1 & 1



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[Click to view](#)

Content Opportunities:

## #2. Winning Moment

### To the Podium

Videos compile short snippets of the athlete's winning performance during the race.

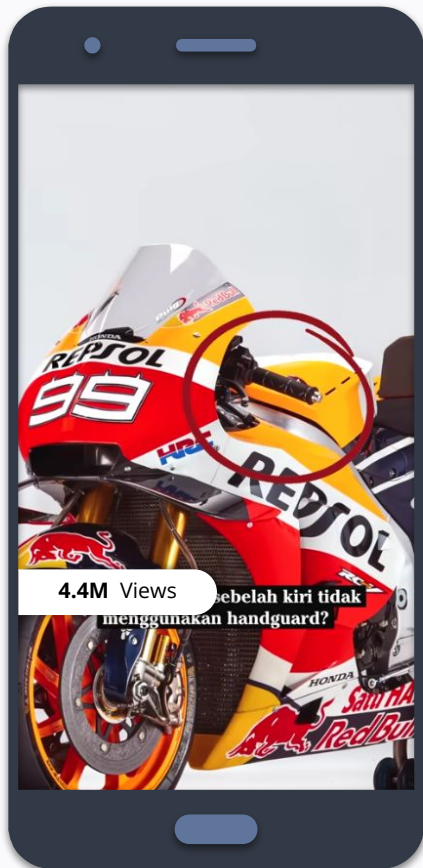
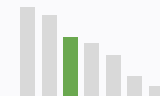
### Tactics to Implement:

- **Narrated Context:** The videos are more interesting with the sports commentary and the narrator providing context around each situation in the video.
- **Tell a Story:** The video to [the left](#) explains the entire timeline of the decisions and actions an athlete made to get to the first position.

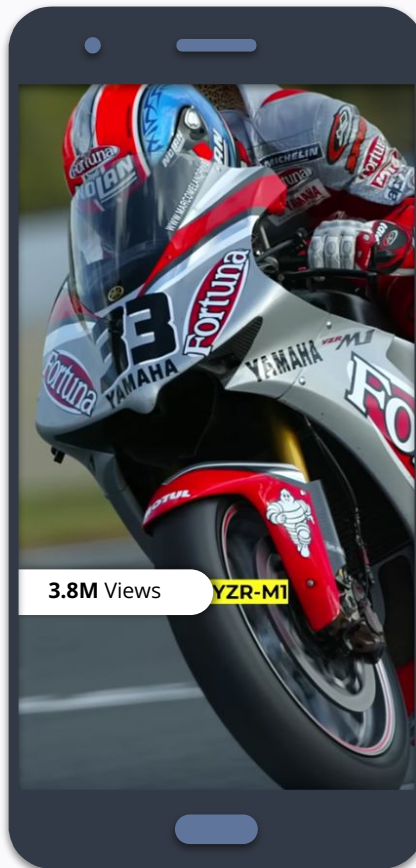
### Top Format:

- **Video Duration:** 0:56 & 0:31 sec
- **# of Hashtags:** 3 & 1





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Content Opportunities:

### #3. Moto Innovations

#### Technological Upgrades

Informational short-form videos that provide quick and interesting facts about new motorcycle innovations in the industry.

#### Tactics to Implement:

- **Interesting Facts:** The videos provide fun facts about the motorcycle manufacturers, the history behind the new technology, and the goal of the new innovations.
- **Alternating Mediums:** Both video clips and photos are used throughout the video. The photos are used as a way to see a close-up shot of the motorcycle via a slow zoom effect.

#### Top Format:

- **Video Duration:** 0:55 & 0:42 sec
- **# of Hashtags:** 2 & 0







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Content Opportunities:

## #4. Accidents

### Crash Landing

Filming the split-second moments of the accident occurring and the aftermath of the crash.

### Tactics to Implement:

- **No Clickbait:** In both videos, the crash is shown within the first 3 seconds of the videos – quickly giving the viewer exactly what the title of the video promised them.
- **The Reason Why:** The video to [the left](#) features zoom and slow motion effects to highlight the cause of the accident occurring.

### Top Format:

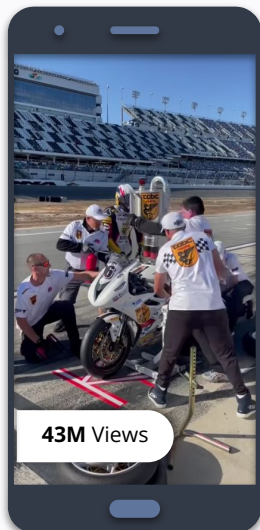
- **Video Duration:** 1:00 min & 0:11 sec
- **# of Hashtags:** 4 & 2



## Viral Videos:

These videos were omitted from their content buckets as 'viral' outliers for exceeding 3x the views and engagements of their respective benchmarks.

### Pit Stop Moments

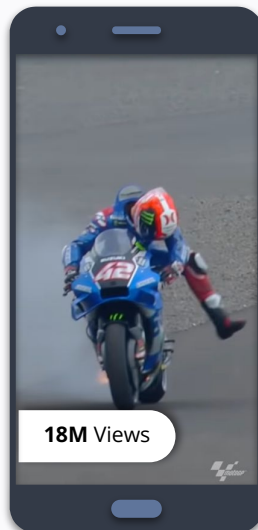


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#### Tactics:

The close-up filming and unedited real-time footage gives the viewer the experience of being at the pit stop during that moment.

### Accidents

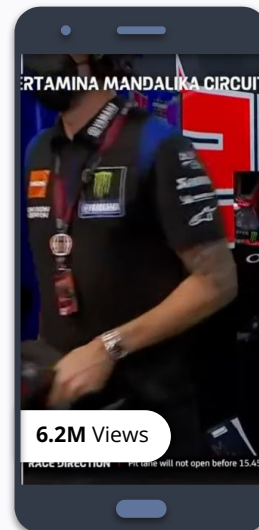


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#### Tactics:

The video cover photo uses the scariest moment of the video (where the fireball is the most prevalent) to attract more clicks.

### Race Livestream

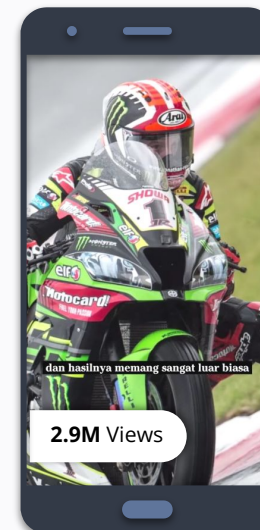


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#### Tactics:

Indonesia's MotoGP race live stream received one of the highest views because of the popularity of MotoGP in the country (see [interest by region](#)).

### Industry Event News



[Click to view](#)

#### Tactics:

The video covers the entire timeline of a news event starting from the beginning to present day in a short amount of time.



