



  
**Outdoor**  
CHANNEL

**OUTDOOR**  
**SPORTSMAN**  
GROUP



# The POWER Of KSE

**OUTDOOR  
SPORTSMAN**  
GROUP

# KSE

Kroenke Sports & Entertainment





# The LEADER Of Outdoor Media

**OUTDOOR  
SPORTSMAN**  
GROUP

## TELEVISION

- 43 Million Unduplicated HHs
- 3 National Cable Networks

**Outdoor**  
CHANNEL

**SPORTSMAN**  
CHANNEL

**WORLD  
FISHING  
NETWORK**

**MOTV**  
MYOUTDOORTV®

**FLY**  
FISHERMAN

**In-Fisherman**

**FLORIDA  
SPORTSMAN**

**BassFan**

## DIGITAL

- 19 Industry-Leading Websites
- 3.7 Million Unique Visitors/Month
- 7.8 Million Social Followers

**GAME&FISH**

**PETERSEN'S  
HUNTING**

**north american  
WHITETAIL**

**PETERSEN'S  
BOWHUNTING**

**Bowhunter**

**WILDFOWL**

**GUN DOG**

**GUNS&AMMO**

## PRINT

- 30 Million Monthly Readers
- 15 Leading Outdoor Titles
- 39 Special Interest Publications

**SHOOTING**  
TIMES

**RIFLESHOOTER**

**GUNS&AMMO  
HANDGUNS**

**FIREARMS NEWS**



# Affiliate Partners – Linear & OTT



## ABOUT US

### Outdoor Channel

### The Home of Outdoor Action & Adventure

Come to Outdoor Channel for epic adventures, exhilarating action in the field and on the water, charismatic personalities and the best in outdoor-centric cinema.

Outdoor Channel is in 30 million U.S. television households.

## LINEAR PARTNERS

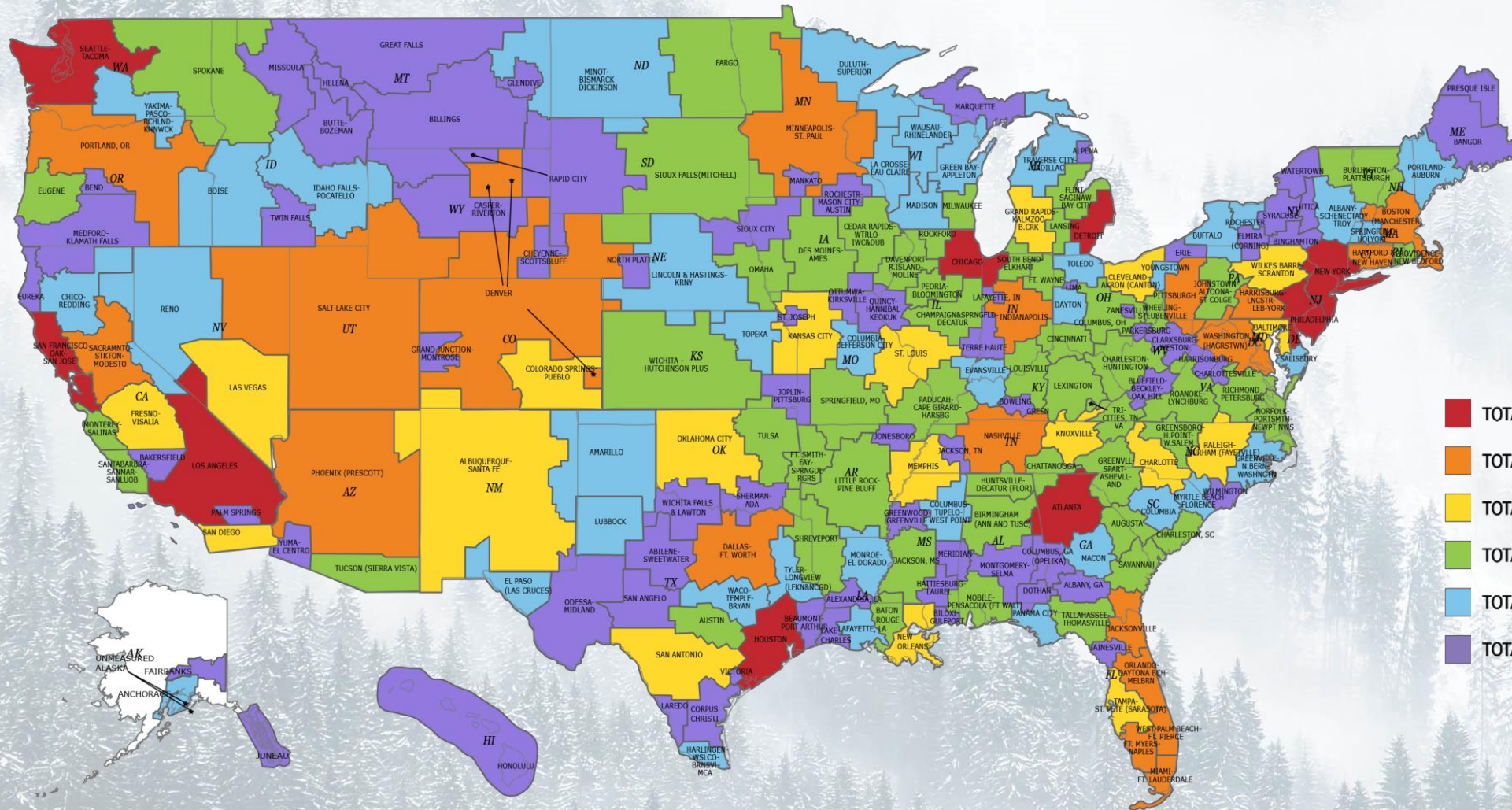


## OTT PARTNERS





# Outdoor Channel DMA Coverage



- TOTAL SUBS OVER 500,000
- TOTAL SUBS 200,000 - 499,999
- TOTAL SUBS 100,000 - 199,000
- TOTAL SUBS 50,000 - 99,999
- TOTAL SUBS 25,000 - 50,000
- TOTAL SUBS UNDER 25,000



# Viewer Profile



Demographics	Outdoor Sportsman Group
Male	75%
Median Age	54 Yrs.
Married	61%
Owns a Home	73%
Reside in B, C, or D counties	70%
Owns 3+ Acre Lot	12%
Pet Owner	61%
Outdoor Enthusiasts	76%



# Viewer Profile

Demographics	Outdoor Channel
Male	75%
Median Age	55 Yrs.
Married	63%
Owns a Home	76%
Reside in B, C, or D counties	73%
Owns 3+ Acre Lot	14%
Pet Owner	65%
Outdoor Enthusiasts	77%

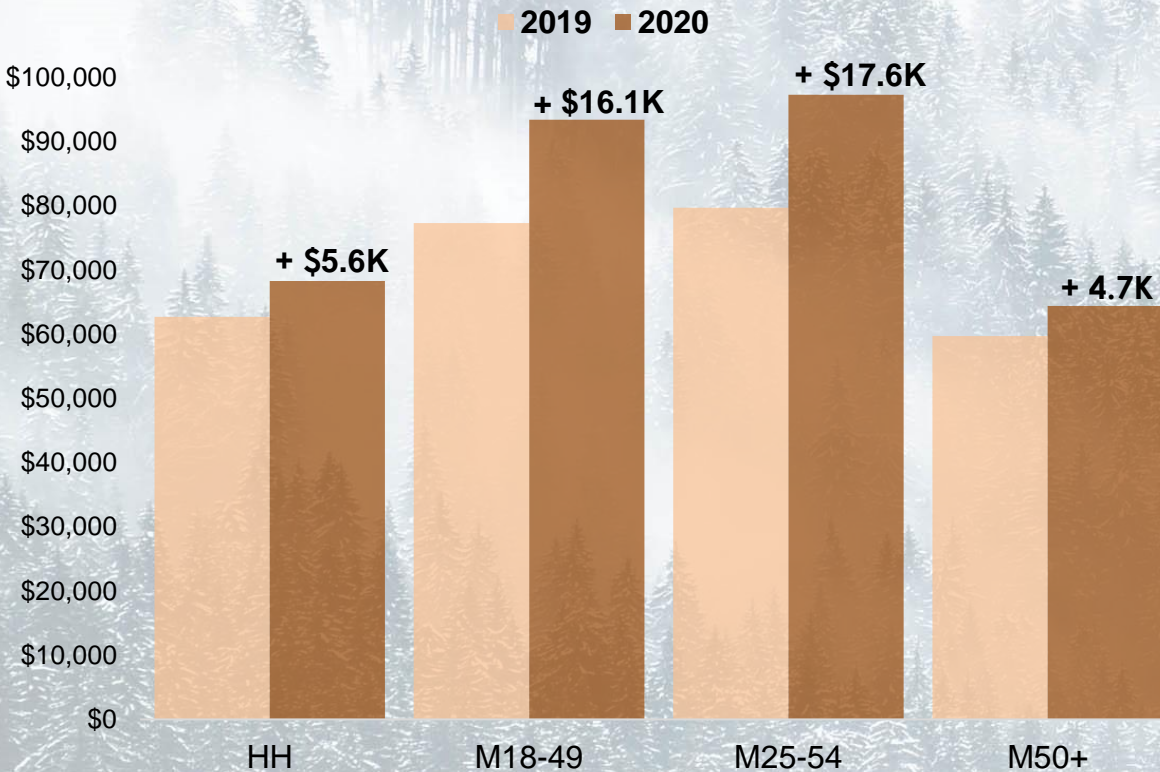


# OSG Reaches Upscale Viewers

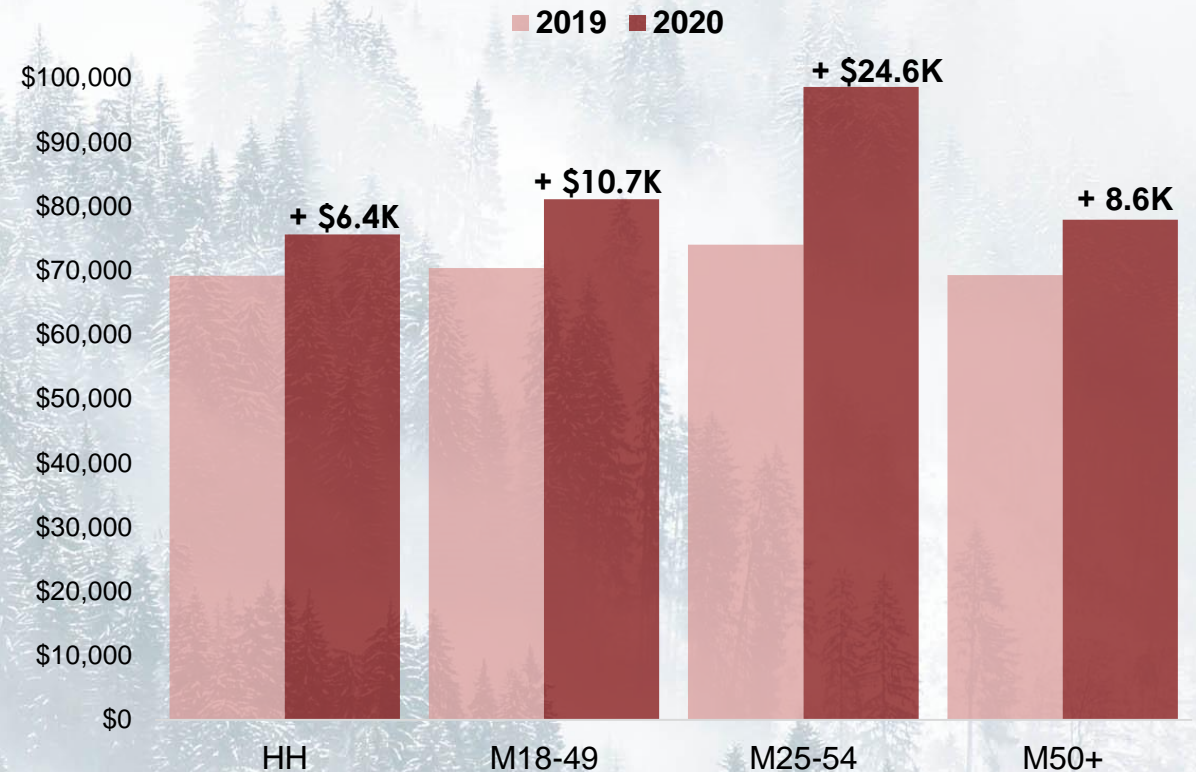


## Median Household Income Is Up Across Key Male Demos

OUTD Median Income Growth



SPMN Median Income Growth



Source: Nielsen Marketbreaks; 2020 (12/30/19-12/27/20) vs. 2019 (12/31/18-12/29/19) vs. 2018 (1/1/18-12/30/18); Dollar Increase based on Median HHI across key demos; Data is Live +7



# OSG Reaches Upscale Viewers



OUTD, SPMN & WFN have Higher Median HHIs Across All Counties Compared to other “Upscale” Networks

A COUNTY	Nielsen: Median HHI Total U.S.
<b>WFN*</b>	<b>\$99,500</b>
CNBC	\$98,700
GOLF	\$97,000
<del>NBCS</del>	\$93,800
<b>OUTD</b>	<b>\$93,600</b>
<b>SPMN</b>	<b>\$93,400</b>
ESPN	\$89,200
NFLN	\$87,700
MLBN	\$84,900
FOXNC	\$84,200
HGTV	\$83,600
Fox Sports 1	\$80,300
CNN	\$79,200
MSNBC	\$75,800
Universal Kids	\$74,400
DISC	\$73,900
HIST	\$73,500
Nat Geo	\$73,200
HLN	\$69,600
<b>Total Use of TV</b>	<b>\$68,600</b>
TRAV	\$63,200

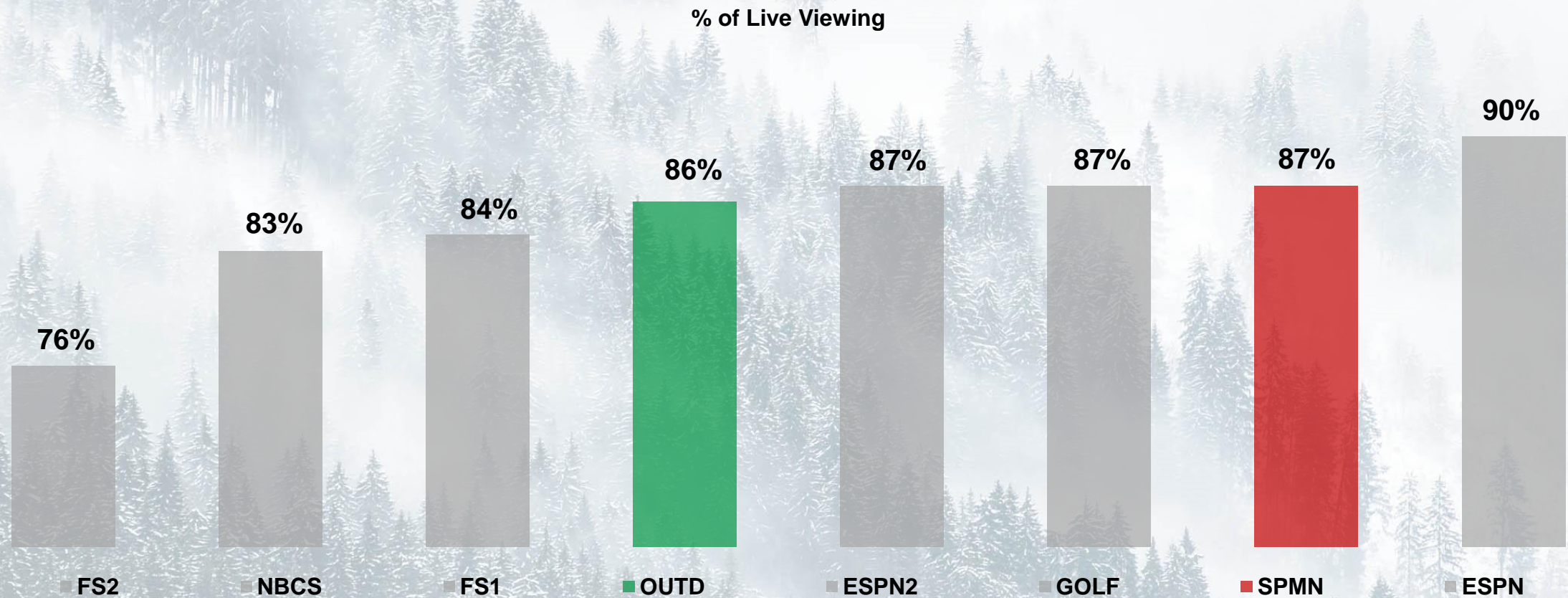
B COUNTY	Nielsen: Median HHI Total U.S.
CNBC	\$86,100
<b>SPMN</b>	<b>\$84,400</b>
GOLF	\$83,700
<b>WFN*</b>	<b>\$83,500</b>
<b>OUTD</b>	<b>\$80,500</b>
ESPN	\$76,300
MLBN	\$73,700
NFLN	\$73,100
<del>NBCS</del>	\$72,500
FOXNC	\$69,000
Universal Kids	\$67,400
HGTV	\$66,700
MSNBC	\$66,500
Fox Sports 1	\$65,800
CNN	\$60,100
HIST	\$57,500
DISC	\$57,000
Nat Geo	\$56,400
TRAV	\$56,400
<b>Total Use of TV</b>	<b>\$56,100</b>
HLN	\$51,000

C/D COUNTIES	Nielsen: Median HHI Total U.S.
CNBC	\$73,200
<b>SPMN</b>	<b>\$71,400</b>
<b>WFN*</b>	<b>\$66,800</b>
GOLF	\$65,900
ESPN	\$62,200
MLBN	\$61,700
<del>NBCS</del>	\$61,600
NFLN	\$60,200
<b>OUTD</b>	<b>\$60,100</b>
CNN	\$55,900
MSNBC	\$54,800
Fox Sports 1	\$54,700
HGTV	\$54,700
Universal Kids	\$54,000
FOXNC	\$53,600
HLN	\$49,500
Nat Geo	\$49,300
HIST	\$48,400
<b>Total Use of TV</b>	<b>\$47,700</b>
DISC	\$47,700
TRAV	\$46,200



# Our Viewers Watch Live

There is less skipping through commercials for viewers of OUTD and SPMN, as they deliver a high percent of live viewing comparable to live sports networks.

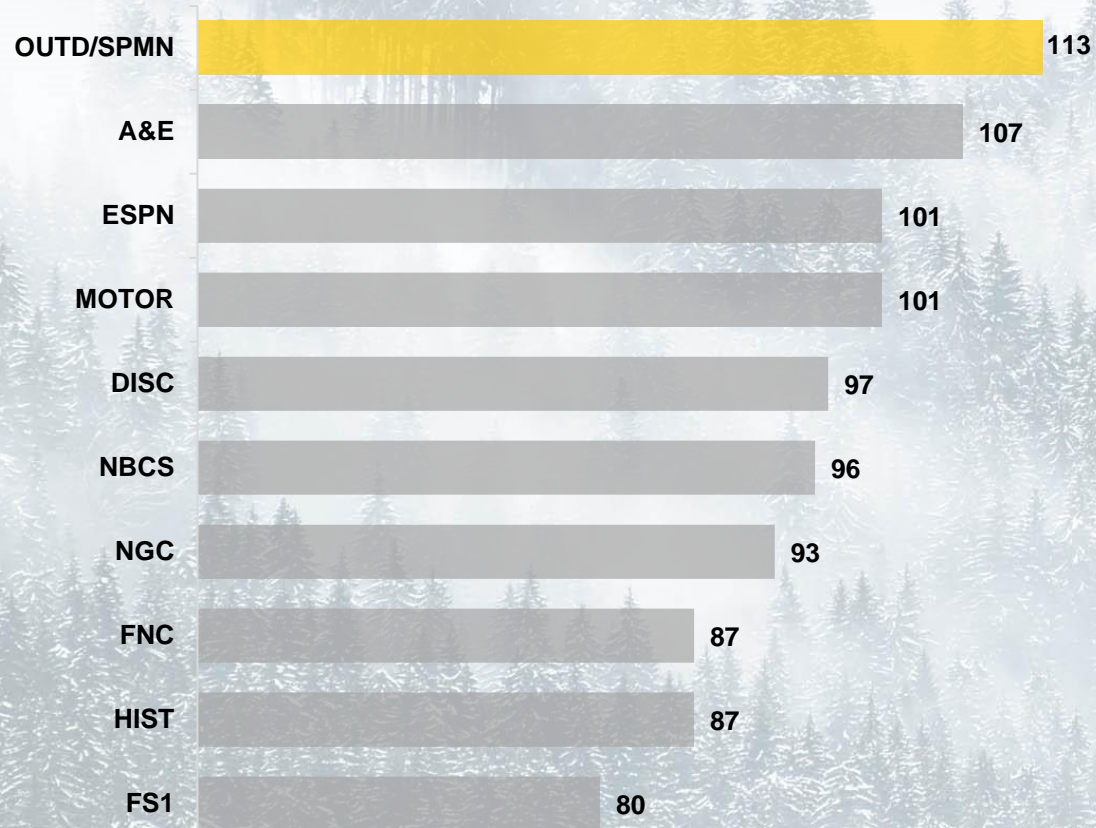




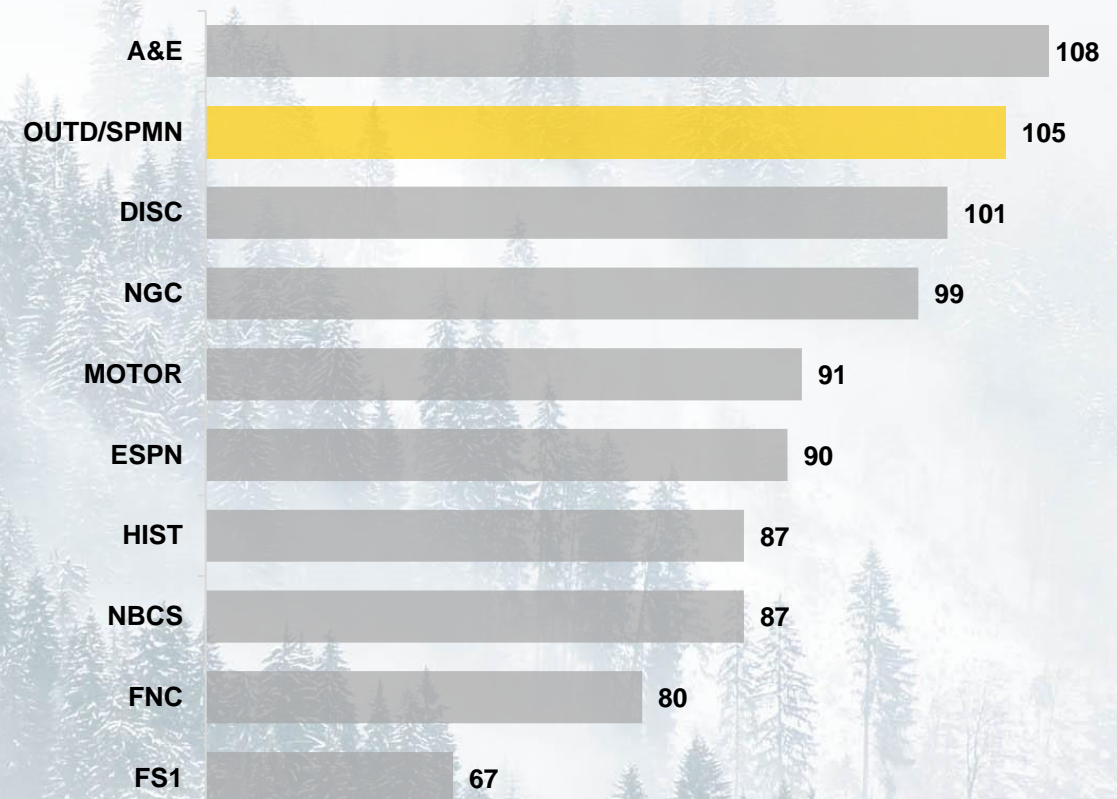
# OSG Adult Viewers Are Receptive To Advertising



I pay more attention to commercials on networks I like  
Agree Completely



I'm more likely to buy products or services advertised on  
networks I like  
Agree Completely

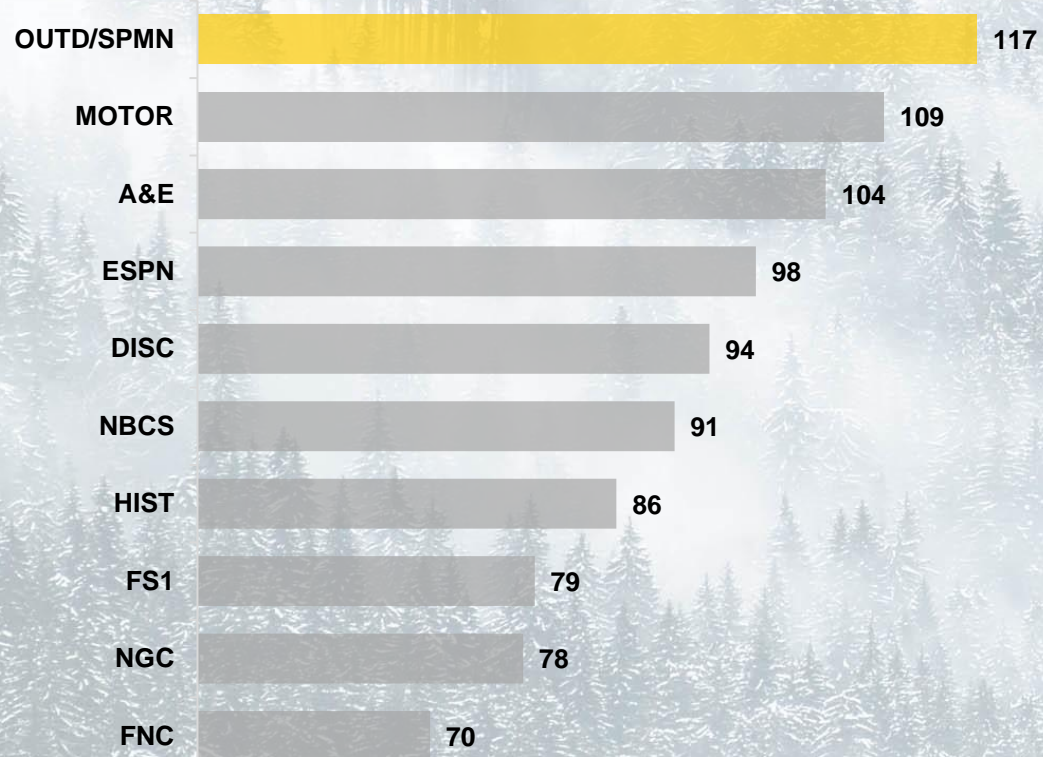




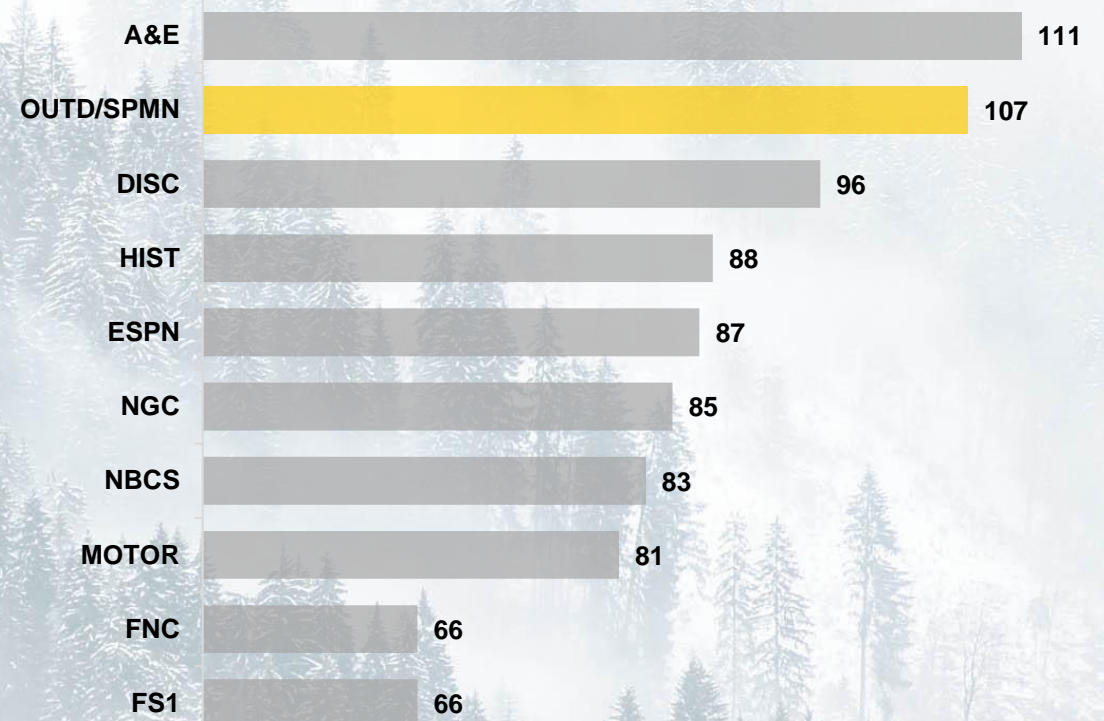
# OSG Male Viewers Are Receptive To Advertising



I pay more attention to commercials on networks I like  
Agree Completely



I'm more likely to buy products or services advertised on  
networks I like  
Agree Completely



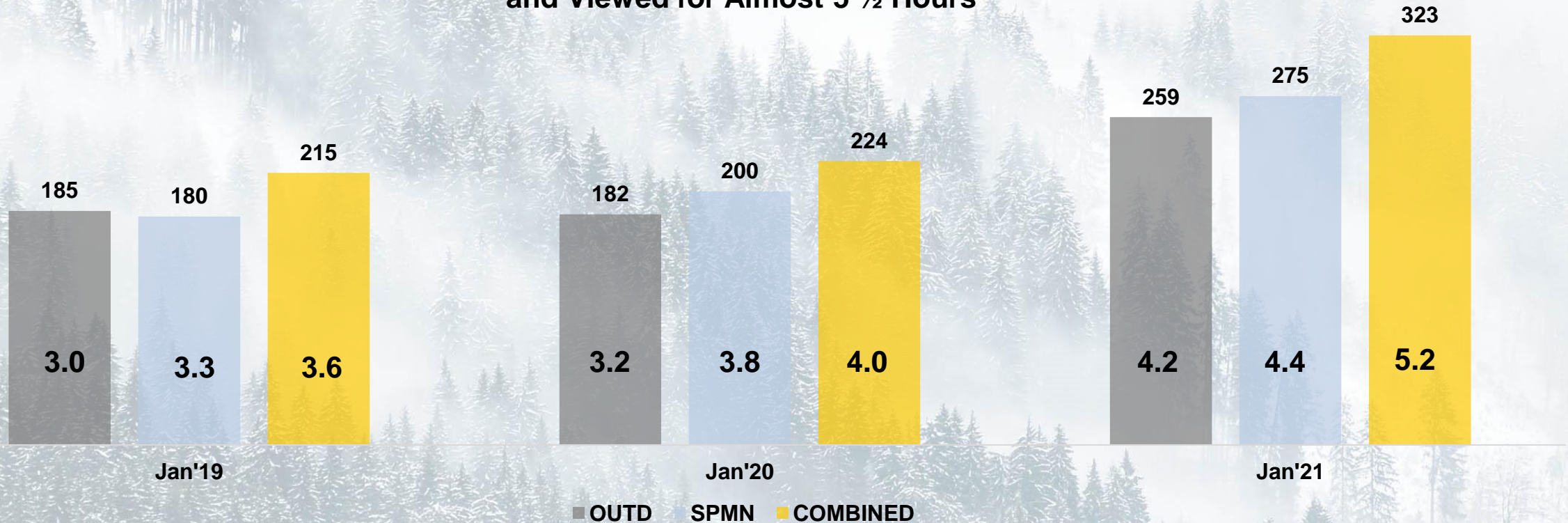


# OSG Viewers More Engaged In 2021



VIEWERS ARE WATCHING MORE OFTEN, FOR LONGER PERIODS OF TIME

Jan'21, Viewers Tuned in to OUTD/SPMN More Than 5 Times and Viewed for Almost 5 1/2 Hours



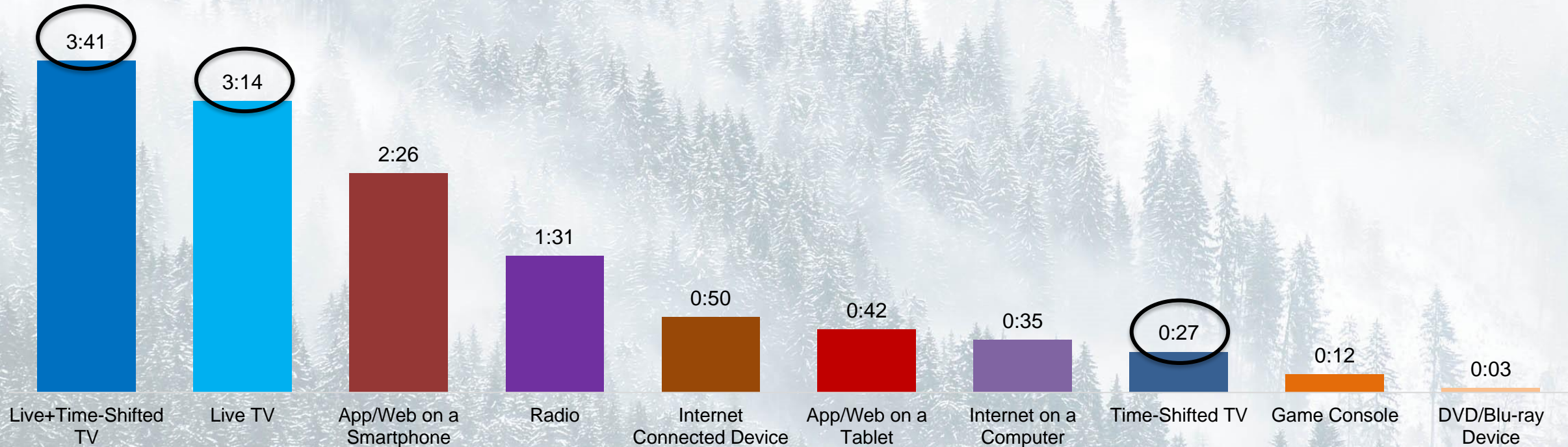
Source: Nielsen Reach & Frequency Report by Month. Average Frequency/Average Minutes Viewed Total Day among P2+; 6 Minute Qualifier; Jan'21; Data is Live +7



# TV Is Still King

Adults Spend Almost 4 Hours Each Day Watching TV, Either Live Or Time-shifted, More Time Than Spent On Any Other Media Type

## AVERAGE TIME SPENT PER ADULT 18+ PER DAY BASED ON TOTAL U.S. POPULATION

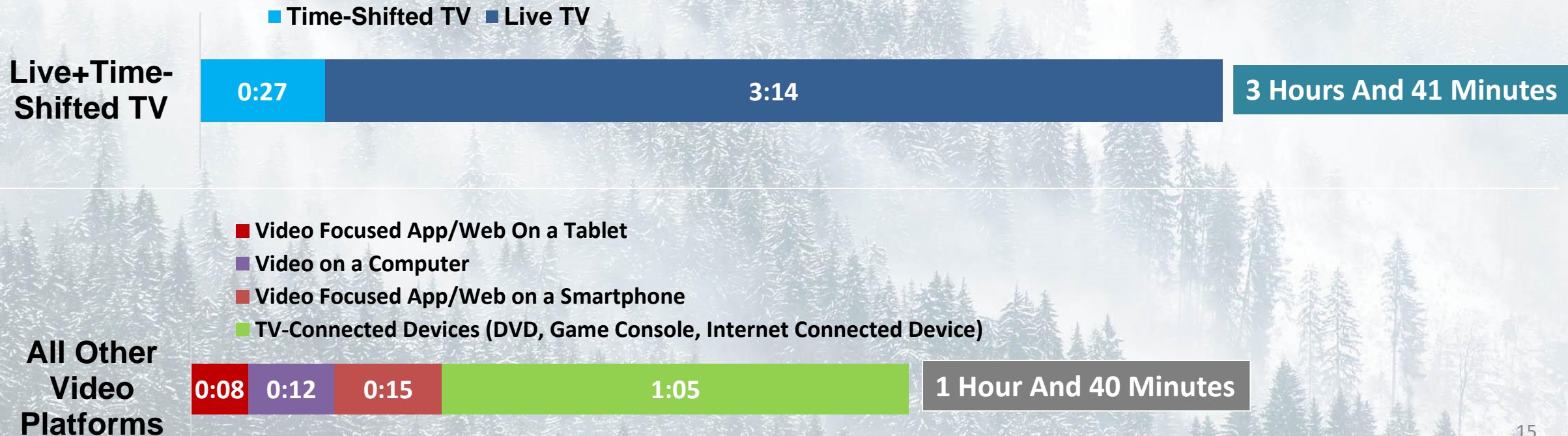




# Traditional Linear TV Continues To Lead

Adults Spend More Time Watching Traditional Linear TV Than They Spend On All Other Video Platforms Combined

## AVERAGE TIME SPENT PER ADULT 18+ PER DAY ON VIDEO BASED ON TOTAL U.S. POPULATION





# DID YOU KNOW?

## DIGITAL GIANTS SPENDING MAJORITY OF AD DOLLARS ON TV

Why? Because TV Reaches 85% of Adults, More than Any Other Media Type!



% Ad Spending By Media Type

TV PRINT DIGITAL

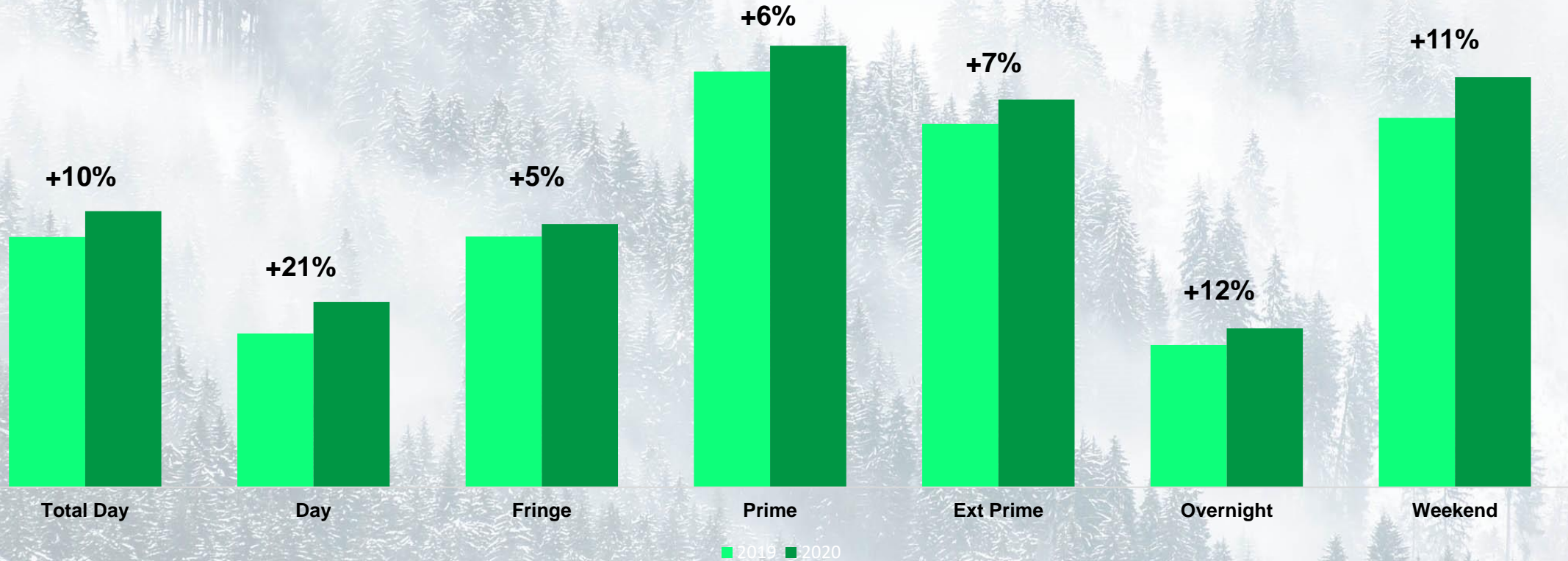


# Outdoor Channel YOY Growth



## KEY DAYPARTS

### Household Coverage Rating



Source: Nielsen Marketbreaks; OUTD, Coverage Ratings 2020, 2019; Live +7; Total Day, Day, Fringe, Prime, Ext Prime, Overnight & Weekend dayparts.



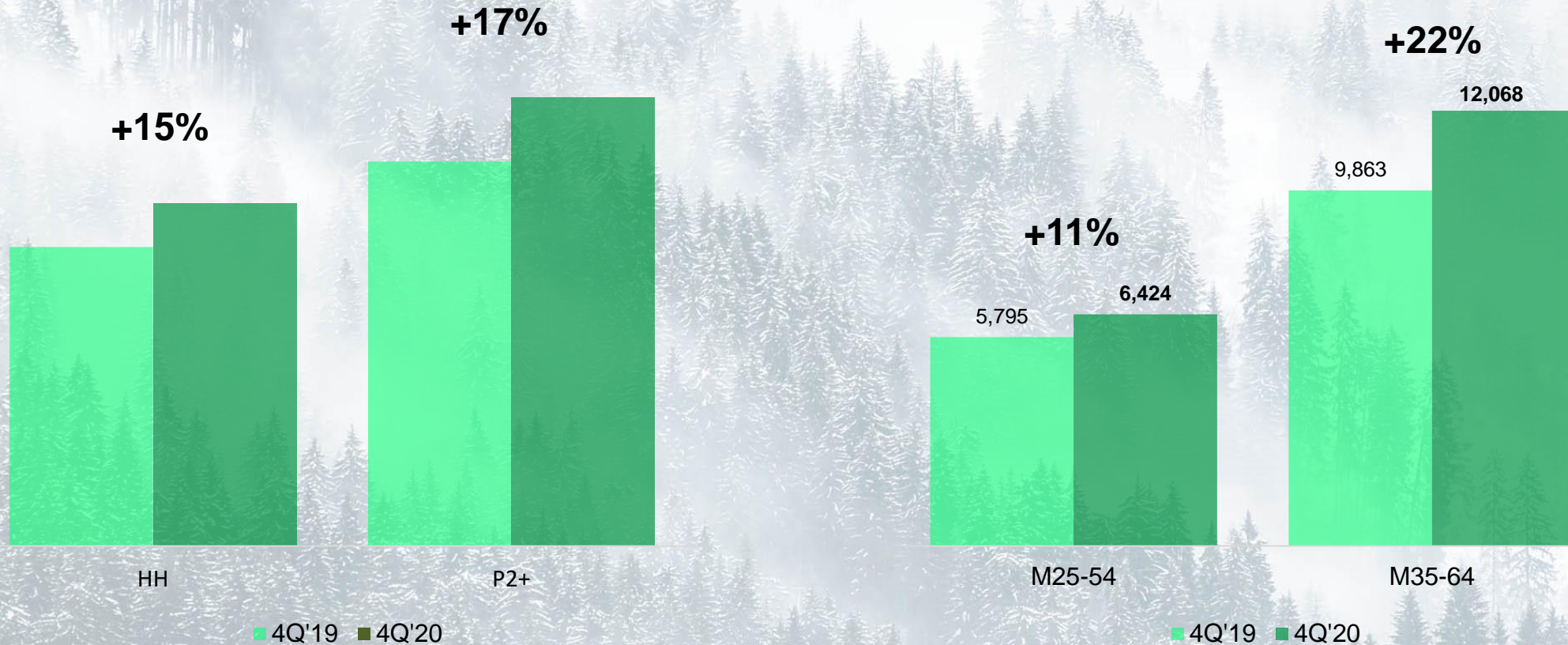
# Outdoor Channel Grew In HHS



TOTAL VIEWER & KEY MALE DEMOS

4Q'20 VS 4Q'19

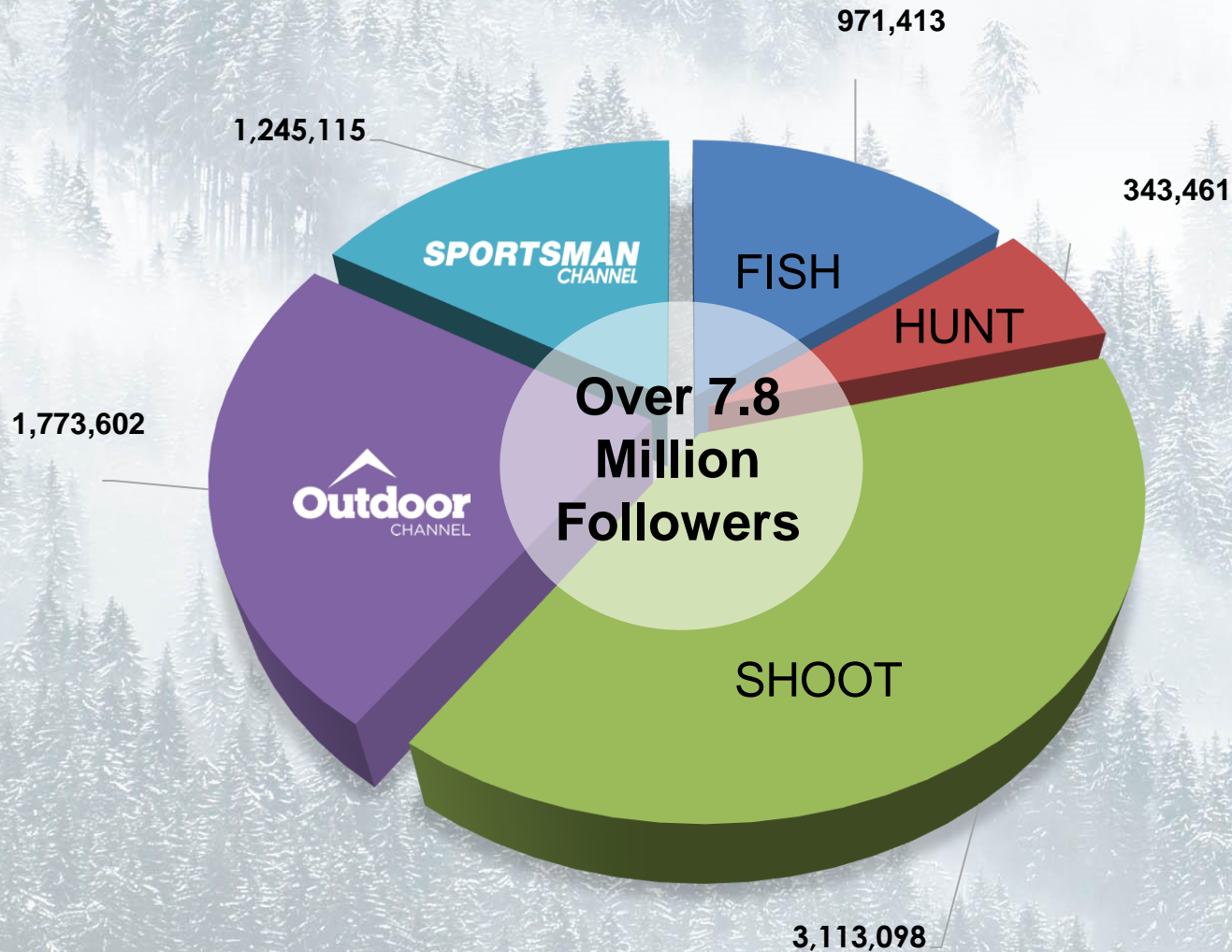
Total Day – AA Proj. Units



Source: Nielsen Marketbreaks; OUTD, Delivery in units during 4Q'20, 4Q'19; Live +7; Total Day-M-SU 6A-6A; Demo as listed



# OSG Connects You With Over 7.8 Million Social Followers



## PACKAGES

### CONTENT OFFERINGS

- Organic Co-Brand
- Targeted Posts

### PRODUCT VIDEO SHOWCASE

- New Product Review
- Trade Show Coverage
- Facebook Live Events

### SWEEPSTAKES

- Enter to Win
- Amplification Packages

**Social Promotions**  
**Activate Engagement**  
Increasing brand awareness, reach, impressions, video views, engagement and more.

Source: Social Audience reflects Followers or Likes for OSG Social content on Facebook, Twitter as of January 2021. Hunting Total includes MOTV; Fishing Total includes World Fishing Network, Game & Fish.



# MyOutdoorTV

**OUTDOOR  
SPORTSMAN**  
GROUP

- **Exclusive Content**  
Over 20,000+ episodes : Majority are exclusive
- **Aggressive Marketing**  
Every day, across all OSG platforms
- **Meeting Changing Consumer Trends**  
On-demand, MOTV originals, mobile, short-form and long-form content, playlists, Live Channel
- **Global Platform**  
Available in 195 markets around the world and in five languages; offered on nearly all digital platforms including iOS, Android, Amazon Channels, Samsung & LG Smart TV's and Roku

**MOTV**  
MYOUTDOORTV®





# MOTV Distribution Platforms

**OUTDOOR  
SPORTSMAN**  
GROUP

**ROKU**

amazon.com

prime video | CHANNELS



Samsung SMART TV

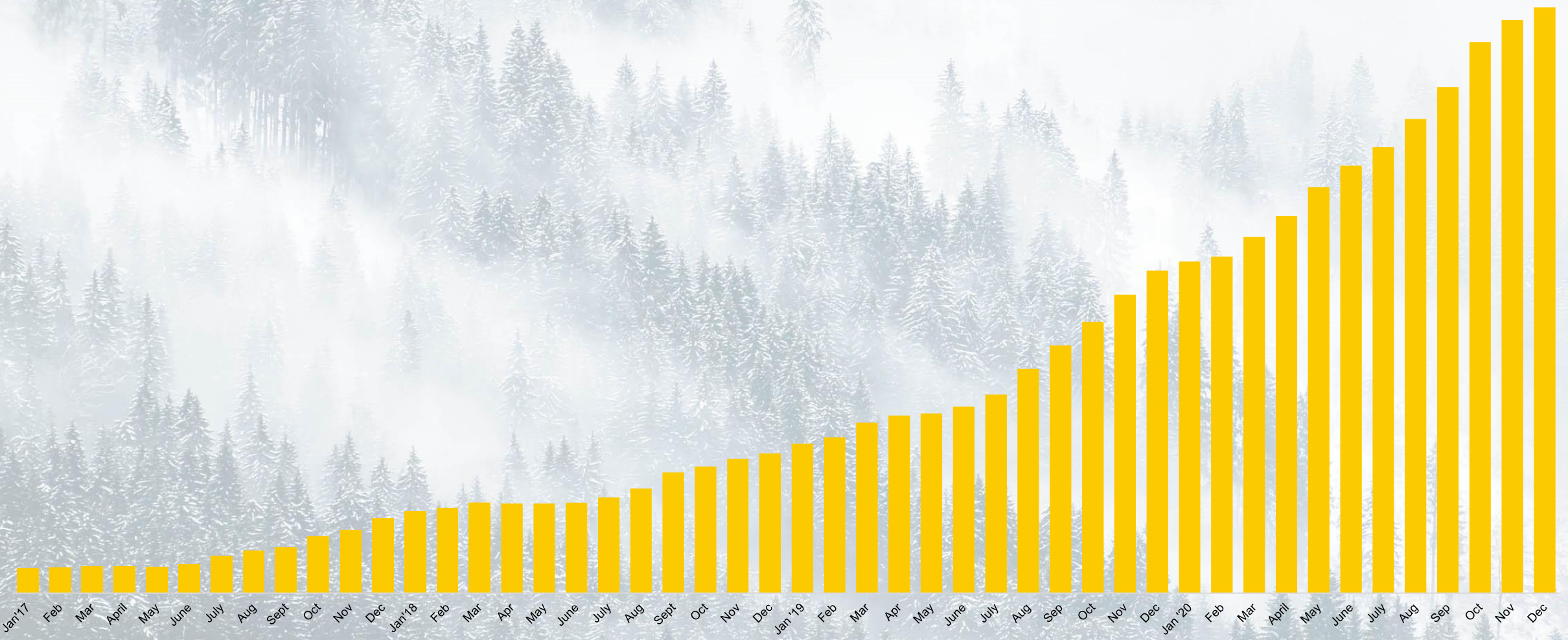




# MOTV Subscriber Trends



Subscribers have been growing steadily since January 2017



Source: OSG Internal Subscriber Data



A misty, snow-covered forest of evergreen trees. The scene is a dense forest of tall, dark evergreen trees, likely spruce or fir, heavily laden with snow. The atmosphere is thick with mist or fog, which softens the details of the trees and creates a sense of depth and mystery. The lighting is diffused, typical of an overcast winter day, with the snow reflecting the light and creating a bright, ethereal glow. The overall color palette is dominated by whites, greys, and muted greens, contributing to a serene and quiet winter landscape.

# Appendix



# Average Audience Vs. Reach: Which Is The Best Metric?

There are three main components to measuring viewership that help buyers evaluate programs

- How many people saw it? (Number of Viewers)
- How often did they see it? (Frequency)
- How long did they see it? (Minutes viewed)

## Nielsen's definitions:

“**AVERAGE AUDIENCE RATINGS** tell you the percent of people who tuned into an average minute of the program. This metric is used in national TV ratings to buy and sell advertising during a given program. This can also be reported in projections rather than a percentage that displays the number of people who were exposed to the content in an average minute.”

- This is the industry standard because it combines all three components (number of viewers, frequency, and minutes viewed) and creates an average.

“**REACH** figures tell you the number of unique people who were exposed to a piece of content or ad.”

- Reach only answers one of the three questions: Number of viewers. It does not account for frequency or minutes viewed.
- The industry standard (and the Npower default) for REACH is a 6+ minute qualifier. That ensures that at least one minute of the program was viewed.

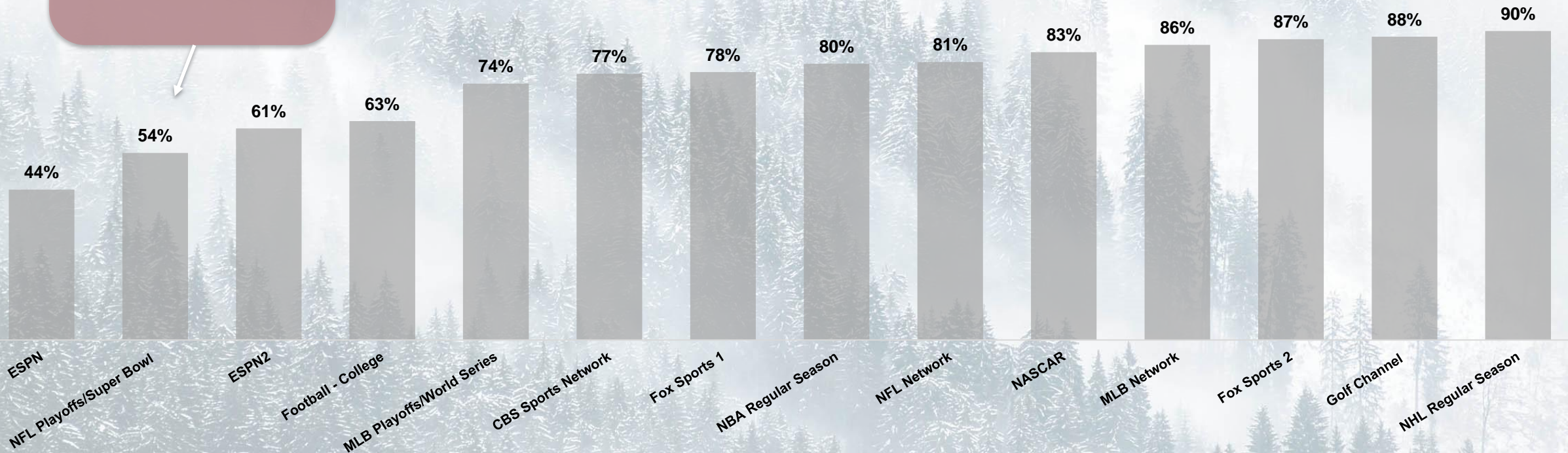


# Not All Men Watch Sports

## OSG Reaches The Hard-to-reach Male Viewer

**MORE THAN HALF  
ARE NOT EVEN  
WATCHING THE  
SUPER BOWL!**

**% of OUTD/SPMN/WFN Male Viewers NOT watching sports**



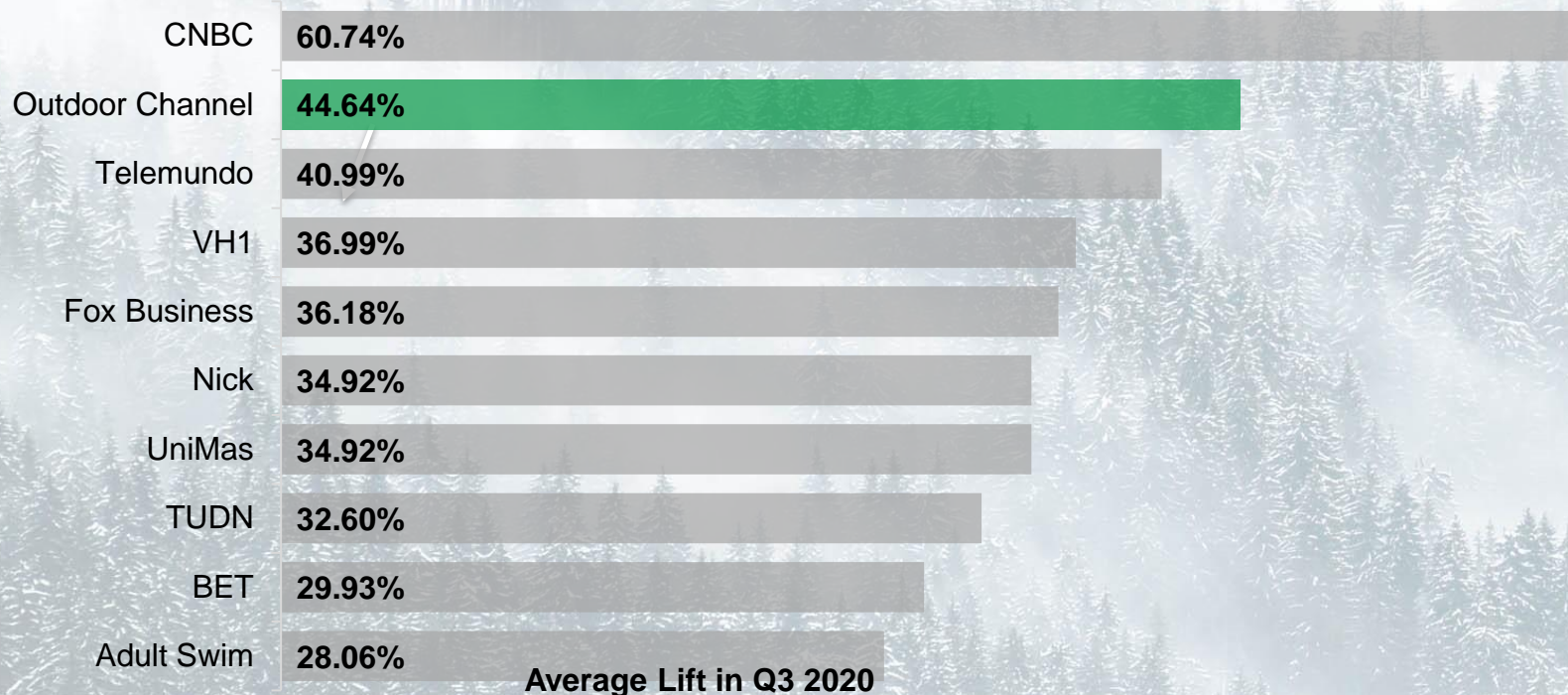


# Did You Know?

## Outdoor Channel Deliveres Advertising Lift

Viewers Are Influenced By Advertising to Make A Purchase,  
Ranking 2<sup>nd</sup> in Lift Among All Cable Networks

Top Networks Delivering Lift



- Lift: The increase in conversion rate of those exposed to a TV ad compared to those unexposed. Conversion events can be web visits, registrations or purchases, store visits or offline sales (any incremental business driven by the TV ad placements)
- Outdoor Channel Viewers exposed to a TV ad are 45% more likely to purchase item, visit store, visit website, etc. than those unexposed



# Four Complementary TV Networks

**OUTDOOR  
SPORTSMAN**  
GROUP



## REAL. LIFE. ADVENTURE.

- Active media-savvy guys who love adventure in real life and on TV
- Target Audience: Active Outdoorsmen & Armchair Adventurers



## TRUE TO THE CORE.

- Passionate and upscale outdoorsmen who are serious about hunting and love to win
- Target Audience: Dedicated Sportsmen



## EVERY ANGLER'S PASSION.

- Fishing alone or with friends, these upscale nature-lovers fish for fun
- Target Audience: Avid Anglers



# We Are The Place To Reach Men



## OSG'S RANK VS COMPETITIVE SET ON M35-64 VPVH

**OSG Networks rank #1 and #2 vs. all Cable networks measured by Nielsen!**

