



**OUTDOOR  
SPORTSMAN**  

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**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

World Fishing Network

Celebrate the Reel Life

WFN is the only channel dedicated to life on the water and the wide variety of related travel and cultural experiences it offers.

World Fishing Network is in 4 million households.

## LINEAR PARTNERS



## OTT PARTNERS



# 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	World Fishing Network
Male	64%
Median Age	48 Yrs.
Median HHI	\$81,000
Married	58%
Owns a Home	71%
Reside in B, C, or D counties	66%
Owns 3+ Acre Lot	9%
Pet Owner	65%
Outdoor Enthusiasts	99%

Source: MRI Doublebase 2020 = All, WFN "Viewer" based on Angler profile scaled to WFN's universe. Some College + = has attended some college/vocational school or received any degree.

# 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

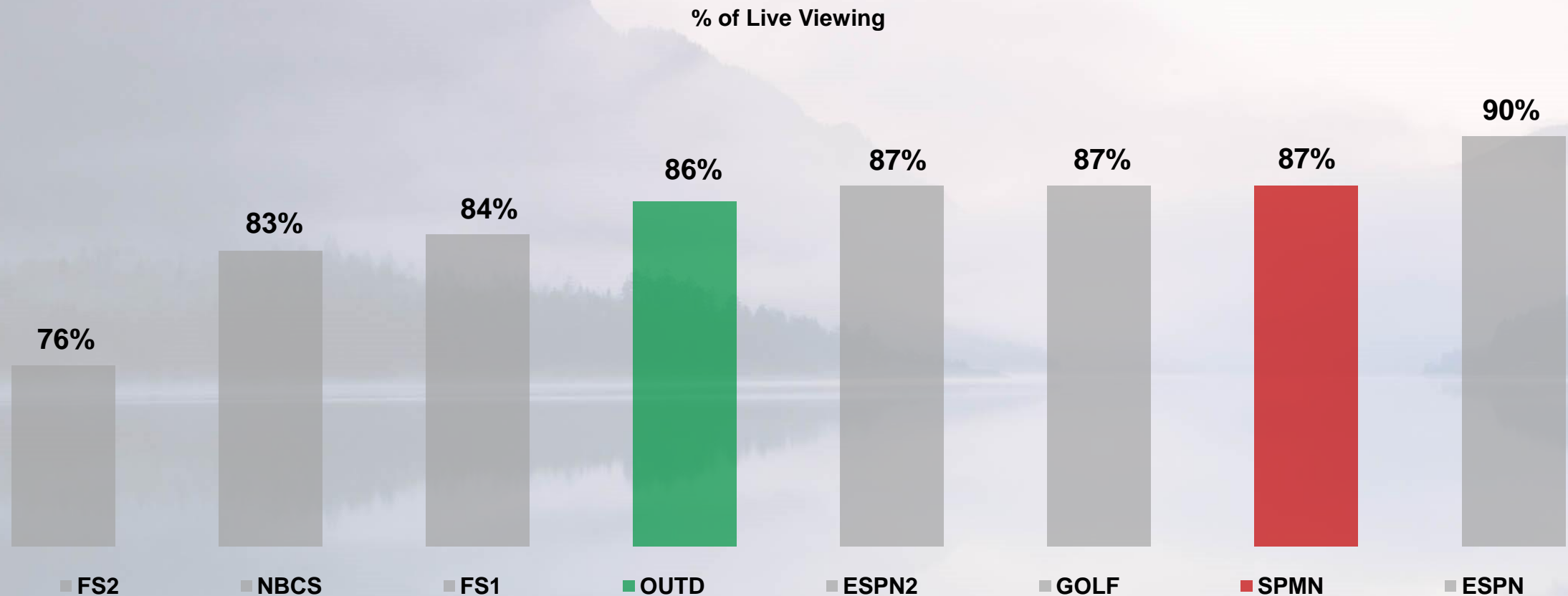
C/D COUNTIES	Nielsen: Median HHI Total U.S.
CNBC	\$73,200
<b>SPMN</b>	<b>\$71,400</b>
<b>WFN*</b>	<b>\$66,800</b>
GOLF	\$65,900
ESPN	\$62,200
MLBN	\$61,700
<del>NBCS</del>	\$61,600
NFLN	\$60,200
<b>OUTD</b>	<b>\$60,100</b>
CNN	\$55,900
MSNBC	\$54,800
Fox Sports 1	\$54,700
HGTV	\$54,700
Universal Kids	\$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

Source: Nielsen Marketbreaks; 2020 (12/30/19-12/27/20); Data is Live +7; Total Day (M-Su 6A-6A); \* WFN data based on MRI Doubabase 2020 for Angler profile weighted to WFN's Actual Audience Size

# 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.

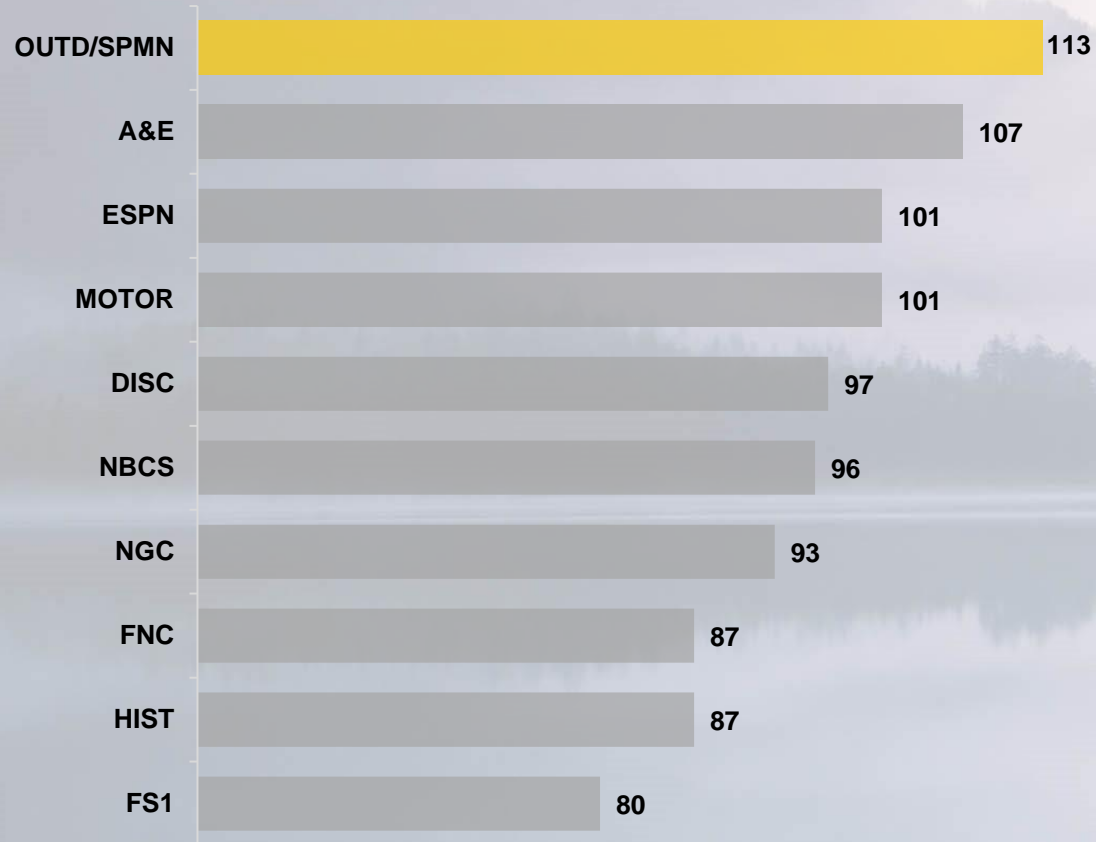




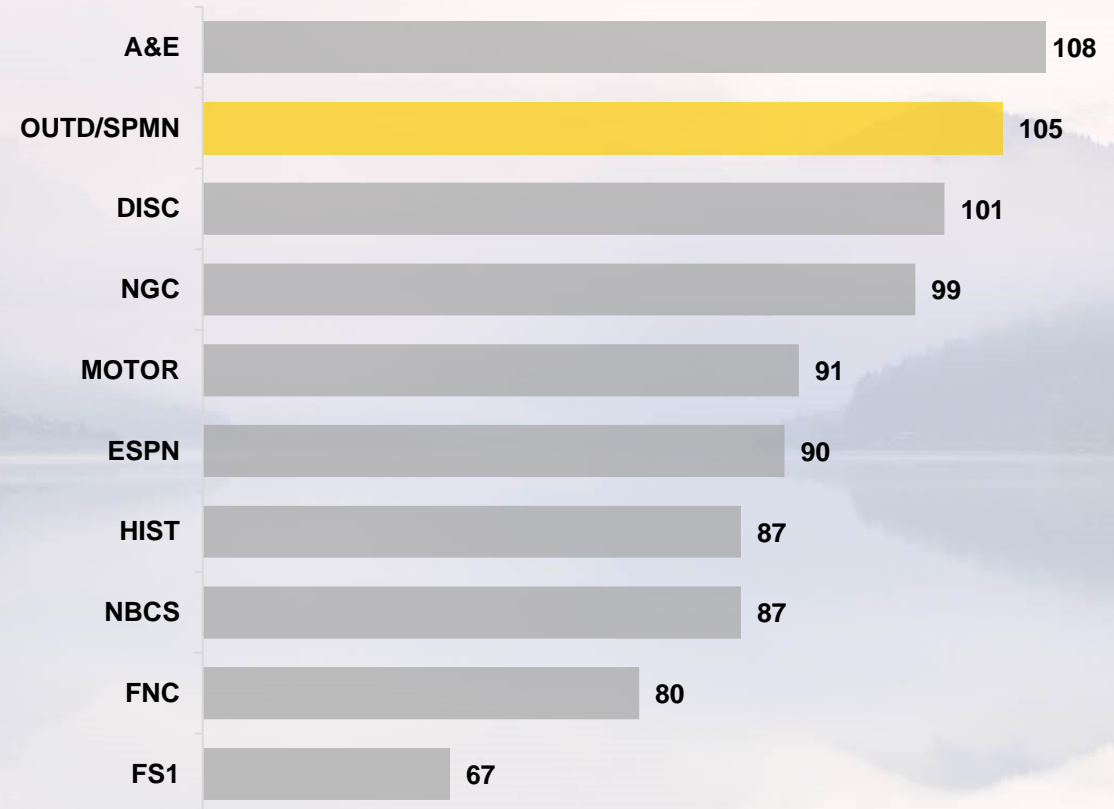
# OSG Adult Viewers Are Receptive To Advertising



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



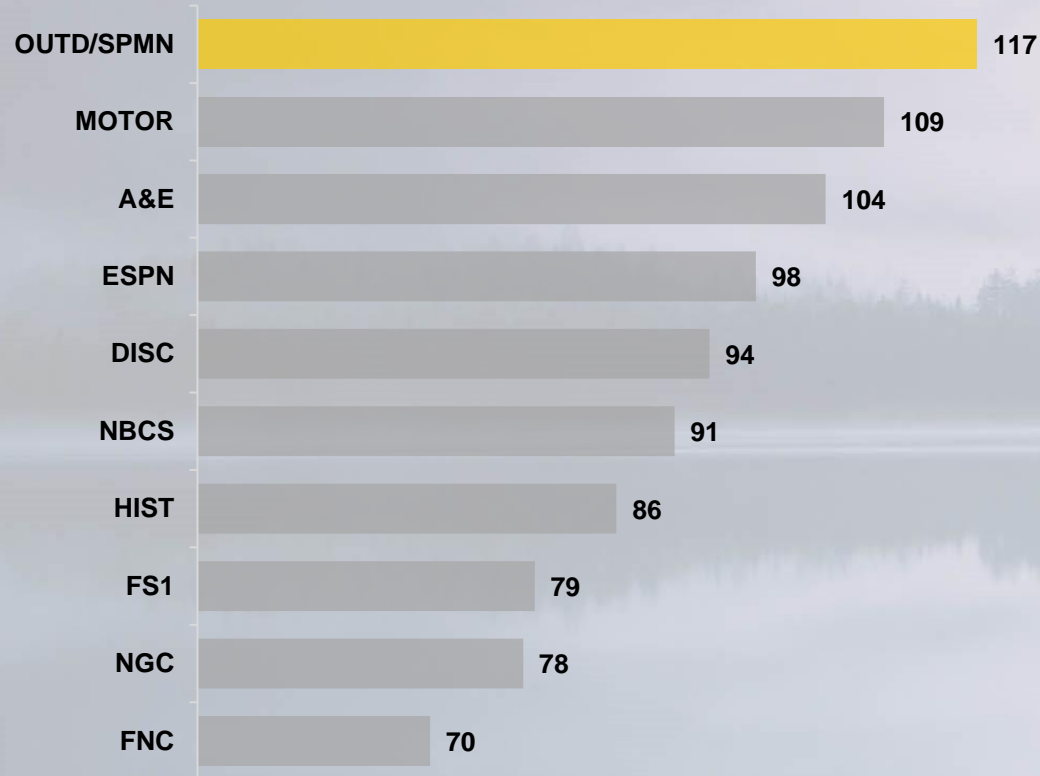
I'm more likely to buy products or services advertised on  
networks I like  
Agree Completely



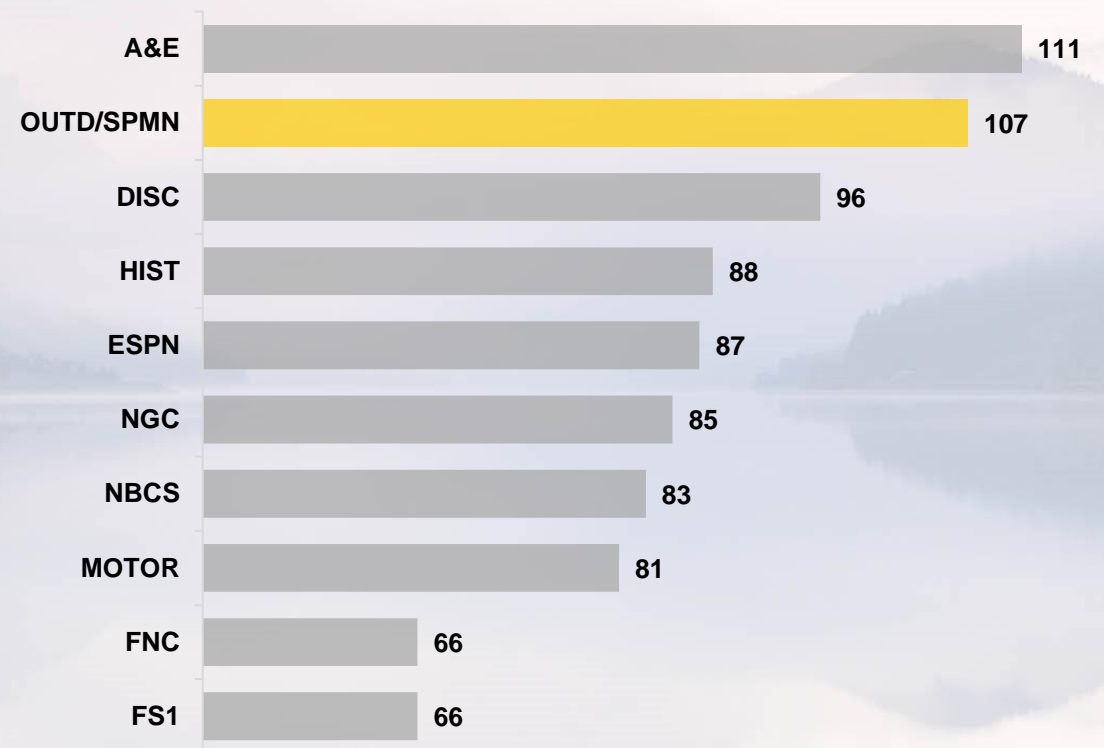
# OSG Male Viewers Are Receptive To Advertising



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



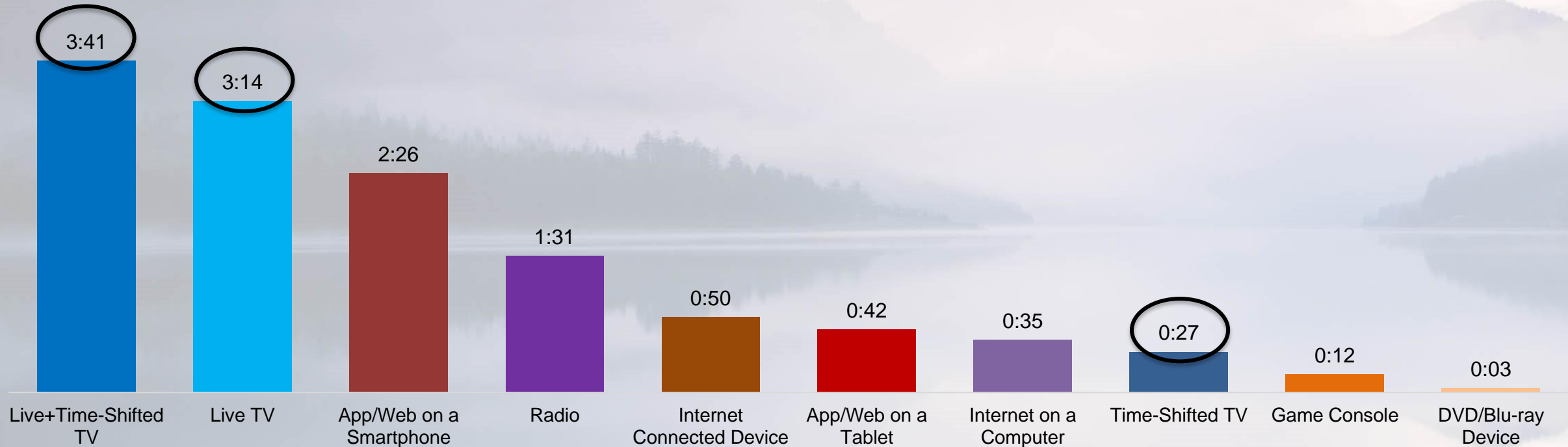
I'm more likely to buy products or services advertised on networks I like  
Agree Completely



# 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

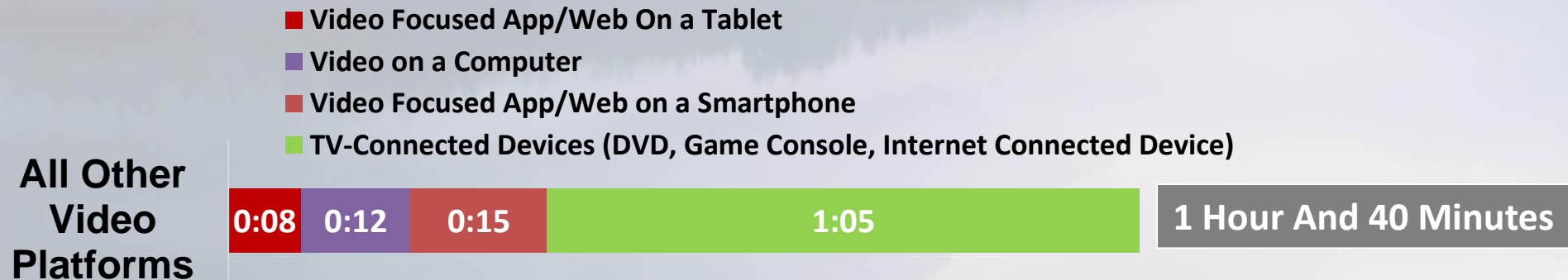
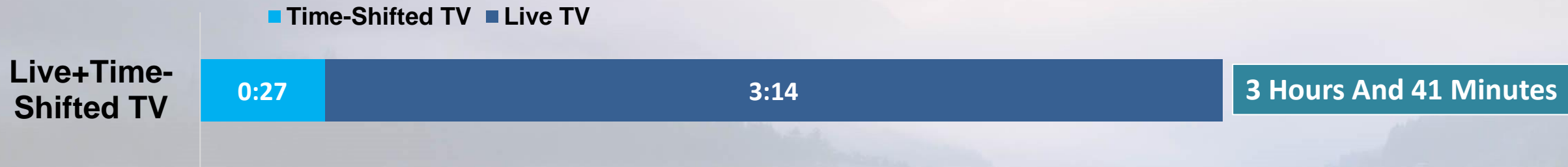


# Traditional Linear TV Continues To Lead



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

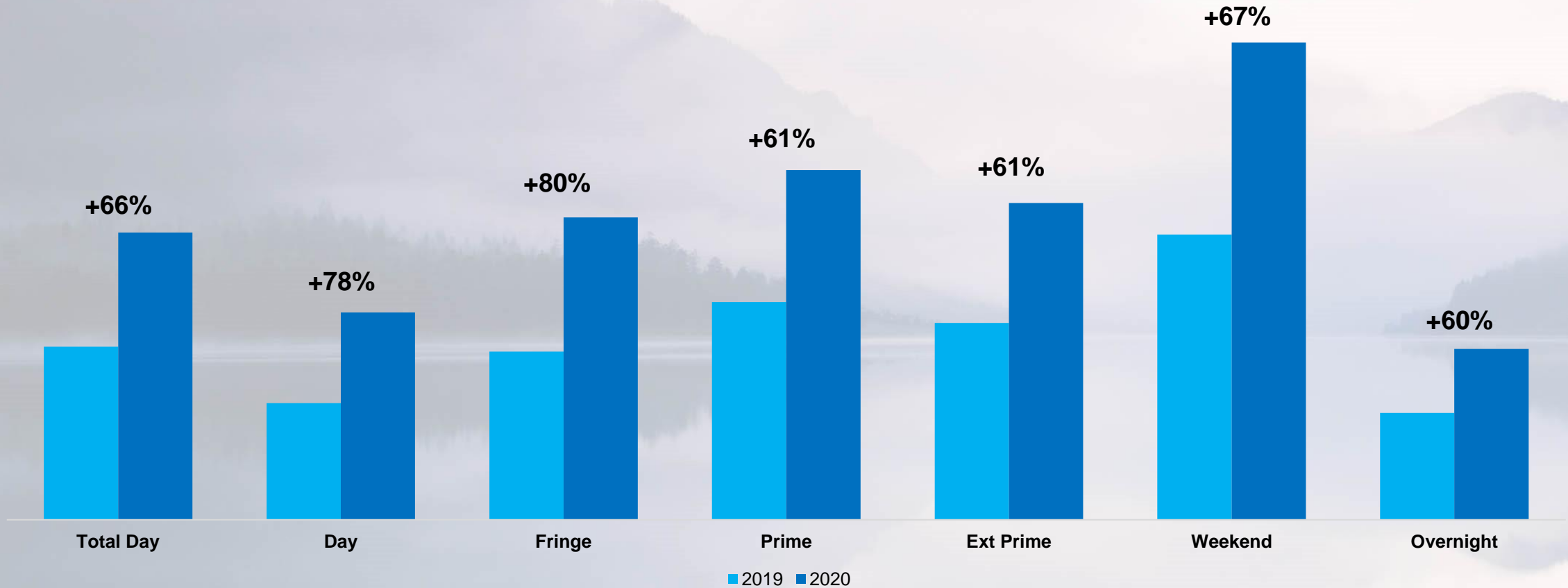


# World Fishing Network YOY Growth



## KEY DAYPARTS

### Household Coverage Rating



Source: comScore TV Essentials; Network Summary; Data is Live. Total Day, Day, Fringe, Prime, Ext. Prime, Weekend, Overnight. 2019 vs. 2020.

# 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

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- **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  
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**ROKU**

amazon.com

prime video | CHANNELS



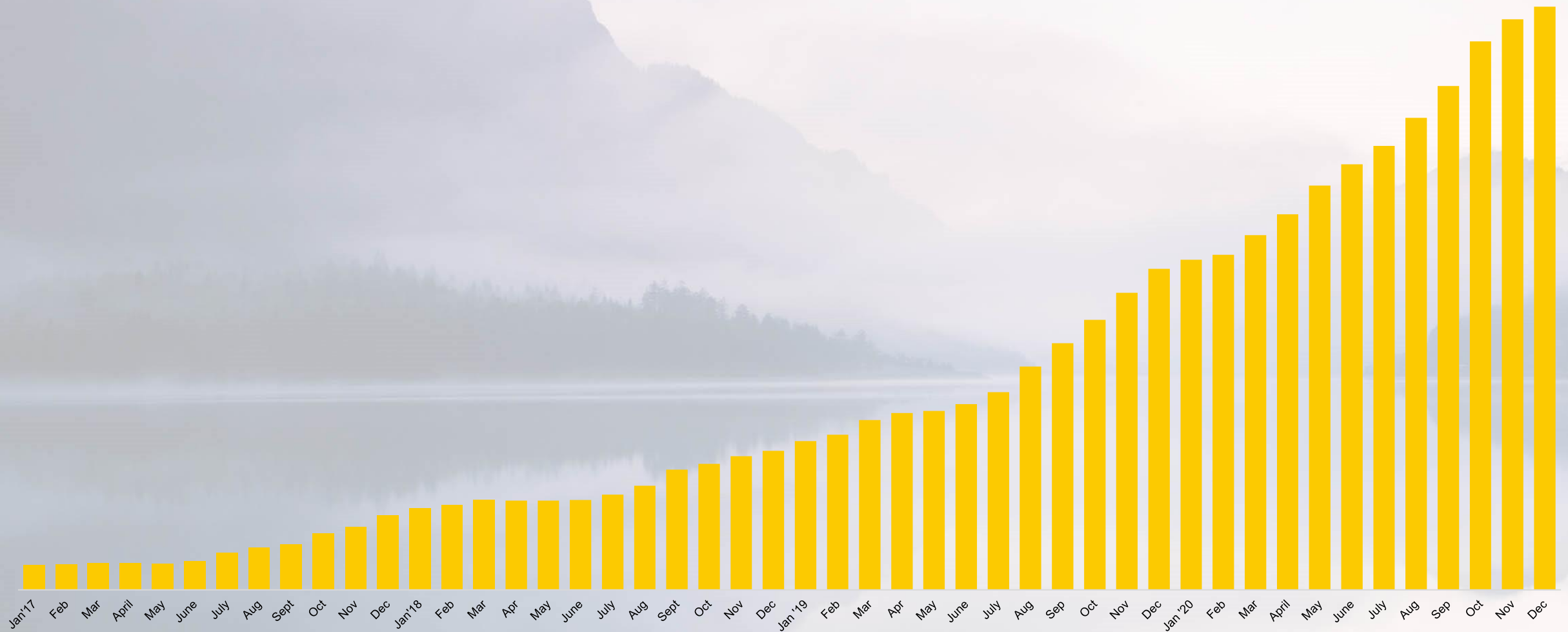
Samsung SMART TV



# MOTV Subscriber Trends



Subscribers have been growing steadily since January 2017



Source: OSG Internal Subscriber Data



A serene landscape photograph featuring a calm lake in the foreground that perfectly reflects the surrounding environment. In the middle ground, a dense forest of evergreen trees lines the shore. The background is dominated by large, rugged mountains partially shrouded in a soft, white mist or fog. The sky is a pale, hazy blue, suggesting an early morning or late afternoon setting. The overall mood is peaceful and atmospheric.

# 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.

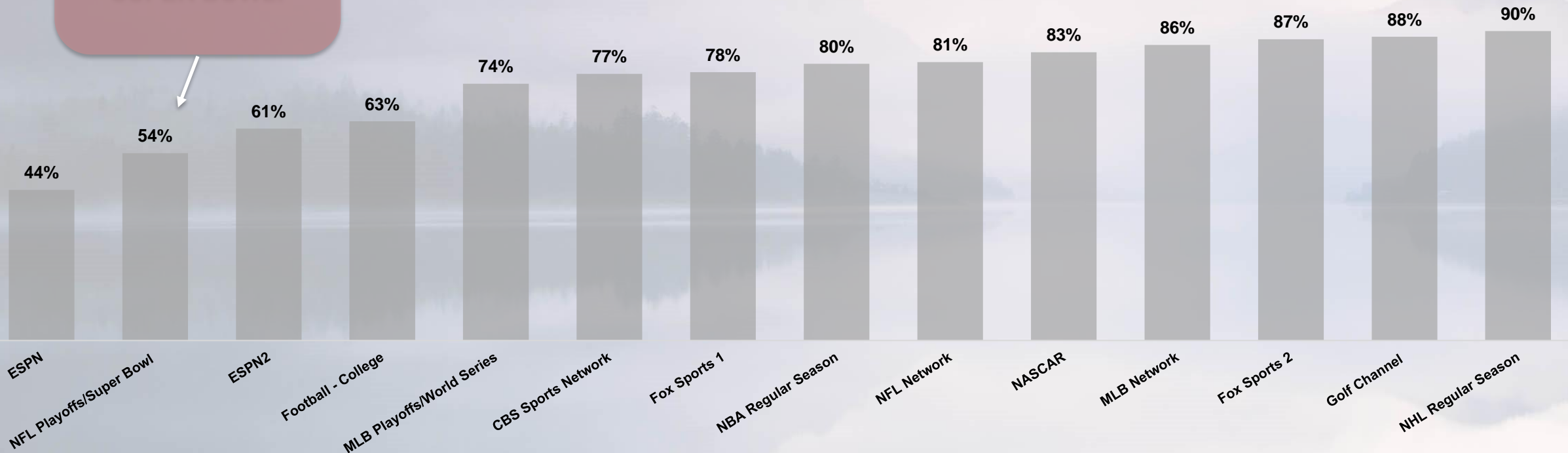
# Not All Men Watch Sports



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

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

MORE THAN HALF ARE NOT EVEN WATCHING THE SUPER BOWL!



Source 2020 Doublebase; Base M18+; MRI. OSG Networks = Watched OUTD/SPMN past 7 days/WFN viewer profile based on Angler Audience Profile.

# Four Complementary TV Networks

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## 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.

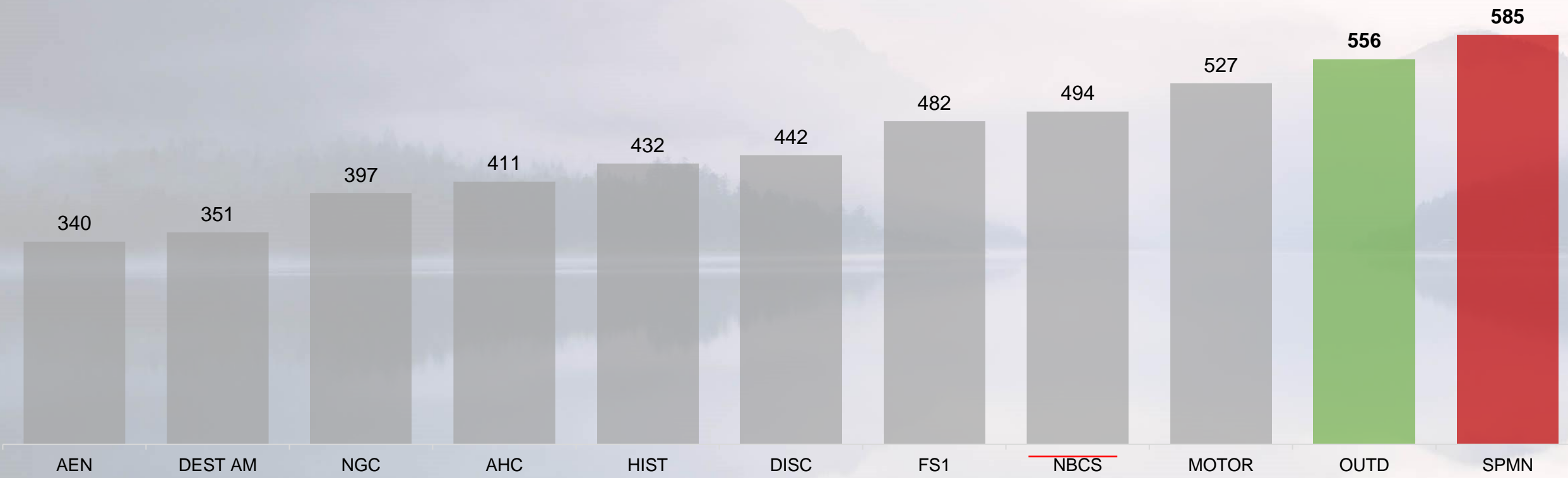
- Fishing alone or with friends, these upscale nature-lovers fish for fun
- Target Audience: Avid Anglers

# 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!



Source: Nielsen Marketbreaks; 2020 (12/30/19-12/27/20); Data is Live +7 VPVH in (000); Based on Total Day