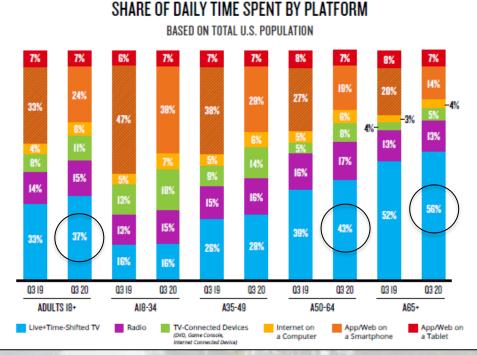
## DID YOU KNOW? Consumers Are Media Connected and TV Remains the Top Platform, Reaching 80% of all Adults

Adults spend 3 hours and 41 minutes a day watching TV, longer than any other media type AVERAGE TIME SPENT PER ADULT 18+ PER DAY BASED ON TOTAL U.S. POPULATION 0:03 032020 0:27 131 2:26 0:42 10:00 3:14 0:12 Time-Shifted TV ive TV Radio OVD/Blu-ray Device Game Console ternet Connected Device Internet on a Computer App/Web on a Smartphone App/Web on a Tablet AVERAGE TIME SPENT PER ADULT 18+ PER DAY ON VIDEO BASED ON TOTAL U.S. POPULATION 0:08 0:12 032020 5:21 3:41 1:05 Live+Time-Shifted TV TV-Connected Devices Video on a Computer OVD, Game Console, Internet Connected Device)

Video Focused App/Web

on a Tablet

Share of time spent watching TV is up. Adults spend 37% of media usage time watching TV, up from 33% last year. A50+ share was even bigger.



Note: In May 2020 smartphone measurement was updated to more precisely capture users' intended behavior versus app/web activity occurring in the background. Smartphone data shaded in the chart is not able to be trended with current data.

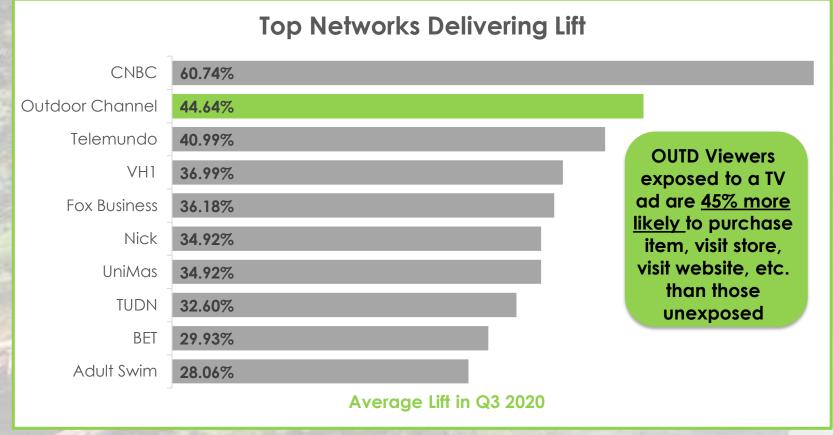
Source: Nielsen Total Audience Report (NTAR) March 2021. Data based on 3Q'20.

/ideo Focused App/Web

on a Smartphone

# **DID YOU KNOW?** Outdoor Channel Maximizes TV Advertising

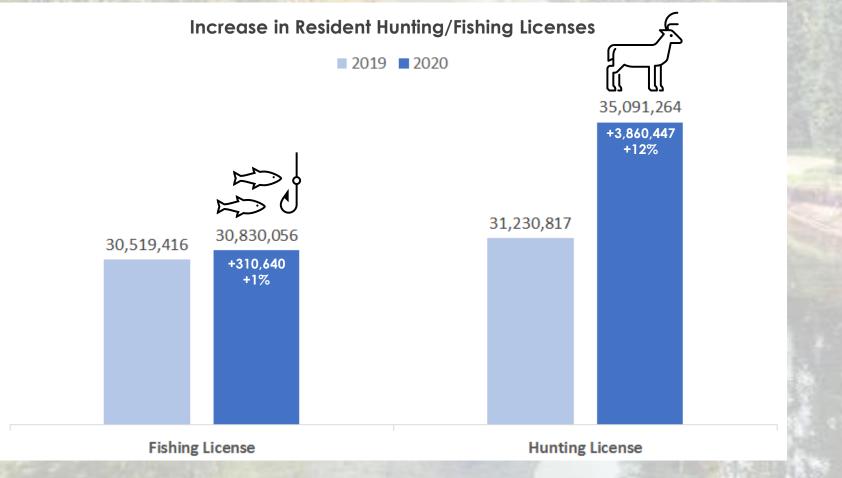
#### Viewers Are Influenced By Advertising to Make A Purchase, Ranking 2<sup>nd</sup> Among <u>All Cable Networks</u>



- <u>Lift:</u> 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)
- The most valuable consumers to advertisers are those that are influenced by advertising to make a purchase. Niche networks are proving to have engaged audiences that are responding to brand marketing.
- By comparing lift estimates across networks, advertisers can identify where ads are most effective at driving incremental conversions and invest more in those areas.

#### **DID YOU KNOW?**

As people are staying close to home, more resident hunting and fishing licenses, tags, permits and stamps have been issued in 2020 vs. last year



Source: US Fish And Wildlife Service National Fishing License Data; Resident Fishing & Hunting Licenses, tags permits and stamps 2020 vs. 2019

## **DID YOU KNOW?**

#### Fishing is a "Feel Good" Sport that Reels In Positive Thoughts of Quality Family Time, Relaxation and Great Memories



Source: Outdoor Advisors Fishing Drivers Forum; OSG Research; Oct'20 Study; Details furnished upon request