

**OUTDOOR
SPORTSMAN**

G R O U P[®]

**Outdoor**
CHANNEL

SPORTSMAN
CHANNEL

SPORTSMAN
CHANNEL CANADA

 **WORLD
FISHING
NETWORK**

MOTV
MY **OUTDOOR** TV[®]

POWER OF TV TO REACH A QUALIFIED AUDIENCE

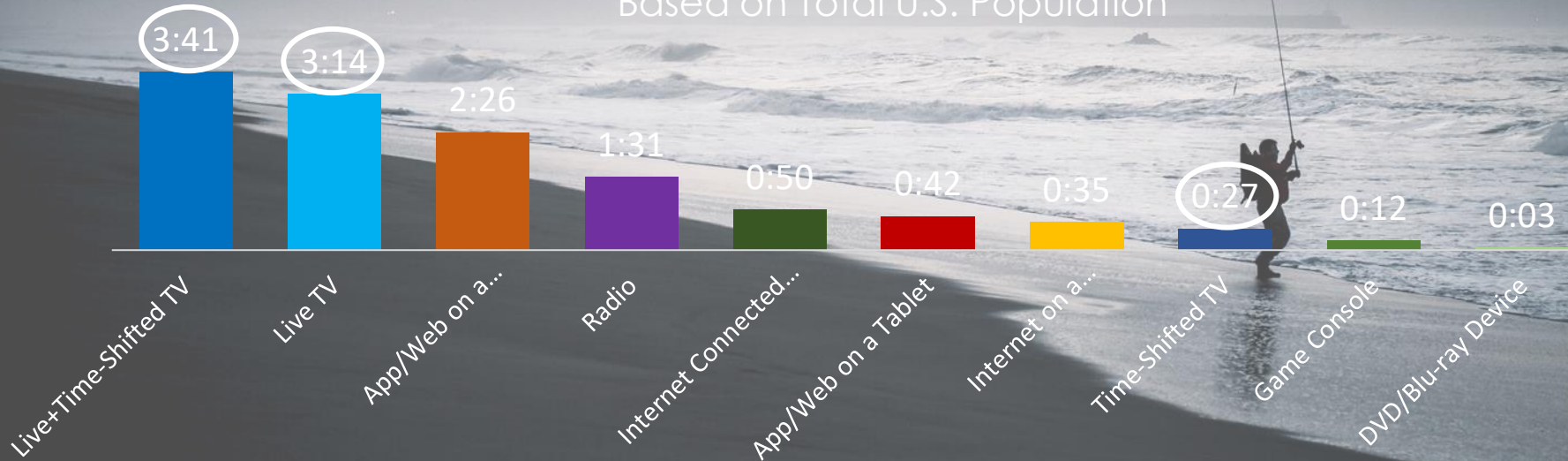
Key Takeaways

- Adults are spending over 3 hours watching live TV per day
- OSG viewers are growing stronger in their engagement
- OSG viewers watch and are influenced by commercials
- OSG networks deliver higher household median incomes

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

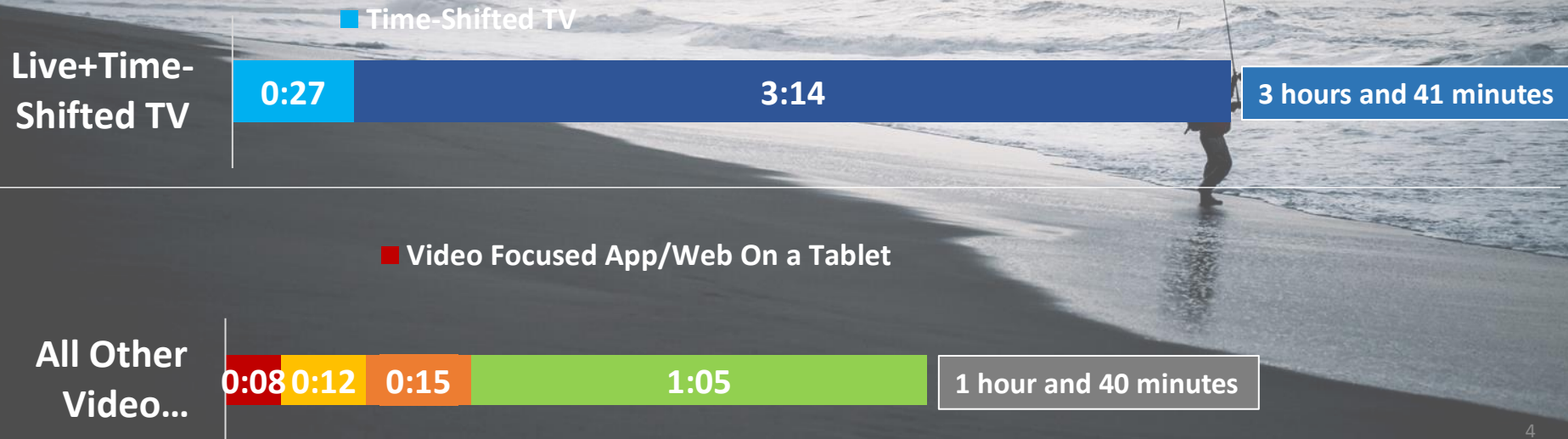
Average Time Spent Per Adult 18+ Per Day
Based on Total U.S. Population



TRADITIONAL LINEAR TV CONTINUES TO LEAD

ADULTS SPEND MORE TIME WATCHING TRADITIONAL LINEAR TV THAN THEY SPEND ON ALL OTHER VIDEO PLATFORMS COMBINED

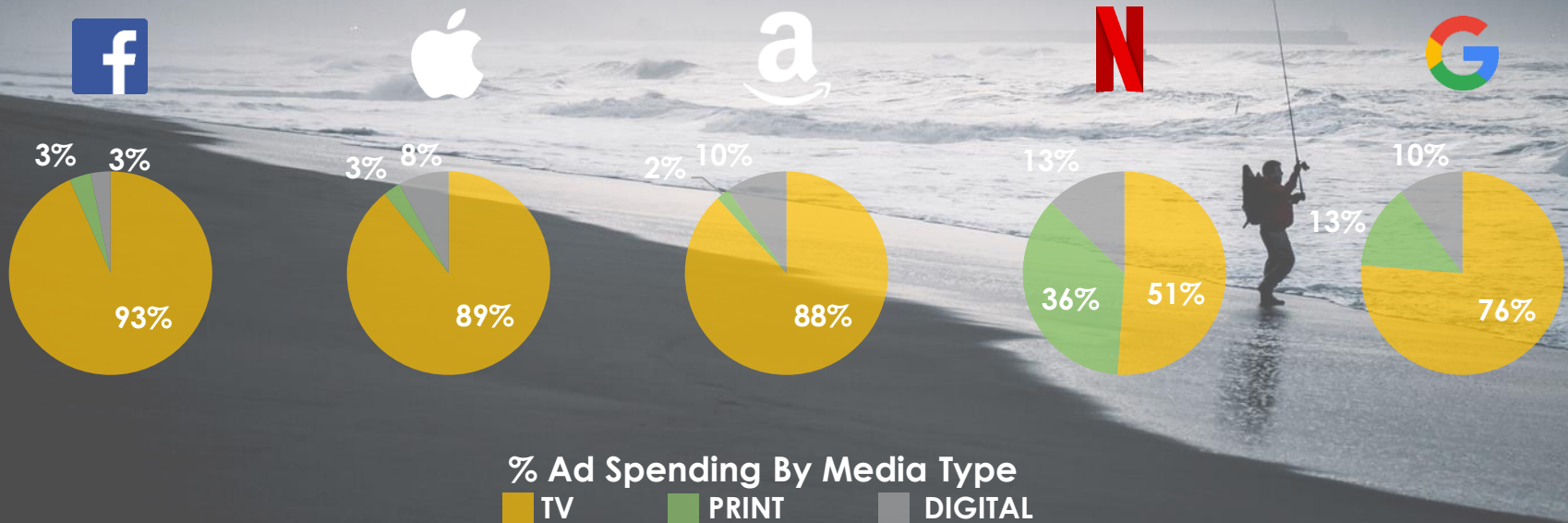
Average Time Spent Per Adult 18+ Per Day on Video
Based on Total U.S. Population



DID YOU KNOW?

DIGITAL GIANTS SPENDING MAJORITY OF AD DOLLARS ON TV

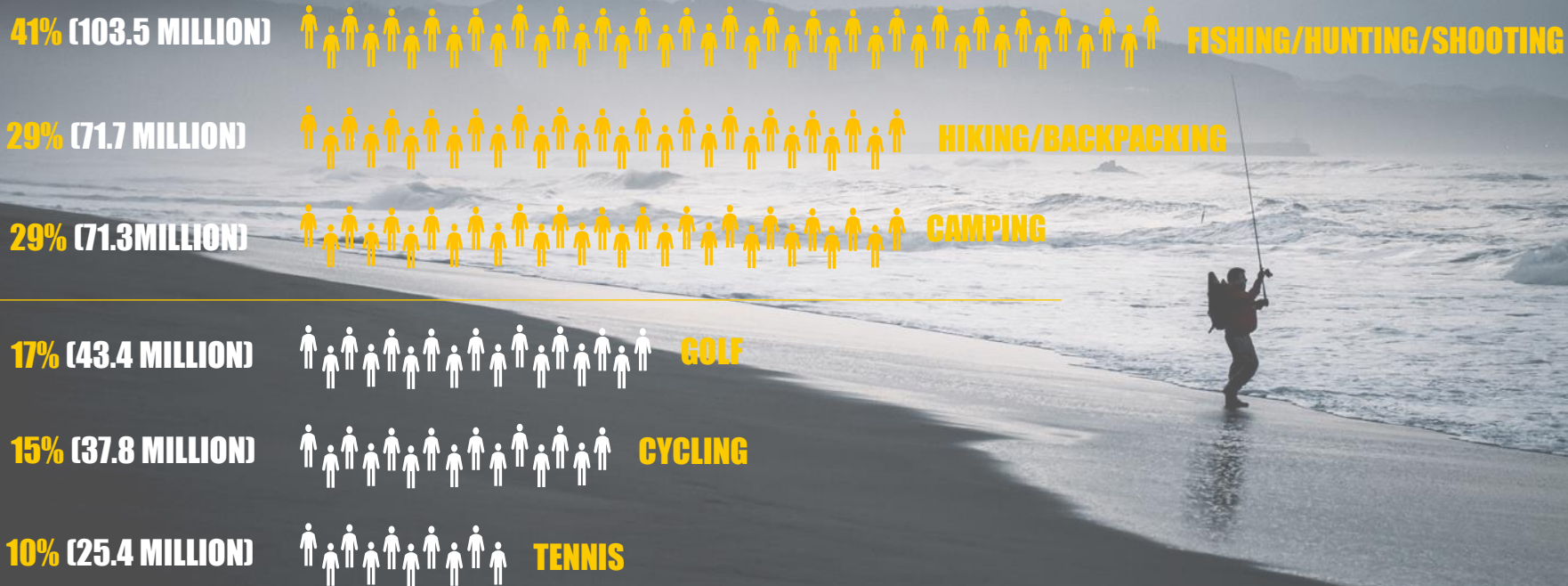
Why? Because TV Reaches 85% of Adults, More than Any Other Media Type!



OSG'S TARGET AUDIENCE

121 MILLION U.S. ADULTS - ALMOST HALF OF THE TOTAL U.S.

ARE OUTDOOR ENTHUSIASTS, BOTH ACTIVE AND OBSERVERS

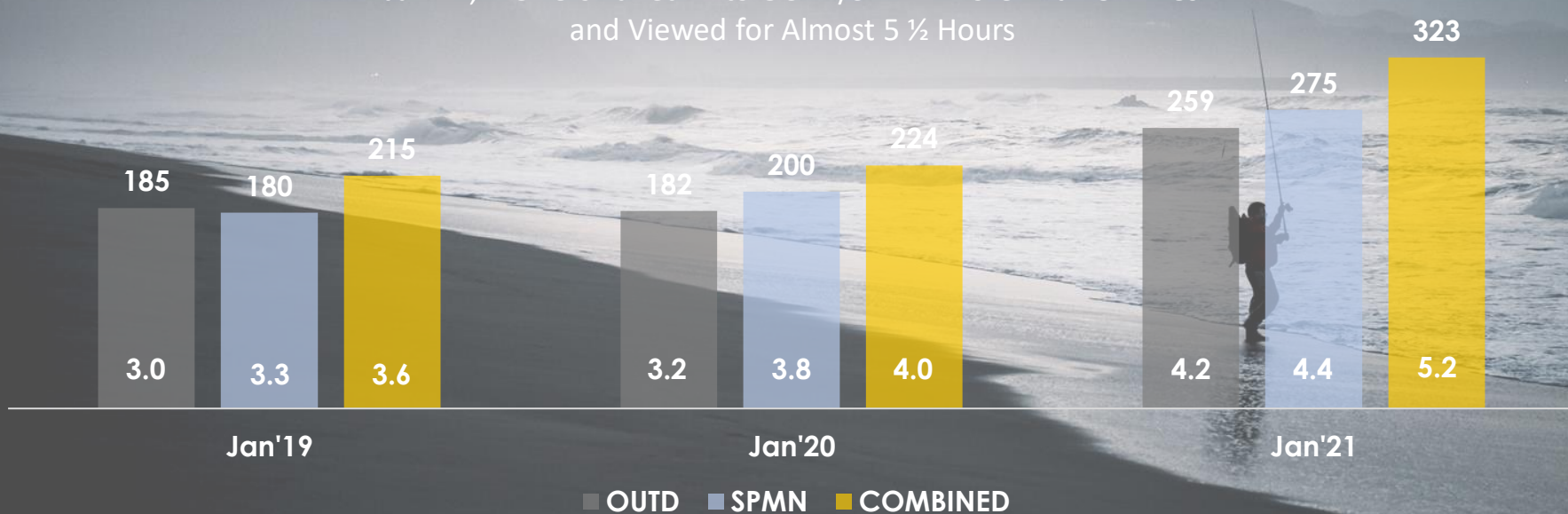


Source: MRI doublebase 2020 weighted to population, base = adults 18+ | **Active/observer outdoor enthusiast** = adults who either participate in or are fans of fishing, hunting, shooting, or attend fishing events or watch hunt/fish shows on TV or watch OUTF/SPMN last 30 days or watch MAP programs on other TV networks last 30 days (MAP programs include: DISC Alaskan Bush People and Naked & Afraid, NGC: Wicked Tuna and Life Below Zero). | **Participate/attend/Watch TV/Read about fishing/hunting** = hunting or fishing or target shooting last 12 months, attend fishing events last 12 months, hunt or fish on vacation, own fishing equipment, fishing boat, guns, Watch Events on TV and Read Hunting/Fishing Magazines. | **Golf** = participated, attended, watched on tv last 12 months – read print/paper/hard-copy version of golf digest or golf magazine or Golfweek | **Tennis** = participated, attended, watched on TV last 12 months – read print/paper/hard-copy version of tennis magazine | **Cycling** = own road bike, attended, watched on TV last 12 months – read print/paper/hard-copy version of bicycling magazine | **Hiking/Backpacking/Camping** = participate in these activities or own equipment to be used for these activities

OSG VIEWERS MORE **ENGAGED** IN 2021

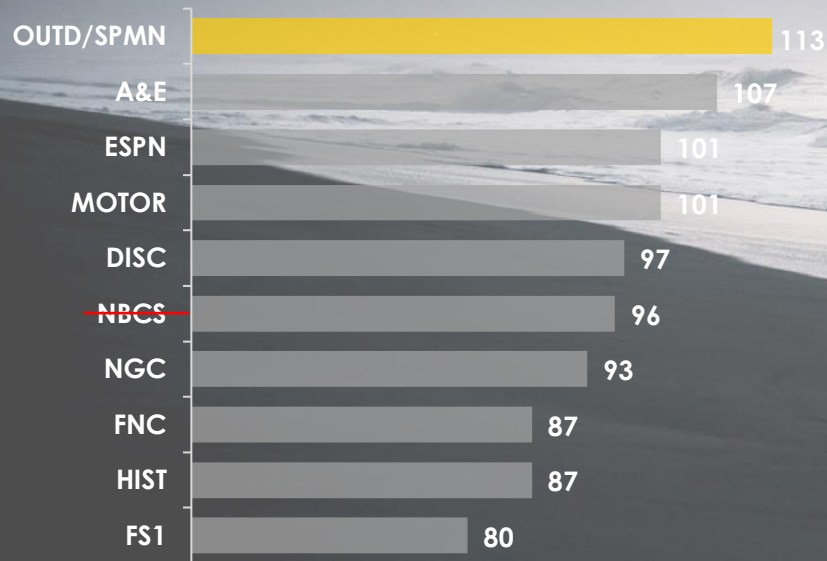
VIEWERS ARE WATCHING **MORE OFTEN**, FOR **LONGER** PERIODS OF TIME

Jan'21, Viewers Tuned in to OUTD/SPMN More Than 5 Times
and Viewed for Almost 5 ½ Hours

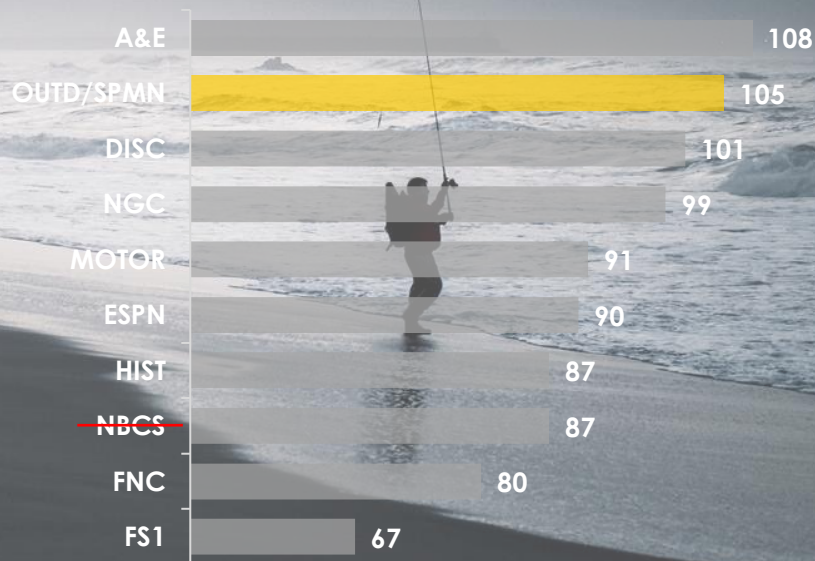


OSG ADULT VIEWERS ARE RECEPTIVE TO ADVERTISING

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

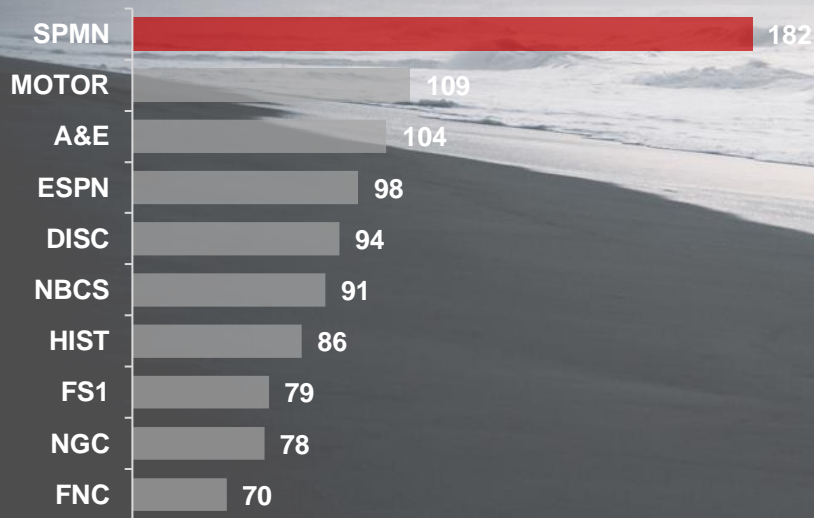


I'm more likely to buy products or services advertised on networks I like
Agree Completely

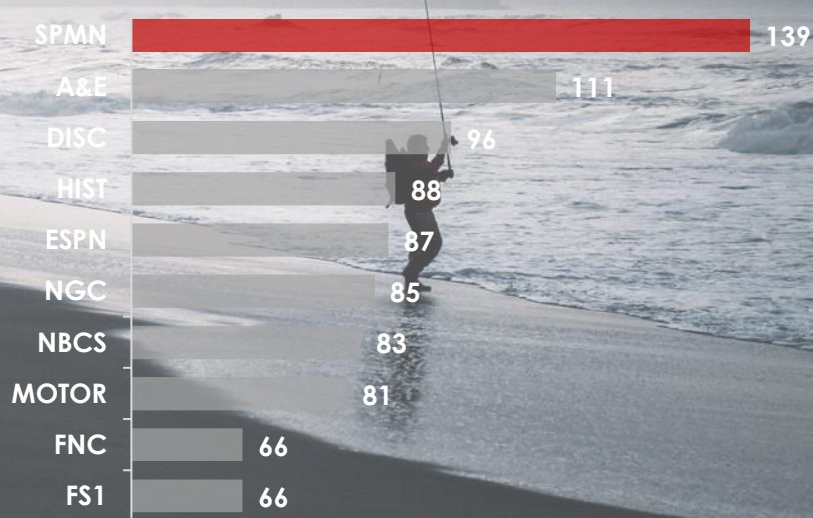


SPORTSMAN MALE VIEWERS ARE RECEPTIVE TO ADVERTISING

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



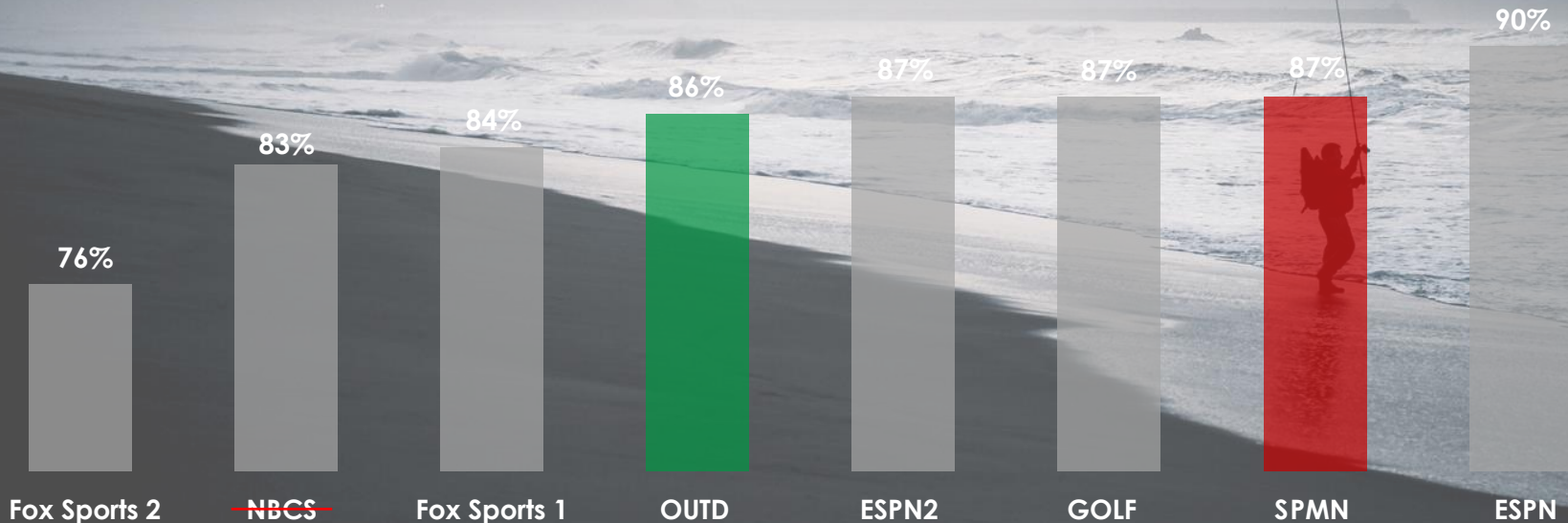
I'm more likely to buy products or services advertised on networks I like
Agree Completely



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.

% of Live Viewing

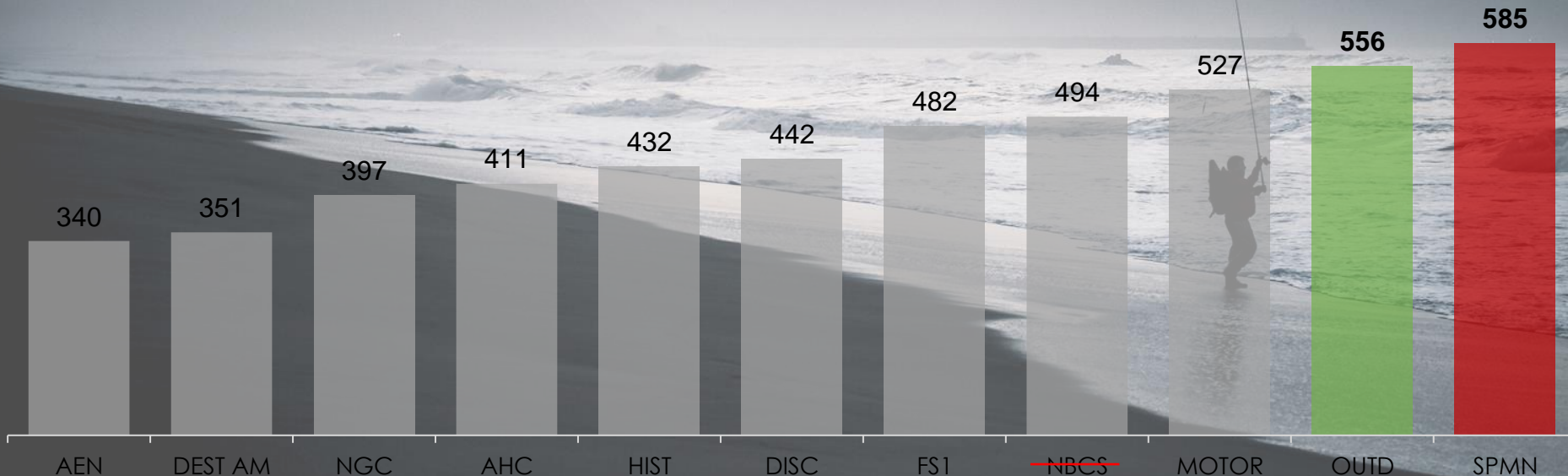


We Are The Place To **Reach Men**

**OUTDOOR
SPORTSMAN**
GROUP

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

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



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.
WFN*	\$99,500
CNBC	\$98,700
GOLF	\$97,000
NBCS	\$93,800
OUTD	\$93,600
SPMN	\$93,400
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
Total Use of TV	\$68,600
TRAV	\$63,200

B COUNTY	Nielsen: Median HHI Total U.S.
CNBC	\$86,100
SPMN	\$84,400
GOLF	\$83,700
WFN*	\$83,500
OUTD	\$80,500
ESPN	\$76,300
MLBN	\$73,700
NFLN	\$73,100
NBCS	\$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
Total Use of TV	\$56,100
HLN	\$51,000

C/D COUNTIES	Nielsen: Median HHI Total U.S.
CNBC	\$73,200
SPMN	\$71,400
WFN*	\$66,800
GOLF	\$65,900
ESPN	\$62,200
MLBN	\$61,700
NBCS	\$61,600
NFLN	\$60,200
OUTD	\$60,100
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
Total Use of TV	\$47,700
DISC	\$47,700
TRAV	\$46,200