



Outdoor Channel and Sportsman Channel Experience Record-Breaking Ratings Success in April Amid Coronavirus Crisis

DENVER (May 12, 2020) – During the month of April, **Outdoor Channel** and **Sportsman Channel** ratings and viewership benefitted from a powerful one-two punch. With numerous cable and satellite providers participating in a “freeview” of both networks’ premier hunt/fish programming, coupled with government stay-at-home orders due to Covid-19, Outdoor Channel and Sportsman Channel experienced record-breaking success during the month.

Outdoor Channel Highlights (April 2020):

- Outdoor Channel delivered its highest household impressions for the month of April during total day since April 2014.
- Outdoor Channel grew its household impressions by +40% and +27% with Men 25-54 compared to February 2020, before the coronavirus impact.

Sportsman Channel Highlights (April 2020):

- Sportsman Channel ranked among the Top 20 networks with year-over-year growth in households and Men 25-54.
- Sportsman Channel posted gains in households (+42%), Men 18-49 (+54%), Men 25-54 (+48%), and Men 35-64 (+51%).
- Sportsman Channel posted its biggest lead ever on Pursuit Channel in Average Audience impressions in households (+182%), Men 18-49 (+121%), Men 25-54 (+230%) and Men 35-64 (+312%).

For more information about Outdoor Sportsman Group Networks and Sportsman Channel Canada visit: www.outdoorsg.com

About Outdoor Channel: Outdoor Channel has been taking viewers across America and around the world on unparalleled adventures since 1993. Dedicated to the outdoor lifestyle and conservation, the independent cable network is a division of Outdoor Sportsman Group and provides a complete spectrum of riveting hunting, fishing, shooting and adventure entertainment. Outdoor Channel is the largest outdoor TV footprint in the country and is available in more than 50 countries internationally. Outdoor Channel can be viewed in HD and is accessible by broadband and mobile platforms. For program times and other information, visit www.outdoorchannel.com. Follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [YouTube](#). [#WhatGetsYouOutdoors](#). [#MyOutdoorTV](#)

About Sportsman Channel: Launched in 2003, Sportsman Channel/Sportsman HD/Sportsman Channel Canada (added in 2019) are television and digital media networks fully devoted to honoring a lifestyle that is celebrated by millions of North Americans. A division of Outdoor Sportsman Group, Sportsman Channel/Sportsman Canada delivers entertaining and informative programming that showcases outdoor adventure, hunting and fishing, and illustrates it through unique and authentic storytelling. Sportsman Channel/Sportsman Channel Canada embrace the attitude of celebrating the Great Outdoors in equal measure. Stay connected to Sportsman Channel online at thesportsmanchannel.com, [Facebook](#), [Twitter](#) and [YouTube](#). [#IAmSportsman](#). [#MyOutdoorTV](#)

About Sportsman Channel Canada: Launched in 2019, Sportsman Channel Canada joins Sportsman Channel and Sportsman Channel HD in the Outdoor Sportsman Group stable of networks that are television and digital media networks fully devoted to honoring a lifestyle that is celebrated by millions of North Americans. Sportsman Channel Canada delivers entertaining and informative programming that showcases outdoor adventure, hunting and fishing, and illustrates it through unique and authentic storytelling. Sportsman Channel Canada embraces Canadian's passion for the Great Outdoors through its commitment to deliver content produced by, and for, Canadian outdoorsmen and women, as well as the best outdoor content produced in the U.S. Stay connected to Sportsman Channel Canada online at www.sportsmancanada.ca, [Facebook](#), [Twitter](#) and [Instagram](#) #IAmSportsman. #MyOutdoorTV

Source: Nielsen, Marketbreaks, Live+7, Delivery: AA (Projected Units), April 2020 (3/31/20-4/26/20); Year Ago: April 2019 (4/1/19-4/28/19).

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