



Outdoor and Sportsman Channels
continue to grow and are a driving
force for advertisers

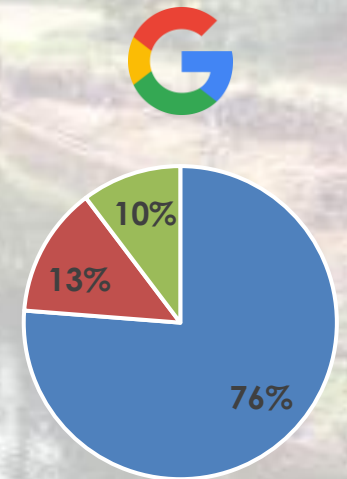
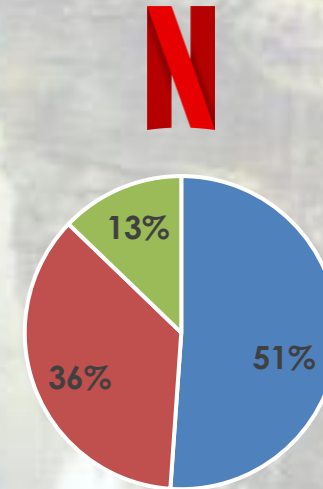
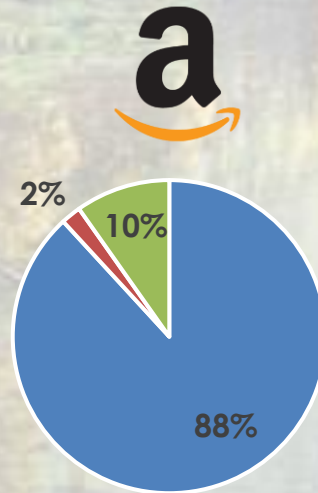
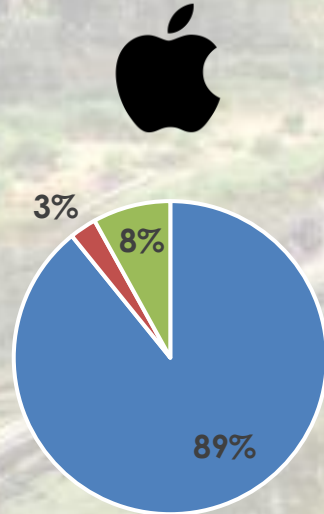
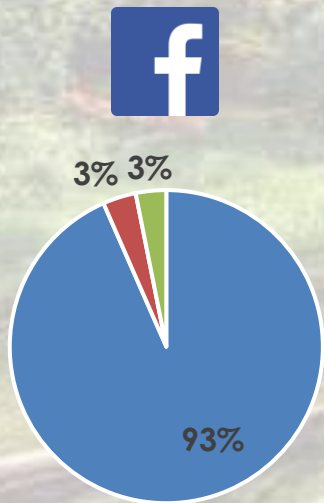
DID YOU KNOW?

Big Digital Companies Spend 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



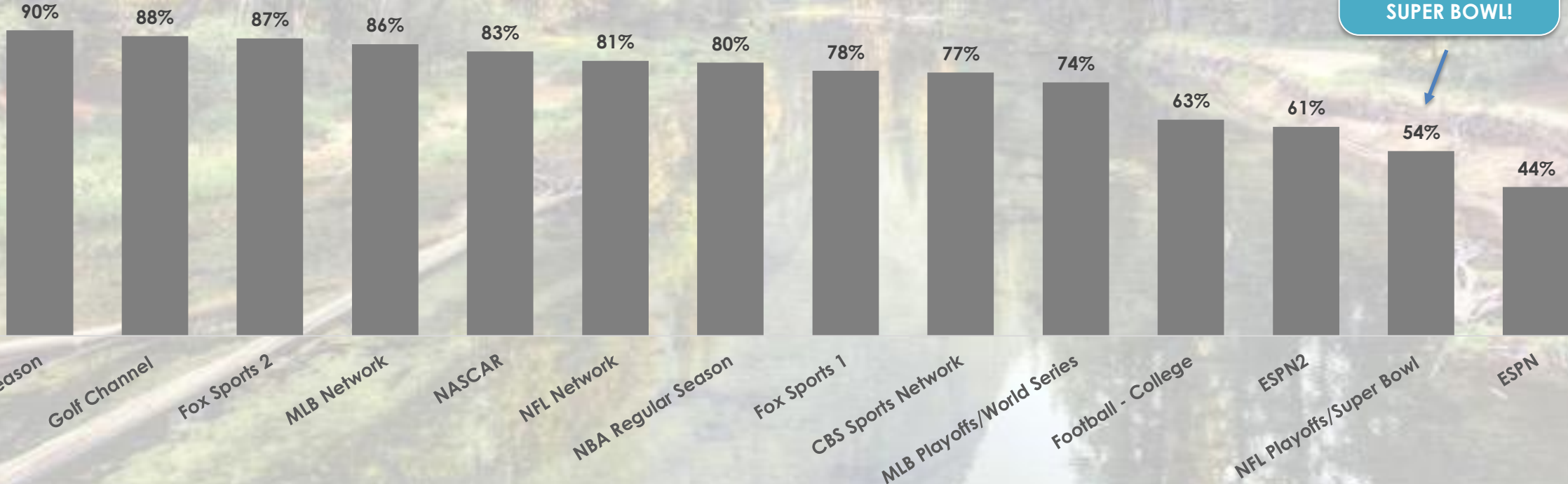
NOT ALL MEN WATCH SPORTS

OSG Reaches the Hard-to-Reach Male Viewer

A large percent of Male Viewers are not watching Sports Networks and Traditional Sports Programming

Low Duplication with Sports

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



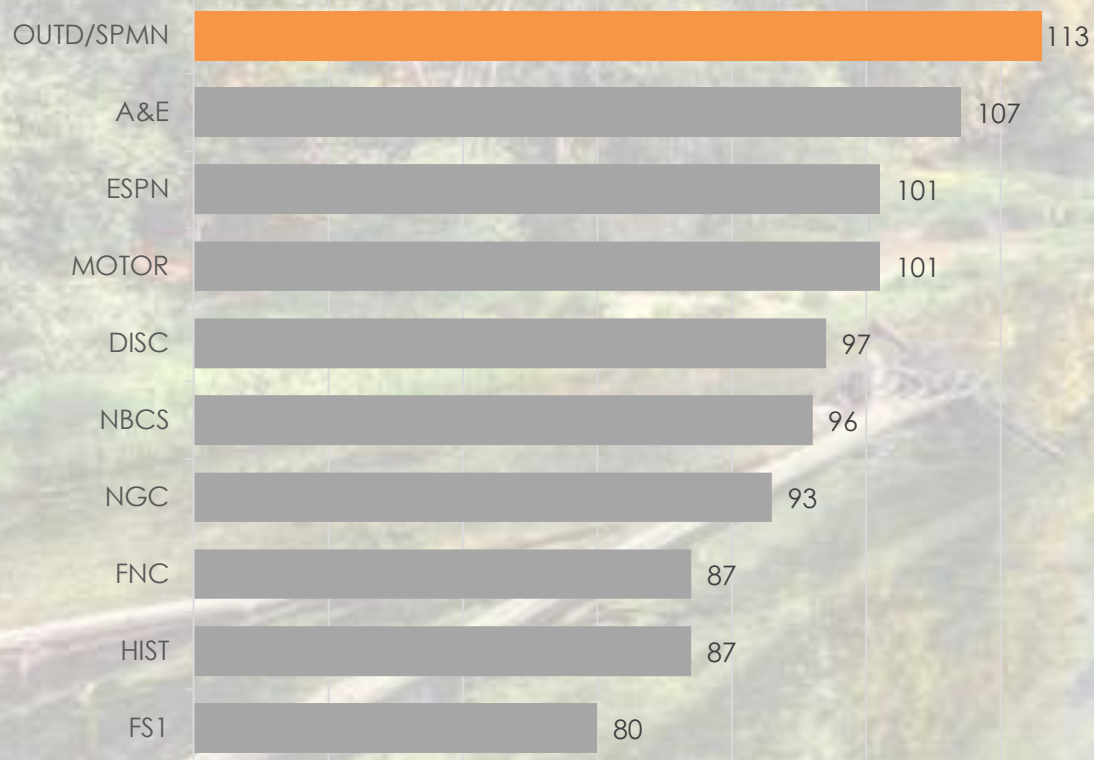
MORE THAN HALF ARE NOT EVEN WATCHING THE SUPER BOWL!

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

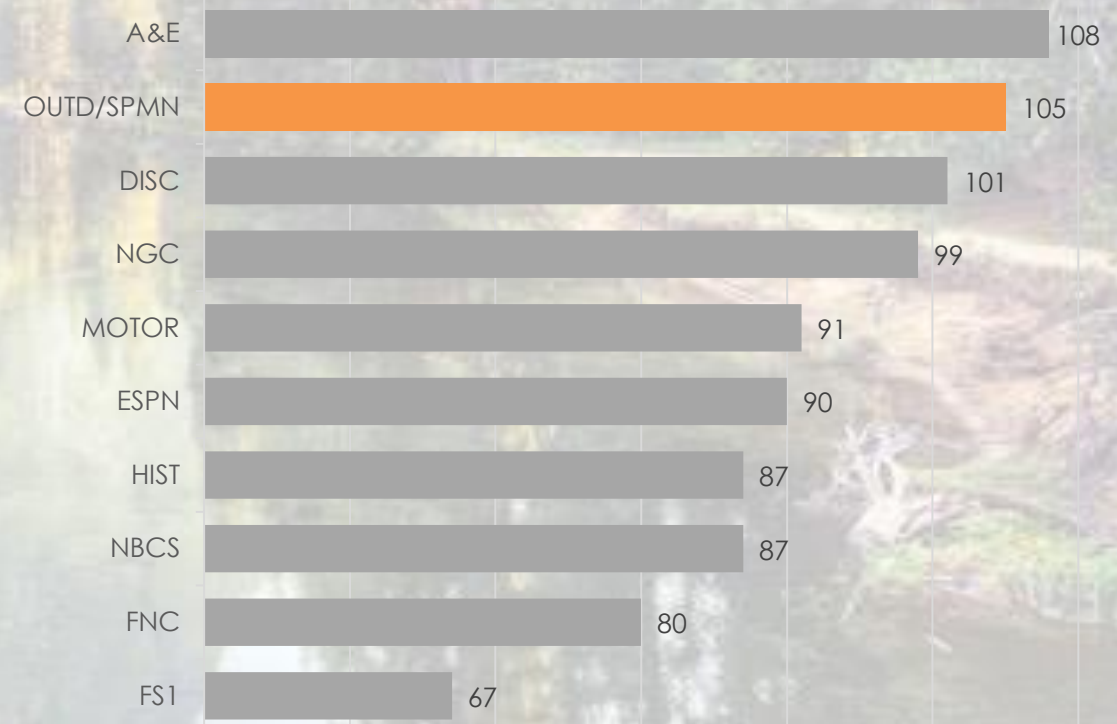
OSG VIEWERS ARE RECEPTIVE TO ADVERTISING

Our Adult Viewers are More Likely to Buy Products & Services Advertised and Pay More Attention to Commercials

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

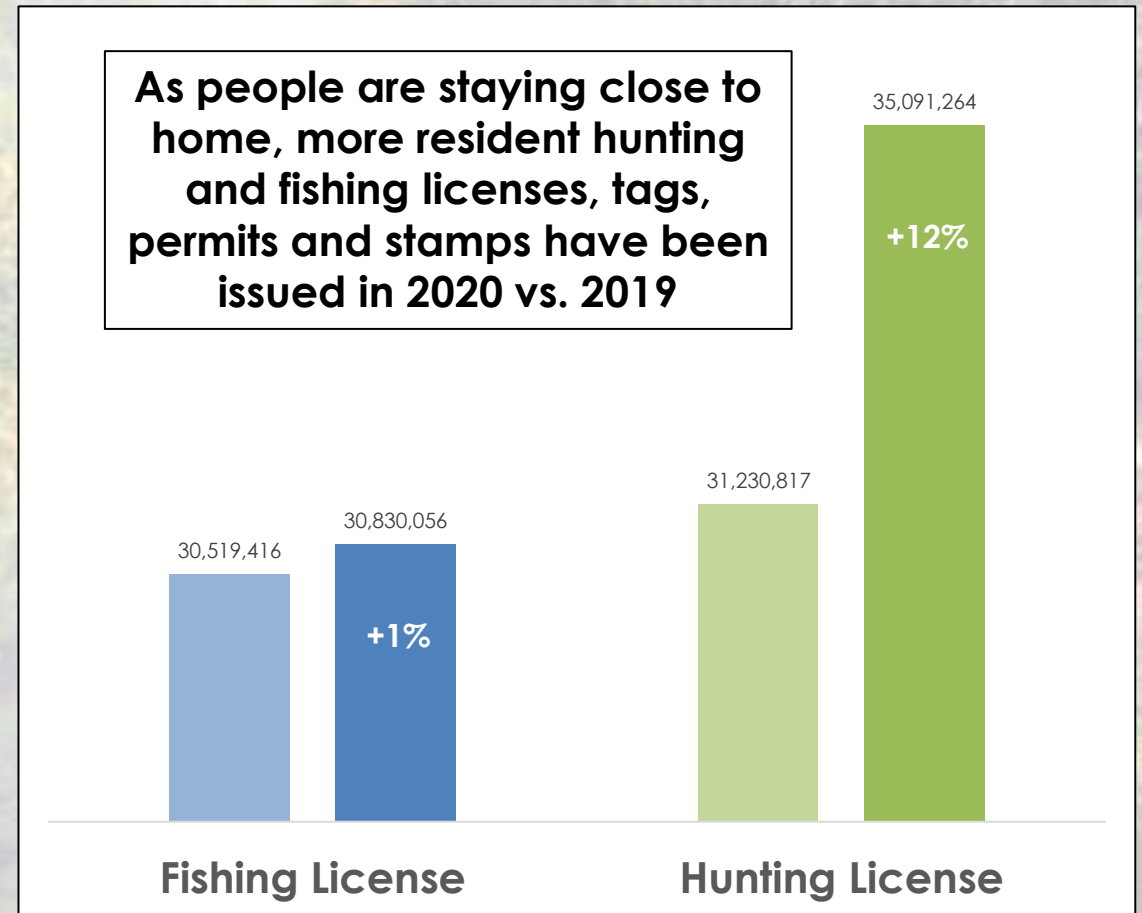
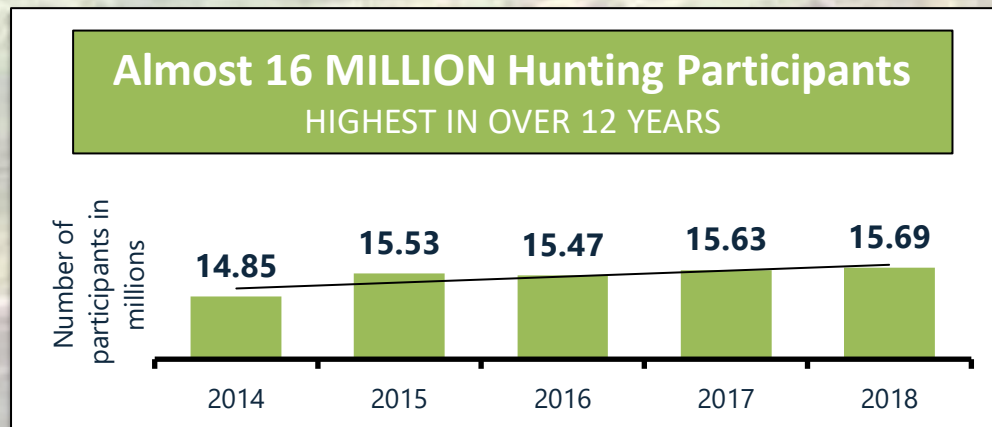
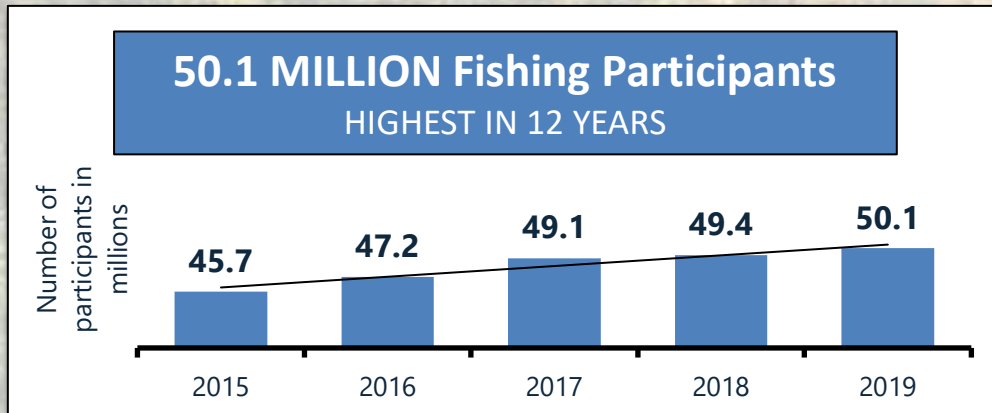


I'm more likely to buy products or services advertised on networks I like
Agree Completely



THE POWER OF THE OUTDOORS

Amid the coronavirus outbreak in the U.S., Outdoor Enthusiasts are looking for solitary outdoor recreation such as hunting and fishing, while license sales surge



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.



Outdoor & Sportsman VS. Pursuit

OUTDOOR CHANNEL'S VIEWERS DON'T WATCH PURSUIT

Outdoors's audience is much larger than Pursuit's and while most Outdoor viewers do not watch Pursuit, their viewers do watch us!



Outdoor
CHANNEL

- Delivers 5 Times More Viewers Than Pursuit
- Only 14% of OUTD Viewers Watch Pursuit

- Outdoor viewers, are not watching Pursuit but Pursuit viewers are watching Outdoor!



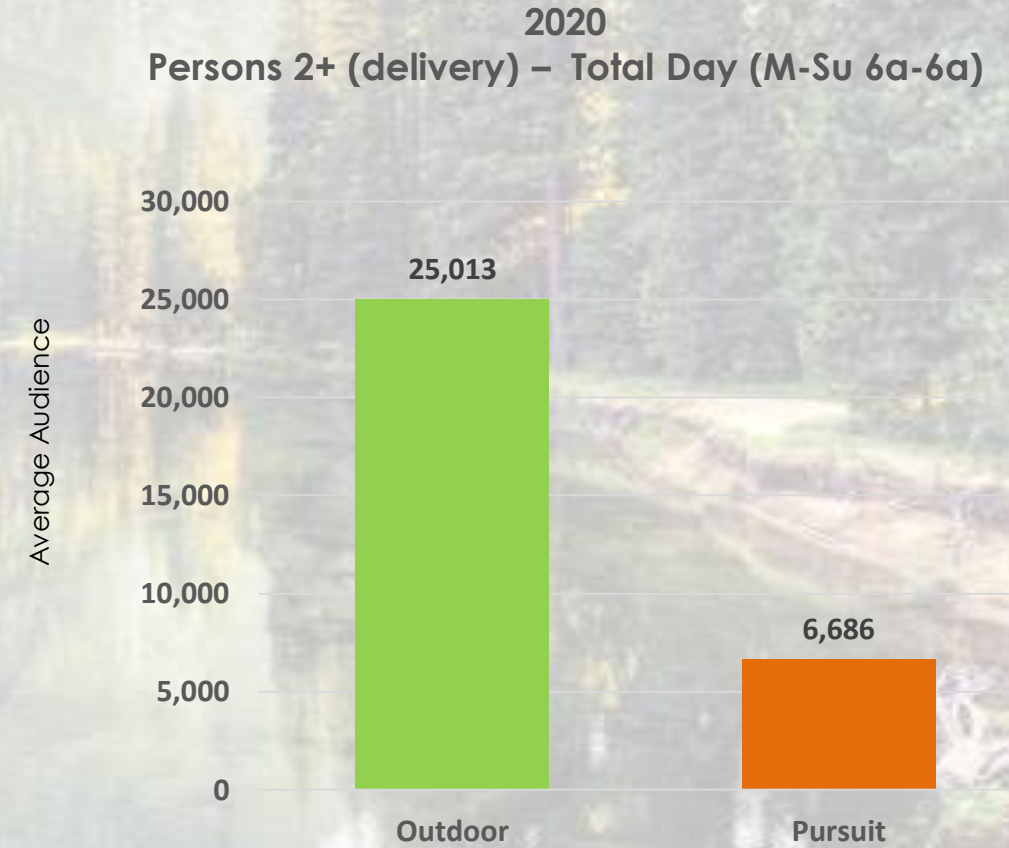
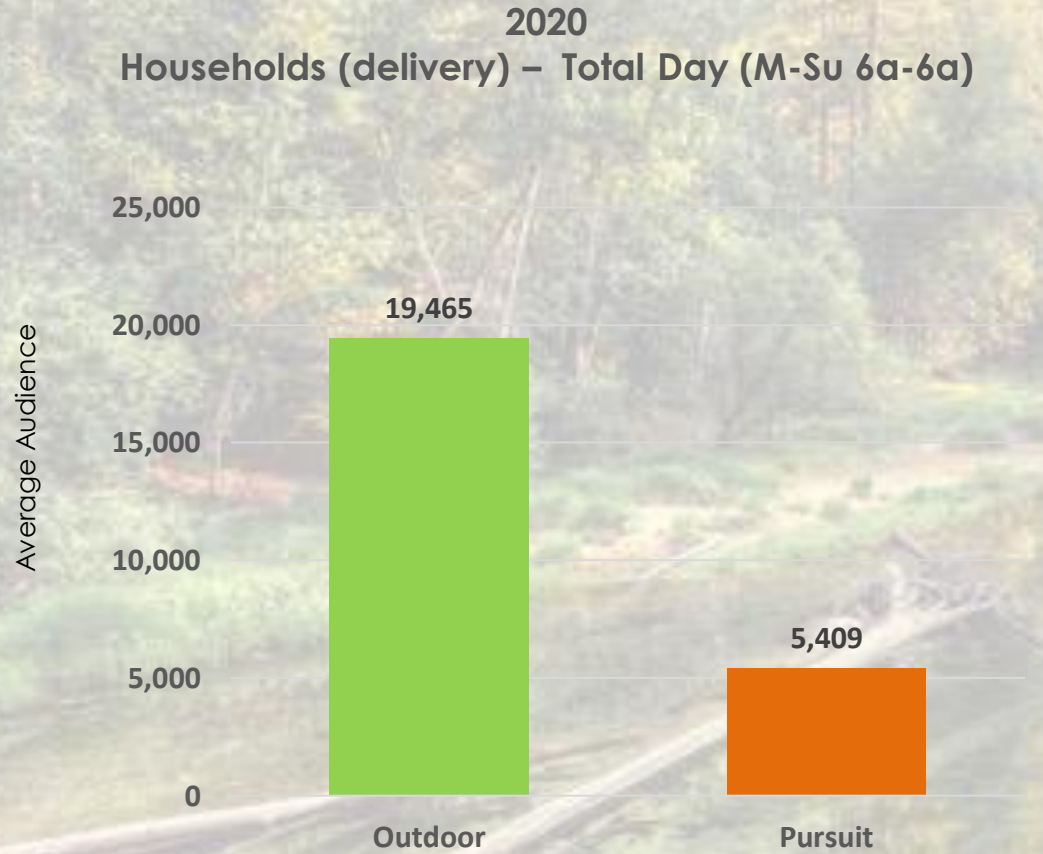
PURSUIT

- 39% watch OUTD

Circle size reflects average audience size

OUTDOOR BEATS PURSUIT IN TOTAL DAY

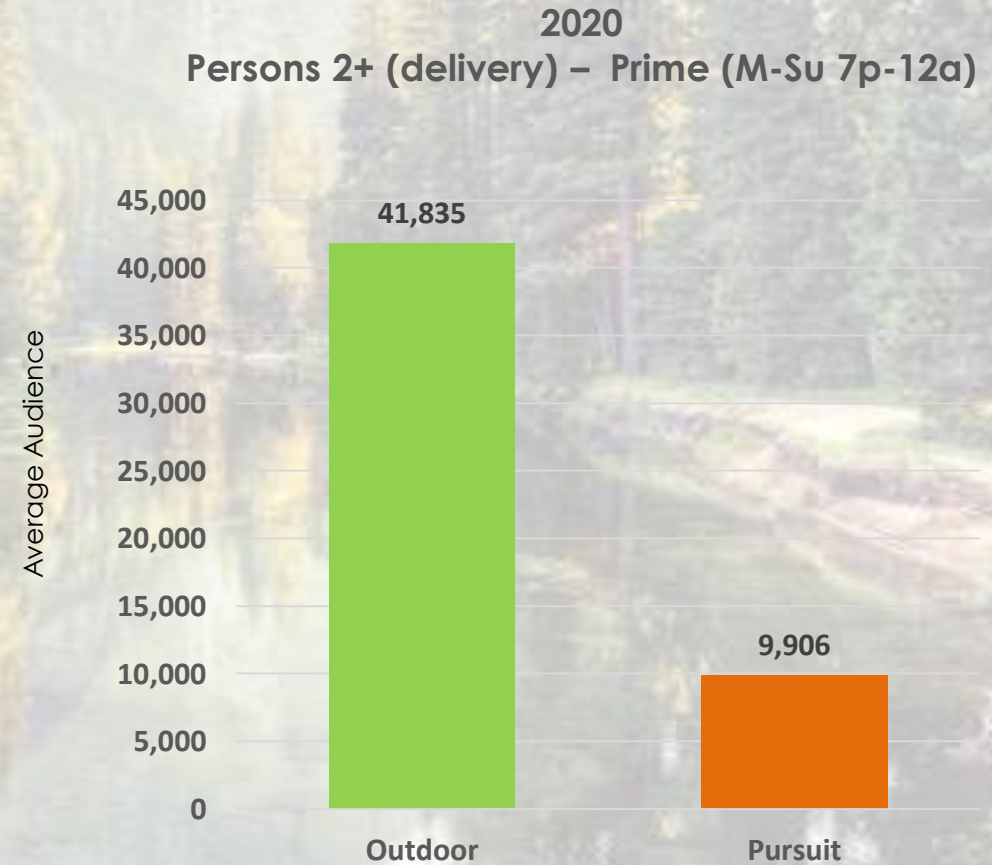
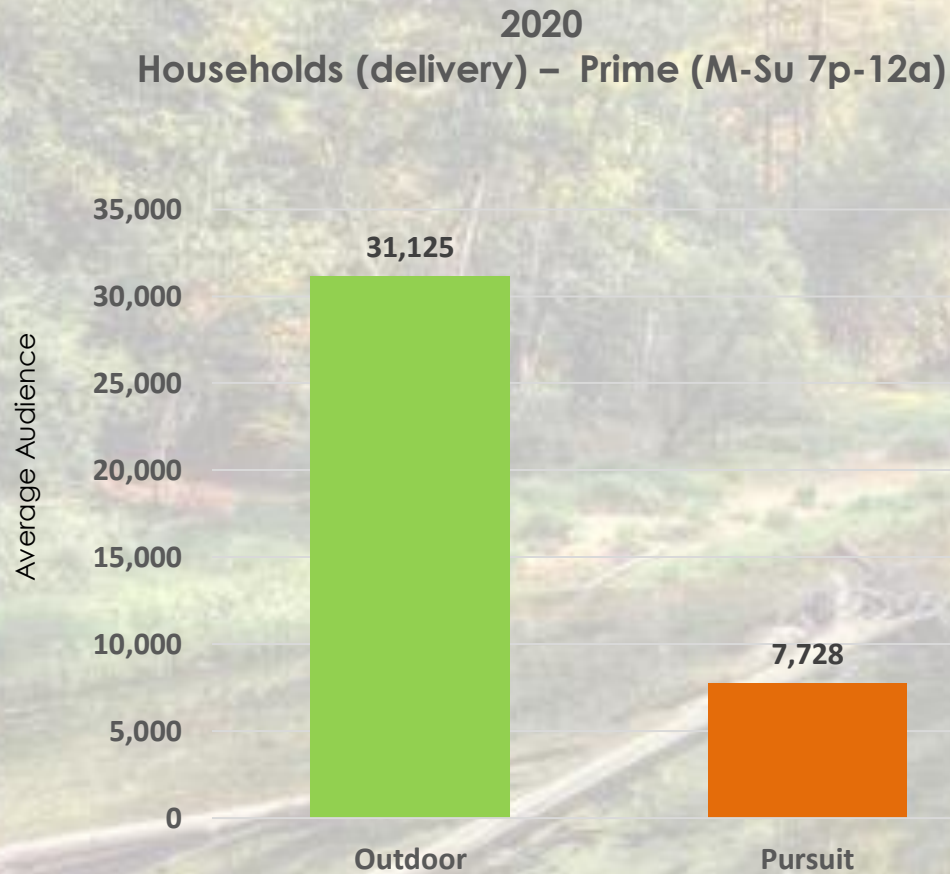
Outdoor delivered almost 4x more households and total viewers in 2020 than Pursuit in total day



Source: Nielsen, 2020 (12/30/19-12/27/20), Live +7, AA Viewing, Total Day (M-Su 6a-6a), HH and P2+

OUTDOOR BEATS PURSUIT IN PRIME

Outdoor delivered almost 4x more households and total viewers in 2020 than Pursuit in Prime

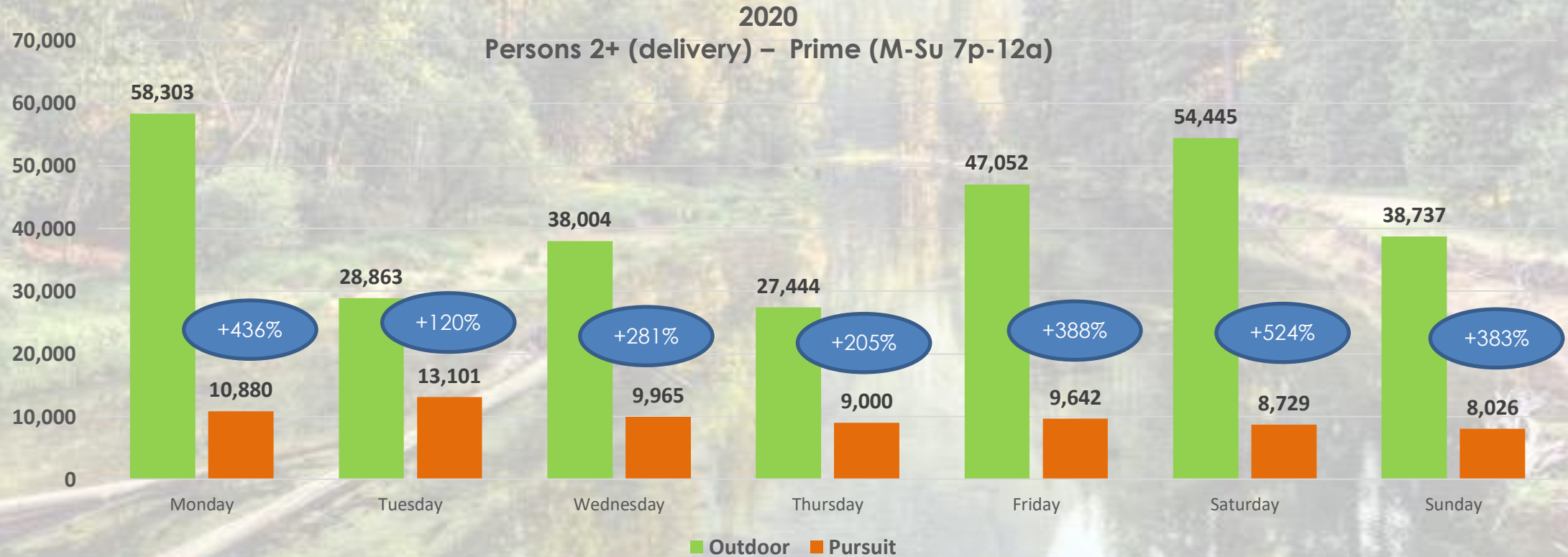


Source: Nielsen, 2020 (12/30/19-12/27/20), Live +7, AA Viewing, Prime (M-Su 7p-12a), HH and P2+

OUTDOOR OWNS PRIME TIME EVERY NIGHT OF THE WEEK

In Prime, Outdoor delivered more viewers every night week compared to Pursuit during 2020.

- Saturday Prime Outdoor had 6x as many viewers
- Monday, Friday & Sunday Prime Outdoor had 5x as many viewers
- Tuesday, Wednesday & Thursday Prime Outdoor had 2-4x as many viewers



Source: Nielsen, 2020 (12/30/19-12/27/20), Live +7, AA Viewing, Prime (M-Su 7p-12a), P2+

SPORTSMAN CHANNEL'S VIEWERS

Sportsman's audience is larger than Pursuit's and only 37% Sportsman viewers watch Pursuit, while 56% their viewers watch us!

**SPORTSMAN
CHANNEL**

- Delivers 2 Times More Viewers Than Pursuit
- Only 37% of SPMN Viewers Watch Pursuit

- Pursuit viewers are watching Sportsman Channel!

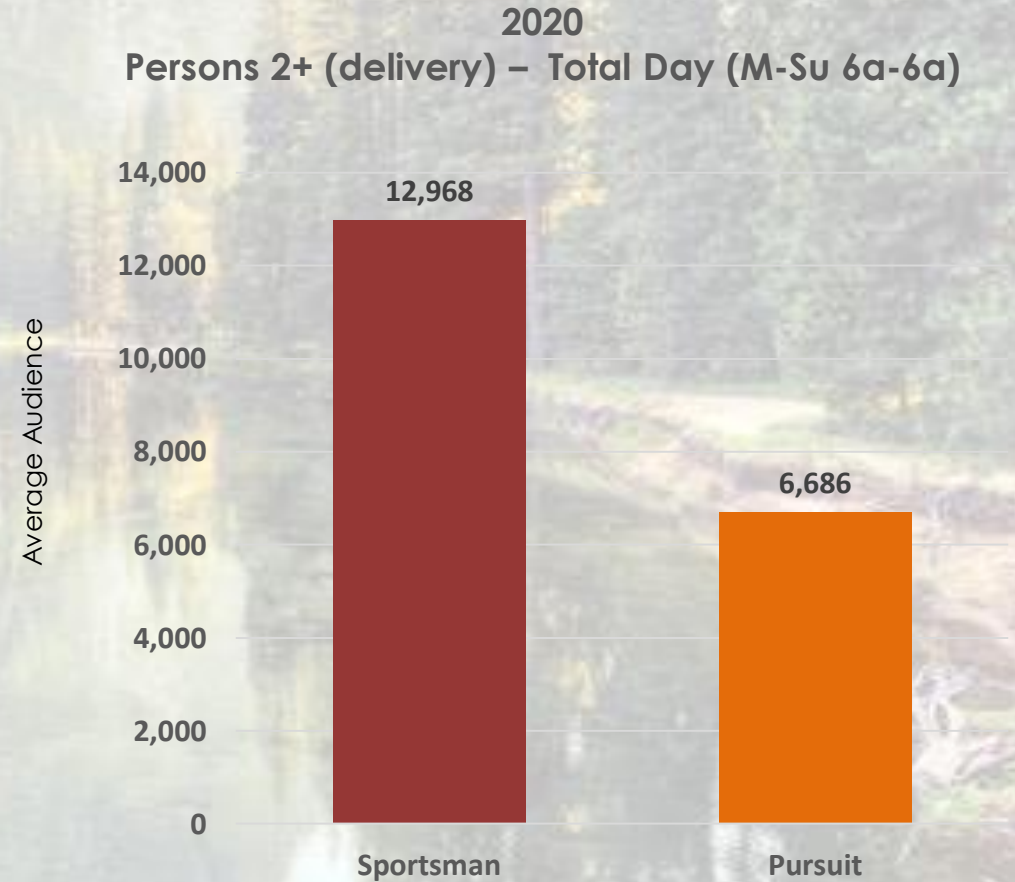
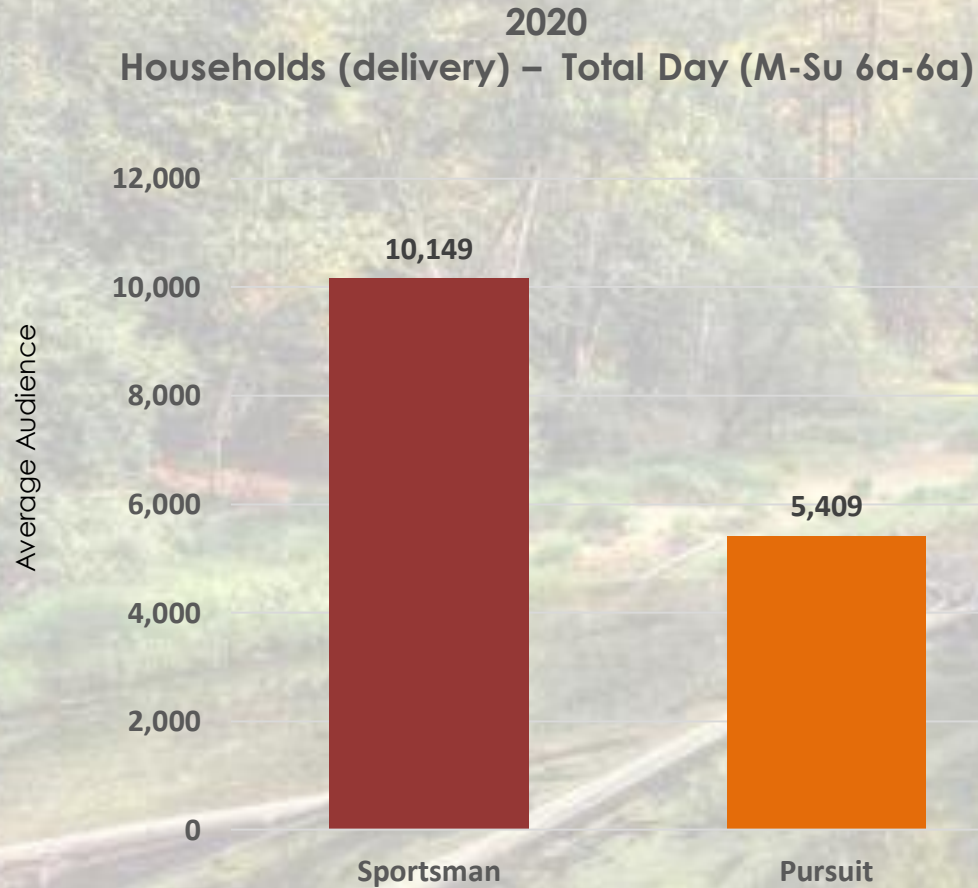
PURSUIT

- 56% watch SPMN

Circle size reflects average audience size

SPORTSMAN BEATS PURSUIT IN TOTAL DAY

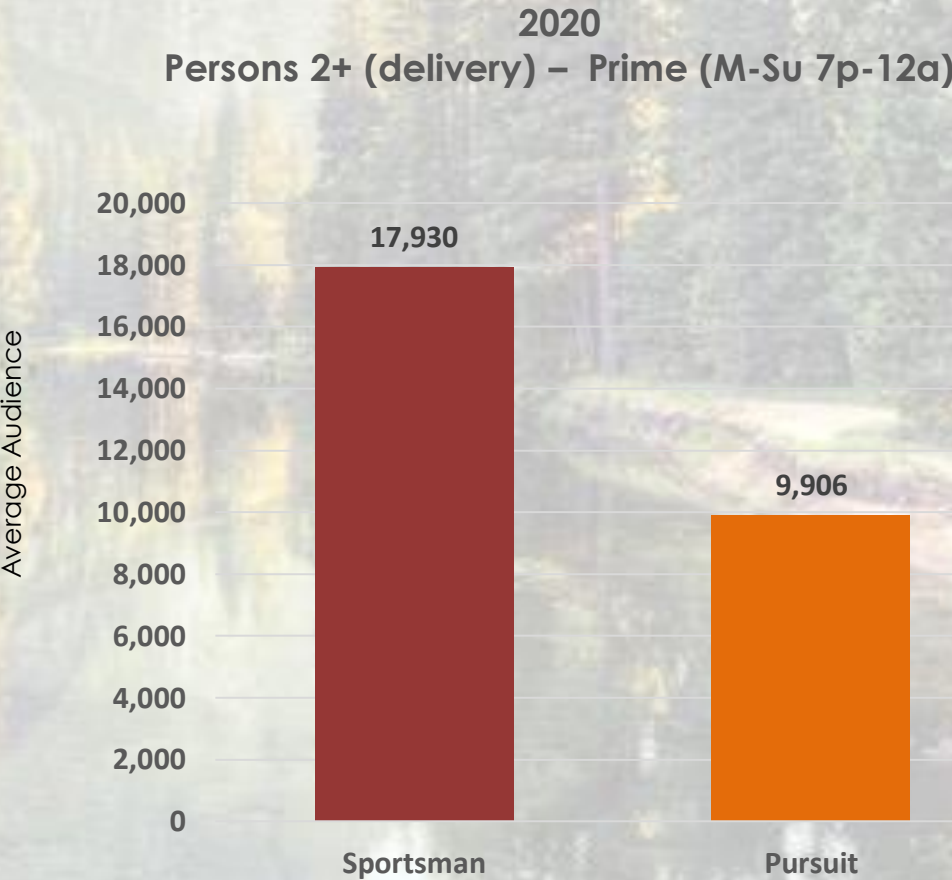
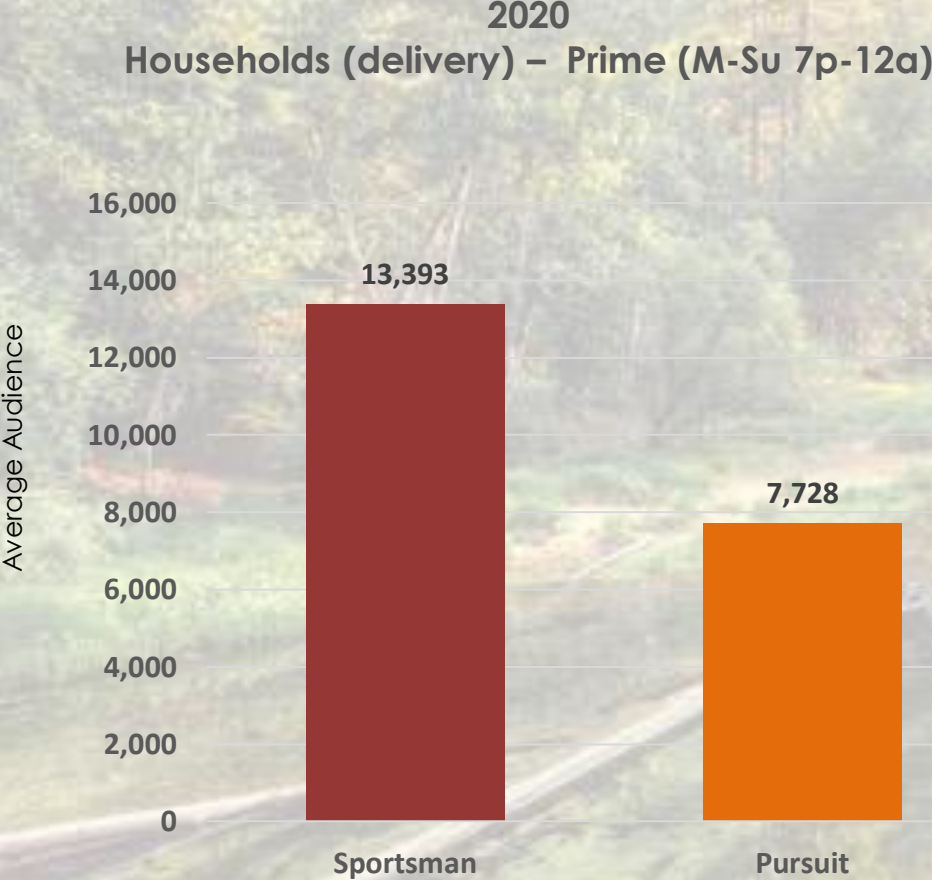
Sportsman delivered almost 2x more households and total viewers in 2020 than Pursuit in total day



Source: Nielsen, 2020 (12/30/19-12/27/20), Live +7, AA Viewing, Total Day (M-Su 6a-6a), HH and P2+

SPORTSMAN BEATS PURSUIT IN PRIME

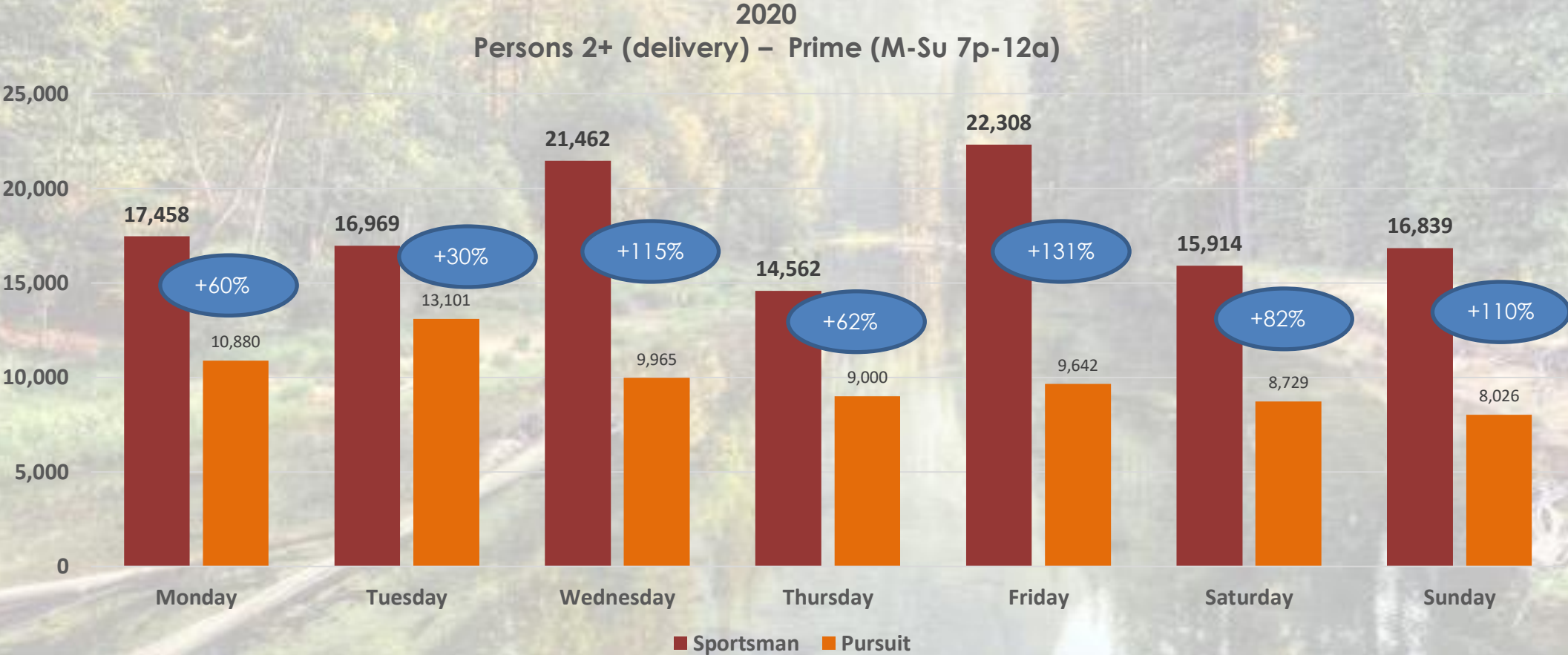
Sportsman delivered almost 2x more households and total viewers in 2020 than Pursuit in Prime



Source: Nielsen, 2020 (12/30/19-12/27/20), Live +7, AA Viewing, Prime (M-Su 7p-12a), HH and P2+

SPORTSMAN OWNS PRIME TIME EVERY NIGHT OF THE WEEK

In Prime, Sportsman delivered 2x more viewers every night week compared to Pursuit during 2020.



Source: Nielsen, 2020 (12/30/19-12/27/20), Live +7, AA Viewing, Prime (M-Su 7p-12a), P2+

Outdoor Channel and Pursuit Channel

Points of Distinction

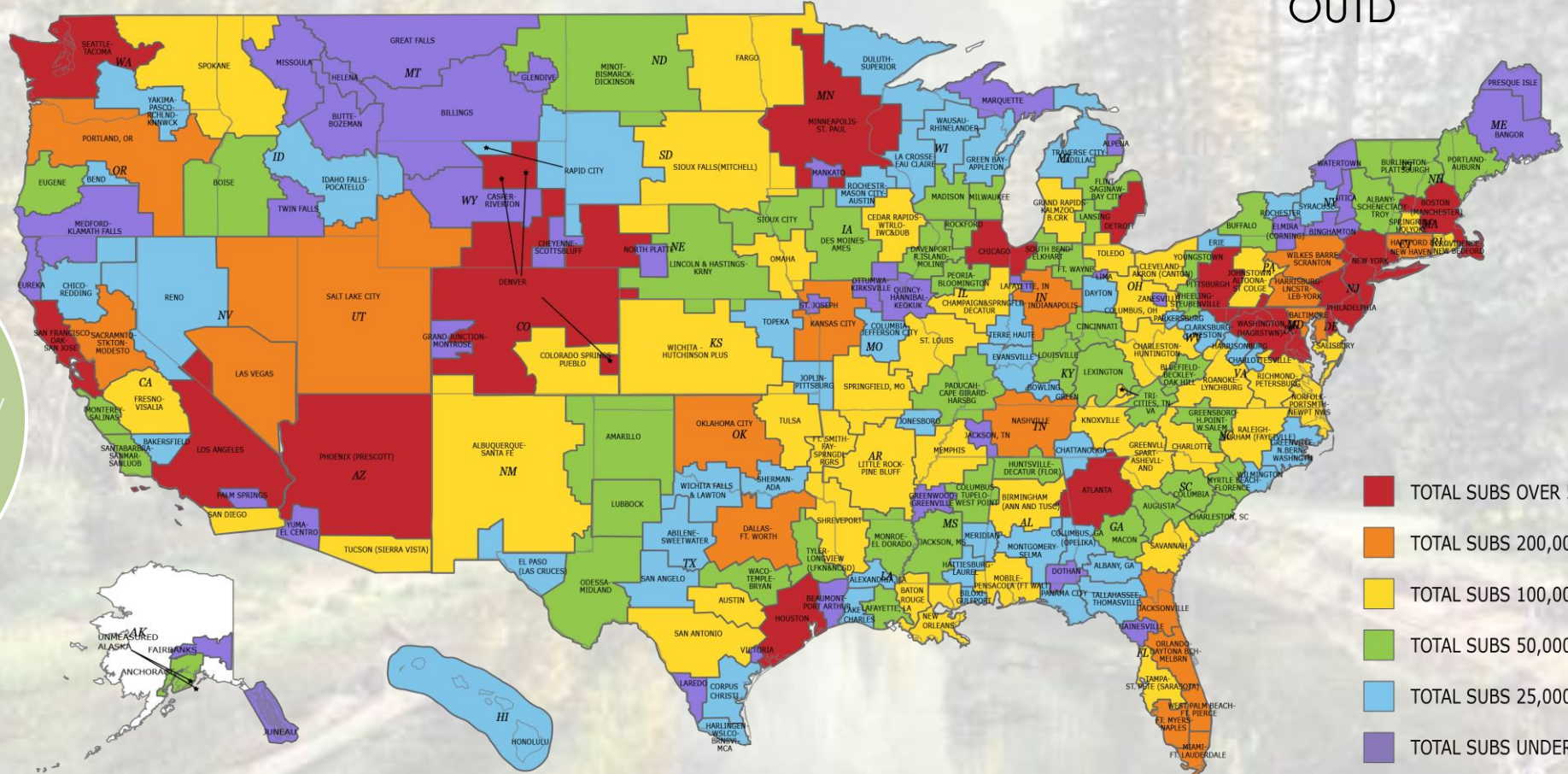
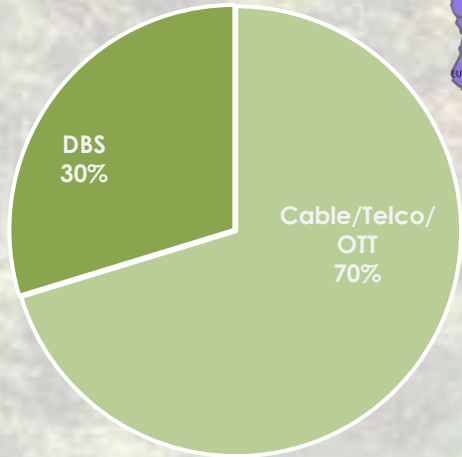
- In Q3, Q4 2020, a total of 433 series appeared on Outdoor, Sportsman, World Fishing and Pursuit. [take out WFN, it's 346]
- Outdoor Channel played the top 91 ranked series.
- Sportsman's highest ranked show, Meateater, ranked 92.
- Pursuit's highest ranked show, Trapping Time, ranked 197.

- In Q3, Q4 2020, Pursuit had 922.5 hours of paid programming, more than 38 days, 21%.
- In the same period there was NO paid programming on Outdoor, Sportsman, or World Fishing.
- The top ranked show on Pursuit (rank #197) had less than 1/12th the audience of the top ranked show on Outdoor Channel.
- The top ranked show on Pursuit (rank #197) had less than 50% of the audience of the top ranked show on Sportsman Channel.

- Outdoor Channel's current content is not available on the internet.
- Much of Pursuit's content is available on the internet for free, on its Free VOD Service PursuitUp as well as on their Producers Facebook and YouTube sites.

AFFILIATE PARTNERS & DMA COVERAGE

OUT



- 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



AFFILIATE PARTNERS & DMA COVERAGE

SPMNN

