

Outdoor Sportsman Group vs. Pursuit 2Q 2021

OSG VIEWERS ARE NOT WATCHING PURSUIT

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

OSG viewers, especially OUTD viewers, are not watching Pursuit but Pursuit viewers are watching OSG so advertisers can easily reach them on our networks!

Outdoor
CHANNEL

- Delivers almost 5 Times More Viewers than Pursuit
- Only 14% of OUTD Viewers Watch Pursuit but 40% of Pursuit Viewers Watch OUTD

SPORTSMAN
CHANNEL

- Delivers almost 2 Times More Viewers than Pursuit
- Only 28% of SPMN viewers Watch Pursuit but almost 40% of Pursuit Viewers Watch SPMN

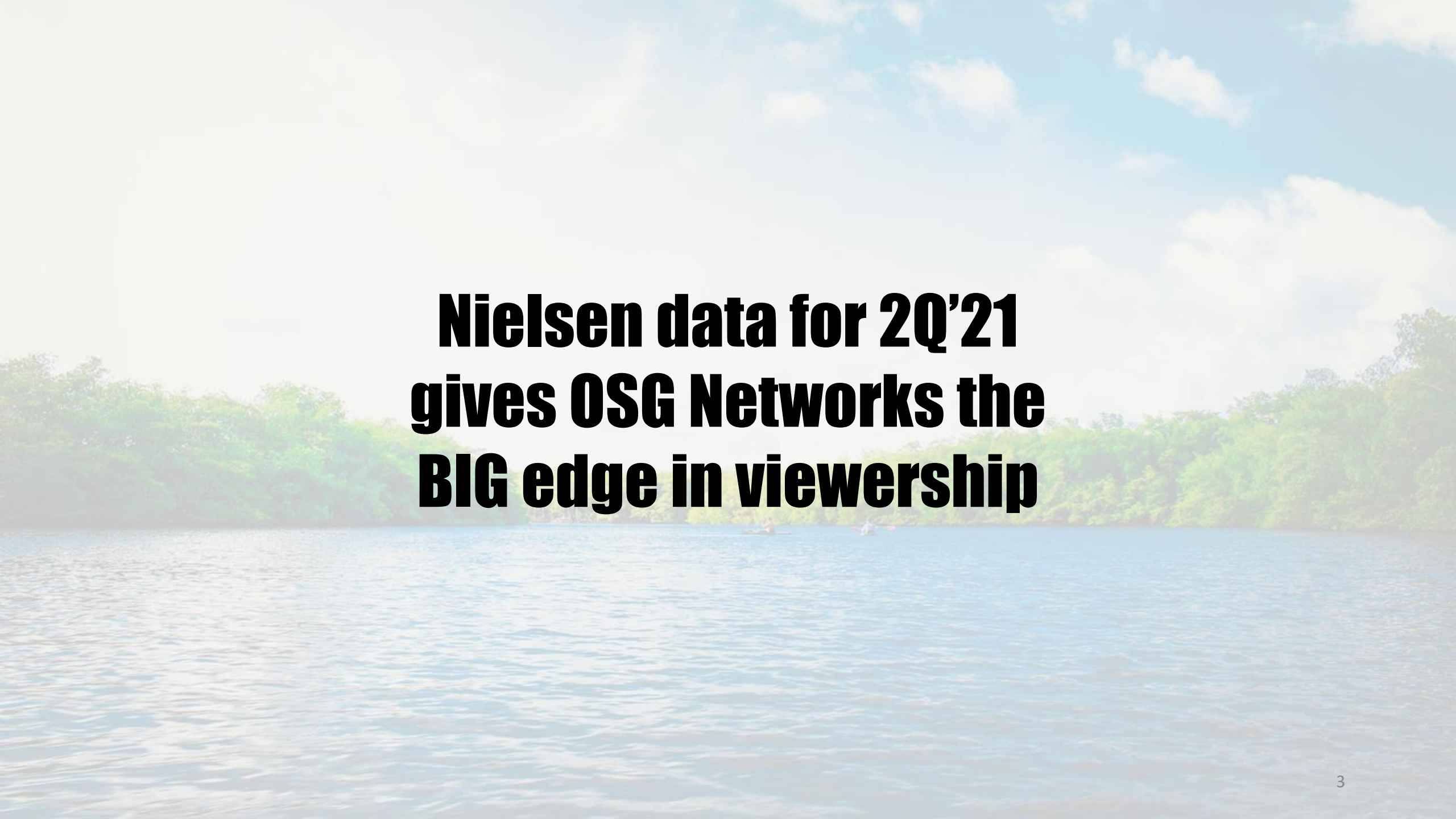
WORLD FISHING NETWORK

- Delivers almost 1.5 Times More Viewers than Pursuit
- Low Duplication Between Networks

PURSUIT

- Small Audience
- Many of their Viewers are Watching OSG

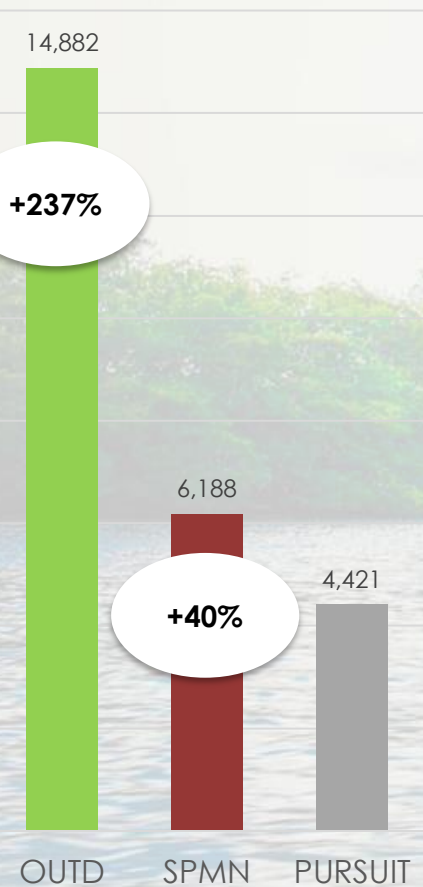
Circle size closely reflects average audience size



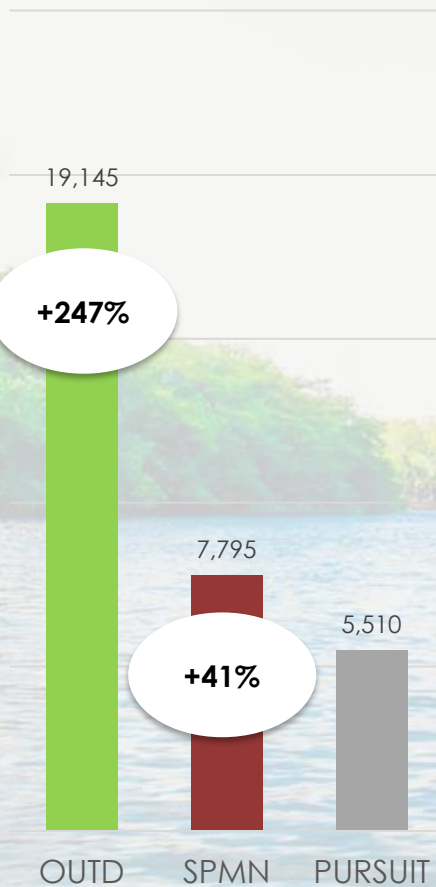
**Nielsen data for 2Q'21
gives OSG Networks the
BIG edge in viewership**

IN 2Q'21 OSG NETWORKS BEATS PURSUIT IN TOTAL DAY

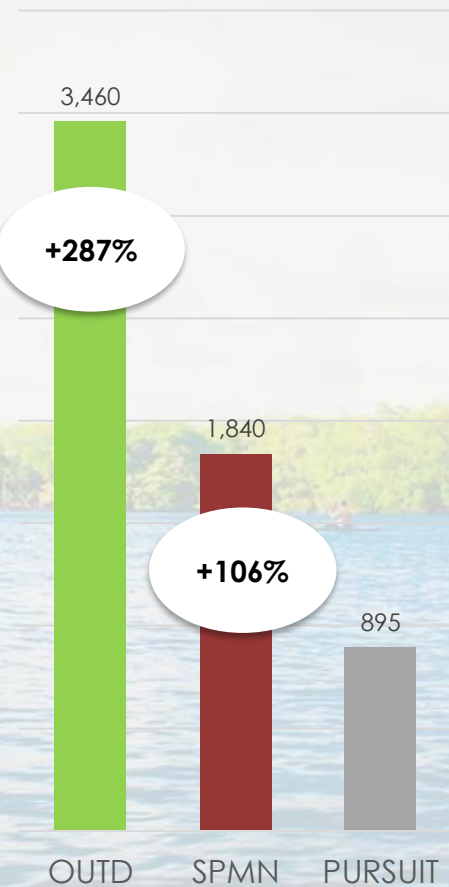
Households
AA Advantage



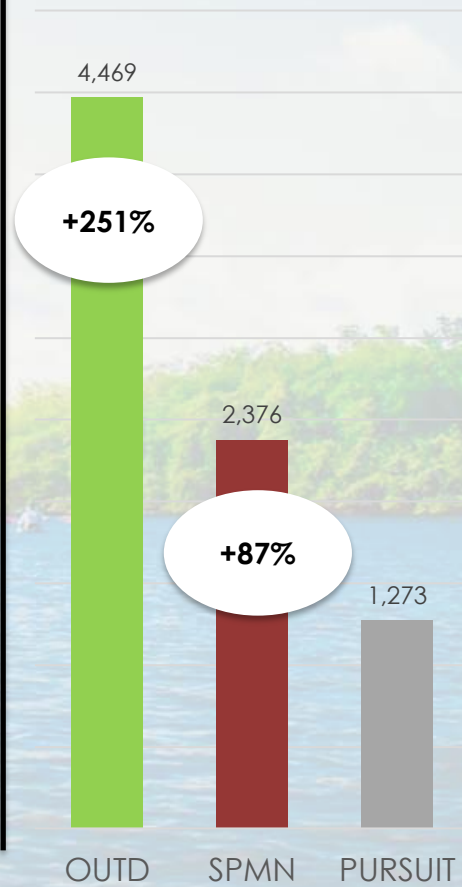
Persons 2+
AA Advantage



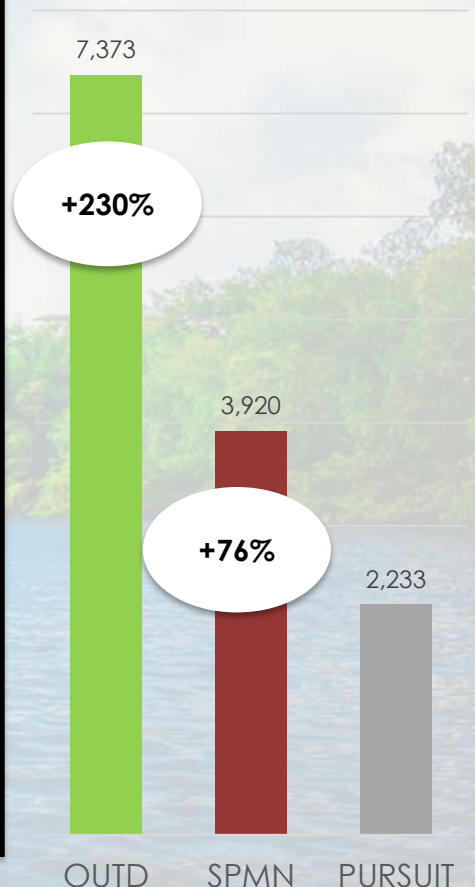
Men 18-49
AA Advantage



M25-54
AA Advantage

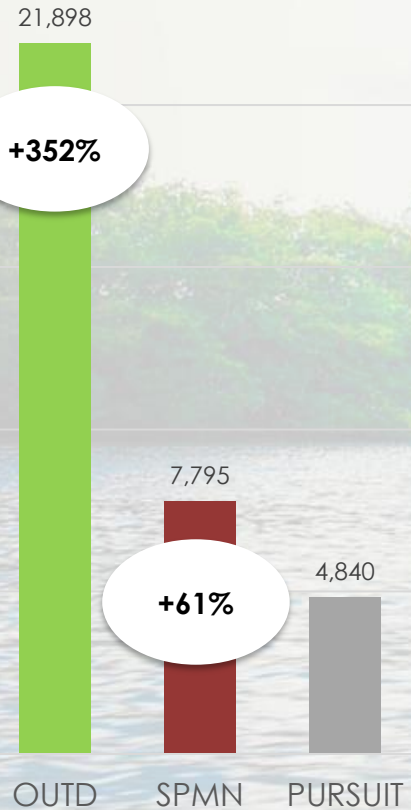


M35-64
AA Advantage

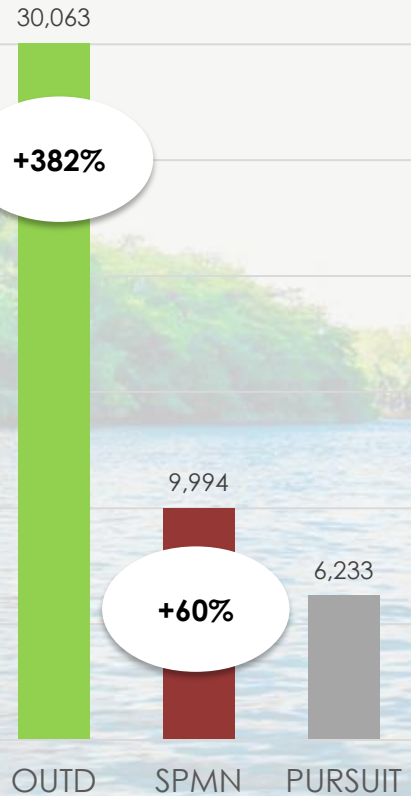


IN 2Q'21 OSG NETWORKS BEATS PURSUIT IN PRIME

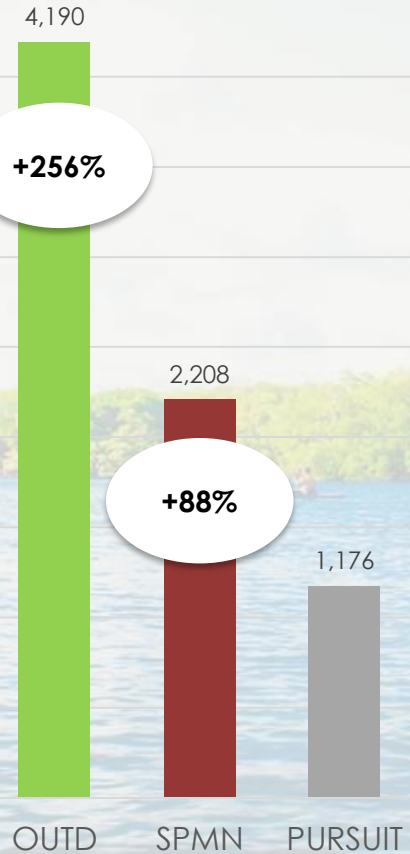
Households
AA Advantage



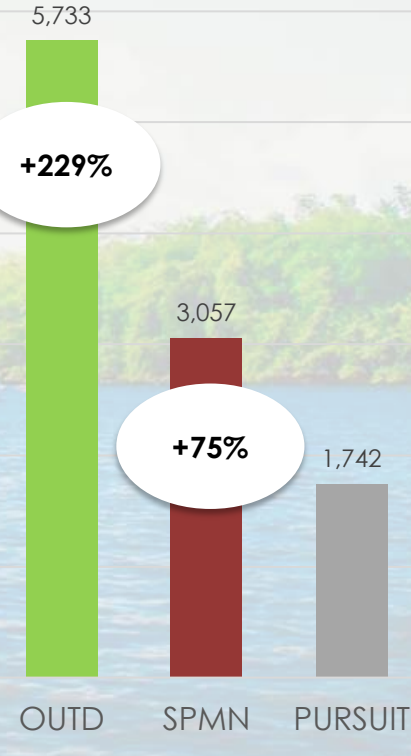
Persons 2+
AA Advantage



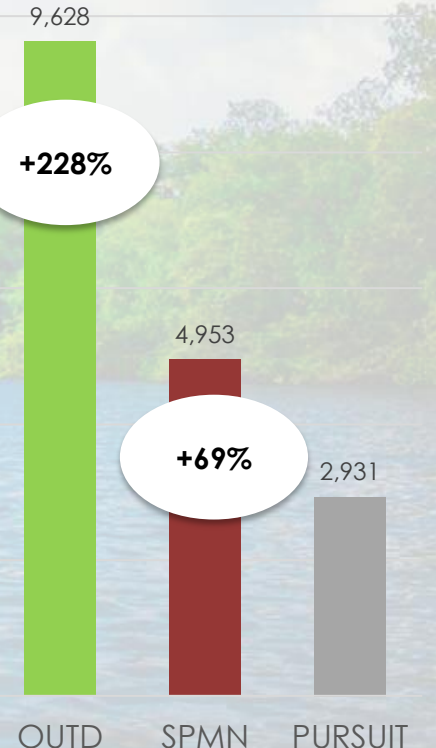
Men 18-49
AA Advantage



M25-54
AA Advantage

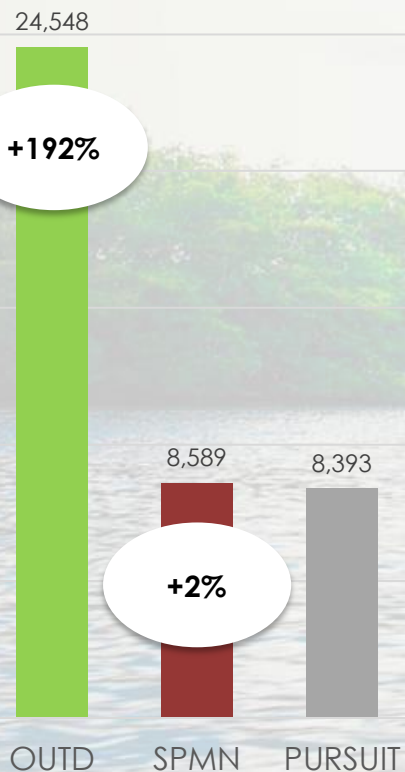


M35-64
AA Advantage

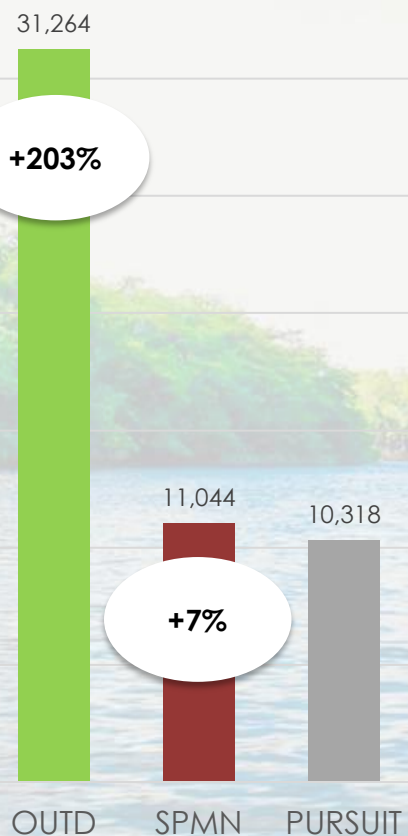


IN 2Q'21 OSG NETWORKS BEATS PURSUIT IN WEEKEND

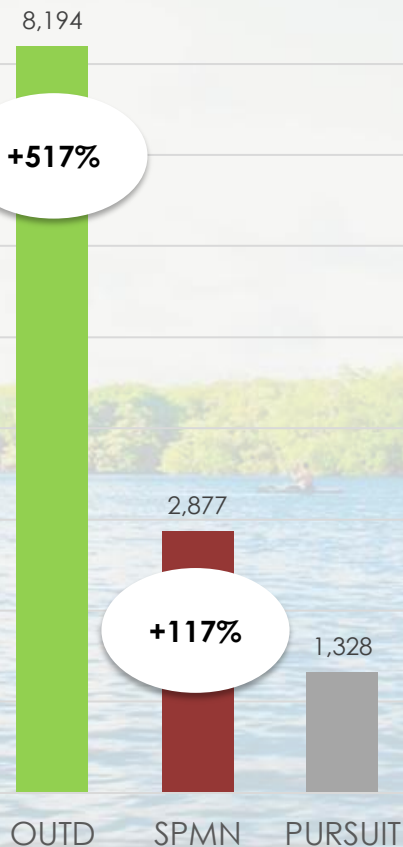
Households
AA Advantage



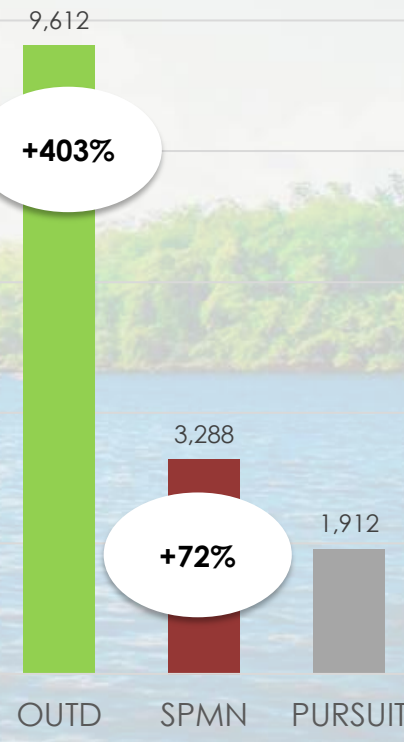
Persons 2+
AA Advantage



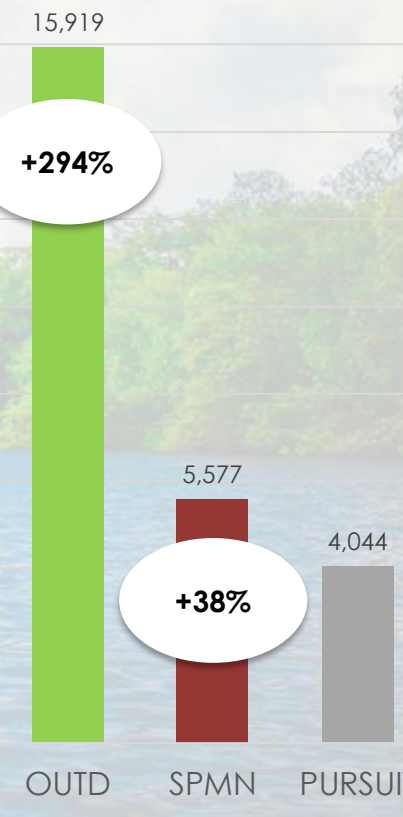
Men 18-49
AA Advantage



M25-54
AA Advantage



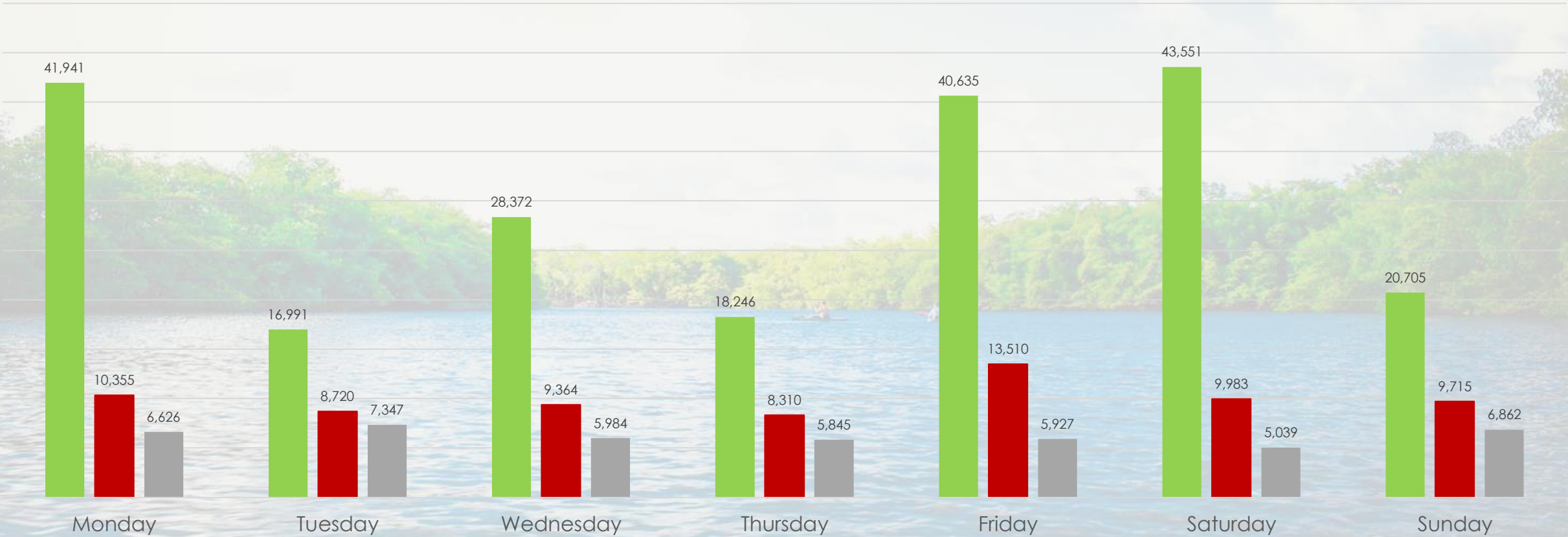
M35-64
AA Advantage



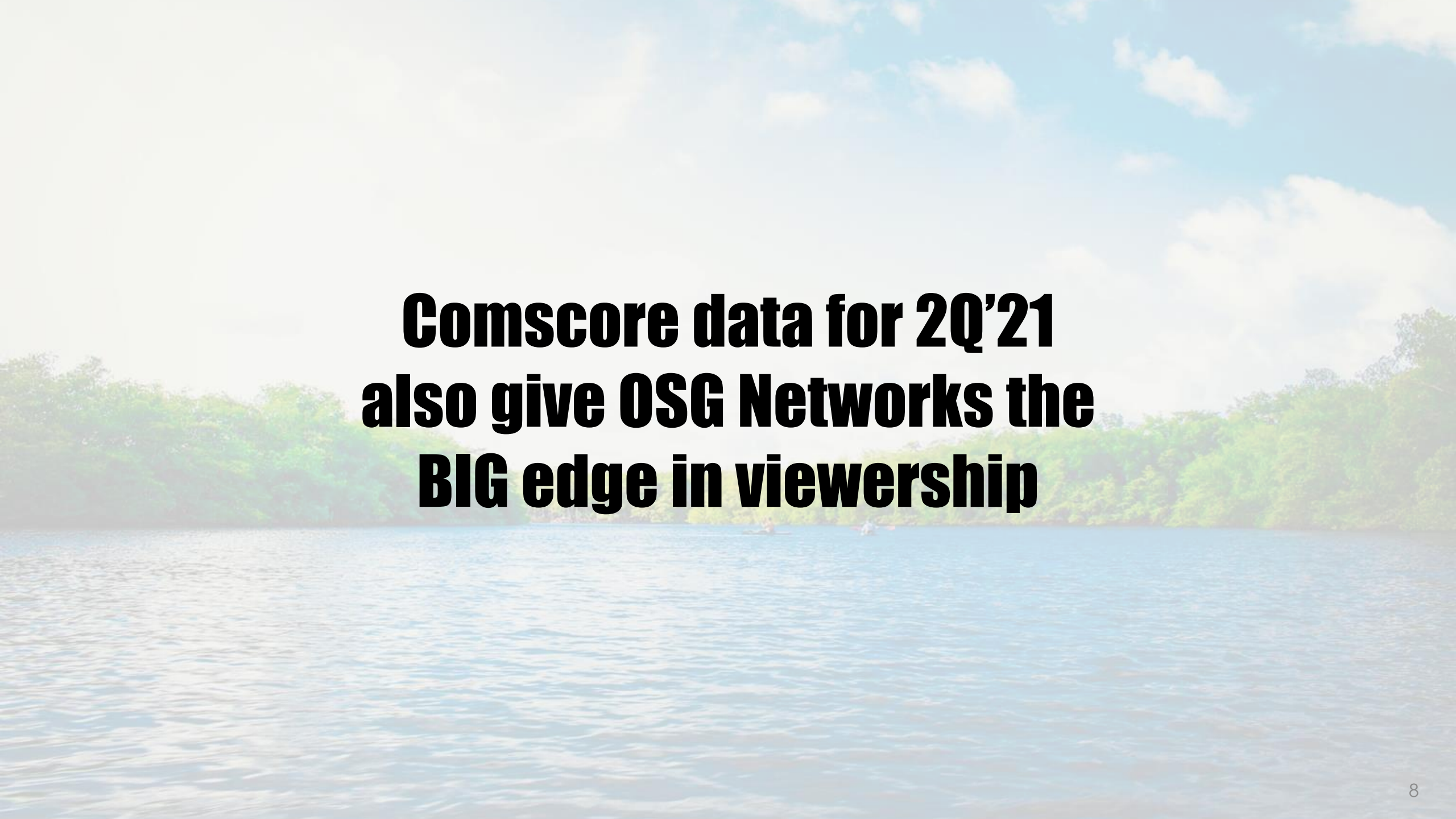
IN 2Q'21 OSG BEATS PURSUIT EVERY NIGHT OF THE WEEK

Prime (M-Su 7P-2A) AA by Night

■ Outdoor Channel ■ Sportsman Channel ■ Pursuit



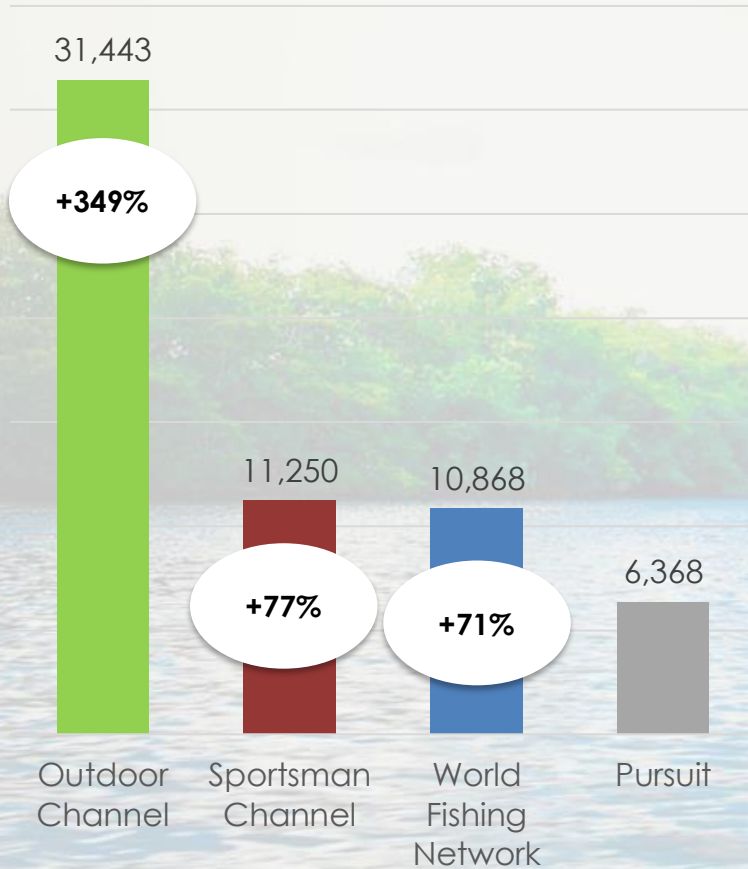
Source: Nielsen Marketbreaks; 2Q'21 (3/29/21-6/27/21); Data is Live +7; P2+ Delivery; Prime (M-Su 7P-2A)



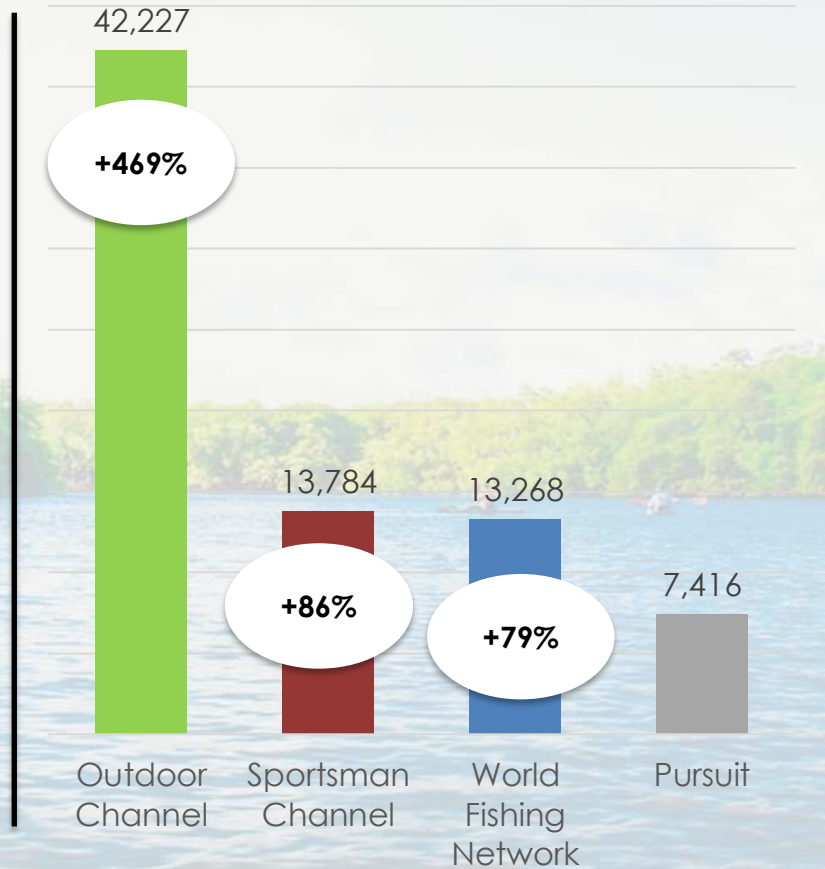
**Comscore data for 2Q'21
also give OSG Networks the
BIG edge in viewership**

OSG BEATS PURSUIT ACROSS KEY DAYPARTS

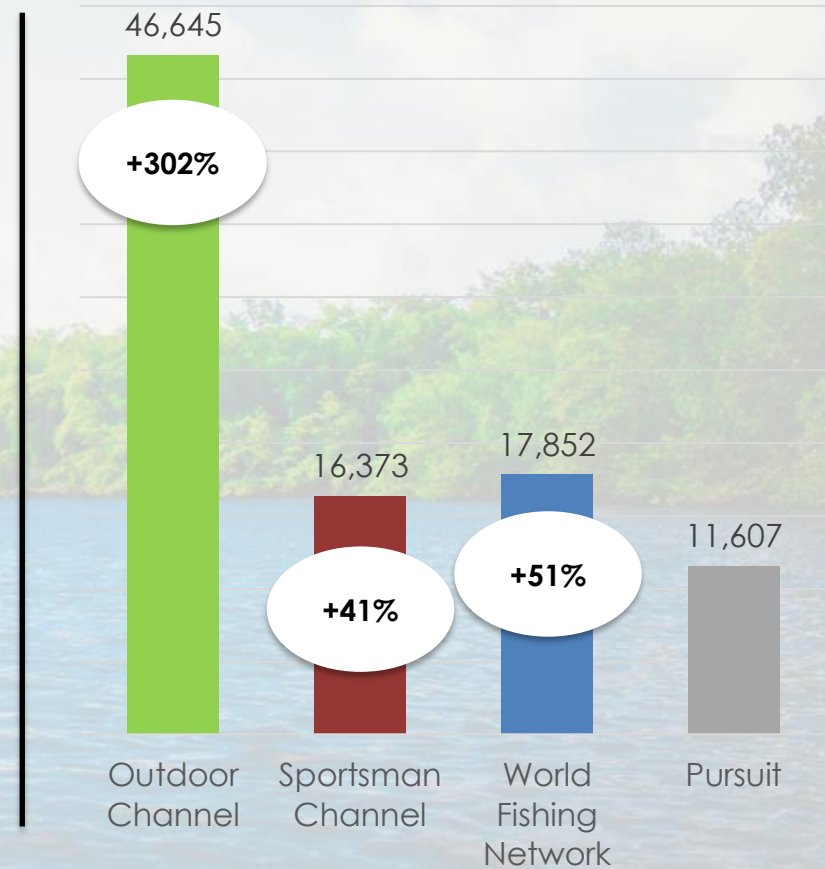
Total Day (M-Su 6A-6A)
2Q'21 AA Advantage



Prime (M-Su 7P-2A)
2Q'21 AA Advantage



Weekend (Sa/Su 6A-7P)
2Q'21 AA Advantage



Source: comScore TV Essentials, Q1 2019 (12/31/18-3/31/19), Live+DVR 7 Day; AA and Average HH

OSG BEATS PURSUIT EVERY NIGHT OF THE WEEK

2Q'21 Prime (M-Su 7P-2A) AA by Night

Outdoor Channel Sportsman Channel World Fishing Network Pursuit

