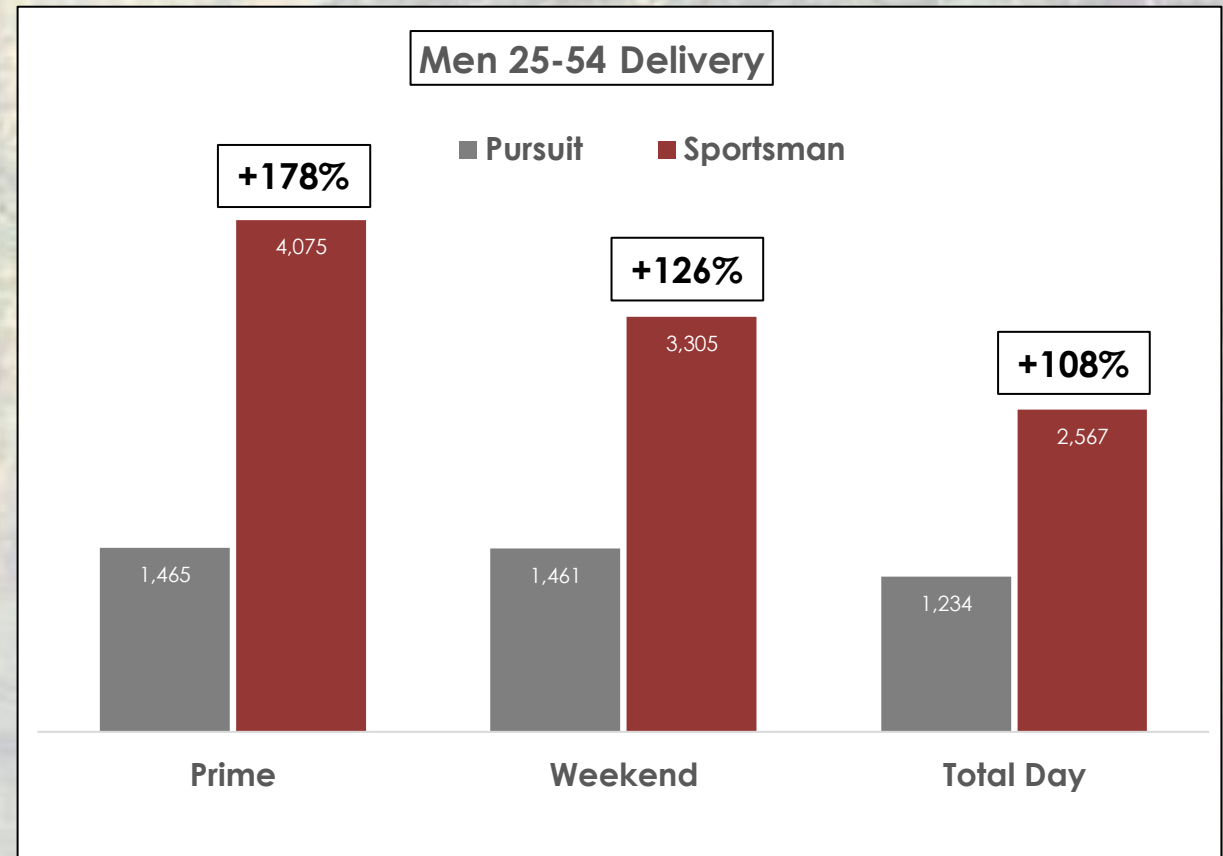
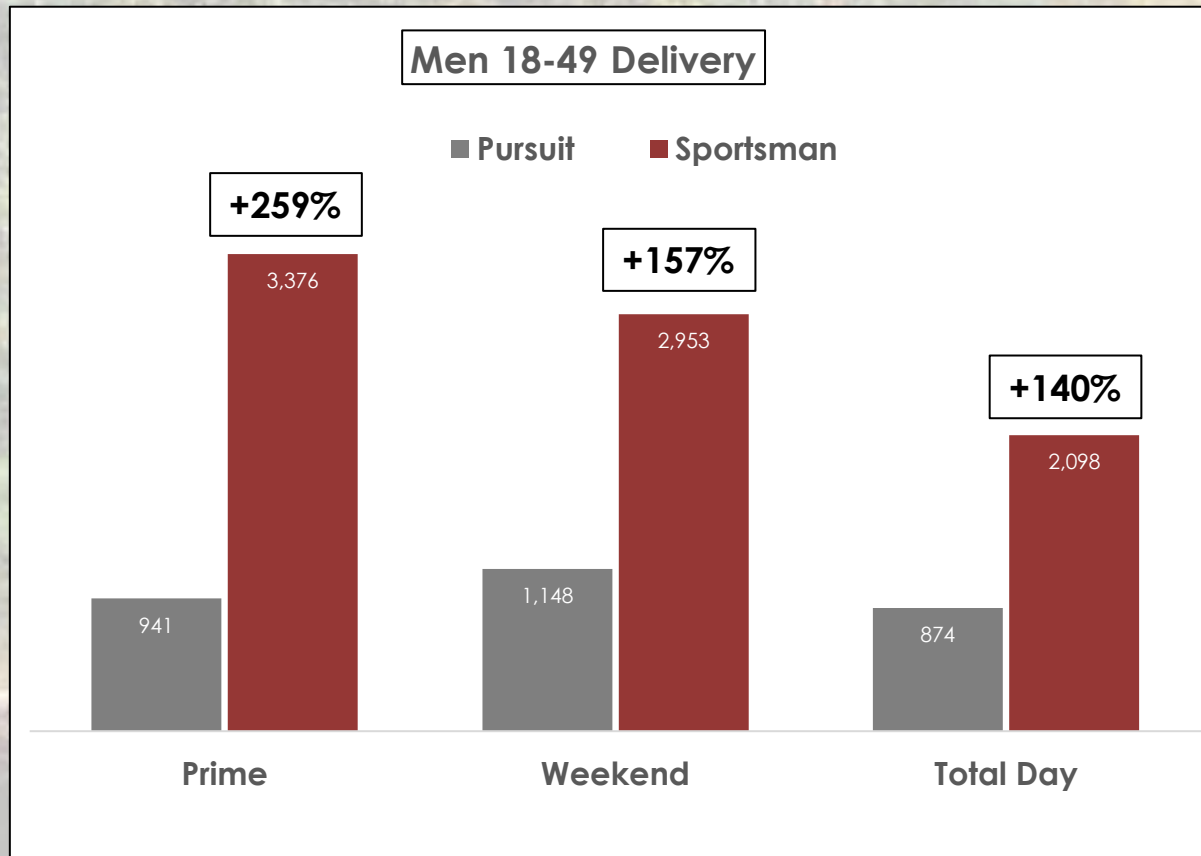


# DID YOU KNOW?

## SPMN Continues To Dominate Pursuit in May'21

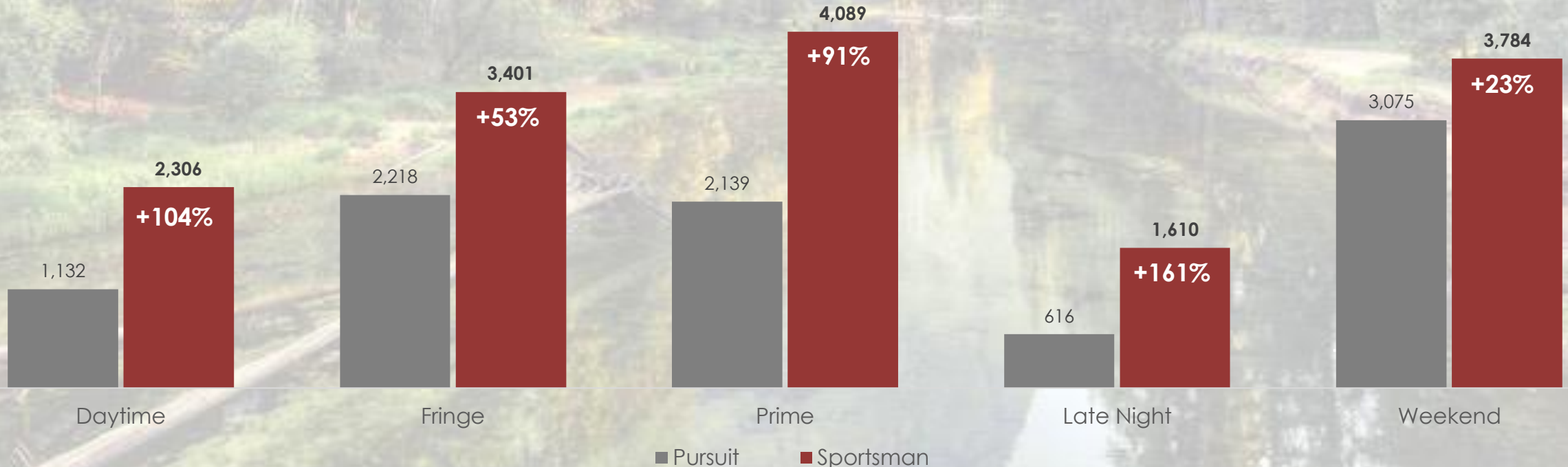
By Triple-Digits Among M18-49 and M25-54 In Key Dayparts



# DID YOU KNOW?

## SPMN Continues To Deliver More M25-54 Viewers Than Pursuit Across All Dayparts in 1Q'21

Live +7 Average Audience  
Men 25-54 Delivery



Source: Nielsen, 1Q'21 (12/28/20-3/28/21) Live +7, AA Viewing, Daytime M-F 6A-3P; Fringe: M-F 3P-7P; Prime: M-Sun 7P-12A; Late Night M-Su 12A-6A; Weekend: Sa-Sun 6A-7P



# DID YOU KNOW?

## SPORTSMAN beats PURSUIT by +509% with Men 25-54

For every 1 Male 25-54 watching Pursuit, Sportsman Channel had 6 Men 25-54 watching.

