

SPORTSMAN ***CHANNEL***

OUTDOOR
SPORTSMAN
GROUP

The POWER Of KSE

**OUTDOOR
SPORTSMAN**
GROUP

KSE

Kroenke Sports & Entertainment



The LEADER Of Outdoor Media

**OUTDOOR
SPORTSMAN**
GROUP

TELEVISION

- 43 Million Unduplicated HHs
- 3 National Cable Networks

Outdoor
CHANNEL

SPORTSMAN
CHANNEL

**WORLD
FISHING
NETWORK**

MOTV
MYOUTDOORTV®

FLY
FISHERMAN

In-Fisherman

**FLORIDA
SPORTSMAN**

BassFan

DIGITAL

- 19 Industry-Leading Websites
- 3.7 Million Unique Visitors/Month
- 7.8 Million Social Followers

GAME&FISH

**PETERSEN'S
HUNTING**

**north american
WHITETAIL**

**PETERSEN'S
BOWHUNTING**

Bowhunter

WILDFOWL

GUN DOG

GUNS&AMMO

PRINT

- 30 Million Monthly Readers
- 15 Leading Outdoor Titles
- 39 Special Interest Publications

SHOOTING
TIMES

RIFLESHOOTER

**GUNS&AMMO
HANDGUNS**

FIREARMS NEWS

Affiliate Partners – Linear & OTT



ABOUT US

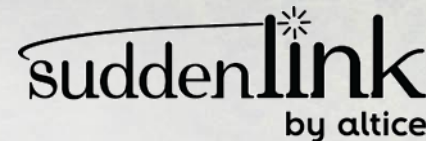
Sportsman Channel

Watch and learn how to become a better hunter, shooter and angler

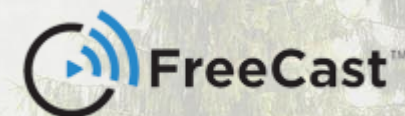
Honoring a lifestyle that is celebrated by millions of Americans, Sportsman Channel presents authentic hunting, fishing and shooting programming.

Sportsman Channel is in 23 million U.S. television households.

LINEAR PARTNERS

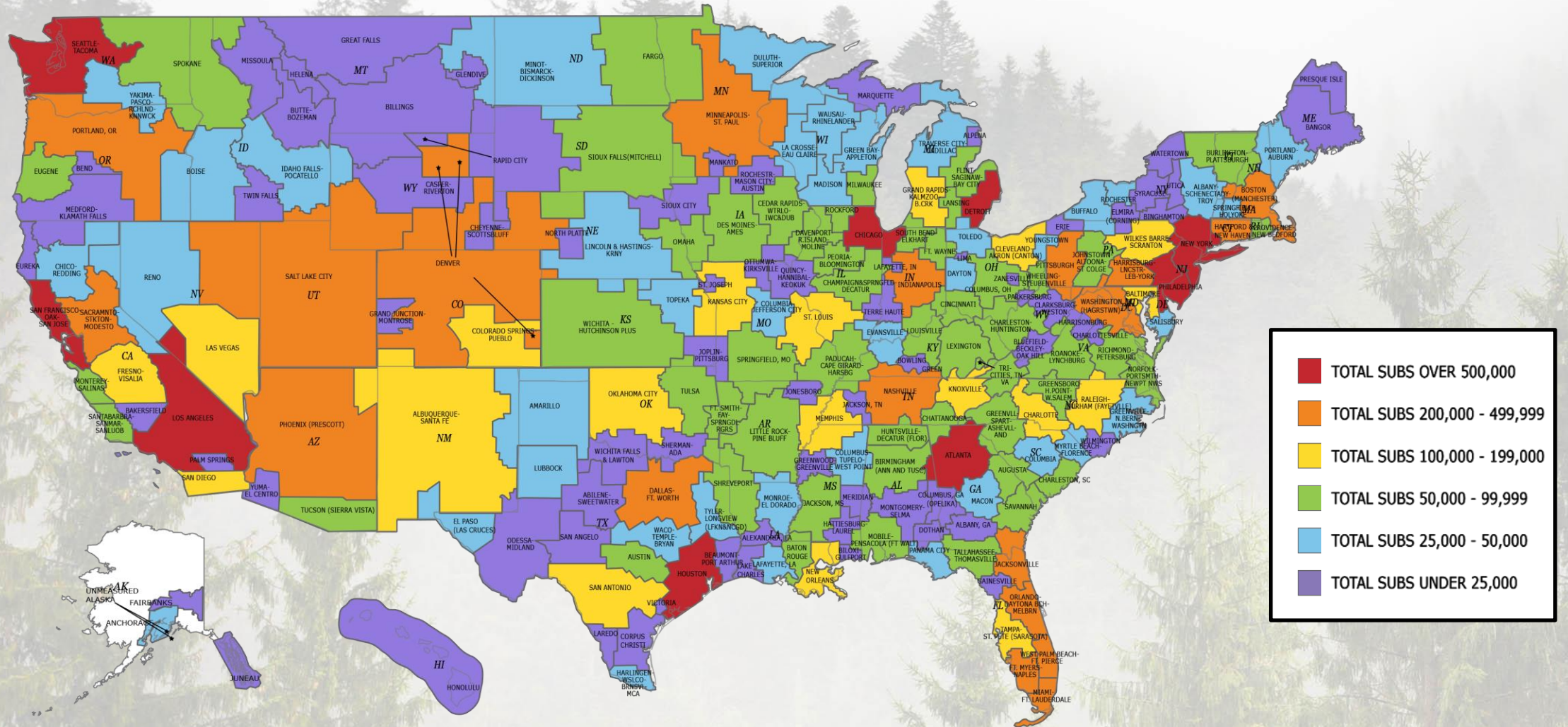


OTT PARTNERS



Sportsman Channel DMA Coverage

**OUTDOOR
SPORTSMAN**
GROUP



Viewer Profile



Demographics	Outdoor Sportsman Group
Male	75%
Median Age	54 Yrs.
Married	61%
Owns a Home	73%
Reside in B, C, or D counties	70%
Owns 3+ Acre Lot	12%
Pet Owner	61%
Outdoor Enthusiasts	76%

Viewer Profile



Demographics	Sportsman Channel
Male	82%
Median Age	54 Yrs.
Married	61%
Owns a Home	72%
Reside in B, C, or D counties	67%
Owns 3+ Acre Lot	10%
Pet Owner	52%
Outdoor Enthusiasts	76%

Source: MRI Doublebase 2020 = All, Sportsman Channel Viewer = Watched in the last 7 days; Some College + = has attended some college/vocational school or received any degree.

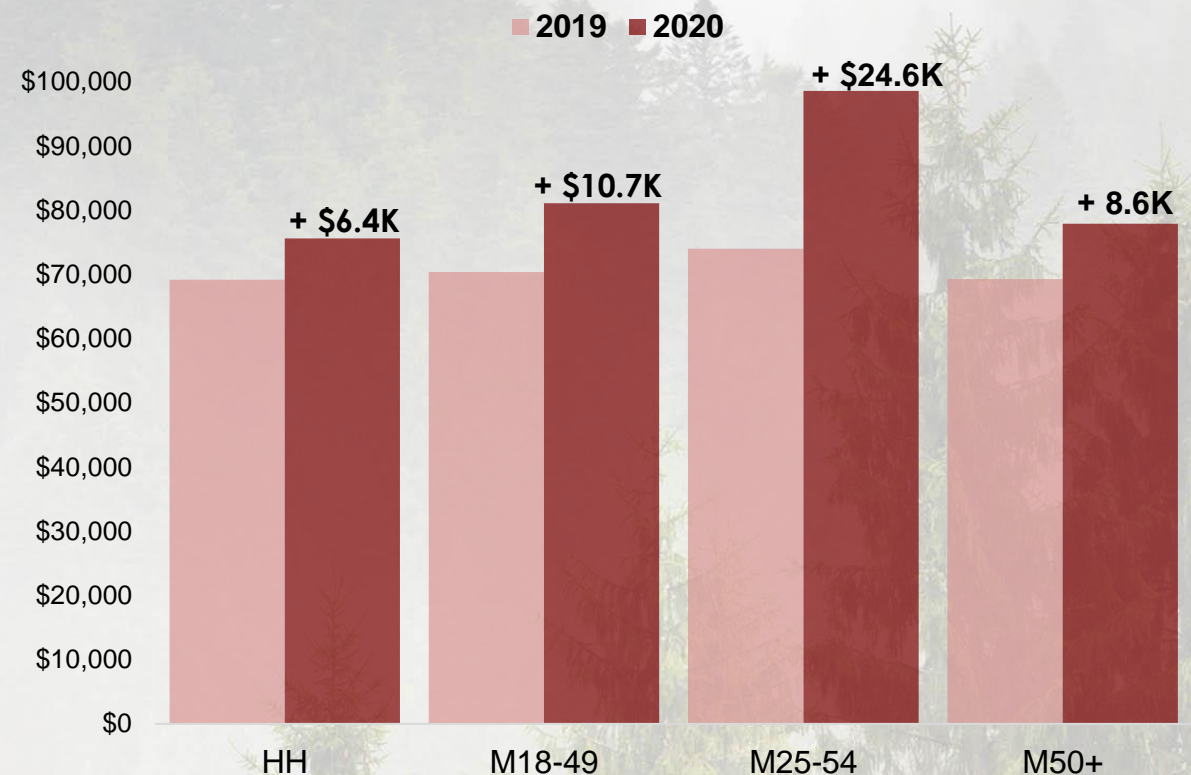
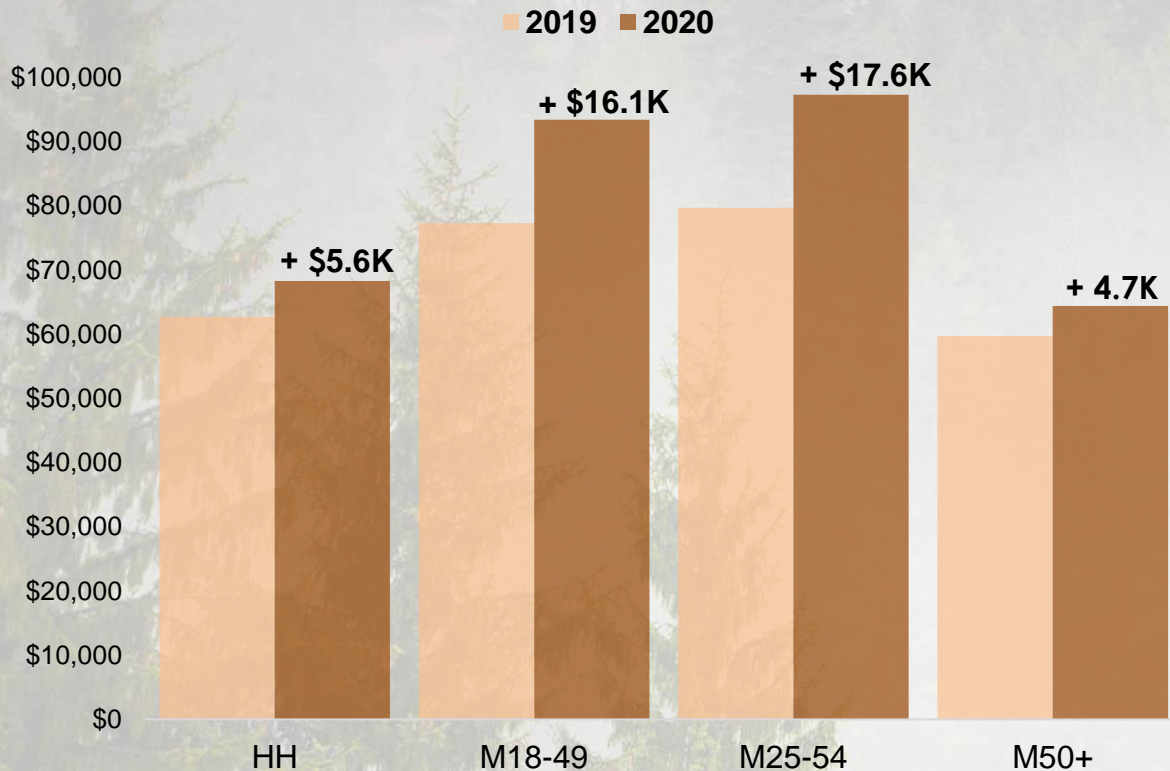
OSG Reaches Upscale Viewers



Median Household Income Is Up Across Key Male Demos

OUTD Median Income Growth

SPMN Median Income Growth



Source: Nielsen Marketbreaks; 2020 (12/30/19-12/27/20) vs. 2019 (12/31/18-12/29/19) vs. 2018 (1/1/18-12/30/18); Dollar Increase based on Median HHI across key demos; Data is Live +7

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

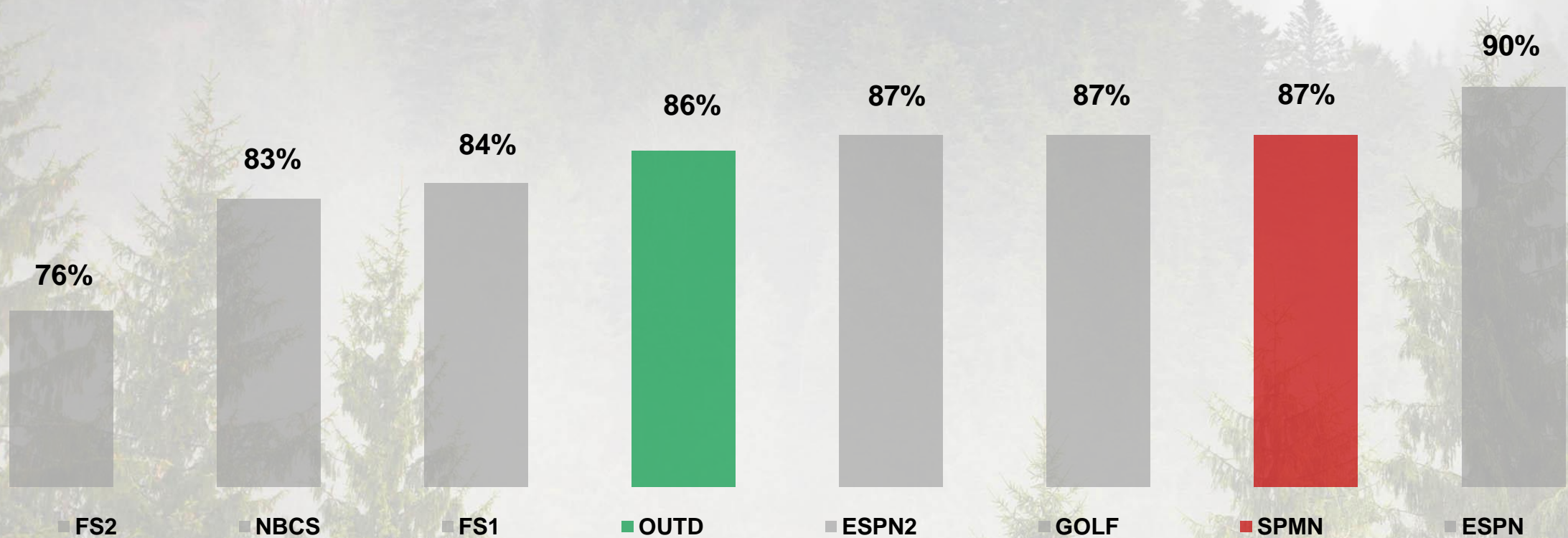
C/D COUNTIES	Nielsen: Median HHI Total U.S.
CNBC	\$73,200
SPMN	\$71,400
WFN*	\$66,800
GOLF	\$65,900
ESPN	\$62,200
MLBN	\$61,700
NBCS	\$61,600
NFLN	\$60,200
OUTD	\$60,100
CNN	\$55,900
MSNBC	\$54,800
Fox Sports 1	\$54,700
HGTV	\$54,700
Universal Kids	\$54,000
FOXNC	\$53,600
HLN	\$49,500
Nat Geo	\$49,300
HIST	\$48,400
Total Use of TV	\$47,700
DISC	\$47,700
TRAV	\$46,200

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

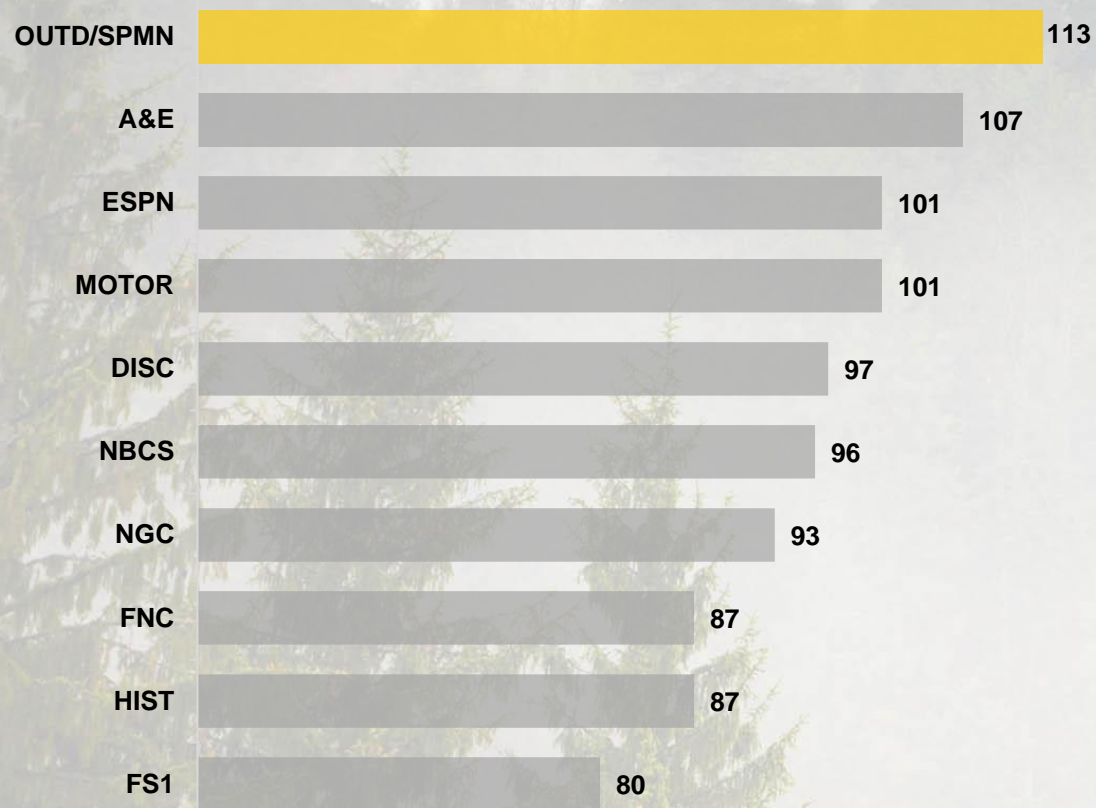


Source: Nielsen Marketbreaks 2020 (12/30/19-12/27/20; % live delivery based on live+7 delivery; Total Day; P2+

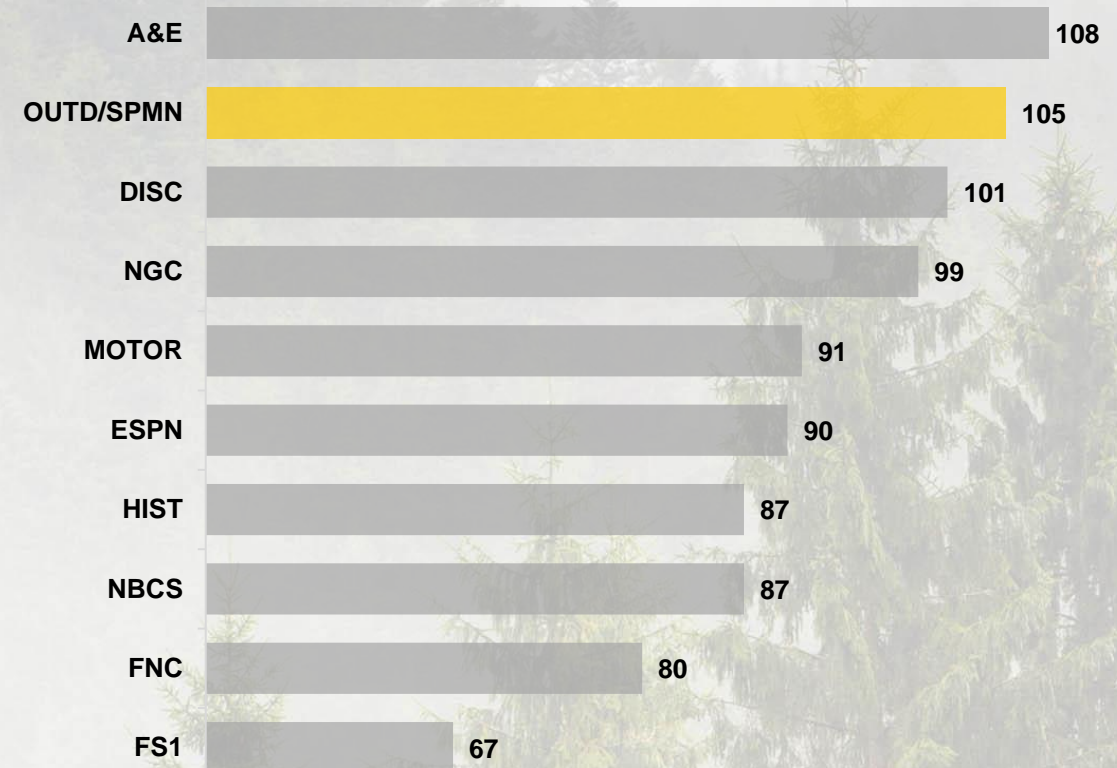
OSG Adult Viewers Are Receptive To Advertising



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



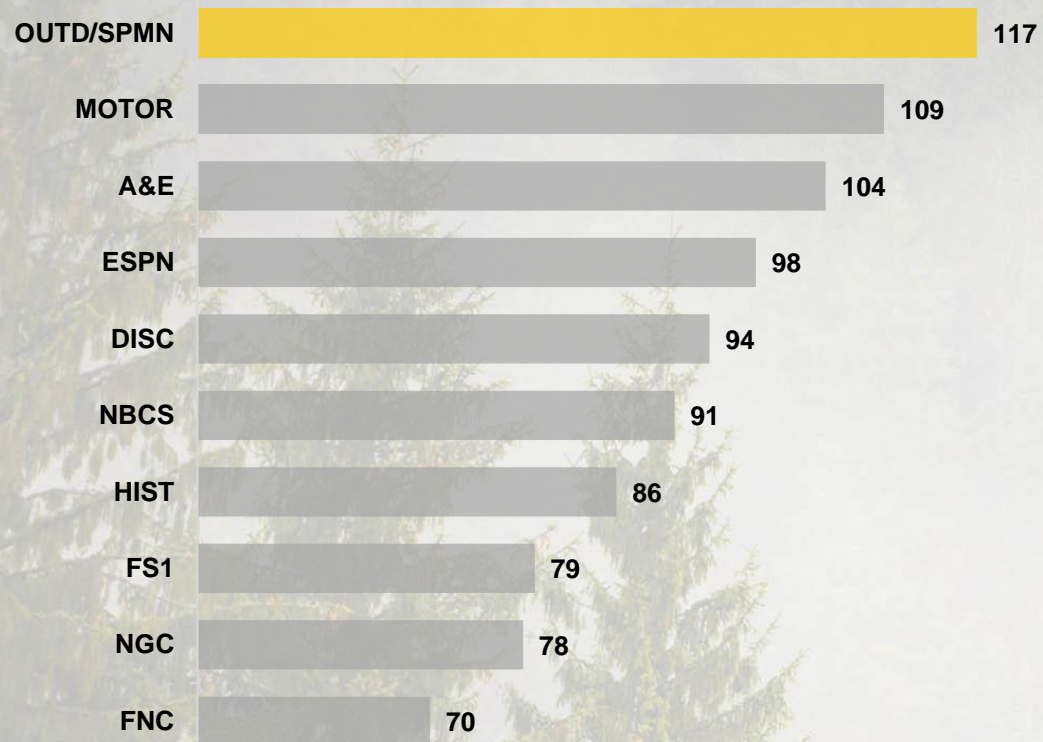
I'm more likely to buy products or services advertised
on networks I like
Agree Completely



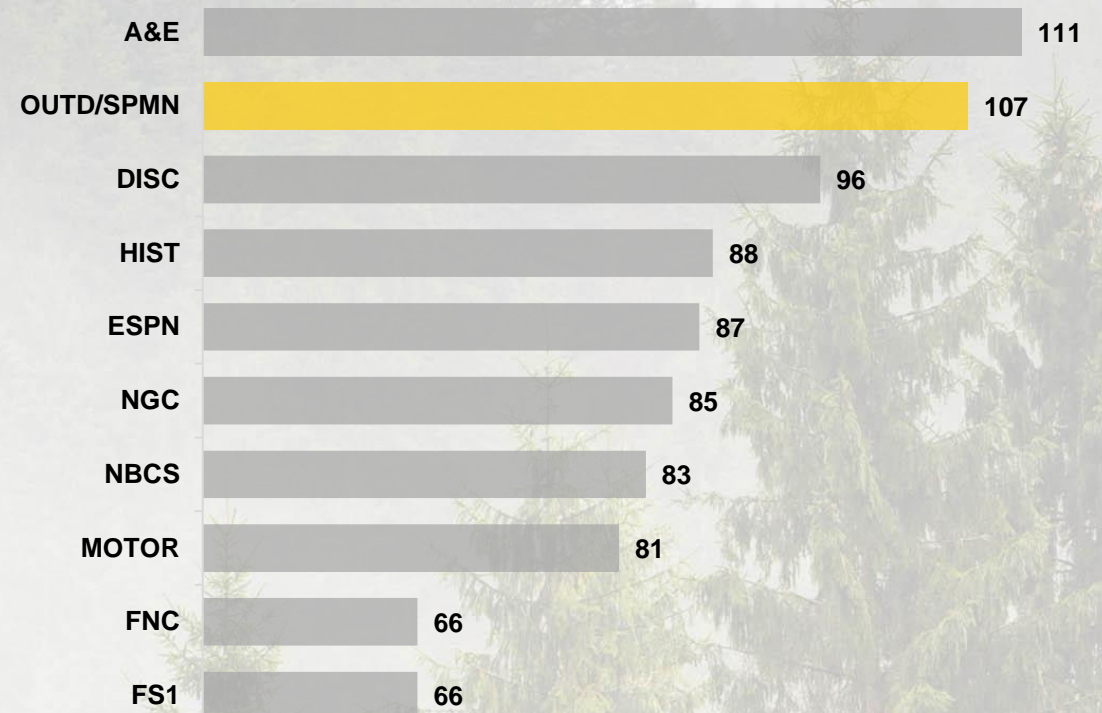
OSG Adult Viewers Are Receptive To Advertising



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Agree Completely



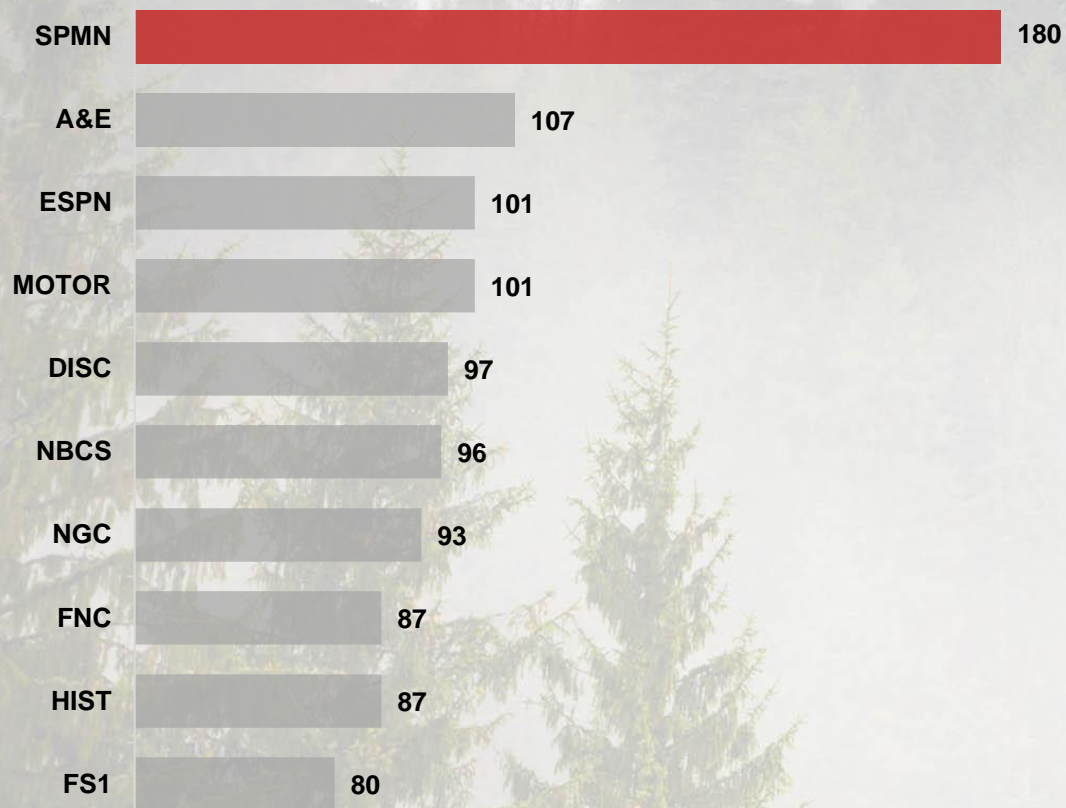
I'm more likely to buy products or services advertised on networks I like
Agree Completely



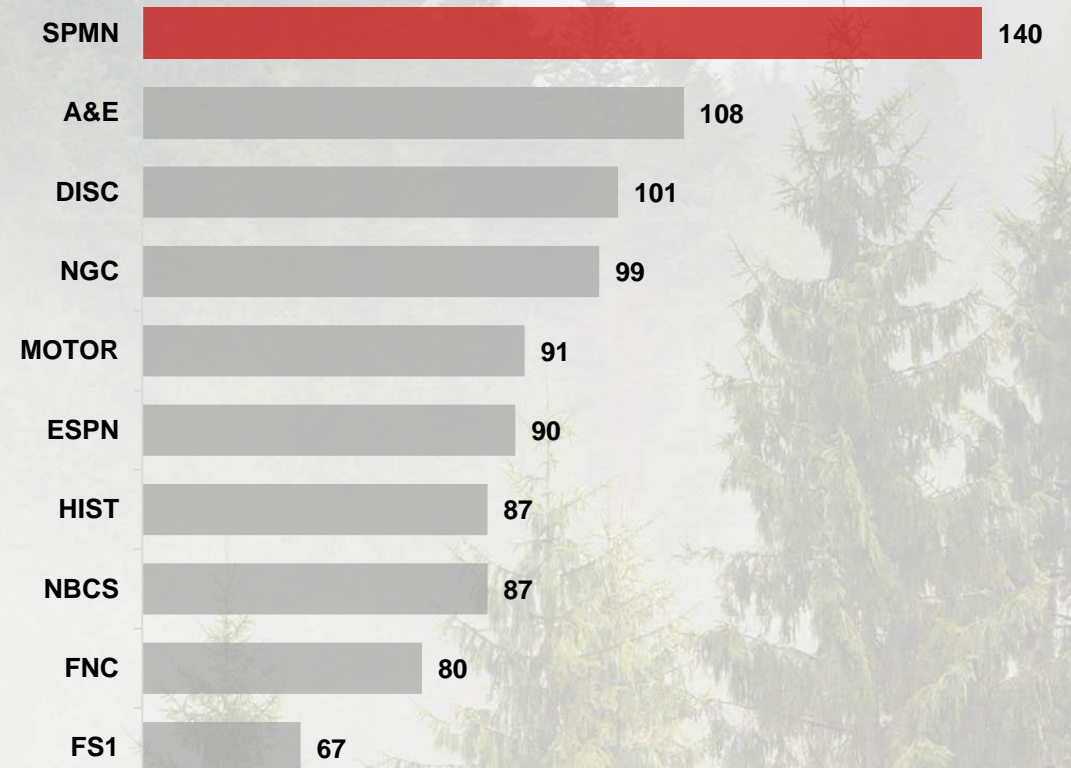
OSG Adult Viewers Are Receptive To Advertising



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Agree Completely



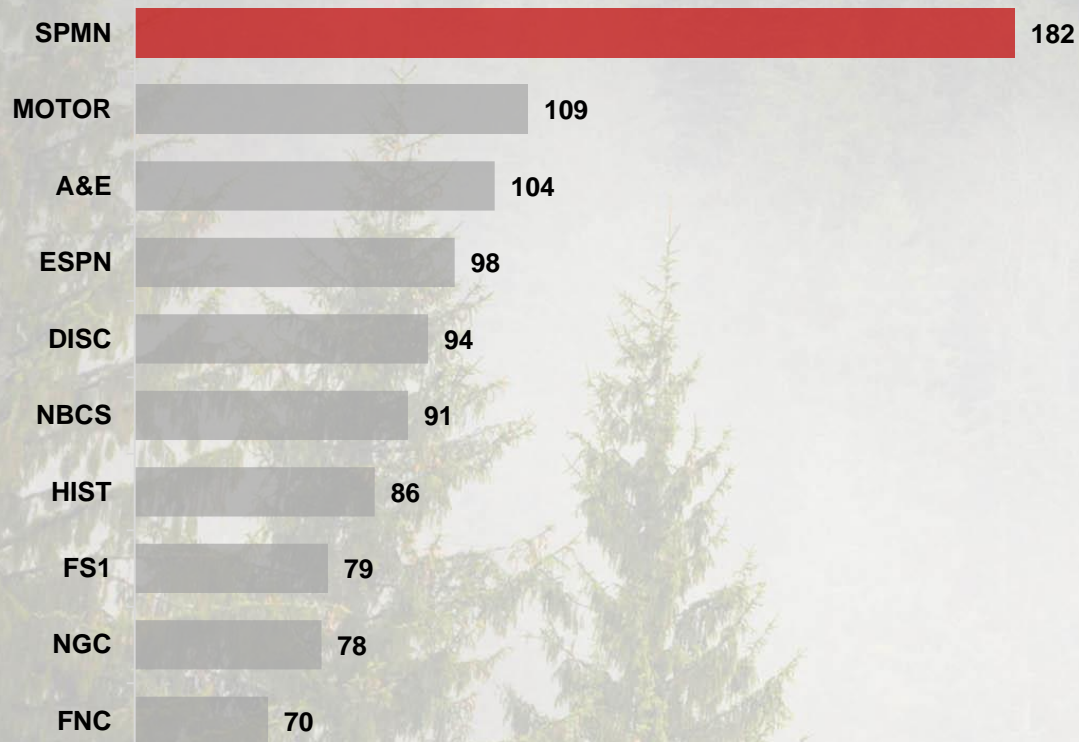
I'm more likely to buy products or services advertised
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Agree Completely



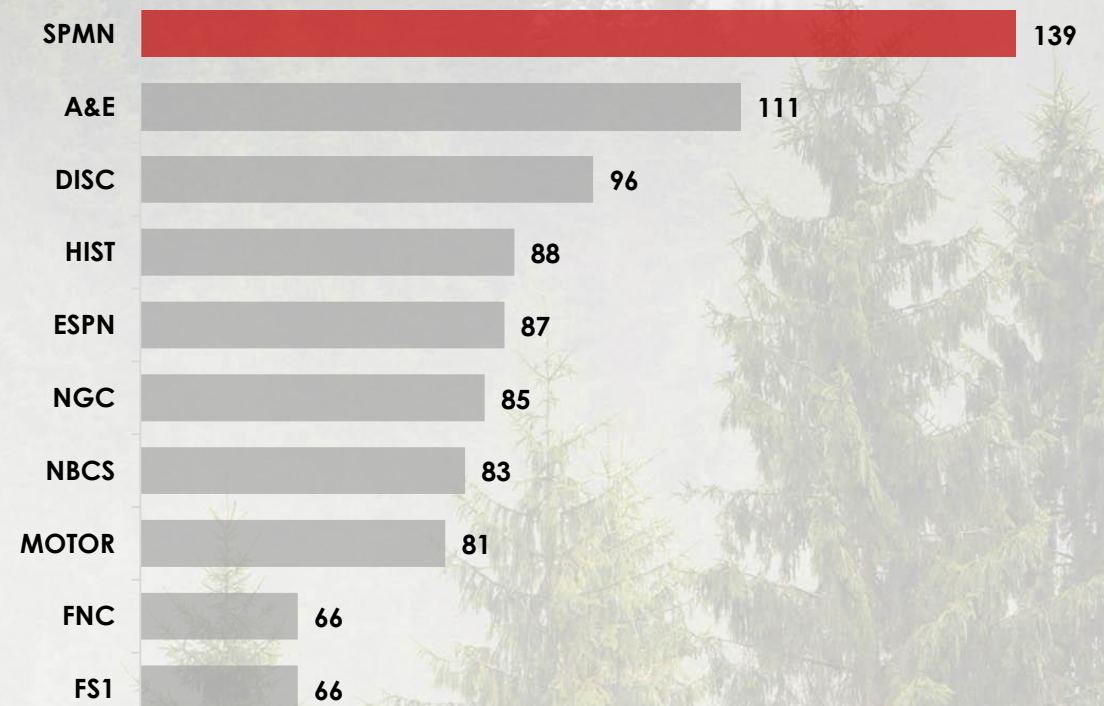
OSG Male Viewers Are Receptive To Advertising



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

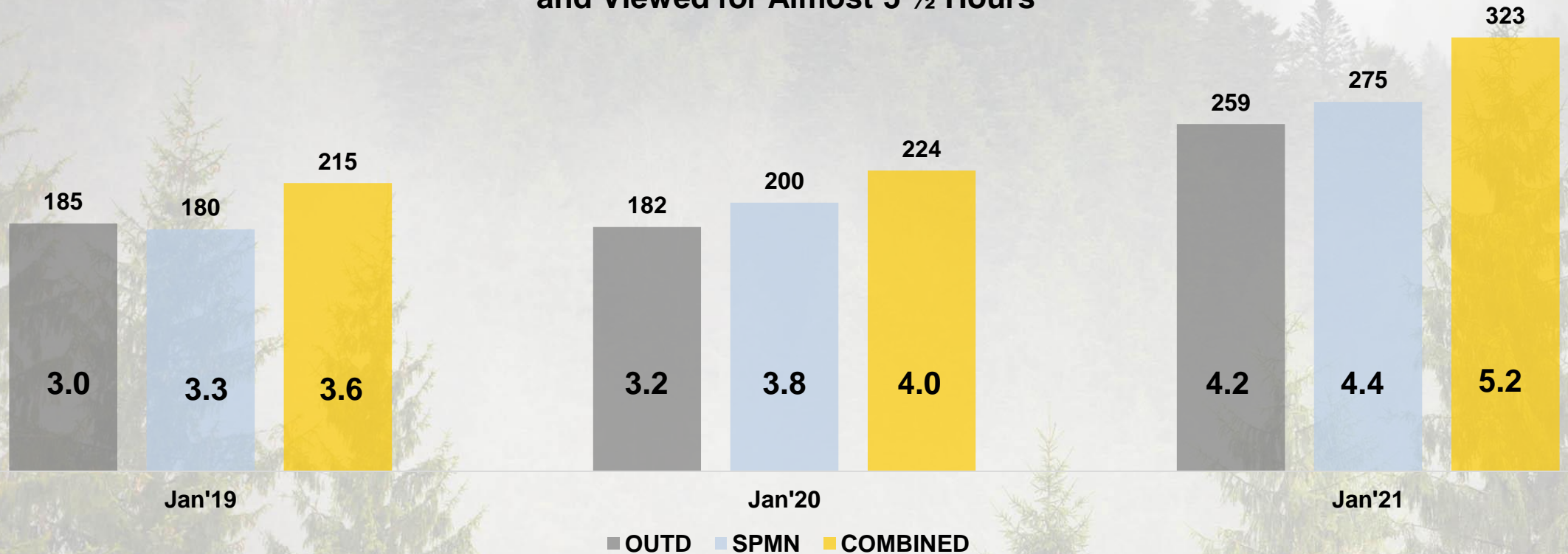


OSF Viewers More Engaged In 2021



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

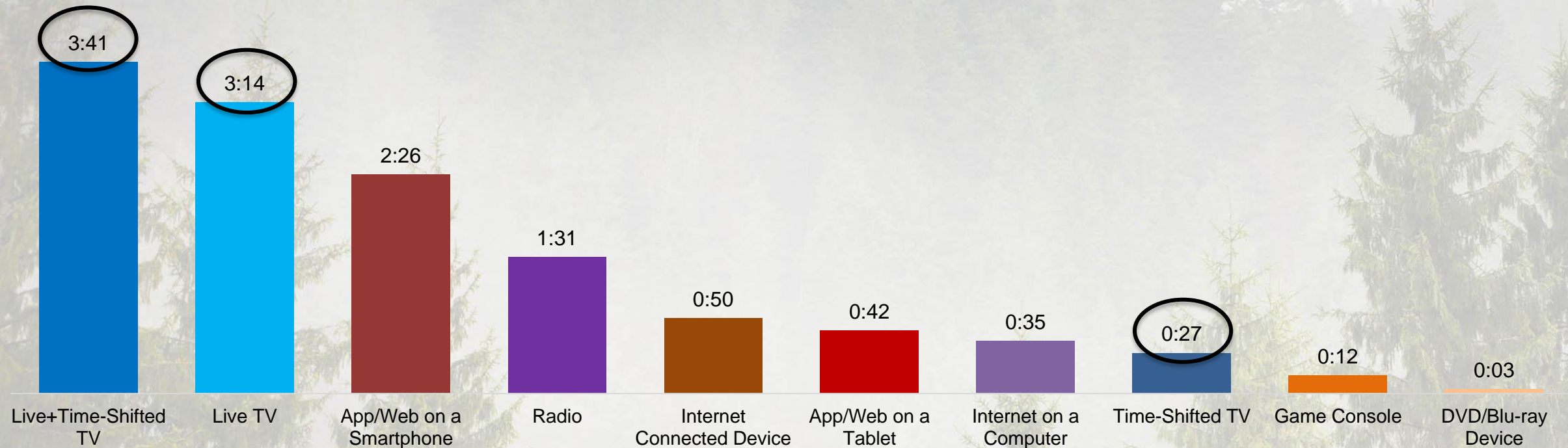


Source: Nielsen Reach & Frequency Report by Month. Average Frequency/Average Minutes Viewed Total Day among P2+; 6 Minute Qualifier; Jan'21; Data is Live +7

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



Note: In May 2020 smartphone measurement was updated to more precisely capture users' intended behavior versus app/web activity occurring in the background. Smartphone data shaded in the chart is not able to be trended with current data.

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

■ Time-Shifted TV ■ Live TV

Live+Time-Shifted TV



- Video Focused App/Web On a Tablet
- Video on a Computer
- Video Focused App/Web on a Smartphone
- TV-Connected Devices (DVD, Game Console, Internet Connected Device)

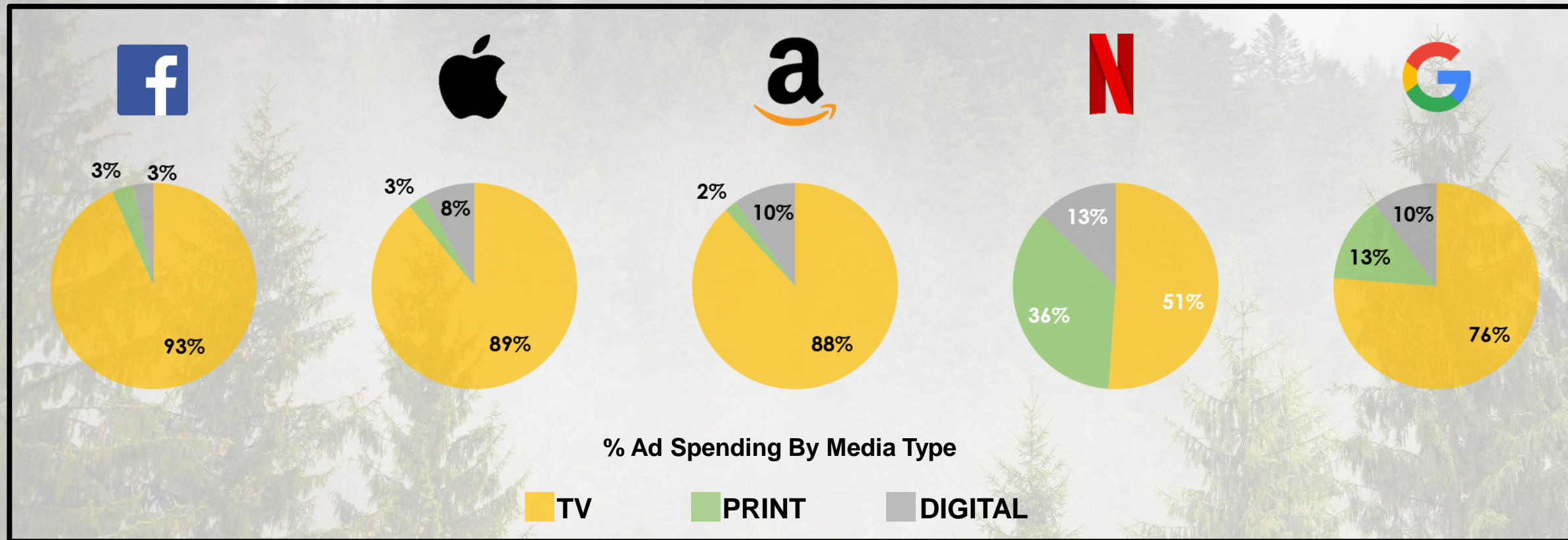
All Other Video Platforms



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!

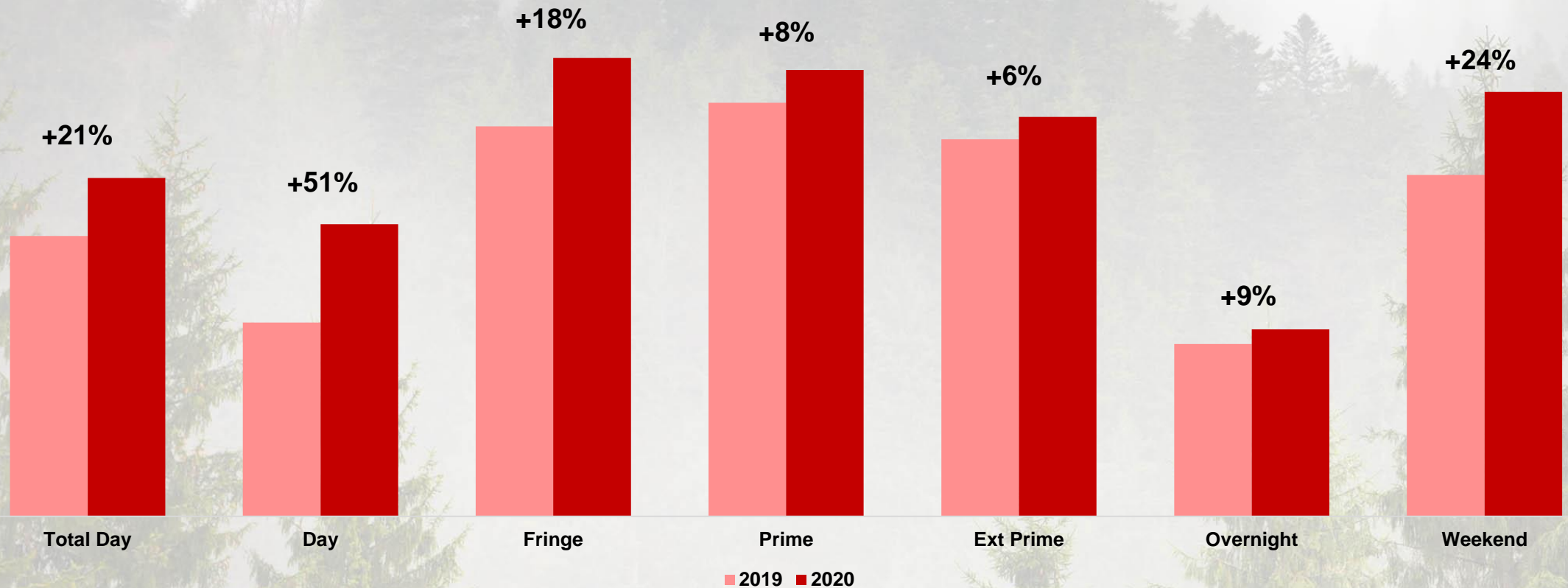


Sportsman Channel YOY Growth



KEY DAYPARTS

HOUSEHOLD COVERAGE RATINGS



Source: Nielsen Marketbreaks; SPMN, Coverage Ratings 2020, 2019; Live +7; Total Day, Day, Fringe, Prime, Ext Prime, Overnight & Weekend dayparts.

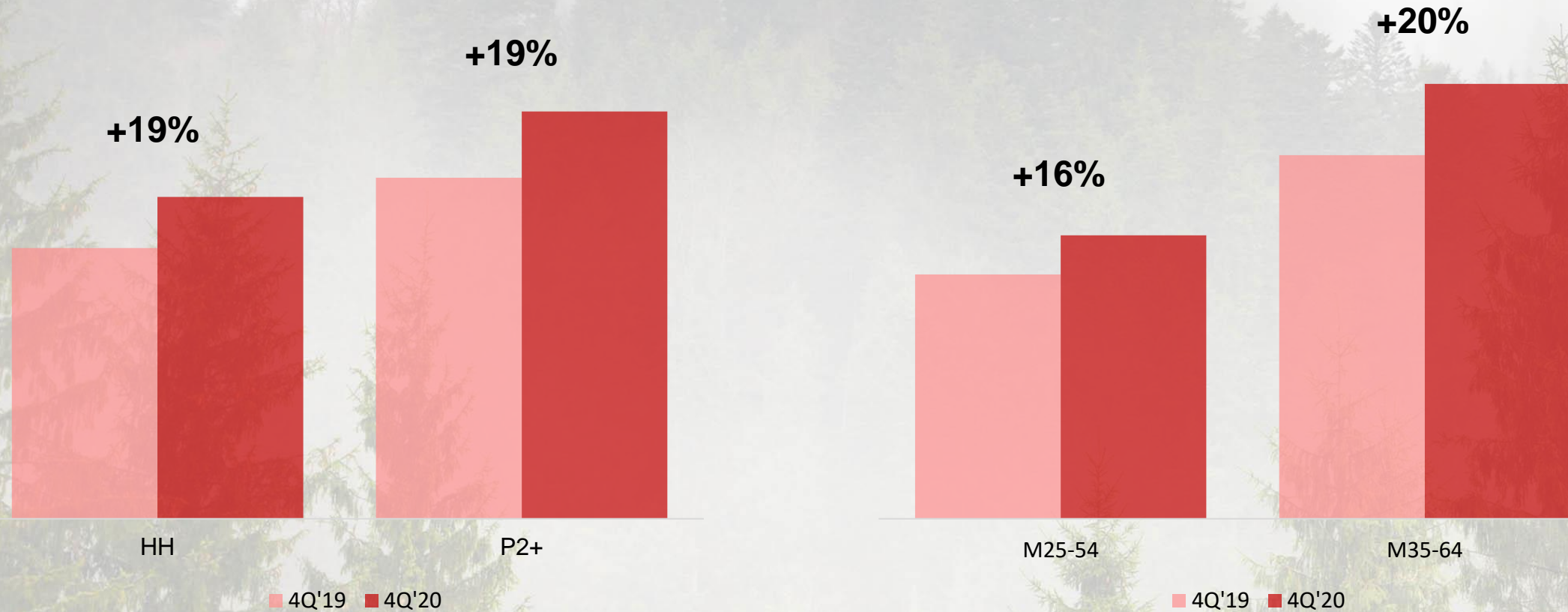
Sportsman Channel Grew In HHS



TOTAL VIEWER & KEY MALE DEMOS

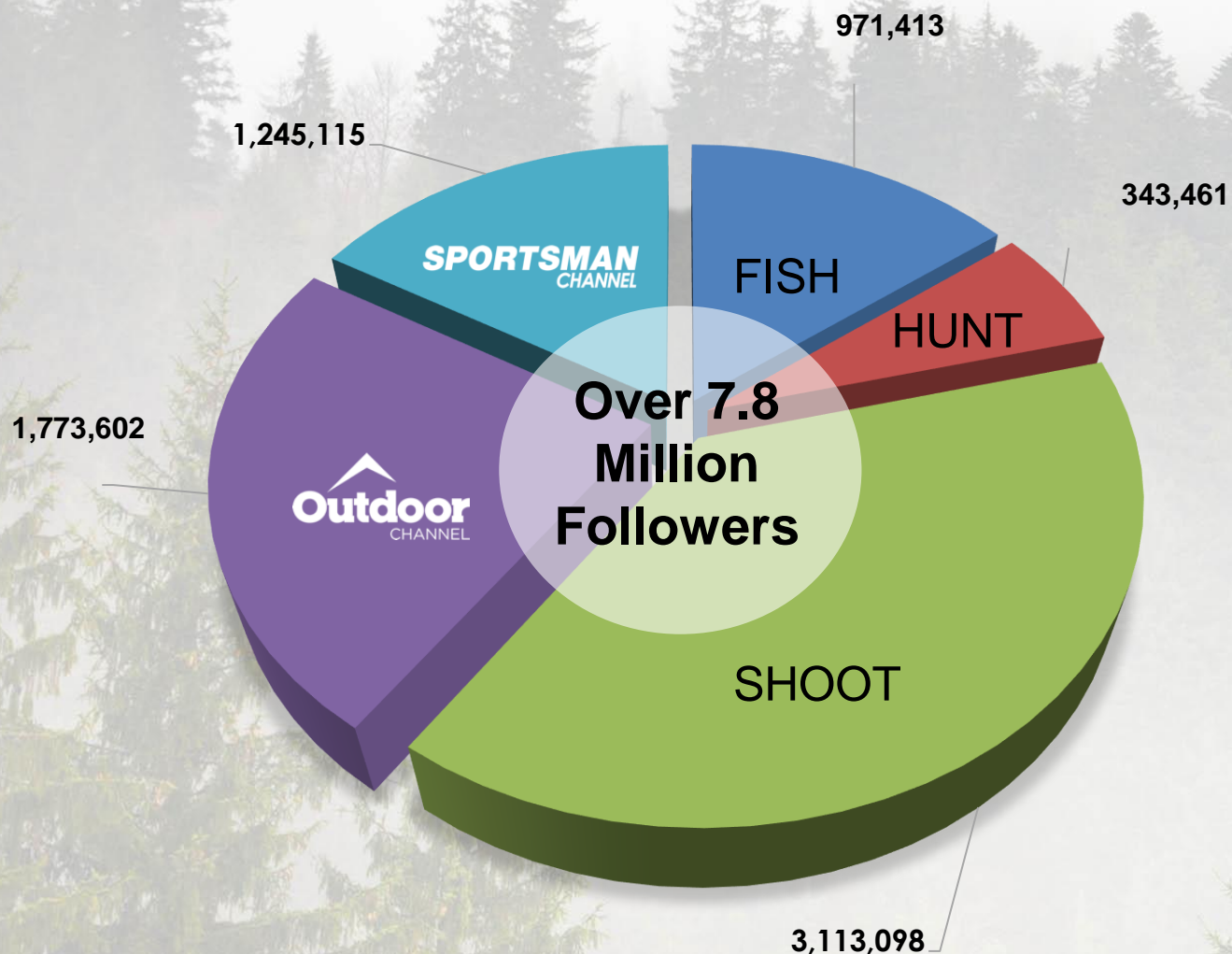
4Q'20 VS 4Q'19

Total Day – AA Proj. Units



Source: Nielsen Marketbreaks; SPMN, Delivery in units during 4Q'20, 4Q'19; Live +7; Total Day-M-SU 6A-6A; Demo as listed

OSG Connects You With Over 7.8 Million Social Followers



PACKAGES

CONTENT OFFERINGS

- Organic Co-Brand
- Targeted Posts

PRODUCT VIDEO SHOWCASE

- New Product Review
- Trade Show Coverage
- Facebook Live Events

SWEEPSTAKES

- Enter to Win
- Amplification Packages

Social Promotions
Activate Engagement
Increasing brand awareness, reach, impressions, video views, engagement and more.

Source: Social Audience reflects Followers or Likes for OSG Social content on Facebook, Twitter as of January 2021. Hunting Total includes MOTV; Fishing Total includes World Fishing Network, Game & Fish.

MyOutdoorTV

**OUTDOOR
SPORTSMAN
GROUP.**

- **Exclusive Content**
Over 20,000+ episodes : Majority are exclusive
- **Aggressive Marketing**
Every day, across all OSG platforms
- **Meeting Changing Consumer Trends**
On-demand, MOTV originals, mobile, short-form and long-form content, playlists, Live Channel
- **Global Platform**
Available in 195 markets around the world and in five languages; offered on nearly all digital platforms including iOS, Android, Amazon Channels, Samsung & LG Smart TV's and Roku



MOTV Distribution Platforms

**OUTDOOR
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Roku

amazon.com

prime video | CHANNELS

LG Smart TV

Apple tv

XBOX

Samsung SMART TV

ANDROID

iOS

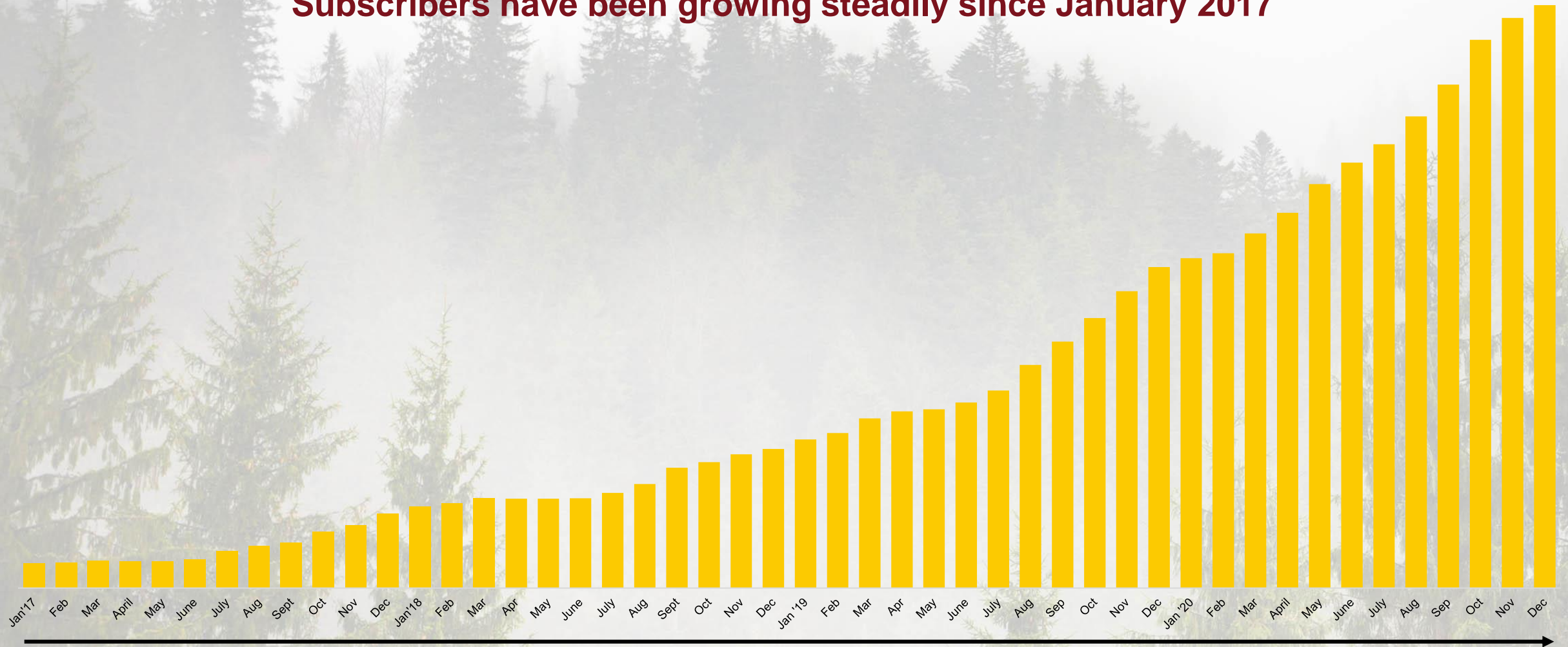
Download on the
App Store

fire tv

GET IT ON
Google Play

MOTV Subscriber Trends

Subscribers have been growing steadily since January 2017



MOTV Subscriber Trends

The screenshot shows the MOTV website interface. At the top left is the MOTV logo with the tagline 'MY OUTDOOR TV'. To its right are navigation links: 'BROWSE SHOWS', 'LIVE EVENTS', 'FREE EPISODES', and 'LIVE TV'. On the far right of the top bar are search, language (EN), login, and a 'START YOUR FREE TRIAL' button. The main banner features a man in a black t-shirt and a woman in a blue headset and orange safety vest standing in front of a cracked concrete wall. The wall has a sign that says 'HOLLYWOOD WEAPONS'. Below the banner is a 'RECOMMENDATIONS FOR YOU' section with six show thumbnails: Predator Fest Watchlist, Zona's Awesome Fishing Show, The Salt Life Watchlist, Crush with Lee & Tiffany, Bone Collector, and MLF Extended Cast.

Sportsman Channel Canada



- Launched January 2019
- WFN became *Sportsman Channel* in Canada only
- Combines the best programming from *WFN*, *Sportsman Channel* and *Outdoor Channel*
- Celebration of the outdoor lifestyle and traditions Canadians love
- Offered on a Sports Pack and a la carte
- Home to 500,000 subscribers and growing
- Strong affiliate partnerships with *Bell*, *Shaw*, *Cogeco* and others

A misty forest landscape with evergreen trees. The scene is hazy, with a soft, greyish-white fog or mist filling the air. In the foreground, several tall, dark green evergreen trees are visible, their branches slightly blurred. The middle ground shows a dense forest of similar trees, extending up a hillside. The background is dominated by more distant, misty hills and trees, creating a sense of depth and atmosphere. The overall color palette is muted, with various shades of green, grey, and white.

Appendix

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.”

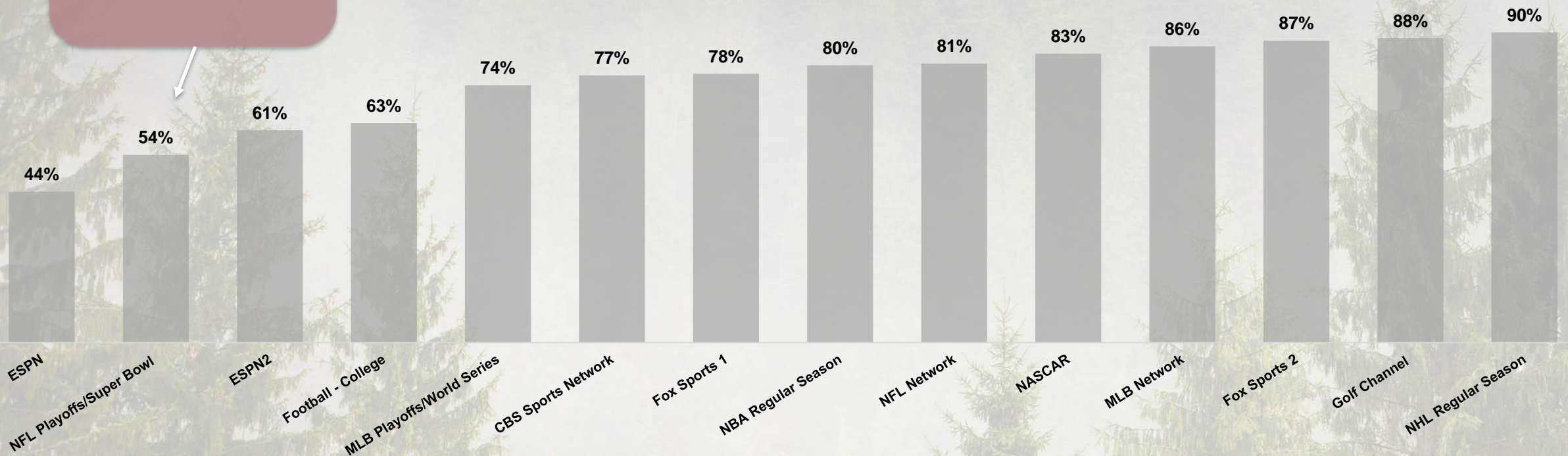
- Reach only answers one of the three questions: Number of viewers. It does not account for frequency or minutes viewed.
- The industry standard (and the Npower default) for REACH is a 6+ minute qualifier. That ensures that at least one minute of the program was viewed.

Not All Men Watch Sports

OSG Reaches The Hard-to-reach Male Viewer

MORE THAN HALF ARE NOT EVEN WATCHING THE SUPER BOWL!

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



Four Complementary TV Networks

**OUTDOOR
SPORTSMAN**
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REAL. LIFE. ADVENTURE.

- Active media-savvy guys who love adventure in real life and on TV
- Target Audience: Active Outdoorsmen & Armchair Adventurers

TRUE TO THE CORE.

- Passionate and upscale outdoorsmen who are serious about hunting and love to win
- Target Audience: Dedicated Sportsmen

EVERY ANGLER'S PASSION.

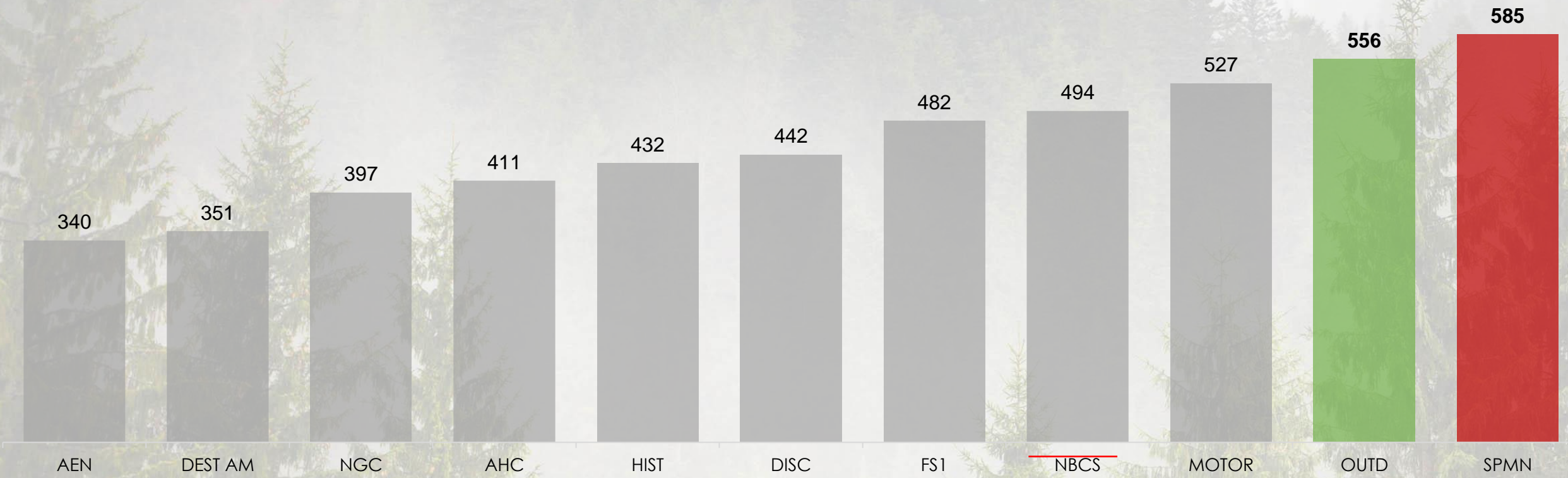
- Fishing alone or with friends, these upscale nature-lovers fish for fun
- Target Audience: Avid Anglers

We Are The Place To Reach Men



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

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



Source: Nielsen Marketbreaks; 2020 (12/30/19-12/27/20); Data is Live +7 VPVH in (000); Based on Total Day