



**Outdoor**
CHANNEL

SPORTSMAN
CHANNEL

CANADA
SPORTSMAN
CHANNEL

 **WORLD
FISHING
NETWORK**

MOTV
MY OUTDOOR TV®

ICAST 2021

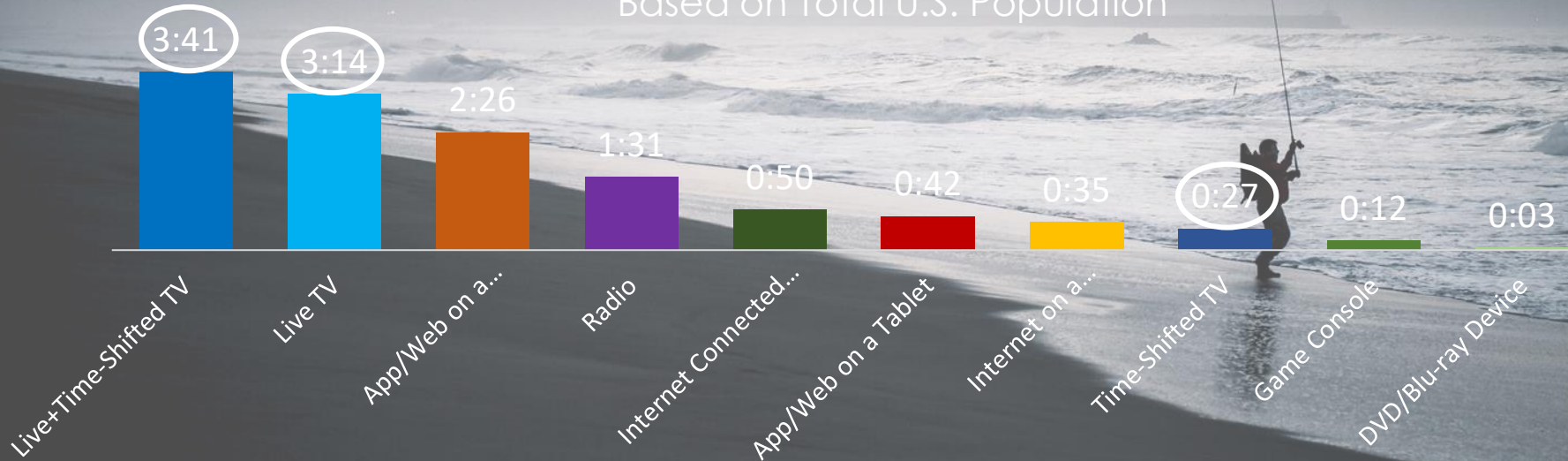
A person is silhouetted against a sunset beach, holding a fishing rod. The person is standing in the shallow water at the edge of the beach. The sky is filled with soft, glowing clouds, and the ocean waves are visible in the distance. The overall mood is serene and contemplative.

POWER OF TV TO REACH A QUALIFIED AUDIENCE

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

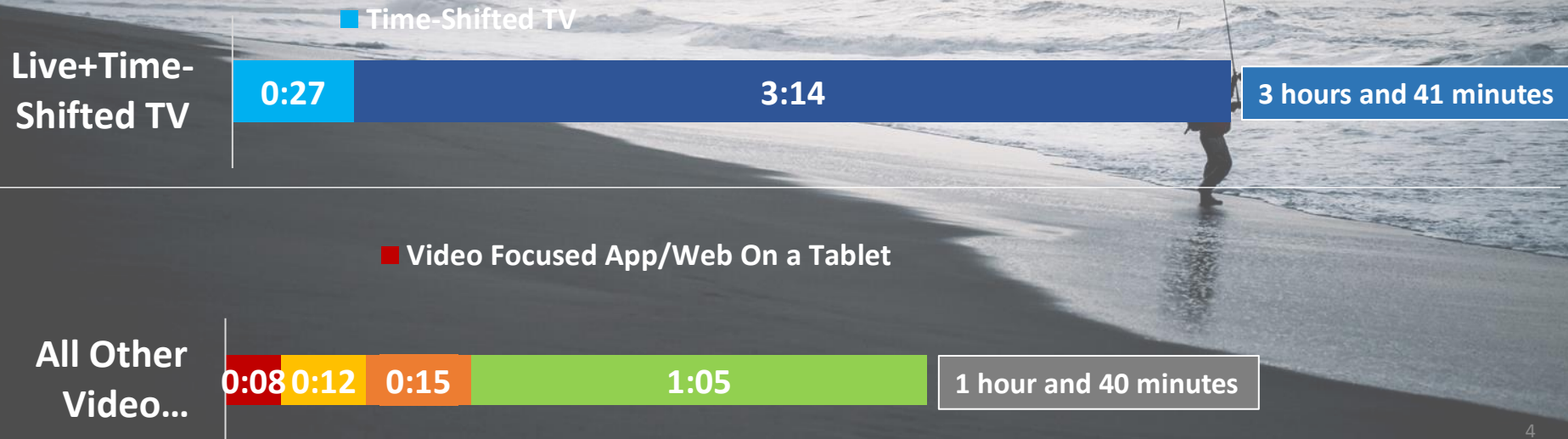
Average Time Spent Per Adult 18+ Per Day
Based on Total U.S. Population



TRADITIONAL LINEAR TV CONTINUES TO LEAD

ADULTS SPEND MORE TIME WATCHING TRADITIONAL LINEAR TV THAN THEY SPEND ON ALL OTHER VIDEO PLATFORMS COMBINED

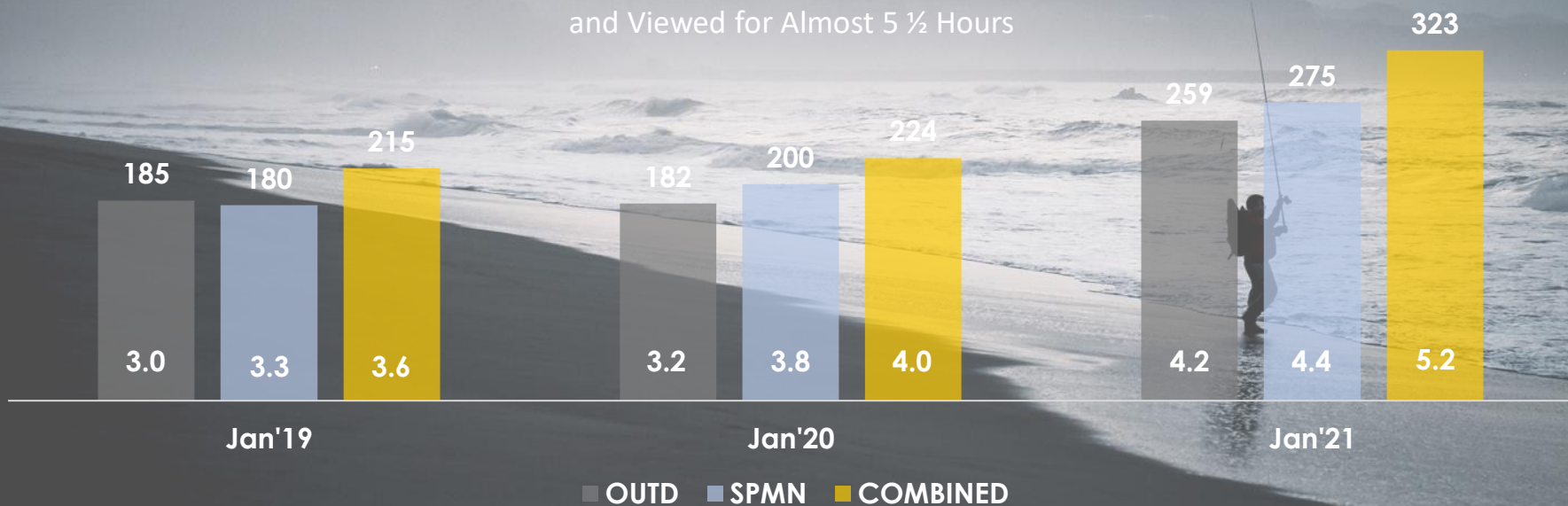
Average Time Spent Per Adult 18+ Per Day on Video
Based on Total U.S. Population



OSG VIEWERS MORE **ENGAGED** IN 2021

VIEWERS ARE WATCHING **MORE OFTEN**, FOR **LONGER** PERIODS OF TIME

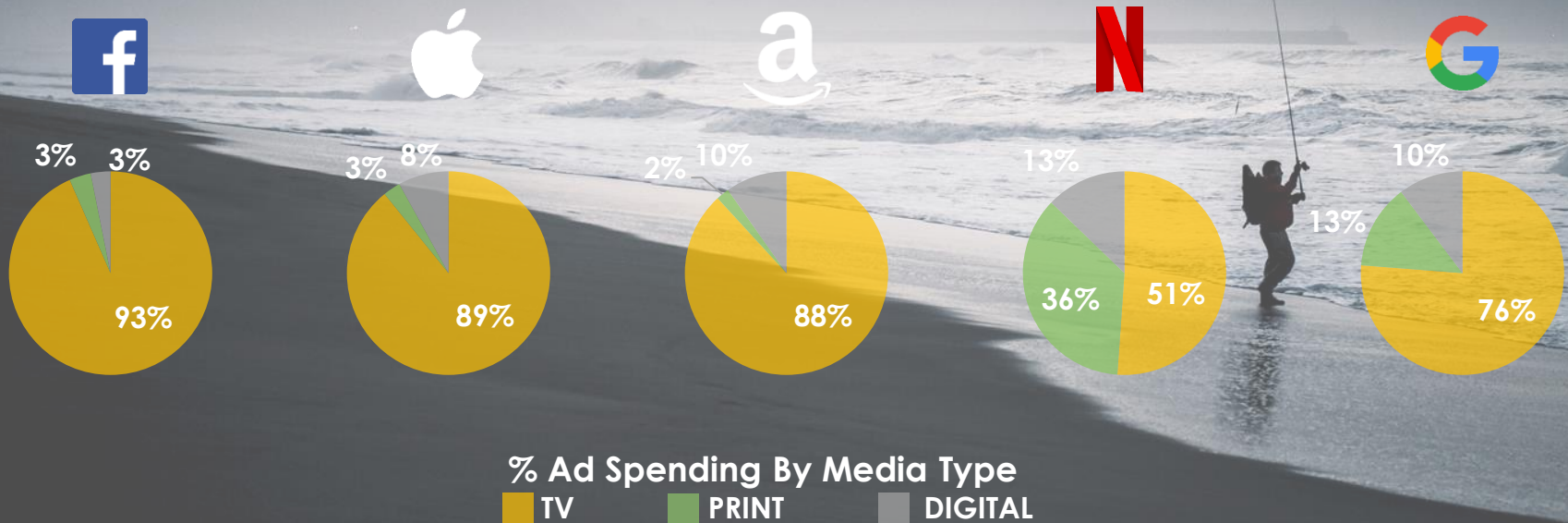
Jan'21, Viewers Tuned in to OUTD/SPMN More Than 5 Times
and Viewed for Almost 5 ½ Hours



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!



OSG'S TARGET AUDIENCE

121 MILLION U.S. ADULTS - ALMOST HALF OF THE TOTAL U.S.

ARE OUTDOOR ENTHUSIASTS, BOTH ACTIVE AND OBSERVERS

41% (103.5 MILLION)  **FISHING/HUNTING/SHOOTING**

29% (71.7 MILLION)  **HIKING/BACKPACKING**

29% (71.3 MILLION)  **CAMPING**

17% (43.4 MILLION)  **GOLF**

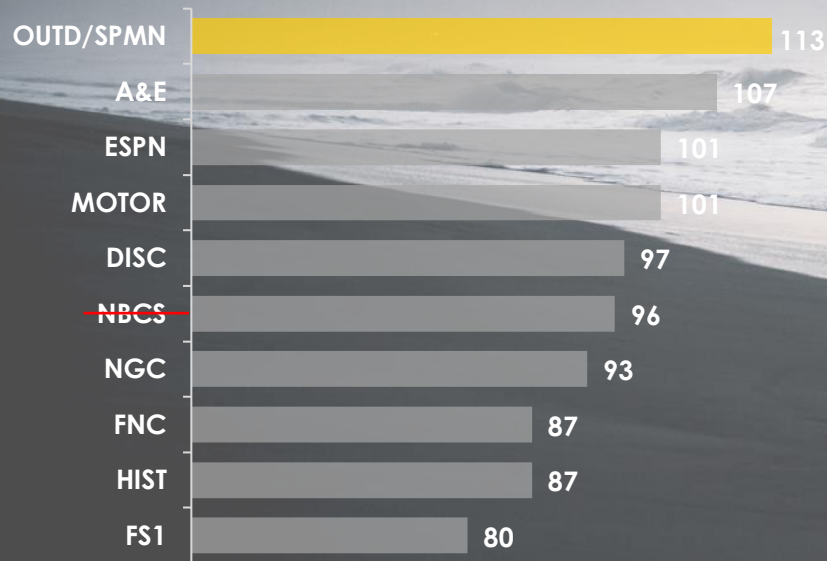
15% (37.8 MILLION)  **CYCLING**

10% (25.4 MILLION)  **TENNIS**

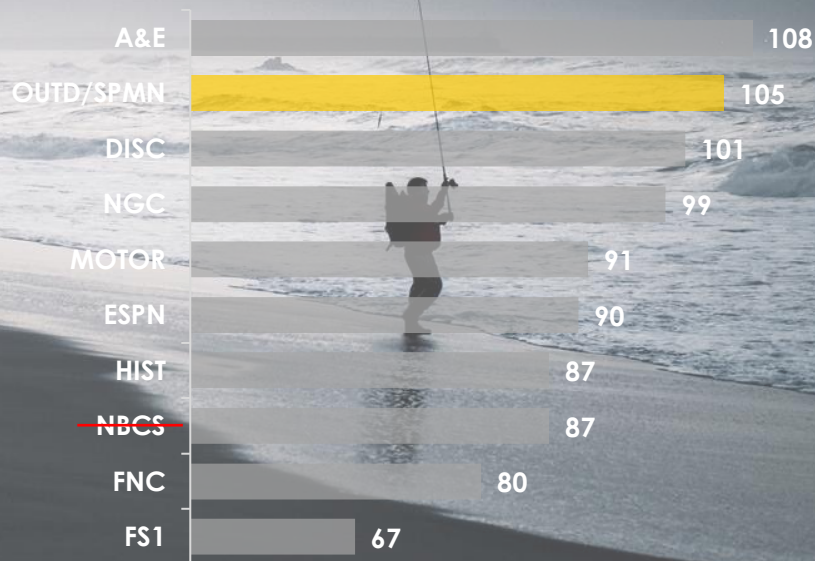
Source: MRI doublebase 2020 weighted to population, base = adults 18+ | **Active/observer outdoor enthusiast** = adults who either participate in or are fans of fishing, hunting, shooting, or attend fishing events or watch hunt/fish shows on TV or watch OUTF/SPMN last 30 days or watch MAP programs on other TV networks last 30 days (MAP programs include: DISC Alaskan Bush People and Naked & Afraid, NGC: Wicked Tuna and Life Below Zero). | **Participate/attend/Watch TV/Read about fishing/hunting** = hunting or fishing or target shooting last 12 months, attend fishing events last 12 months, hunt or fish on vacation, own fishing equipment, fishing boat, guns, Watch Events on TV and Read Hunting/Fishing Magazines. | **Golf** = participated, attended, watched on tv last 12 months – read print/paper/hard-copy version of golf digest or golf magazine or Golfweek | **Tennis** = participated, attended, watched on TV last 12 months – read print/paper/hard-copy version of tennis magazine | **Cycling** = own road bike, attended, watched on TV last 12 months – read print/paper/hard-copy version of bicycling magazine | **Hiking/Backpacking/Camping** = participate in these activities or own equipment to be used for these activities

OSG ADULT VIEWERS ARE RECEPTIVE TO ADVERTISING

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



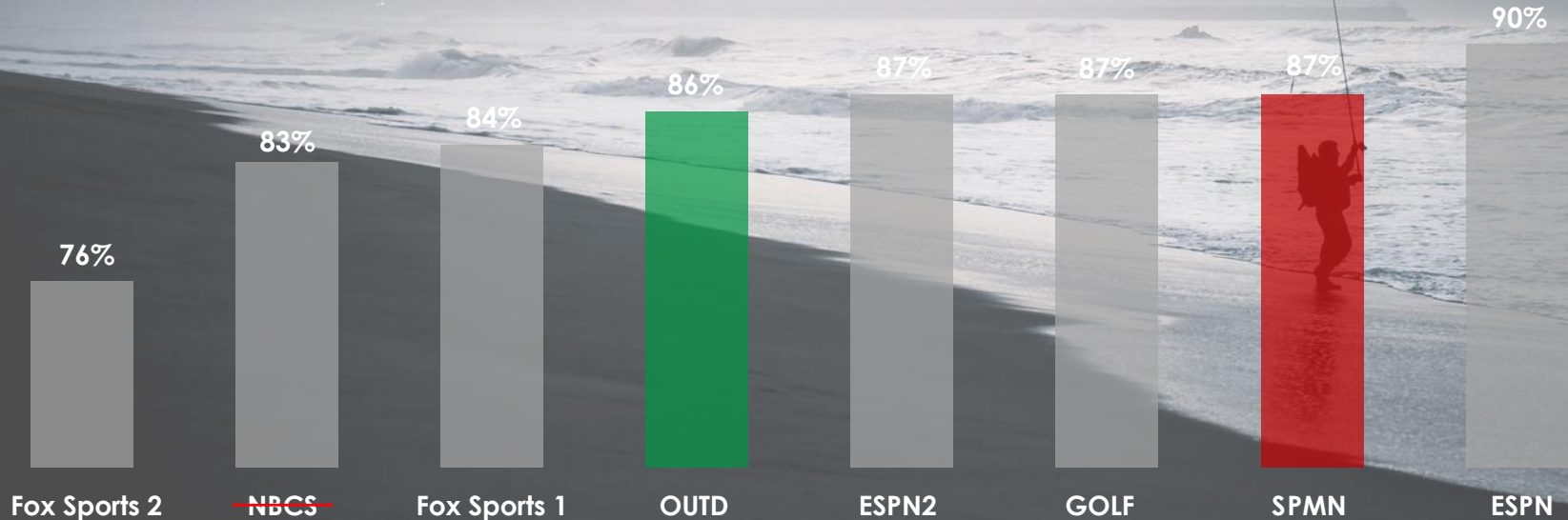
I'm more likely to buy products or services advertised on networks I like
Agree Completely



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



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

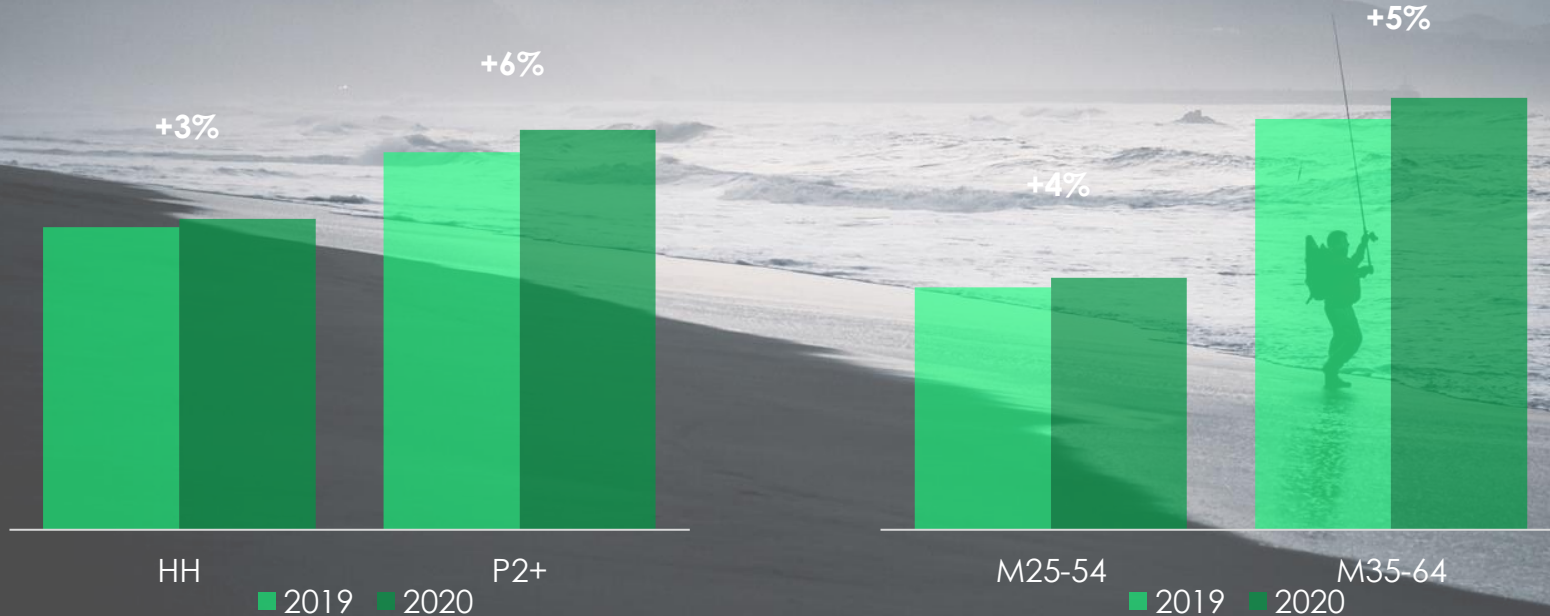
RATINGS SNAPSHOT



OUTDOOR CHANNEL GREW IN HHs

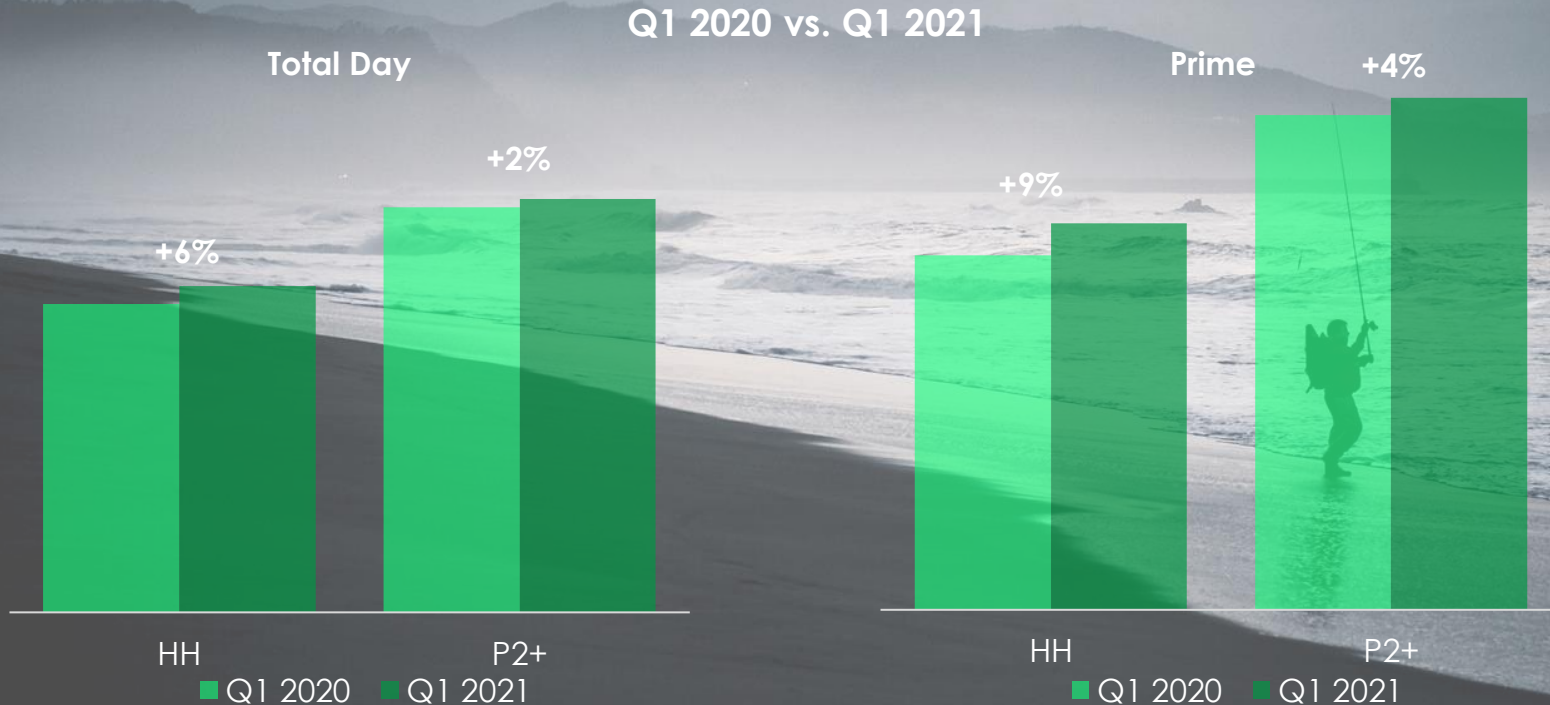
TOTAL VIEWER & KEY MALE DEMOS

2019 vs. 2020
Total Day – AA Proj. Units



OUTDOOR CHANNEL GREW IN HHs

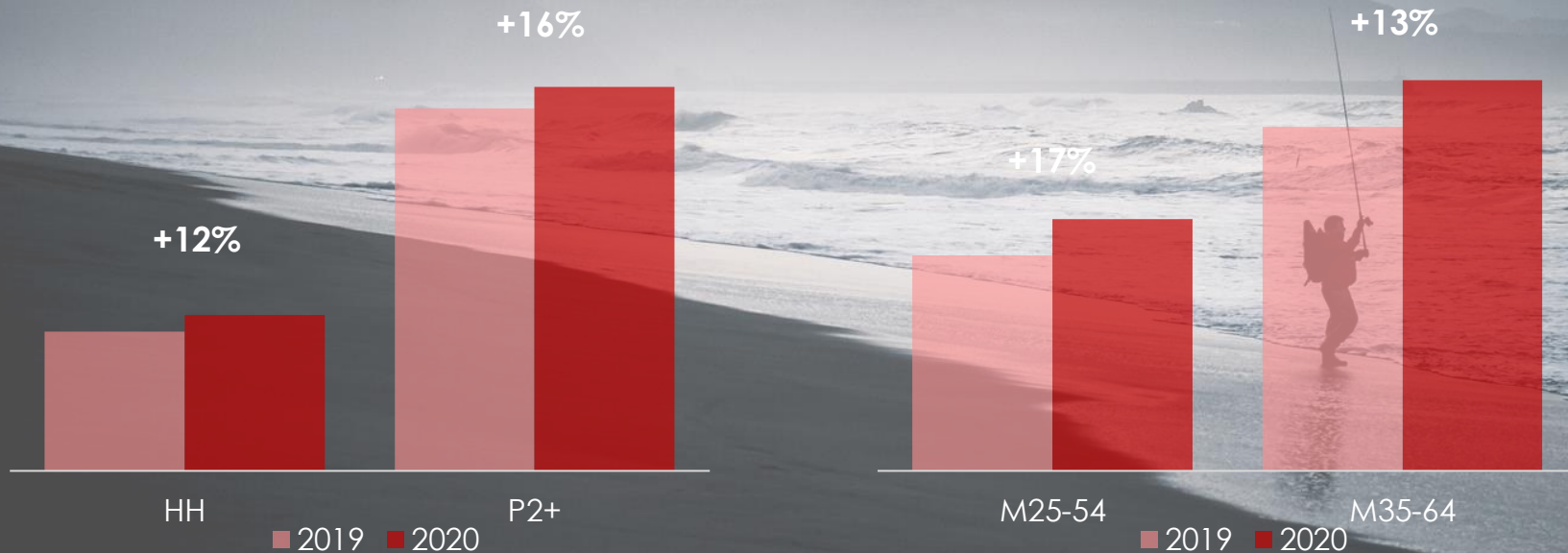
TOTAL VIEWERS during TOTAL DAY and PRIME



SPORTSMAN CHANNEL **GREW** IN HHS

TOTAL VIEWER & KEY MALE DEMOS

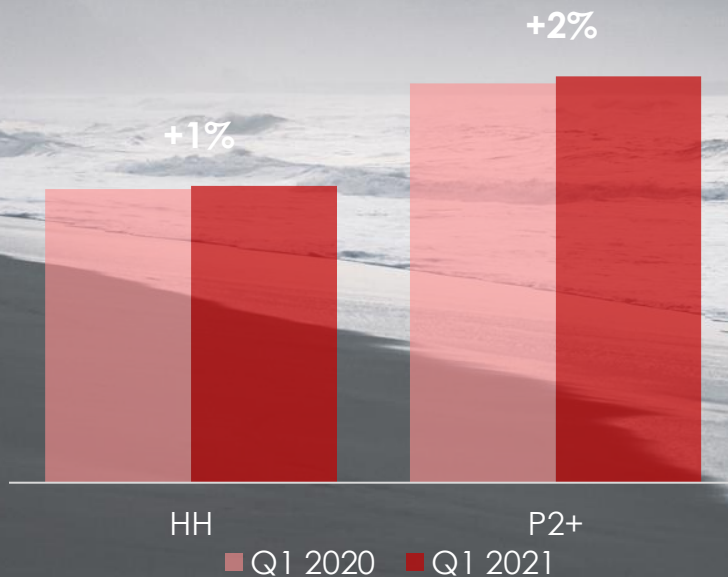
2019 vs. 2020
Total Day – AA Proj. Units



SPORTSMAN CHANNEL **GREW** IN HHS

TOTAL VIEWERS during PRIME

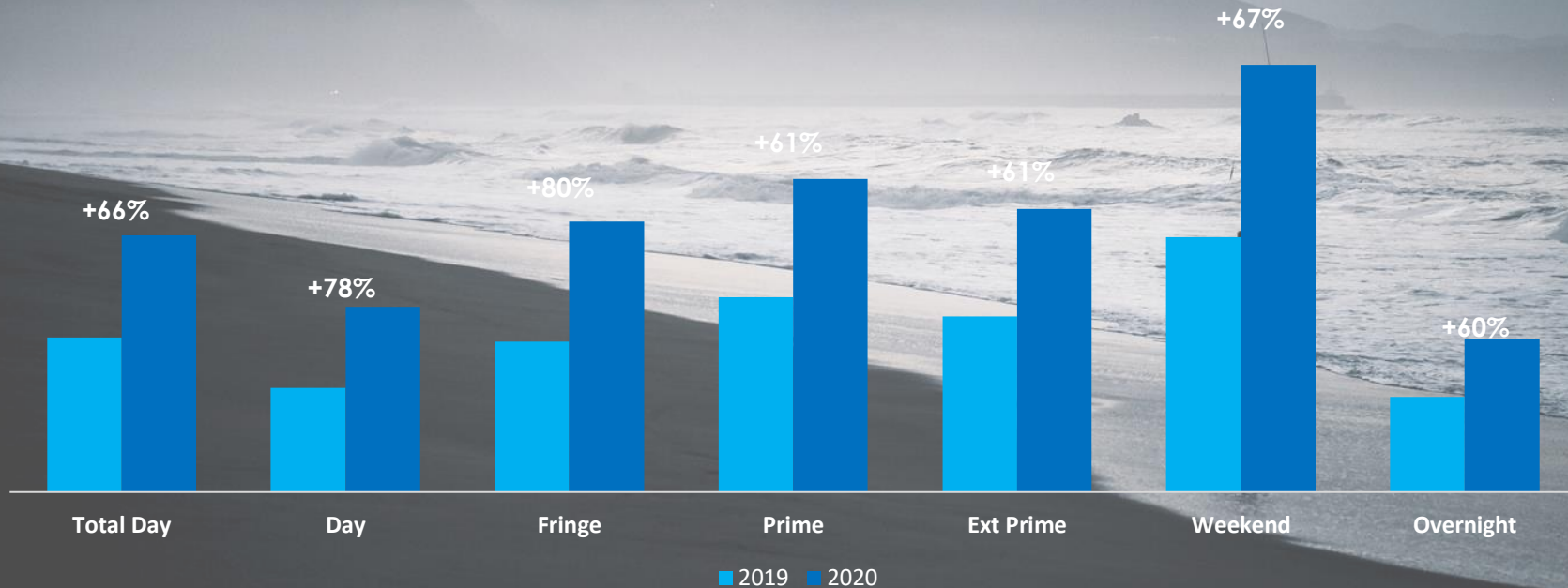
Q1 2020 vs. Q1 2021
Prime – AA Proj. Units



WORLD FISHING NETWORK YOY GROWTH

KEY DAYPARTS

Household Coverage Rating



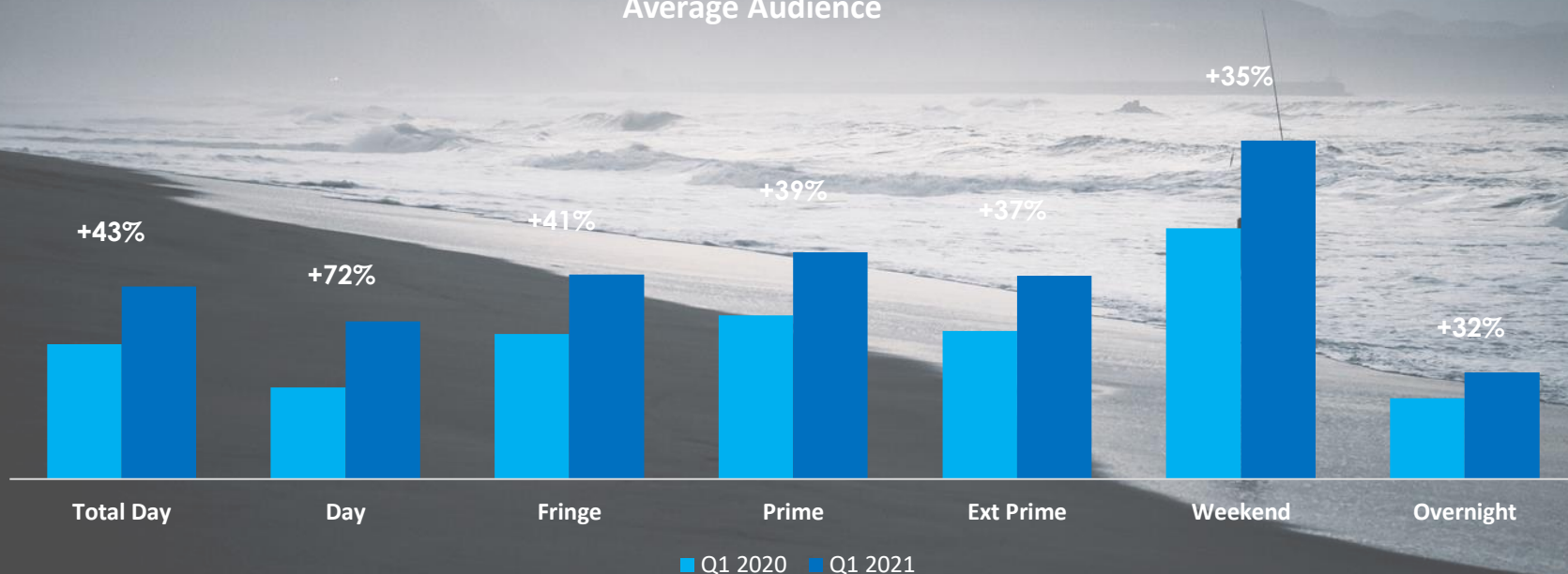
■ 2019 ■ 2020

Source: comScore TV Essentials; Network Summary; Data isLive. Total Day, Day, Fringe, Prime, Ext. Prime, Weekend, Overnight. 2019 vs. 2020.

WORLD FISHING NETWORK YOY GROWTH

KEY DAYPARTS

Q1 2020 vs Q1 2021
Average Audience



Source: comScore TV Essentials; Network Summary; Data isLive. Total Day, Day, Fringe, Prime, Ext. Prime, Weekend, Overnight. Q1 2020 vs. Q1 2021.

OSG's TOP FISHING SHOWS ARE GROWING!

OUTD & SPMN's Top 10 Fishing Shows Saw Viewership Growth or Held the Audience over the Top 10 Fishing Shows that Aired During the Same Period Last Year

HH AA (000)

Outdoor Channel

Sportsman Channel



Top Fishing Program Average

■ 2019 ■ 2020



Top Fishing Program Average

■ 2019 ■ 2020

OSG's TOP FISHING SHOWS ARE GROWING!

OUTD & SPMN's Top 10 Fishing Shows Saw Viewership Growth or Held the Audience over the Top 10 Fishing Shows that Aired During the Same Period Last Year

M25-54 AA (000)

Outdoor Channel

Sportsman Channel

+36%

+72%

Top Fishing Program Average

Top Fishing Program Average

■ 2019 ■ 2020

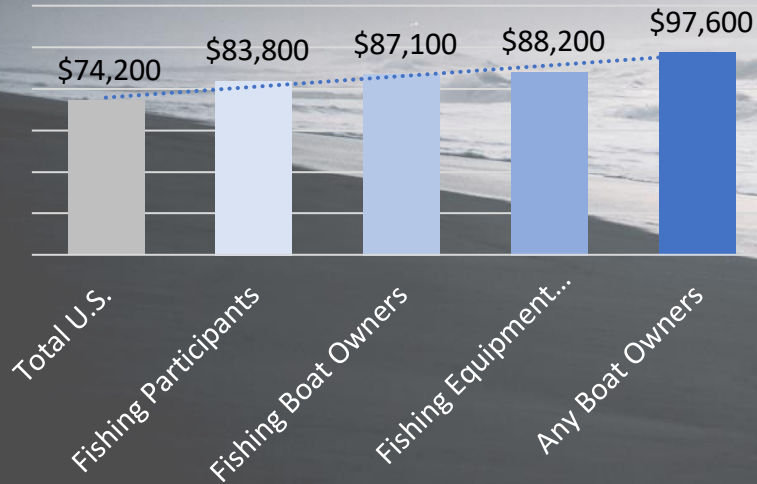
■ 2019 ■ 2020

ICAST/Fishing Data

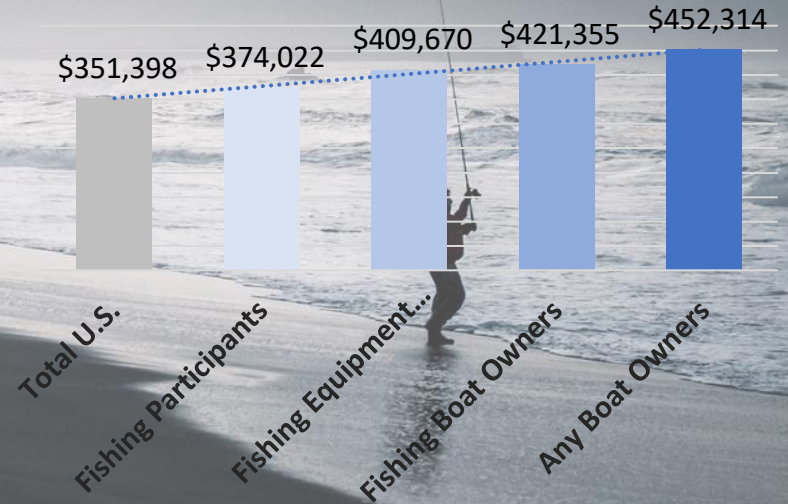


Fisherman Have A Higher HHI and Greater Net Worth Than The Average Adult

Median HHI



Average Household Net Worth



DEFINITION OF INDEX

A person is silhouetted against a sunset sky, fishing on a beach. The person is standing in the shallow water, holding a fishing rod. The beach is wide and sandy, and the ocean waves are visible in the background. The sky is filled with soft, colorful clouds from the setting sun.

- The index measures the likelihood that respondents meet the criteria for the column and the row compared to the U.S. population. The base number of the index for comparison purposes is 100.
- As an example:
 - OUTD Channel viewers are 115% **MORE LIKELY** to have salt or fresh water fished in the last 12 months vs. the total U.S. (Index reads 215)

PROMOTING THE OUTDOORS FISHING

	Outdoor Channel	Sportsman Channel
"I have a great deal of knowledge/experience in Fishing"	235	266
"My family/friends often ask for and trust my advice on Fishing"	191	239

ON THE WATER

	Outdoor Channel	Sportsman Channel
Fishing (salt water or fresh water) in last 12 months	215	209
Fishing - fresh water Participated in last 12 months	226	231
Fishing (salt water) in last 12 months	203	230
Fishing (fresh water) 1+ times a week	351	432*
Fishing (salt water or fresh water) 1+ times a month	255	227
Fishing (fresh water) 1+ times a month	267	263*
Boating (power) Participated in last 12 months	117	105

GEAR UP

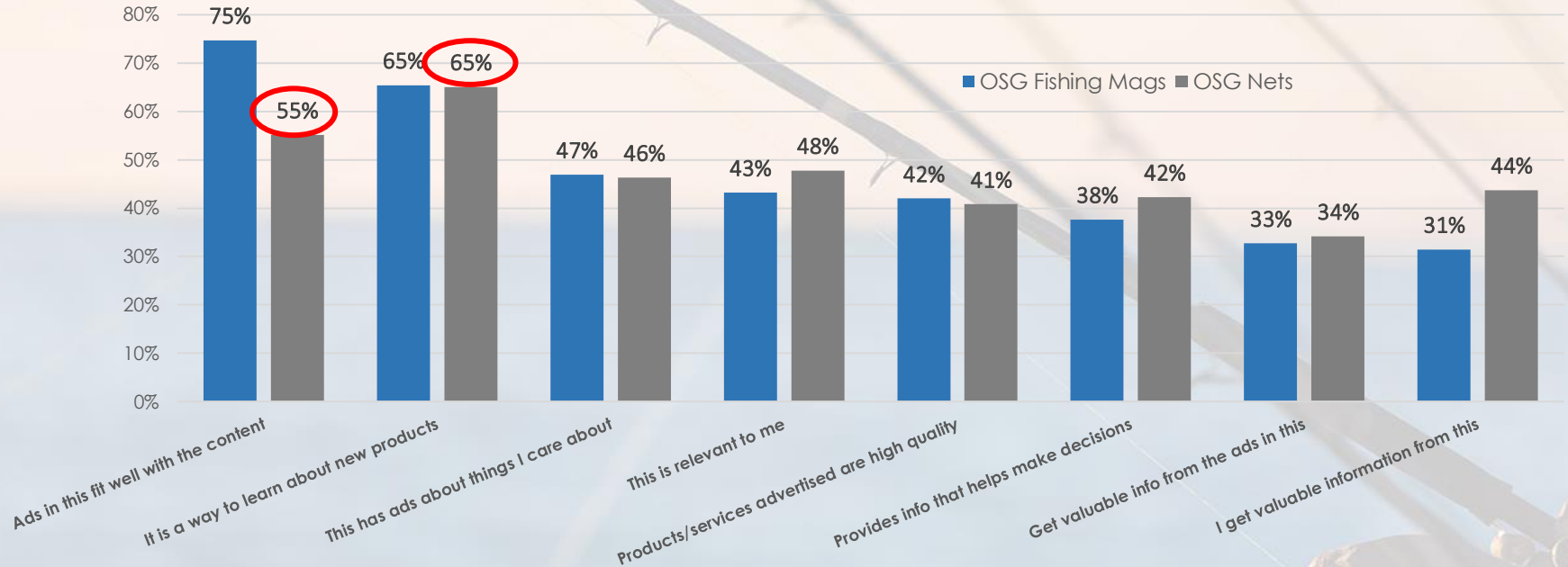
	Outdoor Channel	Sportsman Channel
Sport/Recreation Equipment - Amount spent in total: \$250+	156	149
Fishing reel Own	174	160
Fishing rod Own	172	156
Fishing lures or hooks Own	180	152
Other fishing equipment Own	205	189

BOATS/RECREATIONAL VEHICLES

	Outdoor Channel	Sportsman Channel
Owens Outboard Motor Boat	247	210
Owens Power Boat	180	198
Owens Bass/Fishing Boat	317	183
Owens Boat Trailer	221	217
Owens Towable Trailer Camper	192	166

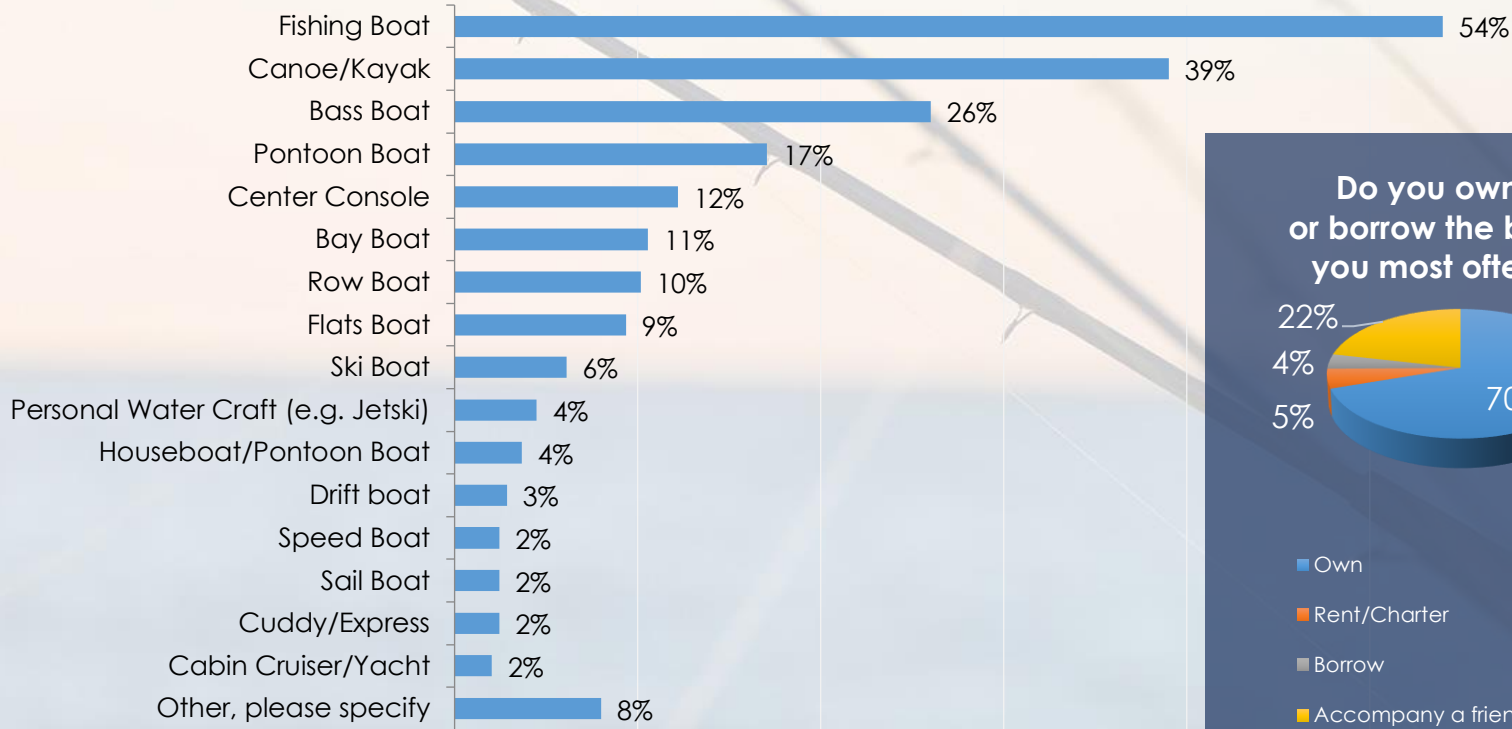
OSG OUTDOOR ADVISORS VALUE OSG MEDIA

Outdoor Advisor Angler/Boaters feel that ads and content in OSG media are relevant, informative and high quality

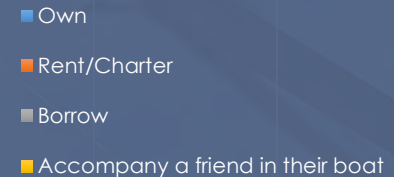
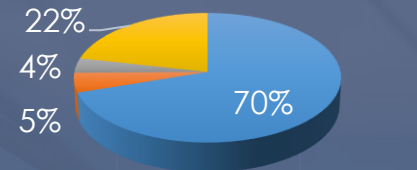


OSG ANGLERS OWN THEIR OWN FISHING BOATS

What kinds of boat(s) do you use?



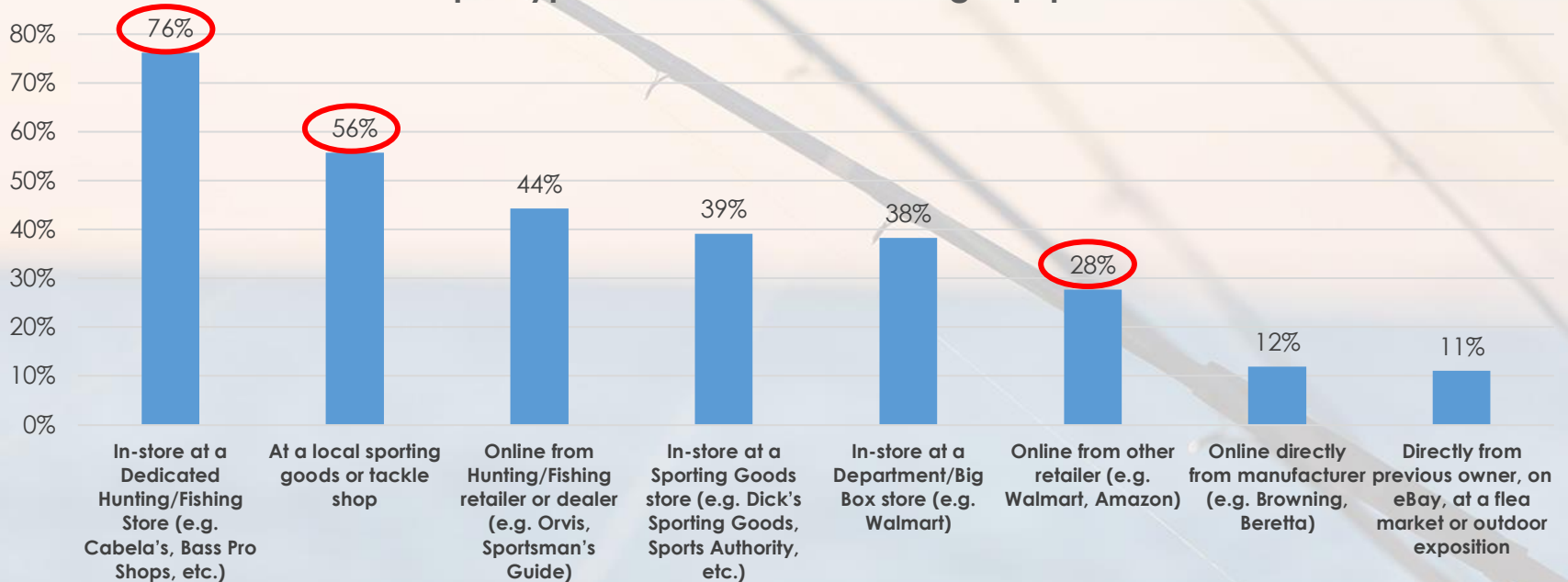
Do you own, rent or borrow the boat that you most often use?



OSG ANGLERS LIKE THE IN-STORE EXPERIENCE

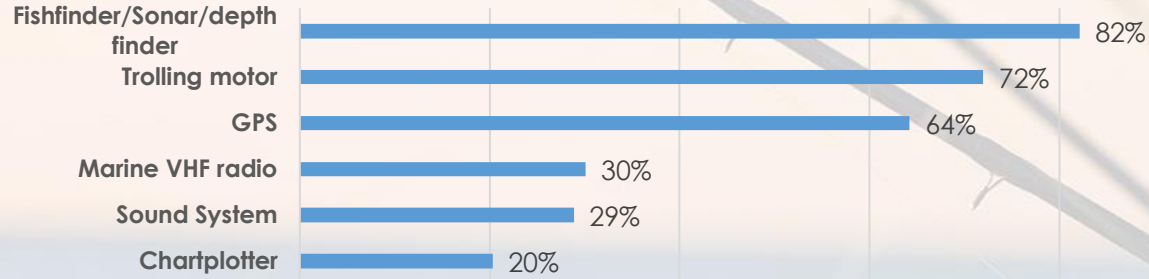
Four of the top five types of preferred retailers for fishing equipment are brick and mortar stores

Top 3 Types of Retailers for Fishing Equipment

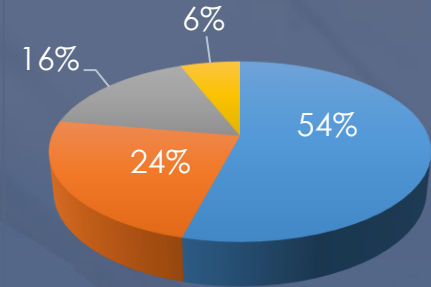


NEARLY 50% OF OSG CONSUMERS ARE WILLING TO SPEND \$1,000+ ON MARINE ELECTRONICS

What marine electronics equipment do you have or would you like to have on your boat?



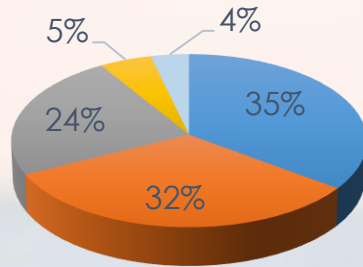
How much have you or would you be willing to spend (in total) on electronics for your boat?



- Less than \$1,000
- Between \$1,001 and \$2,500
- Between \$2,501 and \$5,000
- Over \$5,001

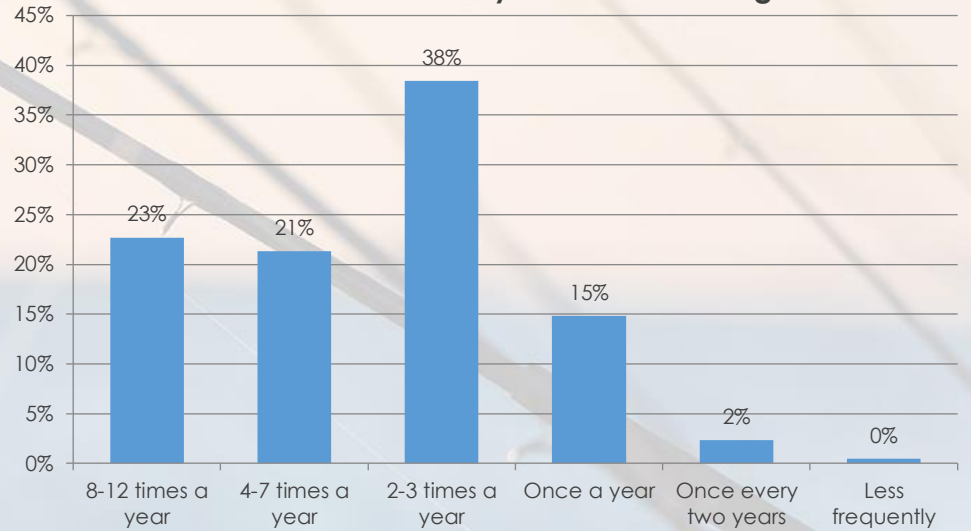
68% of OSG ANGLERS TRAVEL OFTEN TO FISH

Which best describes the way you travel to fish?



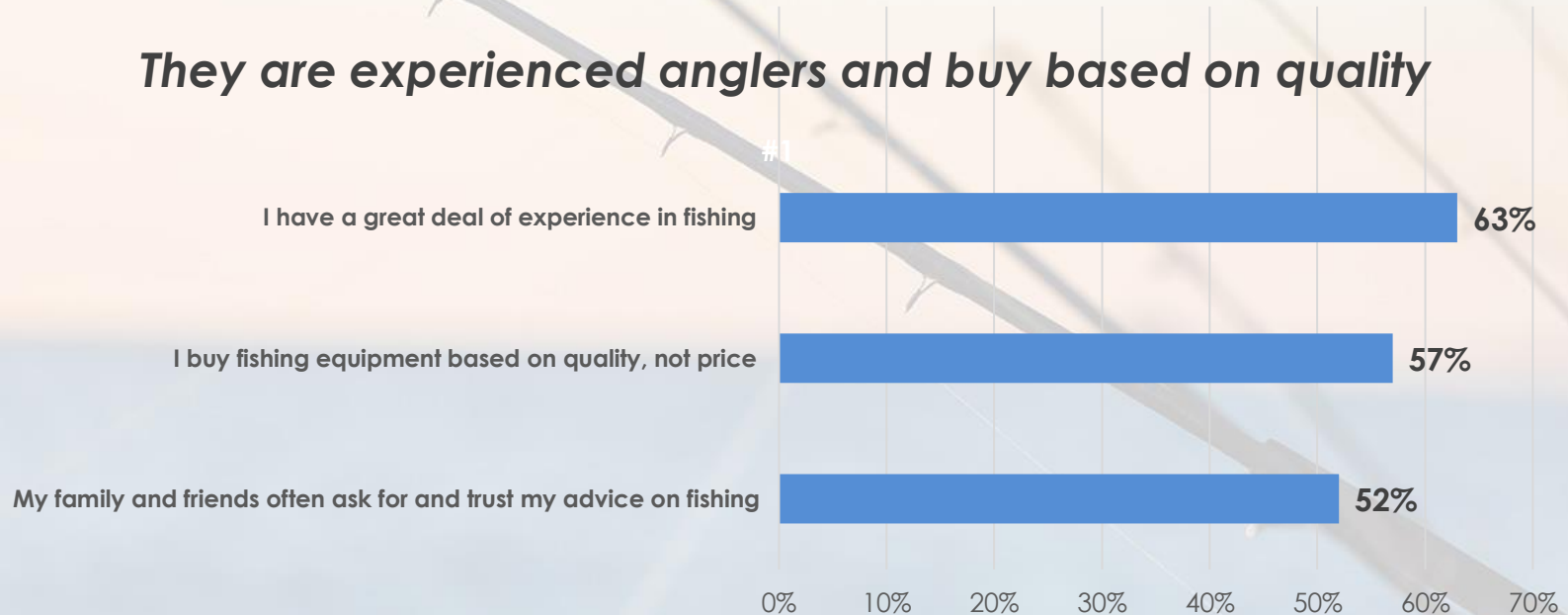
- Single day trips
- Trips that require an overnight/weekend stay
- Multiple day trip (3-6 days)
- A vacation trip/Charter Boat/Multiple nights (7+days)
- Other, please specify

How often do you travel for fishing?



OSG CONSUMERS ARE INFLUENTIAL ANGLERS

They are experienced anglers and buy based on quality



OSG BOATERS ARE INFLUENTIAL CONSUMERS

They are experienced boaters who buy based on quality

Strongly/Somewhat Agree %



Source: OSG Research from Vision Critical, Outdoor Advisors Panel, Boat-Fish Study May 2018, n=246