



## Outdoor Channel and Sportsman Channel Rank Among Top 20 Basic Cable Networks in July with Men 25-54

### *Outdoor Lifestyle Networks Continue to Grow with Steady Increases in Key Demographics and High-Income Households (\$100K+)*

**DENVER (August 20, 2020)** – During the month of July, **Outdoor Channel** and **Sportsman Channel** ranked among the Top 20 basic cable networks in year-over-year growth with Men 25-54. Both networks also experienced impressive growth among high-income households (\$100K+).

#### **Outdoor Channel Highlights (July 2020):**

- Outdoor Channel ranked among the Top 20 basic cable networks in year-over-year growth with Men 25-54.
- Outdoor Channel grew its impressions in total day by +22% in households and +13% with Men 25-54 compared to July 2019.
- Outdoor Channel grew its impressions during Weekends by +46% in household and +22% with Men 25-54 compared to July 2019.
- Outdoor Channel grew its impressions with higher income households (\$100K+) by +95% compared to 2019.

#### **Sportsman Channel Highlights (July 2020):**

- Sportsman Channel ranked among the Top 20 basic cable networks in year-over-year growth with both Men 18-49 and Men 25-54.
- Sportsman Channel delivered its highest impressions for the month of July during total day in four years with Men 25-54 (July 2016).
- Sportsman Channel grew its impressions in total day by +8% in households and +19% with Men 25-54 compared to July 2019.
- Sportsman Channel grew its impressions during Weekends by +22% in households and +17% with Men 25-54 compared to July 2019.
- Sportsman Channel grew its impressions with higher income households (\$100K+) by +70% compared to 2019.

For more information about Outdoor Sportsman Group Networks and Sportsman Channel Canada visit: [www.outdoorsg.com](http://www.outdoorsg.com)

**About Outdoor Channel:** Outdoor Channel has been taking viewers across America and around the world on unparalleled adventures since 1993. Dedicated to the outdoor lifestyle and conservation, the independent cable network is a division of Outdoor Sportsman Group and provides a complete spectrum of riveting hunting, fishing, shooting and adventure entertainment. Outdoor Channel is the largest outdoor TV footprint in the country and is available in more than 50 countries internationally. Outdoor Channel can be viewed in HD and is accessible by broadband and mobile platforms. For program times and other information, visit [www.outdoorchannel.com](http://www.outdoorchannel.com). Follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [YouTube](#). [#WhatGetsYouOutdoors](#). [#MyOutdoorTV](#)

**About Sportsman Channel:** Launched in 2003, Sportsman Channel/Sportsman HD/Sportsman Channel Canada (added in 2019) are television and digital media networks fully devoted to honoring a lifestyle that is celebrated by millions of North Americans. A division of Outdoor Sportsman Group, Sportsman Channel/Sportsman Canada delivers entertaining and informative programming that showcases outdoor adventure, hunting and fishing, and illustrates it through unique and authentic storytelling. Sportsman Channel/Sportsman Channel Canada embrace the attitude of celebrating the Great Outdoors in equal measure. Stay connected to Sportsman Channel online at [thesportsmanchannel.com](http://thesportsmanchannel.com), [Facebook](#), [Twitter](#) and [YouTube](#). #IAmSportsman. #MyOutdoorTV

**About Sportsman Channel Canada:** Launched in 2019, Sportsman Channel Canada joins Sportsman Channel and Sportsman Channel HD in the Outdoor Sportsman Group stable of networks that are television and digital media networks fully devoted to honoring a lifestyle that is celebrated by millions of North Americans. Sportsman Channel Canada delivers entertaining and informative programming that showcases outdoor adventure, hunting and fishing, and illustrates it through unique and authentic storytelling. Sportsman Channel Canada embraces Canadian's passion for the Great Outdoors through its commitment to deliver content produced by, and for, Canadian outdoorsmen and women, as well as the best outdoor content produced in the U.S. Stay connected to Sportsman Channel Canada online at [www.sportsmancanada.ca](http://www.sportsmancanada.ca), [Facebook](#), [Twitter](#) and [Instagram](#) #IAmSportsman. #MyOutdoorTV

**Source:** Nielsen, Marketbreaks, Live+7, Delivery: AA (Projected Units), July 2020 (6/29/20-7/26/20); Year Ago: July 2019 (7/1/19-7/28/19). July 2018, July 2017, Rank Among All networks based on Year-Over-Year % Growth in Proj. Units. Total Day (M-SU 6A-6A), Weekends (SA-SU 6A-7P); Households Income = \$100,000+

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