



Outdoor Sportsman Group Networks Continue to Dominate Within Outdoor Lifestyle Industry with Year-over-Year Growth

Outdoor Channel and Sportsman Channel Combine for More Than 1 Billion Household Minutes Viewed in February 2021

DENVER (March 29, 2021) – In February, **Outdoor Sportsman Group Networks (Outdoor Channel and Sportsman Channel)** accounted for 83%* of all viewing to outdoor lifestyle networks, up 5% from one year ago (78%, February 2020). The networks continue to dominate their linear competitors vying to capture viewer interest in the genre.

Outdoor Channel and Sportsman Channel 2021 Highlights (February):

- Outdoor Channel and Sportsman Channel combined to deliver nearly 1.1 Billion total household minutes viewed during February 2021, which is more than five times the minutes viewed by its closest competitor during the month.

Sportsman Channel 2021 Highlights (February):

- During February 2021, Sportsman Channel delivered more than 333 Million total household minutes viewed, which is 118 Million minutes more than its closest competitor during the month.

For more information about Outdoor Sportsman Group Networks visit: www.outdoorsg.com

About Outdoor Sportsman Group: Outdoor Sportsman Group is comprised of the world's foremost media and entertainment brands for outdoor adventure enthusiasts. It includes three leading multichannel networks: Outdoor Channel, Sportsman Channel and World Fishing Network, as well as Sportsman Channel Canada and MOTV, the world's leading subscription-based video-on-demand outdoor television content platform. The Group also consists of a number of established publishing assets: 16 outdoor magazines including *Guns & Ammo*, *Game & Fish*, *Petersen's Hunting*, *In-Fisherman* and 20 top websites, including OutdoorChannelPlus.com. Additionally, Outdoor Sportsman Group includes television production operations, Winnercomm. For more information, visit www.outdoorsg.com. #MyOutdoorTV

SOURCE: Nielsen, Marketbreaks, Live+7, M-SU 6A-6A, AA (Proj. Units), Feb 2021: 2/1/21-2/28/21, Feb 2020: 1/27/20-2/23/20; Total Household Minutes Viewed = Total Duration X AA (Proj. Units). Share of Cable TV Networks with 50% or more of schedule consisting of Hunt/Fish/Shoot programming.

MEDIA CONTACT:

Tom Caraccioli | Outdoor Sportsman Group | 212.852.6646 | Tom.Caraccioli@OutdoorSG.com