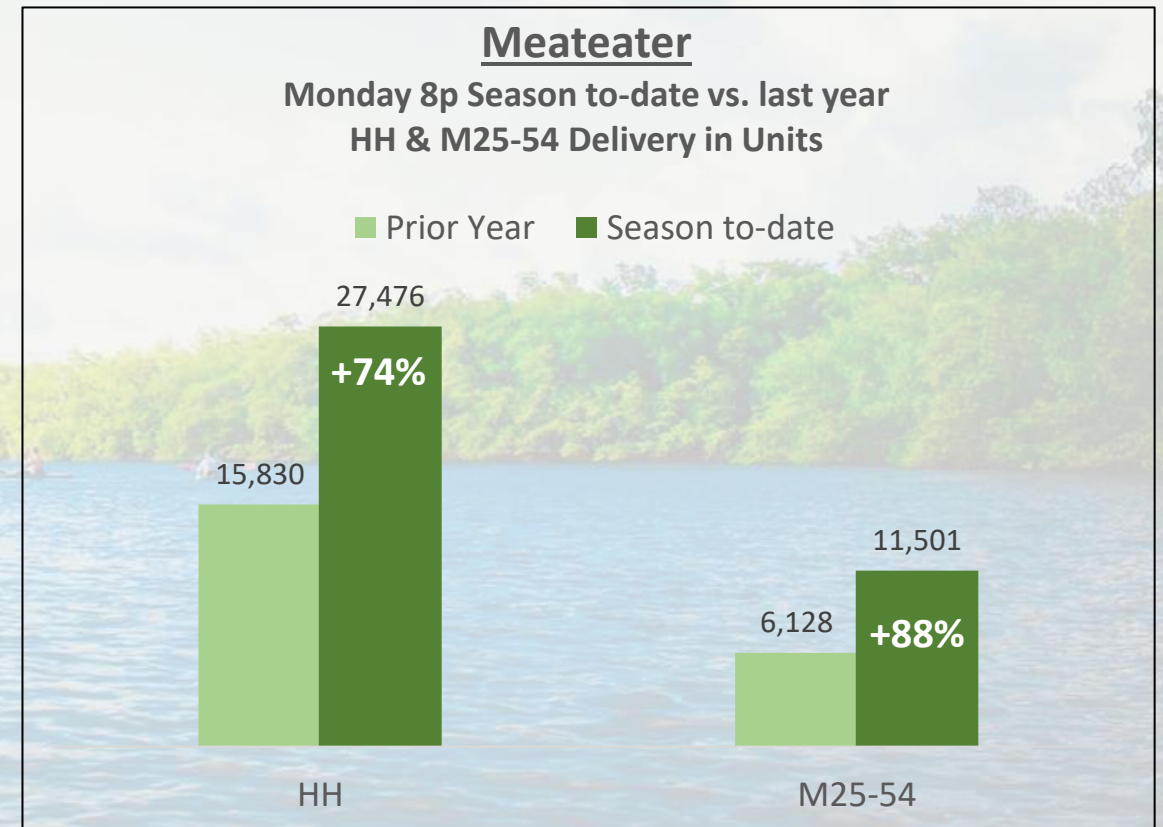
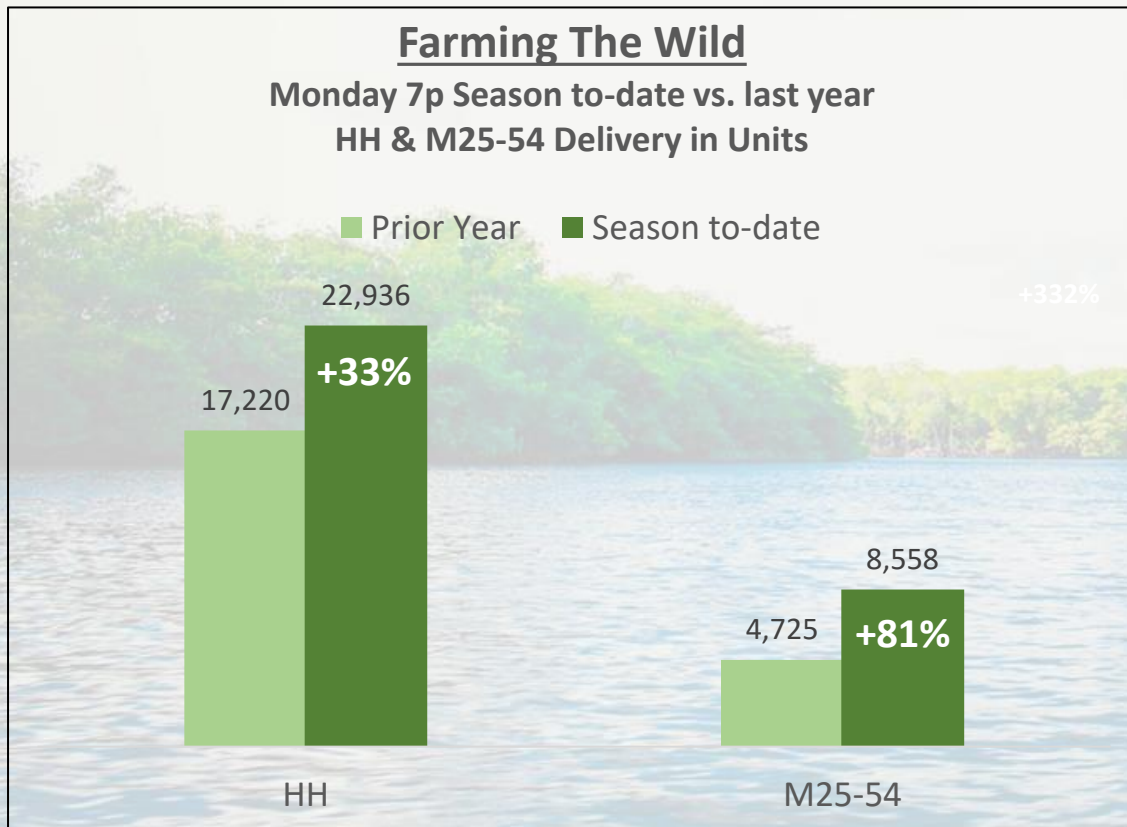
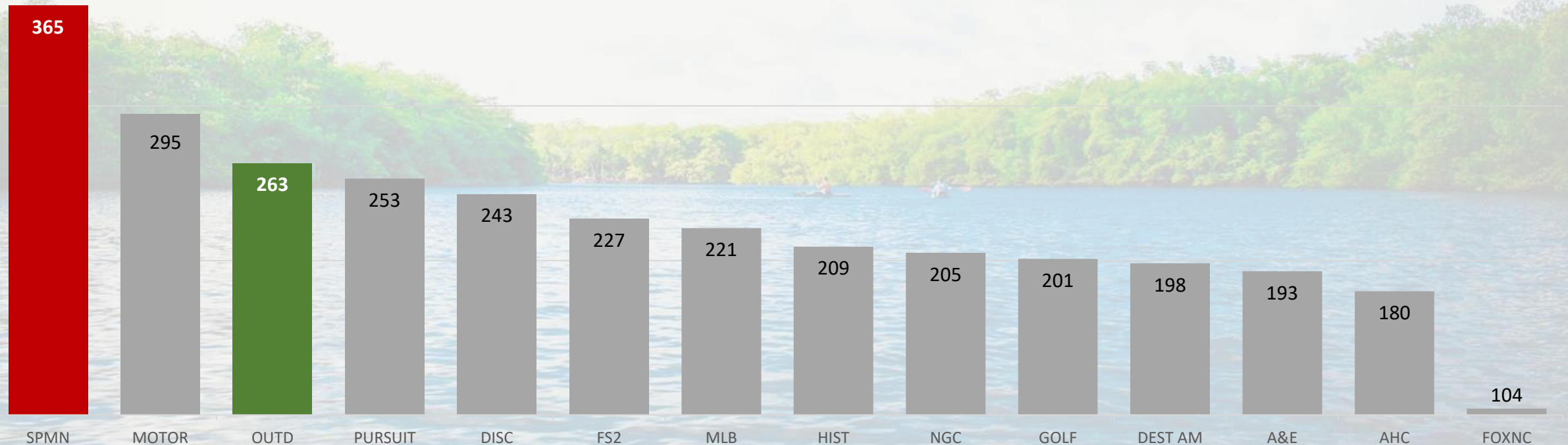


## Outdoor Channel is Seeing Growth With Returning Programs Delivering significantly more viewers compared to last year's time period



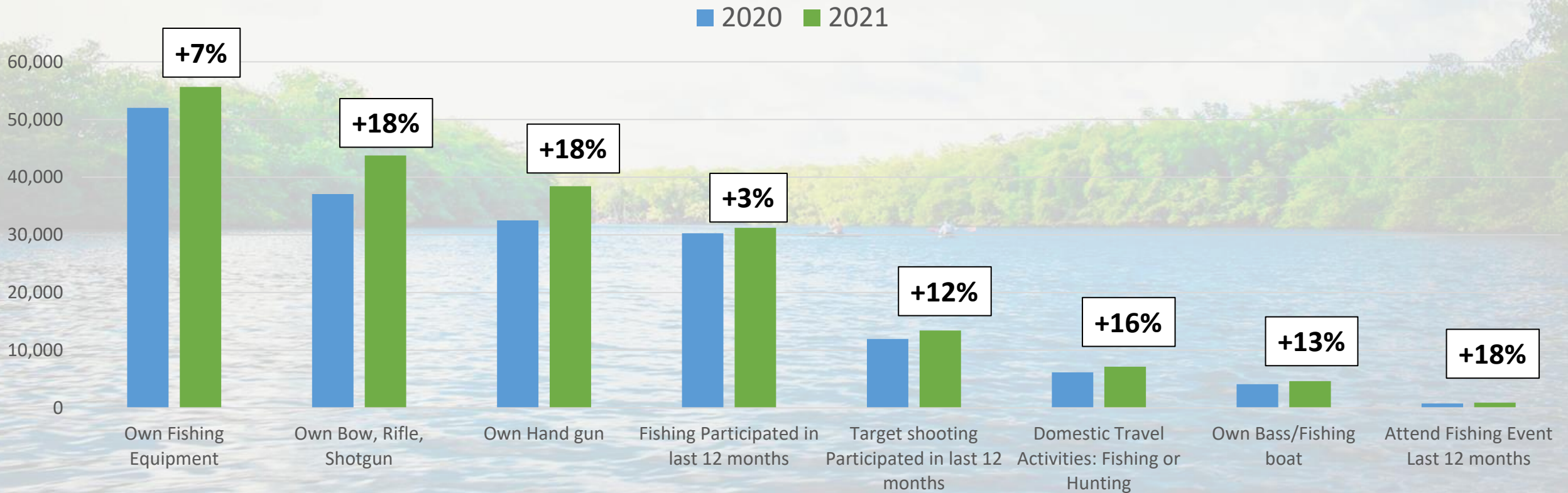
## OSG IS THE PLACE TO REACH MEN

We Have a Higher Concentration of M25-54 Viewers Than Competitors  
3Q'21 M25-54 VPVH Rank vs. Competitive Set



# Interest in Hunting & Fishing Continues To Rise!

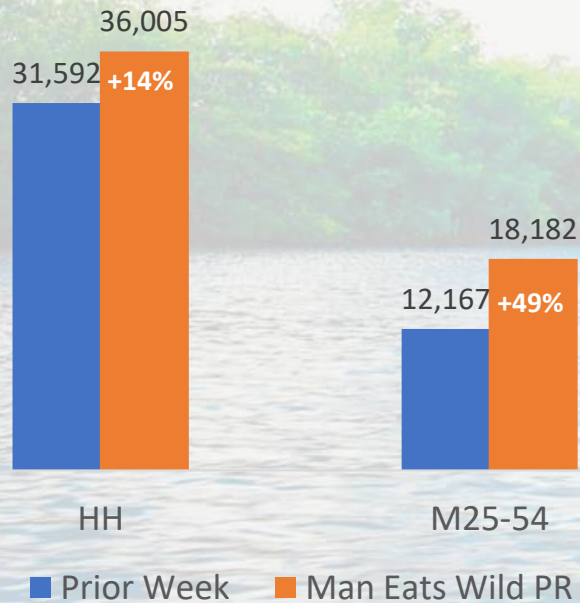
Number of U.S. Adults Who Own, Participate or Attend  
MRI Doublebase 2021 vs. 2020



## Outdoor Channel is Seeing Growth With Fall Premieres, Delivering double, triple and even quadruple the viewers compared to recent norms

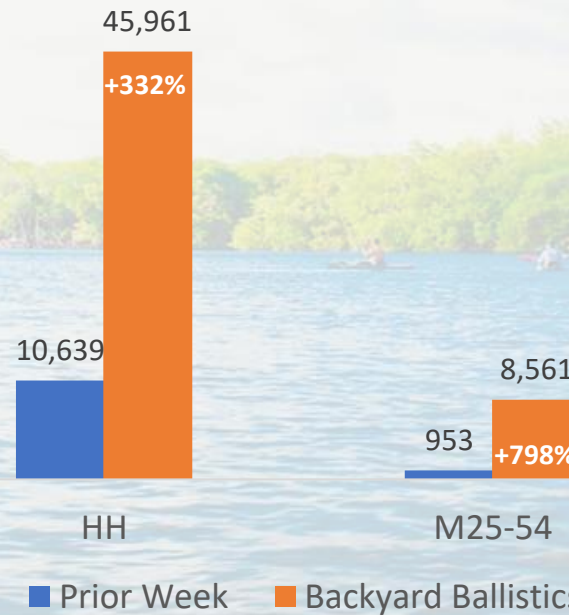
### Man Eats Wild

Monday 730p Premiere vs. Prior Week  
HH & M25-54 Delivery (000)



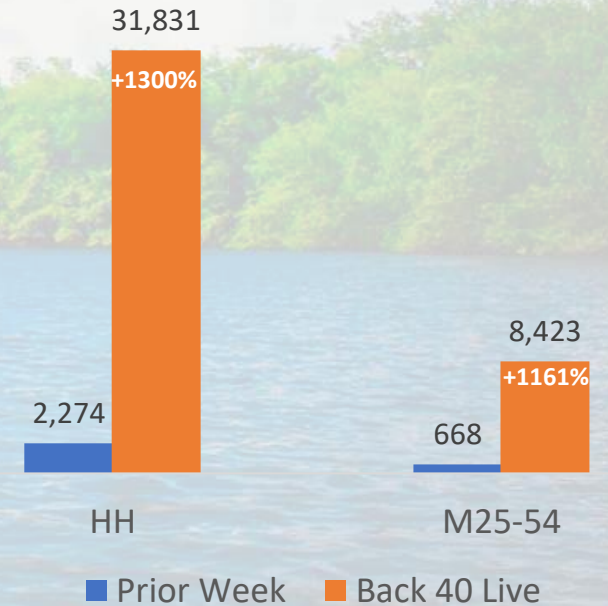
### Backyard Ballistics

Wednesday 7P Premiere vs. Prior Week  
HH & M25-54 Delivery (000)



### Back 40 Live

Saturday 730p Premiere vs. Prior Week  
HH & M25-54 Delivery (000)

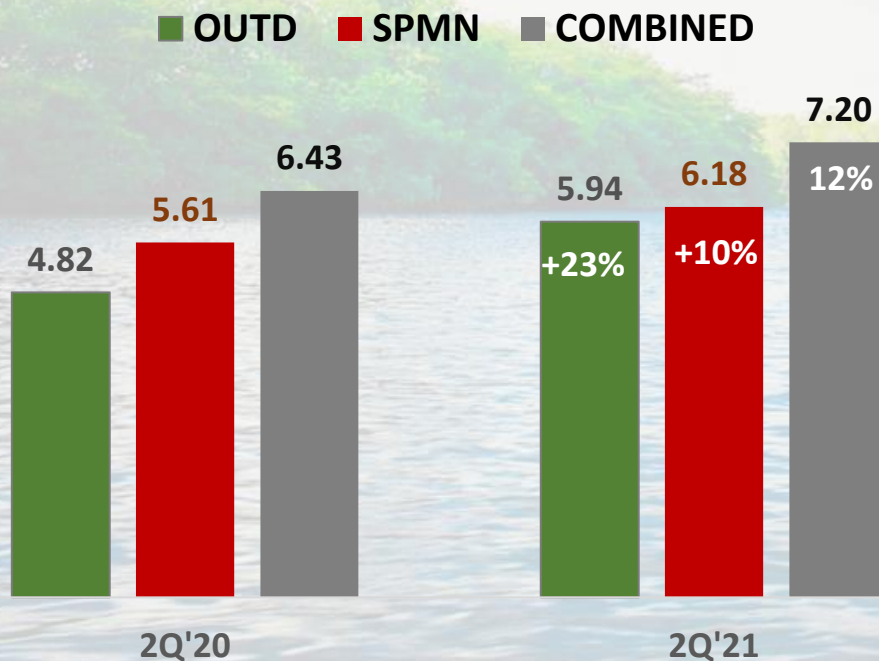


## OSG Viewers Continue To Be More Engaged

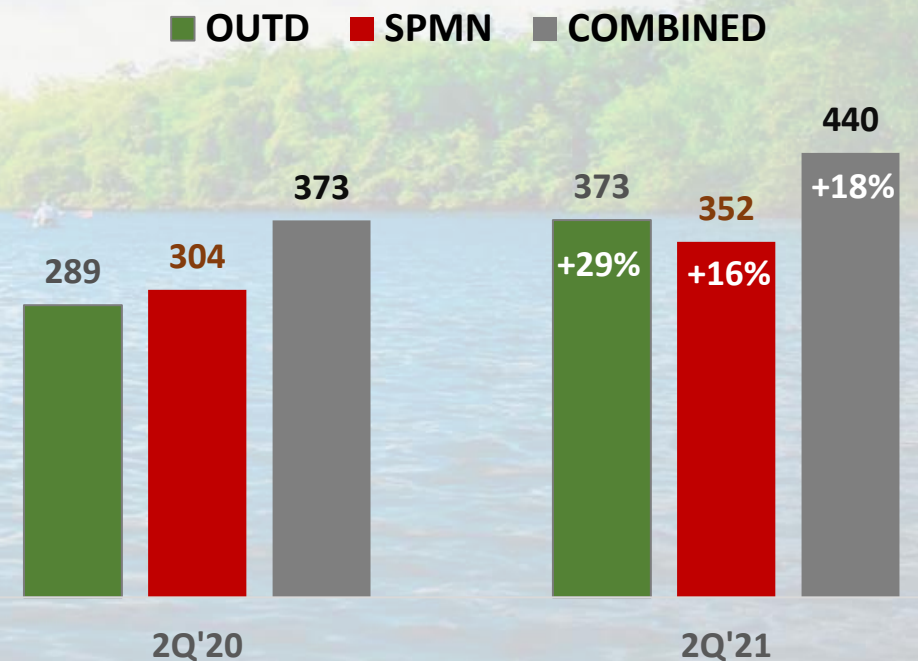
*Even Compared to Viewership Peaks Due to Covid in 2020, OUTD and SPMN Viewers Continue to Watch More Often and For Longer Periods of Time*

In 2Q'21, Viewers Tuned Into OUTD/SPMN more than 7 times and viewed for almost 7 ½ hours (440 Minutes)

Average Frequency % Increase Vs. Prior Year



Minutes Viewed % Increase Vs. Prior Year



## OSG DELIVERS MORE VIEWERS THAN PURSUIT AND MOST OF THESE VIEWERS ARE ONLY WATCHING US, NOT PURSUIT

OSG's audience is much larger than Pursuit's and while most OSG viewers are not watching Pursuit, Pursuit viewers are watching us - so advertisers can easily reach them on our networks!



**Outdoor**  
CHANNEL

- Delivers almost 5 Times More Viewers than Pursuit
- Only 14% of OUTD Viewers Watch Pursuit but 40% of Pursuit Viewers Watch OUTD



**SPORTSMAN**  
CHANNEL

- Delivers almost 2 Times More Viewers than Pursuit
- Only 28% of SPMN viewers Watch Pursuit but almost 40% of Pursuit Viewers Watch SPMN



**WORLD FISHING NETWORK**

- Delivers almost 1.5 Times More Viewers than Pursuit
- Low Duplication Between Networks

**PURSUIT**

- Small Audience
- Many of their Viewers are Watching OSG

*Circle size closely reflects average audience size*

# OUTDOOR CHANNEL GREW IN HHS

TOTAL VIEWERS during TOTAL DAY and PRIME

Q1 2020 vs. Q1 2021

Total Day

Prime

+4%

+6%

+2%

+9%

HH

P2+

HH

P2+

■ Q1 2020 ■ Q1 2021

■ Q1 2020 ■ Q1 2021

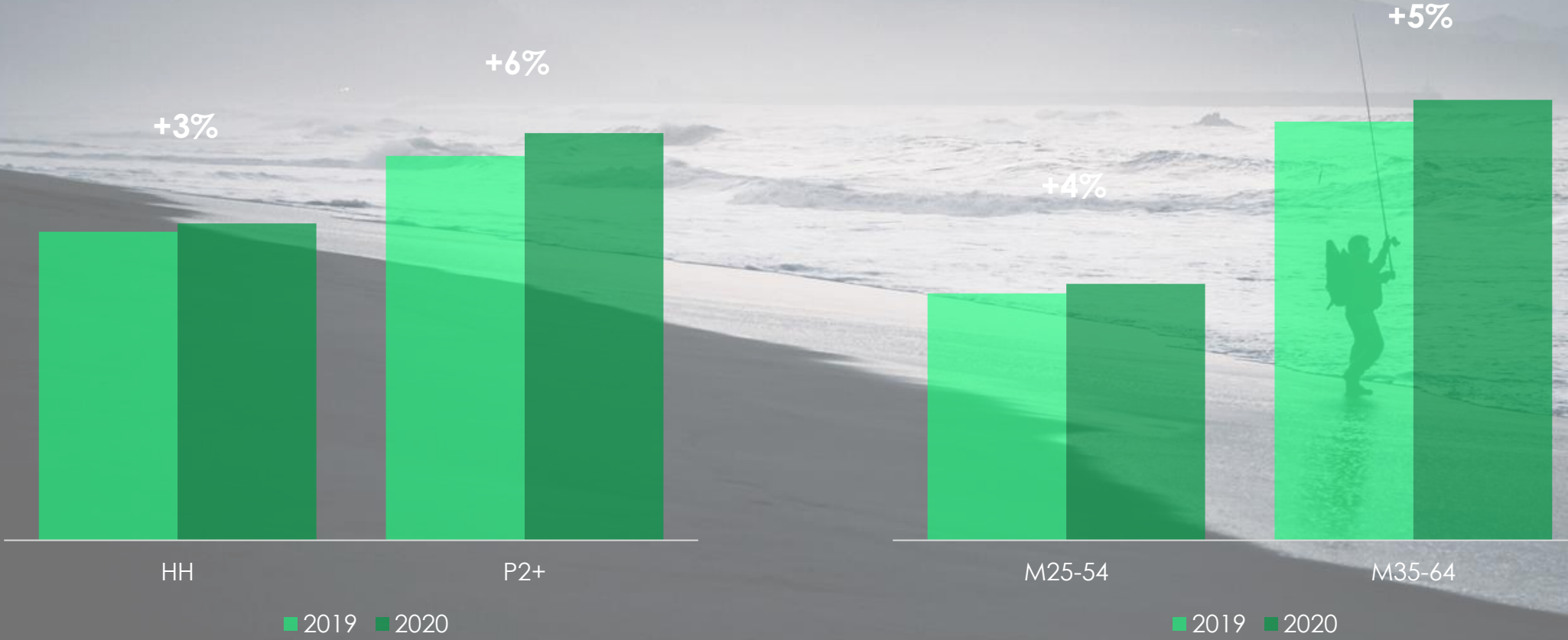
Source: Nielsen Marketbreaks; OUTD, Delivery in Proj. units during Q1 2021, Q1 2020; Live +7; Total Day-M-SU 6A-6A; Prime-M-SU 7P-12A, Demo as listed

# OUTDOOR CHANNEL GREW IN HHS

## TOTAL VIEWER & KEY MALE DEMOS

2019 vs. 2020

Total Day – AA Proj. Units



Source: Nielsen Marketbreaks; OUTD, Delivery in units during 2020, 2019; Live +7; Total Day-M-SU 6A-6A; Demo as listed