

Outdoor Sportsman Group vs. Pursuit 1Q 2021

OSG VIEWERS ARE NOT WATCHING PURSUIT

OSG's audience is much larger than Pursuit's and while most OSG viewers do not watch Pursuit, their viewers do watch us!

OSG viewers, especially OUTD viewers, are not watching Pursuit but Pursuit viewers are watching OSG so advertisers can easily reach them on our networks!

Outdoor
CHANNEL

- Delivers almost 5 Times More Viewers than Pursuit
- Only 15% of OUTD Viewers Watch Pursuit but 41% of Pursuit Viewers Watch OUTD

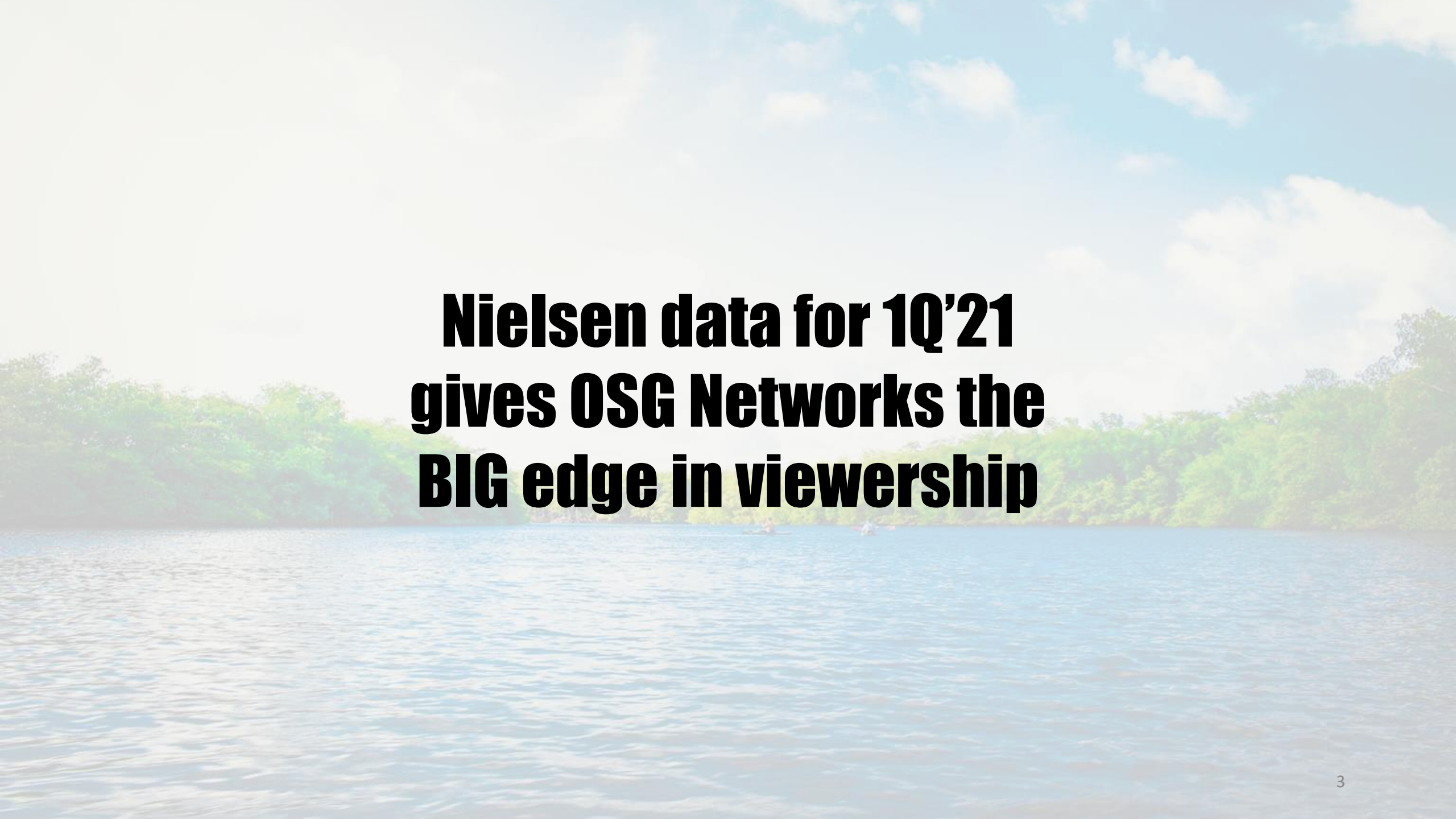
SPORTSMAN
CHANNEL

- Delivers almost 2 Times More Viewers than Pursuit
- Only 29% of SPMN viewers Watch Pursuit but almost 34% of Pursuit Viewers Watch SPMN

PURSUIT

- Small Audience
- Many of their Viewers are Watching OSG

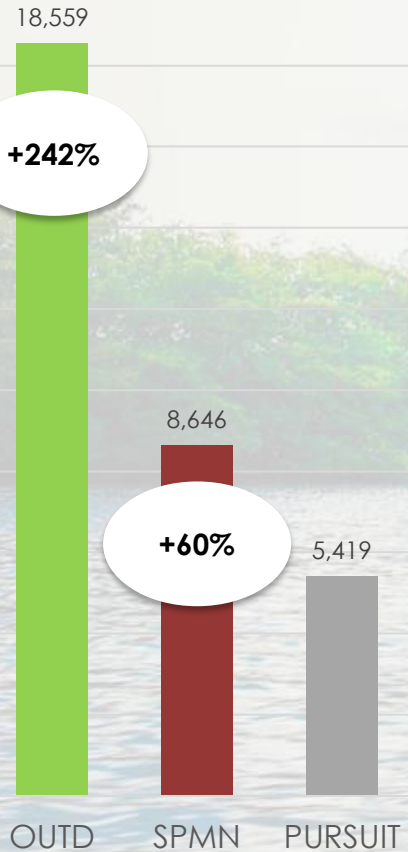
Circle size closely reflects average audience size



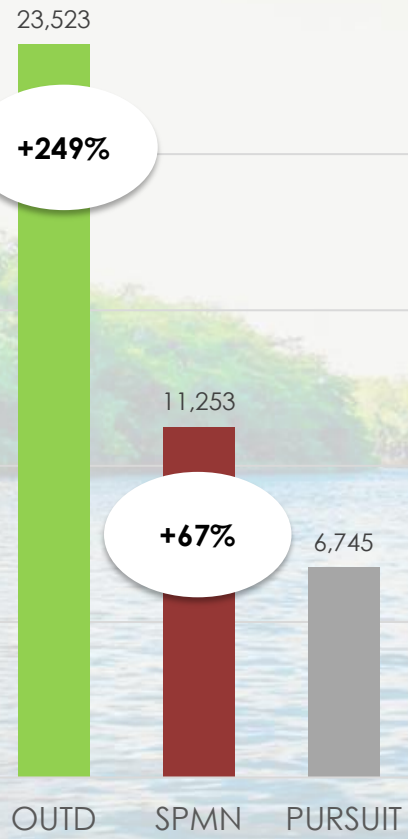
**Nielsen data for 1Q'21
gives OSG Networks the
BIG edge in viewership**

1Q'21 OUTDOOR & SPORTSMAN BEAT PURSUIT IN TOTAL DAY

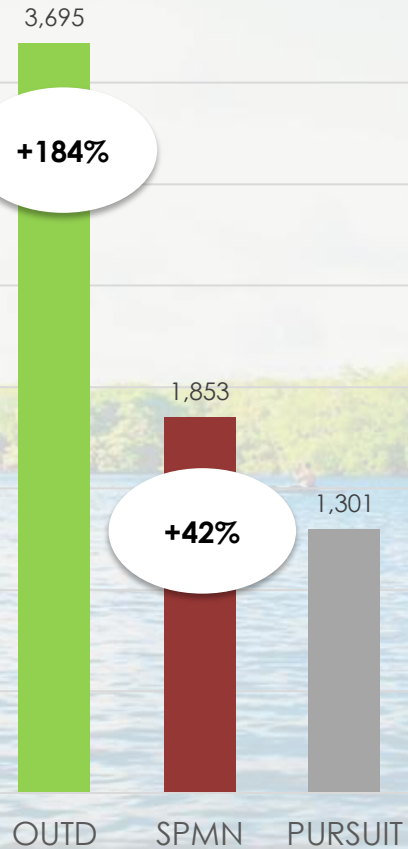
Households
AA Advantage



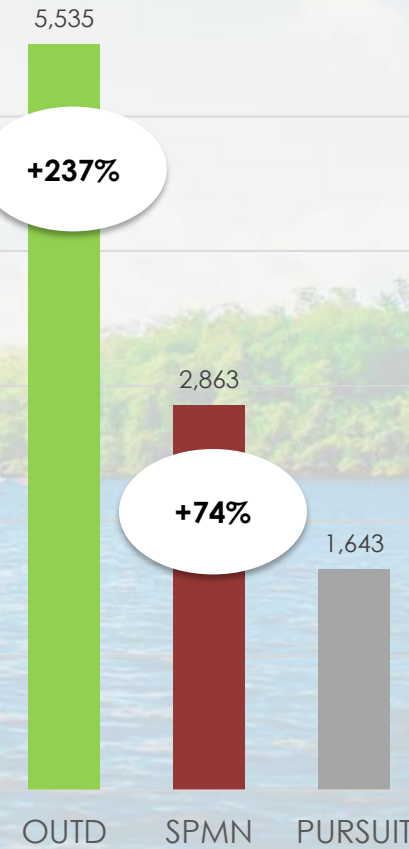
Persons 2+
AA Advantage



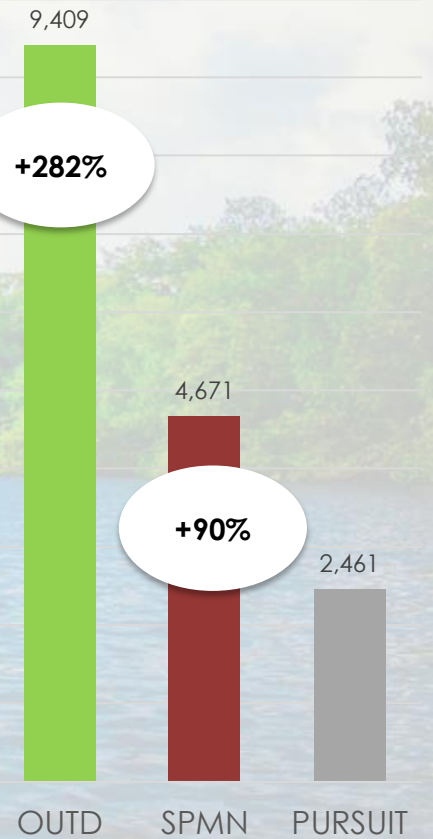
Men 18-49
AA Advantage



M25-54
AA Advantage

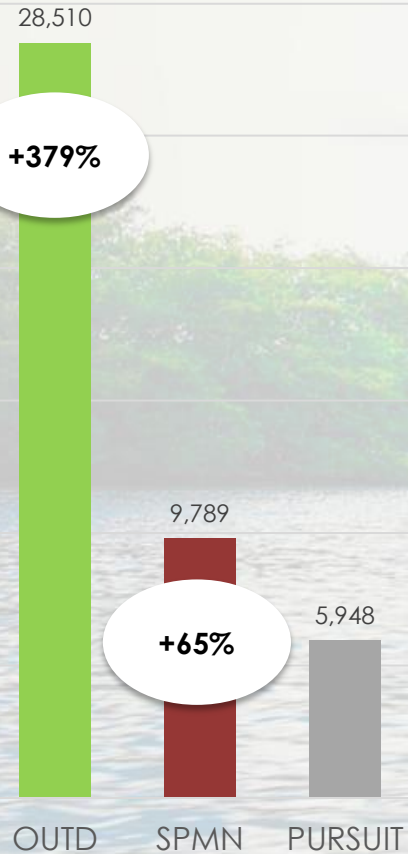


M35-64
AA Advantage

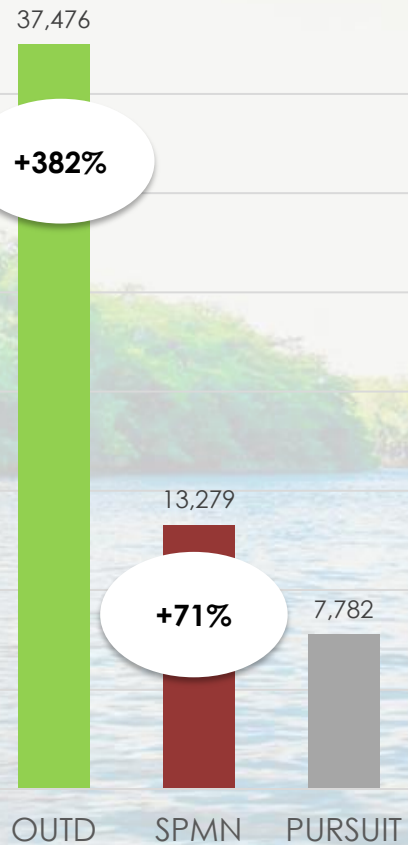


1Q'21 OUTDOOR & SPORTSMAN BEAT PURSUIT IN PRIME

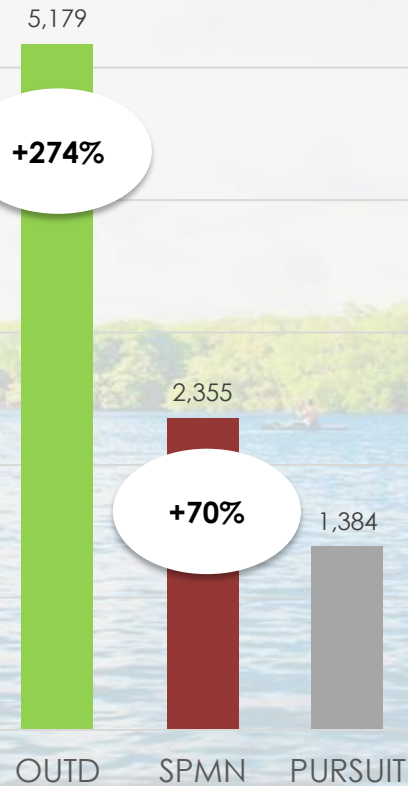
Households
AA Advantage



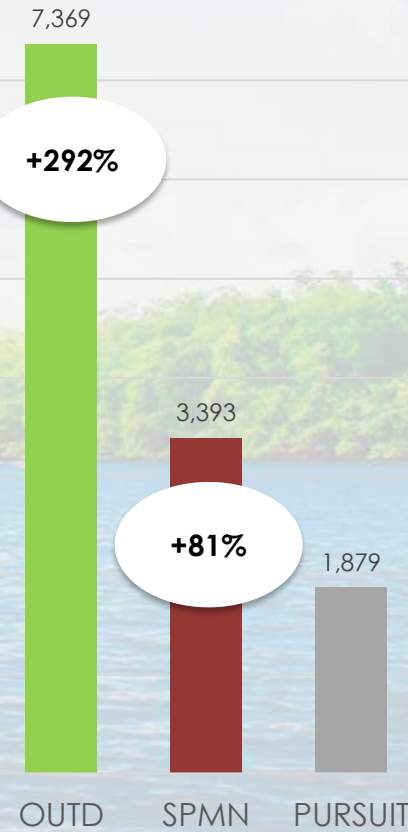
Persons 2+
AA Advantage



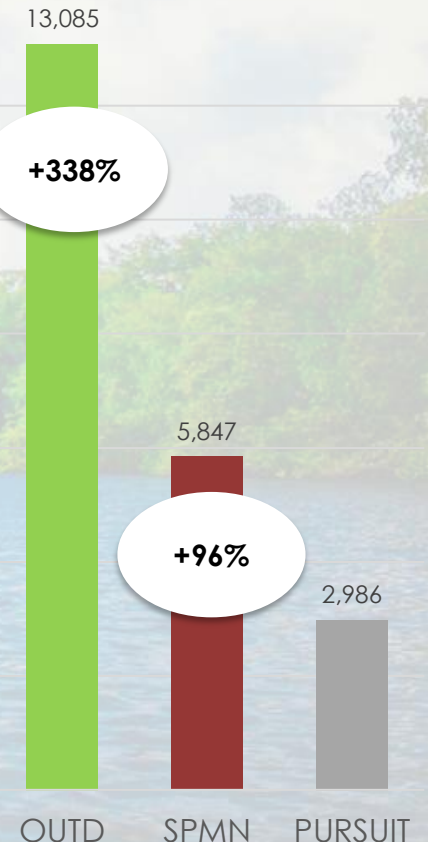
Men 18-49
AA Advantage



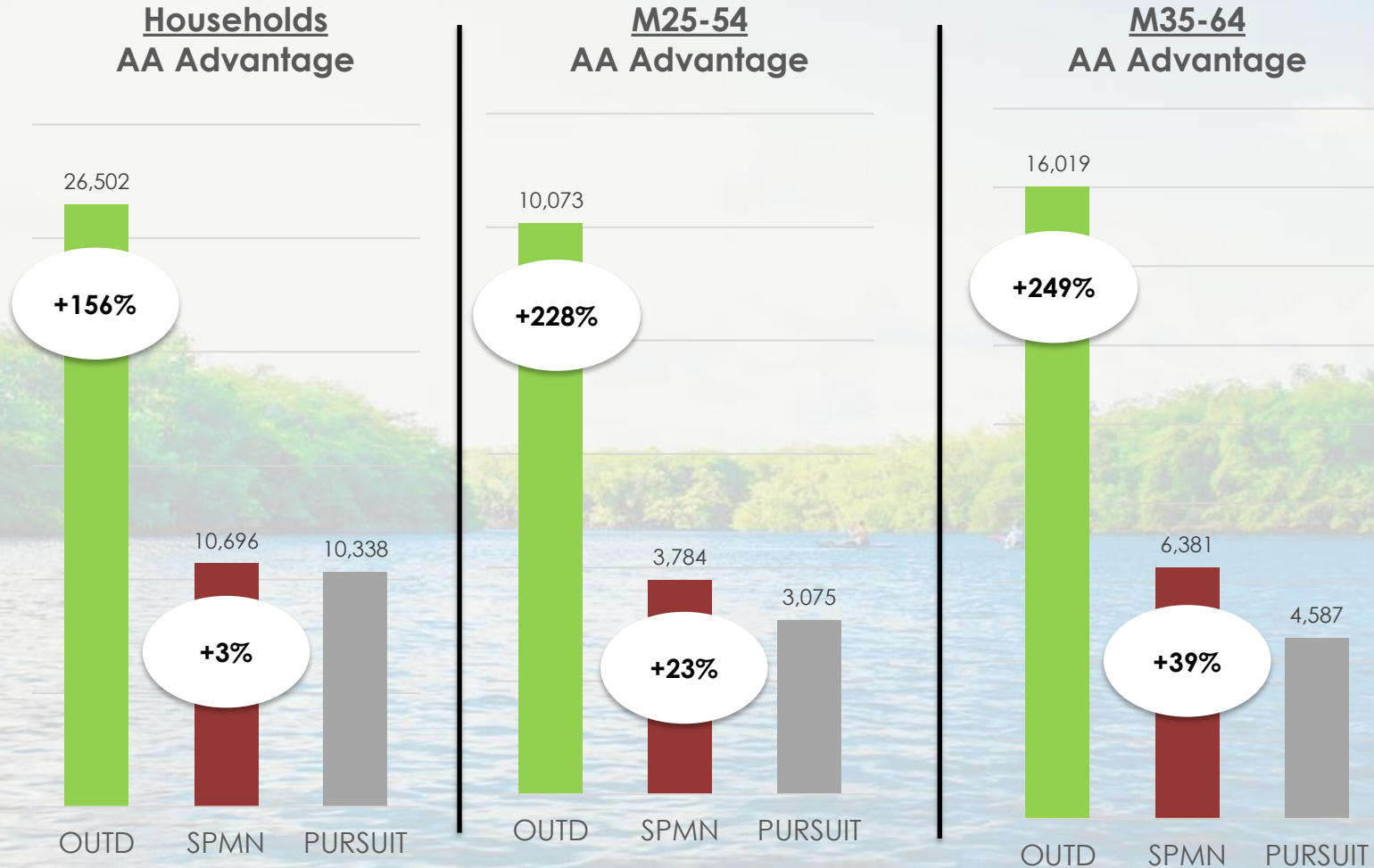
M25-54
AA Advantage



M35-64
AA Advantage



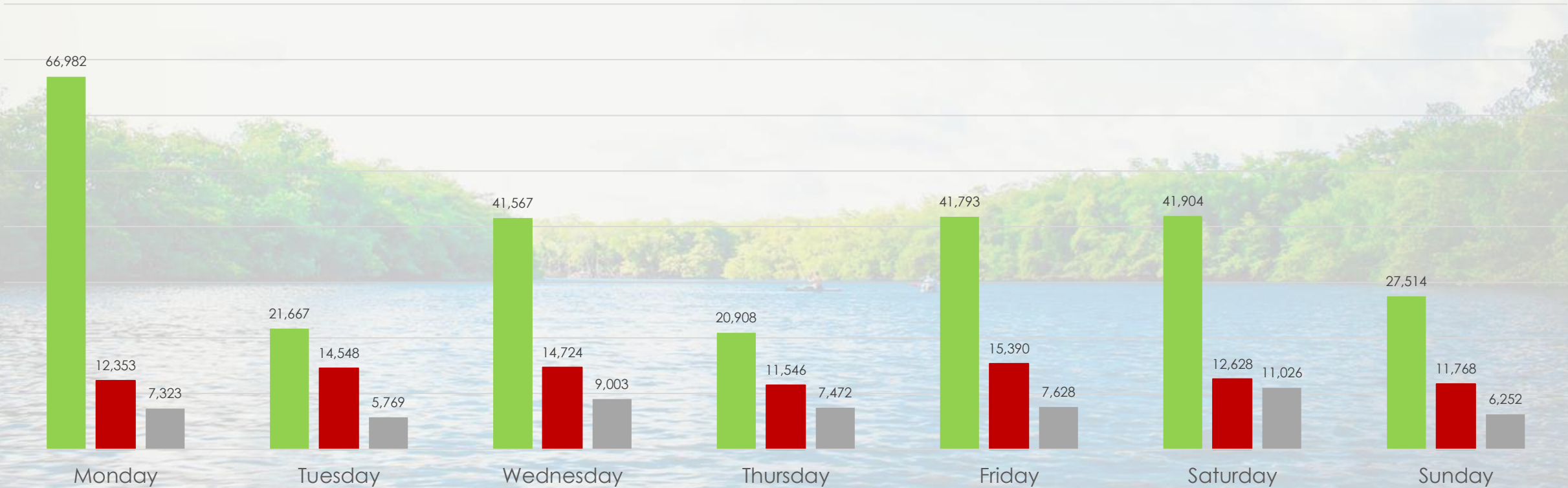
1Q'21 OUTDOOR & SPORTSMAN BEAT PURSUIT IN WEEKEND

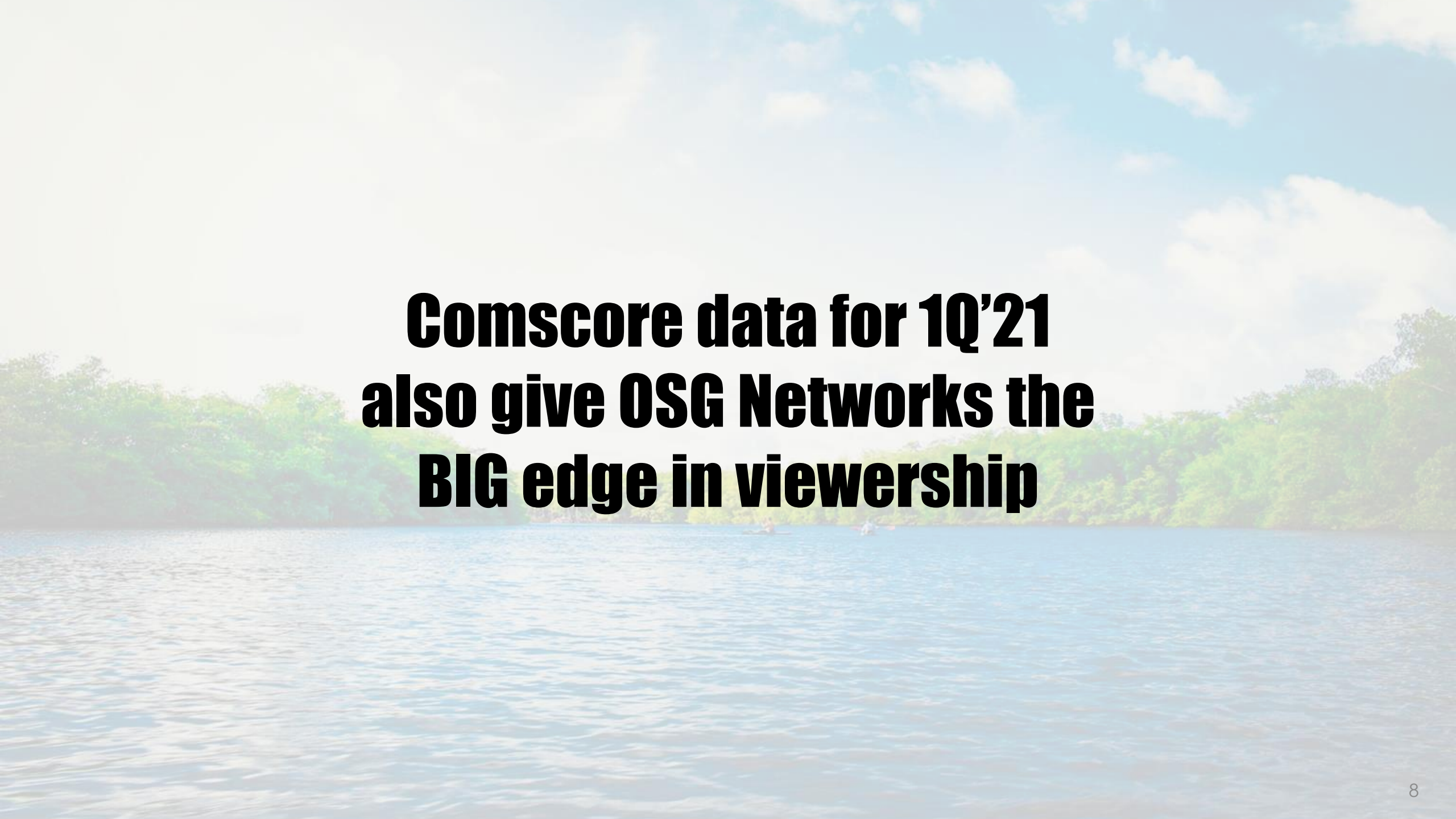


1Q'21 OUTDOOR & SPORTSMAN BEAT PURSUIT EVERY NIGHT OF THE WEEK

Prime (M-Su 7P-2A) AA by Night

■ Outdoor Channel ■ Sportsman Channel ■ Pursuit

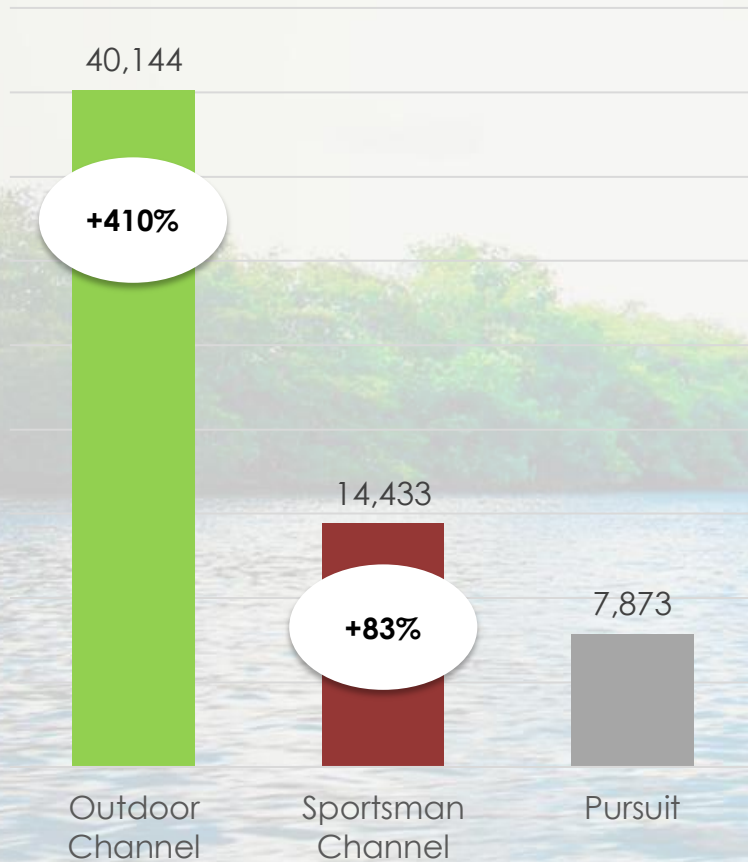




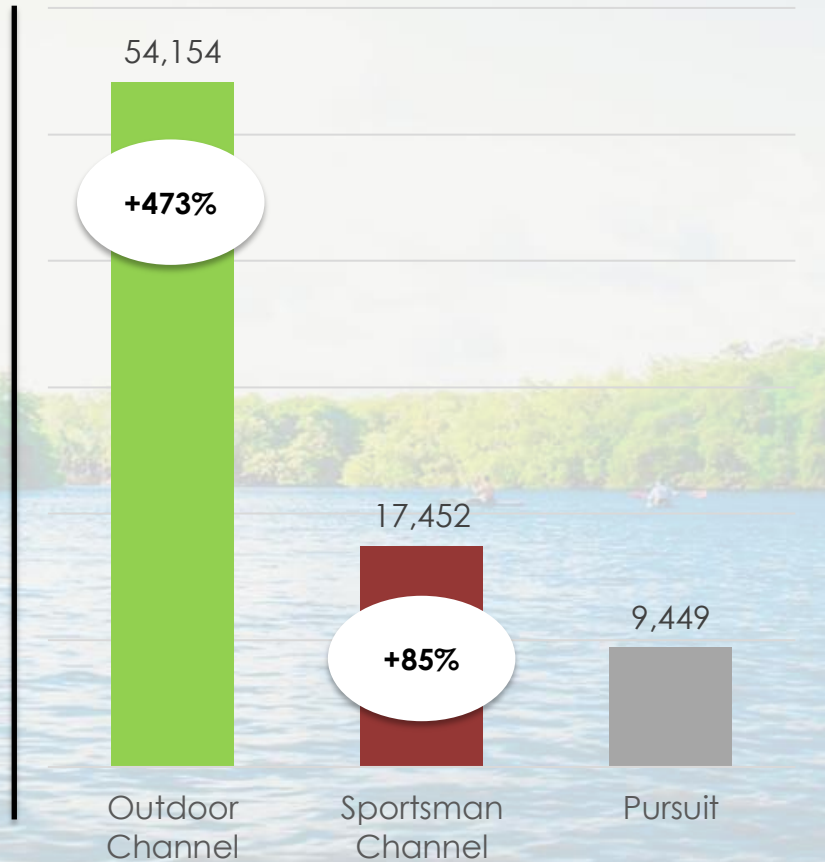
**Comscore data for 1Q'21
also give OSG Networks the
BIG edge in viewership**

OUTDOOR & SPORTSMAN BEAT PURSUIT ACROSS KEY DAYPARTS

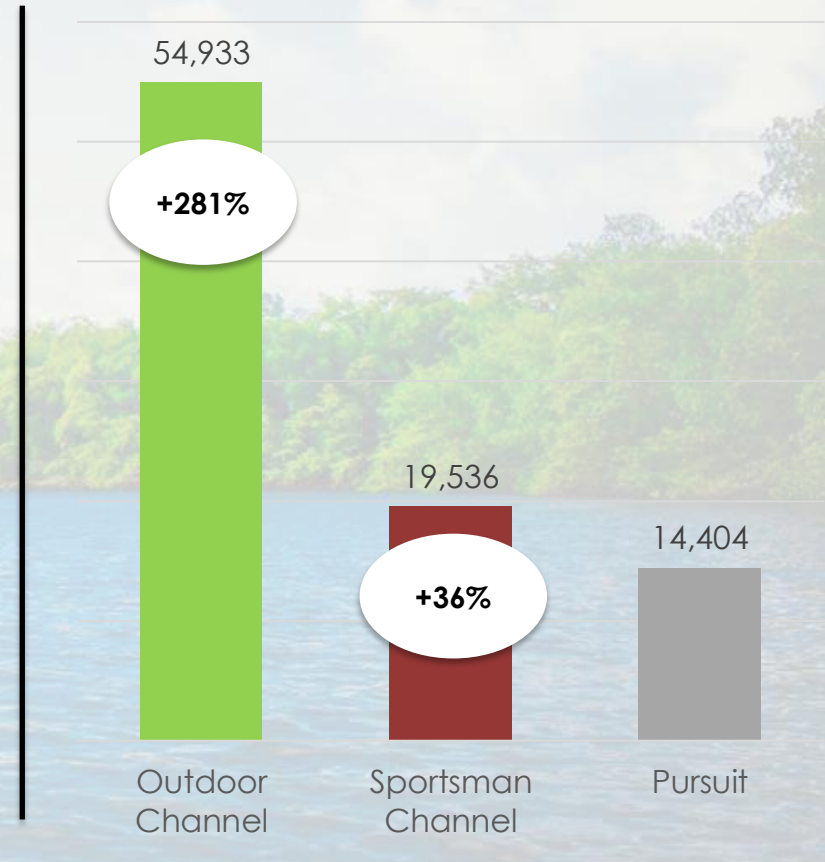
Total Day (M-Su 6A-6A)
1Q'21 AA Advantage



Prime (M-Su 7P-2A)
1Q'21 AA Advantage



Weekend (Sa/Su 6A-7P)
1Q'21 AA Advantage



OUTDOOR & SPORTSMAN BEAT PURSUIT EVERY NIGHT OF THE WEEK

1Q'21 Prime (M-Su 7P-2A) AA by Night

Outdoor Channel Sportsman Channel Pursuit

