

SPORTSMAN
CHANNEL

ABOUT US



Since 2003, Sportsman Channel has been devoted to honoring the outdoor lifestyle that is celebrated by millions of Americans. The network features entertaining and informative programming that showcases outdoor adventure, hunting and fishing, and illustrates it through unique and authentic storytelling.

Sportsman Channel reaches 30 million U.S. television households.

THE OSG POWERHOUSE

Outdoor Sportsman Group serves America's 98 million Outdoor Enthusiasts with 19 brands that reflect the full spectrum of the outdoor experience

As a part of Outdoor Sportsman Group, Sportsman Channel delivers the added-value to grow and expand participation through cross-promotion. Our audience relies on our expertise for the best, most entertaining, useful and relevant content across every media platform.

TELEVISION	DIGITAL	PRINT	MOBILE	SOCIAL	
3 National Networks	19 Websites	15 Leading Outdoor Titles	MyOutdoorTV App	7.2 Million Social Media Followers	
Combined Nielsen Universe for SPMN/OUTD: 45,747,000 (Oct 2017)	6.5 mm Annual Page Views	31+ mm Readers Monthly	On-demand Mobile Content		
2,500,000 Annual Aggregated Unique Users for the Sites Associated with the 3 Networks		3.6 Million Annual Aggregated Unique Users to the Sites Associated with the Magazine Sites	Over 170 Shows		Thousands of Episodes
			Exclusive Contents, Tips, and Recipes		

OVERVIEW – SPORTSMAN CHANNEL

KEY AUDIENCE DATA:	<ul style="list-style-type: none"> • 83% male • 53 Years median age
POSITIONING:	<ul style="list-style-type: none"> • Focused on super-serving the highly-active American outdoorsman, Sportsman Channel features entertaining, engaging and trustworthy experts who emphasize education, instruction, product knowledge and the latest tips and techniques
TARGET AUDIENCE:	<ul style="list-style-type: none"> • Dedicated and seasoned sportsman, highly active, variety of hobbies, hunting sensibilities, patriotic
KEY CONTENT CATEGORIES:	<ul style="list-style-type: none"> • Emphasize education, instruction, product knowledge and the latest tips and techniques.
KEY CONTENT CATEGORIES:	<ul style="list-style-type: none"> • Hunting, hunting tips, hunting techniques, education
% FISHING PROGRAMMING:	<ul style="list-style-type: none"> • Ranges from 6% in Q4, to 22% in Q1
OTHER:	<ul style="list-style-type: none"> • Readers, visitors and viewers rely on the expertise and knowledge of our editors and producers • Best-in-class contributors for the most relevant tips, tactics, advice • The “go-to” destination for reviews ensuring that their time spent in the field is more productive and rewarding

TRUE TO THE CORE

Sportsman Channel features entertaining and trustworthy experts who emphasize **education, instruction and product knowledge**. When our viewers aren't in the field, they tune in to Sportsman Channel for the **latest tips and techniques**. We target **passionate, upscale outdoorsmen who are serious about hunting**.

TARGET AUDIENCE



SERVING THE DEDICATED, SEASONED SPORTSMAN

Whether hunting with friends or enjoying the solitude of nature, our target viewer is a highly-active hunter who emphasizes strategy, tracking and is highly driven to succeed.

SPORTSMAN CHANNEL VIEWER PROFILE	STATS
Male	83%
Median Age	53 Years
Median HHI	\$61,400
Married	116
Owens a Dog	114
Owens a Home	104
Owens a 3+ acre lot	231
Some college +	76
Outdoor Enthusiasts (hunt – fish – shoot)	186

WAY OF LIFE – SPORTSMAN CHANNEL

ACTIVE PARTICIPANTS <i>(in past 12 months)</i>	
Any hunting:	328
Hunting with rifle:	343
Hunting with shotgun:	318
Target shooting:	221
Spent \$150+ on Hunting Clothing:	462

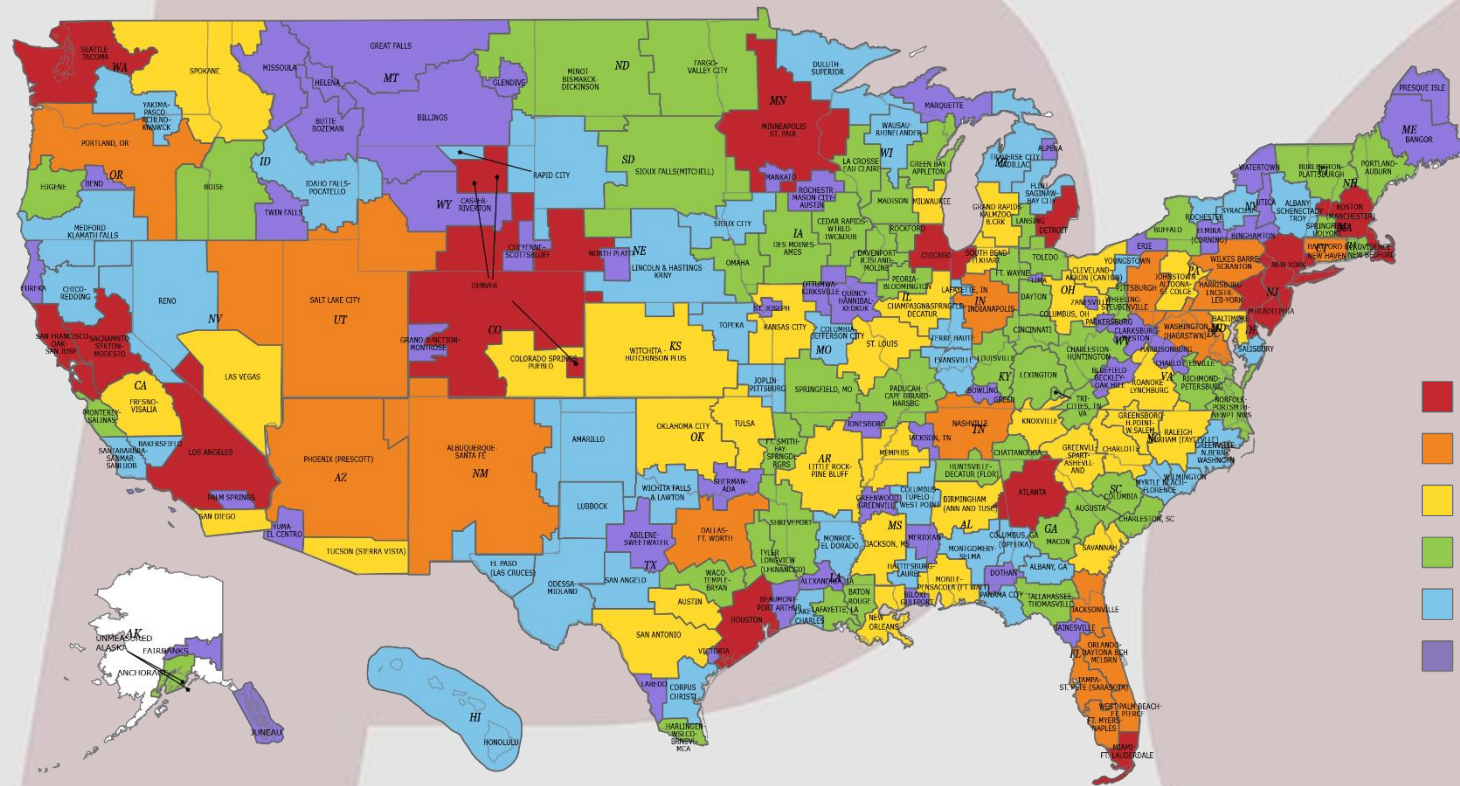
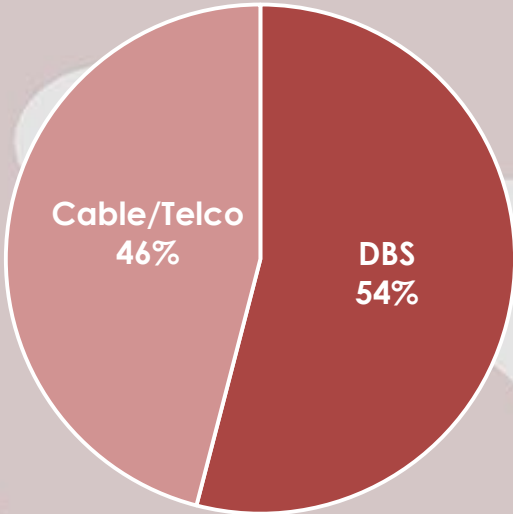


HUNTING/FISHING PURCHASES <i>(OWN)</i>	
Bow:	224
Hunting Knife:	141
Binoculars:	143
Rifle:	229
Shotgun:	227
Fishing Reel:	188
Fishing Rod:	180
Fishing Lures or Hooks:	191
Other Fishing Equipment:	201

Our Audience is Actively Involved!

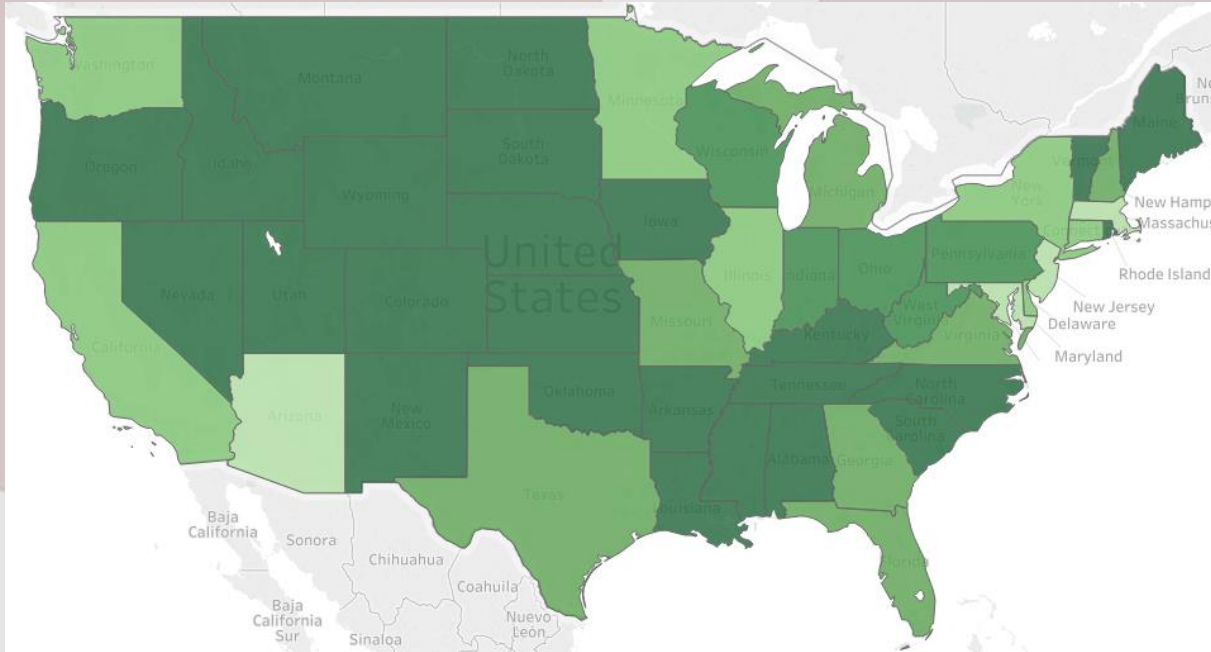
A Sportsman Channel viewer is 228% more likely to have participated in hunting in the past 12-months than the National Average.

AFFILIATE PARTNERS & DMA COVERAGE

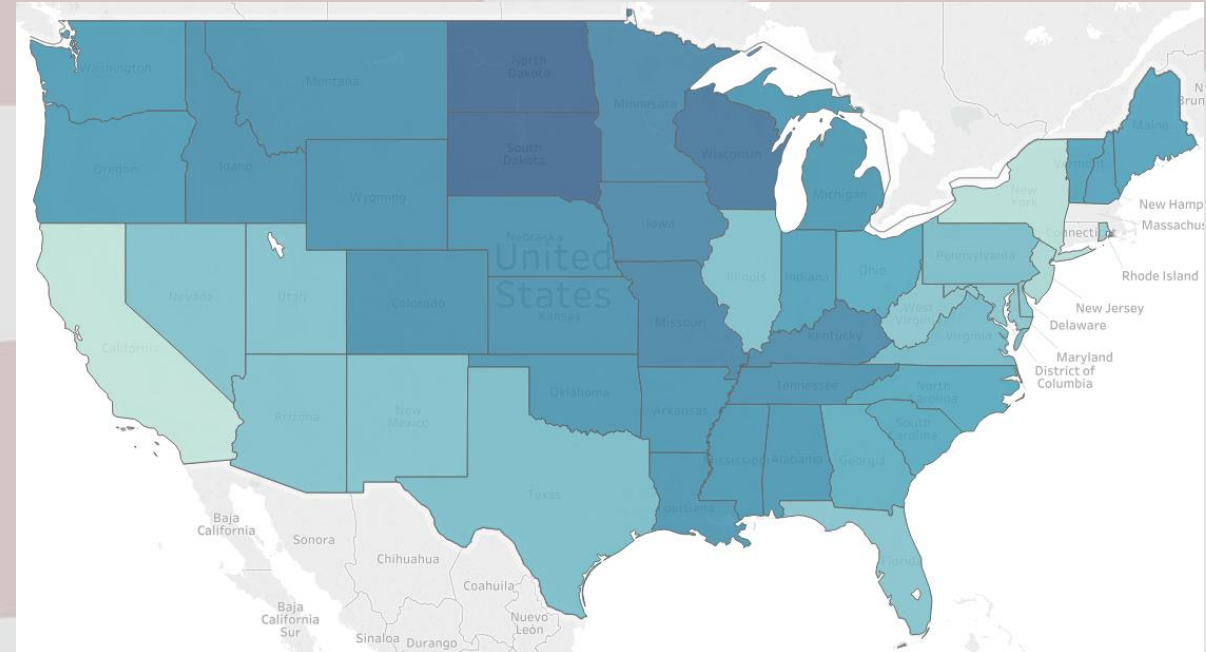


WE ARE THE HEARTLAND

WHERE AMERICA LIVES



WHERE OUTDOORSMEN LIVE



Average % of population in B/C/D Counties

- 8%
- 34%
- 55%
- 86%
- 100%

A Counties = 42% of US Pop'n
B/C/D Counties = 58% of US Pop'n

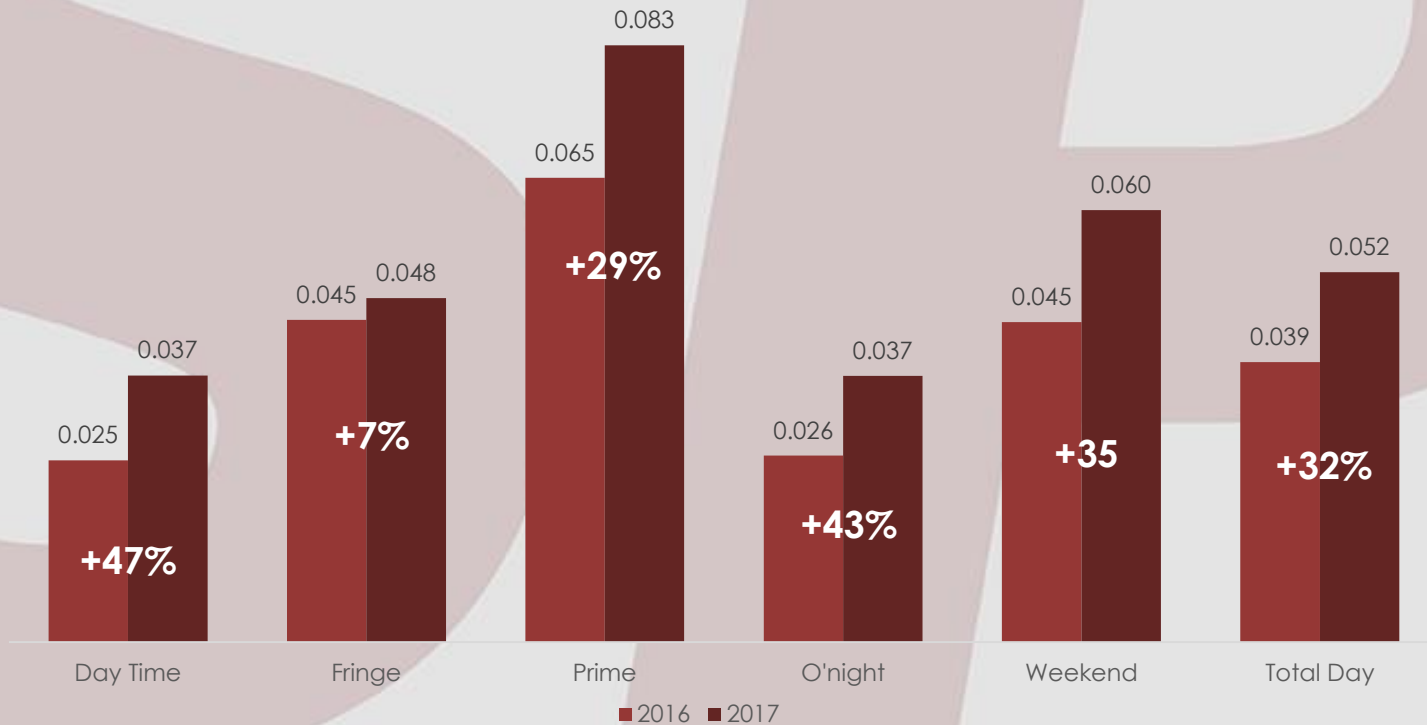


**“69% of OSG readers and 70% of OSG Network Viewers live in B/C/D counties”*

STILL GROWING AND STRONG AMONG MEN 25-54

IN OCTOBER 2017, SPORTSMAN CHANNEL INCREASED IN KEY DAYPARTS AMONG HOUSEHOLDS

SPMN – HH - Oct'17 vs Oct'16



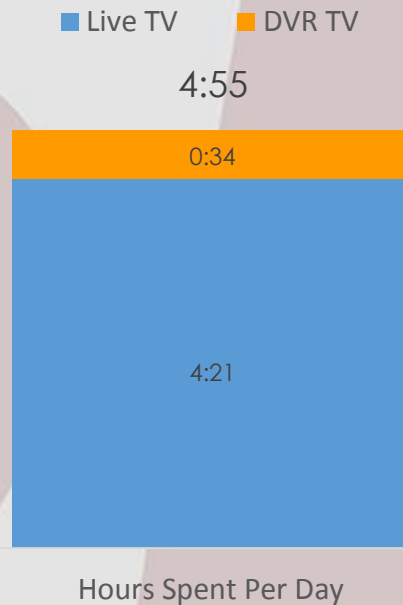
SPORTSMAN CHANNEL HAS RANKED AMONG THE TOP 20 BASIC CABLE NETWORKS AMONG MEN 25-54 AUDIENCE COMPOSITION OVER THE PAST 4 YEARS IN Q1-Q2

CAPTIVATED AUDIENCE

Traditional Linear TV Platform Continues to Lead

Internet Usage per day increases, but TV remains #1 for Time Spent

TV Viewing – Time Spent Per Day



Internet Usage – Time Spent Per Day



This includes all Internet Usage not just Video Playback

CAPTIVATED AUDIENCE

Sportsman Channel delivers advertising with reach and depth to a captivated live audience through in-depth sponsorship opportunities, including Product Placement in shows, Endemic Endorsements, Social Media and Celebrity Appearances at Sponsor Events

A captivated audience delivers informed consumers. The Sportsman Channel audience watches live and stays engaged during relevant, endemic product commercials.

Q3'17 DVR VIEWING BY NETWORK		
NETWORK	% watching LIVE	% watching on DVR
Sportsman Channel	90%	10%
Outdoor Channel	89%	11%
Nat Geo	85%	15%
History Channel	77%	23%
Discovery Channel	74%	26%
NBC Sports	75%	25%

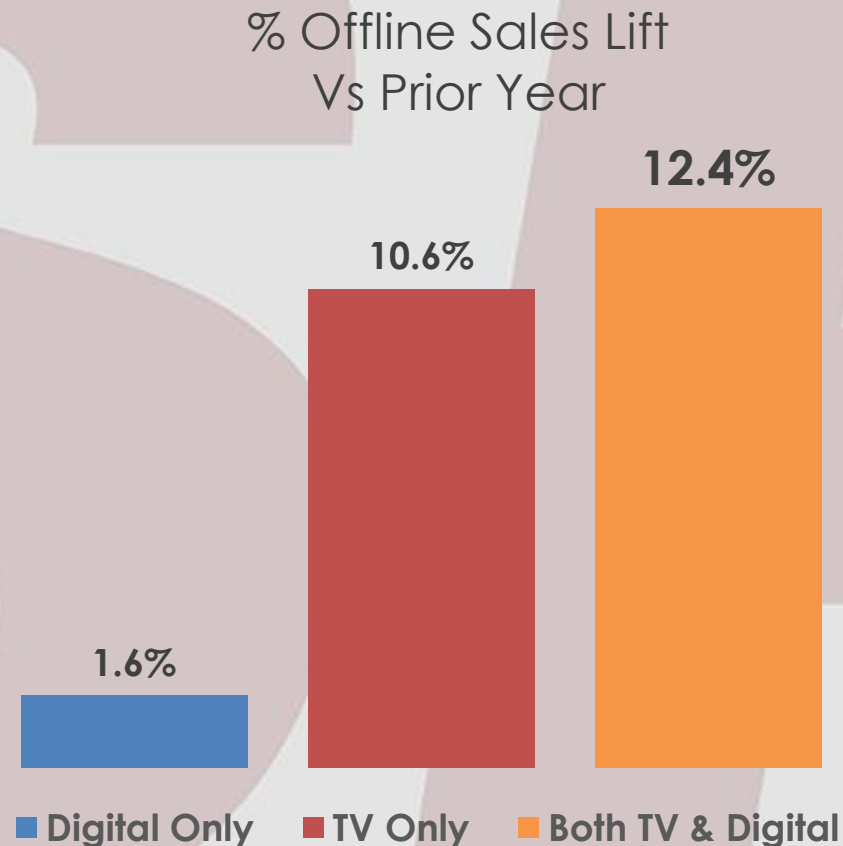
CAPTIVATED AUDIENCE

Our viewers trust us – Sportsman Channel ranked #2 in Ad Receptivity and Awareness among all 88 networks measured

NETWORK	RANK
Sportsman Channel	#2
Outdoor Channel	#3
Fox Sports	#34
ESPN	#39
Nat Geo	#53
NBC Sports	#58
Discovery Channel	#60
History Channel	#76

CRITERIA	RANK
More likely to buy products in ads on Sportsman Channel	#1
Relate to People/Situations in ads on Sportsman Channel	#1
I often pay attention to ads on Sportsman Channel	#2
I trust ads on Sportsman Channel to tell the truth	#2
I get valuable information from ads on Sportsman Channel	#3

OFFLINE CPG BRAND SALES LIFT OF US HOUSEHOLDS EXPOSED TO A CROSS MEDIA CAMPAIGN, BY MEDIA TYPE



To be read: 12.4% of households exposed to both TV and Digital ads experienced a sales lift from the previous year in offline purchases of the brand

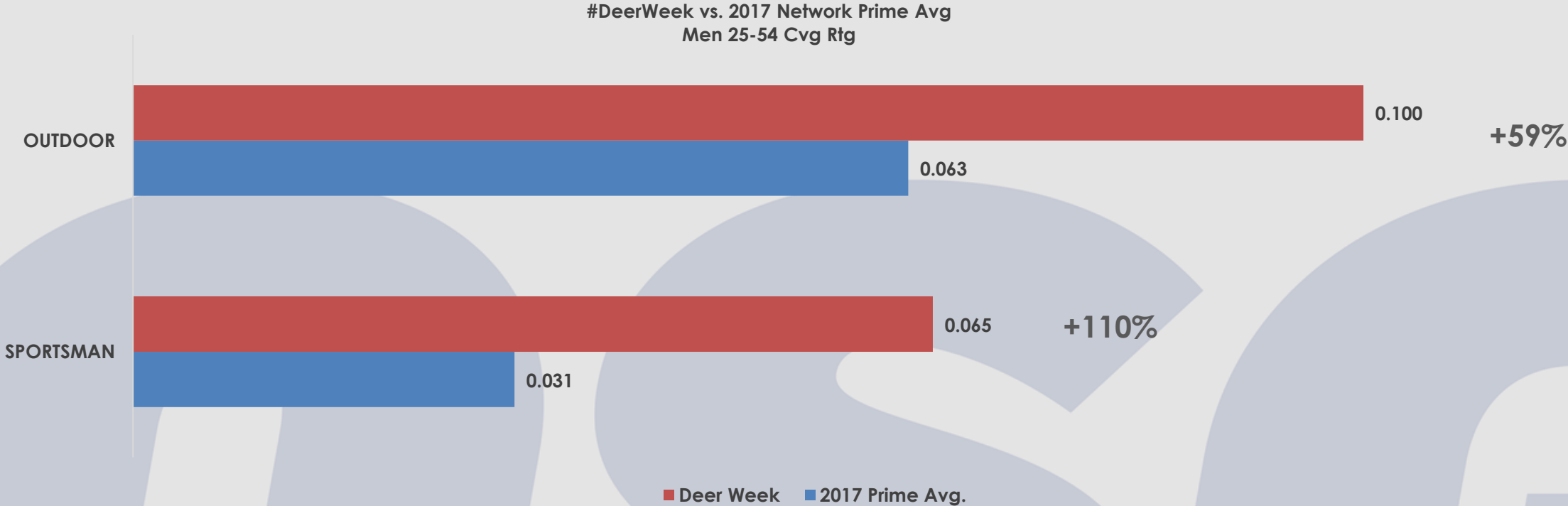
Digital advertising acts as a good complement to TV advertising, it is not a good replacement for TV

A study was conducted regarding the impact of advertising on sales based on the platform(s) the consumer/household was exposed to and they found the following:

- TV was considerably more effective than Digital in driving increased sales as just over 10% of homes increased their spending on the product
- The % sales lift was greatest in homes that were exposed to ads on both TV and Digital
- There was virtually no lift in sales (+1.6%) among those that were exposed to the campaign solely via the digital placements

#DEERWEEK IS A WINNER IN PRIME

#DeerWeek delivered the highest weekly Prime average rating with Men 25-54 for both OUTDOOR and SPMN during 2017 and outdistancing the network's average year-to-date.

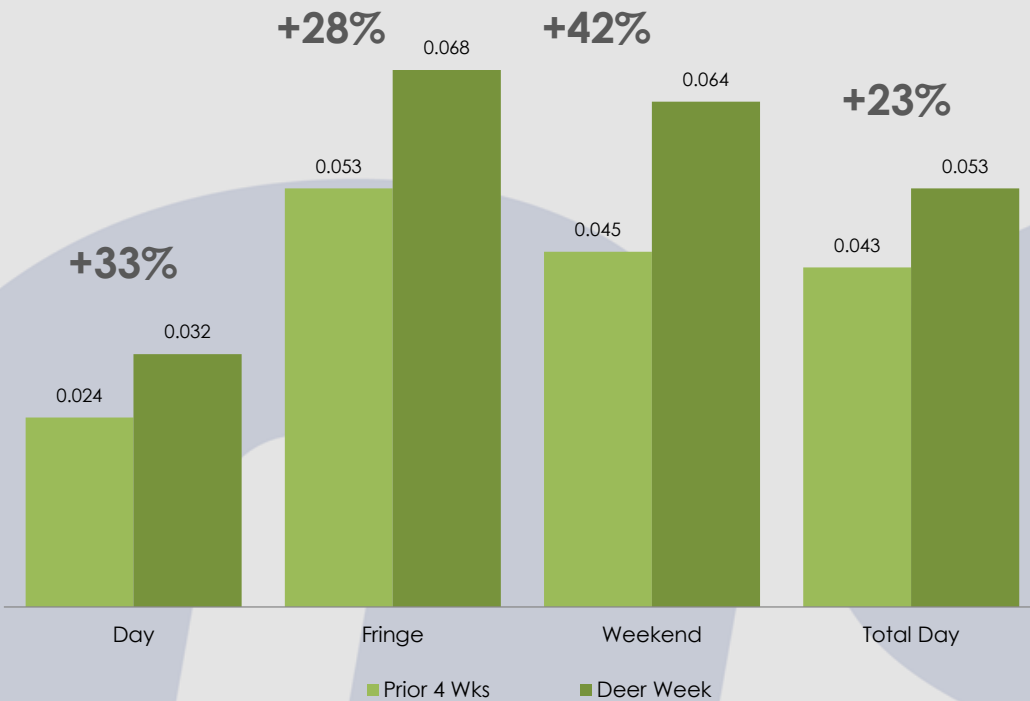


Source: Nielsen, Marketbreaks, Men 25-54 Live+7 Cvg Rtg, Deer Week 10/15-21/17, 2017: 12/26/16-10/14/17,

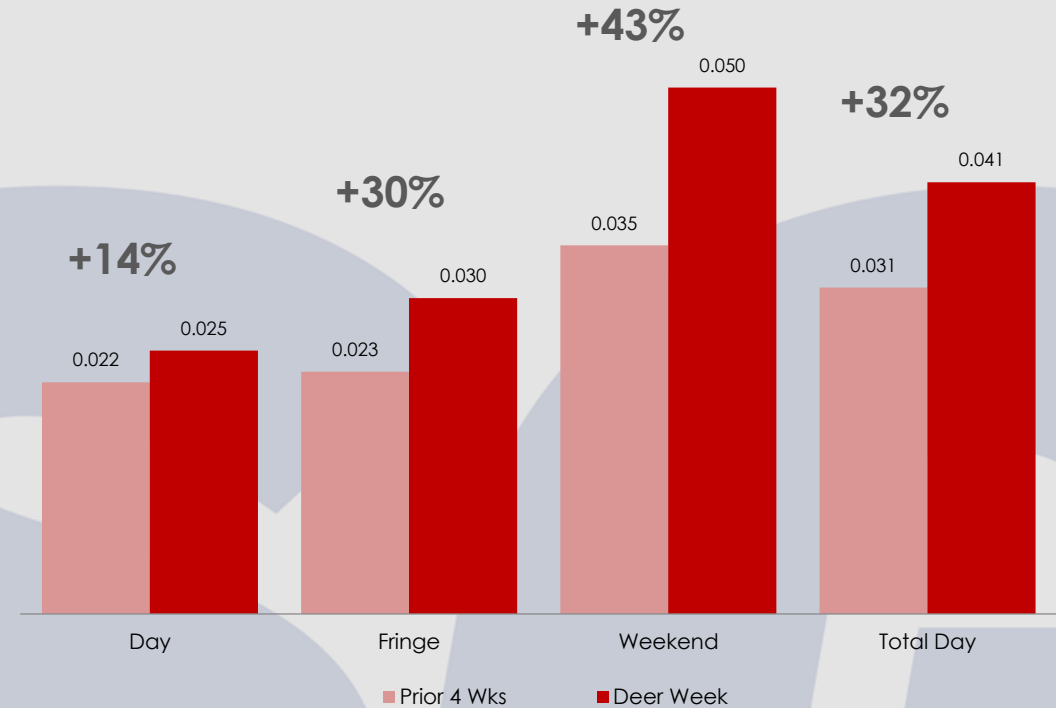
#DEERWEEK LIFTED OTHER DAYPARTS

Besides increases in Prime, #DeerWeek also helped bring viewers to Daytime, Fringe and the Weekend on both OUTD and SPMN from the prior 4 Weeks.

OUTD – M25-54 – #DeerWeek vs Prior 4 Weeks



SPMN – M25-54 – #DeerWeek vs Prior 4 Weeks



Source: Nielsen, Marketbreaks, Men 25-54 Live+7 Cvg Rtg, Deer Week 10/15-21/17, Prior 4 Weeks: 9/18/17-10/14/17, % of DVR Growth from Live+7 vs Live Cvg Rtg; 10/15-21/17 Sportsman was in a free period on Dish.

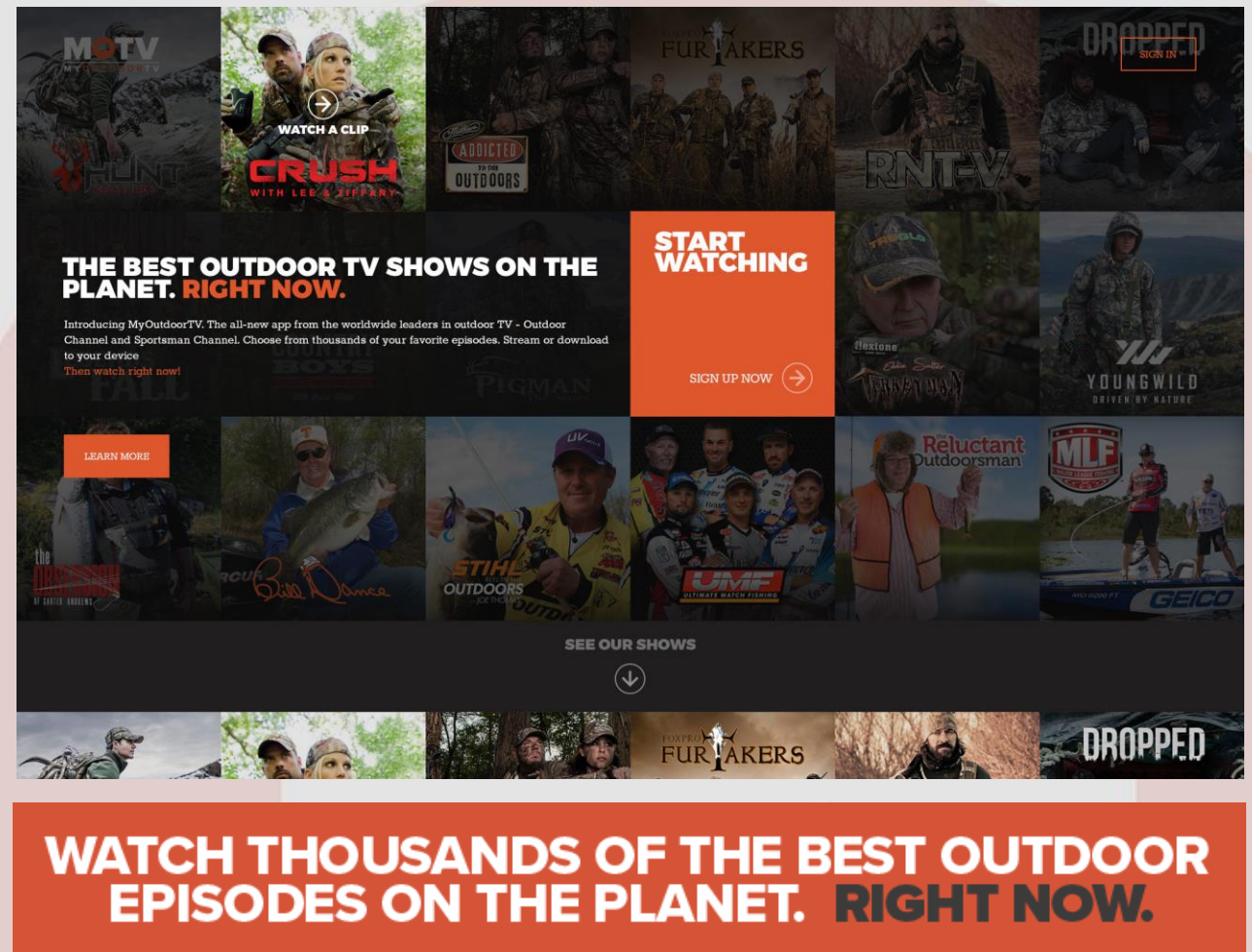
MOTV- THEN & NOW

2017- IN REVIEW

- Updated and Added Features
 - Launched in-app subscription on Apple and Android platforms
 - Added annual payment to give users more options to get what they want
- Content is King
 - More than 11,000 episodes available worldwide
 - Available to outdoorsmen & women in 195 markets
- Improved Storefront

2018- WHERE WE ARE GOING

- Distribution
 - New Platforms
 - Roku, Apple TV, Smart TV, Android TV
- Features
 - Dynamic Rows (Seasonal, Species, Themed)
- Expansion / International presence
 - Initial Focus markets: Australia/New Zealand, South Africa, EU, Canada, Mexico

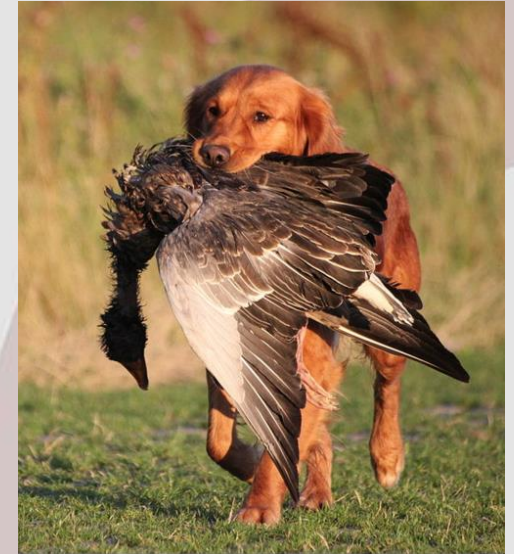


#IAMSPORTSMAN

ATTRACTING MORE VIEWS AND NEW VISITORS!

TheSportsmanChannel.com

- 13.1% growth in Unique Visitors to the website over last year
- 8.7% growth in Page Views over last year
- 15% growth in social media followers over last year



Facebook Likes	855,817
Twitter Followers	99,385
YouTube Subscribers	73,368
Google+ Followers	1,136
Instagram Followers	120,827
Pinterest Followers	3,664
OVER 1.15 MILLION SOCIAL MEDIA FOLLOWERS!	