



Josh White Outdoor Adventures
2023 Pursuit Media Deck



PURSUIT MEDIA

WHAT WE DO

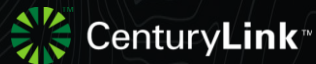
- Since 2008, Pursuit Channel has been delivering extensive high-quality content to millions of viewers unserved by any other full-time outdoor network.
- The unique basic-tier package delivery with the major satellite distributors, provided access to an audience that was ripe with outdoorsmen and jump-started the fastest growing outdoor network in history.
- Today, the continued growth of linear distribution, now married with an industry-leading OTT platform, makes Pursuit Media the industry leader in total home and user delivery.

PURSUIT CHANNEL

LINEAR TELEVISION

- Pursuit Channel's current validated Universe Estimate is **33 million homes**. This makes Pursuit Channel one of the few networks experiencing growth in distribution.
- The signal is active nationally in all DMA's (Designated Market Areas) through some of the largest and most successful distributors in America.

*According to a recent Nielsen UE report, Pursuit Channel was one of only ten networks to show growth out of more than 140 national networks.



ONCE A MARINE, ALWAYS A MARINE

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SEMPER PARATI



The Magazine of the Marine Corps League



From Devil Dog to the Driver's Seat

An Interview with NASCAR Driver Josh White

Iwo Jima

Heroes Then and Now

PURSUIT UP

CONNECTED TELEVISION

- Industry's leading AVOD (Ad Supported) OTT Streaming and VOD Platform
- We capture the cord cutters and cord shavers, allowing the non-linear household user to watch great PursuitUp content **without a subscription.**
- Over **90 million** active monthly users
- **30 million** monthly minutes viewed, and growing rapidly
- Average session length – **55 minutes**

PURSUIT UP

CONNECTED TELEVISION

- The industry's leading OTT distribution model, PursuitUp, is available to **over 90 million users** across some the nation's premiere streaming channel platforms.
- PursuitUp content available to more consumers than ever before regardless of their preferred method of content consumption, without any subscription fee required.
- For VOD delivery, Pursuit content is readily available to anyone by visiting www.pursuituptv.com, or downloading the PursuitUp app.



PLEX

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TCL CHANNEL

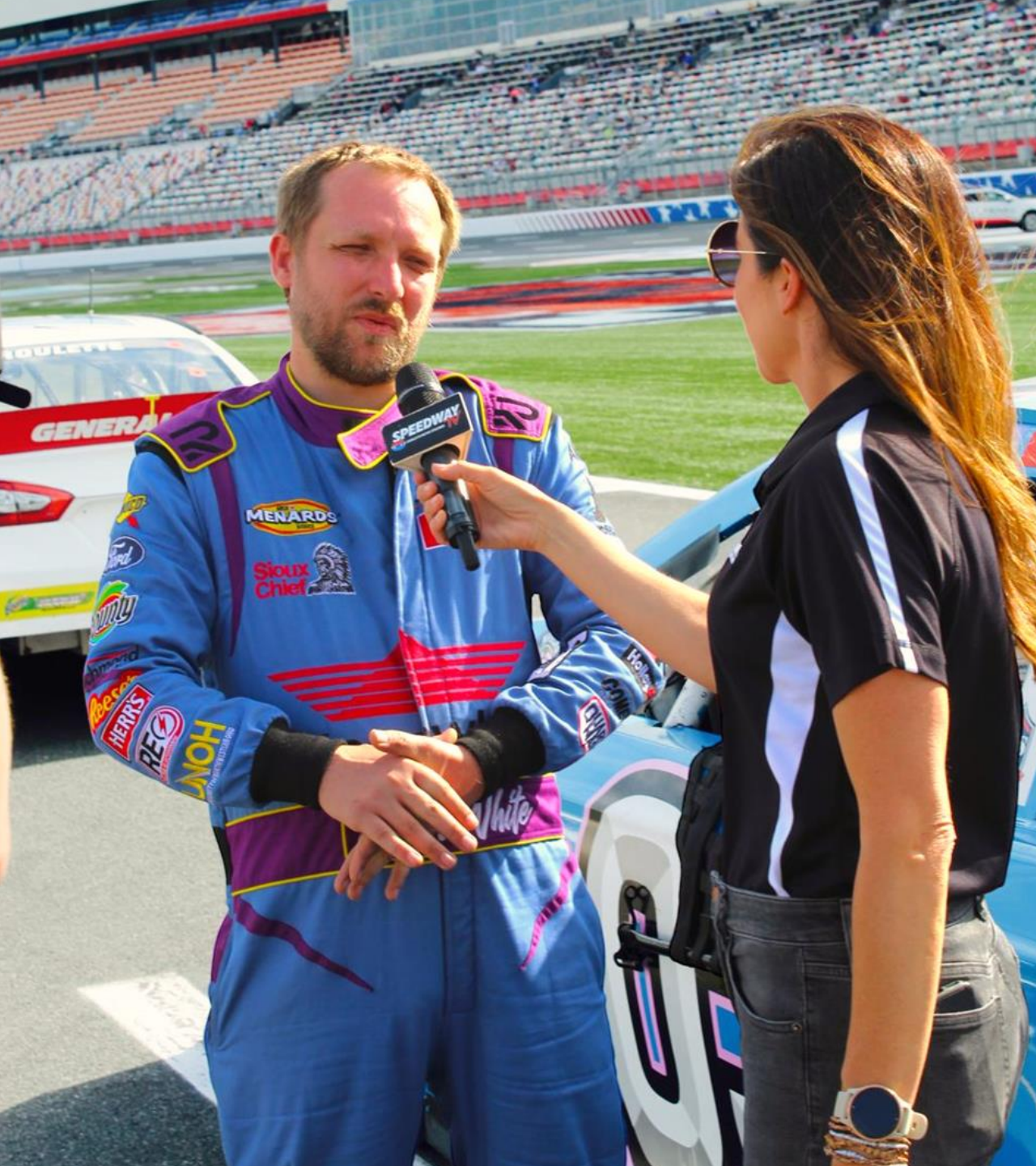


xfinity flex

www.pursuituptv.com

ROKU





PURSUIT AUDIENCE

- Active. Engaged. Responsive.
- For nearly fifteen years, manufacturers have greatly benefited from aligning their products with the hard-working producers of Pursuit Channel.
- Pursuit Channel producers have built a tremendous fan base. Not only do these fans tune in for their favorite show each week, but they also stay engaged around the clock with the social media platforms associated with those shows.
- With the industry's largest distribution platforms, housing a diverse stable of programming, any brand can benefit greatly by doing business with a Pursuit Channel producer.

A professional video camera setup is positioned on a tripod in a forest. The camera is equipped with a large lens, a microphone with a furry windscreen, and a 'Stealth Zoom' remote control. The tripod has 'FOURTH ARROW' written on it. The background is a dense forest of thin trees with green foliage. The text 'Thank you!' is overlaid in a white, cursive font in the lower center of the image.

*Thank
you!*