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**OCT. - Dec. 2012**



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DIRECTV.

# Pursuit Channel

Pursuit Channel is the most widely distributed, pure hunting and fishing network. It is the only outdoor network delivered in satellite provider DIRECTV's basic package, channels received by every subscriber regardless of their level of service. Pursuit Channel, through its Agency of Record-Performance One Media, has secured distribution across all 14 million Dish Network subscribers starting 2011. With a solid, growing portfolio of cable and high power T.V. stations in their stable as well, the network is on track to reach more than 40 million households in

## DIRECTV

Launched in its present form on June 1994, DIRECTV, the largest direct broadcast satellite service (DBS) in North America, is the primary distribution affiliate for the Pursuit Channel. Owned by the DIRECTV Group, DIRECTV currently serves nearly 19 million subscribers from its headquarters in El Segundo, California.

### **The only traditional outdoors network available to the entire DIRECTV universe is Pursuit (Channel 608, HUNT).**

DIRECTV and TNS Media Research have teamed up to create the TNS DIRECTView service, a national opt-in audience measurement panel of 100,000 DIRECTV subscribers-the largest in United States national measurement panel ever. This system, which measures total viewing-including the live and time-shifted (DVR) viewing of programs and commercials at a second-by-second interval-offers advertisers and programming partners an unparalleled level of measurements accuracy and accountability when partnering with DIRECTV.

DIRECTV viewers watch an average of 10% more television per week than viewers of cable and 53% of its audience is between the ages of 18-44. Eighty-one percent of the folks identified at sports minded (73% men/ 65% age 25-54) own homes with 48% reporting household incomes of between \$75,000 and \$150,000. Sixty-three percent are residents of A/B counties with 37% watching from more rural locations. Twelve percent of DIRECTV's subscribers live in the northeast with the Midwest and West splitting the remainder evenly with the South.

\*Source: DIRECTV online



## Team E. Media

Team E. Outdoors is a heart pounding new show set to air, *Primetime*, in the 4th quarter (October, November, December) of 2012 on the fastest growing outdoor network, The Pursuit Channel. Tune in each week, as we take you on high impact hunts with some of the countries top outfitters, celebrities, and Team E. Outdoors very own inspiring pro – Staffers.

What makes Team E. Outdoors different from other sportsman shows? Not only do we take the viewers on premiere hunting and fishing adventures, each week we encourage our viewers to submit their own home video footage and photo's to be showcased in our show for a chance to become apart of the show and an opportunity at some great prizes.



# Demographics

## Total Wildlife-Related Recreation

|                   |                 |
|-------------------|-----------------|
| Participants..... | 87.5 million    |
| Expenditures..... | \$122.3 billion |

### Sportspersons

|                          |              |
|--------------------------|--------------|
| Total participants*..... | 33.9 million |
| Anglers.....             | 30.0 million |
| Hunters.....             | 12.5 million |

|                 |             |
|-----------------|-------------|
| Total days..... | 737 million |
| Fishing.....    | 517 million |
| Hunting.....    | 220 million |

|                         |                |
|-------------------------|----------------|
| Total expenditures..... | \$76.7 billion |
| Fishing.....            | 42.0 billion   |
| Hunting.....            | 22.9 billion   |
| Unspecified.....        | 11.7 billion   |

### Wildlife Watchers

|                           |              |
|---------------------------|--------------|
| Total participants**..... | 71.1 million |
| Around the home.....      | 67.8 million |
| Away from home.....       | 23.0 million |

|                         |                |
|-------------------------|----------------|
| Total expenditures..... | \$45.7 billion |
|-------------------------|----------------|

\*8.5 million both fished and hunted

\*\*19.7 million both, wildlife watched around the home and away from home

\*Source: National Survey fishing, hunting, and wildlife



# Become a Partner

Hunting and fishing are so much more than a past time and a hobby. They are a passion, a love, almost a way of life. When these outdoorsmen aren't involved in pursuit of their passions, they are discussing it, or more importantly, watching it on television. By becoming an advertising partner of Team E. Outdoors, your company can capture these enthusiasms and become a part of these heartfelt passions. Your organization can be along to stalk that ten point whitetail. Your company can help hook the big one or hide in a blind, waiting the first call of geese.

By becoming an advertising partner with Team E. Outdoors insures your company's message will reach a specific, loyal, targeted audience, willing and eager to support its passions by the expenditure of discretionary dollars. You might have to get fairly early for the hunt, but the effort will be well worth it.



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## Title Package

- 1) Team E. Outdoors presented by.....(You the Sponsor)
- 2) Our host will be filmed on location of choice (ex. Place of business or in the field) for one episode of Team E. Outdoors in the 2<sup>nd</sup> quarter. (Subject to additional fees. Our service is built into the proposed rate)
- 3) Two sponsor Bill Board reads in each episode.
- 4) In show recognition and verbal mention of you the title sponsor throughout the show.
- 5) Sponsor Logo link on [www.teamemedia.com](http://www.teamemedia.com) located on the sponsors page and our home page, as well as, a video stream of Team E. Outdoors, updated weekly.

## Major Package

- 1) Our host will be filmed on location of choice (ex. Place of business or in the field) for one episode of Team E. Outdoors in the 2<sup>nd</sup> quarter. (Subject to additional fees. Our service is built into the proposed rate)
- 2) A display of your product will be in that episode with our host.
- 3) A sponsor Bill Board read in each episode.
- 4) Commercial in each episode (Sponsor to supply).
- 5) Sponsor logo link on [www.teamemedia.com](http://www.teamemedia.com), as well as, a video stream of your sponsored show.



## Outfitters Package

- 1) Video footage of hunting and/or fishing filmed at your camp will be aired on episodes of Team E. Outdoors.
- 2) Sponsor Logo link on [www.teamemedia.com](http://www.teamemedia.com).
- 3) A video brochure will be fully produced on DVD of your outfit (50 DVD copies for you to distribute)
- 4) A DVD loop will also be produced for you to play at trade show booths, websites, etc...

## Product Sponsors

- 1) Your product will be displayed by our field staff throughout episodes of Team E. Outdoors.
- 2) Price varies per agreement.
- 3) Video footage of hunting and/or fishing filmed at your camp will be aired on episodes of Team E. Outdoors.
- 4) Sponsor Logo link on [www.teamemedia.com](http://www.teamemedia.com).
- 5) A video brochure will be fully produced on DVD of your outfit (50 DVD copies for you to distribute)
- 6) A DVD loop will also be produced for you to play at trade show booths, websites, etc...



# Notes



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