

**ESPN  
OUTDOORS**

**2010 TELEVISION PLANNING GUIDE**



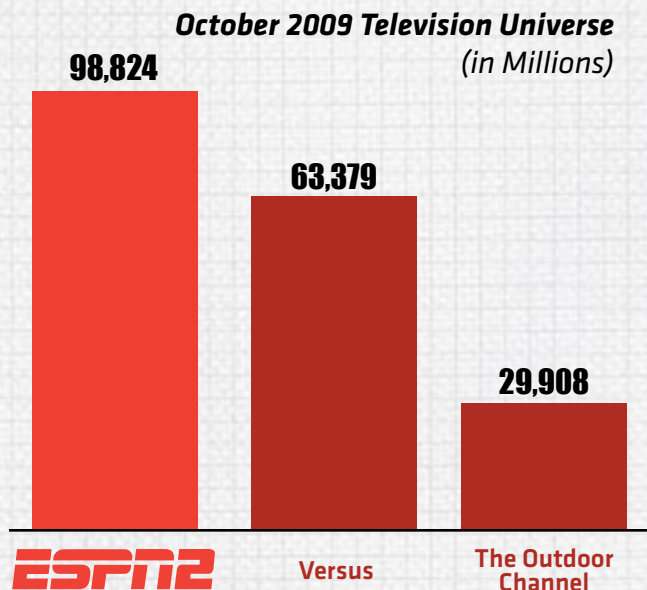


# THE NETWORK **ESPN**

The Outdoor Block is one of the longest running programs on ESPN, second only to SportsCenter.

ESPN2 is in **98.8 million** households, 56% more than Versus and 215% more than The Outdoor Channel. In fact, a recent survey reports ESPN2 had the highest perceived value and the top consumer satisfaction rate of any cable channel.

Airing every Saturday from 5 – 10 a.m. and Sunday from 6 – 10 a.m. on ESPN2, ESPN Outdoor Programming offers **unique product integration and sponsorship opportunities.**



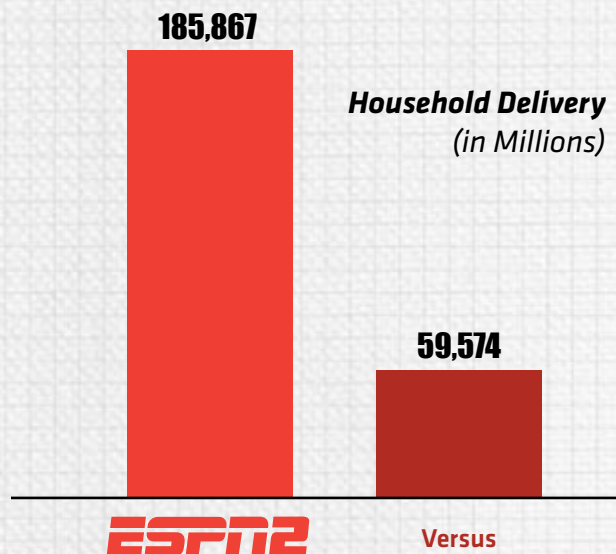
Source: Nielsen Media Research. (October 2009 Estimates)

ESPN fishing and hunting programming delivers 214% higher HH ratings than Versus and 623% higher ratings than The Outdoor Channel.

**In addition, ESPN2 has 15 regularly scheduled programs that deliver higher ratings than Versus' number #1 ranked outdoors program!**



The Bassmaster Elite Series and the Bassmaster Classic are broadcast in 99 Countries, reaching **123 million Households.**



Source: Nielsen Media Research. January-October 2009, average for all outdoors programming on networks)

# THE VIEWERS

## When compared to non-viewers, ESPN Outdoors viewers are...

- **191%** more likely to have freshwater fished
- **200%** more likely to have saltwater fished
- **200%** more likely to own an outboard motor
- **215%** more likely to own a boat

## In addition...

- **49%** more likely to own binoculars, 18% higher than Versus viewers
- **140%** more likely to own a rifle, 8% higher than Versus viewers
- **183%** more likely to own a shotgun, 10% higher than Versus viewers

Source: 2009 MRI Cable Study

## ESPN2 OUTDOOR AUDIENCE PROFILE

	US Total Day TV Usage %	ESPN Outdoors VIEWING	Index vs TV Average
<b>GENDER</b>			
Male	45.9	76.7	167
Female	54.1	23.3	43
<b>AGE</b>			
Ages 12-17	6.9	4.6	67
Ages 18-24	8.7	7.7	88
Ages 25-34	13.9	12.2	87
Ages 35-54	34.4	43.2	126
Ages 55+	36	32.3	90
Median Age	44.6	46.6	104
Men 18-34	10.9	14.4	133
Men 18-49	22.5	37.9	168
Men 25-54	22.7	43.2	191
Adults 18-49	47.7	50.2	105
<b>HOUSEHOLD INCOME</b>			
HHI < \$30,000	34.2	24.5	72
HHI \$30-39,999	11.0	12.7	116
HHI \$40-59,999	17.7	18.8	107
HHI \$60-74,999	9.9	13.2	132
HHI \$75-99,999	10.7	11.6	108
HHI \$75,000+	27.2	30.8	113
HHI \$100,000+	16.5	19.2	116
Median HH Income	\$45,000	\$53,000	118
<b>HHI \$75,000 + with:</b>			
HOH POM	10.4	12.3	118
Kids/Teens	12.8	15.8	124
HOH 1+ Years College	20.1	21.2	106

	US Total Day TV Usage %	ESPN Outdoors VIEWING	Index vs TV Average
<b>EDUCATION</b>			
4+ Years of College	21.7	18	83
<b>HH SIZE</b>			
Any Children < 18	39.1	42.4	108
<b>REGION</b>			
Northeast	19.9	18.2	91
East Central	13.4	17.3	129
West Central	14.7	12	82
Southeast	22.5	31.1	138
Southwest	11.9	12.3	103
Pacific	17.6	9.2	52
<b>COUNTY SIZE</b>			
County A	38.7	28.7	74
County B	31.1	32	103
County C & D	30.2	39.2	130
<b>RACE</b>			
White	73.7	78	106
Black	16.3	16.7	102
Hispanic	11.2	5.2	46
<b>TECHNOLOGY</b>			
PC Owner	75.6	79.6	105
Has Internet	66.9	74.8	112
<b>DISTRIBUTION</b>			
Digital Cable	39	47	120
DBF	29.2	27.4	94

Base: Persons 12+; Median Age Base: Persons 2+; Source: Nielsen Media Research, 01/01/09 - 10/31/09; All Hunting/Fishing Programming



# ESPN2 OUTDOORS 2010 TV SCHEDULE

## 1ST QUARTER

### Saturday

5:00 am	Get Schooled
5:30 am	Going Coastal
6:00 am	Pirates of the Flats
6:30 am	Spanish Fly
7:00 am	Poveromo
7:30 am	Fishing Adventurer
8:00 am	Beat Charlie Moore
8:30 am	World's Greatest Fishing Show
9:00 am	Bassmaster Tournament Trail
Mini Avail	Sold Out

### Saltwater Sunday

6:00 am	Fishing Adventurer
6:30 am	World's Greatest Fishing Show
7:00 am	EPL
7:30 am	Poveromo
8:00 am	EPL
8:30 am	Going Coastal
9:00 am	Pirates of the Flats
9:30 am	Spanish Fly
Mini Avail	Sold Out

## 2ND QUARTER

### Saturday

5:00 am	Going Coastal
5:30 am	ESPNO Saltwater Series
6:00 am	Pirates of the Flats
6:30 am	Spanish Fly
7:00 am	Poveromo
7:30 am	Fishing Adventurer
8:00 am	Madfin Shark
8:30 am	Beat Charlie Moore
9:00 am	Wanna Go Fishing
9:30 am	World's Greatest Fishing Show
Mini Avail	Sold Out

### Saltwater Sunday

6:00 am	Wanna Go Fishing
6:30 am	World's Greatest Fishing Show
7:00 am	Pirates of the Flats
7:30 am	Going Coastal
8:00 am	ESPNO Saltwater Series
8:30 am	Spanish Fly
9:00 am	Bassmaster Tournament Trail
Mini Avail	Sold Out

## 3RD QUARTER

### Saturday

5:00 am	Beat Charlie Moore
5:30 am	Whitetail Country
6:00 am	TC's Pro Hunter Journal
6:30 am	Realtree Outdoors
7:00 am	Driven to Hunt
7:30 am	TBA
8:00 am	Grateful Nation
8:30 am	Browning Expeditions
9:00 am	Bassmaster Tournament Trail
Mini Avail	5:56, 6:26, 6:56, 7:26, 7:56, 8:26, 8:56

### Hunt Sunday

6:00 am	Browning Expeditions
6:30 am	Territories Wild
7:00 am	TBA
7:30 am	TC's Pro Hunter Journal
8:00 am	Whitetail Country
8:30 am	Territories Wild
9:00 am	Realtree Outdoors
9:30 am	Driven to Hunt
Mini Avail	6:26, 6:56, 7:26, 8:26

## 4TH QUARTER

### Saturday

5:00 am	TC's Pro Hunter Journal
5:30 am	Whitetail Country
6:00 am	Territories Wild
6:30 am	Realtree Outdoors
7:00 am	Driven to Hunt
7:30 am	TBA
8:00 am	TBA
8:30 am	Browning Expeditions
9:00 am	Bassmaster Tournament Trail
Mini Avail	5:26, 5:56, 6:26, 6:56, 7:26, 7:56, 8:26, 8:56

### Hunt Sunday

6:00 am	TBA
6:30 am	Browning Expeditions
7:00 am	TBA
7:30 am	TC's Pro Hunter Journal
8:00 am	Whitetail Country
8:30 am	Territories Wild
9:00 am	Realtree Outdoors
9:30 am	Driven to Hunt
Mini Avail	6:26, 6:56, 7:26, 7:56, 8:26

**Note:** Schedule as of 1/11/2010, subject to change.



# SPONSORSHIP OPPORTUNITIES

## ESPN Outdoors Block Presenting Sponsorship

**Ownership of an entire Saturday or Sunday morning of ESPN Outdoors Programming. Available by Quarter.**

### Available Blocks for 2010

1ST QUARTER	→	Sunday
2ND QUARTER	→	Sunday
3RD QUARTER	→	Saturday
4TH QUARTER	→	Saturday



### Block Sponsorship Includes

- Presenting sponsor receives graphic identifier (logo) at top of each show (2x/hr)
- Audio mention "Presented by (Sponsor)"
- Schedule within ESPN Outdoors Block programming
- Multimedia extensions also available online on Bassmaster.com and ESPNOutdoors.com and in Bassmaster Magazine

## Television Program Sponsorship

### Television program sponsorship includes

- Sponsor Logo following opening animation with audio mention
- Two (:30's) in each telecast
- Opening and/or closing billboards
- Full category exclusivity
- Product integration when appropriate
- Additional ROS Schedule within ESPN Outdoors block programming included

*ROS Packages to fit any budget*

## In-Show Features

### In-show features includes

- Billboard
- Product placement when appropriate
- ROS Schedule and Spot Adjacency
- One X :30 in each show

*ROS Packages to fit any budget*

## Mini-Program Sponsorship

### Mini-Program sponsorship are 2.5 minute

"Mini-Show" running on ESPN2 during the ESPN Outdoors TV block which features the highest quality hunting & fishing programming, unique product integration and sponsorship opportunities. Airing on Saturday and Sunday at :26 and :56 past the hour preceded by :30 spot.

### Sponsorship opportunities includes

Presenting Sponsorship of an existing Mini-Show:

- Sponsor closing BB + Audio + :30 adjacency
- Additional ROS Schedule within Block programming

### Entitlement or Presenting Sponsorship of a Customized Mini-Show includes

- All of the above plus
- Product placement opportunities

Available Custom Mini-Shows

**Saturday** → 6:26, 6:56, 7:26, 7:56, 8:26, 8:56

**Sunday** → 6:26, 6:56, 7:26, 8:26

Mini-Shows can be produced by the advertiser or ESPN can produce one customized to the advertiser's needs

"Yo-Ish!"



Advance Auto Parts' "Advance Know How"



"Z Man - The Science & Art of Fishing"





# FISHING TV LINE-UP

## World's Greatest Fishing Show



Mark Zona admits he is not the world's greatest angler – or even the world's greatest host – and that is exactly why ESPN asked him to do the “World's Greatest Fishing Show”.

All Mark wants to do is fish – and show everyone he meets, and everyone who watches – why his life has been consumed by fishing. The Z Man knows there is no better way to get people excited about fishing than showing them how fun and exciting fishing can be. As

the name suggests, the show will never take itself too seriously. But Mark will take his fishing seriously...the show promises to be just as informative as it will be entertaining

### 2010 Destinations

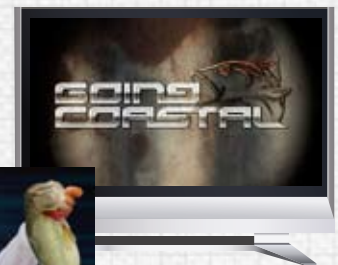
- Columbia River Sturgeon
- Canadian Pike
- Largemouth Bass - Guntersville
- Smallmouth Bass - Michigan
- Salmon - Lake Michigan
- Striper - North Carolina
- Goliath Grouper - Florida
- Largemouth Bass - Texas
- Shark - Florida
- Lake Trout - Chicago

The World's Greatest Fishing Show will air in 1st and 2nd Quarter 2010 at 8:30 am and re-airs on Sundays at 6:30 am.

## Going Coastal

Byron Velvick found fame as a professional bass fisherman, earning his way to the top levels of freshwater angling. But his roots are salty. He grew up chasing fish in the Pacific from his hometown of San Diego to Baja, Mexico. It's time to go home again. Byron has a passion for saltwater fishing, and this ESPN Outdoors series will chronicle his journey back to the ocean where he'll re-learn old techniques and discover the most modern tactics and tackle in inshore fishing.

Going Coastal will follow Byron on a vagabond tour, chasing the hottest bites of the year: autumn blitzes in the northeast, the famed flats of Florida, the Gulf of Mexico, the mid-Atlantic, his home water of California and Baja Mexico, and exotic locales in the Caribbean, Central America and beyond. The series will be 'technique-forward' helping viewers learn tactics and strategies side-by-side with Byron from some of the top experts and captains.



Going Coastal will air Sundays in 1st and 2nd Quarter 2010 at 8:30 am with re-airs Saturdays at 6:00 am.

## Beat Charlie Moore



Charlie Moore is a city guy from Boston. Can he fish? Sure, he's pretty good. But he's got an ego the size of Boston Harbor. As he sees it, he's simply the best, and he'll gladly take on all comers.



Beat Charlie Moore is an ESPN Outdoors series where real people like you challenge Charlie “mano a mano” to anything involving a rod and reel. If Charlie accepts your challenge, we'll set up the time and the place, and Charlie will be there. Anything goes!

In 2010, Beat Charlie Moore will air in 1st and 2nd Quarter Saturdays at 7:30 am and in 3rd Quarter on Saturdays at 5:00 am.



# FISHING TV LINE-UP

## ESPN Outdoors Saltwater Series



Hosted by Jose Wejbe, ESPN Outdoors Saltwater Series will present tournament coverage with human interest - Great Times and Great Fishing in Saltwater. Show focuses on the celebrity and hot stick (good angler).

In 2010, ESPN Outdoors Saltwater Series will air in 2nd Quarter on Sundays at 9:00 am with re-airs at 5:30 am Saturdays.



*Schedule subject to change*

### Tournaments include:

- Baker's Bay March in Abaco, Bahamas fishing for Bonefish
- Sunrise/Sunset Tournament in Duck Key, Florida fishing for Tarpon
- Florida Keys Outfitters IGFA Inshore in Islamorada fishing for Redfish, Tarpon, Permit and Snook
- F.C.A. Montauk Redbone in Long Island, New York fishing for Bluefish, Striped Bass and Albacore
- Rich's Golden Isle Red Trout Classic from St. Simmons Island, Georgia fishing for Redfish and Trout
- Redbone Celebrity Tournament in Islamorada fishing for Bonefish and Redbone

## Pirates of the Flats

See what happens when a famous news anchor, actor, writer, visionary, industry leader and photographer all share an island for one week.

**The Concept:** We join Tom Brokaw, Michael Keaton, Thomas McGuane, Yvonne Chouinard, R. Valentine Atkinson and Bernhard "Lefty" Kreh as they prepare to rendezvous with each other on the famed saltwater flats of the Bahamas.

Their quest? The island's legendary bonefish and permit. But these notables are fishing for answers, too. How can we save these last great coastal environments? It's a question that some of the world's top researchers will answer as they mix with this eclectic group of anglers.

In 2010, Pirates of the Flats will air in 1st Quarter on Sundays at 9:00 am and 2nd Quarter at 6:00 am on Saturdays and 7:30 am Sundays.

*Schedule subject to change*



## Fishing Adventurer



*Schedule subject to change*

From reel screaming shark in New York to explosive snapper in Western Africa and hard hitting yellowfin in Costa Rica, "Fishing Adventurer" is a fast-paced sport-fishing and travel series that follows the rugged, off-the-beaten-path adventures of the enthusiastic Cyril Chauquet. In each episode, Cyril's passion for fishing will bring you on a relentless pursuit to catch different species from across the world and meet other fishermen that share the same obsession. No matter if it's in salt or fresh water, he'll go anywhere to catch fish. So grab your rod and reel, and hit the water with the Fishing Adventurer.

In 2010, Fishing Adventurer will air in 1st Quarter on Saturdays at 7:00 am.



# 2010 FISHING AVAILABILITIES

SHOW	QTR	TITLE	PRESENTING	IN-SHOW FEATURES
World's Greatest Fishing Show	1	Available	Available	2
Going Coastal	1	Available	Available	2
Pirates of the Flats	1	Sold	Sold	2
Fishing Adventurer	1	Sold	Available	0
Beat Charlie Moore	1	Sold	Available	1
World's Greatest Fishing Show	2	Available	Available	1
ESPN Outdoors Saltwater Series	2	Sold	Sold	0
Going Coastal	2	Available	Available	1
Beat Charlie Moore	2	Available	Available	2

Updated 1-6-2010

- ➔ :30 Spot Availability on all of the above
- ➔ ROS only schedules also available



# HUNTING TV LINE-UP

## Pro Hunter Journal



Follow Tom Miranda in the fast paced, high impact hunting adventure as he hunts big game around the world. As you go along with Tom and his hunting enthusiasts, they will pass on tips and strategies to help the viewer become a better, more confident hunter.

In 2010, Pro Hunter Journal will air Sundays at 7:30 am in 3rd and 4th Quarter. Re-airs will be on Saturdays at 6:00 am in 3rd Quarter and 5:00 am in 4th Quarter.

*Schedule subject to change*

## Driven to Hunt

Driven to Hunt showcases NASCAR Personalities as they hunt large and small game across North America. From some of the hottest drivers in NASCAR to crew chiefs to team owners, Driven to Hunt will take viewers from the track to the woods for a behind the scenes look at the other passion of the NASCAR community: Hunting for Elk and Whitetail in the great outdoors.

In 3rd and 4th Quarter, originals of Driven to Hunt will air Saturdays at 7:00 am with re-airs on Sundays at 9:30 am.

*Schedule subject to change*



## Territories Wild



Territories Wild promises to bring the best in up-close archery action and the hear-pounding thrill of the hunt to each episode.

Territories Wild will run Sundays at 8:30 am with re-airs in 4th Quarter at 6:00 am.

*Schedule subject to change*

## Whitetail Country

Whitetail Country dives into different geological parts of the whitetail woods as well as applicable technique and strategy for the region. Whitetail Country features many professional hunters including Tom Miranda, Bill Jordan, Chick Adams, Greg Miller and many others. Each week viewers will see great hunts and get an up close look at one of the pros at home.

Whitetail Country is scheduled to run 3rd and 4th Quarter Sundays at 8:00 am with re-airs Saturdays at 5:30 am.

*Schedule subject to change*





# HUNTING TV LINE-UP

## Grateful Nation



Grateful Nation is a unique and compelling outdoor adventure series that goes behind the scenes and into the hunting field with American Veterans. Hosted by Airborne Ranger Tim Abell, this original unscripted program takes viewers inside the minds of wounded combat veterans and returns them to their traditional American hunting heritage.

The majority of the narrative for each episode comes from the organic conversation between the featured Vet and Host in the context of their hunt. Discussion topics include their lives before, during and after the veteran's service including injury, treatment and recovery.

In 2010, Grateful Nation will air in 3rd Quarter at 8:00 am on Sundays

*Schedule subject to change*

## Browning Worldwide Adventures

This series will have a mix of big game and birds and will be both domestic and international. The show will be hosted by Stephen LeBlanc, a wildlife biologist and sculptor who has appeared as a guest in numerous series.

Browning Worldwide Adventures is scheduled to run 8:30 am on Sundays 3rd and 4th Quarter with re-airs in 3rd Quarter on Saturdays at 6:00 am and 4th Quarter on Sundays at 6:30 am.

*Schedule subject to change*





# 2010 HUNTING AVAILABILITIES

SHOW	QTR	TITLE	PRESENTING	IN-SHOW FEATURES
Driven to Hunt	3	Available	Available	2
Grateful Nation	3	Sold	Available	1
Browning Expeditions	3	Sold	Available	1
Pro Hunter Journal	3	Sold	Available	1
Whitetail Country	3	Sold	Available	1
Territories Wild	3	Sold	Available	1
Driven to Hunt	4	Sold	Available	2
Browning Expeditions	4	Sold	Available	1
Pro Hunter Journal	4	Sold	Available	1
Whitetail Country	4	Sold	Available	1
Territories Wild	4	Sold	Available	1

Updated 1/6/2010

- ➔ :30 Spot Availability on all of the above
- ➔ ROS only schedules also available