



OUTDOOR SPORT CHANNEL®

2018

# Company Overview

**The industry's first and leading international Sports TV Channel  
covering an immense array of sports**

- **Founded in 2007 by Henk van Meer – media entrepreneur with over 31 years of experience**
- **Head offices in London & Switzerland, sub office in Dubai**
- **Privately held and fully funded**
- **For the past ten years, OSC has grown exponentially and is now a household name in the majority of international markets**
- **Millions of satisfied pay-tv customers worldwide via 60 pay-tv platforms**
- **Full production team in Europe working closely with independent global wide sports producers**
- **All content in full High Definition**





# Why Outdoor Sport Channel®?

*“We deliver entertainment for the sports enthusiast...we cover every sport known to man”*

*Henk van Meer, Founder*

- Exceptional channel airing only the best International sports action from around the world
- Uniquely tapped into all sports news outlets for on the hour live updates
- Sports themed programming intermingled with live events, live short form clips, daily updates from all major sports leagues, sports highlights, interviews, previews and exclusive behind the scenes specials from a vast array of sports, including:
  - Champions League, Europe League, Premier League
  - Nascar, Formula 1, F4, Dubai Series Touring, Indy Car and Grand Prix Specials
  - Baseball, Softball, Cycling, Golf, Surfing, Equestrian, Beach Volleyball, Alpine Ski-ing, Surfing, Rock Climbing, Track and Field, Basketball, Swimming, Tennis, Sailing and much more
- 30/60/180/240 minute complete programming blocks
- In negotiations with FIFA (Zurich) for select 2018 World Cup soccer matches (12 Live matches, press conferences, training & team specials, in South Africa 2010)

#FCBARANS

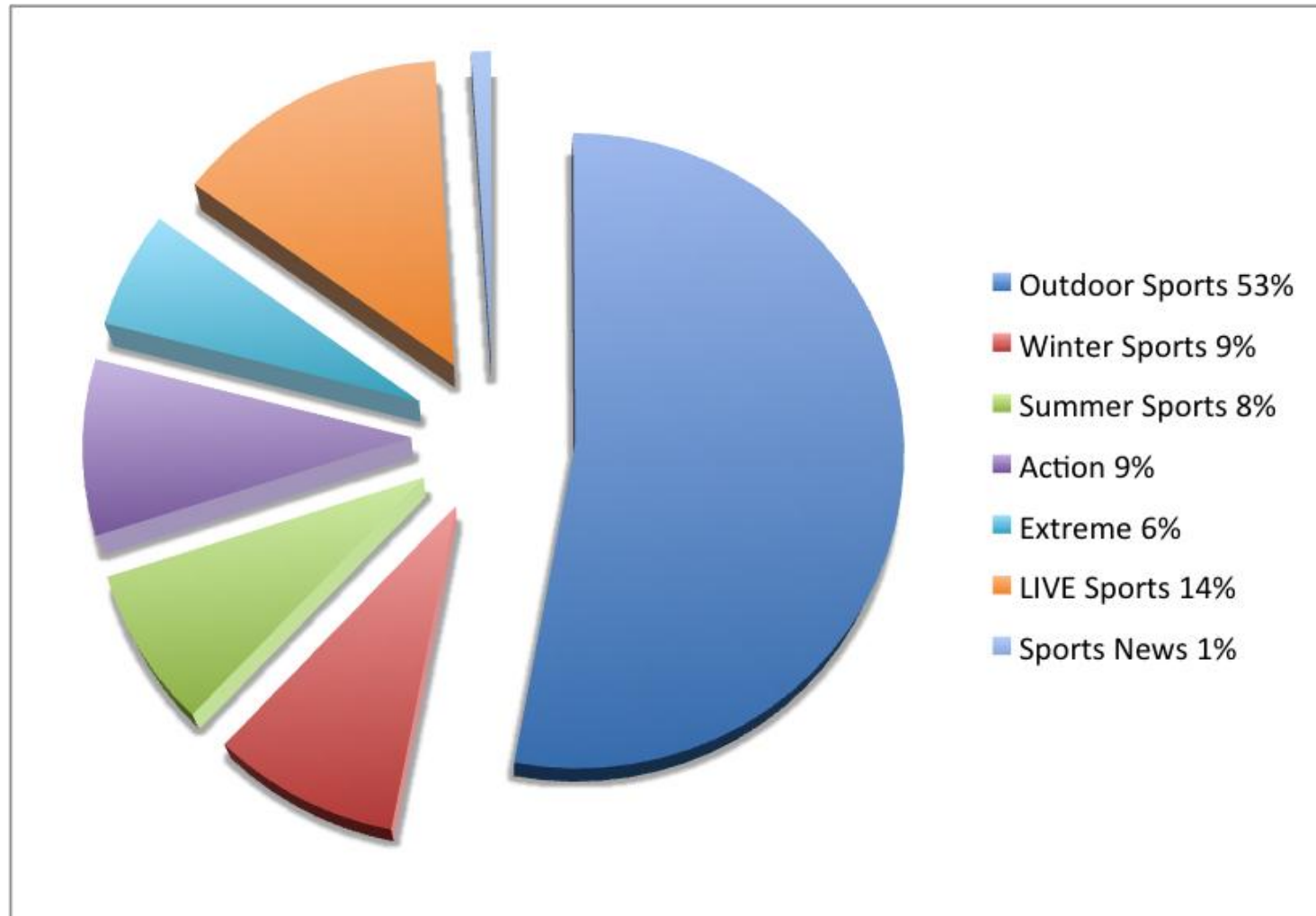
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# Outdoor Sport Channel® Is Must See TV for the Sports Family

- Sports fans go behind the scenes with exclusive sneak peak shows with athletes, managers & pit crews
- Major sporting event previews on Friday and recap shows on Monday
- Family friendly viewing – no hunting, guns or violent content
- Minimal advertising
- Anchors and commentary provided by seasoned sports vets
- Traveling crew of ~15 staff
- All shows edited in the UK with news tickers
- Custom-made FC Bayern Munich studio presented news and video segments covering club training, behind the scenes, community shows and all things soccer



# Broad Entertainment and Action Packed Schedule



# EPG Sample

## Sample EPG March 26<sup>th</sup>

Sunday,12:00:00 AM, Racing BTCC-Highlights  
Sunday,01:07:23 AM Premier League News  
Sunday,01:13:38 AM, International Sports News  
Sunday,01:17:10 AM, Outdoor Sports weather Report  
Sunday,01:17:22 AM, Worldwide Weather Sports Report  
Sunday,01:18:55 AM, Raceline Nascar "The fastest half hour on TV"  
Sunday,01:42:21 AM, 2017 Extreme Sailing Series Act 1 Muscat Oman  
Sunday,02:50:48 AM, 2017 Cue Ball Billiard Series  
Sunday,01:53:56 AM, FC Bayern Munich Sports News  
Sunday,02:00:11 AM, 2017 FC Bayern Munich Team presentation.  
Sunday,02:23:29 AM, 3 Minute Sports Update  
Sunday,02:26:34 AM, 2017 Algarve Bike Challenge  
Sunday,03:04:19 AM, Gillette World Sports Series

# Lots of Outdoor Networks



Outdoor Channel is outdoor lifestyle – Fishing, Climbing, Outdoor Reality Shows, Shooting, Weapons



Sportsman Channel – Fishing, Firearms, Archery, Rifles



World Fishing Network – Fishing, Hunting, Motor Sports



Pursuit Channel – Fishing, Hunting, Shooting, Outdoor Recreation



**ONLY ONE GLOBAL SPORTS CHANNEL**



# Branding and Marketing

- ❑ Outdoor Sport Channel® is one of the highest rated viewership channels across Europe
- ❑ [www.outdoorsportchannel-globalwide.com](http://www.outdoorsportchannel-globalwide.com) receives 246.1k visitors traffic per day
- ❑ Ability to work closely with platforms to push subscriber up-take
- ❑ Active social media team
- ✓ Strong marketing collaboration with content and sponsor partners below:





# Thank You

For More Information, please contact:

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