



**OUTDOOR SPORT CHANNEL®**  
**2022**

# Company Overview

**The industry's first original and leading international Sports TV**

**Channel covering an immense array of sports**

- **Founded in 2007 by Henk van Meer – media entrepreneur with 35 years of experience**
- **Head office in United Kingdom, sub office Netherlands, Israel, Dubai, Switzerland**
- **Privately held and fully funded**
- **For the past 14 years, OSC has grown exponentially and is now a household name in the majority of international markets**
- **Millions of satisfied TV customers worldwide via CATV, DTH, IPTV, OTT & Mobile TV platforms**
- **Full production team in Europe, MENA working closely with independent global wide sports producers**
- **All content in full High Definition & UHD 4K**



# Why Outdoor Sport Channel®?

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

*Henk van Meer, Founder & CEO*

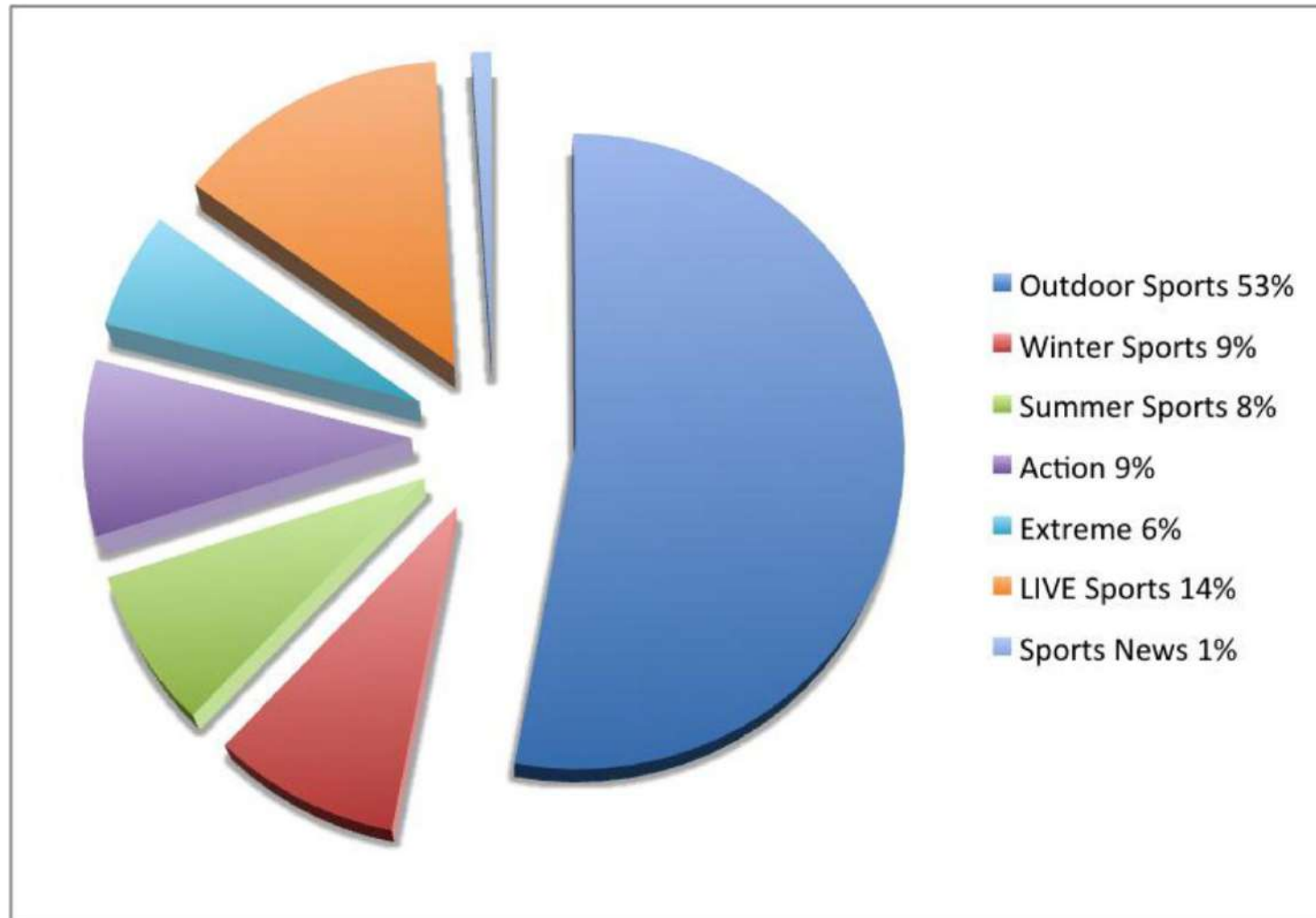
- Exceptional channel airing only the best International sports action from around the world
- Uniquely tapped into all sports news outlets for on the hour live updates
- Sports themed programming intermingled with live events, live short form clips, daily updates from all major sports leagues, sport interviews, previews and behind the scenes specials from a vast array of sports, including:
  - Champions League, Europe League, Premier League, FA Cup, Bundesliga, Serie A.....
  - 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

# 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 Sunday, including daily latest updates
- Family friendly viewing – no hunting, guns or violent content
- Minimal advertising
- Anchors and commentary provided by seasoned sports vets
- Traveling crew of ~30 staff
- All shows edited in English
- 247 LIVE "on air" sports news ticker, covering all leagues, news, results, updates, previews



# Broad Entertainment and Action Packed Schedule



# EPG Example

## Sample EPG

27/12/2020 F1H2O GP of China Race

27/12/2020 Rally Dakar Saudi Arabia

27/12/2020 Rally Dakar Desert Wings

27/12/2020 Formula Snow Wintersport

27/12/2020 Adamello Ski Raid

27/12/2020 X-OVER RIDE

27/12/2020 XTerra Running Series

27/12/2020 XTERRA Europe

27/12/2020 DCL League

27/12/2020 Red Bull Neymar Jrs Five

27/12/2020 RBCD Rhiannan Iffland

27/12/2020 Beach Volleyball Major Vienna

27/12/2020 Beach Volleyball Major Hamburg

27/12/2020 Red Bull BC One Austria

27/12/2020 Bundesliga comeback

27/12/2020 Red Bull MotoGP



# 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

<https://outdoorsportchannel.net> receives 175k 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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