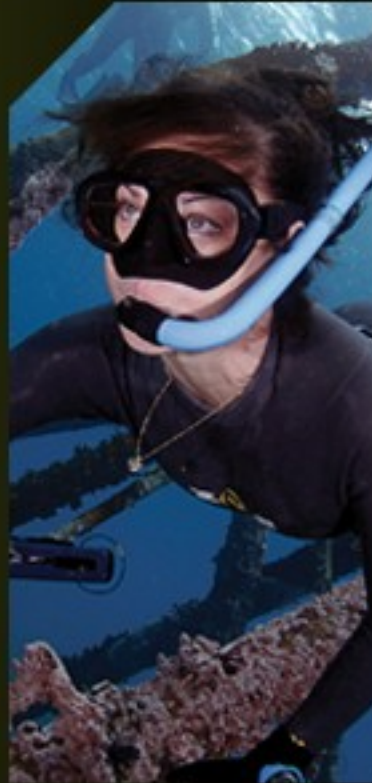


VIDEO ON DEMAND

LOCAL AD SALES ON DEMAND SUITE



LOCAL AD-SUPPORTED VIDEO ON DEMAND
EASY TO UNDERSTAND, EXPLAIN AND SELL



Outdoor Channel LAS OnDemand Suite

**Easy and Straightforward to
explain**

**Attractive Prospects who are
already TV Advertisers**

**Audience with a Passion for RV-ing
and money to spend**



VIDEO ON DEMAND
LAS ON DEMAND SUITE



Programming for RV-ers

Target the obvious

RV's

Campsites

Camping Equipment



VIDEO ON DEMAND
LAS ON DEMAND SUITE



Programming for RV-ers

Target “one degree of separation”

Trucks

Powerboats

ATVs

Fishing

Hunting



VIDEO ON DEMAND
LAS ON DEMAND SUITE



Programming for RV-ers

Target “two degrees of separation”

Stocks/Bonds/Mutual Funds

Investment Real Estate

Vacation homes

Home remodeling



VIDEO ON DEMAND
LAS ON DEMAND SUITE



Who RVs?

RV Owner Profile,

Job Title

President **163**

Vice President **148**

General Manager **147**

Owner/Partner **157**

Any Market Instrument \$150K+ **160**

Own Investment Real Estate **204**

Source: 2008 Doublebase Mediamark Research Inc.



VIDEO ON DEMAND
LAS ON DEMAND SUITE



Investment Real Estate

RV Owner

Very likely to invest in stocks, bonds, funds	163
Very likely to purchase second home	119
Very likely to take out equity loan	151
Very likely to remodel kitchen	142
Very likely to remodel bathroom	147
Very likely to add exterior extension	175

Source: 2008 Doublebase Mediamark Research Inc.



VIDEO ON DEMAND
LAS ON DEMAND SUITE



Sports Equipment

RV Owner-past 12 months

Engaged in mountain biking	169
Engaged in power boating	215
Engaged in canoeing/kayaking	151
Engaged in golfing	142
Engaged in jet skiing	193
Engaged in whitewater rafting	150

Source: 2008 Doublebase Mediamark Research Inc.



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Sports Equipment

RV Owner-past 12 months

Engaged in mountain biking	169
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Source: 2008 Doublebase Mediamark Research Inc.



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Recreational Vehicles

Owned RV Owner

Own 3+ ATVs	502
Own 3+ motorcycles	215
Own outboard motorboat	281
Own powerboat	978
Own personal watercraft	689
Owens snowmobile	154

Source: 2008 Doublebase Mediamark Research Inc.



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Outdoor Lifestyle

RV Owner

Any hunting, past 12 months	217
Any fishing, fresh or salt, past 12 months	187
Target shooting, past 12 months	221
Snowmobiling, past 12 months	195

Source: 2008 Doublebase Mediamark Research Inc.



VIDEO ON DEMAND
LAS ON DEMAND SUITE



The Programming

Short-form tips and reviews

- *The Cooking Ladies*
- *RV Savvy*
- *Campground Review*

**30-second taggable promo spots
(:20/:10)**



VIDEO ON DEMAND
LAS ON DEMAND SUITE



The Programming

➤ *The Cooking Ladies*

9 segments on cooking and eating well in your RV

3-4 minutes long

--plus—a taggable promo spot

Ad Targets: home remodelers, supermarkets, sporting goods big box



VIDEO ON DEMAND
LAS ON DEMAND SUITE



The Programming

The Cooking Ladies - episodes

Easy Cheesy Shrimp Hors d'Oeuvres

Autumn Stir Fry

Melon Mango Cucumber Soup

Garlic Shrimp

Panini Sandwich

Cold Vegetable Chili

City Grill

Sweet Potato Pancakes

Maple Salmon Fillets



VIDEO ON DEMAND
LAS ON DEMAND SUITE

OUTDOOR
CHANNEL

The Programming

➤ *RV Savvy*

9 segments with practical tips for safe and smart RV-ing

3-4 minutes long

--plus—a taggable promo spot

Ad Targets: insurance agents, hunting/fishing equipment, truck/ATV/PWC/snowmachine dealers



VIDEO ON DEMAND
LAS ON DEMAND SUITE



The Programming ***RV Savvy - episodes***

Travel Security

Living with 30 Amps

Awning Safety

Don't Leave Home Without It

Insurance Claims

Roof Care

Fire Safety

Holding Tank Odors

Campground Savvy



VIDEO ON DEMAND
LAS ON DEMAND SUITE

OUTDOOR
CHANNEL

The Programming

➤ *Campground Review*

9 segments...travel reviews of campsites for RVs

5-7 minutes long

--plus—a taggable promo spot

Ad Targets: truck dealers, investment firms, real estate, big box sporting goods



VIDEO ON DEMAND
LAS ON DEMAND SUITE



The Programming

Campground Review - episodes

Red Rock RV (Southeast South Dakota)

Campobello Island (New Brunswick)

Bluewater Key RV Resort (Florida Keys)

Beaudry RV Resort (Tucson)

Arndt's Aroostook River Campground (Presque Isle, ME)

Blazing Star Luxury RV Resort (San Antonio)

Young's Lakeside RV Resort (Hot Springs, AR)

Buckhorn Lake Resort (Hill Country, TX)

Camping Alouette (Quebec)



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