



Paul Markel, Student of the Gun



Presents the

GIANTS OF OUTDOOR TV



Cara Christensen, Fit to be Wild



There are multiple outdoor themed television channels but there are none like Wilderness Channel.

Wilderness Channel is available everywhere in the United States and worldwide--making it the furthest reaching outdoor channel on earth. Utilizing SMART TV and other streaming technology, viewers can watch Wilderness Channel on their television and connected devices.

It's a HUGE market -- Nearly 50 million US households use streaming devices on their TV and nearly every household has at least one connected device (smartphone, tablet..)

The average viewer is male but there are plenty of female viewers as well. Nearly 70% of viewers have a household income over \$100,000/year making the medium a paradise not just for outdoor lovers but also for advertisers.



Rack-N-Roll Outdoors - Breakaway Hit on Wilderness Channel



PROGRAMMING PARTNERS

Our hunting and fishing show personalities becomes STARS when they join Wilderness Channel.

We believe that a show becomes an institution when it benefits from well promoted premiere episodes and frequent , well strategized repetition.

In addition to a schedule designed to maximize viewership, our shows are also available On-Demand, making multiple episodes available to viewers anytime, anywhere with convenient features like pause, fast forward and rewind.

Programming partners also have the option of having their own dedicated on-demand sub-channel on the Roku platform.

Wilderness Channel fosters the growth of the GIANTS of Outdoor TV, helping them realize their full potential.



Dr. Jimmy Steger, Monster Trophy Hunters



PROGRAMMING CONCEPT

Wilderness Channel features the best in hunting and fishing but is complimented by a diverse line-up that brings a larger yet focused audience to the Network.

In collaboration with United States Park Service and Parks Canada, Wilderness Channel features documentaries and series about North America's greatest natural treasures, our parks.

Outdoor lovers of all kinds including outdoor survivalists, hikers and campers will all find relevant programming on Wilderness Channel.

Think of this way - -any type of person you might find in the wilderness will find something that speaks to them on Wilderness Channel!



ADVERTISING REV SHARE PROGRAM

Wilderness Channel supports its programming partners by providing full advertising agency services.

We book our programming partner's unsold commercial airtime with strategically placed direct response commercials that pay our partners for every sale or lead that is generated as a result of broadcast of that commercial during partner's broadcasts.

A toll free number and/or unique URL is provided for each show and used to track to pinpoint accuracy the results our program partners generates for each commercial shown during each broadcast.

At request, we edit in these commercials before each show is broadcast on Wilderness Channel during any "remnant" commercial airtime.

At the end of each broadcast period, we send our clients verified results and a check or electronic payment.

It's that simple. We all do outdoor television because we couldn't imagine doing anything else, but we understand there are bills to pay as well.



Rack-N-Roll Outdoors Product Endorsement



Mac and Prowler of Mac and Prowler

You can watch Wilderness Channel right now.



SMART TV

Roku: <https://owner.roku.com/add/>

Dedicated Channel: **Add Channel Code: fl821095**
or click on the Roku logo on our home page.

FilmOn Platform: **Add Channel Code: WM6BC**

Apple TV Via Airplay: Download FilmOn free at **Itunes store**

Chromecast: Download FilmOn free at **Google Play**

Connected Devices

Via our web site or download the App for your device:

Google Play: FilmOn

Apple Itunes: FilmOn

or visit www.filmon.com and select "Apps"

Internet

WWW.TVGONEWILD.COM

Live: <http://www.tvgonewild.com/#!/watch-live/c1pyo>
or choose "Watch Live" from menu options

On Demand: <http://www.tvgonewild.com/#!/vod/c1sab>
or choose "On Demand" from menu options

Coming soon to Playstation, WII and XBOX.



Wilderness Channel has a unique collaboration with FilmOn.com / .TV .
FilmOn is the world's largest television channel line-up for connected devices including SMART TV.

Founded by Greek billionaire Alki David and based in Beverly Hills, FilmON has an average of over 7 million unique hits to it's web site from the US each month. International viewership is equally as large.

1 million US Roku households have the FilmON Roku platform installed. The service is also available on AppleTV via AirPlay as well as Google Chromecast.

The tremendous marketing power of Film ON (They've sponsored You Tube for entire days, purchased more then \$100 million in advertising in New York City alone...) brings massive audience to Wilderness Channel. Wilderness Channel is frequently the most watched channel in the Lifestyles category.

Cross promotions between TV series on our Network also help drive big viewership to our media properties. All of our series both receive and bring increased viewership in this true win-win scenario.



Alki David, FilmOn Founder

wilderness
channel



Brian Smith, Above the Game

HOME OF THE GIANTS OF OUTDOOR TV

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