





FUEL TV



FUEL TV IS RECOGNIZED AS THE GLOBAL HOME OF ACTION SPORTS ON TELEVISION. FOR MORE THAN 17 YEARS FUEL TV HAS DISTINGUISHED ITSELF WITH AWARD-WINNING PROGRAMMING THAT INSPIRES, ENTERTAINS AND ENLIGHTENS AUDIENCES AROUND THE WORLD.

TODAY WE ARE AVAILABLE IN OVER **100 COUNTRIES** & **700MM DEVICES** ON A VARIETY OF PLATFORMS, WHILE WE CONTINUE TO INNOVATE AND EVOLVE WITH A RELENTLESS FOCUS ON THE SPORTS OF SKATEBOARDING, SURFING, SNOW, BMX, MTB, WAKE, AND THE MUSIC, ART AND CULTURE THAT SURROUND THESE GLOBAL LIFESTYLES.

**+300MM** ACTIVE PARTICIPANTS WORLDWIDE

**83M** ACTIVE SURFERS

**85M** ACTIVE SKATEBOARDERS

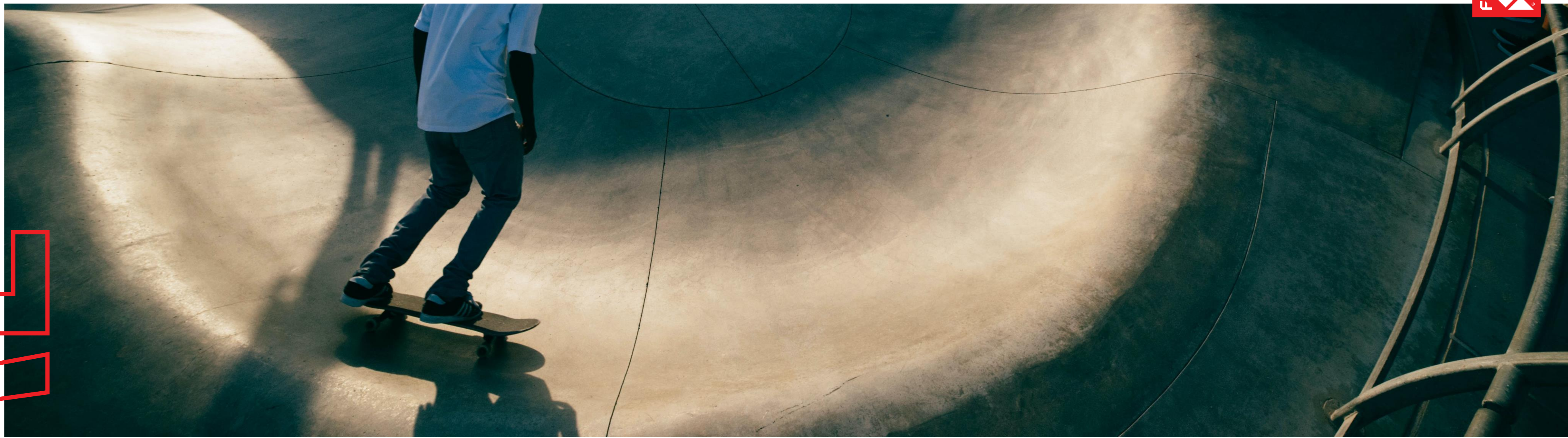
**135M** ACTIVE SNOWBOARDERS & FREE SKIERS

**15M** ACTIVE MTB & BMX RIDERS



5 OF OUR CORE SPORTS ARE PART OF THE OLYMPIC MOVEMENT:  
SURFING, SKATEBOARDING, SNOWBOARDING, FREE SKIING, BMX.

PARTICIPATION LEVELS HAVE DOUBLED DURING COVID IN ALL OF OUR CORE SPORTS

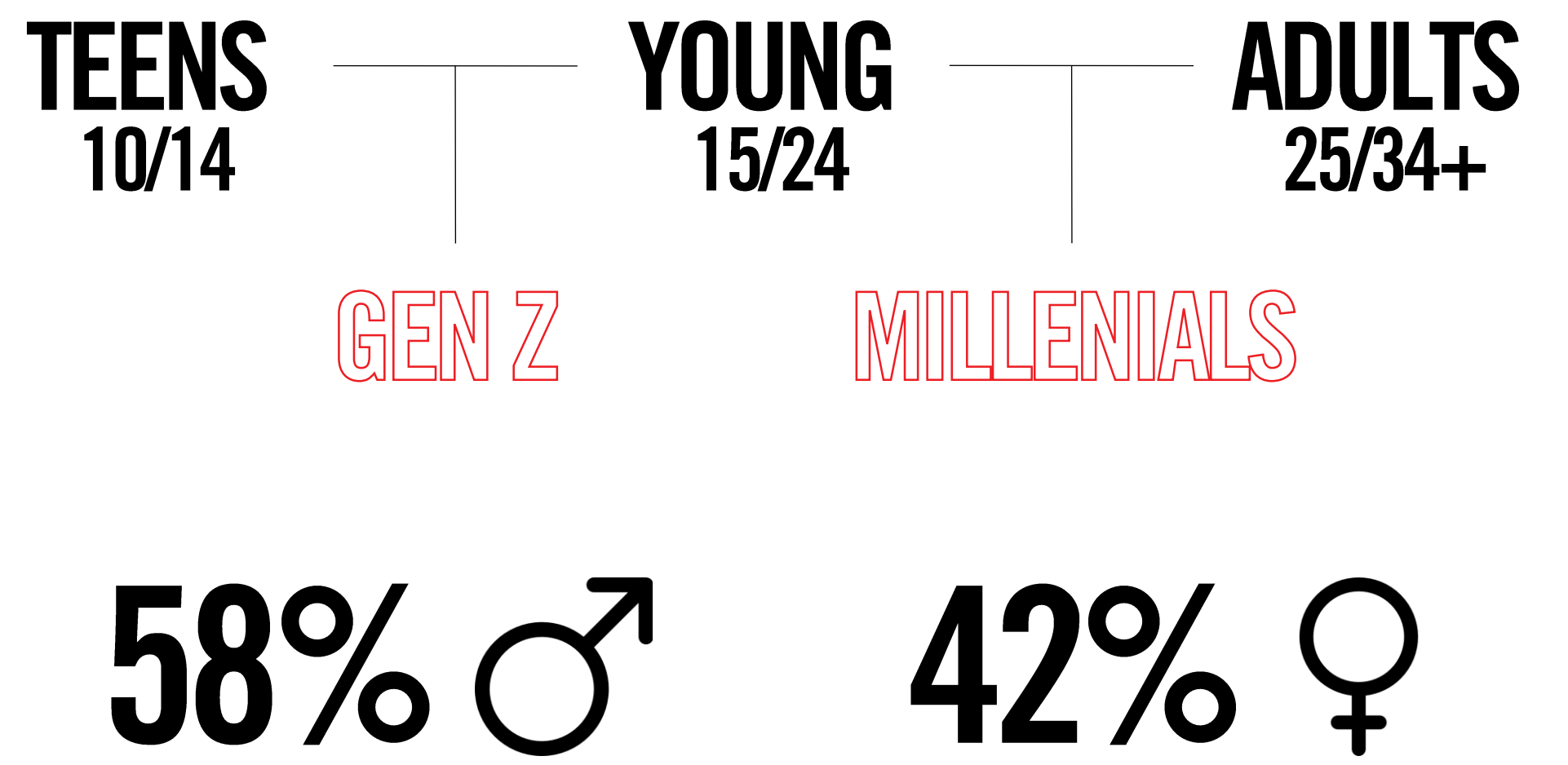


# YOUNG & GLOBAL

## TOP COUNTRIES

- UNITED STATES
- BRAZIL
- CANADA
- SPAIN
- UK
- GERMANY
- AUSTRALIA
- PORTUGAL

## DEMOGRAPHICS



**62%**

**WORLD POPULATION:  
GEN Z & MILLENNIALS**

**\$3T** **COMBINED SPEND  
POWER IN THE US ALONE**

**40%**

**PREFER TO WATCH  
ACTION SPORTS OVER  
ANY OTHER SPORTS  
ON ALL DEVICES.**

**75%**

**INNOVATIVE MINDED &  
CREATIVELY ORIENTED:  
DIRECT RELATIONSHIP WITH  
THEIR INTEREST IN SPORTS.**





**35 MINUTES**

**AVERAGE SESSION WATCHING  
THE CHANNEL**

SOURCE: SAMSUNG TV+

**+70M HH**

**INCREASED DISTRIBUTION  
DURING 2020**

SOURCE: FUEL TV

**26% YOY**

**ORGANIC GROWTH ON SOCIAL  
MEDIA AND DIGITAL PLATFORMS**

SOURCE: FB, IG, TW

**413% YOY**

**GROWTH ON REVENUE FROM  
SUBSCRIPTIONS TO FUEL TV+**

SOURCE: FUEL TV

**HIGLY ENGAGED &  
GROWING AUDIENCE**

**FUEL TV REPRESENTS A UNIQUE VALUE PROPOSITION TO OUR DISTRIBUTION PARTNERS BY CONSISTENTLY DELIVERING A HARD-TO-REACH AUDIENCE WHO ARE PASSIONATE ABOUT THE THINGS THEY LOVE TO DO.**

**FAST**

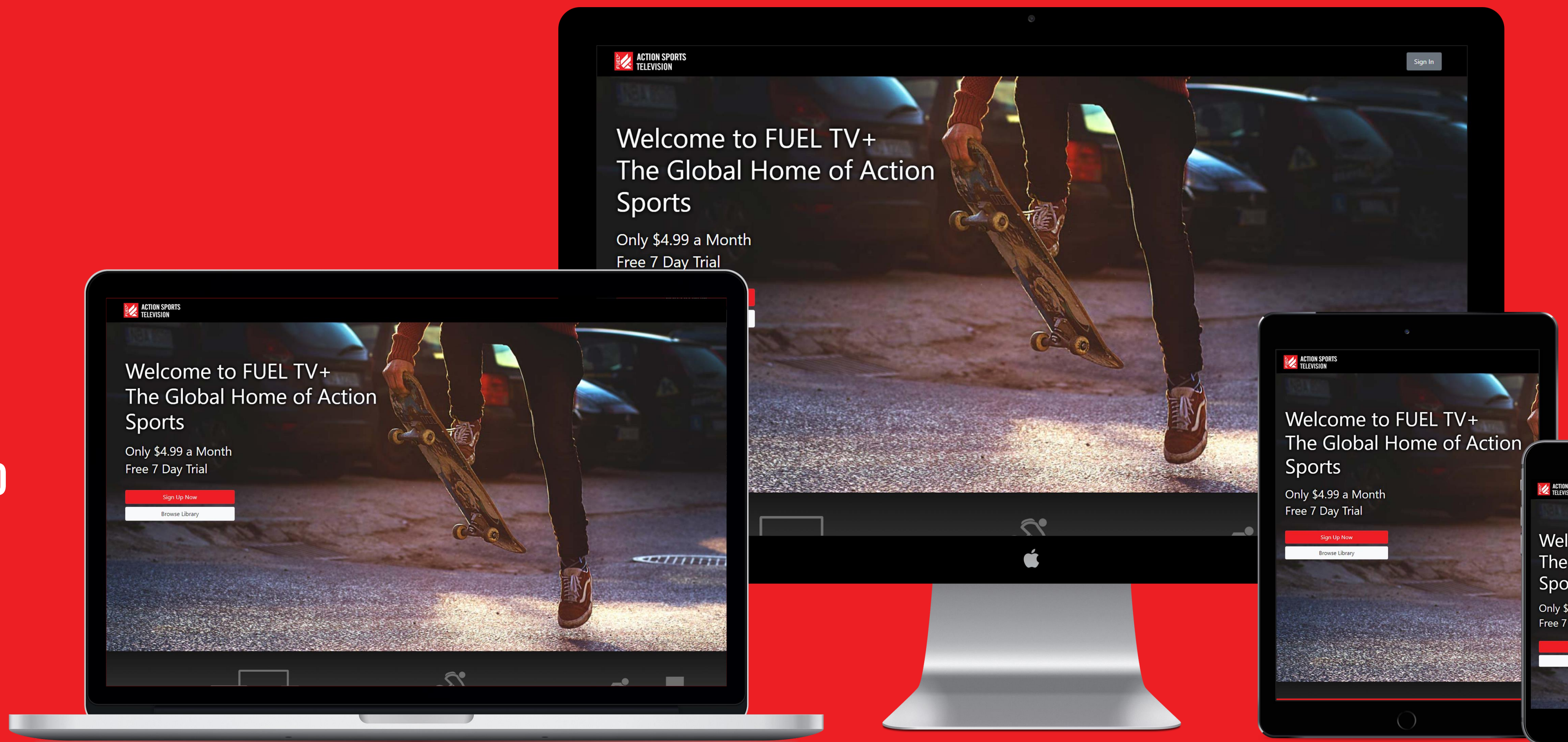
**FREE AD-SUPPORTED TV**

**SVOD**

**SUBSCRIPTION VIDEO ON-DEMAND**

**MVPDs**

**TRADITIONAL LINEAR**





WHERE

WE ARE



AND MANY MORE!



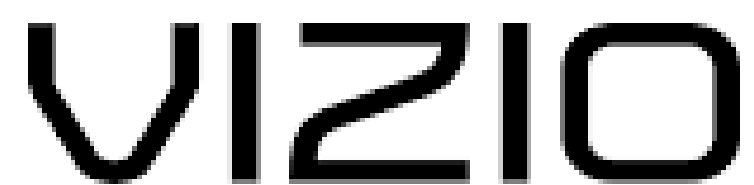
Q1



Q2



LAUNCHING SOON



Q3

Q4



fubo<sup>TV</sup>

T Mobile<sup>™</sup>

peacock

COMCAST

Roku

TARGETED

xumo

Claro

movistar

VIACOM

dish

COX



FUEL TV SUPPORTS GLOBAL DISTRIBUTION WITH EXPANDED IP DELIVERY CAPABILITIES OUT OF OUR LISBON PLAYOUT FACILITY WITH SIX DEDICATED FEEDS ALLOWING FOR MARKET-SPECIFIC CONTENT AND RIGHTS MANAGEMENT.

**OUR CHANNEL IS LOCALIZED IN 8 DIFFERENT LANGUAGES FOR CURRENT MARKETS AND WE ARE CONSTANTLY INCREASING OUR LOCALIZED SERVICES AS WE EXPAND OUR GLOBAL FOOTPRINT.**

ENGLISH | SPANISH | FRENCH  
| GERMAN | PORTUGUESE |  
RUSSIAN | FINISH | SWEDISH



**+750h** YEAR OF NEW CONTENT

**+500h** YEAR OF LIVE EVENTS

FROM ALL TYPES, RELEVANCY AND FORMATS: FROM OLYMPIC QUALIFIERS, WORLD CHAMPIONSHIPS, ONLINE JUDGING EVENTS TO LOCAL EVENTS.

**+250h** YEAR OF NEW CONTENT

PODCASTS INTERVIEWS SERIES MOVIES DOCUMENTARY CLASSICS

**+3000h** LEGACY LIBRARY

# CONTENT CHANGES

## LIVE EVENTS

GOING INTO 2020 WE EXPECTED OVER 700 HOURS OF LIVE EVENTS. AS EVENTS COME BACK IN 2021 WE EXPECT TO QUICKLY BE BACK ON PACE.



## FRESH @ 5

NEW CONTENT WILL DEBUT EVERY M-F AT 5PM LOCAL TIME IN 2021, WITH THE STRATEGY INFORMED BY NEW VIEWERSHIP DATA SHOWING THIS AS ONE OF THE MOST VALUABLE TIME PERIODS ON THE CHANNEL

- MONDAY — SURF
- TUESDAY — MTB/BMX
- WEDNESDAY — CAMP WOODWARD
- THURSDAY — SKATE AND SNOW
- FRIDAY — CONVERSATION, MUSIC, ART, CULTURE



**STOKED?**

LET'S TALK

**THE GLOBAL  
HOME OF  
ACTION SPORTS**

