83% of consumers find product videos helpful. Video has the greatest impact on purchasing intent.

65% of publishers say ad blocking is a significant business threat.

5 hrs 31 mins: Time spent with Digital Media in 2017 (more than TV, Radio, Print combined).

Google 93% is Google’s market share of worldwide organic search.

64% of the world’s consumer internet data traffic is digital video.

60% is YouTube’s annual growth rate: its highest ever.

1 billion YouTube users: bigger than the Population of USA and Eurozone combined.

220% growth in video advertising in the UK in 2014.

19% overspend in US advertising in print and TV.

91% of marketers say video is more effective than display and 75% that it is more effective than TV.

8 billion video views a month on Facebook.
The Network in Numbers

- **YouTube Unique viewers** of our content every month: 7.1m
- **The combined total amount of time** people have been watching our content for: 2,243 years and 50 days
- **Video Interactions** every month: +2m
- **24m** 30 day view count
- **59%** of affluent social media users are looking for new trends
- Evergreen content is growing **3x faster** than new content
- **83%** of consumers find **product videos helpful**
- Instream video is **more effective than pre-roll** at improving brand awareness
- **160%**
- **91%** of marketers say video is more effective than display, and **75% that it is more effective** than TV
- **24m** 28 day unique users reached on Facebook
- **2.7m** Total social followers
- **313m+** views so far on GCN & GMBN
Universality & Cordless

Mobile is the only media time that is growing
% of respondents

Note: Media consumption share (USA).
Source: BI Intelligence
Within three years, GCN has become one of the top 40 Youtube sports channels in the world and is the world’s biggest cycling channel*

GMBN, only launched in March 2015, has grown more quickly than GCN since its launch

We are currently working on our third launch; GTN

Over 313m views** so far on GCN and GMBN

*Source: Vidstatsx **30s views only
Our Channels

A new cycling media
Global and relevant take on cycling providing authentic insights

- It’s about the audience and the passion of our community
- Don’t tell them what to think but understand what they think
- Genuine credible and creative talent that inspires
- Informative and entertaining content with broad appeal
- Timely, regular and evergreen content with proven programme format that take advantage of innovations in consumer connectivity and changes in consumer behaviour
- Integrating branded content seamlessly with partners’ brands and values that set the highest standards of excellence within their industry
- Tone is humorous and enthusiastic with credibility
- Word of mouth driven throughout our community by compelling content and advocacy
- Social intelligence based on feedback, research and analytics that drives engagement and discoverability
Our Audiences

Market leading reach and engagement
Cycling a global mass market sport that crosses continents and cultures
241 MILLION VIEWS

GCN Reaches: _

15 MILLION UNIQUE VISITORS**
(AND)

859,000 YouTube SUBSCRIBERS

1.9 MILLION SOCIAL FOLLOWERS

GROWTH IN WATCH TIME 113%

NEW SUBSCRIBERS PER MONTH +20,000

NEW VIEWS PER MONTH +1,868 MILLION

11.1 MILLION VIEWS PER MONTH

5.8 MILLION ADDITIONAL FACEBOOK VIDEO REACH PER MONTH

859,000 SUBSCRIBERS

357,000* OF YOUTUBE Viewers ARE FEMALE

93% OF VIEWERS ARE MALE

GCN HAS OVER 1.9 MILLION FOLLOWERS AND GROWING

+1,868 YEARS OF VIEW TIME*

36% OF BRITISH VIEWERS EARN OVER £50,000 WITH 5% OF THEM OVER £150,000

26% OF EUROPEAN VIEWERS EARN OVER €50,000 WITH 5% OF THEM OVER €150,000

* July 2015 on YouTube only ** July 2016 across Youtube and Facebook

OUR PARTNERS BENEFIT FROM BRANDSCAPING:
A process that brings like-minded brands and their respective audiences together to create content that increases demand and drives revenue.
Global analysis based on actual view: Full visibility based on PSN dashboard and YouTube statistics

94% male

- United States: 27%
- UK & Eire: 23%
- Canada: 5%
- France: 2%
- Spain: 2%
- Germany: 4%
- Benelux: 4%
- Singapore: 1%
- Philippines: 2%
- NZ & Australia: 6%

TV/Console: 10%
Mobile: 50%
Computer: 40%
Commercial Partners

Our commitment to our commercial partners
Commercial Opportunities

**Advertising**
We offer **TV production and content creation** opportunities with media buying and promotion for your moving picture promotion, education and advertising. We can also work with you to advise and/or build your creative to ensure maximum performance.

**Branded Content**
Get your brand and **products right in the heart of the action** with our branded content opportunities. We work with you to ensure that your product is integrated seamlessly and credibly into the content, ensuring they're more relatable to viewers to educate, deepen consumer engagement and maximise effectiveness.

**Sponsorships**
Creating **fantastic reach, endorsement and credibility**, we offer custom sponsorship and activation opportunities to allow your brand to connect with our audience and build deeper consumer engagement from being associated with our channels and content. From series to channel sponsorship, all packages deliver stand-out, effectively build brand awareness and credibility.

**Other opportunities**
We understand that there is no one-size-fits-all solution and thrive on exploring and facilitating every and any bespoke opportunity including retail, display and direct communication options. For example we provide **Live videos**, **GCN Show features**, **Facebook features**, **POS**, **Unboxing videos and flash sales**. Whatever your idea or needs - talk to us so we can help you develop and realise them.
GCN and GMBN are the worldwide market leading brands in cycling and biking on:

1. Youtube based on views
2. Online based on unique users
3. Broadcasting reach based on views
4. Community based on followers and active newsletters

Our reach is further amplified by engagement and advocacy through:

- Market leading audiences and fastest growing
- 100% cycling buyers
- Driving word of mouth and advocacy
- Highly engaged audiences
- 0% wastage
- Multi-platform amplification
Our reach metrics are based on video views that contain relevant content. **Viewability** is based on an average view time of approximately 4 minutes.

We report via the PSN Dashboard that uses meta-tagging and APIs to extract relevant data from YouTube and other Social Media.

Additionally we report for clients:

- Viewing time
- Geographic reach
- Gender
- Age profile
- Device usage
- Social media reach and engagement

No 2: Clear and transparent reporting

Viewability is based on average view times of approximately 4 mins
- Print assumes every ad is viewed
- Online is based on 50% of ad pixels for 1 second
- BARB is based on 15 seconds (excluding the ad slot)

(All in compliance with MRC)

Total Views: 5,651,915

<table>
<thead>
<tr>
<th>General Stats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total viewing time: 48 years and 88 days</td>
</tr>
<tr>
<td>Likes: 90,047</td>
</tr>
<tr>
<td>Shares: 10,111</td>
</tr>
<tr>
<td>Comments: 16,214</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Reach: 987,753</td>
</tr>
<tr>
<td>Facebook Clicks: 32,066</td>
</tr>
<tr>
<td>Facebook CTR (%): 3%</td>
</tr>
<tr>
<td>Facebook Likes: 9,148</td>
</tr>
<tr>
<td>Facebook Comments: 516</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter Reach: 619,951</td>
</tr>
<tr>
<td>Twitter Clicks: 25,874</td>
</tr>
<tr>
<td>Twitter CTR (%): 4%</td>
</tr>
<tr>
<td>Twitter Retweets: 384</td>
</tr>
<tr>
<td>Twitter Favourites: 1,363</td>
</tr>
</tbody>
</table>
No. 3: Integrating partners into GCN content

Example of integrating partner content with subject-matter to appeal to audiences

Over 297,000 views and +5k interactions
No 4: Product placement can be better still

1. Viewers notice placements implicitly and explicitly
2. Viewers accept product placement and even find it helpful
3. Product placement significantly impacts positively on brand image through:
   - Para-social relationships
   - Halo effect from association with certain personalities and other brands
   - Normalisation of the brand
4. Product placement is optimised through activation

Our product placement combines the best of features of other advertising strategies:

- Personal influence of influencers
- Persuasive power of television
- Credibility of celebrity and pro-athlete endorsement
- Reach and visibility of advertising and PR
- Focus of direct marketing
- Boosted by activation, discovery and social amplification
No 5: Partners benefit from Evergreen Content

Year on year growth in views:

- **New** +64%
- **Current** +70%
- **Evergreen** +182%

- **Evergreen Content** (older than 6 months) is the fastest growing content category
- The high rates of growth of Evergreen content reflects how GCN’s authentic treatment of topics resonates with audiences
- Partners benefit from **long-standing credibility and increased brand awareness** through their association with GCN in Evergreen Content

Note this analysis of underlying views excludes viral content: RBP2, RBP3 and Brumotti 1 & 2
Investing in our partnership to exceed expectations
Opportunity

Opportunity for location partners
Creating great content for audiences that highlight attractive features of the location and celebrating local culture and cycling.

We are happy to discuss creative opportunities to tailor content to make great videos that showcase locations and cycling culture.

Creative examples

How To Ride A Big Mountain Enduro – The Best Thing To Do On Your Bike This Summer

Top 10 Tips For Riding In California

Trail Hunting | GMBN's Epic Mountain Bike Ride In Malaga, Spain

How Much Rest Do I Need? How To Schedule A Post-Season Break | GCN's Training Tips

The GCN London Tourist Challenge - Bike Vs Taxi Vs Bus
Case Studies

GCN Flanders

WORST RIDING TIPS

TOP TEN

Start Date: 2016-03-01 – End Date: 2016-09-30

Total Views: 625,794

Facebook: Reach: 567,042
Twitter: Reach: 104,309

GMBN Saalbach

SAALBACH / GIMMELRODE BIG 5 WITH BRENDAN FAIRCLOUGH

GBMN EPIC RIDES

Start Date: 2016-07-01 – End Date: 2016-09-30

Total Views: 1,159,543

Facebook: Reach: 738,714
Twitter: Reach: 58,493

GMBN Verbier

WORST RIDING TIPS

TOP TEN

Start Date: 2015-07-01 – End Date: 2016-09-30

Total Views: 1,211,459

Facebook: Reach: 53,495
Twitter: Reach: 26,586
Case Study - GMBN Verbier comments

Venilton Silva 3 weeks ago
Can you guys tell me where this place?
Reply

Xin Shen 1 month ago
Hi, Where did you guys take the review video, nice trail.
Reply

George Holyday 1 month ago
Hi where are you riding in this? I want to go and I'm a big fan :)
Reply

blazzpin 9 months ago
2:47 But the view i so good
Reply

jalla balla 9 months ago
I think gmbn should make episodes like 'Life Behind Bars' when they go to places like Verbier.
Reply

peter ganz 10 months ago
Where is this?
Reply

Mike 10 months ago
The Verbier bike park looks a lot different than the bike parks in the U.S., I would really like to go there sometime.
Reply

Martin Meurer 10 months ago
Where is this location you are filming at? Looks very awesome for biking :) Is this Les 2 Alpes?
Reply

Will D 10 months ago
Watches, GMBN at Verbier, checks bank account, Searches for second job. I will get there one day.
Reply
playsportsnetwork.com
youtube.com/gcn
youtube.com/gmbn
5.9 MILLION REACH

60% OF TRAFFIC IS FROM THIRD PARTY RECOMMENDATIONS

5.7 MILLION VIEWS PER MONTH**

UNDERLYING GROWTH THAN GCN IN THE FIRST YEAR

X 1.7 FASTER

LAUNCHED MARCH 2015

351,000 SUBSCRIBERS IN JUST 16 MONTHS

+375 YEARS OF VIEW TIME

56% OF VIEWS ARE CORDLESS

5.7 MILLION VIDEO VIEWS

NO 1 WORLDWIDE CHANNEL MARKET LEADER IN MOUNTAIN BIKING STILL THE FASTEST GROWING

+25,000 NEW SUBSCRIBERS PER MONTH

86,000* UNIQUES ARE FEMALE

OVER 1 MILLION ENGAGEMENT ACTIONS

61 MILLION OUR PARTNERS BENEFIT FROM BRANDSCAPING:

A process that brings like-minded brands and their respective audiences together to create content that increases demand and drives revenue.

* July 2015 ** July 2016 on Youtube and Facebook
Global analysis based on actual view: Full visibility based on PSN dashboard and YouTube statistics

96% male

The GMBN Audience

- United States: 23%
- Canada: 5%
- UK & Ire: 18%
- Germany: 6%
- France: 2%
- Spain: 2%
- Benelux: 3%
- Italy: 2%
- Thailand: 1%
- NZ & Australia: 7%
- Phillippines: 3%
- others