

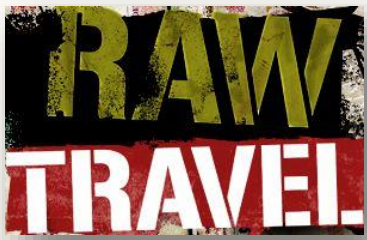
RAW TRAVEL



SECTION 1

INTRODUCTION & KEY RESEARCH





WHAT IS RAW TRAVEL ?



UNITED STATES: Nationally Syndicated ½ hour Adventure Travel & Lifestyle Series produced in the U.S.



Focuses on the growing wave of socially conscious travel, ecotourism & voluntourism



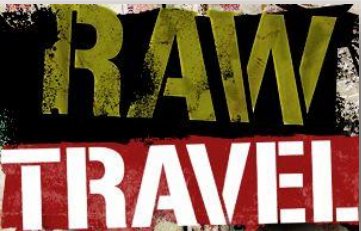
Appeals to a broad audience but has a particular appeal to young millennials and psychographics that are adventurous, curious, open minded and idealistic.



More young people in the U.S. are traveling than ever before and in vastly different ways.



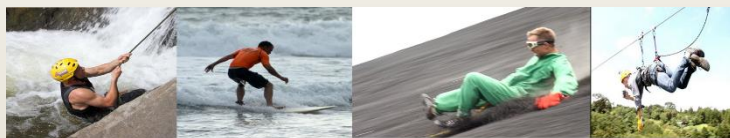
Authentic travel is grossly underserved on U.S. television and audiences crave a return to authenticity & positive messaging.



RAW TRAVEL - 6 TOUCHSTONES



1. ADVENTURE



2. MUSIC



3. GIVING BACK



4. ECOTOURISM



5. PRACTICAL



6. FUN





DISTRIBUTION



Raw Travel is distributed via the most powerful medium available today, **Free, Broadcast Television (No subscriptions required. Cord Cutters? Not an issue).**



Raw Travel's Distribution is powerful and reaches:

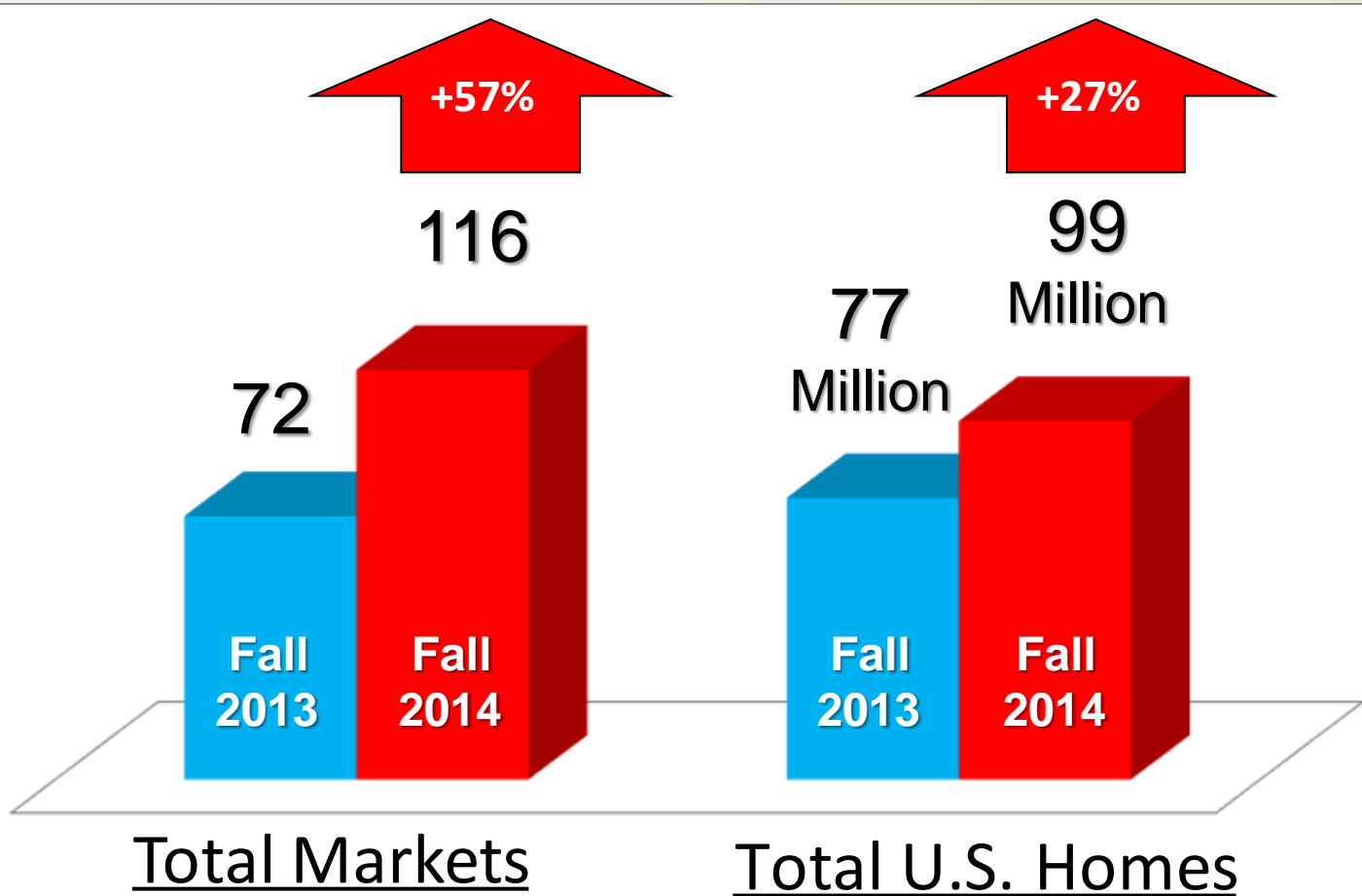
- * 85% of Total U.S. Homes**
- * 87% of African American Homes**
- * 93% of Hispanic Homes**



**Raw Travel's Distribution is Growing Rapidly
(+27% annually)**



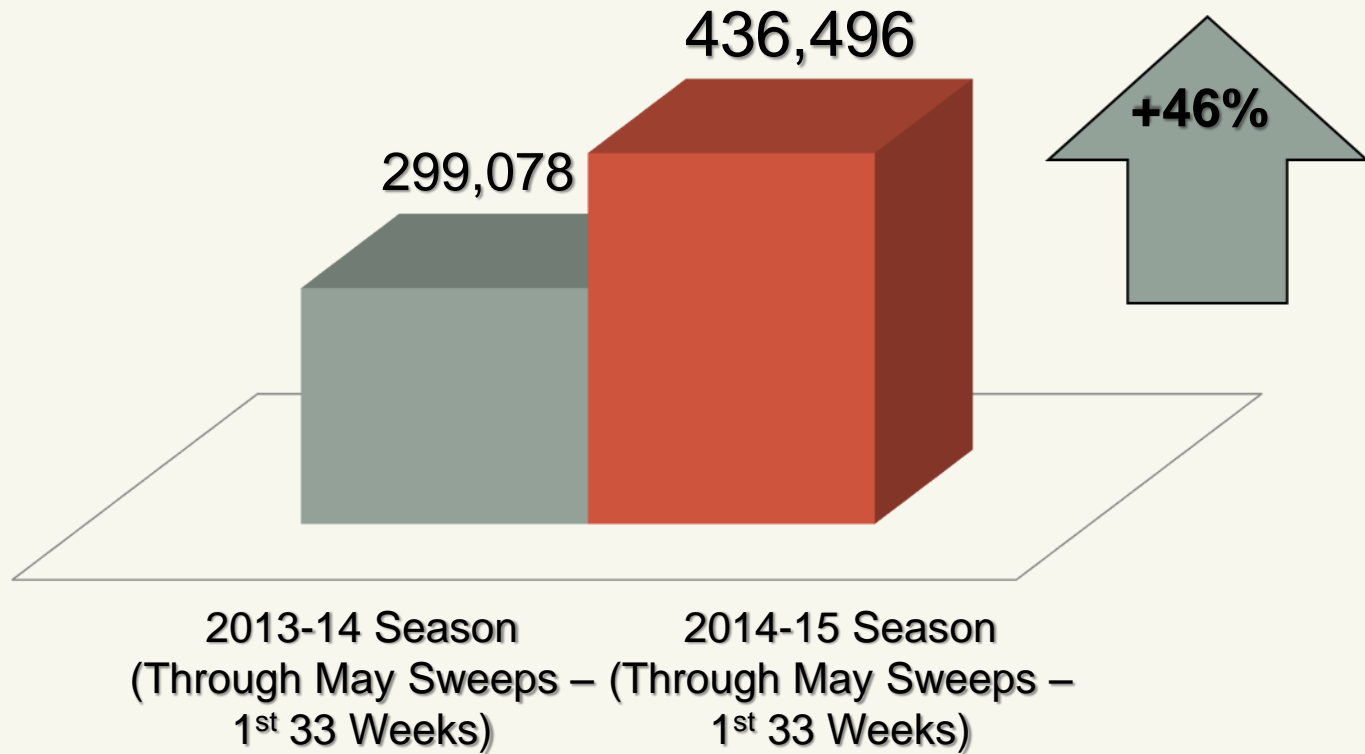
RAW TRAVEL POSTED DRAMATIC DISTRIBUTION GROWTH FROM SEASON 1 TO SEASON 2





Nationally, the 2nd season of Raw Travel is Up +46% over the same period last year

Raw Travel
Average Weekly National HH IMPs



Source: Nielsen Metered Market HHs Modeled to National

STD Average (1st 33 weeks Season 2 Vs. Season 1)

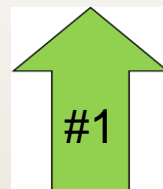


RAW TRAVEL IS THE #1 TRAVEL SHOW ON COMMERCIAL TV...

RAW TRAVEL VS. "ANTHONY BOURDAIN / PARTS UNKNOWN" ON CNN (10/25 & 10/26/14)



1 - 556,689 (+11%)



2 – 503,098

Raw Travel Delivers +11% more Total Viewers (2+) than "Parts Unknown on CNN"*

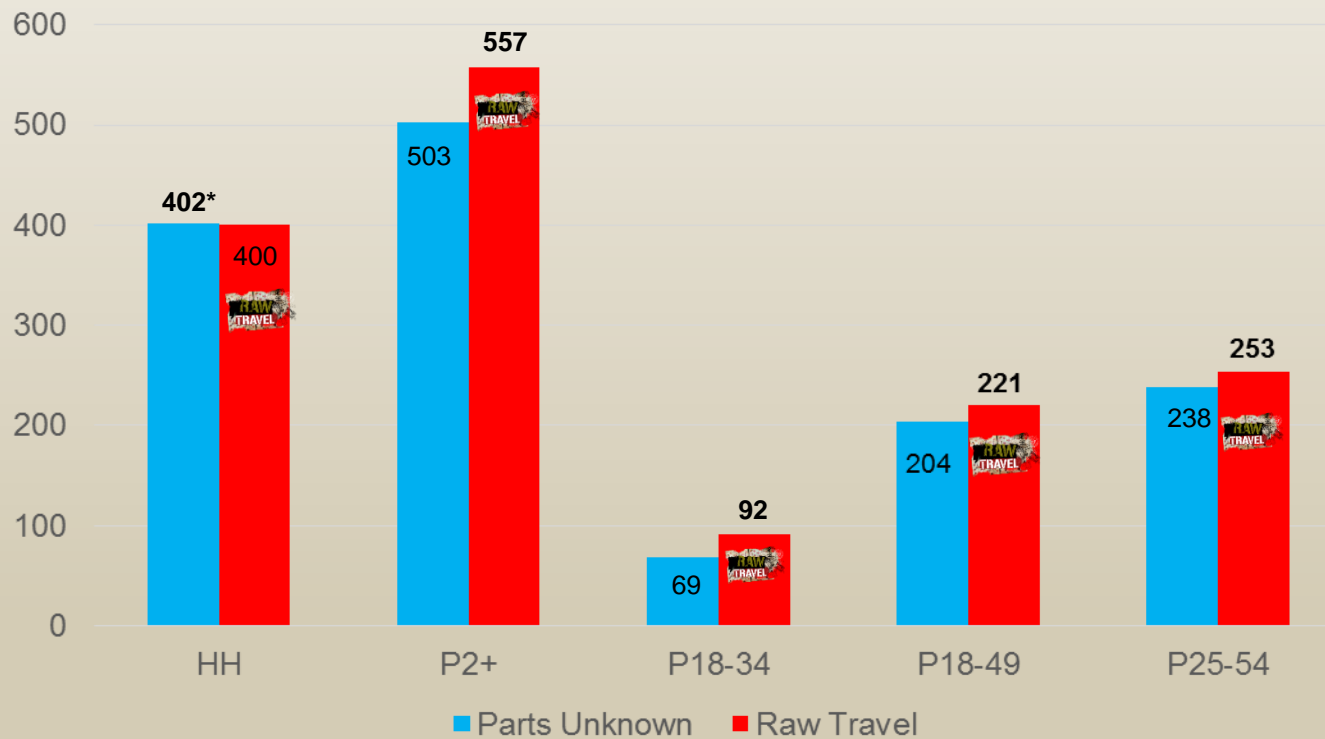


CNN - Parts Unknown (Primetime Run)- National					Raw Travel - National (Wknd)				
HH IMPS	P2+ IMPS	A18-34 IMPS	A18-49 IMPS	A25-54 IMPS	HH IMPS	P2+ IMPS	A18-34 IMPS	A18-49 IMPS	A25-54 IMPS
402,942	503,098	69,169	203,963	237,678	399,633	556,689	91,916	220,597	253,367



RAW TRAVEL BEATS PARTS UNKNOWN IN ALL MAJOR DEMOS!


Raw Travel vs. Parts Unknown Fall 2014



*(000s) - Source: Nielsen, MM overnights Proj. to Distribution 10/3-11/23/14 8 wk. Avg. Vs. Parts Unknown Sun @ 9PM on CNN – 10/4 -11/23/14 8 wk. Avg.



**RAW TRAVEL'S AVG. P2+ AUDIENCE RANKS #22
OVERALL COMPARED TO TOP CABLE NETWORKS**

RANK	NETWORK	<u>P2+</u>
18)	History	697,630
19)	Investigation Disc.	695,171
20)	A&E	681,621
21)	TLC	597,759
22)	RAW TRAVEL 	577,344
23)	Spike TV	571,434
24)	Comedy Central	544,242
25)	ESPN 2	516,293
...		
44)	TRAVEL CHANNEL	301,300

#22