



Snowfields Productions

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WELCOME to WSKI-TV 17

If you love the outdoors, you want to know what the weather and conditions will be like before you go outside to play! Since 1979, WSKI-TV 17 has provided information and entertainment for the Outdoors Lifestyle from the Base of Sugarloaf Mountain in Carrabassett Valley, Maine.

WSKI-TV 17 is all about playing outside, where the more you know, the more fun you'll have! All year-round, find out what's happening in northern Franklin County by tuning into WSKI-TV 17 when in the area, or see wskitv.com from anywhere, anytime, to watch us streaming.

Watch WSKI to see more, do more, stay longer, & come back again to enjoy the Western Mountains of Maine!

Outside Television is what was formerly known as RSN, and is brought to you by Outside Magazine, an icon of media for outdoors enthusiasts for over three decades. As a national television and digital network that airs in America's premier resorts, Outside Television distributes programming through a network of affiliate stations that have a dedicated 24-hour channel on the local cable system.

The RSN network of stations with this format has been consistently ranked no. 1 by Nielsen Media Research during monthly ratings studies for over ten years*.

***2010-11 was 1st season as Outside Television & preliminary results are showing similarly high ratings.**

Streaming to The World Wide Web www.wskitv.com

WSKI *streams* LIVE, our 'Quad Cam' View, Local Forecast, Activities, Places to Go, People to Know, & More Videos at wskitv.com

Future Visitors to Franklin County can go to WSKITV.COM for:

- Planning a trip to the Western Mountains of Maine
- Checking Local Weather Report Year-round & Sugarloaf's Trail Conditions & Regional Snowmobile Trail Conditions (winter)
- Activities & Various Options for Visitors to enjoy across the Western Maine Mountains Region
- Clips of Historic archive footage from our 30 years of Broadcasting

Tourism is the primary driver of the northern Franklin County economy, and WSKI speaks directly & effectively to our visitors to improve their stay in our region!

By sharing with our viewers, local residents and visitors, all our region has to see and do, and by giving the information they want / need to know to ensure they have an experience that goes above their expectations while enjoying outdoor activities and adventures, WSKI-TV 17 & wskitv.com directly aids the growth and development of tourism in our region!

Reasons Audience Watches WSKI (RSN)

- | | |
|----------------------------|---------------------------------|
| 79% Weather / conditions | 61% Check out local market |
| 54% Dining | 48% Lifestyle entertainment |
| 27% Nightlife | 24% Find things to do with kids |
| 20% Find local real estate | |

RSN (previous to Outside) Television Statistics Nationally

- Potential unduplicated reach: 61 million vacationers
- Ratings and share: 3.2/13 (source: 3 yr. average, Telephone coincidentals)
- Demo: 18-54, active, affluent, engaged traveler
- Environment: relaxed, uncluttered, willingness to try new things, positive association

Affluent Audience

- Average household income = \$198,037
- Average household income of \$100K+ = 65.9%
- Average household income of \$250K+ = 29.6%
- Average household net worth = \$974,364
- Average household net worth of \$500K+ = 49.8%
- Average household net worth of \$1M+ = 23.7%

Engagement Results of TV Viewing on Vacation

- 58% of audience watched RSN during vacation/market visit
- Audience 3.6 times more likely to watch RSN than the average television network while on vacation
- Audience watches 51% fewer national television networks on vacation (when comparing network viewing habits on vacation and at home)
- Audience watches 133 minutes of television per day on vacation

Audience Home Ownership

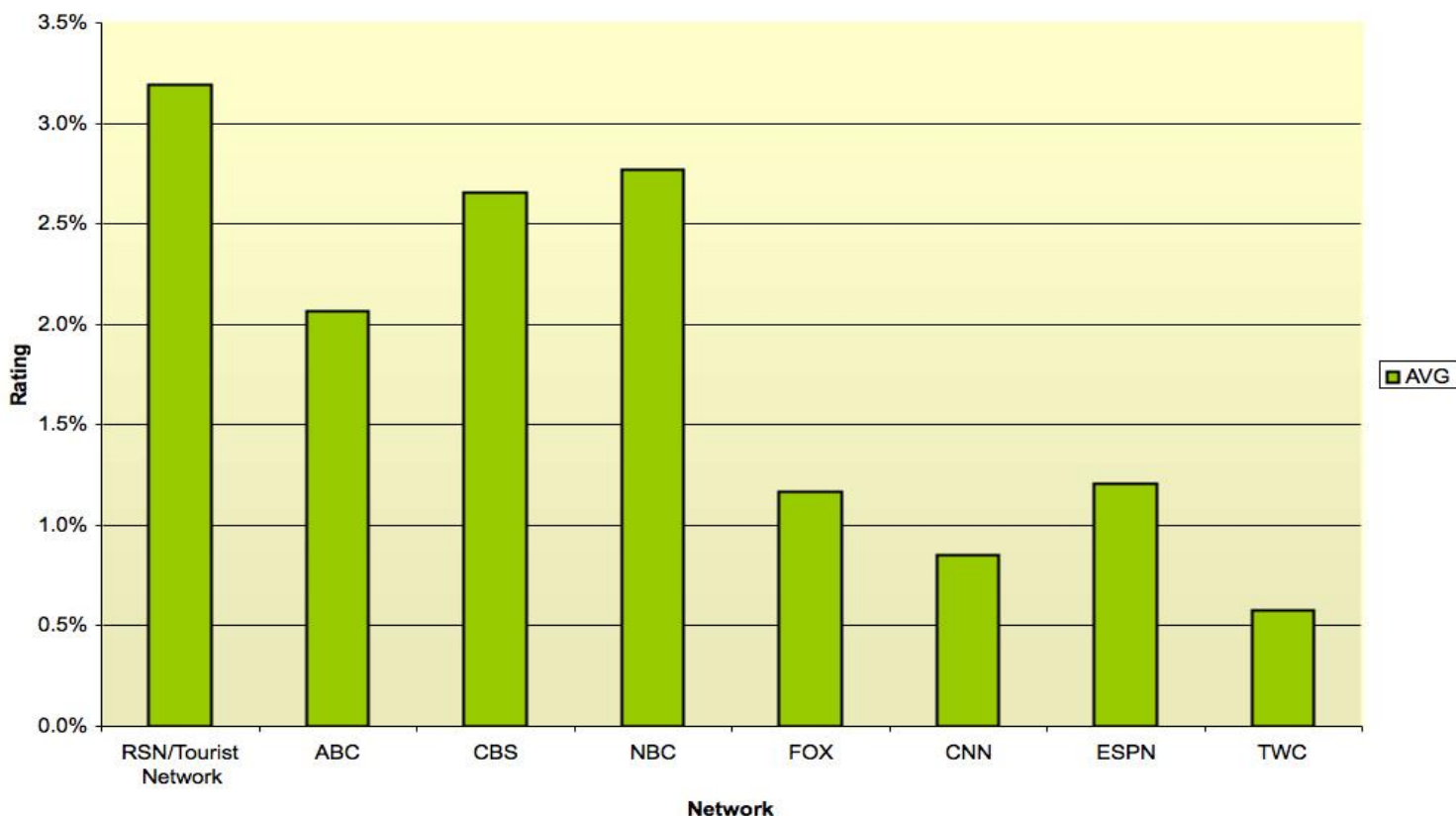
- Own home = 78.7%
- Average current value of home = \$460,365
- Own vacation or second home = 31.9%
- Average current value of vacation or second home = \$417,708

Network Comparison Ratings in RSN (previous to Outside) Markets

***2010-11 was 1st season as Outside Television & preliminary results are similar to 2009 information below.**

(combined day parts/3-year straight average) September 2011 will mark the 21st year of quantitative ratings of RSN, now Outside Television. Standardized ratings for RSN date back to 1991, when RSN began incorporating ratings through Arbitron. In 1996, Nielsen Media Research began surveying the RSN television universe.

3- Year Ratings Average



Sugarloaf Visitors

Maine – 48%

Massachusetts – 28%

New Hampshire – 8%

New York – 4%

Connecticut – 3%

Demographics

Male / Female – 62% vs. 38%

Average Age – 40.8 years

Life Phase

Single, No Children – 31%

Couple, No Children – 12%

Household w/ Children – 41%

Empty Nesters – 16%

Household Income

\$0 - \$49,999 - 27%

\$50,000 - \$99,999 - 29%

\$100,000+ - 43%

Sports Participation

Alpine Only – 82%

Snowboard Only – 15%

Other – 3%

Destination areas seeing Outside Television:

California

Alpine Meadows
Tahoe-Donner
Heavenly

June Mountain

Kirkwood
Mammoth
Myers
North Lake Tahoe
Northstar-at- Tahoe
Sierra at Tahoe
Soda Springs
South Lake Tahoe
Squaw Valley
Sugarbowl
Tahoe City
Truckee

Colorado

Arapahoe Basin
Arrowhead
Aspen
Aspen Highlands
Avon
Basalt
Beaver Creek
Breckenridge
Buttermilk
Carbondale
Crested Butte
Dillon
Eagle
Eagle County
Edwards
Frisco
Glenwood Springs
Gunnison
Gypsum
Keystone
Mountain Village
Salida
Silverthorne
Snowmass
Steamboat
Summit County

Florida

Destin
Ft. Walton Beach
Key West

Middle Keys

Panama Beach
Panama City Beach
Pensacola
Pensacola Beach
Perdido Key
Sandestin

Idaho

Haley
Ketchum
Sun Valley

Maine

Bethel
Kingfield
Sugarloaf
Sunday River
Shawnee Peak

Nevada

Carson City
Diamond Peak
Incline Village
Mt Rose
Reno

New Hampshire

Attitash
Bear Peak
Black Mountain
Great Glen
Jackson
King Pine
Lincoln
Loon Mountain
Mt Cranmore
Mt. Sunapee
North Conway
Wildcat

Oregon

Bend
Black Butte
Eagle Crest
Inn at the 7th
Mountain
Mt. Bachelor
Redmond
Sisters
Sun River

South Carolina

Myrtle Beach
Pawley's Island

Utah

Deer Valley
Park City
The Canyons
Salt Lake City

Vermont

Ascutney
Bromley
Haystack
Killington
Ludlow
Mad River Glen
Magic Mountain
Manchester
Mount Snow
Okemo
Pico
Rutland
Smugglers' Notch
Stowe
Stratton
Sugarbush
Suicide Six
Waitsfield
Warren
Wilmington
Woodstock

West Virginia

Snowshoe

RSN Audience

		TV
Age	Average age	40.5
	A18+	96%
	A18-49	68%
	A25-54	62%
Income	Average income	\$87,262
	\$75,000 plus	52%
	\$100,000 plus	34%
Gender		
	Male	46%
	Female	54%
Education		
	Undergraduate degree	74%
	Graduate degree	22%
Marital status		
	Single	39%
	Married/partnered	61%
Children		
	Yes	44%
	No	56%
Work		
	Decision maker at work	91%
	Makes executive level decisions at work	47%
	Makes management decisions at work	65%
	Work fulltime	61%
	Entrepreneur/small business owner	28%
	Employed in professional/managerial job	54%
	Retired	11%
Home		
	Own home	74%
	Own second or vacation home	12%
	Use of TiVO or other DVR at home?	23%
Outdoor sports participation		
	Downhill Skiing	81%
	Golf	53%
	Mountain bike	43%
	Hike	42%
	Snowboard	33%
	Boat / kayak / raft	28%
	Snowshoe	17%
	Cross-country skiing	15%
	Surf	12%
	Fly fishing	6%
	Rock climbing	4%
Vacations		
	Average # of vacations per year	5.9
	Average vacation spending per year	\$12,652
	Average # of days spent on vacation per trip	4.7