



TELEVISION NETWORK

Forge an unbeatable partnership with Wild Television Network, where your brand meets the passionate outdoor enthusiasts of Wild TV and our complimentary networks. Together, we'll reach new heights, connecting with an engaged audience that lives for adventure & the rural lifestyle.

ABOUT US

Canada's #1 Outdoor Network¹:

Wild TV leads the way in hunting, fishing, and outdoor lifestyle entertainment, proudly 100% Canadian-owned.

Backed by 20 Years of Experience:

Over two decades of expertise in delivering premium, high-quality content for outdoor enthusiasts nationwide.

Wild TV+ and FAST Channels:

Our growing streaming service and expansion into FAST Channels make it easier than ever for audiences to access their favorite outdoor content anytime, anywhere.

Multi-Platform Availability:

Wild TV is accessible via cable, satellite, and streaming.

Part of a Broader Network:

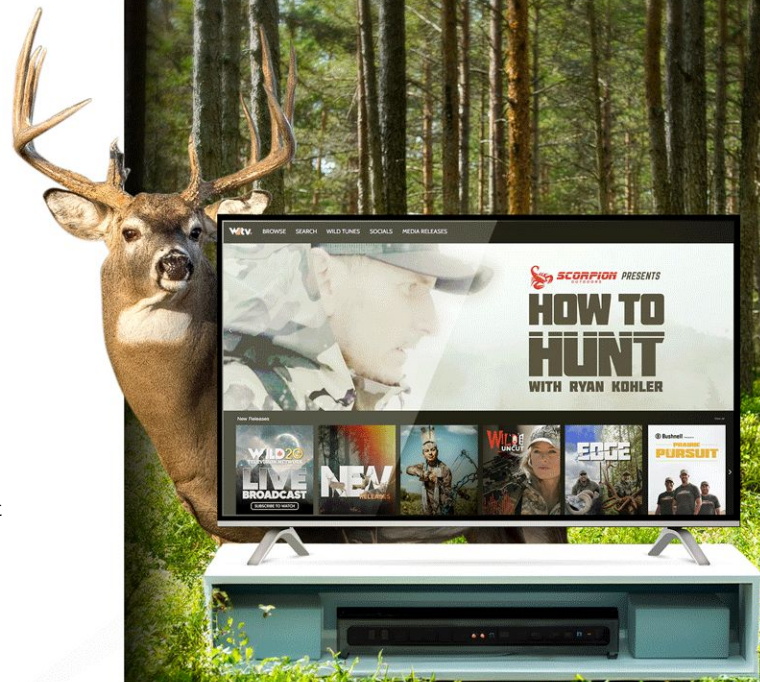
Beyond Wild TV, we own three other networks in Canada, and with new distribution deals.

The Wild TV Group of Companies also includes Cowboy Channel Canada, RFD-TV Canada, The Water Television Network & Coming Soon: Wild Nature — diverse channels that celebrate the great outdoors.

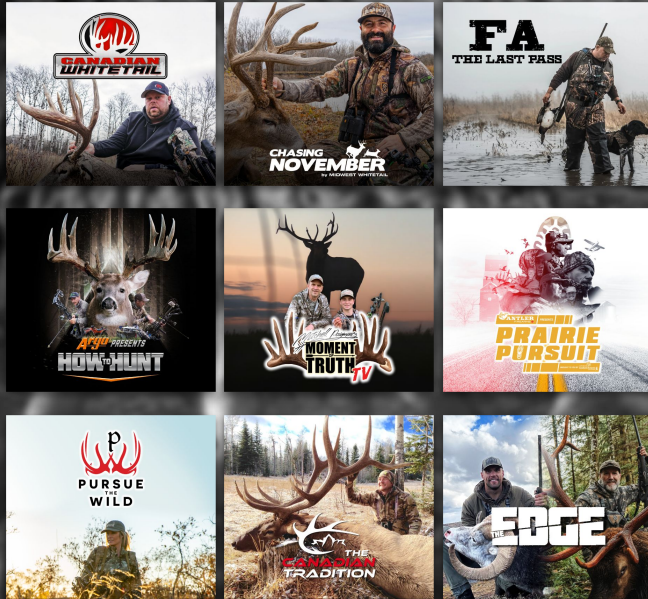
[Click to Watch Short Video](#)



¹ Source: NLogic; Wild TV & Sportsman Channel Canada ; 01-01-2022 to 11-30-2022 ; M-Su 2A-2A;
Numeris: AMA, ind2+, Live +28, 1 min con.



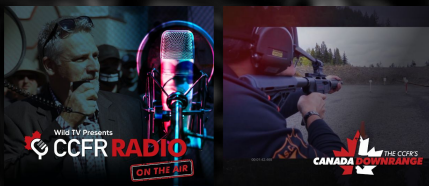
HUNTING / CONSERVATION



SPORT FISHING / ANGLING



SPORTS SHOOTING



RECREATION



PODCAST



PERFORMANCE & RATINGS GROWTH

+30%*

INCREASED PRIMETIME VIEWERSHIP ¹

**Household Reach 1.8M²
Target Audience Adults 35+
Secondary Male 18+**

With nationwide distribution on Canada's largest television providers, we continue to increase your opportunity to capitalize on our loyal, niche audience. New partnerships have fueled incredible growth for Wild TV over the past year, at a time when others are in decline.

Shaw) Bell *TELUS* ROGERS. COGECO
> VIDEOTRON SaskTel eastlink CCSA Bell MTS

1. Source: NLogic; Wild TV; 4/1/2022-3/31/2023; M-Sun 6A-6A; Numeris: DLYRCH, ind2+, based on 1 minute qualifier.

2. The metric used is Household Reach, calculated using our audited subscribing household number multiplied by

Nielsen's average viewers per subscribing household of 2.5 Source: Numeris - Average Viewers per Household

*. Source: NLogic; Wild TV; 10-01-2023 to 11-30-2023; 10-01-2024 to 11-30-2024; M-Su 2A-2A - Stats above; Numeris:

DLYRCH, ind2+, Live +28, 1 min con.





Wild TV remains the dominant network in the outdoor lifestyle category.

Wild TV's addition to **Rogers' Ultimate TV package** gave us an **immediate bump of 100k subscribing household** + all additional subscribing household that sign up for this Ultimate TV Package.

+30%*

Primetime Viewership

2023 vs 2024

Mon - Sun 6pm - 11pm (EST)

+26%*

Weekend Viewership

2023 vs 2024

Sat - Sun 6am - 12pm (EST)

+23%*

Fringe Viewership

2023 vs 2024

Mon - Fri 3pm - 6pm (EST)
Mon - Sun 11pm - 12am (EST)

*. Source: NLogic; Wild TV ; 10-01-2023 to 11-30-2023; 10-01-2024 to 11-30-2024 ; M-Su 2A-2A - Stats above ; Numeris: DLYRCH, ind2+, Live +28, 1 min con.





DEMOGRAPHIC

Age Range:

Predominantly adults aged 25-54, with a significant portion in the 35-54 bracket.

Gender:

Primarily male audience, with a growing interest among women in outdoor activities.

Income Level:

Middle to upper-middle-class households, often with disposable income for outdoor gear and travel.

Geographic Distribution:

Strong presence in rural and suburban areas; interest in regions known for outdoor activities.



PSYCHOGRAPHIC

Interests:

Passion for outdoor activities like hunting, fishing, hiking, and conservation. Often engage in related hobbies such as camping and wildlife photography.

Values:

Emphasis on sustainability, wildlife conservation, and respect for nature. Community-oriented, valuing family and tradition.

Lifestyle:

Active lifestyle, often participating in outdoor events and seeking new adventures. Likely to invest in gear, travel, and experiences related to the outdoors.



VIEWING HABITS

Content Consumption:

Preference for hands-on, instructional, and adventure-based programming. Engaged with both live broadcasts and on-demand streaming.

Social Media:

Active on platforms like Instagram and Facebook, where they follow brands, influencers, and communities related to outdoor activities.

Engagement:

High levels of engagement with interactive content, including tutorials, gear reviews, and community events.



WILD TV+

Wild TV+ allows viewers to access over 10,000 ad-free episodes on all their favorite devices. Whether you're tracking giants in the woods, reeling in monsters of the deep or blazing trails into the unknown, Wild TV+ has your on-demand thrills covered.

386%¹

**Growth in
Subscribers¹**

170%¹

**Increase in
Minutes views¹**

Our dramatic growth underscores the opportunity for impactful partnership.

Our viewers are actively engaged, choosing content that aligns with their interests. This leads to a more attentive and receptive audience, maximizing the impact of your advertising and partnerships.

WE SUPPORT CONSERVATION

Wild TV has come together with conservation organizations and their members with the common goal of making a difference in the world and supporting wildlife conservation. Depending on which organization a customer chooses, **Wild TV will donate 15% of the proceeds** of their Wild TV+ subscription to Wildlife Conservation efforts when they use the link below.

EDUCATING THE NEXT GENERATION

Wild TV+ doesn't just entertain—it inspires and educates a younger audience with expert hunting and fishing techniques. By sharing the tips of the trade, we're fostering a new generation of outdoor enthusiasts and ensuring the traditions we cherish continue to thrive.



With our new technological infrastructure in place, we expect to see a **30% increase** in user growth by the end of next year as these changes start to take full effect.

EXPANDING REACH WITH COMCAST

Wild TV+ is proud to partner with Comcast, coming soon in 2025:

2nd largest

Cable TV Company

3rd largest

Telecom Worldwide

3rd largest

Pay TV

This collaboration puts our app front and centre on Comcast platforms, reaching millions of households across the United States and Canada.



BOOSTING CONTENT VALUE WITH FAST CHANNELS

We're excited to introduce FAST (Free Ad-Supported Streaming) Channels to Wild TV+, expanding content from multiple sources.

This addition enhances the viewer experience, increases content variety, and drives more ad-supported revenue, making Wild TV+ an even more valuable platform.

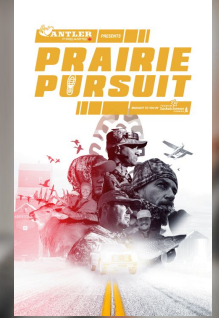
Wild TV has the advantage of owning Recoil Creative Group



Our team of writers, editors, animators, and designers specialize in crafting engaging content that simplifies your production process. From commercials, corporate videos, social content to full-scale TV shows, we bring your vision to life.

Showcasing the best in outdoor entertainment, our portfolio speaks for itself—Our In-house production shows are at the top of the charts as our most watched shows, featuring: How to Hunt, Prairie Pursuit, The Edge & Bowzone Live.

[Visit Website](#)



EXPAND NORTH

Want to reach new heights in Canadian Distribution?

Wild TV has over 20 years of experience in the outdoor market. We can help your business grow in Canada.

National Advertising: Gain exposure across Canada through targeted campaigns that connect your products with the right audience.

Shipping/Receiving: Seamless cross-border logistics ensure your products reach Canadian customers efficiently.

Warehousing: Convenient, secure storage solutions strategically located for optimal distribution within Canada.



SOCIAL FOOTPRINT

Wild TV is growing steady across all social platforms, with an audience of nearly 100 thousand outdoor enthusiasts.

We can extend the reach of your advertising campaigns, supply you with creative content, partner with you on innovative contest & create more value.



47K
followers



20.6K
followers



19.2K
Subscribers



LEARN
MORE
ABOUT

Our Sister Channels



[View Media Kit](#)



[View Media Kit](#)



[View Media Kit](#)



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Let's work together to help
your brand grow.

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