



TEN

THE
ENTHUSIAST
NETWORK™

POWERED BY PASSIONS



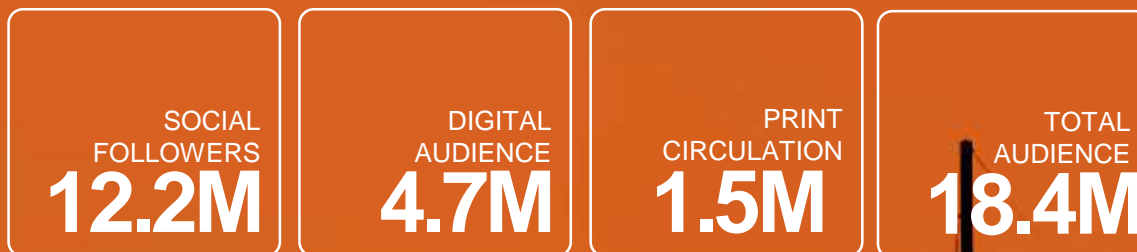
WORLD'S LARGEST ENTHUSIAST AUDIENCE

TRANSMEDIA NETWORK REACHING MALE ENTHUSIASTS AT SCALE

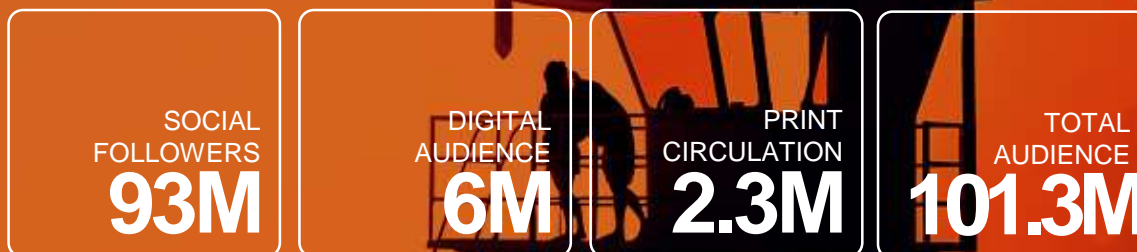


OPERATING DIVISIONS

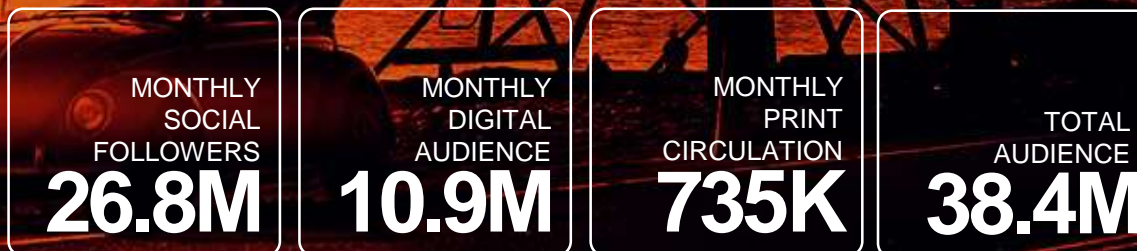
IN-MARKET AUTOMOTIVE GROUP



TRUCK & AUTO AFTERMARKET GROUP



ACTION OUTDOOR GROUP



MOTORTREND
Automobile
ROADKILL
IntelliChoice
CHOOSE YOUR CAR WISELY.
automotive.com*
where your car search begins™
TRUCK TREND
HOT ROD
LOWRIDER
SUPER STREET
MUSTANG360
FOURWHEELER
powder
SURFER
bike
TRANSWORLD
MOTOCROSS

THE STRENGTH OF OUR AUDIENCE

PASSIONATE ENTHUSIASTS

TEN has an exceptional enthusiast audience; the passion that they bring to the content they find at TEN makes them an unparalleled resource.

**AFFLUENT
MALES**

**INFLUENTIAL
AMONG
THEIR
PEERS**

**HIGHLY
ENGAGED
WITH
CONTENT &
ADVERTISING**

**LARGELY
UNDUPLICATED
IN MEN'S MEDIA**

MOTOR TREND YOUTUBE CHANNEL

MINUTES
WATCHED

6.6B+

VIDEO
VIEWS

1.2B+

SUBSCRIBERS

4.4M+

MONTHLY VIDEO
VIEWS

27M

AVERAGE
AUDIENCE
AGE

30

THE LARGEST AUTOMOTIVE PLATFORM ON YOUTUBE

- Motor Trend delivers the largest automotive audience among all YouTube original content programmers.
- Programmed specifically with high quality, original episodic content on a regular schedule.
- Over 1,500 individual video episodes.
- First Automotive Channel to exceed 4M subscriptions.
- First automotive channel to surpass 1 billion views.

MOTOR TREND ONDEMAND

NETFLIX FOR AUTO ENTHUSIASTS

- TEN is pioneering the SVOD/OTT platform with Motor Trend OnDemand.
- Over 1,500 hours of automotive programming, including exclusive live and archived motorsport coverage, original series and first-look access to our original episodes.
- Accessible via multiple devices, including desktop, tablet, mobile, and streaming devices like Roku, Xbox, Amazon Prime and Apple TV.



SOCIAL STRENGTH

WORLD'S
LARGEST
AUTOMOTIVE
SOCIAL
FOOTPRINT

105.6M+

SOCIAL
FOLLOWERS
ACROSS
TEN'S
AUTOMOTIVE
BRANDS

TEN

TOTAL
SOCIAL
FOLLOWERS
ACROSS
COMPETITOR
MEDIA
BRANDS

42.9M

CAR & DRIVER
ROAD
TRACK
THE DRIVE
TopGear
JALOPNIK
PETROLICIOUS
VELOCITY

TOTAL
SOCIAL
FOLLOWERS
ACROSS
AUTOMOTIVE
SHOPPING
TOOLS

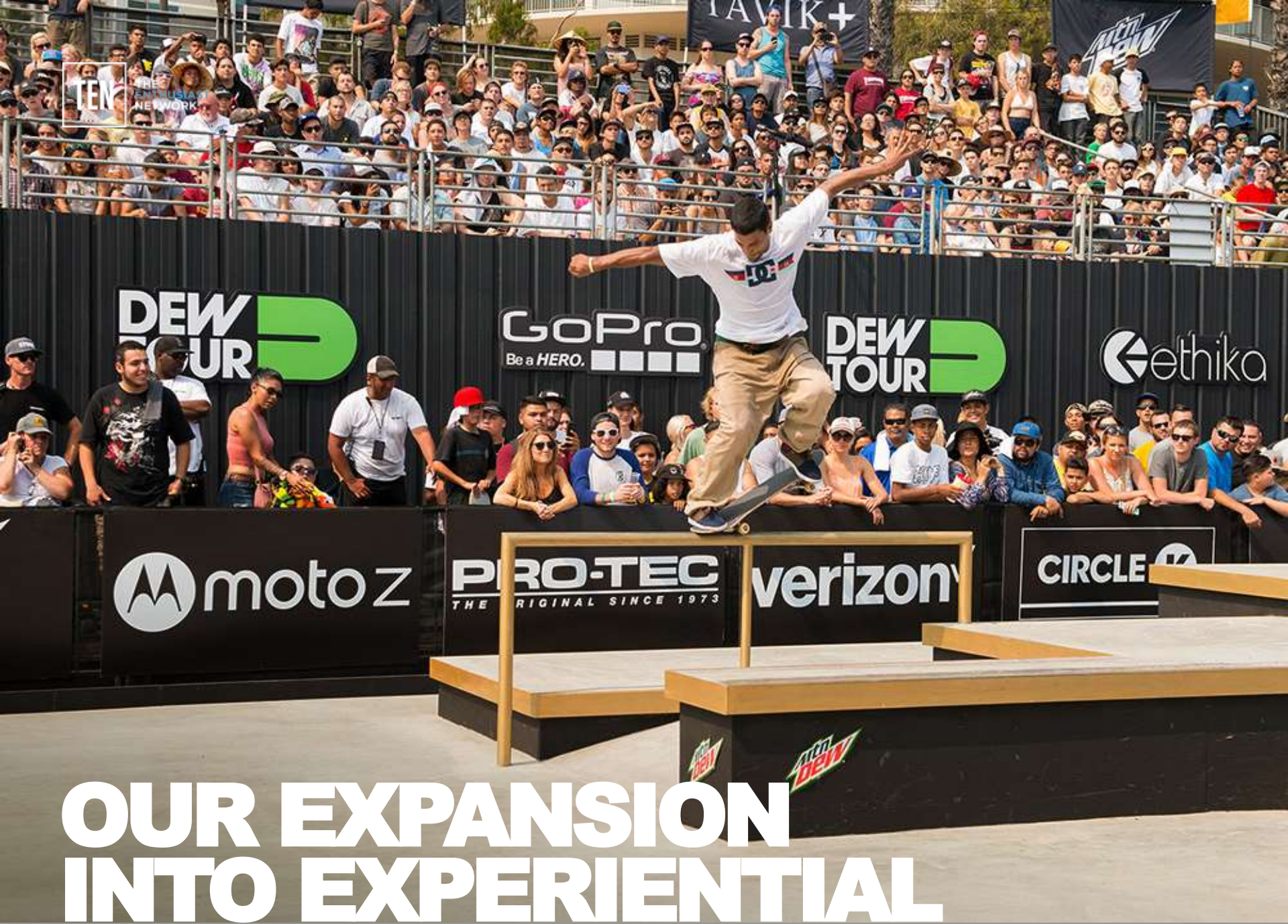
9.6M

ebay MOTORS
cars.com
edmunds.com
TRUECar
KBB.COM
autobytel.com
NADA
CarGurus
Autotrader

SOCIAL STRENGTH

MOST ENGAGING ACTION & OUTDOOR BRAND; TOP 5 OVERALL

RANK	BRAND	TOTAL ACTIONS f t i v	FANS & FOLLOWERS f t i v	ACTIONS TO FANS INDEX f t i v	VIDEO POWER INDEX f t i
1	ESPN	117.2M	172M	205	819
2	Whistle Sports	90.2M	214.3M	127	134
3	Bleacher Report	86.8M	26.4M	832	1,011
4	Fox Sports	23M	56.5M	123	21
5	The Enthusiast Network	15.8M	21.8M	219	128
6	Turner Sports	14.1M	23.6M	151	100
7	NBC Sports	7.2M	9.2M	236	53
8	CBS Sports	7.1M	11.8M	181	43
9	beIN Sports	4.7M	22.4M	63	14
10	PGA Tour	4.3M	3.4M	376	87



**OUR EXPANSION
INTO EXPERIENTIAL**

EXPERIENTIAL/EVENTS

ANNUAL
EVENTS
50+

ATTENDEES
1.2M

SOCIAL
IMPRESSIONS
5B+

EXPERIENTIAL EXPERTISE

TEN's live events offer an opportunity for our partners to get up close and personal with our influential enthusiasts.

There's no better chance to connect with our audiences than through our premier events such as Hot Rod's Power Tour, Surfer Poll, Motor Trend Auto Shows, and the newest addition – **The Dew Tour.**

Social and Experiential turbocharge each other, delivering content opportunities, trending topics and reach.



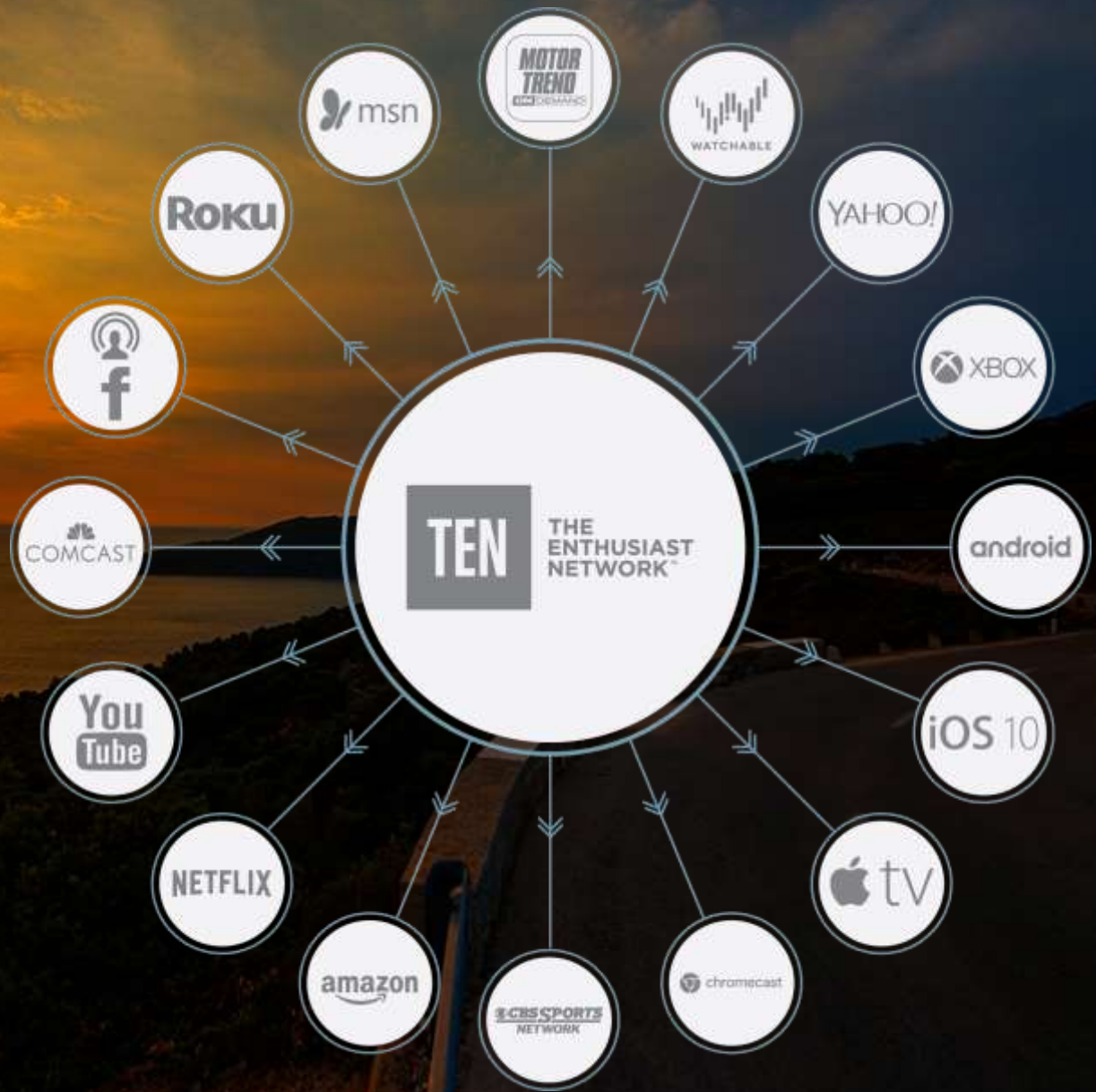
VISION



DRIVING EVENT AWARENESS

EVENT

AMPLIFIED
TO MILLIONS



TEN VIDEO DISTRIBUTION

TEN

THE
ENTHUSIAST
NETWORK

DEW TOUR LONG BEACH 2016

IMPRESSIONS
130M+

ATTENDEES
25K+

- Livestream + Grind TV
- Facebook Live + Social Video
- Strategic partnership with NBC to air Dew Tour events on NBC & NBC Sports
 - Over 1M broadcast impressions



TEN

THE
ENTHUSIAST
NETWORK

ROADKILL

VIEWS
200M+

ATTENDEES
(LAST 2 EVENTS)
50K+

BORN FROM YOUTUBE AND FUELED BY THE NEXT GENERATION OF HOT ROD ENTHUSIASTS

- Dodge key sponsor across original programming, social, print, and experiential
- Events generate content for future distribution
- Spawned multiple brand extensions, including print



EXPERIENTIAL SUCCESS

- Nearly 25% CAGR over three years
- Projected 10-30% of revenue, by division
- Key to closing eight-figure cross-platform integrations
- YOY Results up 70% – 400%, depending on KPI
- Largest growth in Digital Video and Social metrics
- Biggest driver of participation is TEN media/audience
- Use of owned media to lower ‘year one’ event risk

TEN IN 2017

UPCOMING EVENTS

DEW TOUR

DEC 2016

Automobile All-Stars

MARCH 2017

HOT ROD Power Tour

JUNE 2017

Car Craft Summer Nationals

JULY 2017

Roadkill Nights

AUGUST 2017

Pebble Beach Concours d'Elegance

August 2017

Pacific Paddle Games

SEPT 2017

Snowboarder on the Block

OCT 2017

Motor Trend "Of The Year" Awards Gala, L.A.

NOV 2017



TEN