



**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](http://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 1<sup>st</sup> season as Outside Television & preliminary results are showing similarly high ratings.**

## **Streaming to The World Wide Web [www.wskitv.com](http://www.wskitv.com)**

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

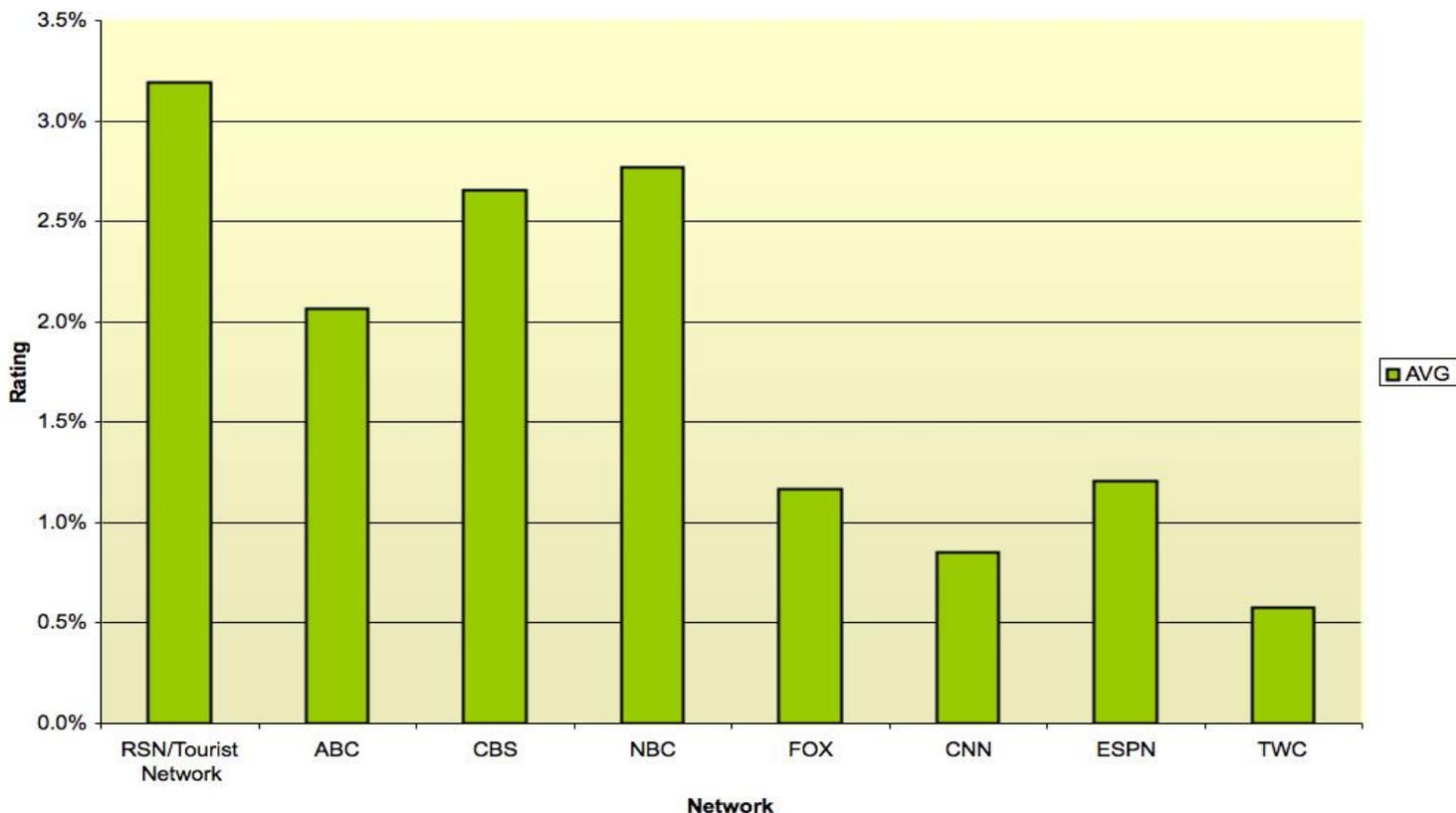
- Own home = 78.7%
- Average current value of home = \$460,365
- Own vacation or second home = 31.9%
- Average current value of vacation or second home = \$417,708

# **Network Comparison Ratings in RSN (previous to Outside) Markets**

**\*2010-11 was 1<sup>st</sup> 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**

		<b>TV</b>
<b>Age</b>	Average age	40.5
	A18+	96%
	A18-49	68%
	A25-54	62%
<b>Income</b>	Average income	\$87,262
	\$75,000 plus	52%
	\$100,000 plus	34%
<b>Gender</b>		
	Male	46%
	Female	54%
<b>Education</b>		
	Undergraduate degree	74%
	Graduate degree	22%
<b>Marital status</b>		
	Single	39%
	Married/partnered	61%
<b>Children</b>		
	Yes	44%
	No	56%
<b>Work</b>		
	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%
<b>Home</b>		
	Own home	74%
	Own second or vacation home	12%
	Use of TiVO or other DVR at home?	23%
<b>Outdoor sports participation</b>		
	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%
<b>Vacations</b>		
	Average # of vacations per year	5.9
	Average vacation spending per year	\$12,652
	Average # of days spent on vacation per trip	4.7