

TV advertising report hunting/shooting/fishing sector



2012

Who are the big UK online video channels in the hunting

These are the biggest video channels on YouTube in the UK hunting/shooting/fishing market in 2012 (views data from StatSheep.com)

Operator	Description	Website player	Sponsored films (typical 5min item)	Production carried out by:	Preroll advertising	YouTube site	Monthly views on YouTube (31-day average, May 2012)
Fieldsports Channel	Online weekly TV show about hunting, shooting and fishing + short films	www.fieldsportschannel.tv	£800	Field sports Channel	via Base79	www.youtube.com/fieldsportschannel	524,000
Airgun TV	Airgun TV channel	www.airgun.tv	n/a	Nigel Allen/AirgunTV	via Base79	www.youtube.com/airguntv	209,000
Hunters Vermin	Northern Ireland-based airgun hunting films	n/a	n/a	David James	n/a	www.youtube.com/huntersvermin	193,000
Hunting FPS	Airgunning films	n/a	n/a	Alan Ferriday	n/a	www.youtube.com/huntingfps	177,000
Team Wild	TV show and full services gun trade marketing company, covering the shooting market from international hunting to airgunning	www.teamwild.tv	POA	Field sports Channel	via Base79	www.youtube.com/teamwildhunting	119,000
Gunner 17722	Airgunning films, trapping and other shooting	n/a	n/a	Gunner 17722	n/a	www.youtube.com/gunner17722	88,000
Online Fishing TV	UK fishing channel, covering coarse, game and sea	www.onlinefishing.tv	£1000	Online Fishing TV	via Base79	www.youtube.com/onlinefishingtv	43,000
James Marchington	General interest shooting short films	www.jamesmarchington.com	POA	James Marchington	via Base79	www.youtube.com/jamesmarchington	40,000
Country Pursuits TV	Airgunning films, fox shooting and other country sports	n/a	POA	Malcolm Barnard	via Base79	www.youtube.com/countrypursuitstv	33,000
Horse & Hound (IPCMedia)	YouTube and website channel backed by popular hunting magazine	www.horseandhound.co.uk	POA	Freelance + staff	via YouTube	www.youtube.com/horseandhoundtv	32,000
Mark Gilchrist	Shooting and cookery films	www.gameforeverything.co.uk	POA	Mark Gilchrist	via Base79 (pending)	www.youtube.com/markgameforeverythin	20,000
GunsonPegs	Pheasant, partridge and groushooting films specifically for its 36,000 members	www.gunsonpegs.com	£850	Field sports Channel	n/a	www.youtube.com/gunsonpegs	13,000
Mike Yardley	Channel by the popular shooting writer. Some of his films are on James Marchington's channel	www.positiveshooting.com	POA	Mike Yardley	via Base79 (pending)	www.youtube.com/mikeyardley	8,700
Shooting UK (IPCMedia)	YouTube and website channel backed by popular shooting magazines	www.shootinguk.co.uk	POA	Freelance + staff	via YouTube	www.youtube.com/shootingtimesuk	5,700

How to reach this market

Base79 represents the top hunting/shooting/fishing YouTube channels, with more than a million monthly views between them. It also delivers among the largest quality video audiences on YouTube reaching more than 4.6 million UK monthly unique users. It has 450 million global monthly views across 350+ channels. And you can target this viewership, by location, age group, hobbies and interests – a whole host of demographics.

So how much does it cost to advertise next to a hunting/shooting/fishing video?

A video preroll, where your video plays in front of Base79 channel films, costs £30 per 1,000 impressions (CPM). Click-through rates for this average 5%. You need to have a video commercial. Choose your budget and hire in help. In the

/shooting/fishing market in 2012?

These video channels are either yet to launch, or have statistics too small to track, or host videos from their own servers with unverifiable viewcounts. However, they are all channels that are poised for growth.

Operator	Description	Website player	Sponsored films (typical 5 min item)	Production carried out by:	YouTube site	Status
Sporting Shooter and Airgun World (Archant)	YouTube and website channels backed by popular airgun and shotgun magazines. Includes plays on own-brand websites	www.sportingshooter.co.uk and www.airgunworld.co.uk	POA	Field sports Channel and Archant staff	www.youtube.com/archantlifestyle	Launched May 2012. YouTube site too small to track
The Shooting Show (Blaze Publishing)	YouTube and website channel backed by popular airgun, clay, gamekeeping and rifle-shooting magazines	www.theshootingshow.tv	POA	Field sports Channel and Blaze	www.youtube.com/theshootingshow	Launched April 2012. YouTube site too small to track
Airgun Gear	Airgunning TV show	www.airgungear.co.uk	POA	Giles Barry	n/a	Runs from its own server
BASC	Shooting / political short films for the BASC membership.	www.basc.org.uk	n/a	BASC	www.youtube.com/bascfilms	Films mainly on own server. YouTube site too small to track
Country Channel	Formerly a satellite channel covering rural affairs, now online	www.countrychannel.tv	POA	Country Channel	www.youtube.com/countrychanneltv	Too small to track (fewer than 500 subscribers)
Country Sports TV	General interest rural and shooting films.	www.countrysportstv.co.uk	POA	Ian Summerell	www.youtube.com/iansummerell	Too small to track (fewer than 500 subscribers)
English Sporting Clays	Clayshooting short films	www.englishsportingclays.co.uk	n/a	English Sporting Clays	www.youtube.com/englishsportingclays	Too small to track (fewer than 500 subscribers)
Field & Rural Life	General interest and shooting films	www.fieldandrurallife.tv	POA	Field & Rural Life	www.youtube.com/fieldandrurallife	FRL says films mainly on own server. YouTube site too small to track
Highland Air Gun	General interest and shooting films.	highlandgun.weebly.com	n/a	Highland Air Gun	www.youtube.com/highlandairgun	Too small to track (fewer than 500 subscribers)
Horse & Country	A satellite and online TV channel covering mainly horses and dogs	www.horseandcountry.tv	POA	Indie production companies	www.youtube.com/horseandcountrytv	Mainly available via satellite. Also on YouTube but too small to track
Yorkshire Deer Stalking	Deerstalking films	www.yorkshiredeerstalking.com	POA	John Robson	www.youtube.com/yorkshireroestalking	Too small to track (fewer than 500 subscribers)
The Field (IPCMedia)	YouTube and website channel backed by popular fieldsports magazine	www.thefield.co.uk	POA	Freelance + staff	www.youtube.com/thefieldmagazine	Too small to track (fewer than 500 subscribers)
David Hall Publishing	Magazine publisher of angling consumer magazines and Tackle & Guns trade magazine	www.davidhallpublishing.com	POA	n/a	n/a	Uses own server

hunting, shooting, fishing market, you will be able to make a watchable commercial for £100-£2,000 by contacting any of the above channels.

Adverts such as 'overlays', where your text advertisement appears on top of the video, and banners on YouTube pages cost £12 CPM. These can be as simple as your press advertisements, or they can be more sophisticated, linking to and backing up wider social media campaigns you may be running. It is simple and it is effective. You can't beat a million pairs of eyeballs.

For all your online advertising needs, speak to Ian Samuel, Base79's Commercial Director UK, ian.samuel@base79.com. Tel: 020 7928 7831 or 07788 527519.

Base79 has more exclusive unique reach around quality content than ITV and Channel 4

