# TV advertising report hunting/shooting/fishing sector







### 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	Spon sored films (typi- cal 5min item)	Pro- duction carried out by:	Preroll advert ising	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 Chan- nel	via Base79	www.youtube.com/ fieldsportschannel	524,000
Airgun TV	Airgun TV channel	www.airgun.tv	n/a	Nigel Allen/ Air- gunTV	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 serv- ices gun trade marketing company, covering the shooting market from international hunting to airgunning	www.teamwild.tv	POA	Field sports Chan- nel	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 March- ington	via Base79	www.youtube.com/ jamesmarchington	40,000
Country Pursuits TV	Airgunning films, fox shooting and other coun- try sports	n/a	POA	Mal- colm Barnard	via Base79	www.youtube.com/ countrypursuitstv	33,000
Horse & Hound (IPCMedia)	YouTube and website channel backed by popu- lar hunting magazine	www.horseandhound. co.uk	POA	Free- lance + staff	via YouTube	www.youtube.com/ horseandhoundtv	32,000
Mark Gilchrist	Shooting and cookery films	www. gameforeverything. co.uk	POA	Mark Gilchrist	via Base79 (pend- ing)	www.youtube.com/ markgameforeverythin	20,000
GunsonPegs	Pheasant, partridge and grouseshooting films specifically for its 36,000 members	www.gunsonpegs. com	£850	Field sports Chan- nel	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 (pend- ing)	www.youtube.com/ mikeyardley	8,700
Shooting UK (IPCMedia)	YouTube and website channel backed by popu- lar shooting magazines	www.shootinguk. co.uk	POA	Free- lance + 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). Clickthrough 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	Spon sored films (typical 5 min item)	Pro- duction carried out by:	YouTube site	Status
Sporting Shooter and Airgun World (Archant)	YouTube and website chan- nels backed by popular airgun and shotgun maga- zines. Includes plays on own-brand websites	www.sportingshooter. co.uk and www. airgunworld.co.uk	POA	Field sports Chan- nel 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 maga- zines	www.theshootingshow. tv	POA	Field sports Chan- nel 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 mem- bership.	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 Chan- nel	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	lan Sum- merell	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 Sport- ing Clays	www.youtube.com/ englishsportingclays	Too small to track (fewer than 500 subscribers)
Field & Rural Life	General interest and shoot- ing 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 shoot- ing films.	highlandgun.weebly. com	n/a	High- land 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 produc- tion compa- nies	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	Free- lance + staff	www.youtube.com/ thefieldmagazine	Too small to track (fewer than 500 subscribers)
David Hall Publishing	Magazine publisher of an- gling 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  $\pounds100-\pounds2,000$  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 car 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 heat a million pairs of oveballs.

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

## Advertising on TV – it just got cheap

The market for TV advertising is changing. In 2009, it was dominated by a handful of players in each country, all available on satellite/cable, for example Outdoor Channel in the USA, Horse & Country in the UK and Saisons in France. They based their commercial rates on the standard per-country TV audience vector, i.e. US\$20 per 1,000 viewers in the US or £6 per 1,000 viewers in the UK.

Local rules designed to curb the growth of 'gun culture' means that advertising guns on television is not allowed in many countries. This was (a) irrelevant to the market for, up to 2010, few shooting industry manufacturers and distributors could afford to advertise on television and (b) does not apply to internet TV.

By 2011, the growth of YouTube and other online 'aggregators' allowed the launch and establishment of lowerbudget TV channels. Some existing satellite channels moved to the internet, such as Country Channel in the UK. These channels gained audience sizes which were uncompetitive with TV channels but allowed them to compete with specialist consumer magazines. So, for example, by the end of 2011, Fieldsports Channel has an audience of unique monthly viewers of 220,000 while the ABC figure for people buying *Shooting Times* magazine is 22,000.

On paper, the maths looks good for the online TV channels in 2012. They have camera equipment and training costs but have no print costs. However, almost all of them make only short-form television, so there is little room in them to carry advertising. They survive by following a sponsored programming model.

Few governments have brought in legislation to regulate the internet, so gun advertising is allowed online. Some online channels, such as Google, have brought in local restrictions on use of words such as 'guns' and 'ammunition' as advertising keywords, but this is lightly enforced.

In 2012, the barriers to the big market of online preroll video advertising finally dropped. YouTube pioneered 'Instream' advertising, which allows its customers to run their videos as prerolls to other targeted videos.

Multi Channel Networks (including Base79) are able to bring together several channels in the same sector, with tens of millions of monthly views between them, and offer competitive preroll advertising rates for appearances across all those channels.

At the same time, hunting/shooting/fishing magazine publishers include video players on their websites where they now charge clients to run films, which are usually hosted on YouTube.

There are now three distinct online TV advertising markets:

• **Preroll advertising.** Preroll advertising is available from the aggregators, of which YouTube dominates, and the multi channel networks, such as Base79, which runs most of the UK hunting/shooting.fishing sector on YouTube. This is priced at £30 CPM.

• Video player advertising. Video player advertising is available from website publishers, such as Archant and IPCMedia, both of which use players from Videobuilder.tv. Fieldsports Channel also offers this on a LongTail video player.

• **Sponsored films/channels**. This advertising is available from individual YouTube channels, most of which have their own websites, too. They're job is to make films people want to watch. Contact the channels to place your product, brand or service in those films.

For more information about preroll advertising, contact: lan Samuel Commercial Director UK, Base79 ian.samuel@base79.com Phone: +44 (0)20 7928 7831 Mobile: +44 (0)7788 527519

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