



AFRICA

A WORLD OF ADVENTURE

Take the hunting story we tell so well at Fieldsports Channel. Now move it to Africa and watch it become even more exciting. *Fieldsports Africa* is a TV show for 2016 that goes behind the scenes and under the skin of African hunting. It delivers all the excitement plus it shows the management and care that goes into keeping animals thriving.

Launching in 2016, *Fieldsports Africa* will be a magazine programme showcasing the best hunting on the Continent, the best management practice, using our own film crews on the ground in southern and eastern Africa. Each show will consist of four-to-eight items about hunting in Africa. It will introduce the world to the opportunities in Africa, and all with those fabulous African backdrops of scenery and wildlife.

It is brought to you by the biggest hunting TV platform in the world. Fieldsports TV's YouTube channel achieves 1.3m views per month. That is bigger than the viewing figure for almost any Sky sports show. We are trusted by advertisers. We have the highest SlateScore of any hunting channel. Our programming reaches 1.1 billion homes via YouTube. We are the best chance you have of sending your product or service viral.

You can be part of it

- Embed your products in *Fieldsports Africa*. Put them at the heart of the world of hunting
- Run advertisements in the programmes
- Reach millions of hunters

Brought to you by



The items

We have a range of regular items in our programmes that you can sponsor, take part in and contribute to:

- Big Game Ballistics – the best bullet for the job
- African bird shooting – sand grouse, francolin/spurfowl, guinea fowl, doves and geese are a wing-shooter's dream
- Rucksack & Double Rifle – synonymous with dangerous game, this extends the *Rucksack & Rifle* brand we launched in 2015
- Safari by Night Vision – a different panoply of wildlife to hunt
- Waterhole Watch – where are the best African animals? What makes a great trophy?
- Lamping Jackals – as much of a growth sport as lamping coyotes in the USA and foxes in Australia and the UK
- Blood Pumping Hunting – we put a heart monitor on a willing hunter in pursuit of one of Africa's dangerous seven
- Airgun Africa – an abundance of different game and pest species that are best tackled with air rifles
- Breath hold hunting – spearfishing in the Indian Ocean