
DK Outdoor Adventures Outdoor TV Network



DK OUTDOOR ADVENTURES
OUTDOOR TV NETWORK
DELIVERS EXPOSURE
TO OVER A MILLION
OUTDOORSMEN ANNUALLY!

ADVERTISING OPPORTUNITIES
AVAILABLE

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DK Outdoor Adventures Overview

- DK Outdoor Adventures provides results oriented video marketing for outdoor industry businesses. Promotional videos are utilized to highlight the business and engage the audience.
 - DK increases exposure through multiple permission marketing platforms, which results in effectively targeting the audience interested in the products and services available.
 - As technology continues to develop, business owners are faced with increasing competition rates due to the capabilities of internet marketing. The industry has become saturated with options for opportunities.
 - In order to remain competitive, business owners must focus marketing efforts through internet and mobile devices. To dominate the industry, business owners must have a competitive advantage to gain more exposure to their target market than the competition.
 - DK delivers first page You-tube rankings for business owners. DK has achieved numerous first page Search Engine Rankings in Google, Bing, and Yahoo through an extensive network of outdoor industry websites optimized for highly relevant phrases to the outdoor industry, in which business owners can now advertise. DK provides industry targeted social media advertising across multiple social media platforms.
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Professional Video Optimization

VIDEO OPTIMIZATION SERVICES

- The network will provide professional video optimization services through SEO Company Addstar who has been delivering first page rankings to outdoor industry business owners for over a decade.
- Video optimization delivers first page YouTube rankings for multiple relevant search phrases for sponsors' business.
- First page positions targeted at relevant search phrases dramatically increase the opportunity for exposure to the target market for the client.
- First page positions deliver a competitive advantage for sponsors by increasing exposure to those actively searching for the content and products or services available.
- DK employs effective marketing strategies to drive results by increasing exposure to the target marketing through permission marketing platforms.
- Sponsors of DK have reported an increase in sales of up to 70% in one year.

YOU-TUBE VIEWERSHIP STATISTICS

- More than 1 billion unique users visit YouTube each month
 - Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth, and 50% more than last year
 - 100 hours of video are uploaded to YouTube every minute
 - 70% of YouTube traffic comes from outside the US
 - YouTube is localized in 56 countries and across 61 languages
 - According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
 - Millions of subscriptions happen each day, and the number of people subscribing has more than doubled since last year
 - This data was taken directly from YouTube, and can be confirmed by visiting the link below.
<http://www.youtube.com/yt/press/statistics.html>
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Video Marketing / Market Research

DK OUTDOOR ADVENTURES RESULTS ORIENTED VIDEO MARKETING PLATFORM

- DK provides outdoor industry business owners a promotional video through a network videographer to highlight the sponsors' business to engage the target market.
- Sponsors may opt to provide their own promotional video for the advertising platform.
- Video is reported to increase time on web pages up to 500% according to PR WEB.
- Video engages the target audience which increases the opportunity to turn viewers into customers.
- Video marketing has shown a dramatic increase over the last decade due to the internet.
- DK provides an innovative video marketing platform that receives over 100,000 page views per month through an extensive network of outdoor industry websites optimized for phrases relevant to the outdoor industry.
- DK delivers first page You-Tube rankings for videos.
- DK distributes videos to hundreds of outdoor industry groups across numerous social media platforms to engage outdoorsmen.

MARKET RESEARCH DATA TAKEN DIRECTLY FROM THE CISCO VNI FORECAST

- Internet video traffic will grow 4-fold from 2012 to 2017, a compound annual growth rate of 30%.
- Internet video traffic will reach 62.7 Exabytes per month in 2017, up from 16.7 Exabytes per month in 2012.
- Total Internet video traffic (business and consumer, combined) will be 67% of all Internet traffic in 2017, up from 52% in 2012.
- Consumer Internet video traffic will be 69% of consumer Internet traffic in 2017, up from 57% in 2012.
- Business Internet video traffic will be 58% of business Internet traffic in 2017, up from 31% in 2012.
- Internet-Video-to-TV traffic will be 14% of fixed consumer Internet video traffic in 2017, up from 9% in 2012.
- Internet-Video-to-TV traffic will increase 5-fold between 2012 and 2017.
- 2 trillion minutes of video content will cross the Internet each month in 2017, up from 1 trillion in 2012. Globally, 2 trillion minutes (5 million years) of video content will cross the Internet each month in 2017. That's 914,100 minutes of video streamed or downloaded every second.
- Long form Internet video traffic is 3.5X greater than short form Internet video traffic.

Network Analytics

NETWORK ANALYTIC REPORTS

JULY 2013

Network Unique Visitors	75,256
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Network Page Views	120,312
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VideoAd-Server Video Impressions	69,600
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For most recent months report, please email:

Info@DKOutdoorAdventures.com

1ST Page Rankings in Search Engines

1st Page Ranking Phrases in Search Engines	Google	Yahoo	Bing	Date Checked
Africa Hunting TV	8,	3,4,5,7	2,5,6,8	11-Aug-13
Safari Hunting TV	2,3,8	2,3,4,5,7,8	2,3,4,5,6,8	11-Aug-13
African Safari TV	10,	6,10	6,8	11-Aug-13
African Hunting Safari TV	8,	2,3,7,8,9	2,3,4,5,6	11-Aug-13
African Hunting TV	9,	2,3,4,6,7,8	2,4,5,6,8	11-Aug-13
Predator Hunting TV	2,	6,7,8	6,8	11-Aug-13
Predator Hunting Videos	7,			11-Aug-13
Coyote Hunting TV	2,	4,	3,	11-Aug-13
Mule Deer Hunting TV	3,	1,2,3,4,5,6,7	1,2,3,4,5,6,7	11-Aug-13
Moose Hunting TV	4,5,	2,3,4,5,6,8,9	2,3,4,5,6,7,8	11-Aug-13
Duck Hunting TV		3,	3,	11-Aug-13
Waterfowl Hunting TV		4,10,	6,	11-Aug-13
Outdoor Expo Review		8,	1,	11-Aug-13
Outdoor TV Online	8,	1,8,10	1,7,8,	11-Aug-13
Bear Hunting TV	8,	4,	4,	11-Aug-13
Caribou Hunting TV	1,2	1,2	1,2,7,	11-Aug-13
Antelope Hunting TV	1,			
Hog Hunting TV		2,10,	2,	11-Aug-13
Bowhunting TV		4,6	4,	11-Aug-13
Archery Hunting TV		2,6	2,7,	11-Aug-13
Wing Shooting TV	4,	3,4,5,6,	3,4,5,6	11-Aug-13
Hunting TV	4,11			11-Aug-13
Outdoor Adventure TV	5,10			11-Aug-13
Gulf Coast Fishing TV	6,	1,	1,	11-Aug-13

Strategy and Schedule

■ Strategy

- ❑ Video Marketing to Engage Audience
- ❑ Social Media Marketing to Integrate Brand
- ❑ Permission Marketing to Increase Exposure

■ Schedule



- ❑ Promotional Video Design/Optimization
 - ❑ Social Media Video Distribution
 - ❑ Video Ad-Server Advertising Across Network
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Summary of Strategy

Promotional Video Design/Editing to Engage Audience and Provide Competitive Advantage in Industry

Professional Video Optimization Delivering 1st Page You-tube Rankings for Multiple Search Phrases

Social Media Video Distribution to Hundreds of Outdoor Industry Social Media Groups & Network Social Media Platform Available for Sponsors Advertising

Search Engine Network Advertising through Network Websites Targeting Multiple Phrases Receiving Over 100,00 Page Views per month

Sponsorship Pricing

\$ 895.00

BILLED ANNUALLY
AVERAGES LESS THAN \$75.00 PER MONTH

MAIL PAYMENTS TO

DK OUTDOOR ADVENTURES LLC
414 HIGHLAND DR. MOULTON, AL 35650

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