

MEDIA KIT | 2014



WE ARE SKYDIVE TV™



WE LOVE WHAT WE DO,  
AND DO WHAT WE LOVE!

Skydive TV™ is a unique and one of a kind Online and Mobile Media Platform for the Sport of Skydiving. Skydive TV™ covers variety of National & International Sporting Events, Competitions, World Records, Special Events, Charity Fund Raisers and produces variety of LIVE & Recorded content. Our programs & content reach a wide range of extreme sports enthusiasts and skydiving fans from around the world.

Skydive TV™'s ability to Stream LIVE programs to web and mobile devices makes it a desirable platform for events worldwide.

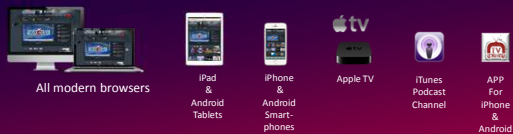
MEDIA KIT | 02  
2014



WHERE TO WATCH SKYDIVE TV™

Skydive TV™ is available to the viewing audience on the web at

[www.skydive-tv.com](http://www.skydive-tv.com) and:



WHEREVER YOU GO SKYDIVE TV™ IS WITH YOU !

MEDIA KIT | 03  
2014



WHO ARE WE



**Skydive TV™** is an independently owned and operated, full service production company & audio visual broadcast media. Founded by Local 600 Cinematographer **Sammy Vassilev** & a long time TV Journalist / Program Director Iva Nencheva, both PRO-skydivers, former DZOs & established professionals with many years in Film & Broadcast TV. Mr. Vassilev & Mrs. Nencheva combined their experience and love for skydiving to create Skydive TV™ and contribute for the popularization and growth of skydiving.



MEDIA KIT | 04  
2014



SKYDIVE TV™'S CONTENT

EXCLUSIVE CHANNEL FOR THE SKYDIVING, B.A.S.E. JUMPING & WINGSUITING WORLD

The programs and content created by Skydive TV™, are 100% original and are created with positive and educational spirit for the sport of skydiving. All coverage of Competition Events, World & National Championships is original and created to show the positive philosophy of skydiving and the incredible competitive spirit of the competitors and the competitions. Skydive TV™ has created 100s of episodes of content and has built a huge audience and following from around the globe.

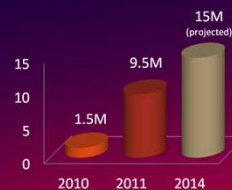
Skydive TV™ covers & broadcasts LIVE and VOD, National & International Competitions & Events, World Records and Competitions.

MEDIA KIT | 05  
2014



SKYDIVE TV™ REACH AND ENGAGEMENT

Skydive TV™ launched in 2010. The same year Skydive TV™ covered the USPA National Skydiving Championships held at Skydive Chicago for the first time in the history of the sport in full. In the 10 days of coverage Skydive TV™ produced 45 episodes and reached 1.5M hits (with NO advertising at all). During the coverage of the 2011 USPA National Skydiving Championships the total hits grew to 9.5M from 147 countries. The projected views for the coverage of the 2014 USPA National Skydiving Championships is 15M.



MEDIA KIT | 06  
2014



## OUR AUDIENCE

### FAST GROWING & ENGAGED AUDIENCE

Skydiving, BASE & Wingsuit flying are the most attractive and fastest growing Extreme Sports on the Planet today. Skydive TV™ is here to capture and broadcast the world's most heart pumping experiences and bring them to our audience.



32

Average Age of viewers

74,000

Average income per person

### AUDIENCE IN 147 COUNTRIES

(Google Analytics Statistics)



US | FRANCE | RUSSIA | CANADA | BRAZIL | UK

MEDIA KIT | 07  
2014



## AUDIENCE ENGAGEMENT

### AUDIENCE GROWTH

Expanding outside of Action Sports



00:08:37

hour minute second

Average time spent on Skydive TV (per visit)



10 Million page views



87% of users participate in outdoor activities



More than 12 000 fans (combined)

MEDIA KIT | 08  
2014



## UNIQUE RICH

THROUGH OUR UNIQUE REACH, FLUENCY, AND SCOPE SKYDIVE TV™ IS THE KEYSTONE TO CONNECTING THE VAST GLOBAL AUDIENCE OF SKYDIVERS, BASE JUMPERS, WINGSUTERS AND ALL EXTREME AND OUTDOOR ADVENTURE ENTHUSIASTS !

Skydive TV™ can provide both, LIVE coverage and on-demand video streams of any event. We can stream your event from its location live across the web and provide a player that can be embedded onto the event website or even to be posted on ours or your social network pages.



ON-DEMAND



MEDIA KIT | 09  
2014



## SKYDIVE TV™

COME JOIN US IN A WORLD WHERE THE SKY IS **NOT** THE LIMIT, BUT ONLY THE BEGINNING !



Satmy Vassilov  
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MEDIA KIT | 10  
2014

