



ASCE**VD**
TELEVISION
2024 MEDIA KIT

SUMMARY

ASCEND Television rises above the typical travel adventure show.

While we do explore the world's most interesting destinations, ASCEND is more about the world's most interesting people; telling the stories of local personalities while captivating our audience with their inspiring narratives.

We use compelling storytelling and jaw dropping cinematography to ultimately motivate our viewers to broaden their travel bucket lists.

DEMOGRAPHICS

ASCEND reaches a massive global audience of active and affluent travellers.

\$161K

Avg. HHI

41

Median Age

52%

Male

48%

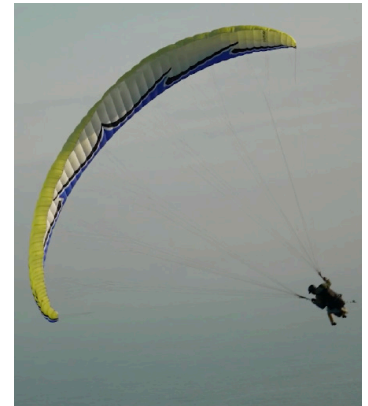
Female

72%

Undergraduate degree or higher

3+

Avg. of overnight trips annually



Source: Combination of ASCEND Audience Survey (Canada 2020) Outside Audience (US 2021) and European platforms.

DISTRIBUTION

Ascend Television is available in over 50 countries and more than 400 million homes.

50+
Countries

15+
Platforms Worldwide

400M+
Homes



ASCEND
TELEVISION

ASCEND-TELEVISION.COM

5 seasons

Currently producing seasons 4 and 5

Each Season Consist of:



10 episodes that are



30 minutes each

apple tv+

sky

Outside

Rakuten TV

Roku

tubi

EDGE

freevee

OMNI TELEVISION

redbox.

VIZIO

SAMSUNG TV Plus

fresh tv

SPORTSTRIBAL

pluto tv

androidtv

fetch

dish

PCCW

tivibu

plex

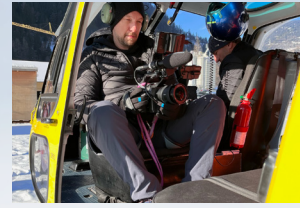
* Spark Sport

TURKSAT

vodafone

and other...

Audiences can't wait to "go there and do that" after experiencing each episode.



Episode Locations Include:

Season 1 - Winter

- (+) Fernie
- (+) Panorama
- (+) Kicking Horse
- (+) Sun Peaks
- (+) Revelstoke
- (+) Jasper
- (+) Saas-Fee
- (+) Zermatt
- (+) 4 Valee
- (+) Northern Ontario

*Filmed Winter 2022

Season 2 - Summer

- (+) Capetown
- (+) Eastern Cape
- (+) Golden
- (+) Fernie
- (+) Saas-Fee
- (+) Crans-Montana
- (+) San Clemente
- (+) Whistler
- (+) Huacachina
- (+) Portimão

*Filmed Summer 2022

Season 3 - Winter

- (+) Aspen
- (+) Courmayeur
- (+) Revelstoke
- (+) Steamboat Springs
- (+) Mammoth Mountain
- (+) Verbier
- (+) Tahoe
- (+) Mammoth
- (+) Calgary & Whistler
- (+) Telluride

*Filmed Winter 2023

Season 4 - Summer

- (+) Cervinia
- (+) Les Deux Alpes
- (+) Blue Mountain
- (+) Val Gardena
- (+) Fernie
- (+) Riccione
- (+) Alpe D'huez
- (+) Courmayeur
- (+) Maui
- (+) Best of the Season

*Filmed Summer 2023

Season 5 - Winter

- (+) Lech, Zurs
- (+) St. Anton
- (+) Blue Mountain
- (+) Alyeska
- (+) Moab
- (+) Utah Interski
- (+) Panorama
- (+) Innsbruck
- (+) Chugach Powder
- (+) Courmayeur

*Filming Winter 2024

Season 6 begins filming in Summer 2024 / Season 7 begins filming in Winter 2025

ADVERTISING AND BRAND INTEGRATION

Ascend Television is the ideal platform for adventure, travel, gear and lifestyle brands.

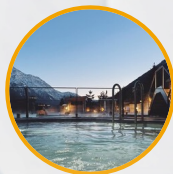
Hotel & Accommodation



Food & Beverage



Complementary or Adjacent Activities



Gear & Apparel



Tourism Associations



Brand Lifestyle



Travel Providers



Advertising and brand packages are customized for each client and can include:

- Destinations featured in episodes.
- Brands organically integrated into content.
- Sponsor billboards built into content (ASCEND is brought to you by...) specific to market.
- 30 second or 15 second commercial spots in show specific to market.
- Customized content
- Rights free use of footage.

"The ASCEND team produced an amazing winter episode on Courmayeur. We immediately booked them to produce a second summer episode"

Alessandra Borre
 Press and International Relations
 Courmayeur - Mont Blanc

"Colorado was excited to work with ASCEND. They were incredible to work with and captured full episodes and marketing assets all in one take!"

Liz Birdsall
 International Marketing Manager
 Colorado Tourism Office

PRICING (all prices USD)

FEATURED CONTENT - All platforms

Asset	Minumum number of plays	Platform(s)	Markets	Cost
Full half hour show (22 minutes of content) featuring specific destination.	6 airings per episode + Video on Demand	All Platforms	All markets	\$7,000 per episode including all airings and usage rights to all finished and RAW footage.

ADVERTISING

Advertising on ASCEND Television is broken down by quarter so that advertising partners can build an advertising package to directly meet the timing of their campaign as well as budget:

Q1 - JAN, FEB, MAR Q2 - APR, MAY, JUN Q3 - JUL, AUG, SEP Q4 - OCT, NOV, DEC

ADVERTISING - Broadcast Television

Asset	Minumum number of plays	Platform(s)	Markets	Cost
0:15 Commercial	42	Cable Television Broadcast	Aspen CO, Billings MT, Boise ID, Bozeman MT, Butte MT, Crested Butte CO, Denver CO,, Great Falls MT, Helena MT, Jackson Hole WY, Lake Tahoe CA/NV, Las Vegas NV, Logan UT, Mammoth CA, Missoula MT, North Conway NH, Panama City Beach FL, Salt lake City UT Smuggler's Notch VT, Steamboat CO, Stowe VT, Sugarbush VT, Sugarloaf ME. Summit County CO, Sunday River ME, The Hamptons NY, Twin Falls ID, Vail CO, Winter Park CO	\$9,500 per quarter
0:30 Commercial	42			\$18,000 per quarter
0:10 sponsor Billboard with voiceover, logo, call to action	84			\$7,000 per quarter

ADVERTISING - Streaming

Asset	Minumum number of plays	Platform(s)	Markets	Cost
0:10 sponsor Billboard with voiceover, logo, call to action	84	Apple TV, Samsung TV+., Xumo, Philo, Sling, Dish, Youtube TV, Fubo, Redbox, Amazon Freevee, Tubi, Distro TV, Roku Channel	USA, Canada, Mexico	\$8,000 per quarter