

THE RVERS

LOVING. LIVING.

THE NEW TV SERIES DEDICATED
TO THE LIFESTYLE CRAZE
THAT'S SWEEPING THE WORLD



From the Producers of the World's Most Popular Aviation TV Series

THE
AVIATORS

FEATURING
YOUTUBE STARS



THE RVERS

A Proven Winning Formula... Renewed and Reinvented

FourPoints Television Productions' flagship series *The Aviators* has proven itself to be an international phenomenon. Episodes of *The Aviators* have been broadcast more than 80,000 times to an audience of over 12.5 million viewers in hundreds of markets across North America, in addition to 55 million viewers in over 100 countries.

Finally, FourPoints has decided to apply the same proven winning formula to the RV industry by introducing a new and completely different kind of TV show to an RV community that is more than 80 times the size of that of the aviation community and arguably even more passionate - an audience base that is growing at an explosive rate!

The RVers is primed to build on the momentum established by *The Aviators* and access broadcast partners including:



US & International United States Canada Brazil/Latin America Best-seller For Android by Walmart + DVD/Blu-ray

Major Broadcast Success

- ✓ The Aviators has won a Silver Plaque in the category of Educational/Documentary Series at the 48th Hugo Television Awards presented by Cinema/Chicago and the Chicago International Film Festival.
- ✓ The Aviators is broadcast on over 300 PBS affiliates reaching over 86% of U.S. TV households. As a point of comparison, this is equal to PBS' own network news hour and is unheard of for an independent production.
- ✓ Nielsen ratings for season one showed an average of 9,336,337 viewers each week in the US alone growing to an estimated 11,341,437 viewers not including international broadcasts nor online viewing.
- ✓ Episodes of The Aviators have so far collectively aired over 80,000 times on TV in the U.S. alone.
- ✓ In 25 years, our top-tier PBS distributor has never received so many requests for subsequent seasons of an independent production as they have for The Aviators.
- ✓ For 7 years in a row The Aviators has skyrocketed to a Top 5 position on the iTunes charts within hours of release in company with shows like *The Daily Show*, *Top Gear*, *Anthony Bourdain* and *Mythbusters*.

The RVers will be produced using the same methods and styles, with the same distribution, and targeting the same level of success. Plus, *The RVers* will be produced by and star famous, real, full-time RVers!

Convey your company's message to millions of US and worldwide viewers

Your Brand Integrated into Actual Program Content... Seen Worldwide... Forever

FourPoints Television has partnered with some of the country's most well-known companies to expertly integrate their brands directly into the content of the show in a subtle, non-invasive and very effective manner.

Creative segment planning and filming combined with masterful writing and editing yield content viewers find entertaining, informative and relevant. At the same time, friendly brands are discretely presented suggesting product endorsement, enhancing brand recognition, and encouraging customer loyalty.

The RVers will be the only outlet with the power and ability to directly and persuasively integrate your brand within content feverishly desired by a captive, targeted and dedicated audience of millions and seen countless times.

At long last the time has come for your company to use television for more than just commercials.

Your Advertising Choices Made Easy

Discovery has made available to us the use of six 30-second ad spaces and ten 5-second billboards in each episode for every nationwide broadcast. These limited spaces will run on both the east coast and west coast feeds and will be broadcast to over 100 million households.

Discovery 30-second Ads & 5-second Billboards: 1 broadcast / 3 broadcasts / 6 broadcasts

PBS allows for a one-minute pod at the beginning and end of each episode for ads referred to as "underwriting tags." Tags may be a maximum of 15 seconds long and are intended to show to the viewer a message from the companies or organizations that helped make the show possible.

PBS Tag Options: 5 seconds / 10 seconds / 15 seconds

Existing YouTube Stars Bring an Instantly Strong RV Audience

The RVers' hosts (and producers for that matter) are full-time RVers. But besides being RVing experts, they have also established themselves as major YouTube stars. With a collective 550,000 subscribers and more than 142,000,000 YouTube plays, The RVers launches with an already massive RV-focussed target audience!



A Few of the Many Comments from Some of Our Partners

"Our customers LOVE your show!"

"You should all be proud of this. You all are a pleasure to work with and the segment is spectacular!"

"How were we not already working with you???"

"Yours is the only show that stays on my DVR."

"We are proud to be sponsors of your show!"



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