
Fun Roads
your adventure starts here

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- A Road Trip TV experience that taps into the wanderlust of the open road.
- Unlike anything available today, Fun Roads' family-friendly, take-it-on-the-go content satisfies a unique, enormous and underserved market of almost $1 trillion annually.
- The first 24-hour HD channel that celebrates simple and spontaneous choices.
- Hitting the road isn't expensive or complicated. Just get in your car and go.
- That's right. We're the All-American dream vacation. You know that intrepid road trip with the top down, wind in your hair and some great tunes blasting as this great nation slides by your open window.
- Whether it's for a day, a week or a month… any excuse to go will do. That's Fun Roads.



Domestic Road Trips

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So, Road Trips are hot…. here's how hot they are:

- 62% of US adults expect to vacation by car in 2025.
- 39% of leisure trips in 2024 included a road trip, up 17%.
- 75% of Americans will take at least one road trip this summer.
- AAA says 43.8 million people traveled by car over the last Memorial Day Weekend: up 4% from last year & the 2nd highest since 2000.
- Spending on road trips rose from $66.6B in 2015 to $123.7B in 2022.
- Annually US leisure trips generate **$741B**, creating **$179.7B** in taxes.
- 53% of travelers say they're likely to go on a road trip for their vacation.
- 45% included Vacation Rentals in their top 3 types of accommodations, up 13% from 2020.*
- 70% of Millennials and 54% of Gen Xers are planning on taking multiple road trips in the next twelve months.*
- 74% of travelers say that local diners & dives are their favorite stops during road trips.*
- 81% of travelers say they're excited to travel with family in 2025.*
- 59% of travelers find a road trip appealing.*
- 62% of parents say that their kids are excited to go on road trip.
- 62% of pet owners plan to bring their pets with them on some trips this year.*
- 76% of employed travelers could work remotely in 2024.*
- 59% of those worked remotely during some of their leisure trips.*
- 38% say they have more opportunities to work remotely than they did pre-pandemic.*
- Metro Areas lead the nation in road trips with an increase of 250% over last year

* 2024 Travel Trend Report



Programming

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Our holistic approach incorporates linear TV with unique viewing opportunities that drives viewers.

- Fun Roads is unlike anything available on Cable, Satellite, Broadcast or Streaming. It's the last unclaimed vertical which is also the hottest form of travel right now.
- Speaks to a unique and enormous market that's been chronically under served by broadcasters despite generating almost $1 trillion an year.
- Delivers brand safe, family-friendly, take-it-on-the-go content for today's broadcast environment.
  - A seamless content experience that's on the move with your viewers.
  - A line–up of new, fresh & compelling programming that celebrates the freedom of the open road & is addictively watchable.
  - Catnip for Millennials and Gen Xers. Delivers what they want; when they want it & how they want it.
  - Demonstrated support. We're on the air right now in 78 M HH including multiple top 10 DMA's.
  - 75 series, 8,000 ½ hours of committed on the road programming makes for strong lead-ins to your show.
  - We celebrate Road Trip specific content with strong time slots (Prime Time) & multiple weekly plays and we won't bury these shows on a weekend morning or late nights during the week.



Programming

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- Multiple, innovative advertiser friendly programming blocks:

On the Road | Culinary | Outdoors | Recreation | Cycling | RV's | Urban | Rural
Landmarks | Motorcycles | Concerts & Festivals | Sightseeing | Attractions
Social | History | Family | Canada | Back Roads | Shopping | DIY/Instructional
Undiscovered | Pro Sports | Classic Cars | Vacation Homes | Boating

- A changing media marketplace is perfect for Fun Roads
- Major travel-based cable networks have changed focus from experiential travel content to celebrity based travel entertainment that's not inspiring viewers to act.
- Travel entertainment content is expensive to produce; so its costs (and broadcasts) are often spread across multiple "sister networks" of different genres necessitating a watering down of the content to appeal to each network's different audiences…. further eliminating partner opportunities.



Our Line-Up

(Schedule & Programs subject to change)

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Business Model

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- Fun Roads speaks to almost every American especially Millennials and Gen Xers
- Structured to allow for incremental branding opportunities across multiple programming genres
- Allocate costs across multiple initiatives through innovative production and distribution
- Leverage the power of TV which offers deeper engagement & better audience targeting than traditional digital platforms.



The Bottom Line

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- The Pandemic fundamentally changed the way Americans vacation.
- Air/Hotel & Cruise Vacations are a thing of the past. Road Trips are in!
- Domestic Road Travel is growing at a CAGR of 5.45%... $737 billion in 2018.
- Compelling programming... with leading edge ad sales & production solutions.
- We create & deploy content that you can also use in other campaigns.
- Costs less than what you're spending on just production; so the TV exposure is free!



Reach Out

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Like what you see

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