

A person with a backpack and suitcase is standing in an airport terminal, looking out a large window at a plane taking off. The scene is bright and airy, with a blue sky and a body of water visible in the distance.

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+

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TRAVEL IS AT AN **ALL-TIME HIGH**

1.6 BILLION PASSENGERS

TRAVELED THROUGH US
AIRPORTS IN 2023

30% MORE TRAVELERS

THIS YEAR VS. LAST YEAR
ON PEAK TRAVEL DATES

Sources: AXN Online Fact Book (OFB), 2023;
Travel Numbers | Transportation Security Administration (tsa.gov) 2023-24



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DUTY FREE SPENDING HAS **SKYROCKETED** YEAR OVER YEAR

\$651M +

Spent in 2023 at
Duty Free Stores
in the Top 50 US
Airport Terminals



81%

Increase in
Spending in
2023 vs. 2022



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Source: AXN Online Fact Book (OFB), 2022-2023

ABOUT REACH TV

A BLACK OWNED MEDIA COMPANY & CERTIFIED MBE

ReachTV is The Home of the Traveler - streaming premium content in airports and beyond in all the top DMAs.

With a massive slate of **live sports** from the most esteemed leagues, as well as original lifestyle programming featuring diverse, A-list talent, ReachTV connects brands to **hard-to-reach consumers** who have **time on their hands** and **money to spend**.

 **90**
AIRPORTS

 **2.4k+**
AIRPORT GATES

 **750+**
AIRPORT VENUES

 **60M+**
MONTHLY VIEWERS

 **70min**
AVERAGE DWELL TIME

Sources: Nielsen Media Impact/The People Platform; CAMP; June 2024



REACHTV VIEWERS ARE **WATCHING & ENGAGED**



95%

OF TRAVELERS SURVEYED
NOTICED REACHTV ON TV
SCREENS IN THE AIRPORT

80%

RECALL ADS THEY SAW ON
REACHTV AT THE AIRPORT



THE OPPORTUNITY

TRAVEL + LUXURY
GO HAND-IN-HAND

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RTV VIEWERS ARE:

32%

**MORE LIKELY TO BUY DESIGNER
CLOTHING AND PRODUCTS**
(COMPARED TO THE AVERAGE A18+)

Source: Nielsen Total Media Fusion/GfK MRI Survey of The American Consumer 11/1/23 - 11/30/23 (TV Universe 18+)

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RTV VIEWERS ARE:

42%

MORE LIKELY TO SPEND
\$250+ ON PERFUME
(VS. THE AVERAGE A18+)

138%



MORE LIKELY TO HAVE SPENT
**\$500+ ON WOMEN'S BEAUTY
PRODUCTS** IN THE LAST 12 MONTHS
(VS. THE AVERAGE A18+)

Source: Nielsen Total Media Fusion/GfK MRI Survey of The American Consumer
11/1/23 - 11/30/23 (TV Universe 18+)





RTV VIEWERS ARE:

61%

**MORE LIKELY TO PURCHASE
HIGH-END SPIRITS + WINE**
(COMPARED TO THE AVERAGE A18+)

Source: Nielsen, NMI Fusion, November 2023 MRI users of brands such as Patron, Makers Mark, Crown Royal, Hennessy, Don Julio, Moët & Chandon, Dom Perignon & Veuve Clicquot

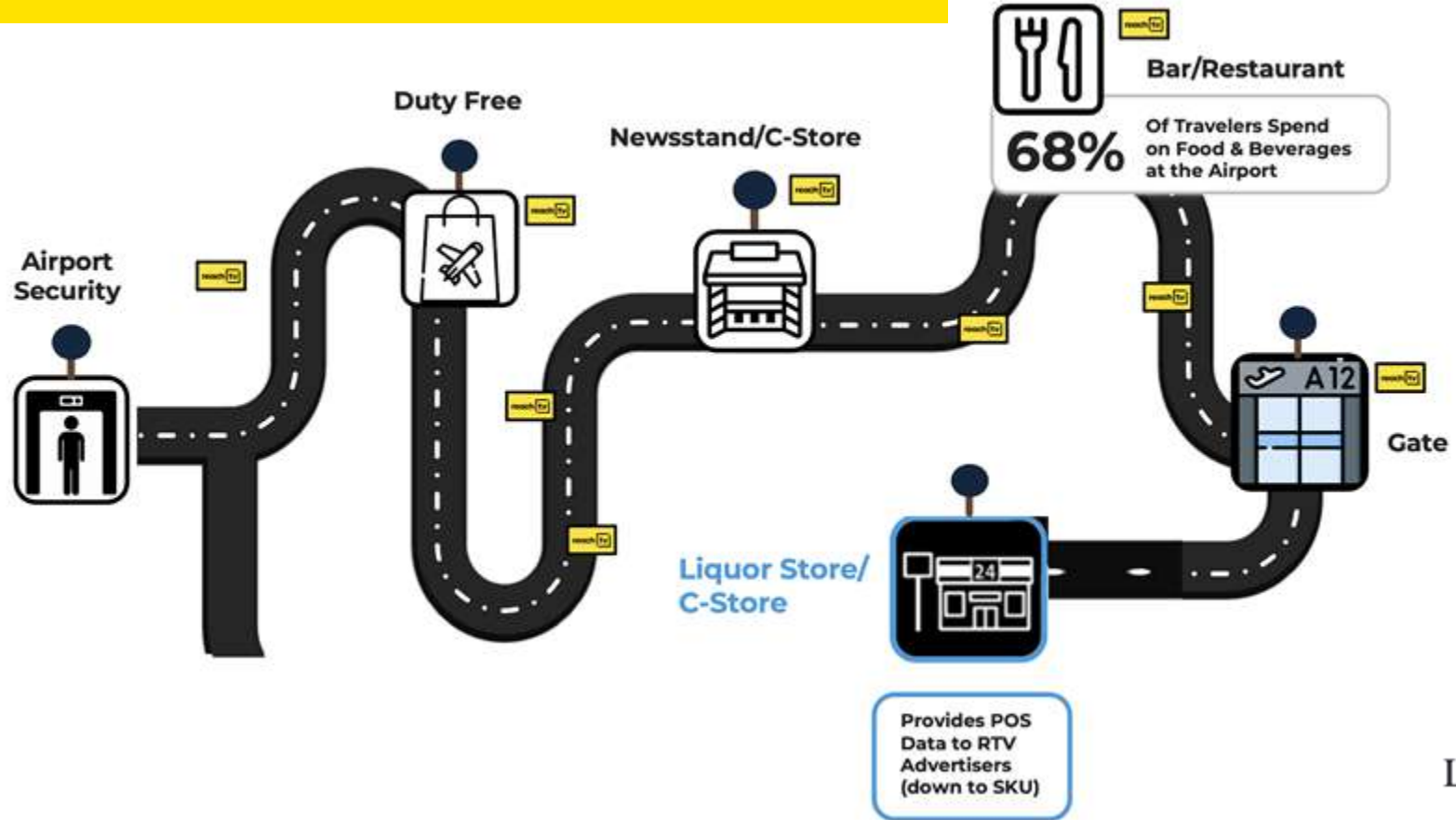
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REACH TV
CONNECTS
BRANDS TO
**AFFLUENT
CONSUMERS**
IN THE AIRPORT
AND ALONG
THEIR JOURNEY
TO PURCHASE.

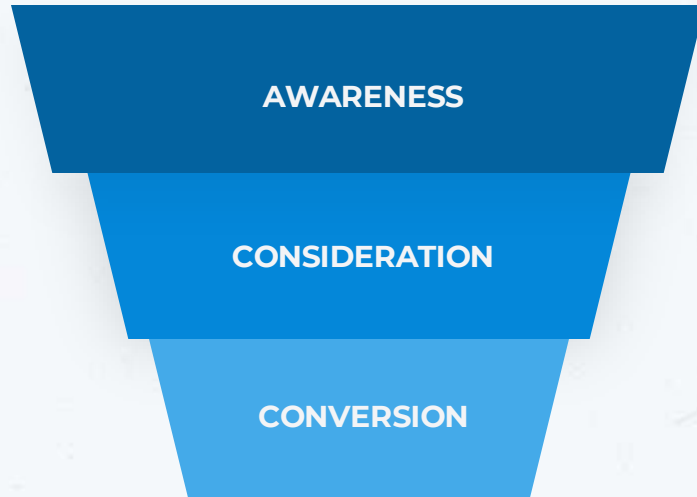
IMAGINE

FOLLOW CONSUMERS ON THEIR PATH-TO- PURCHASE VIA POS DATA





REACH TV IS A **FULL-FUNNEL OFFERING**



01

AWARENESS

ReachTV Airport Network, CTV,
Streaming, Hotel Network

02

CONSIDERATION

L-Bar Marketing, WiFi Marketing,
Experiential Marketing

03

CONVERSION

Performance Marketing,
1st Party Data, POS Data,
Retargeting (Social, Digital, CTV),

ALIGN YOUR BRANDS WITH ULTRA-PREMIUM CONTENT

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reach tv SPORTS

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LIVE SPORTS ALL YEAR

MORE THAN ANY OTHER NETWORK



[REACHTV SPORTS SNAPSHOT](#)
(CLICK TO PLAY VIDEO)



reach **tv** originals

CELEBRATE DIVERSITY

Featuring diverse, A-list talent, ReachTV Originals and licensed series showcase aspirational stories and cover all-things-lifestyle: entertainment, business, food and more – ensuring every traveler is entertained.

[REACTV ORIGINALS SNAPSHOT](#)
(CLICK TO PLAY VIDEO)

REACH TV ORIGINALS & MORE



ENTERTAINMENT

Maria At The Airport Trivia
Variety
Billboard
The Hollywood Reporter
Live Nation
Pictionary
25 Words or Less
In Tune with Leila Cobo

TRAVEL

Maria: Discover More
Where Next?
Global Child TV
Itinerary
More Corners
The Points Guy
Americanos

SPORTS

The Rich Eisen Show
The Business of Sports
GOAT Code LIV Lessons
The Harlem Globetrotters
The Tennis Channel Highlights
Brinx Buzz

BUSINESS

The Business Traveler Show
Ticket to Success
Dollar Bill with Bill Rancic
Market Movers: The Opening Bell
Sustainable GOAT
The CEO Series

LIFESTYLE

Cultural Eats with Eric Adjepong
Stand & Stir
Problem Solving with Tim Storey
Taste Buds with Crista Luedtke
V is for Vino
First & Goals with Dr Jen Welter





Daily Schedule

VARIETY

Hollywood Reporter

billboard

TENNIS CHANNEL

WNBA

NBA

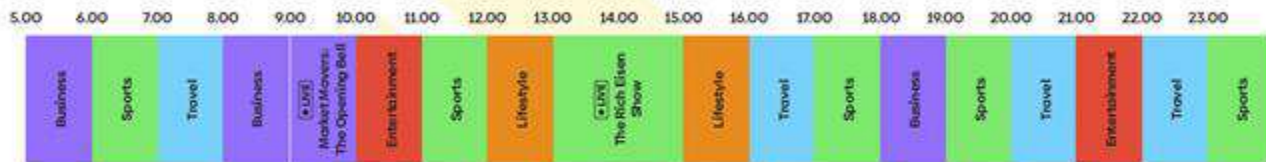
BRINX TV

LIV GOLF

NFL

TikTok

Schedule



Shows

Entertainment

Variety
Billboard
The Hollywood Reporter
Live Nation
Pictionary
25 Words or Less
In Tune with Lella Cobo
Maria: Discover More
Maria At The Airport Trivia

Sports

The Rich Eisen Show
The Business of Sports
Brinx Buzz
GOAT Code
LIV Lessons
The Harlem Globe Trotters
The Drone Racing League
The Tennis Channel Highlights

Travel

Where Next?
Global Child TV
Itinerary
More Corners
The Points Guy
Americanos

Business

The Business Traveler Show
Ticket to Success
The CEO Series
Dollar Bill with Bill Rancic
Market Movers: The Opening Bell
Sustainable GOAT

Lifestyle

Taste Buds with Crista Luedtke
Cultural Eats with Eric Adjepong
V is for Vino
Stand & Stir
Problem Solving with Tim Storey
First & Goals with Dr Jen Welter
Ludo a la Maison



+ Live Sports

Shown throughout the week at the times given below

NFL

Thursday Night
Sunday 1pm & 4pm
Sunday Night
Monday Night
Every Playoff Game and Super Bowl

NBA

Games every day, all season long

WNBA

3 games per week, all season long

LIV Golf

Friday, Saturday, Sunday

ACC Football

Saturdays

ACC Mens/Womens Basketball

Mens games on Saturdays
Womens gam

Tennis Channel

ATP & WTA Tournaments

CASE STUDY: **BELVEDERE**



CASE STUDY: BELVEDERE



OVERVIEW:

ReachTV teamed up with Belvedere to help the brand gain vodka category dominance, sales, and distribution/shelving. By handpicking in-airport restaurants, RTV set up a rewards program tied to attribution to incentivize bartenders to include The Pour's featured brand - Belvedere creative and original content across the network.

RESULTS:

- **400%** lift in sales in the ReachTV restaurant/bar locations
- **18%** increase in Belvedere sales at Duty Free locations in included airports
- **260%** increase in product distribution

"The power, effectiveness and efficiency of running this campaign on ReachTV was simply unmatched. Not only was reachtv able to come to the table with a creative and intersectional strategy, they were able to deliver results that fueled our ability to reach the right audience and work creatively together. This is not just a one-time campaign, but the start of a unique and compelling partnership we look forward to growing."

- Rodney Williams, President & CEO, Belvedere Vodka

THANK YOU

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APPENDIX





NFL

SEPTEMBER – FEBRUARY

REACTV IS STREAMING **EVERY SINGLE NFL GAME** FROM THE **PRE-SEASON** TO THE **SUPER BOWL**.

MORE LIVE NFL GAMES THAN ANY OTHER PLATFORM. PLUS, THE DRAFT AND OTHER KEY NFL EVENTS -- ALL ON RTV.

THURSDAY ↗
NIGHT

8P
National Game

SUNDAY ↗
ALL DAY

1P + 4P
National Game +
Multiple Local Games

8P
National Game

MONDAY ↗
NIGHT

8P
National Game

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All concepts are subject to change and pending final ReachTV & RTV partner approval.

The LIV GOLF logo features the word "LIV" in a stylized, bold font with vertical lines through the letters, followed by "GOLF" in a clean, sans-serif font.

LIV GOLF

FEBRUARY - OCTOBER

REACH A **MASSIVE NEW GENERATION OF GOLFERS AND FANS** – WITH LIV GOLF TOURNAMENTS STREAMING LIVE ON REACH TV, PLUS HIGHLIGHTS + EXCLUSIVE LIV GOLF CONTENT.

All concepts are subject to change and pending final ReachTV & RTV partner approval.

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NBA

SEPTEMBER - FEBRUARY



180 NIGHTS | 1,100 GAMES
LIVE GAMES NEARLY EVERY
NIGHT OF THE WEEK

91%

OF THE US
WATCHES NBA GAMES



70%

OF NBA VIEWERS ARE
UNDER 55 YRS OLD





WNBA

AUGUST - SEPTEMBER

THE WNBA IS STREAMING EVERY REGULAR SEASON GAME LIVE ON REACH TV. JOIN IN THE UNPARALLELED HYPE OF THE WNBA!

3x

NUMBER OF VIEWERS IN
2023 VS. 2022



156%+

IN TICKET SALES FROM 2023



LVMH

All concepts are subject to change and pending final ReachTV & RTV partner approval.

COLLEGE SPORTS

AUGUST – MAY (VARIES BY LEAGUE & SPORT)

IN ADDITION TO PAC12 GAMES, NCAA FOOTBALL AND MEN'S & WOMEN'S BASKETBALL FROM THE ACC, REACHTV WILL BE STREAMING **EVERY BIG GAME FROM 130 HBCUs** VIA A PARTNERSHIP WITH HBCU LEAGUE PASS.

FROM FOOTBALL AND BASKETBALL TO LACROSSE, AND MORE, **REACHTV IS THE NEW HOME OF HBCU SPORTS** ACROSS THE NATION .

HBCU
LEAGUE PASS

ACC



LVMH

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REACH TV ORIGINALS



➤ THE BUSINESS TRAVELER SHOW

Dive into the very best of business, smart travel, hotel, and airline innovation. Hosted from the ReachTV Studio in Miami, The Business Traveler Show keeps viewers in the know on talked about entrepreneurs, business innovation, travel trends, technology and product reviews, and unforgettable destinations to visit.



➤ MARKET MOVERS

A live daily one-hour live show from the floor of the NYSE, co-produced by ReachTV and FINTECH. Market Movers focuses on daily financial headlines, stock market movements as well as news appealing to younger demos: blockchain, AI, sustainability and much more.



➤ TASTEBUDS

Chef Christa teams up with culinary experts and best buds across the country to take you on an epic culinary adventure. Let's taste our way through some of Chef Christa's favorite cities across the US as we dig in, dive deep, taste, cook, laugh and learn — all as our Tastebuds lead the way.



➤ WHERE NEXT?

Where Next? is a monthly magazine show serving up informative, entertaining, and upbeat content for people who love to travel. Fronted by charismatic Miami native, Kelly Blanco, the show celebrates all facets of traveling for leisure. From trip ideas to logistics; destination guides to studio interviews, this show is jam-packed with vacation inspiration.

REACH TV ORIGINALS



➤ OFF THE MENU

ReachTV Host and James Beard Award Winner, Holly Firfer, delves into the lives and careers of culinary geniuses as they share the untold stories of their journeys. Together, we'll learn about their inspirations, understand what keeps them going, hear how they got here and what they see for the future.



➤ IN TUNE WITH LEILA COBO

Leila Cobo, renowned music journalist and editor at Billboard, leverages her vast knowledge and rapport created from years of journalism to bring insightful, in-depth discussions and interviews with the biggest and most influential names in Latin music to ReachTV. She not only focuses on their music but delves into their personal journeys, providing a comprehensive perspective to viewers.



➤ CULTURAL EATS

Chef Eric Adjepong travels the world on a cultural, culinary food tour, discovering restaurants and dishes from neighborhood gems to hidden hideaways. Each episode, Chef Eric visits a new city and explores the best food spots that showcase cultural eats done right. This journey highlights the restaurants, owners, and chefs that stay true to their food and represent the dynamic dishes that each culture offers.



➤ STAND & STIR

Bring global cuisine into your kitchen one recipe at a time with STAND & STIR with Chef Lorena, a new ReachTV series in development. Whether drawing inspiration from Latin American cuisine or her own culinary inventions, Chef Lorena ensures that each episode is both a feast for the senses and packed with valuable cooking techniques for busy travelers looking to embrace their inner chef.