

2022 MEDIA KIT



@THEMTNREPORT



@THEMOUNTAINREPORT



@TMRBCN



WATCH THE 2022 TRAILER

ABOUT THE MOUNTAIN REPORT

BCN Productions is pleased to announce the launch of our **20th broadcast season** of the winter travel series: The Mountain Report (TMR). BCN Productions has produced more than 200 episodes for over 300 resort properties around the world. Whether it's skiing & riding, cross country, dog sledding, or hiking - we cover the best season of all...WINTER!

TMR showcases everything a mountain has to offer: the ski & ride experience, children's programs, backwoods adventure, dining, accommodations, and the legendary apres scene. Each show features **Shop Talk**, a segment highlighting the latest gear and fashion. **NEW** this year: **Slopeside Living** for those that want to own and/or rent a 4-season vacation home.

20 SEASONS
57 MILLION HOUSEHOLDS
550K SOCIAL MEDIA REACH

THEMOUNTAINREPORT.TV

508-238-9111



NBC SPORTS BOSTON HAS YOU COVERED



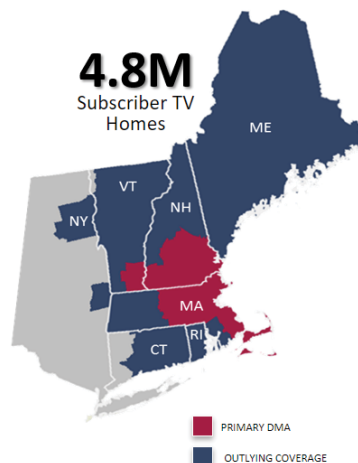
NSBO reaches ALL NEW ENGLAND DMA'S through partnerships with the largest traditional MVPD's (Multichannel Video Programming Distributors) and VMVPD's (Virtual Multichannel Video Programming Distributors) in the region.

MVPDs

- Comcast
- Verizon Fios
- Charter/Spectrum (includes TWC)
- Cox
- DirecTV
- Frontier
- RCN
- Atlantic Broadband
- Several other independent MSO's

VMVPDs

- DirecTV Now
- Hulu TV
- Fubo TV
- YouTube TV
- AT&T TV



NBCSPORTSBOSTON.COM

UNIQUES	PAGE VIEWS	VISITS	VIDEO STARTS
6.3 MIL	8.0 MIL	10.5 MIL	19 MIL

Monthly Averages*

@NBCSBOSTON



345K



102K

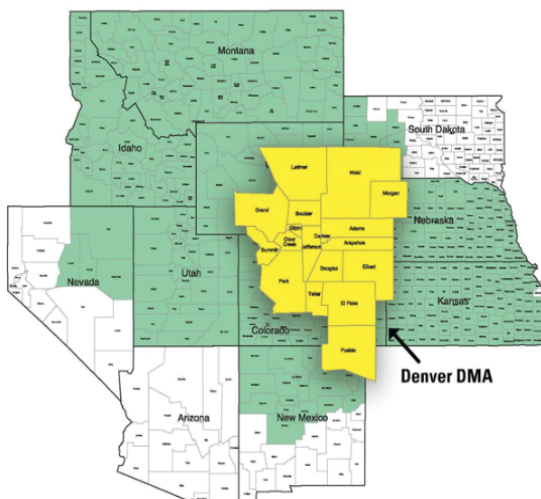


111K



OVER 5.9 MILLION
HOUSEHOLDS

Territory Map



35K+ SOCIAL FOLLOWERS



18K+ FOLLOWERS



21K+ FOLLOWERS



7K+ FOLLOWERS

As of September 1, 2021

THEMOUNTAINREPORT.TV



Fun Roads

your adventure starts here

OVER 40 MILLION
HOUSEHOLDS

CITIES INCLUDE

Los Angeles, CA
Chicago, IL
Philadelphia, PA
San Francisco, CA
Houston, TX
Detroit, MI
Orlando, FL
Las Vegas, NV
Myrtle Beach, SC
Detroit, MI

and over 50 more...

**Streams 24/7 on these
online platforms**



Plus 16 cable providers

THEMOUNTAINREPORT.TV



Bally SPORTS
FLORIDA

OVER 6.1 MILLION
HOUSEHOLDS

REGIONS INCLUDE

Pensacola
Panama City
Tallahassee
Jacksonville
Gainesville
Tampa
Orlando
West Palm Beach
Fort Meyers
Miami

250K+ SOCIAL FOLLOWERS



182K+ FOLLOWERS



39K+ FOLLOWERS



30K+ FOLLOWERS

As of September 1, 2021

THEMOUNTAINREPORT.TV

SKI & STAY

MOUNTAINS, RESORTS, APRES

- 6-8 minute feature segment
- 12 broadcasts January to March
- 12 posts across The Mountain Report social media
- Posts on NBC Sports Boston social media (over 400k followers)
- Posted and promoted on The Mountain Report YouTube page.
- Posted on TheMountainReport.TV
- Full rights to feature and all HD footage of mountain



OFFICIAL SPONSORS

APRES, SKI & BOARD, BOOTS, FASHION

- 2 spots per show. Features of talent shot per show
- Branded as Official Sponsor of The Mountain Report
- Logo in rotation on TheMountainReport.tv year-round
- Logo roll-in in each episode. Broadcast 24 times.
- Posted on The Mountain report YouTube and social media
- Posts on NBC Sports Boston social media (over 400k followers)



LET'S EMBRACE WINTER TOGETHER!

