

# THE FUTURE OF ATHLETE-DRIVEN SPORTS MEDIA

A **next-generation** streaming media ecosystem  
Focused on youth sports, athlete journeys,  
NIL exposure, recruiting visibility, local sports  
Markets, and emerging leagues.



POWERED BY  
**SCALABLE STREAMING,**  
**LOCALIZED MEDIA PRODUCTION,**  
AND **COMMUNITY-DRIVEN ENGAGEMENT.**



**YOUTH SPORTS**  
Millions of athletes.  
Countless stories.



**RECRUITING VISIBILITY**  
Get discovered.  
Get recruited.



**NIL EXPOSURE**  
Turn exposure into  
opportunity.



**LIVE STREAMING**  
Any game.  
Any time. Anywhere.



**LOCAL CONNECTION**  
Communities.  
Yeams. Families.



**EMERGING LEAGUES**  
New talent.  
New markets.



**SPORTS EDUCATION**  
Building the future  
Workforce.

# TRADITIONAL SPORTS MEDIA MISSES THE TARGET AUDIENCE IN SPORTS

## TRADITIONAL SPORTS MEDIA

FOCUSED ON A SMALL PORTION OF THE SPORTS WORLD



- ❌ Major professional leagues
- ❌ National broadcast rights
- ❌ Elite collegiate programs
- ❌ Limited athlete visibility

## UNDERSERVED MARKET

THE ATHLETES, FAMILIES & COMMUNITIES LEFT BEHIND



## THE EXPOSURE GAP

MILLIONS OF ATHLETE  
LITTLE TO **NO EXPOSURE.**

- ✅ Millions of youth athletes receive little or no exposure
- ✅ Parents spend billions chasing scholarships & opportunities
- ✅ Emerging leagues struggle for visibility
- ✅ Schools lack affordable production infrastructure
- ✅ Local communities are disconnected from their own athletes

THE MODERN SPORTS ECONOMY HAS EVOLVED - **BUT THE MEDIA MODEL HAS NOT.**

# SPORTS HAS BECOME A LIFESTYLE ECONOMY

EXPOSURE SPORTS SITS  
AT THE INTERSECTION OF  
THE **NEW SPORTS ECOSYSTEM**



A CONNECTED ECOSYSTEM.  
UNLIMITED POTENTIAL.  
**REAL IMPACT.**



### SPORTS TOURISM

Travel, tournaments, and  
events driving billions in  
economic impact.



### YOUTH SPORTS

The largest and most  
passionate participant  
base in sports.



### NIL MONETIZATION

Athlete exposure now  
creates real financial  
opportunities.



### RECRUITING VISIBILITY

Connecting athletes with  
coaches, schools, and the  
right opportunities.



### STREAMING MEDIA

Next-generation streaming  
technology delivering content  
anytime, anywhere.



### EDUCATION

Developing the next generation  
of sports media and industry  
professionals.



### LOCAL ADVERTISING

Local businesses reaching  
highly engaged communities  
at scale.



### EMERGING LEAGUES

New leagues. New athletes.  
New fans. Unlimited  
potential.



**ESN**  
ONE ECOSYSTEM.  
COUNTLESS  
OPPORTUNITIES.



STRONGER  
TOGETHER.



BUILT FOR ATHLETES.  
POWERED BY  
COMMUNITIES.  
DRIVEN BY IMPACT.

THIS IS NOT JUST A NETWORK. **THIS IS THE FUTURE OF ATHLETE-DRIVEN SPORTS MEDIA.**

# MASSIVE ADDRESSABLE MARKET

A MULTI-BILLION DOLLAR ECOSYSTEM. ONE PLATFORM TO CONNECT IT ALL.

Exponentially Growing.  
Ready to be Transformed.



## \$40B+

U.S. YOUTH SPORTS ECONOMY

Annual economic impact from participation and related spending.



## \$150B+

GLOBAL YOUTH SPORTS MARKET

Projected global market size, driven by participation and investment.



## \$274B+

SPORTS TOURISM IMPACT

Annual economic impact from travel, events, and tournaments.



## \$1.7B-\$2.3B

NIL ECONOMY

Estimated annual market size, rapidly expanding for all athletes.



## \$52B+

YOUTH TRAVEL SPORTS

Annual spending on travel teams, tournaments, and leagues.



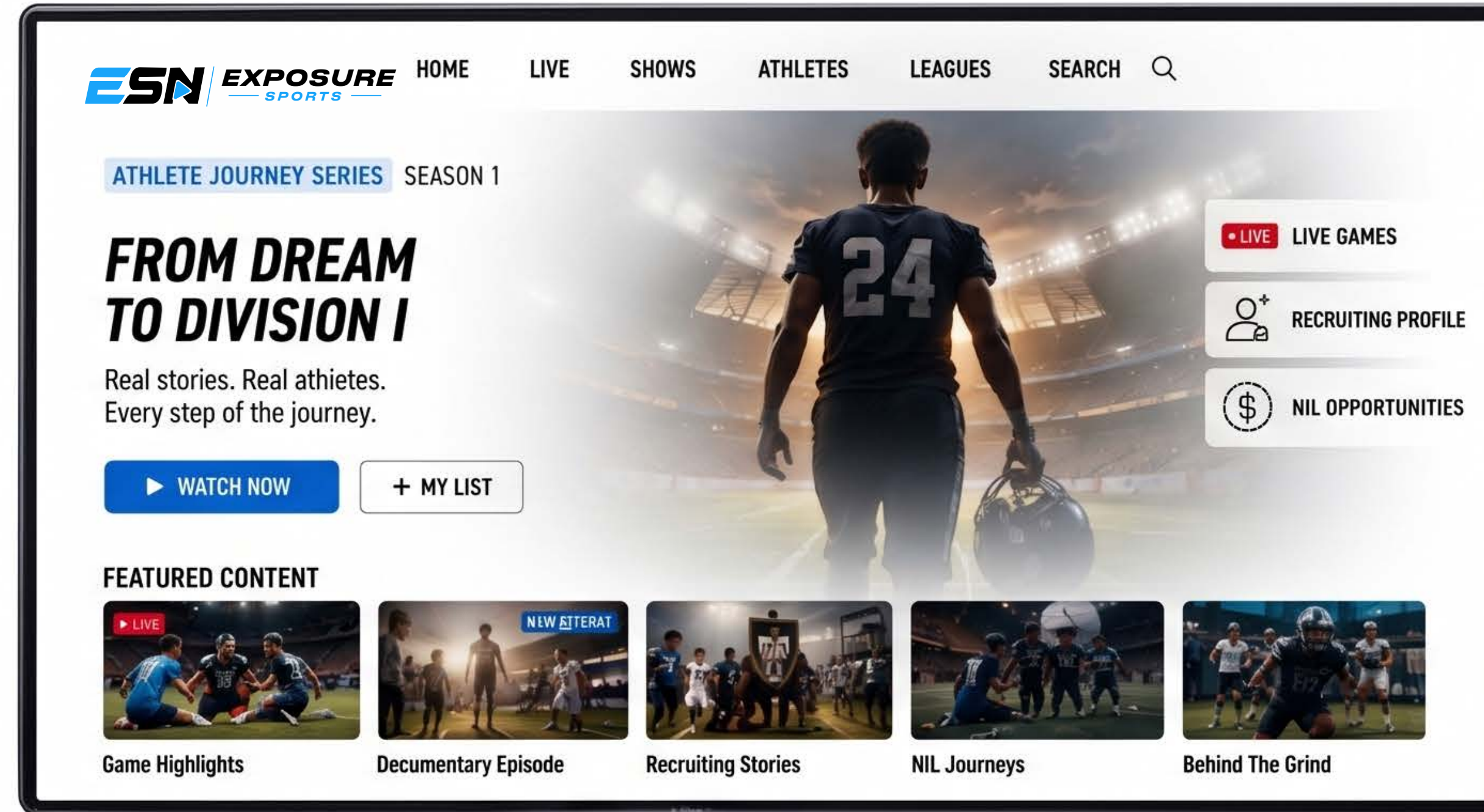
MILLIONS OF ATHLETES, FAMILIES, AND COACHES PARTICIPATE IN THIS ECOSYSTEM.



A MASSIVE MARKET.  
A CLEAR GAP.  
A DEFINING OPPORTUNITY.

# “ESPN Jr” FOR THE STREAMING GENERATION

Exposure Sports combines cutting-edge Streaming, storytelling, and technology To follow athletes at **every stage** of Their journey - on and off the field.



## A COMPLETE ECOSYSTEM BUILT FOR ATHLETES, BUILT FOR THE FUTURE.

-  **DOCUMENTARY CONTENT**  
Inspiring stories that connect athletes and audiences.
-  **RECRUITING VISIBILITY**  
Maximize exposure to coaches, scouts, and programs.
-  **NIL OPPORTUNITIES**  
Monetize your name, image, and journey.
-  **ATHLETE BRANDING**  
Build your personal brand and digital presence.
-  **SCHOLARSHIPS**  
Open doors to education and brighter futures.
-  **PROFESSIONAL OPPORTUNITY**  
From first game to professional exams.



# EVERY FAMILY ALREADY WANTS THIS



PASSION



PRIDE



MEMORIES



COMMUNITY



OPPORTUNITY



THE GAME IS MORE THAN A GAME.

IT'S **THEIR JOURNEY.**

WE BRING IT TO THEM.

# MULTI-LAYERED CONTENT ECOSYSTEM

A comprehensive content strategy built to inspire, inform, and connect athletes and communities at every level of the sports journey.

**LIVE SPORTS**

**YOUTH**

**TRAVEL**

**HIGH SCHOOL**

**PREP**

**JUCO**

**COLLEGIATE**

**SEMI-PRO**

**EMERGING PROFESSIONAL LEAGUES**



**ORIGINAL PROGRAMMING**

- Athlete documentaries
- NIL journeys
- Recruiting stories
- Family sacrifice stories
- Behind-the-scenes development
- Coach profiles
- Community sports features



**HYPER-LOCAL COVERAGE**

Local markets become deeply engaged with hometown athletes and teams.



**LOCAL GAMES. REAL STORIES.**      **HOMETOWN HEROES.**      **COMMUNITIES COME TOGETHER.**



**MULTI-LAYERED CONTENT**

Coverage across every level and every story.



**STORIES THAT MATTER**

Highlighting the journeys beyond the game.



**MADE FOR TODAY. BUILT FOR TOMORROW.**

Original content that resonates now and lasts.



**LOCAL ROOTS. NATIONAL REACH.**

Empowering local communities with a global platform.



**ENGAGE. INSPIRE. GROW TOGETHER.**

Stronger connection. Stronger sports future.

# MULTIPLE REVENUE STREAMS

Diversified revenue. Sustainable growth. Long-term impact.

## ADVERTISING & SPONSORSHIPS

- National brands
- Local businesses
- Sports equipment
- Nutritional products
- Automotive
- Healthcare
- Travel and hospitality



## NIL & ATHLETE PROMOTION

- Sponsored athlete features
- Recruiting visibility packages
- Athlete branding opportunities



2.4M VIEWS | 185K ENGAGEMENTS | 95K FOLLOWERS | 12K SHARES

## STREAMING & MEDIA MONETIZATION

- FAST Channels
- AVOD
- Localized sponsorships
- Pay-per-view events
- Subscription upgrades



FAST Channels | AVOD Free Content | PPV Live Events | SUBSCRIPTIONS Premium Access

## EDUCATION & PRODUCTION PROGRAMS

- Collegiate media curriculum
- Production-in-a-box systems
- School licensing programs



ONE PLATFORM. MANY OPPORTUNITIES.

DIVERSIFIED REVENUE  
Multiple streams create financial strength.

SCALABLE MODEL  
Built to grow with athletes, schools, and communities.

SUSTAINABLE IMPACT  
Reinvesting in the future of sports.

BUILT FOR GROWTH  
Strong today. Stronger tomorrow.

# SCALABLE CONTENT CREATION INFRASTRUCTURE

Exposure Sports introduces an **affordable turnkey live production system** enabling schools and organizations to create professional sports content.



**INCLUDES:**

-  iPads
-  Magewell Director Mini
-  Hudl integration
-  Production software
-  Wireless microphones
-  Graphics systems
-  Training & support



**THIS SIMULTANEOUSLY:**



**CREATES CONTENT**  
High-quality live and on-demand sports content.



**BUILDS LOCAL ENGAGEMENT**  
Communities connect deeply with their teams and athletes.



**TRAINS FUTURE MEDIA PROFESSIONALS**  
Students gain real-world production experience and skills.



**EXPANDS THE NETWORK RAPIDLY**  
Scalable systems enable fast, widespread growth.

10 EDUCATIONAL WORKFORCE DEVELOPMENT

# ***BUILDING THE FUTURE*** ***SPORTS MEDIA WORKPLACE***

Exposure Sports supports the creation of



**DIGITAL MEDIA  
PRODUCTION PROGRAMS**



STUDENTS GAIN HANDS-ON EXPERIENCE IN:



**LIVE  
PRODUCTION**



**SPORTS  
ANNOUNCING**



**VIDEO  
EDITING**



**GRAPHIC  
DESIGN**



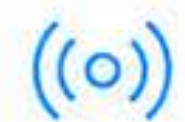
**JOURNALISM**



**MARKETING**



**NIL  
BRANDING**



**STREAMING  
OPERATIONS**



THE PLATFORM CREATES **REAL-WORLD  
WORKFORCE DEVELOPMENT** TIED DIRECTLY  
TO THE MODERN SPORTS ECONOMY.



REAL SKILLS.  
REAL EXPERIENCE.  
REAL OPPORTUNITIES.



CONNECTING  
STUDENTS TO  
SPORTS CAREERS.



BUILDING TOMORROW'S  
LEADERS IN SPORTS  
MEDIA.



# INDUSTRY TIMING HAS SHIFTED

THREE MAJOR FORCES HAVE CONVERGED:

**1** **NIL MONETIZATION**  
Athlete exposure now directly creates financial value.




**2** **AFFORDABLE STREAMING TECHNOLOGY**  
Production and distribution costs have collapsed.




**3** **MASSIVE GROWTH IN YOUTH & EMERGING SPORTS**  
Participation, spending, and audience engagement continue accelerating.




**THE INFRASTRUCTURE NOW EXISTS TO AGGREGATE AND COMMERCIALIZE THIS MARKET AT SCALE.**



# WHY INVESTORS UNDERSTAND THIS OPPORTUNITY

Private equity firms and institutional investors are aggressively targeting:










**THIS SIGNIFICANTLY EXPANDS MONETIZATION**  
BEYOND TRADITIONAL SPORTS BROADCASTING.




# POWERED BY



FreeCast provides:

-  Streaming infrastructure
-  FAST channel distribution
-  Advertising technology
-  Content aggregation
-  Multi-device delivery
-  Localized streaming capability
-  Monetization infrastructure



-  **HYPER-LOCAL ENGAGEMENT**  
Communities stay connected through local sports.
-  **MULTI-DEVICE ACCESS**  
Watch anywhere, anytime on any device.
-  **MONETIZATION AT EVERY LEVEL**  
Powerful ad tech and revenue tools built-in.



**EXPOSURE SPORTS CAN SCALE *NATIONALLY* WHILE MAINTAINING *HYPER-LOCAL* ENGAGEMENT.**



POWERED BY  
FREECAST'S  
ENTERPRISE  
PLATFORM



BUILT FOR SCALE.  
OPTIMIZED FOR  
LOCAL IMPACT.



ONE PLATFORM.  
COUNTLESS  
COMMUNITIES.  
ENDLESS POTENTIAL.

# THIS IS NOT JUST SPORTS STREAMING

THIS IS THE DIGITIZATION OF THE **ATHLETE JOURNEY**.

Every athlete, family, coach, school, recruiter, and community already has a reason to engage with this content.



THE AUDIENCE  
EXISTS.



THE EMOTIONAL  
INVESTMENT EXISTS.



THE SPENDING  
ALREADY EXISTS.



WHAT HAS BEEN MISSING IS A **SCALABLE MEDIA PLATFORM** CAPABLE OF AGGREGATING AND MONETIZING THE ECOSYSTEM.



EXPOSURE SPORTS CREATES THE OPPORTUNITY TO BECOME **THE LEADING ATHLETE-DRIVEN SPORTS MEDIA AND EXPOSURE PLATFORM FOR THE NEXT GENERATION OF SPORTS CONSUMERS.**



WITH FREECAST OPERATING THE INFRASTRUCTURE AND DISTRIBUTION ECOSYSTEM, THE POTENTIAL EXISTS TO BUILD A **HIGHLY SCALABLE MEDIA ASSET** POSITIONED AT THE CENTER OF ONE OF THE **FASTEST-GROWING SECTORS** IN SPORTS AND DIGITAL MEDIA.





# ESN EXPOSURE — SPORTS —

THE ATHLETE JOURNEY NETWORK


**EVERY ATHLETE HAS A STORY.  
EVERY COMMUNITY HAS A TEAM.  
EVERY JOURNEY DESERVES EXPOSURE.**



 **INVESTOR RELATIONS**  
Exposure Sports Network (ESN)  
The Athlete Journey Network

 [investors@exposuresports.com](mailto:investors@exposuresports.com)


 [www.exposuresports.com](http://www.exposuresports.com)

 Orlando, Florida, USA

POWERED BY



STREAMING INFRASTRUCTURE • DISTRIBUTION • MONETIZATION

 REAL ATHLETES.

 REAL COMMUNITIES.

 REAL IMPACT.

**THE ATHLETE JOURNEY NETWORK**