

Programmer Spotlight

Q & A with Bob Patison, President of MAVTV American Real

ICN: What makes MAVTV American Real unique compared to other networks?

Bob Patison: Four answers — Quality of Programming, great value to the carrier, an aggressive affiliate support program and the best ‘live’ motorsports on the planet. As an independently owned and operated network, we are an incredible value to both our viewers and affiliates with original and exclusive programming geared towards our target audience which comprises Americans from all walks of life – hence our slogan “first and foremost of Americans, by Americans and for Americans.”

ICN: With the emergence of Fox Sports 1, what is MAVTV doing to fill the void left from SPEED going away?

Patison: MAVTV is quickly becoming THE destination for all things motorsports, with events that no other network can offer its viewers. For example, starting in October we are airing an extensive line up of ‘live’ events starting with the Lucas Oil Challenge Cup featuring the best drivers in off-road short course racing. Then in January, MAVTV exclusively brings you the world famous Chili Bowl from Tulsa, OK, with nearly 300 midget car entries battling for the prestigious Golden Driller Trophy and the bragging rights that go with it. One month later in February, we are airing the 2014 Lucas Oil Late Model Winternationals from East Bay Raceway Park in Tampa, FL. And, starting in May, MAVTV will air the first moto of each round of the Lucas Oil Pro Motocross Championship series. All live and free to our viewers.

ICN: How do you pitch the MAVTV network to the cable and satellite operating companies?

Patison: In a nutshell — MAVTV American Real is a 24/7, high-definition entertainment channel with fresh, original content finely tuned to beat the typical television watching experience. MAVTV American Real includes movies, action sports, live events, adventure programming and the best high octane, edge of your seat motorsports that can be found on TV. Plus the very best of MMA fighting with exclusive coverage of King of the



High Tech Rednecks, is an hour-long reality series, featuring “big, bad and innovative” automotive builds.

Cage.

ICN: What is MAVTV doing to attract and retain the Independent cable companies?

Patison: MAVTV has an aggressive campaign in place to help the MSOs AND the Independent cable operators. To start, we have a team of ‘affiliate relations’ people that are meeting with each operator call centers one on one — to answer any and all questions about MAVTV. While this has been done in the past, it seems to be a lost art in recent years. We want to make sure every single operator, large or small, knows everything about us. We feel it is important that they know the MAVTV story including the fact that it is completely rebranded from 14 months ago. ONLY the name is the same! We are NOT the men’s network that it used to be and in fact we rebranded AMERICAN REAL taking the network in a totally new direction with a complete programming overhaul.

With such a drastic improvement, it is important that we spread the word one operator at a time. We also want our partners to know that Lucas Oil is the parent company behind MAVTV so our commitment is long term.

In addition, we are also cross-promoting our shows on their systems so their customers are well aware of the programming on MAVTV. Of course, we have a plethora of information on our web site www.mavtv.com but we also want to invest in our partners by buying cross channel spots and flooding the airwaves with examples of our shows in :30 second snippets. It is truly a win-win-win scenario! The viewer gets a sample of our shows, we support our partners and MAVTV increases viewers.

Next we are promoting MAVTV with on-site activation. We have a booth and/or signage at many events around the country including Pro Bull Riding, selected industry trade shows, NASCAR, NHRA Drag Racing, INDY 500, MAVTV 500, Pro Tractor Pulling, Drag Boat Racing, Chili Bowl, Motorcycle Racing,

Off Road Racing and a complete slate of grass roots motorsports events. Our team is on location talking to the fans at these great events to educate them about MAVTV, answer their questions and get feedback on shows they like or don't like. During any given week our team could be at 7-10 different events, spreading the word about MAVTV.

Finally, we are self-promoting by constantly creating new and original programming and partnering with experienced, well seasoned producers that provide great shows that fit our genre. While ratings are important, feedback from our partners and the viewers that watch MAVTV is something that we cherish and we will continue to listen. Our goal is simple... to be the best independent network available. And we are doing it "Lucas Oil" style - being a great partner at a great value that puts out great product!

ICN: What are some of your network's flagship shows?

Patison: We have a number of exclusive and highly entertaining shows such as the top rated series High Tech Rednecks cur-



Dangerous Waters follows five crew members on jet skis from Seattle up through Alaska and across the Bering Strait to Russia.

rently on-air, plus Won & Done which debuted in April of this year, starring its creator Rich Christensen. Rich created Pinks and Pinks All Out which were some of the most watched drag racing shows ever. In addition, 'Gearheads' now have a network to call home as select series that formally aired on SPEED will now call MAVTV home. Those are; My Classic Car, Stacey David's GearZ®, On the Edge, Chop, Cut, Rebuild and several others that will soon join the network.

MMA fighting with King of the Cage definitely has a place on our network as MAVTV has struck a long-term deal with this world-renowned MMA fighting series in a new partnership to bring the entire schedule of new MMA fights as well as hundreds of hours of star-studded classic footage exclusively to MAVTV weekly. Championship Wrestling from Hollywood (CWFH) is a new weekly hour-long televised pro wrestling program featuring the best in-ring competition with solid storytelling and a unique cast of amazing performers. Other promoters shy away from being called pro wrestling, but CWFH is proud to call itself pro wrestling and our viewers love it.

During Thursday through Sunday each week is now focused on bringing the viewer the best motorsports coverage anywhere



Above, My Classic Car, hosted by Dennis Gage, is now in its 17th season. This is the car program that informs, entertains and above all, captures our love affair with the automobile.

including; American Sprint Cars, Dirt Late Models, the Lucas Oil Challenge Cup, Short Course Off Road racing, Desert Racing, Endurocross, Drag Boats, Red Bull World Rally Championships, Pro Pulling, AMA Motocross and much more.

ICN What other ways are you creating MAVTV brand awareness in the minds of the general public?

Patison: We are very fortunate to be able to reach millions of race fans across the USA with direct sponsorships of major motorsports such as the ARCA Lucas Oil 200 at Daytona presented by MAVTV American Real, The NASCAR Camping World Truck Series American Real TV 150 from Dover International Speedway and the upcoming Izod IndyCar Series MAVTV 500 at the Auto Club Speedway in Fontana, California. Not only is the MAVTV 500 the final race of the season but it is also the final leg of the Super Speedway 500 mile triple-crown that includes the Pocono 400 and the Indy 500, and is expected to decide, as it did last year, the series champion.

This is the second year of a three year deal for the MAVTV 500 to air nationally on NBC Sports. In addition to event naming rights we heavily promote all these events both on-site and on-air delivering incredible exposure for our network.

ICN: So is MAVTV programming focusing mainly on sports?

Patison: No — definitely not. We are a well-rounded network and a big supporter of our military. For example, Close Quarter Battles hosted by US Special Forces veteran Terry Schappert is a new addition to our military programming line-up joining Action Zone and Combat Force. We also have non-fiction reality shows such as Dangerous Waters where five guys put their lives on the line trying to survive riding personal watercraft from Seattle to Alaska and across the Bering Sea to Russia. In addition, Angry Planet takes an up close and personal look at how fragile and volatile our earth really can be. Another popular reality series is Xtreme Sommer hosted by Kostas Sommer, a Greek film star, who travels to exotic cities around the world, and goes on extreme adventures – anything from skydiving and shark-diving to driving a race car or riding a bull in a rodeo.

Lifestyle is yet another genre that we are really proud of with such informative series such as Catch & Cook! With Adventure Aaron and Motorhead Traveler plus Game Changers which focuses on regular people who have invented something real and

profound that is going to change our world. Host Andrew Anthony gives us an inside look into the new world of invention and introduces us to some of the coolest ideas and craziest science world rebels out there.

Topping off what we think is one of the best lineups in television today, is a full slate of box office smash movies and classic 'oldies' so all the family can enjoy one television destination.

ICN: Is MAVTV growing its audience?

Patison: When we rebranded MAVTV a little over a year ago, we had fewer than 5 Million viewers. We set about changing the focus and image of the network through innovative programming targeting the audiences that we felt were unserved or under-served which grew us to the 27 million households that we are currently in.

The results speak for themselves – We are proud of our relationship with NCTC, NTTC and NRTC, and together we will continue to grow MAVTV as we are targeting 50+ million households in the near future. Additionally, MAVTV is on most of the major distributors across the USA including DirecTV, Dish, Comcast, Time Warner, Bighthouse, Cablevision and Charter. Stay tuned for more distributor announcements in the next few months.

About Bob Patison

As President of MAVTV American Real and Executive VP and General Counsel of Lucas Oil Products, Inc., Bob Patison has a long history with the Lucas Family. After Graduating from Western State University-College of Law in 1984, he became the personal attorney for Forrest and Charlotte Lucas while they founded Lucas Oil Products Inc. In 1994, Lucas hired Patison away from his own Law Office to oversee corporate operations and become second in command of the rapidly expanding company.

Nineteen years later, Lucas Oil markets two hundred and fifty oil products in thirty four countries, and under Patison's direction, is producing more than three hundred hours of television for major broadcast and cable networks through its Lucas Oil Production Studios. In 2011 when Lucas purchased the controlling interest in MAVTV, he immediately appointed Patison President of the network. Patison's goal while at the helm of MAVTV American Real is to make it the leading independently owned cable network in the USA — and in less than two years he is succeeding.

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WORLD RALLY CHAMPIONSHIP
The most fun to watch in the world's most exciting racing series.

LIVE AMA MOTOCROSS
The world's greatest motorcycle athletes compete in the most exciting and most entertaining events.

LIVE EAST BAY INTERNATIONAL
Late model dirt racing that's the most exciting to watch.

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MOTOR SPORTS

MOTOR SPORTS

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