



ENTERTAINMENT STUDIOS
NETWORKS
PRESENTS





WE LOVE ANIMALS!

A pet is part of the family...and many times, IS the family for many single people. Since the dawn of humanity, pets have protected us, given us companionship and added to the head-count in our tribes and households. **PETS.TV** is dedicated to these amazing creatures large and small, furry and scaled in every walk of life. **Produced by 16-time Emmy® Award winning producer, Lisa-Renee Ramirez, PETS.TV** is a masterful exhibition of critters and everything about them. Viewers can **Just Ask the Pet Vet** or ride along for an episode of **Animal Control Patrol**. Whether it's a story of suspense or heartwarming furry fun, pet lovers will get-their-fix in all things animals and indulge in their wild side.

Consult your local cable or satellite provider to find this network in your area.

Business Tip: Advertise on **PETS.TV**.

Globally, the pet care market has grown from \$216 billion in 2020 to \$232 billion in 2021.

An estimated 6.1% compounded annual growth rate (CAGR), will catapult that figure to \$350 billion by 2027.

Estimated 2021 Sales within the U.S. Market

For 2021, it estimated that \$109.6 billion will be spent on our pets in the U.S.

<u>Estimated Breakdown:</u>	Pet Food & Treats	\$44.1 billion
	Supplies, Live Animals & OTC Medicine	\$23.4 billion
	Vet Care & Product Sales	\$32.3 billion
	Other Services	\$9.7 billion

Source: The American Pet Products Association (APPA)

SPOT TRENDER RESEARCH Q4-2021 shows **PETS.TV** demo make up as: Pet Owners of 2 or more pets, married, positive financial outlook, interested in personal finance, surf the internet, tech savvy and purchase online

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