

OFF THE GRID STUDIOS × MAJORDOMO MEDIA

ON THE LINE

with David Chang & Friends

Distribution, Talent & Partnership Strategy

Prepared for Billy Parks | FOX Creator Studios

A food, travel, and human-story series with a modular episode model — built by people who've already run this exact playbook.

THE OPPORTUNITY

This is not a fishing show. It's a travel show with a fishing problem.

Fishing is where David Chang enters the story — the honest, unscripted him, gonzo-style, inside it rather than above it. Kimmel, Segura, and the rest aren't the show. They're proof of how far his world reaches.

AND THE AUDIENCE MATH BACKS THE AMBITION

7.9M

Fly fishing participants (US)

3% of the population — the audience if the show stays fly-only

57.9M

Total US anglers

All-time high in 2024 — the real addressable audience

\$1.4T+\$1.1T

US travel + restaurant industries

The crossover: On the Line isn't chasing a niche audience, it's tapping two of the largest consumer industries in the country

Source: 2025–26 Special Report on Fishing (RBFF / ASA / Outdoor Foundation)

Multiple lanes, not one hope

01

YouTube Home Channel

Off the Grid or a new On the Line channel, built to compound via the Collab feature — up to 10 creator channels tagged per video, landing in every collaborator's subscriber feed.

Owned & compounding

02

MajordomoTV

Chang's own FAST channel, LG-distributed. ~30M annual views, ~2.5M/month average. A guaranteed day-one premiere with zero negotiation.

~30M annual views

03

Field & Stream TV

140+ broadcast stations, plus regional sports networks. Backed by Morgan Wallen & Eric Church. Also on Samsung TV+, Roku, Fire TV, Apple TV, LG Channels. Relationship already in place (Nick Rhodes).

90M+ households, +20M weekly RSN

04

In-Flight & Licensing

180M+ annual passengers on a single major U.S. airline is the realistic reach for one in-flight deal — the long-tail monetization once the show has legs.

180M+ passengers

We've already run this exact model — three times

MeatEater's Das Boat

Off the Grid Studios, 3 seasons, produced for MeatEater

- Guests spanned the same spectrum this deck proposes: YouTube anglers (Jay Siemens, Bri Andrassy), bass pros (Oliver Ngy — also cast in On the Line's LA episode), fly legends (Blane Chocklett), and working chefs (Kevin Gillespie, Jean-Paul Bourgeois).
- The mix of names — from YouTube creators to working chefs — gave each season a different audience to draw from instead of asking one audience to keep showing up alone.

THE SECRET WEAPON

Miles Nolte

Head Writer & Producer, Off the Grid Studios

- MeatEater hired him specifically to build their Fishing Department and grow its audience — this exact job, for someone else, first.
- As Director of Fishing, he created, wrote, and produced Das Boat across three seasons.
- Co-creator and co-host of MeatEater's Bent podcast.
- Now Off the Grid's head writer and producer — the same instincts, on our team, building it again for On the Line.

Star power for the hook. Hidden gems for the math.

CELEBRITY ANCHORS

Real relationships, real credibility — not cameos

Jimmy Kimmel

Co-owns South Fork Lodge, Snake River — genuine, ownership-level angler

Tom Segura / YMH

Already an active Fox Creator Studios collab partner

Luke Bryan

3.4M YouTube — lifelong bass angler, family fishing brand

Blake Shelton

3.3M YouTube — fishing since age 10, decades of coverage

Deion Sanders

Nearly went pro in bass fishing; owns a stocked 10-acre pond

Billy Strings

Two-time Bassmaster Classic Celebrity Pro-Am entrant

HIDDEN-GEM REACH

Nobody's heard of them. Everybody's subscribed.

YBS Youngbloods

8.7M YouTube — ocean adventure/spearfishing lifestyle

BlacktipH

~5M YouTube — the biggest name in saltwater fishing

Reed the Fishmonger

825K YouTube — filleting/processing, 1.29M cross-platform

Kimi Werner

Freedive-spearfishing champion who cooks her own catch — Hawaii

Landshark Fishing

858K YouTube — saltwater/land-based shark

Fisherman's Life

~1M YouTube — catch-and-cook technique

Build the episode around the people, not the other way around

Six talent pairings and what they'd add up to. Not a season order, not fixed episodes — just the math of what happens when two audiences share one piece of content.

TALENT PAIRING	COMBINED REACH	COULD LIVE	THE PLAY
Jimmy Kimmel	~26M 22M YT + 4M IG	Jackson Hole, WY	Origin-story terrain — Kimmel co-owns the lodge on the exact river system, not a cameo.
Tom Segura + Oliver Ngy	~5.1M YMH 2.1M YT + 3M IG	Los Angeles, CA	Majordomo chaos to LA saltwater flats most Angelenos don't know exist.
BlacktipH + Reed the Fishmonger	~5.8M 5M + 825K, YouTube	Delray Beach, FL	Catch → process → cook in one Collab-tagged video, three audiences stacked.
Kimi Werner + YBS Youngbloods	~8.8M 90K + 8.7M, YouTube	Hawaii	Freedive-spearfishing chef pairs with the biggest ocean-adventure channel going.
Billy Strings + Catfish and Carp	~1.75M 450K + 1.3M, YouTube	Gulf Coast	Real bass/catfish credibility meets Southern music culture — authenticity over raw reach.
Joe Rogan	~20.9M PowerfulJRE, YouTube	Open water, anywhere	Hunting-first, but spearfishing/tuna is a recurring JRE topic — one mention outreaches most full episodes.

"Could live" is illustrative, not a season map. Kimmel and Rogan figures reflect their flagship show/podcast channels, not fishing-specific segments — treat as awareness reach, not guaranteed conversion.

We're not starting from zero — the doors are already open

Off the Grid brings standing relationships across tourism, brand, and production access — the kind that normally take a full season to build.

Tourism & Government

Already engaged — funding and integration interest

Dubai Tourism

Actively interested in integration and co-funding — Episode 4's location partner.

Travel Oregon

Home-turf relationship, engaged on integration and production support.

New Zealand Tourism

Interested in the Episode 6 finale location — funding conversation open.

Brand Partners

Outdoor-consumer brands, financing-capable

Turtle Box

Actively interested — outdoor audio, direct audience overlap.

YETI

Category-defining outdoor brand, engaged on partnership.

Global Production Access

Lodges & outfitters — everywhere the show could travel

Worldwide outfitter network

Standing relationships across lodges and guides in nearly every region under consideration — access without cold-starting a new country.

Built over years, not for this pitch

The same network behind Das Boat's location logistics, already in place for On the Line.

WHY THIS WORKS

Multichannel distribution. Real relationships, not hopes.

- Production financing at cost, structured like the FCS model — IP shared, long-term value built together.
- Introductions where useful: Fox's ad sales and distribution muscle behind the YouTube and licensing lanes.
- A green light to start the highest-reach talent conversations first — Kimmel and the Kimi Werner / YBS Youngbloods pairing lead the list.