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SIXTEEN WAYS TO TUNE IN TO DEW TOUR SKATEBOARD COMPETITION THIS WEEKEND

More than a half billion fans to be reached through web, OTT, connected TV, social, mobile and television June 28 - July 1

Carlsbad, Calif., (June 27, 2018) -- **More than a half billion fans have the opportunity to tune into the annual [Dew Tour](#) skateboard competition and festival**, presented by [Mountain Dew](#)® and [TEN: The Enthusiast Network](#), via network television on NBC as well as a wide variety of live streaming options on web, mobile, social, over-the-top (OTT) and connected TV platforms. The event itself will be held June 28 - July 1 in Long Beach, Calif. and is free and open to the public. To serve the growing global skateboarding fanbase with a custom tailored approach for today's consumption habits, Dew Tour has partnered with new distribution partners that ensure that fans everywhere have easy access to watch the livestream and highlights on any platform they choose, throughout the four-day event.

"Dew Tour is pushing the envelope on platform live sport broadcasting," said Dew Tour general manager Adam Cozens. "The audience for Dew Tour's skateboarding competitions is enormous and engaged, but also dispersed across multiple channels. We're proud to offer such broad consumer choice to ensure skate fans everywhere catch the action."

Dew Tour features more than 80 of the world's top pro skateboarders competing in team and pro and amateur individual competitions. This year, Dew Tour is proud to highlight the best in women's skateboarding with pro Park and Street events.

Dew Tour features the industry's top action sports commentators: the webcast will be hosted by action sports legend **Todd Richards** along with **Andrew Cannon, Chris Pastras, Neal Hendrix, Blair Alley, Chris Cote**. New to the Dew Tour team is **Alex White** and four-time X Games medalist **Vanessa Torres**, who will call the action for the women's skateboarding competitions. **The Dew Tour Live Show presented by TransWorld Skateboarding** will be hosted by Cote and Alley.

In addition to viewing the best that skateboarding competition has to offer, both the telecast and webcast will highlight the on-site festival, skateboard culture and art activations interwoven throughout the weekend in Long Beach.

Telecast: The competition will be broadcast nationally on NBC on July 7 at 2:30 p.m. ET and July 8 at 3:30 p.m. ET; as well as NBCSN on August 8 at 8 p.m. ET and August 16 at 12 p.m. ET.

Primary Webcast: Tune-in live on DewTour.com for the best experience including live scoring. The event will also be streamed live on AdventureSportsNetwork.com (ASN) and TWSkate.com, and can be viewed on the official Dew Tour mobile apps.

Digital and Social Partners: In addition to the Dew Tour, ASN and TWSkate [Facebook](#) pages, Dew Tour has teamed with [Daily Motion](#), [Periscope](#) and [Twitch](#) to also host the webcast. Dew Tour's [Youtube](#) and Twitter channels will stream the webcast as well.

Connected Television / OTT: Dew Tour will be available live and on-demand across connected TV and over-the-top (OTT) streaming platforms. Fans with a smart TV, connected blu-ray player, mobile device or gaming console can watch the livestream plus an extended library of on-demand content through the [XUMO](#) and [Vewd](#) applications.

Additionally, fans with [Roku](#), [AppleTV](#) or [Chromecast](#) can watch the live and on-demand content on the Dew Tour TWSkate or Adventure Sports Network channels and apps.

Collectively, the Dew Tour will be available on nearly all of the world's top connected television brands and streaming devices throughout the weekend, with a potential reach of nearly 130 million homes.

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