

A PARTNERSHIP PROPOSAL

YETI[®]

On The Line

with David Chang & Friends

OFF THE GRID STUDIOS × MAJORDOMO MEDIA

THE OPPORTUNITY

Let's Level Up.

How do you follow Anthony Bourdain. How do you get hunting and fishing in front of a mainstream audience. How do you tell the biggest stories in food and the outdoors without dividing people. Where does premium outdoor content actually live in 2026. On The Line is built to answer all four at once — a decade of ambition in outdoor storytelling, taken to the highest level it's ever been given. With the distribution already in motion and the partners already at the table, this isn't another outdoor show pitch. It's set up to be the most high-profile outdoor media project built to date.

THE TALENT

Honesty, Humor, And Perspective — On Camera.



DAVID CHANG, ON THE WATER

David Chang founded Momofuku in 2004 with a single 26-seat noodle bar in Manhattan's East Village; it's now a global restaurant group anchored by Majordomo in Los Angeles. Four James Beard Awards, including Outstanding Chef in America. TIME 100 Most Influential People. Host of Netflix's Ugly Delicious, Breakfast, Lunch & Dinner, and Dinner Time Live; judge on Culinary Class Wars. His podcast, The Dave Chang Show, is confirmed to launch on Netflix in 2026. There is no one working in food today with a bigger built-in audience, or more credibility walking into a kitchen — or a river — anywhere on earth.

MOMOFUKU FOUNDER

4× JAMES BEARD AWARD

TIME 100

UGLY DELICIOUS

CULINARY CLASS WARS

THE DAVE CHANG SHOW

NETFLIX 2026

SPOTIFY

VISUAL MOOD BOARD

The World of On The Line.

YETI



THE FRANCHISE

A Travel And Culinary Show With A Fishing Problem.

Funny where Bourdain was funny. Beautiful where Chef's Table is beautiful. Honest everywhere.

Not a fishing show — a culinary and travel show, built episode by episode into one continuous narrative that moves from story to story, season to season, with through-lines and character connectivity all the way through. Here's a first look at how it opens:



EPISODE 01

The Intro

We open on turquoise water and a man who doesn't quite belong on it. Before the first cast, David asks the question the whole series will answer — and it begins twenty years earlier in Jackson Hole, where a young cook fell for trout, for rivers, for the first thing he couldn't work into submission.

The origin story no one knew he had.



EPISODE 02

Obsession

The best lobster village on this coast — no press, no reservations, no sign. Three dishes, cooked on camera, each one five hundred years of the Americas on a plate. Out on the flats between meals, a permit keeps refusing him: the dishes come together; the fish takes longer.

An obsession, examined at fish-eye level.



EPISODE 03

Between Services

Podcasts before dawn, a restaurant group to run, a schedule with no white space — David at Majordomo, mid-service, fully in his element. Minutes away, a local angler pulls kingfish and lobster from water most Angelenos don't know is alive, then carries the catch back to the kitchen.

The chaos is what makes the quiet worth chasing.

THE FRANCHISE, CONTINUED



EPISODE 04

Pearls Before Oil

Dubai, UAE. From Majordomo's controlled fire to a city built on glass and water in equal measure — maritime culture older than most nations, now carried by a generation of young Emirati anglers. The question that follows David everywhere: what do we keep, and what do we build over?

We've filmed these waters. We know where the story lives.



EPISODE 05

The Mouth Of America

America's greatest marsh is sinking quietly, and a silver, leaping invader is multiplying by the million. David eats through New Orleans' most stubborn food culture, then chases redfish in the marsh. If the carp is the problem, could dinner be the answer?

Conservation, told with a straight face and a full plate.



EPISODE 06

The Quiet

The season closes where David began: trout water, on the other side of the earth. New Zealand's rivers run so clear the fish seem to hang in air, and reaching them demands the one thing he's never had — stillness.

Full circle, half a world from where it started.

Beyond Chang, there's real headroom for additional star power in future episodes — and several of these early examples are natural fits for YETI's own ambassadors on camera, with international locations like these doubling as a hook for YETI's global expansion this year.

THE DISTRIBUTION PLAN

Content Engine × Dynamic Distribution.

This is the distribution plan for the full season — every episode, every asset type, every platform. Every day on set produces more than one TV episode. It produces a full library of assets — a cut for festivals, an episode for broadcast, a longer piece for YouTube, a formatted piece for streaming, plus podcasts — then pushed out across every ecosystem in play. And this isn't one cut of each: it's a growing library, multiplied across every episode, season after season.

01

The Festival Cut

A short-form edit built for premieres and in-theater experiences at fishing and outdoor film festivals around the world.

02

The Broadcast Episode

The full-length episode, formatted for traditional cable and Field & Stream TV.

03

The Long-Form YouTube Cut

The single biggest lever in this plan: the same long-form cut published simultaneously across every partner's own channel — YETI, Dubai Tourism, David Chang, Off The Grid Studios, and others — each one pulling in its own audience and stacking views and subscribers across every account at once. Multiplied across every episode and every season after, that's where this goes from big to huge.

04

The Streaming Cut

Series-length episodes formatted for Netflix and other streaming partners.

05

The Podcast Cut

An audio-first edit, published across Apple Podcasts, Netflix, Spotify, and others.

DISTRIBUTION PARTNERS

FOX STUDIOS

NETFLIX

SPOTIFY

FIELD & STREAM TV

MAJORDOMO

YOUTUBE

AIRLINES & IN-FLIGHT

+ OTHER STREAMING PLATFORMS

THE NUMBERS

The Audience Is Already Here.

This isn't a cold start. Here's what's already built, before a single frame airs with YETI in it.

30M+

DAVID CHANG'S TV CHANNEL

Annual views on David Chang's own TV channel — a guaranteed day-one home at no incremental media cost.

180M+

IN-FLIGHT

Annual passengers on a single major U.S. airline — the realistic audience for one in-flight licensing deal.

90M+

FIELD & STREAM TV

U.S. households reached via 140+ broadcast stations, plus 20M more weekly through regional sports networks.

325M+

NETFLIX

Paid memberships worldwide. The Dave Chang Show is confirmed to launch there in 2026.

761M

SPOTIFY

Monthly active users worldwide. The Dave Chang Show already publishes here — every episode's audio cut reaches this audience, no separate launch required.

250+

FILM FESTIVAL CITIES

The global fly fishing and outdoor film festival circuit — official festival distribution this team runs season after season.

1M+

YOUTUBE

Combined subscriber base across YETI, Dubai Tourism, David Chang, and Off The Grid Studios' own channels — pushing past 1M with a multi-account collab and paid amplification.

THE INTEGRATION

Full YETI Integration. Every Step Of The Way.

Not a prop placement. YETI runs through the physical mechanics of how every episode actually gets made — camera to field to studio, season after season.

01

The BTS Opportunity

The media team shoots on a next-generation YETI hard case for camera gear, from day one — real-world proof-of-concept content for a category Pelican has owned by default. Camera creators in the field, on camera, built-for-broadcast BTS footage that doubles as YETI's own product validation.

02

Talent Travel

The on-camera team packs out in YETI bags and travel gear, every leg of every trip, start to wrap.

03

In The Field

YETI coolers, cargo, drinkware, and the existing YETI Kitchen cookware line integrated into every location — on the water and in local kitchens, exactly as they'd be used off-camera.

04

Cold Chain

What's caught on location is packed and shipped in YETI coolers, LA-bound, the same day.

05

The Studio

Wheeled into Majordomo's kitchens in YETI hardware, cooked on YETI cast iron and carbon steel, plated on YETI culinary. Source to plate, on YETI, every episode.

Picture the workflow: the camera team shoots BTS on YETI hard cases from day one. The talent packs out in YETI bags. On location, they're pouring from YETI cups and cooking on YETI cookware, on the water. The catch travels back to Chang's LA studio in YETI coolers, wheeled straight into the kitchen, and cooked on YETI culinary for the episode itself — every piece of it, broadcast to YouTube to podcast, carrying the product through.