



The most prestigious French TV channel dedicated to sport

### **MARKET OVERVIEW:**

**Bein Sport** is a sport dedicated channel which was launched in June 2012. **Bein Sport** is the largest sports offer (Football, Basketball, Handball, rugby, NFL...).

**Bein sport** broadcast the most important sport events (Champions league, NBA finals, Superbowl...)

It has 60 journalists and consultants and an in depth knowledge of the sports sector. **Bein Sport** offers a wide spectrum of program (lives, talk shows, debates and reports) with a know-how proved by the expertise offered.



### **PROFILE:**

**Bein Sport** global offer (Bein Sport 1 and 2) has already attracted 4 million TV subscribers, who receive this channel via cable, satellite or ADSL.

The audience of **Bein Sport** is young with 57% aged 45 years old and less. 40% of the Bein Sport's audience is AB+ and 39% watch Bein Sport on an everyday basis.

### **ADVERTISING RATES 2018:**

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### **TECHNICAL SPECIFICATIONS:**

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