



The most prestigious French TV channel dedicated to sport

MARKET OVERVIEW:

BeIn Sport 1 is a sport dedicated channel which has been created in June 2012. **BeIn Sport 1** represents the largest sports offer (Football, Basketball, Handball, rugby, NFL...).

Be In sport 1 broadcast the most important sport events (Champions league, NBA finals, Superbowl...)

With 60 journalists and consultants with an established experience in the sports area, **BeIn Sport 1** offer a large diversity of programs (lives, talking shows and reportages) with a know-how proved by the expertise offered.



PROFILE:



After only one year of broadcasting, the **BeIn Sport** global offer (BeIn Sport 1 and 2) has already seduced 4 million TV subscribers, who receive this channel via cable, satellite or ADSL.

The target of **BeIn Sport** is young with 57% of its audience aged 45 years old and less. 40% of the BeIn Sport's audience is AB+ and 39% watch BeIn Sport on a daily basis.

ADVERTISING RATES 2018:

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TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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