

L'ÉQUIPE

The leading free French TV channel dedicated to sport

MARKET OVERVIEW:

La Chaîne L'Équipe is the leading Sport TV channel. It offers 25% cycling, 10% motor sport, 7% football, 7% biathlon and more. In a strong trend, the audience has multiplied by 5 since 2013. The number of live broadcasted events has tripled in two years.

5.2 million people watch L'Équipe each day. They are mainly ABC1 men aged 25-49.

PROFILE:

L'Équipe TV also covers a specific TV programme on a particular topic every day (Match/The sport question/the rugby page/Match after match/One day with...). The channel provides analysis of quality and discussions on the different sporting events.

L'Équipe TV covers more than 60 sports, with consultants, experts in their field. It has more than 1 500 TV reports and more than 700 guests. For all the media: broadcast via satellite, cable, internet and telephone or web cast.

ADVERTISING RATES 2018:

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TECHNICAL SPECIFICATIONS:

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