



The new big sports channel

**MARKET OVERVIEW:**

**SFR SPORT 1** is a television channel included in the internet offer of SFR network; viewers have to be subscribers of an SFR box internet offer (*4.6 Million SFR households in France*) or an SFR mobile offer (*14.8 Million SFR mobile French subscribers*). Launched in August 2016, this channel has been created following the acquisition of the exclusive Premier League broadcasting rights by Altice group, the parent company. **SFR SPORT 1** is a part of the Altice group's sport strategy with SFR network and NEXTRADIOTV. This SFR SPORT TV offer is completed with SFR SPORT 2 and SFR SPORT 3.

**2 Million viewers per month (Mediamat Thematik Jan-June 2017)**

**PROFILE:**

The main audience: 25-49 years old, men 15-49 years old.

This channel is entirely dedicated to football, mostly Premier League, a very popular sport event in France, besides, magazines will analyse the results of the others European league, and Portuguese championship exclusive football games will complete the program offers. Due to the exclusive Premier League rights, **SFR SPORT 1** offers reaches bigger and bigger audiences.

**ADVERTISING RATES 2018:**

Please contact us

**TECHNICAL SPECIFICATIONS:**

Please contact us for details

**CREATIVE DEADLINE:**

Please contact us for all details

If you would like to receive copies, a media pack or coverage rankings, please contact  
GCA International Media Sales 020 7730 6033  
Email: [gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)