



The new big sports TV network

MARKET OVERVIEW:

SFR SPORT 2 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*).

SFR SPORT 2 was formerly known as MCS Sport, who has been launched in 2007, this channel is in completion of SFR SPORT 1 which will broadcast exclusively the Premier League in France until 2019.

SFR SPORT 2 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 1 and SFR SPORT3.

2.1 Million viewers per month along with SFR Sport 3 (mediamat Thematik Jan-June 2017)

PROFILE:

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

This channel broadcasts several sports, with a broad offer of major sports competition as the South American football champion's league, the best of the French basketball or the English rugby league. In addition to sport events, viewers can enjoy magazines animated by prestigious consultants of each sport concerned. They analyse sports news.

Thanks to the exclusive Premier League rights broadcast on SFR SPORT 1, **SFR SPORT 2** offers to reach a more and more important targets.

ADVERTISING RATES 2018:

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TECHNICAL SPECIFICATIONS:

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