

## More than 3,000 hours of live sports every year

EUROSPORT 1 has been the channel for real sports fans since 1989 and EUROSPORT 2 has been added since 2005. With a range of more than 120 sports, you as a viewer will always find your favorite sport. From the big cycling rounds to the Grand Slams and from snooker to winter sports. Until 2032, EUROSPORT is 'Home of the Olympics', meaning you can watch all Olympic competitions. EUROSPORT is also available via our website

eurosport.com, offering free access to news, features, results, podcasts and event highlights. EUROSPORT also offers access to live streaming and on-demand access to all our EUROSPORT channels, live events and other premium content. The premium streaming and on-demand service requires a subscription.

The core target is men aged between 25 and 54.

### TV

|                            |           |
|----------------------------|-----------|
| Monthly reach <sup>1</sup> | 4,236,000 |
|----------------------------|-----------|

### Audience Profile

|             |     |
|-------------|-----|
| Men         | 61% |
| Women       | 39% |
| 6-15 years  | 1%  |
| 16-24 years | 2%  |
| 25-34 years | 5%  |
| 35-44 years | 8%  |
| 45-54 years | 11% |
| 55-64 years | 21% |
| 65+ years   | 53% |



<sup>1</sup>AdvantEdge - TechEdge © 2024 - RTL Nederland. EUROSPORT is published in Netherlands.