

## Unique variety of sports

SPORT1 offers news, results, analyzes and live broadcasts from a wide range of sports. With current reports, expert comments and highlight videos, SPORT1 is the contact point for all sports fans who always want to stay up to date.

### TV

Monthly reach <sup>1</sup>	797,930
----------------------------	---------

### Audience Profile

Men	80%
-----	-----

Women	19%
-------	-----

6-15 years	1%
------------	----

16-24 years	1%
-------------	----

25-34 years	3%
-------------	----

35-44 years	10%
-------------	-----

45-54 years	18%
-------------	-----

55-64 years	52%
-------------	-----

65+ years	15%
-----------	-----



<sup>1</sup>AGTT/GfK TELETEST; Evogenius Reporting, 2024. SPORT 1 is published in Austria.