

## The sport channel for Men

ITV4 is a haven for sports and cult classics, providing escapist entertainment for everyday life. It offers a full range of programmes aimed at men aged 25 to 44, with American series but mainly sports: Tour de France, Open de France, rugby, horse racing and also a large number of football competitions.

The core target is men aged between 35 and 64.

### TV

Monthly reach <sup>1</sup>	23,390,000
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### Audience Profile

Men	68%
Women	32%
6-15 years	2%
16-24 years	1%
25-34 years	3%
35-44 years	7%
45-54 years	13%
55-64 years	74%



<sup>1</sup>Glance, BARB, 2024. ITV4 is published in United Kingdom.