

L'EQUIPE-FR

France's Leading sport website

MARKET POSITION:

L'Equipe.fr is the leading sport website of the *L'Equipe* Brand. It is also one of the best News websites and is ranked among the top 3 News websites in France along with Le Monde.fr.

L'Equipe.fr aimed at an urban male audience (69%), aged between 18 and 49, comprised of ABC1 (49%).

	L'Equipe.fr
Unique Visitors	4,569,000
Impressions	420,256,000
Time spend per month per UV	0:47:21

Source: Nielsen Net Ratings Feb 2011

EDITORIAL PROFILE:

L'Equipe.fr is the official website of *L'Equipe*; it uses the editorial content of the daily newspaper focusing on information, services and interactivity with the web user. The website delivers worldwide sport News 24 hours a day and is characterized by the variety of its contents, its reactivity and its interactivity. A large place is dedicated to videos, photos and illustrations. All sports are treated and analysis, interviews, historical databases make it the reference sport website.

It also offers different services to the web user such as Games (110 000 subscribers), online TV channel (*L'Equipe* TV), radio (RTL *L'Equipe*) sections and live RSS feeds direct to mobiles which **L'Equipe.fr** broadcasts in partnership with mobile operators.

TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

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