

L'EQUIPE TV

The leading free French TV channel dedicated to sport

MARKET OVERVIEW:

L'Equipe TV is the second Sport News TV channel. The targeted audience of **L'Equipe TV** is a male working CSP+ viewer, aged between 15 and 49 years old (20,1%). L'Equipe TV represents more than 5,000,000 viewers per day (Mediamat Jan-Sept 2017).

PROFILE:

Thanks to continuous Television News every 15 minutes that update according to current events, the TV channel informs its subscribers 24 hours a day on breaking news and reports in the world of sport. It provides news, interviews and debates. Different bulletins/editions are broadcasted throughout the day:

- Morning Edition
- Main Edition
- Night Edition
- The week end Edition

L'Equipe TV also covers a specific TV programme on a particular topic every day (Match/The sport question/the rugby page/Match after match/One day with...). The channel provides analysis of quality and discussions on the different sporting events.

L'Equipe TV covers more than 60 sports, with consultants, experts in their field. It has more than 1 500 TV reports and more than 700 guests. For all the media: broadcast via satellite, cable, internet and telephone or web cast.

ADVERTISING RATES 2018:

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TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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