

SPORT LIVE

Media kit





SPORT LIVE

The TV channel with time, credibility, and roots in the local community

- Nationwide sports channel with a loyal and engaged viewer base
- Available in over 600,000 households via all major TV providers
- More than 200,000 Danes tune in to SPORT LIVE every month
- Low advertising noise and high visibility in a brand-safe environment





SPORT LIVE

A Danish sports channel with a clear mission – to give Danish grassroots sports the visibility it deserves.

We showcase sports that would otherwise go without airtime – from futsal to padel, table tennis and more at www.sport-live.dk.

We broadcast over 18 hours a day, featuring more than 30 different sports, and we give clubs, volunteers, and local communities the exposure that helps keep Danish sport strong.

SPORT LIVE is therefore actively helping to support local sports life in Denmark.

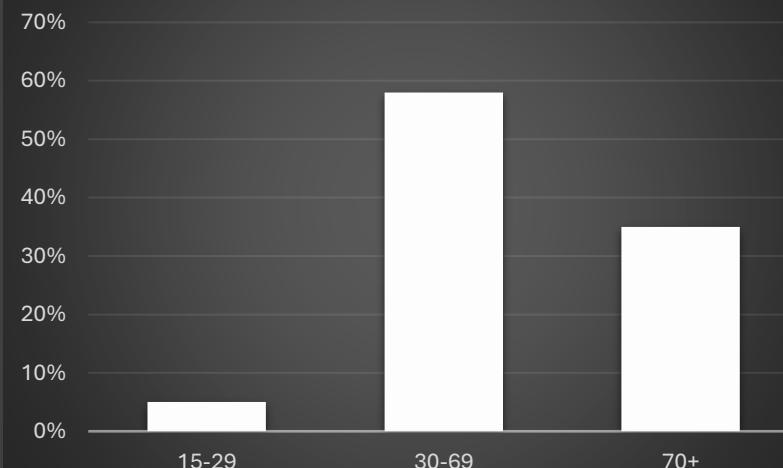




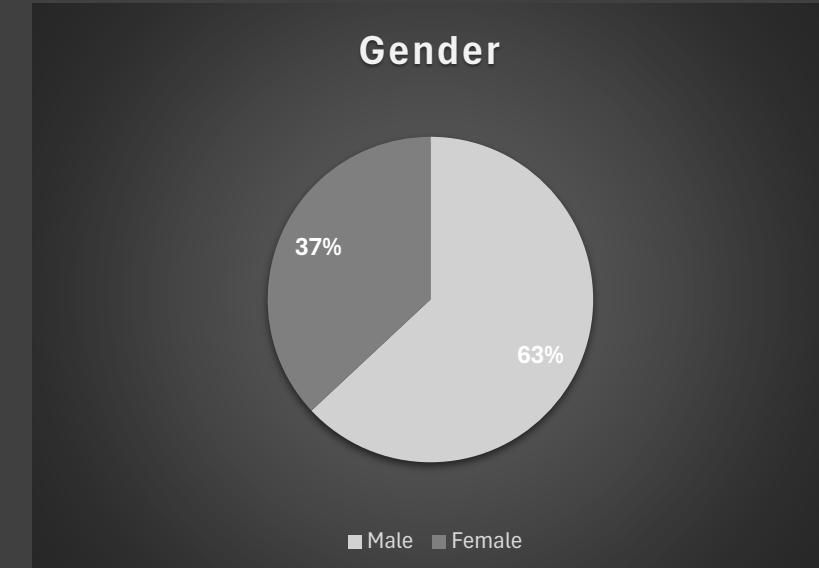
DEMOGRAFIC

Stable and mature audience – primary viewers **aged 30–69** with an established economy

Age distribution



Gender





COMMERCIAL OPPORTUNITIES

Commercial spots

Placed in the channel's commercial breaks.

- Maximum length 30 seconds

Program sponsorship

The program is sponsored by...

- 5 second sponsor sign - maximum 5 brands per program

Power breaks

Short commercial breaks with high attention

- Maximum 30 second spot - 2-3 advertisers per power break





COMMERCIAL OPPORTUNITIES

Commercial spots, program sponsorship, and power breaks

Product and Commercial lenght	Number of spots/day	Channel	Placement	Price per month	Price for 6 month	Price for 12 month
Spot duration 20 seconds	12	SPORT LIVE	Run-by station	50.000 DKK	250.000 DKK	450.000 DKK
Sponsorship 5 seconds	10 intro/outro	SPORT LIVE	Run-by station	20.000 DKK	100.000 DKK	180.000 DKK
Power break 20 seconds	10	SPORT LIVE	Run-by station	50.000 DKK	250.000 DKK	450.000 DKK

*All prices are without VAT



TECHNICAL REQUIREMENTS AND SPECIFICATIONS

Material and contact

FORMAT:

All commercials must be submitted in XDCAM HD 422 format, in MOV or MXF wrapper.
Stereo audio at 48 kHz.
Resolution in full HD 1920x1080 pixels, interlaced (1080i)

Material delivery:

Commercials are send with WeTransfer to : materiale@castory.dk

Contact:

David Rasmussen
Mobil: 30 17 31 15
E-mail: david@castory.dk

