

SPORT LIVE

MEDIA KIT 2026

WHERE DANISH SPORT GETS AIRTIME

Danish sport. Nationwide TV.

Channel audience, advertising opportunities
and evidence-based TV research.



Nationwide sports with a measured audience

265,000

Avg. monthly viewers · Jan–Aug 2026 · 3+

TV CHANNEL WITH NATIONWIDE DISTRIBUTION

600,000+

Households with access to SPORT LIVE

Nationwide sports channel

Low advertising clutter in a sports-focused setting
with room for advertisers' messages.



Danish sport deserves to be seen

30+

Different sports featured on SPORT LIVE

MORE THAN A TV CHANNEL

18+ hours

of sports programming per day

Basketball, futsal, padel and table tennis

SPORT LIVE gives clubs, volunteers
and local sports communities airtime.

A mature audience with a strong 30+ base

62 %

Share aged 30–69 · among viewers aged 20+

AGE DISTRIBUTION · NIELSEN 2026

3 % 62 % 35 %



AGE 20-29

AGE 30-69

AGE 70+

Shares of SPORT LIVE viewers aged 20+.
Viewers under 20 are excluded.

Source: Official Nielsen Audience Measurement 2026, Jan–Aug.
Age groups calculated from the available Nielsen data.



TV can sustain visual attention 11.8 sec.

Average visual attention · 30-second TV ad

HOW MUCH WAS ACTUALLY NOTICED?

43 %

of 30-second
TV ads received visual
attention



EXTERNAL BENCHMARK · NOT MEASURED ON SPORT LIVE



TV advertising generates proven profit

5.94 ×

Every £1 invested in traditional TV advertising generated £5.94 in additional profit on average in the study.

ADVERTISING'S FINANCIAL IMPACT LASTS OVER TIME

24 %

18 %

58 %

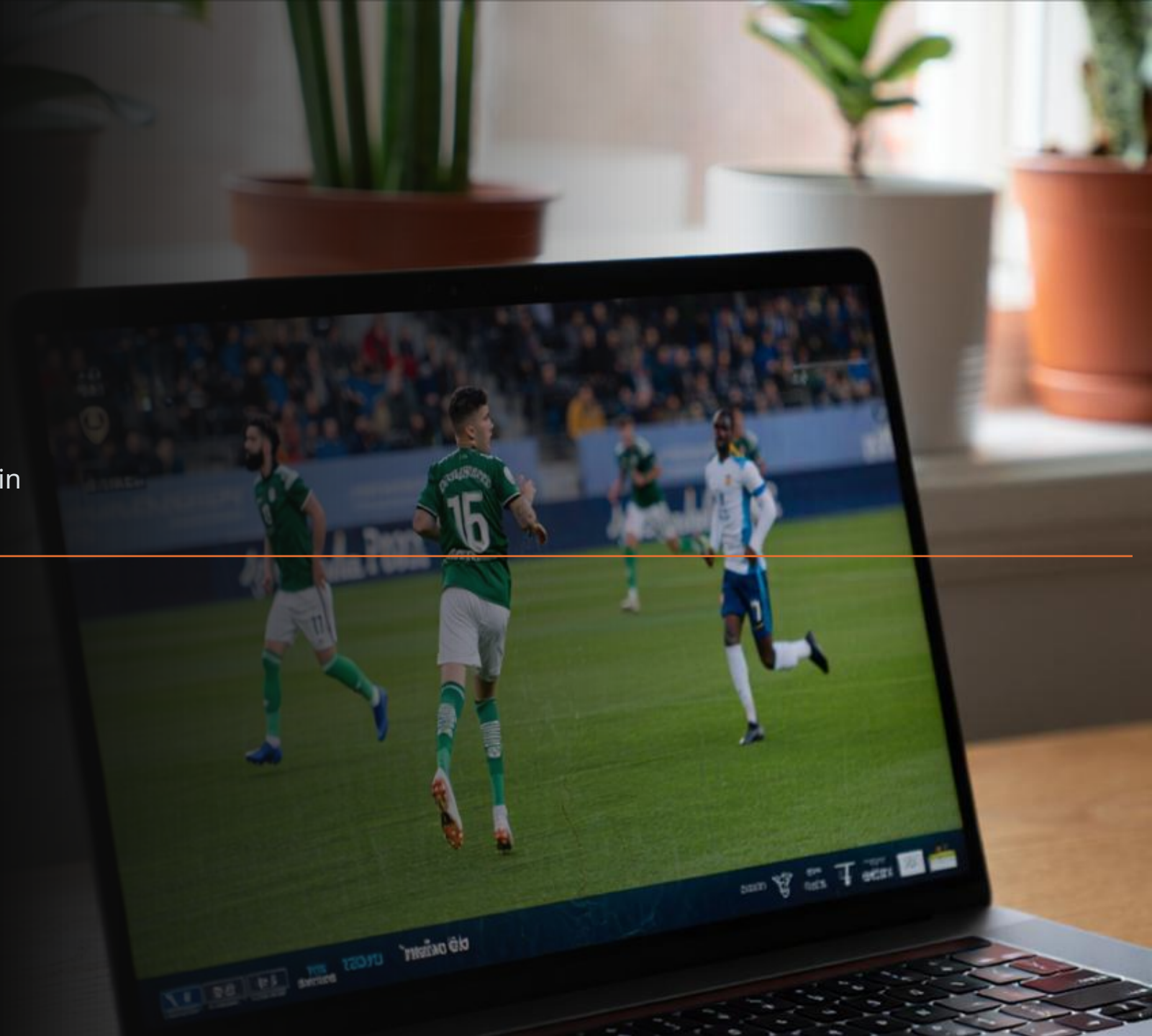


WEEK 1

WEEKS 2-13

WEEKS 14-2 YEARS

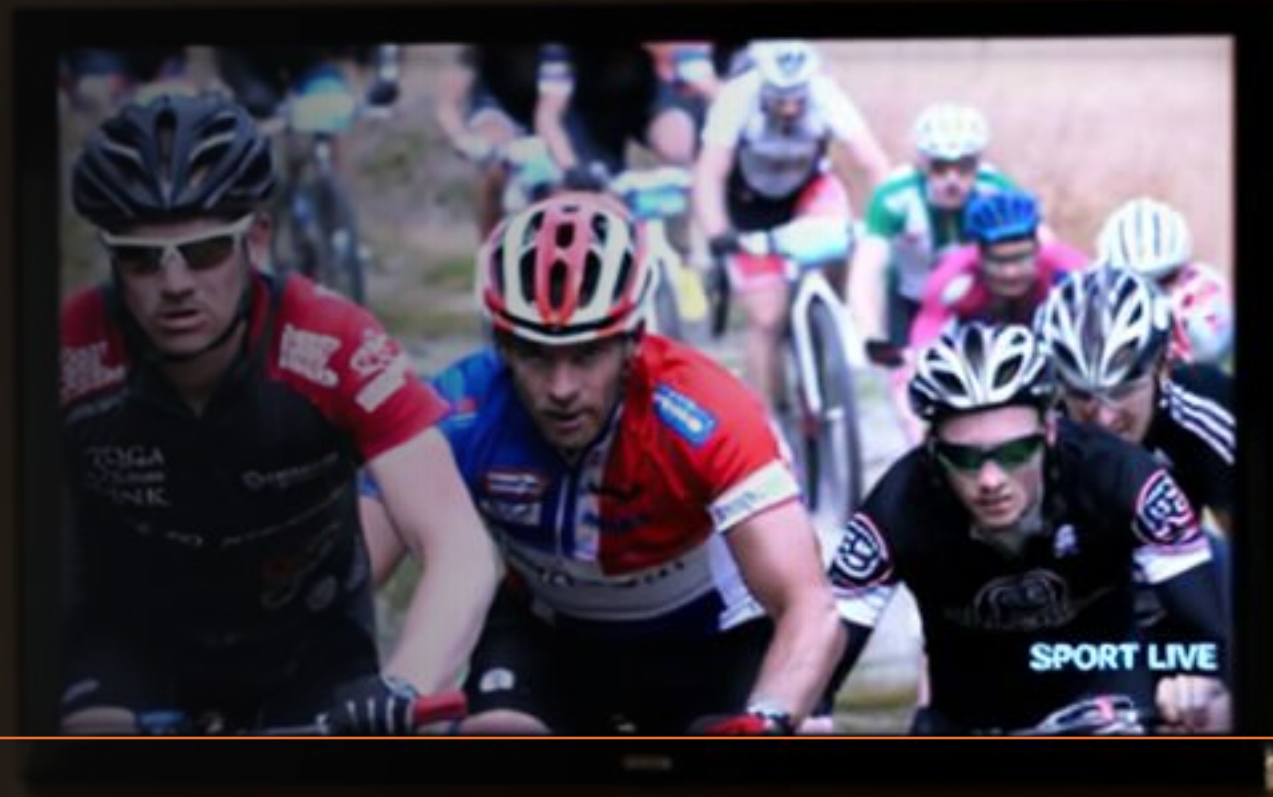
58% of total advertising-generated profit came after the first 13 weeks. This covers all media in the study.



Three ways to get noticed

03

Commercial advertising formats on SPORT LIVE



OPTIONS FOR ADVERTISERS

TV SPOT

Placement in commercial breaks · max. 30 sec.

PROGRAMME SPONSORSHIP

5 sec. · max. five sponsors per programme

POWER BREAK

Short break · 2–3 advertisers · max. 30 sec.

Clear pricing and terms

1 • 6 • 12

Total prices for 1, 6 and 12 months · Channel-wide placement

INDICATIVE GROSS PRICES · EXCL. VAT

PRODUCT	1 MO.	6 MOS.	12 MOS.
TV SPOT 20 sec. · 12/day	50,000	250,000	450,000
SPONSORSHIP 5 sec. · 10 intro/outro per day	20,000	100,000	180,000
POWER BREAK 20 sec. · 10/day	50,000	250,000	450,000



**Your advert, ready
for broadcast**

1080i

Full HD · 1920 × 1080 pixels · interlaced

MATERIALS & DELIVERY

XDCAM HD 422

MOV or MXF wrapper

STEREO AUDIO

48 kHz

WeTransfer → materiale@castory.dk

Castory / SPORT LIVE, official technical delivery requirements.



Get on screen with SPORT LIVE

Rasmus Hansen

Sales Representative · 36 22 65 30

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GENERAL ENQUIRIES

info@castory.dk

BUSINESS DEVELOPMENT / PARTNERSHIPS

tk@castory.dk

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