



**SPORT EN
FRANCE**

LA CHAÎNE DU MOUVEMENT SPORTIF

www.francetvpub.fr



france•tvpublicité
Le monde change. La pub aussi.



The sports channel



Sport en France lets viewers discover all the different sports thanks to expert, inspiring and freely available content. Sport en France's goal is to serve sports federations, and therefore their members, by making their sport more visible. Three words summarize the channel's editorial policy: education, expertise and goodwill.

The values



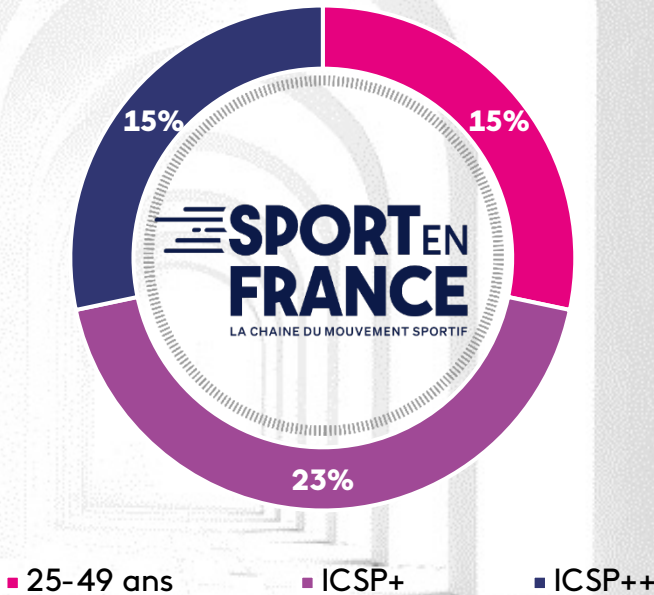
respect
solidarity



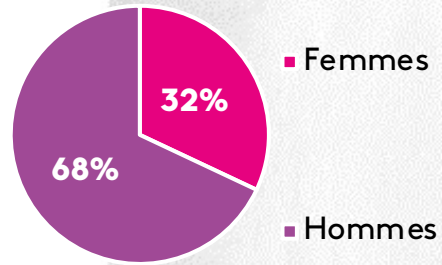
strength
sharing

SPORT EN FRANCE, A PREDOMINANTLY MALE AUDIENCE

STRONG AFFINITY with the iCSP++(upper socio-professional categories) (ind.131)



877K
television viewers per month



Source: MédiamatThématic V41/Overall audience/Coverage base 4+
Profile by age base 4+, by category base 15+/Affinity and gender base 15+



FLAGSHIP PROGRAMS



LA VICTOIRE EST EN ELLES

La Victoire est en Elles is a weekly show on women's sports. An inspiring program for a whole generation of sportswomen. Every week, they tell us about their career in sports, the obstacles they have faced, as well as their victories and setbacks. For 52 minutes, we find out more about a high-level sportswoman, along with a guest of her choice, a sports manager (the president of a club or federation, a sports manager, etc.) and an adventurer. These three women discuss their respective experiences and share their visions for the future...making Sport en France THE channel for women's sports.



DANS MA FÉDÉ

The French "sports federation for everyone" (Fédération Française Sports pour Tous) launches the sports, health and wellbeing club charter! 10 concrete commitments to distinguish member clubs able to offer physical fitness programs most suited to people with a sedentary lifestyle or suffering from chronic diseases. These clubs provide accessible, progressive physical activities, personalized services, follow-up by experts, and advice in a warm atmosphere. A variety of populations attend, and management is professional. Every day, at 8:00 a.m. and 3:00 p.m., "Dans Ma Fédé" takes you on a visit to the federations to discover or rediscover different sports...



GÉNÉRATION JEUNES

The road to becoming a champion is long and spotted with uncertainties, hard work, joys and disappointments. Everyone wants a victory. An Olympic or world championship medal. They come to share their stories on Génération Jeunes. Presented by Maxime Brami. Guests: Naomy Nuiro and Vencelas Dabay