



COMMUNICATION OFFER

SPRING SUMMER 2022



1

OBJECTIVES



Using our key media properties as well as our production expertise, we will develop a turnkey communication solution to promote SLOVAKIA TRAVEL through a key strategic communication period.

We will work to align a content-specific messaging schedule alongside a targeted campaign across our portfolio on TV & digital

We will enhance pan-european campaign by means of additional advertising inventory on the German market..



2

WHY EUROSPO

5 REASONS FOR EUROSPO



HOME OF LIVE SPORTS

ALMOST EVERY 2ND MINUTE ON THE CHANNEL IS LIVE.

HIGHLIGHTS

WITH SPORTS HIGHLIGHTS, EUROSPO

EXPERTISE

ACCORDING TO A SURVEY OF SPORTS FANS BETWEEN THE AGES OF 20 AND 69, NO OTHER FTA CHANNEL CAN BOAST SUCH COMPETENT COMMENTATORS AND EXPERTS AS EUROSPO

EXKLUSIVE

EUROSPO

CAPTIVATING

OVER 50% GET CARRIED AWAY BY THE EMOTIONAL COVERAGE ON EUROSPO

PLATFORMS & AUDIENCE



EUROSPORT

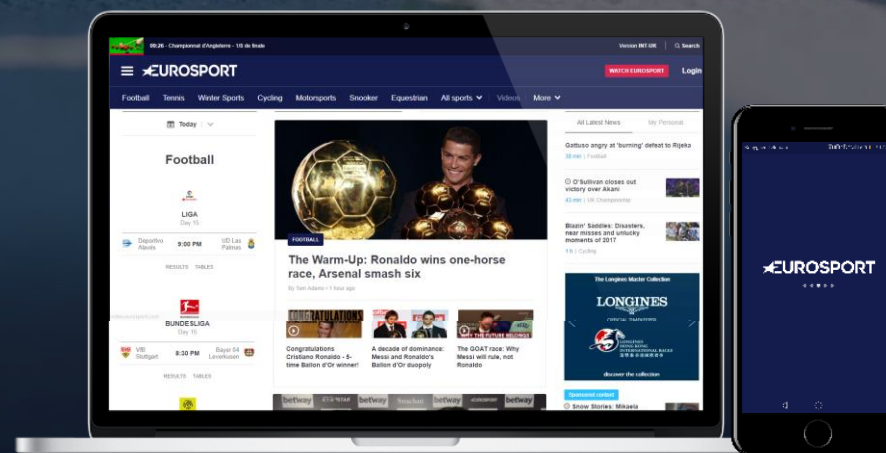
ONE STOP SHOP PLATFORM
WITH ADAPTATION OPPORTUNITIES

TV | ADAPT YOUR BRAND MESSAGE



YOUR CAMPAIGN ACROSS 54 COUNTRIES!

DIGITAL | CHOOSE YOUR VERSION / PERIOD / MESSAGE



YOUR CAMPAIGN ON LOCAL VERSIONS



.COM

PLATFORMS & AUDIENCE



TV

EUROSPORT

#1 GLOBAL MULTIMEDIA SPORT PLATFORM

REACH FANS ANYTIME, ANYWHERE, ON ANY DEVICE !



155M HOMES



54 COUNTRIES



21 LANGUAGES



88M HOMES



52 COUNTRIES



20 LANGUAGES

87M VIEWERS EVERY MONTH

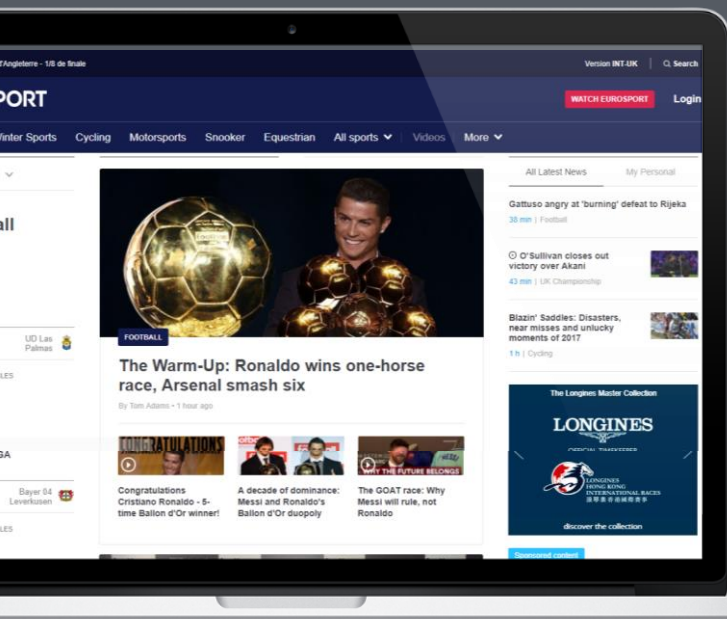
PLATFORMS & AUDIENCE



DIGITAL

★EUROSPORT

#1 GLOBAL MULTIMEDIA SPORT PLATFORM
REACH FANS ANYTIME, ANYWHERE, ON ANY DEVICE



3.1M DAILY VISITORS



578M Avg. MONTHLY PV



22M VIDEO STREAMS



10 LANGUAGES

OVER 50M UNIQUE VISITORS PER MONTH

EUROSPORT – OUR FAMILIES OF SPORTS

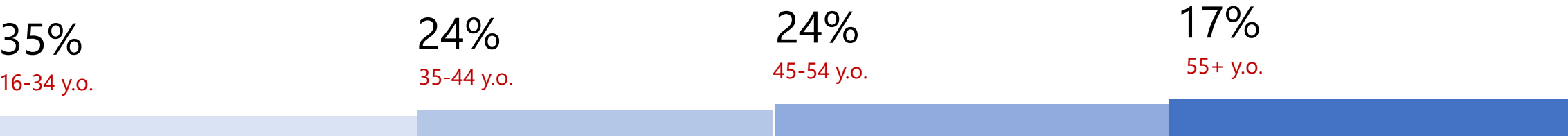


WHO IS THE EUROSPOORT FAN

Gender



Age



Influence



Source: GlobalWebIndex /Countries: Netherlands, Belgium, France, Spain, Portugal, Ireland, Italy, Romania, Switzerland, Austria, UK, Denmark, Sweden, Poland, Germany, Russia, Turkey / Waves: Q1 2020, Q2 2020, Q3 2020, Q4 2019
TG monthly Eurosport brand user = monthly social, digital or linear user of Eurosport = 68.6M user



3

EUROSPORT & TOURISM

TOURISM & SPORT, A PERFECT FIT

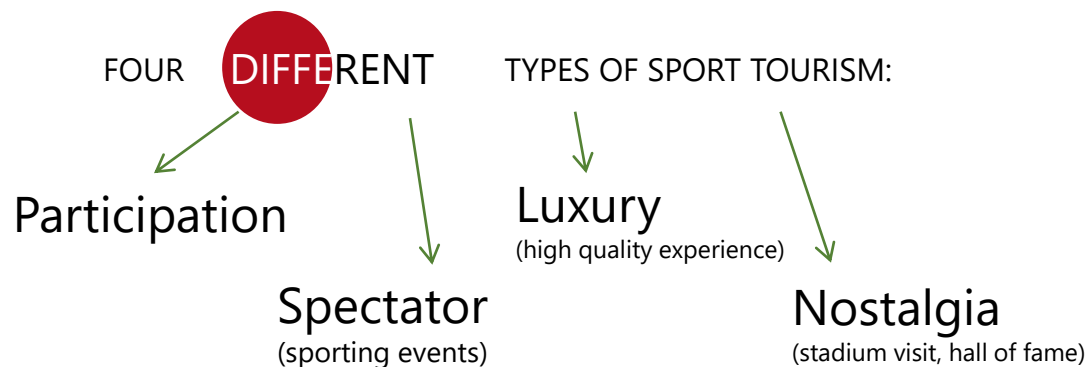


80%

of 6+ international travelers take part in a sport activity
(Wintersports, hiking, marathon...)



6+ international travelers are **52%**
more likely to go watch sport events in public places



TWO **NEW** CONCEPTS:

Charity Sport Tourism:

→ sports challenge, often with celebrities, to raise money

Mass Participation Events:

→ involvements of professionals and amateurs for a sport event at the same time

SPORT EVENTS DRIVE EUROSPORT VIEWERS' HOLIDAY PLANS



34%

Eurosport viewers check sporting events in the city or destination they're travelling to

**= 7x
more than non-viewers**



32%

Spend more on their holidays if that means that they can attend a sporting event

**= 6x
more than non-viewers**



22%

Booked sport holidays packages for the next 12 months

**= 7x
more than non-viewers**

THEY TRAVEL IN BIG NUMBERS



Each month, Eurosport reaches nearly 7.1 million international travelers

AIR TRIPS

71M+

Total international air trips over a year



3.3

International air trips on average

39%

of the total international air trips are for Business

51%

Frequent international travellers* use Eurosport platforms on a monthly basis

HOTELS

523M+

Total nights spent in hotels over a year



24.4

nights spent in hotels on average

20%

of total nights spent in hotels are for Business

70%

spent 11+ nights in hotels

Source: Ipsos Affluent Survey (Europe 2017 - 21 countries) – Universe = 52,310,000 ind. / International Travellers (3+ air trips) = 15,382,000 ind. / Eurosport monthly brand users (TV and/or Digital) = 21,455,000 ind. / *Frequent International Travellers = 6+air trips in the past 12 months

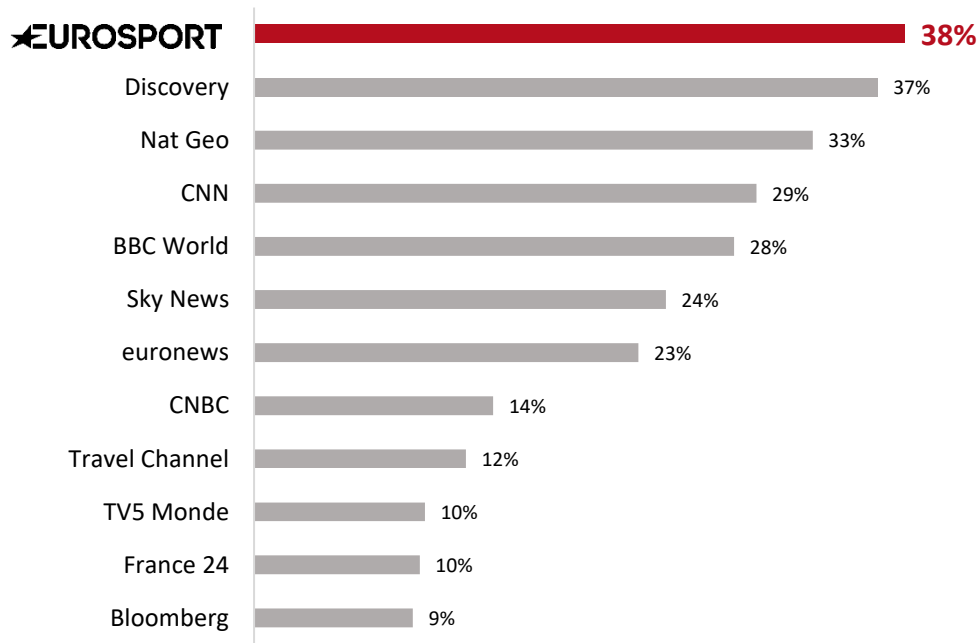
EUROSPORT OFFERS THE HIGHEST SCALE ON INTERNATIONAL TRAVELLERS



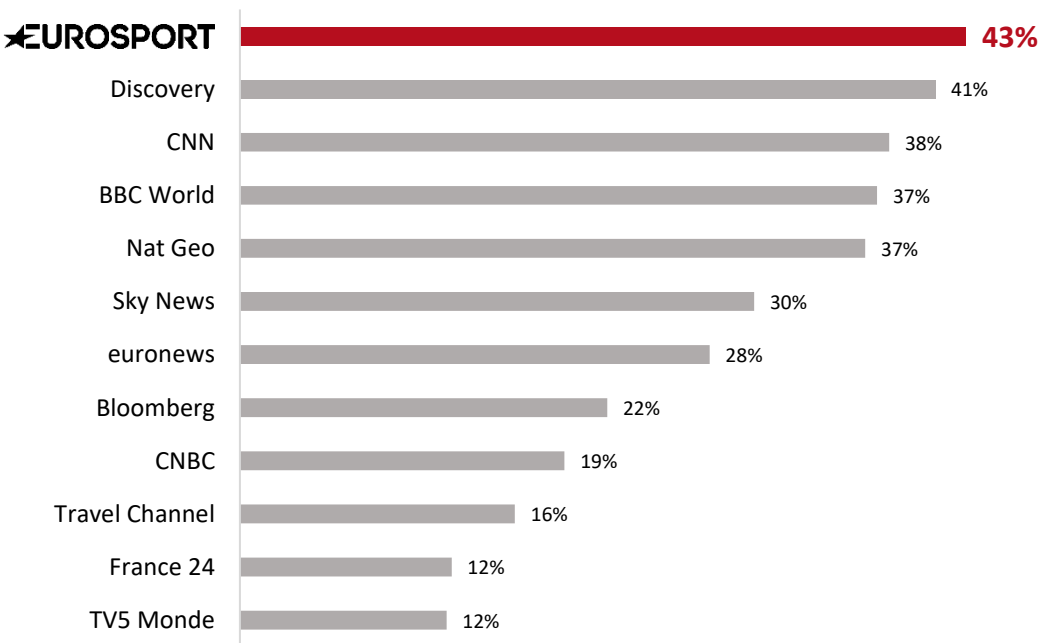
Almost HALF of international travelers use Eurosport platforms every month



% Monthly TV Reach



% Monthly Cross-platforms Reach



Source: Ipsos Affluent Survey (Europe 2018 - 21 countries) – Universe = 52,310,000 ind. / International Travellers (1+) = 32,776,000 ind.



4

AMPLIFICATION ON GERMAN MARKET



AROUND 47 MILLION HOUSEHOLDS IN GERMAN-SPEAKING COUNTRIES

Distribution Eurosport 1 and Eurosport 1 HD

Germany



**40 M.
Households**

= 100% technical range*.

To be received digitally via:

Cable, satellite, IPTV, DVBT-2, OTT**.

HD e.g. via HD+, Vodafone, Unitymedia

Austria



**3,2 M.
Households**

= 85% technical coverage.

To be received digitally via:

Cable, Satellite, IPTV, DVB-T2

Switzerland



**3,8 M.
Households**

= 95% technical range.

To be received digitally via:

Cable, Satellite, IPTV, OTT**.

*Eurosport 1 HD was distributed in Germany exclusively via Sky Deutschland as part of the "Sky Welt" package until December 1, 2016.

**The term "over-the-top content" refers to the transmission of digital TV content via the open Internet - e.g. Zattoo.



5

COMMERCIAL PROPOSAL

A POWERFUL PROMOTION CAMPAIGN ON TV & DIGITAL

PERIOD : June – July 2022

30 sec spot advertising campaign around
tennis French Open, Tour de France and other sports

100 * 30-sec spots on	★EUROSPORT 1	Pan -euro
100 * 30-sec spots on	★EUROSPORT 2	Pan -euro
100 * 30-sec spots on	★EUROSPORT 1	

TOTAL OF SPOTS: 300 x 30 sec

2 Million ad rectangles

across Eurosport app on mobile devices on Homepage +
Homepages of the different sport sections



Desktop & applications on mobile devices

NET OFFER €300,000

45M impacts all ind estimated

