

2023 EUROSPORT COMMERCIAL OFFER FOR SLOVAKIA TOURISM

2023 INTERNATIONAL PROMOTION

1 | WARNER BROS DISCOVERY – A GLOBAL GROUP

2 | COMMUNICATION SOLUTIONS FOR SLOVAKIA TOURISM

3 | TOUR PACKAGE – THE ONE ADAPTED TO SLOVAKIA TOURISM

DISCOVERY'S GLOBAL FOOTPRINT

REACHING PASSIONATE FANS IN 220
COUNTRIES IN 45 LANGUAGES

2.2B

MONTHLY
VIEWERS

220

COUNTRIES &
TERRITORIES

45

LANGUAGES

USA & CANADA

987M Viewers
2 Countries & Territories

LATAM

210M Viewers
49 Countries & Territories

EMEA

600M Viewers
146 Countries & Territories

ASIA

393M Viewers
23 Countries & Territories

WARNER BROS. DISCOVERY



discovery+

HBOmax

200,000

HOURS OF ICONIC
PROGRAMMING

CHERISHED BRANDS
UNDER ONE GLOBAL PORTFOLIO

100

YEARS OF
STORYTELLING

ICONIC MEDIA AND ENTERTAINMENT BRANDS

UNITING AND ENHANCING DYNAMIC, ENDURING FRANCHISES.





THE GLOBAL LEADER IN ENTERTAINMENT, SPORTS & NEWS

GLOBAL SCALE, LOCAL FOCUS



WBD: #1 IN THE WORLD TO REACH TRAVELERS WITH HIGH PURCHASING POWER AND SPORTS FANS

USERS OPEN TO NEW CULTURES



75%
OF DNI NETWORKS AUDIENCE
ARE INTERESTED IN OTHER
CULTURES & COUNTRIES



75%
OF DNI NETWORKS AUDIENCE
LIKE TO EXPLORE THE WORLD
AROUND THEM



73%
OF DNI NETWORKS AUDIENCE
LIKE TO BE SURROUNDED BY
PEOPLE FROM OTHER CULTURES,
IDEAS & LIFESTYLES

CULTURAL TOPICS ENTHUSIASTS

ARTS & CULTURE
512M AMONG DNI NETWORKS
USERS



WILDLIFE / NATURE
500M AMONG DNI NETWORKS
USERS



HISTORY
441M AMONG DNI NETWORKS
USERS



DNI NETWORKS: A DIVERSITY OF PASSIONS



SCIENCE



NATURE



ART



SPORT



MUSIC





#1 PLATFORM
FOR INT. TRAVELERS
(DNI NETWORKS #1)



60% OF INT. TRAVELERS
USE DNI NETWORKS EVERY MONTH



568 MILLION
OF INTERNATIONAL TRAVELERS
USE DNI NETWORKS* EVERY MONTH

Source: Global Web Index – Global excluding China – Q3 2018 to Q2 2019 – Universe = 1.7 Bn / DNI Networks audience = 892.7M ind.
*DNI Networks include Discovery Channel, Eurosport, Food Network, TLC, HGTV, Fine Living, Asian Food Channel

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SPORTS

200M

VIEWERS/USERS EACH MONTH

DiscoveryGolf

GCN

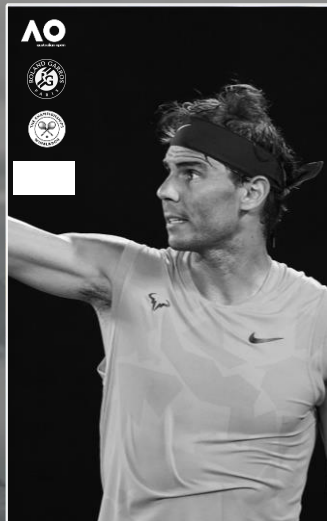
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MOTORTREND
GROUP

Discovery | SPORTS
EVENTS

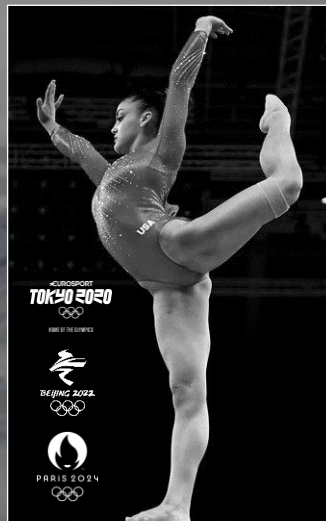


WE PROVIDE A PASSION BASED ENVIRONMENT



TENNIS

EUROSPORT



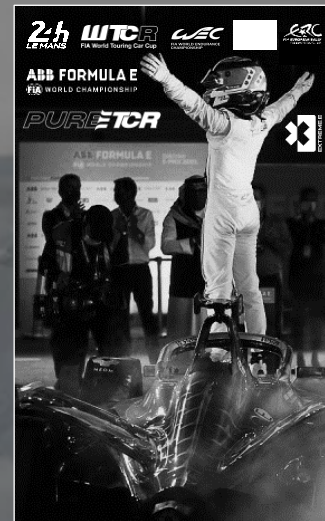
OLYMPICS

EUROSPORT discovery+



GOLF

EUROSPORT GOLFTV GolfDigest



MOTORSPORT

Discovery SPORTS EVENTS MOTORTREND



CYCLING

EUROSPORT GCN GMBN



WINTERSPORT

EUROSPORT

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OUR PARTNERSHIP AMBITION



Using our key media properties, we will develop a turnkey communication solution to promote **SLOVAKIA** throughout a key strategic communication period.

We will take the International Promotion Campaign to **SLOVAKIA's** key markets for an audience of international travelers with high purchasing power.

With the help of **SLOVAKIA**, we will work to align your campaign content across our brand portfolio.

LINEAR OPPORTUNITIES

TV SPOTS

ASSOCIATE YOUR BRAND TO THE PROGRAM/EVENT ON EUROSPORT AND INCREASE YOUR BRAND EXPOSURE TO OUR LARGE EUROPEAN AUDIENCE.

BRAND EXPOSURE :



SELECTED TIME ZONE



SHOW YOUR LANDSCAPE



UP TO 2MIN CREATIVE



HIGH FREQUENCY



POSSIBILITY TO ADAPT THE CREATIVE TO THE TERRITORY

(English & French mandatory)



A particular attention for the broadcast of TV spots during Women Alpine Skiing Competitions

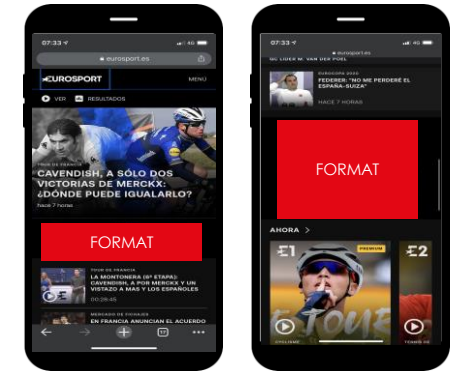
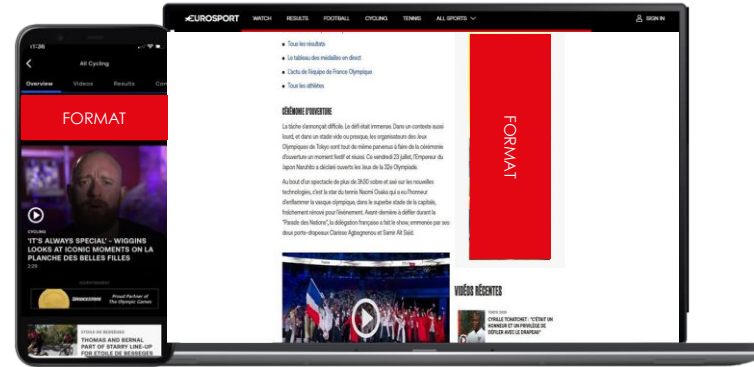
DIGITAL OPPORTUNITIES

RECTANGLES

INTERSCROLLERS

DIGITAL VIDEOS

PLACE YOUR AD BEFORE THE PROGRAM/EVENT VIDEOS
ON EUROSPORT.COM, OR WITHIN ARTICLES. USERS WILL
WATCH YOUR BRAND BEFORE THE VIDEO,



BRAND EXPOSURE :



30 SECONDS MAX CREATIVE



ASSOCIATED TO HOMEPAGE SECTION



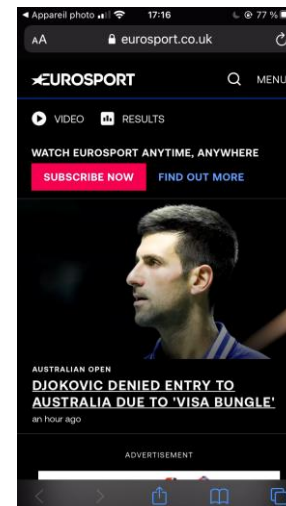
SELECTED DATES.



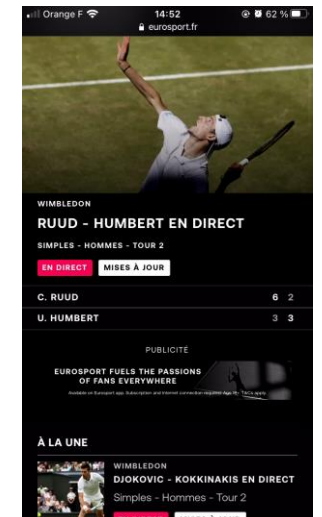
HIGH FREQUENCY.



Rectangles :
static image or video placed in a
Eurosport section



Interscrollers :
while the user scrolls the page he
sees the format on the screen



1. WARNER BROS. DISCOVERY – A GLOBAL GROUP

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3 OUR PACKAGE – THE ONE ADAPTED TO SLOVAKIA TOURISM

A MULTISCREEN APPROACH TO ADAPT THE PROJECT TO YOUR NEEDS

WARNER BROS DISCOVERY x SLOVAKIA TOURISM

FORMAT	CONTENT	IMPRESSIONS	CHANNEL	DATES	COUNTRIES
TV SPOTS OTHER WINTERSPORTS LIVE AND NON LIVE	10 * 30" TV SPOTS E1 10 * 30" TV SPOTS E2	3 000 000		FROM JANUARY TO MARCH 2023	PANEUROPEAN
TV SPOTS: -1/ ALPINE SKIING WOMEN LIVE BEST EFFORTS - 2/ ALPINE SKIING MEN LIVE - 3/ ALPINE SKIING WOMEN DELAYED AND REPEATS	86 * 30" TV SPOTS E1 86 * 30" TV SPOTS E2	35 000 000		FROM JANUARY TO MARCH 2023	PANEUROPEAN

AMOUNT : 300 000 €

A scenic landscape of rolling green hills and a winding river under a cloudy sky. The hills are covered in dense green forests, and a river meanders through the valleys. The sky is blue with scattered white clouds. The overall tone is peaceful and natural.

THANK YOU !

2023 INTERNATIONAL PROMOTION

