

ALL SPORTS ★ ALL EMOTIONS ★ ALL YEAR LONG



urosport is the leading sports multimedia platform in Europe. Our mission is to bring fans the most engaging sports coverage across our different media platforms: whether it be television, internet or mobile. Eurosport's offer is built on experience, innovation and passion, which is why we remain a reference for sports entertainment around the globe.





INTERNATIONAL HD EMOTIONS VARIETY

INNOVATION

QUALITY EXCLUSIVE







Eurosport is Europe's leading sports channel, broadcast in 59 countries and 20 languages to over 123 million homes. Eurosport HD is the simulcast of Eurosport in high definition. Each year, Eurosport airs up to 3,000 hours of LIVE sports programmes featuring the biggest events as well as original shows dedicated to football, motorsports, tennis, cycling, wintersports and much more.

Eurosport's renowned editorial expertise, top class commentary













Eurosport 2 reaches over 48 million homes and is broadcast in 16 languages in 47 countries. Eurosport 2's programming offer features a line-up of top LIVE events, team and action sports and an array of sports entertainment. To offer fans the most exhaustive programme line-up, Eurosport and Eurosport 2 share coverage of selected major events. The combination of LIVE sports action, up-to-the-minute news and original magazines makes Eurosport 2 an innovator in the sports broadcast universe.







BRINGING THE BEST OF EUROPE'S SPORT

TO ASIA-PACIFIC







The channel is available in 15 countries across Asia-Pacific and brings Eurosport's expertise to audiences in the region with extensive coverage of top European sporting events. A total extensive coverage or top European sporting events. A confidence of 60 disciplines are broadcast on Eurosport Asia-Pacific.



SPORTS NEWS ANYTIME, ANYPLACE



Capitalising on Eurosport's international network of journalists, Eurosport News is the 24/7 channel for the latest sports news from around the globe. The channel reaches over Spures news normanumu me grove. The channel reaches over 11 million homes and is available in 4 languages. Worldwide distribution includes Europe, Asia, Australia, Africa and the Middle-East.









Eurosport Events organises, promotes and develops international sporting events. Today, Eurosport Events features a portfolio of top-class events including:

- FIA WTCC: As one of the most spectacular and fastest growing motorsports series, the FIA WTCC is a thrilling competition with the best touring car drivers in the world.
- IRC: An international and prestigious rally series, authorised by the FIA, where established drivers and up-and-coming talents compete together. Fans can follow prestigious rallies such as the famous Monte-Carlo Rally. The IRC brings a new perspective to the world of rallying.
- Global Champions Tour: This ultimate equestrian show jumping event is a high-status competition gathering the world's most prestigious CSI-5* outdoor events into one Championship. The Tour provides all horse riding fans with the very best in show Jumping.



Events



Continents



Eurosport.com, the digital destination for sports news and live results, has a network of 12 local sites in 11 languages. including 4 co-branded sites with Yahoo!.

Fast and accurate, our LIVE online content combined with



English - German - Italian - Spanish -

French - Swedish - Russian - Chinese -

Polish - Turkish - Arabic.









The **eurosport.com mobile application** offers the largest selection of sports news, LIVE results and videos and is available free of charge in 10 different languages on iPhone, iPad, Android and BlackBerry. The iPhone version of this application tops the rankings with over 3 million downloads worldwide (December 2010).

The **Eurosport Player mobile application** provides LIVE streaming of the Eurosport TV channels and is available upon subscription in the UK, Ireland, Germany, Austria and Switzerland.



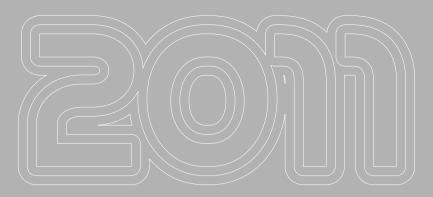






Eurosport Player

Eurosport's online video subscription service, provides LIVE access to live simulcast streams of the Eurosport TV channels, additional exclusive live content and access to an extensive on demand video library, all direct to the fans' PC. The service is currently available in 59 countries and 20 different languages.



ALL SPORTS ★ ALL EMOTIONS ★ ALL YEAR LONG

urosport continues to be *the* home of great LIVE events, and 2011 is no exception. With world-class consultants, renowned commentary and analysis and state-of-the-art broadcast technology, our channels continue to bring fans around the world unsurpassed sports coverage.

The Tour de France, the Australian, French and US tennis Opens, as well as the FIFA Women's World Cup 2011 are just some of the exceptional LIVE events this year on the flagship channel, **Eurosport**. A sensational line-up of top world championships: Alpine Skiing, Nordic Skiing, Swimming and Snooker, further enrich this year's offer.

Eurosport 2 will continue its innovative coverage of team and action sports, including exclusive coverage of the FIS Snowboard and Freestyle Ski World Championships. Premium football also has a place on Eurosport 2 with Live coverage of the Bundesliga in 22 territories across Europe. Throughout the year, the channel will also share Eurosport's LIVE coverage of premium events.

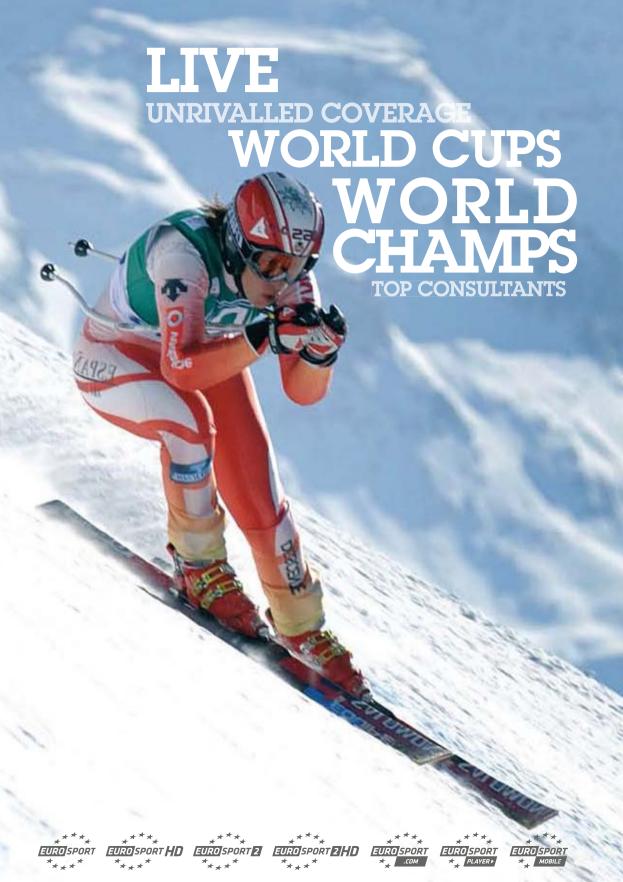
Together, **Eurosport** and **Eurosport 2** form a unique sports entertainment platform offering coverage of the greatest sports events and all-time sporting heroes. Fans can follow the victories, comebacks and records of stars such as Lionel Messi, Rafael Nadal Lindsey Vonn, Michael Phelos and Kelly Slater

Beyond TV, fans can follow all the action on the group's different media platforms: eurosport.com. Eurosport mobile and Eurosport Player.

Join Eurosport in 2011 and tollow your passion tor sport.









Eurosport is THE wintersports destination. Year after year, fans can find the best and most extensive coverage of the entire season across Eurosport and media platforms. On air, meura practorms. Un air, Eurosport and LIVE Eurosport 2 viewers will enjoy Live broadcast of 12 different wintersports disciplines. This Year's coverage features 14 World Championships, 8 World Cups and famous action sports event the Winter Dew Tour.

Breaking The Ice

All season long viewers will enjoy this original

All season long viewers and personal" with

show that gets "up close and personal" with

star wintersports athletes.

Fans across Europe can follow all the World Snowboarding excitement of the Championships and the and Freestyle Skiing Champions Eurosport 2.

Winter Dew Tour exclusively on Eurosport 2.









POWER GRAND SLAMS US OPEN **LEGENDS** ATP GAME, SET AND MATS

















Eurosport's tennis offer unchallenged with LIVE coverage of the greatest grand slam tournaments including the Australian Open. the French Open and the US Open. Behind-the-scenes, on the courts, day or night, viewers can follow every smash, slice and ace on Eurosport. TopLIVE action from ATP tournaments and all WTA circuits will also be covered throughout the year.

Only on Eurosport A unique "on-site" show, produced for each grand slam, with exclusive interviews of top granu siant, when exclusive interviews of top tennis stars and expert analysis from renowned tennis scars and expert analysis from renowned consultants Mats Wilander and Barbara Schett.







TOUR DE FRANCE TRACK KING OF THE MOUNTAINS

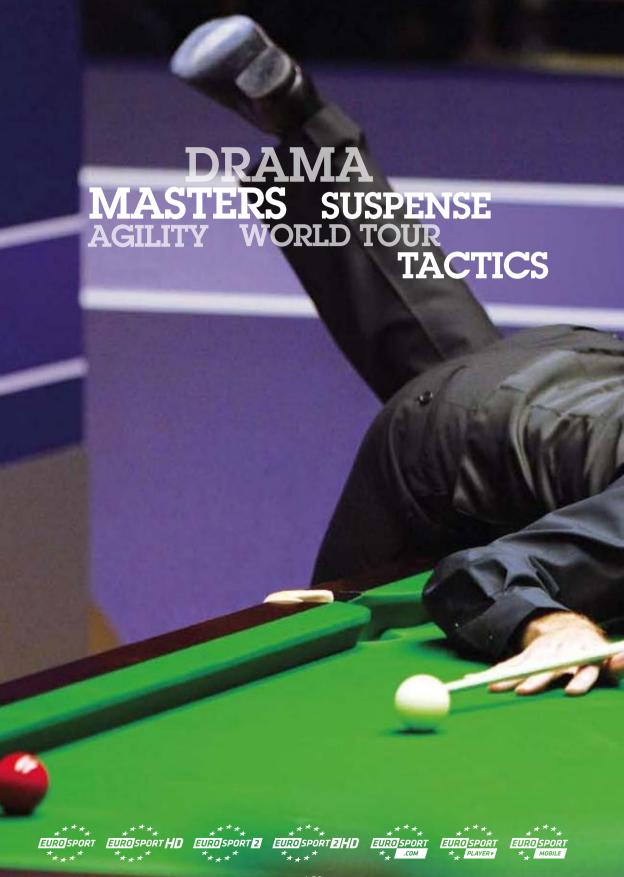
CLASSICS

EXPERT COMMENTARY

EXHAUSTIVE COVERAGE









MONTE CARLO SUPERBIKE DAKAR LIVE ENDURANCE HIGH SPEED





Fans Won't miss a minute of LIVE action of legendary events such as Le Mans 24 hours* and Monte Carlo Rally which marks the 100th anniversary of this exciting event. The mythical and demanding Dakar Rally is covered LIVE every evening in prime time. Superbike World Championships, FIA WTCC and IRC are just some of the thrilling motorsports series to follow LIVE on

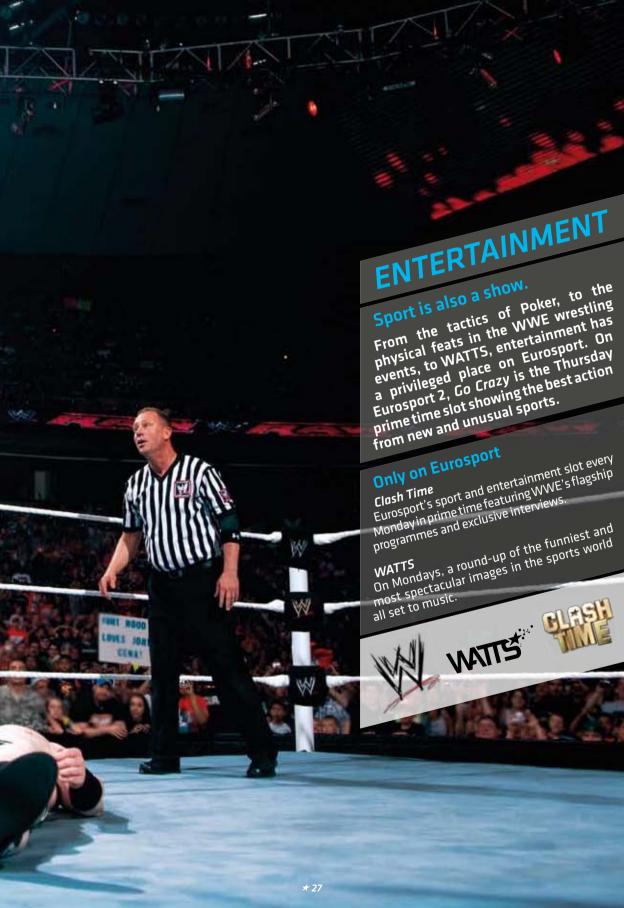
Eurosport's daily show Le Mans 24 Minutes*, Eurosport's uany snow to wants 24 punnates of the Mans line of the Mans live from the start-finish line of the Mans and the start-finish line of the start-finish line of the Mans and the start-finish line of the start-finish line of the start-finish line of the Mans and the start-finish line of the start-finish line o Live from the scare-mish fine of Le avails 24 hours circuit, propels viewers directly into the action of the race and delivers more excitement



























ACTION SPORTS

With exclusive LIVE coverage in Europe of the Summer DEW Tour, including of the Summer DEW Tour, including Skateboarding, BMX and FMX White, superstars such as Shaun White, Eurosport 2 is the ultimate destination for action sports. Eurosport 2 is also home to surfing with coverage of the entire ASP World Tour season featuring legend Kelly Slater.

Only on Eurosport 2 Eurosport 2's exclusive show travels to Eurosport ZS exclusive snow travels to the greatest surf spots in the world to bring the greatest sun spots in the world to uning viewers the greatest interviews and first-hand news and views on the ASP World Tour.





2011 ON EUROSPORT

Complete programming schedules & updates on www.eurosportcorporate.com



RALLY: Dakar LIVE 1-16 January

TENNIS: Australian Open LIVE NATIVEHD
17-30 January



ALPINE SKIING: World Championships **LIVE MATIVEHD** 8-20 February

NORDIC SKIING: World Championships **LIVE MATIVEHD** 24 February - 6 March



CYCLING: Giro **LIVE** 7-29 Mav

TENNIS: French Open **LIVE NATIVEHD** 22 May - 5 June



CAR RACING: 24 hours le Mans* MATIVEHD
11-12 June
*Rights to be confirmed

FOOTBALL: FIFA Women's World Cup* NATIVEHD 26 June - 17 July



TENNIS: US Open **LIVE NATIVEHD** 29 August - 11 September

FOOTBALL: Champions Club show Season launch: 12 September



FOOTBALL: EURO 2012 qualifiers **LIVE** Tour **NATIVEHD** 7-11 October

TENNIS: WTA Championships **LIVE NATIVEHD** 25-30 October





BIATHLON: World Championships 3-13 March

CYCLING: Paris-Nice & San Remo 6-13 March & 19 March



CYCLING: Spring Classics LIVE NATIVEHD including Paris-Roubaix 10 April

SNOOKER: World Championships **LIVE NATIVEHD** 16 April - 2 May



CYCLING: Tour de France LIVE NATIVEHD 2-24 July

SWIMMING: World Championships **LIVE NATIVEHD** 16-31 July



CYCLING: Vuelta a España LIVE 20 August - 11 September



MOTORSPORTS: Season finale LIVE NATIVEHD

FOOTBALL: EURO 2012 qualifiers play-offs MATIVEHD
11, 12 & 15 November



WINTERSPORTS SEASON: LIVE MATURE HD
All World Cups

SWIMMING: Eurospean Short Course Championships **LIVE** 8-11 December

2011 ON EUROSPORT 2

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ICE HOCKEY: World U-20 Championships 26 December - 5 January

SNOWBOARDING: World Championships LIVE 15-23 January



FREESTYLE SKIING: World Championships LIVE 2-5 February

ACTION SPORTS: Winter DEW Tour **LIVE NATIVEHD** 12-13 February



HANDBALL: EHF Champions League **LIVE** Finals Women and Men: 7, 14 & 29 May

BEACH SOCCER: European Cup LIVE NATIVEHD



ACTION SPORTS: Summer DEW Tour LIVE NATIVEHD Season launch

MOTORSPORTS: Le Mans 24 hours LIVE NATIVEHD 11-12 June

* Rights to be confirme



TENNIS: US Open LIVE NATIVE HD
29 August - 11 Sentember

AUSTRALIAN FOOTBALL LEAGUE: LIVE NATIVEHD



SURFING: ASP World Tour "The Search"

ACTION SPORTS: Summer DEW Tour **LIVE NATIVE HD** Finale





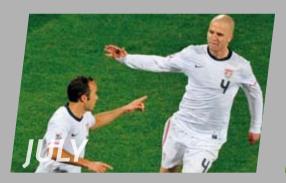
SURFING: ASP World Tour

TRIAL: World Indoor Championships LIVE 12 & 19 March



BASKETBALL: Eurocup **LIVE MATIVEHD** Finals 16-17 April

VOLLEYBALL: Italian Leagues* **LIVE**Playoffs Men and Women from 7 April
*except in Italy



FOOTBALL: Gold Cup LIVE 3-26 July

BEACH SOCCER: Euro League LIVE NATIVEHD



FOOTBALL: Bundesliga* LIVE NATIVEHD
Season launch: 5 August
*Northem, Eastern and Central European territories.

ARENA FOOTBALL LEAGUE: LIVE NATIVEHD
Arena Bowl (Final): 20 August



BASKETBALL: Eurocup

FMX: Gladiator Games LIVE



ACTION SPORTS: Winter DEW Tour LIVE NATIVEHD

SNOWBOARDING: World Cup **LIVE**



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