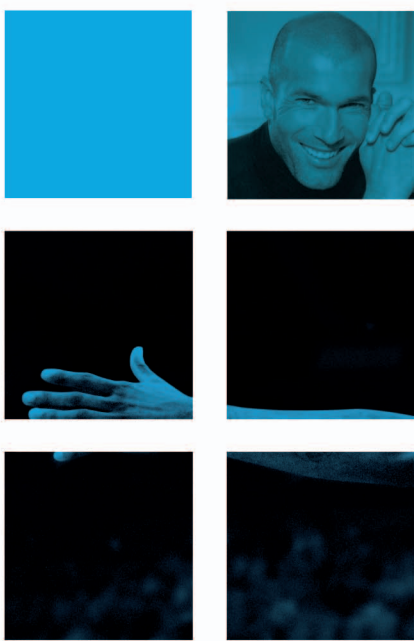
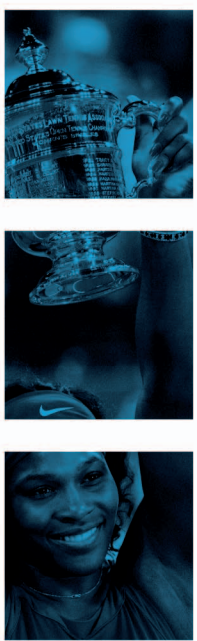
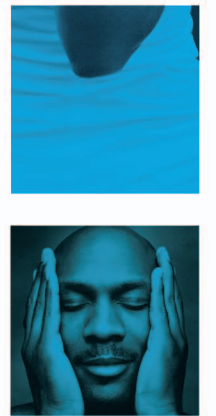


TRACE SPORTS^{HD}

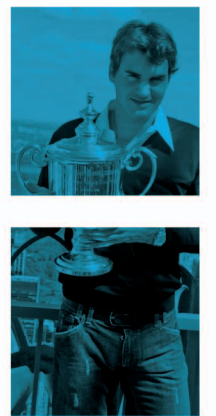
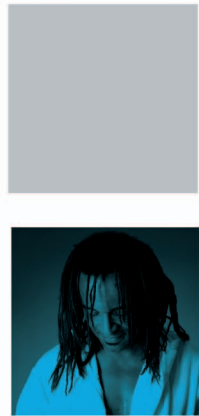
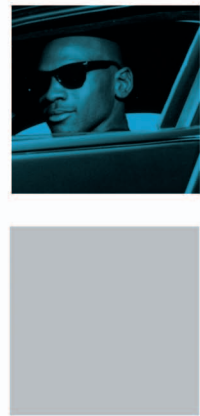
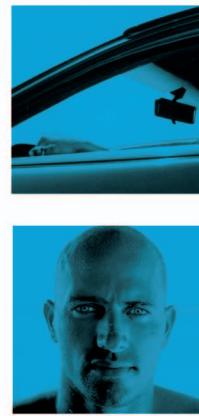
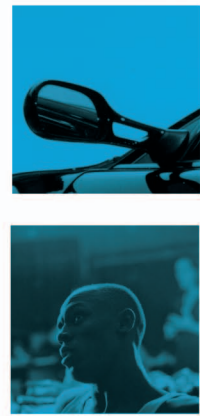


WE LOVE
CHAMPIONS



New 24/7 HD sports channel to be launched worldwide

Factual entertainment and lifestyle content exclusively dedicated to sports celebrities





TRACE SPORTS^{HD}

New 24/7 HD sports channel to be launched worldwide

Concept

Factual entertainment and lifestyle content exclusively dedicated to sports celebrities

Baseline

"WE LOVE CHAMPIONS"

Positioning

"E!Entertainment" meets "The Biography Channel" in the world of sports celebrities and more...

Offer and promise

*Behind-the-scene access to sports celebrities, gateway to the intimate life of the athletes
Essence and in-depth understanding of the sports icons, inspiration to go above and beyond, emotional connection with the champions, energy and motivation to be better, bigger, higher and bolder in life...*

Audience

- > Core: sports fans
- > Broad: male and female 15-49, skewing the male 25-39

Distribution

Linear pay-TV (cable, satellite, mobile, broadband, IP, MMDS) and VOD platforms

Why TRACE Sports HD?

- > Such a format does not exist in the sports line-up of the pay-tv operators
- > Sports is more than performances, it's all about the athletes
- > Fans crave for a media outlet filled with different features and real stories about their icons
- > All great athletes have passions and commitments to share

Editorial priorities

- > Up close and personal: 60%
- > Lifestyle: 28%
- > Funertainment: 12%

Languages

Near synchronization or subtitles in English, German, French, Spanish, Portuguese, Polish, Russian, Arab, Chinese, Turkish, Bahasa Indonesia... and other languages upon distribution contracts

Programming sources

- > TRACE teams and production partners (IMG, 360 Creative, NLights films...)
- > Acquisitions (from all major sports documentaries producers)
- > Major sports leagues (FIFA, IOC, NBA, English Premiere League...)
- > Global brands (PUMA, NIKE, ADIDAS, RED BULL etc...)

About TRACE

Launched in 2003, TRACE is a leading international brand and media platform focused on urban music and culture. TRACE branded TVs are distributed on 200 platforms, available in 150 countries, reaching over 21 million cumulative subscribers. Beyond TV, TRACE has extensions and assets in mobile, web, radio, content and events. TRACE is owned by its founders and management, Goldman Sachs and individual investors.