

Marathons & Triathlons

2024-2025



A group of marathon runners are captured in motion on a paved bridge. The runners, a mix of men and women of various ethnicities, are wearing athletic gear like tank tops, shorts, and running shoes. In the background, a dense urban skyline with numerous skyscrapers is visible under a clear sky. The word "MARATHONS" is overlaid in large, bold, yellow capital letters on the left side of the image.

MARATHONS

★EUROSPORT

MARATHONS

On linear & OTT

EUROSPORT

max

discovery+

📍 Rights territories : Pan-European (50+ markets)



120+

Hours
broadcasted



15M+

Linear
viewers



400K+

Digital views
Per year



Sources: TNS Gallup Denmark, TNS Gallup Norway, AGF, Stichting KijkOnderzoek, Nielsen Audience Measurement Polska, ARMADATA, KANTAR Media Spain, MMS, BARB, AUDITEL, Mediametrie, TNS Gallup Media/TechEdge, AdvantEdge, All Individuals 3+, All TV Homes, Audience = 9h-25h, Reach = All day. National universe in all markets. Evolution based on the sum of measured countries. Dates: 05/03/2023 to 13/11/2023

A wide-angle photograph of a triathlon race starting in London. Numerous athletes in colorful wetsuits are diving from a blue starting platform into the water. In the background, the ornate Victoria Bridge spans the river, featuring several golden statues of winged figures. The scene is set during the day with a clear sky.

TRIATHLONS

★EUROSPORT

TRIATHLONS

On linear & OTT

EUROSPORT

max

discovery+

📍 Rights territories : Pan-European (50+ markets)

T100
TRIATHLON WORLD TOUR

supertri

100+

Hours
broadcasted



25M+

Linear
viewers



1M+

Digital views
Per year



Sources: TNS Gallup Denmark, TNS Gallup Norway, AGF, Stichting KijkOnderzoek Nielsen Audience Measurement Polska, ARMADATA, KANTAR Media Spain, MMS, BARB, AUDITEL, Mediametrie, TNS Gallup Media/TechEdge, AdvantEdge, All Individuals 3+, All TV Homes, Audience = 9h-25h, Reach = All day. National universe in all markets. Evolution based on the sum of measured countries. Dates: 25/02/23 – 21/10/23

Brand Solutions

