

# PAINTBALL Show



## PAINTBALL TV SHOW ON EUROSPORT

Paintball Show will be the first monthly TV program entirely dedicated to the fast-growing sport of paintball. These 26-minute features will focus on all aspects of paintball, from tech tips, to insider player info and coverage of the world's top paintball league like Europe's Millennium circuit. You'll learn everything you need to know about the rules, the strategies, the key players, the gear, and of course... the fans, who come by the thousands to cheer on their favorite teams.

This show will be broadcast on Eurosport 2, Eurosport Asia and Pacific, and eurosport.com. Eurosport is the leader in European sports coverage, accessible in 20 languages and broadcast to 112 million homes—that's over 240 million viewers in 59 countries.

The broadcast schedule for the first show—which features the Millennium's Paris World Cup—is as follows:

### Europe:

**December 18th, 2008, 20H00**

**December 20th and 23rd, 2008, 21H30**

### Asia/Pacific:

**December 21st, 2008, 02H30 and 15H00 (GMT)**

For each program, there will be one original broadcast, and two reruns. This also includes trailers for the show. Their schedule will take place over a week every month to generate interest. They will be broadcast on Eurosport 2, Eurosport Asia and Pacific, and Eurosport.com (22 million monthly connections).

For the program's launch, the Eurosport group has gone all in: the TV show will feature advertisements for the group's Christmas package as well as trailers for Eurosport's 2009 season. The TV show will also benefit from a targeted marketing campaign in specialized publications, and airings on Eurosport France.

For the editor in chief:

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