

A black and white photograph of a diverse group of athletes cheering. In the foreground, a man in a baseball cap and a woman in a headband are prominent, both with their arms raised. Behind them, other athletes are visible, some wearing caps and athletic gear. The scene conveys a sense of energy and teamwork.

TRACE SPORT STARS

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WE LOVE
CHAMPIONS

— 01.

OVERVIEW



TRACE
SPORT★STARS®

BROADCAST IN OVER 120 COUNTRIES

TRACE Sport Stars is the first global entertainment channel dedicated to the **lives of sports celebrities**. Through factual, reality, lifestyle, magazine, gossip and countdown tv shows, **TRACE Sport Stars** gives an in-depth access to our beloved champions' lives: their passions, their commitments, their secrets. It features original programs with rights available for syndication, globally.



Hot Bit Award
Best Sports entertainment
channel in Europe

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TRACE SPORT STARS

Overview



CONCEPT

TRACE Sport Stars is the first entertainment TV channel exclusively dedicated to the lives of sport celebrities.

BASELINE

“We love champions”

OFFER AND PROMISE

Unique behind-the-scenes access to athletes, intimate and in-depth understanding of our beloved champions' lives. Thanks to an entertaining lifestyle approach, fans get to know their favourite sport stars better than ever!

TARGET AUDIENCE

Core: 25 to 34 year-olds

Extended: Male and female 12 to 40+ year-olds. Sports fans as well as celebrity gossip lovers

WHY TRACE SPORT STARS

Because TRACE Sports Stars is the first channel to focus on sport champions outside the field.

TRACE SPORT STARS

Overview



POSITIONING

Focus on lifestyle programming, with magazines, documentaries, shows and interviews on the lives of sports celebs. No live or pre-recorded sporting events.

CONTENT / EDITORIAL PRIORITIES

Factual, Reality, Lifestyle, Magazine, Gossip & Tops. 600 HD hours available for broadcasting worldwide on all channels, platforms and technologies.

FORMAT & BROADCAST

24/7 – 16/9e format. Available in native HD and SD.

AVAILABLE FEEDS

1 feed available in English or French audio.
Subtitles available in 5 languages. Other versions available on request

[DEMO](#) [Trailer](#)

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HIGHLIGHTS

TRACE SPORT STARS

Sport celebrities featured on the channel



TRACE SPORT STARS

Highlights



Get up-close and personal with the world's most renowned sport stars! This is where champions open up to their fans and show who they really are (Lionel Messi, Neymar, Usain Bolt, Maria Sharapova...).



Welcome to Clubland, a show devoted to the greatest football teams. Rivalries, traditions, heroes and controversial players, TRACE Sport Stars explores the most legendary clubs in the history of football!



One-off exclusives where TRACE Sport Stars has open access to VIP and high-profile sporting events. Red carpets, behind the scenes, making-of, ceremonies...and of course, the celebs!

TRACE SPORT STARS

Highlights



The truth, the whole truth! A 26-minute show like no other, it starts where the matches finish, highlighting a different subject every time. Discover the truth about your favourite clubs, stars and sporting figures!



The Top 20 is an exclusive classification of news or champions causing a buzz on planet sport! Who are the 20 most eligible bachelorettes? Which are 20 biggest football scandals or the top 20 sportsmen diet? All the answers are in TOP 20



Our biggest selling title – a engaging and endless scheduling options. The biggest names in sport take on the greatest legends – head to head. Messi vs Maradona, Nadal vs Agassi,... the list goes on – all sports, all nations, all awesome!

TRACE SPORT STARS

Brand new shows



Perfection provides an intelligent retrospective on the greatest and most inspirational moments in the history of sport, a must for sports fans and history buffs alike.



The Burning Issue is an entertaining 'debate' series that investigates topical 'issues' in sport. Of course the 'issues' may not be so serious, but the debate albe lively and the audience may not always agree with the outcomes!



They're big. They're bold. They're fight stars. The best combat sport stars in the ring, on the canvas and living it up outside of their sport, including Floyd Mayweather Jr and his post boxing career and some anti trash talkers in the sport.

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PROMOTION

TRACE SPORT STARS

Monthly news



HIGHLIGHTS
MARCH 2018

WWW.TRACE.TV



FRIDAYS IN MARCH

WOMEN



Picture: Mark Shermans © Getty

Forget Wonder Woman – the real female superheroes exist right here in the real world... specifically the world of sport! TRACE Sport Stars pays tribute to the women who won't be silenced either on or off the pitch. Whether it's football, tennis or boxing, women are taking over the sporting arena and we're celebrating every Friday night. Follow **Serena Williams**, **Missy Franklin** and **Lolo Jones** as they rise to extraordinary challenges and overcome hurdles in more ways than one!

Celebrate the Sisters of Sport every Friday on TRACE Sport Stars!

The Truth About... Women in Sport, Friday 2 March at 21:00 [MYTV]
Serena's been smashing it for more than 20 years and the **Dibabas** are the fastest family on the planet – are these the greatest women in sport?

The Truth About... Women's Tennis, Friday 9 March at 21:00 [MYTV]
Maria Sharapova causes a scandal, while **Steffi Graf** and **Martina Navratilova**'s rivalry reaches breaking point.

The Truth About... Women's Football, Friday 16 February at 21:00 [MYTV]
Discover the truth about record-breaking club Olympique Lyonnais Féminin, plus the film that redefined women's football.

Sport Stars Uncovered: Women Boxers, Friday 23 March at 21:00 [MYTV]
Meet the first women ever to win gold medals in boxing, and sink your studs into **Abby Wambach**'s chequered past.

Top: Female Role Models, Friday 30 March at 21:00 [MYTV]
We count down the most inspiring sportswomen, from **Lolo Jones** and **Kelly Holmes** to **Nadia Comaneci** and **Nicola Adams**.

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TRACE SPORT STARS

Monthly trailer



[Click & Watch](#)



THANK YOU!

Jean-Baptiste Bailly
jbailly@trace.tv