

# WILD SPIRITS: EXTREME SPORTS TV

*'One of the longest running extreme and action sports TV series filled with the best action adventure and extreme sports have to offer'*

## PROFILE

Wild Spirits is now in its 14<sup>th</sup> year and will continue to bring you the greatest ADVENTURE SPORTS and EXTREME SPORTS from across the world. Profiling world-class sports people in some of the toughest conditions, this magazine-format show showcases the spirit of adventure in the face of adversity, with intrepid camera work. This programme covers events from all corners of the globe as well as giving an insight into groups and individuals who do these sports just for the thrill.

The series is made up of 52x26' episodes and each programme will cover up to three different sports from different locations.

## AUDIENCE

Participants and viewers are amongst the highly sought after youth market but this series also attracts the 200 million regular adventure sports participants across all demographics with a high disposable income across both genders.

### Opportunities

- Broadcast sponsorship
- New Events
- Alliances



### Media Exposure

- Global media platform available in over 1 billion homes
- Broadcast on Sky Sports UK, Fox Sports Australia, ART Middle East, Sport TV Portugal
- IPTV Channels and mobile
- Platform expansion into the US and Canada