



# DOHA - 2019 IAAF World Championships

From 27th of Sept until 06th of Oct 2019



# Days of broadcast



## 27/09 to 06/10/2019

10 days of competition with more than 40 hours of direct programs

### September 2019

27th September	<b>From 15.30 to 19.30</b>
28th September	<b>From 15.15 to 21.30</b>
29th September	<b>From 19.00 to 22.30</b>
30th September	<b>From 15.30 to 20.30</b>

### October 2019

1st October	<b>From 15.30 to 21.45</b>
2nd October	<b>From 15.30 to 22.30</b>
3rd October	<b>From 15.30 to 18.20</b>
4th October	<b>From 19.05 to 21.35</b>
5th October	<b>From 16.15 to 21.30</b>
6th October	<b>From 18.00 to 20.55</b>



A wide-angle photograph of an empty stadium with a red running track and tiered seating. A semi-transparent teal banner is overlaid across the middle of the image, containing the text 'Commercial Breaks rate cards (30")'. The track lanes are marked with white lines and numbers 5, 6, 7, 8, and 9 are visible in the foreground.

Commercial Breaks rate cards (30")

# Doha World Championships 2019 (27/09 → 06/10)



Com. Breaks*	Day Time Work Week	Day Time Week-end
AT1	100 €	300 €
ATA	200 €	400 €
ATB	200 €	400 €
ATC	200 €	400 €
ATD	200 €	400 €
ATE	200 €	400 €
ATF	200 €	400 €
AT2	300 €	700 €

Com. Breaks*	Evening
AT3	800 €
ATG	1.600 €
ATH	1.600 €
ATI	1.600 €
ATJ	1.600 €
ATK	1.600 €
AT4	1.200 €

\* Same tariffs for september and october

# Doha World Championships 2019 (27/09 → 06/10)



## Commercial Packages\*

10 GRP (15-54 - base 30 sec.)

5.500 €

20 GRP (15-54 - base 30 sec.)

10.400 €

Target 15-54

Planning in floating by RMB

GRP's guaranteed

Applicable advertisers conditions

\* Same tariffs for september and october

# London World Championships 2017 (Aug.)



**56%**  
Men



**55%**  
SG1-4



**38%**  
12-54

On avg **385.000** viewers 4+/day

**1,5 millions** viewers 4+ in total

**IAAF World Championships LONDON**