

INTERNATIONAL SPORT

— DAY IN THE LIFE OF



4.00am Game time! Wake up early to catch the live *World Cup Qualifiers* on Channel 9



10.00am

While sipping on a much needed coffee at work, scroll through *wvos.com.au* to catch up on highlights of the EPL overnight



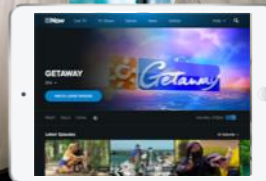
Lunchtime

Have lunch at desk and browse *9Elsewhere* for some holiday inspiration



Afternoon

Browse *wvos.com.au* to bring up live odds through the Sportsbet portal and place a bet on the F1 tonight



Evening Log in to *9Now* and watch an episode of *Getaway* before nodding off to sleep

The **International Sport** group are predominantly men who love international sport. They have a heavy focus on motor racing and international soccer leagues such as the Premier League. They are well travelled and high users of *wvos.com.au*.

DEMOGRAPHICS

70k+ HH INCOME **25+** YEARS OLD



LOCATION Capital Cities

LIFE STAGE All stages

NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE 6%