



# Station Profile



## The Listener:

- 40+ Males
- Sports Fans

## The Station:

**Format:** New Zealand's first dedicated Sport and Racing Network for the sports purist. BSport combines youth and experience with the country's most talented sportspeople and broadcasters.

BSport Radio tracks the action and uncovers the stories. An entertaining, exciting and informed delivery of results and reaction. BSport is your big ticket, bringing you much more than the score.

Website: [www.bsport.co.nz](http://www.bsport.co.nz)

Total Number of Stations → 32

Total 10+ Cume Audience 37,300  
(Mon-Sun 6a-12mn, 1 week period).

Station Profile (Aud vs Pop)

