

**SICAB TV
ADVERTISING
DOSSIER**

www.sicab.tv



SICAB 2020

SALÓN INTERNACIONAL DEL CABALLO



SEVILLA

7-10 Y 13-18
OCTUBRE

SICAB, International PRE Horse Fair

SICAB is an International Trade Fair, dedicated in full to the Purebred Spanish Horse. It is the third most influential event held in the city of Sevilla, as it surpasses the 200,000 visitor mark every year with the participation of both breeders and enthusiasts. PRE horses are bred in more than sixty countries. This demonstrates the international coverage of the unique event.

SICAB celebrates the World PRE Championship. In addition to this event, there are also a number of other competitions, including the ANCCE Cup Finals for Dressage, *Doma Vaquera*, Spanish High School, Carriage Driving, Show Jumping Working Equitation and Sidesaddle.



Television Broadcasting Platform

SICAB is an exclusive event that broadcasts **live from 3 channels**, and offers delayed transmission of all videos.

This platform is adapted to mobile devices and tablets.



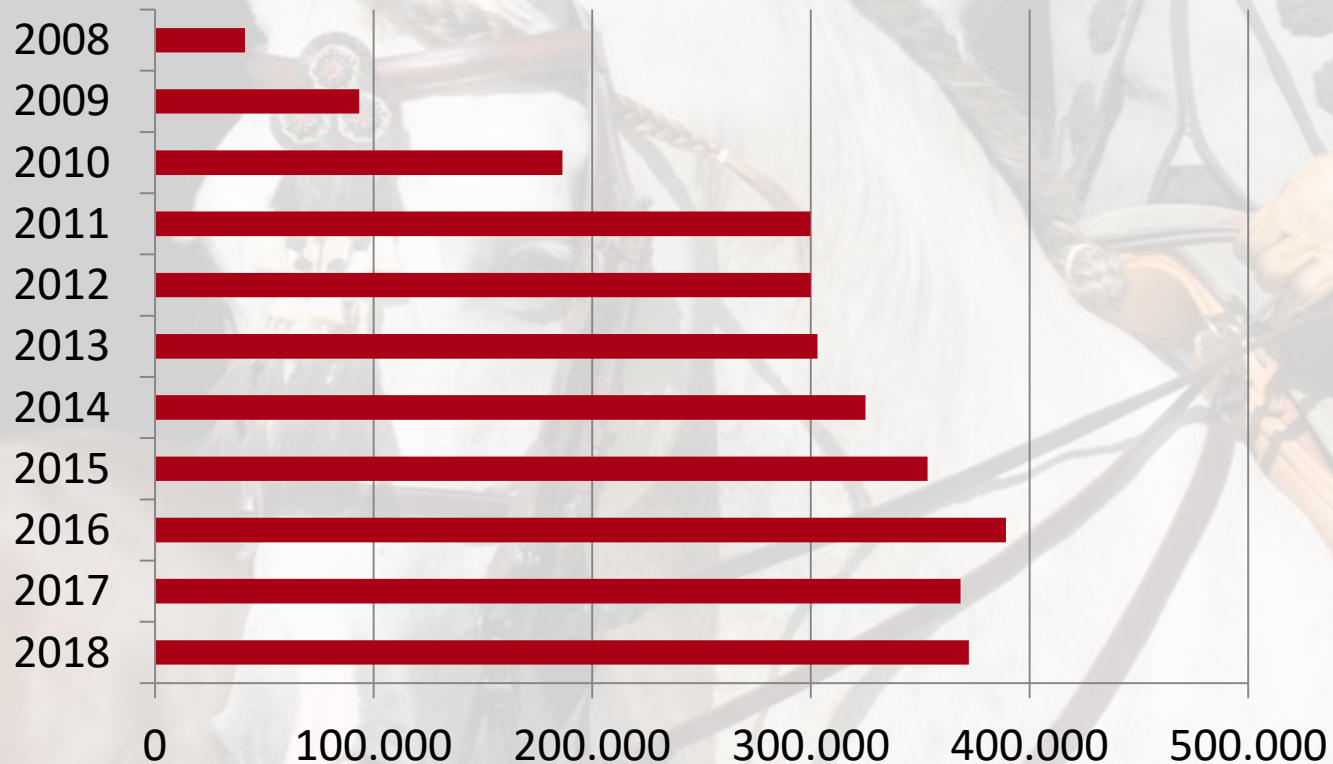
Three Live Broadcasts

- More than **150** live broadcast hours.
- More than **900** videos on demand of all competitions.
- Channel with a daily programming grid.
- SICAB.TV platform offers delayed transmission of all SICAB videos.



Statistics

Visits in SICAB TV



VISITS in 2019: 403.500 visits from 85 countries



Statistics

International distribution



Geographic area with the most viewers:

Spain, Mexico, USA, France, Italy, Germany and Holland.
Our boundaries are expanding to incorporate viewers from other geographic locations (China, Australia...)

Spectator Profile

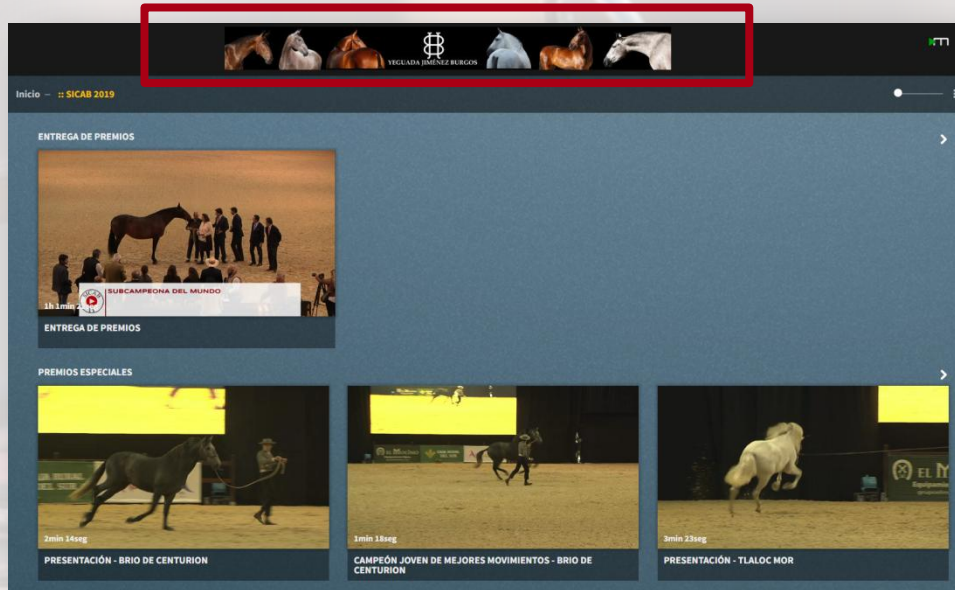
- Breeders
- Riders
- Enthusiasts
- Entrepreneurs

National and
International

Between 20 and 60
years of age



Main Banner

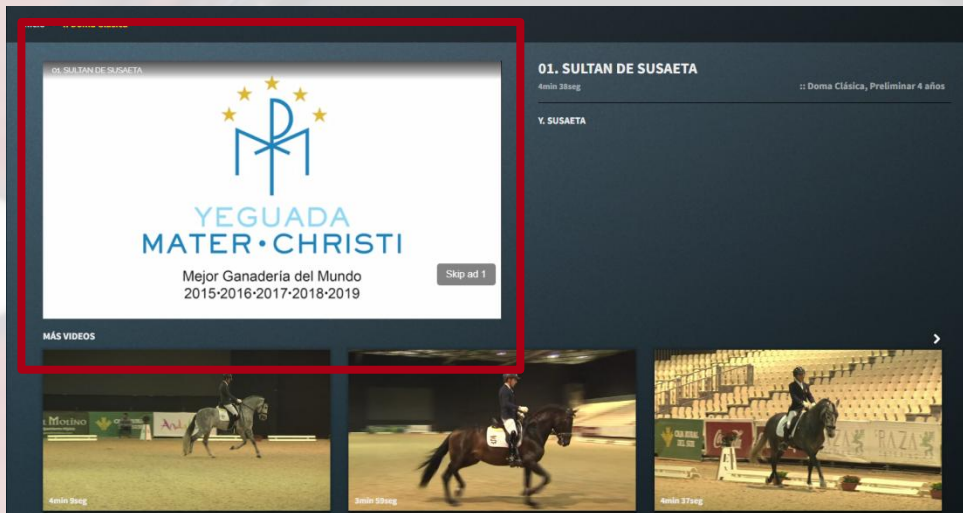


- Top of the web page
- Randomized rotation with other advertisements
- SICAB Season (October 7 – 10 & October 13 – 18) and the rest of the year

Price: €750 + 21% VAT



Prior Video Feed



- Broadcast for 3 seconds
- Randomized rotation with other advertisements
- SICAB Season (October 7–10 & October 13–18) and the rest of the year

Price: €1100 + 21% VAT



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Organized by



ANCCE

www.sicab.tv
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