



## ABU DHABI TV SPORT SPORTING AMBITION

Abu Dhabi TV Sport's 'best in class' rights and commentary on international and local events makes it a channel worthy of the Emirate's high sporting ambitions. Our positioning statement - 'Sporting ambition' - captured the essence of the dynamic vision behind the channel. We brought it to life with a strong graphic treatment for idents, break bumpers and off-screen advertising materials.

As well as providing a package of readymade visuals for a host of specific sports, our flexible solution allows ADTV's designers to add footage and change focus across the whole sporting spectrum - from global to local, and from Formula One to camel racing.