

Nation Thinking About Sport During Sex

Submitted by: The Braben Company

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November 26, 2007: 17 per cent of UK males and 10 per cent of females admit to thinking about sport whilst in the heat of passion, according to a study by Setanta Sports News, the 24-hour rolling sports news channel.

Setanta Sports News found that the nation's sporting fixation doesn't interfere with just sex; it also affects other events: 23 per cent of men said they had stood someone up on a date to catch up on their team, a further 20 per cent admitted to missing a friend's wedding due to a vital sporting engagement and an incredible 4 per cent even said they had missed the birth of their child to watch their team play.

Editor in Chief, Setanta Sports News, Geoff Hill, commented: "As we planned the launch of our sports news channel, we knew we were dealing with a subject that was close to people's hearts but we have really uncovered just how passionate people are about sport! It's clear people spend a great deal of time, and much of that time is in the most personal situations, obsessing about their favourite sports and teams. We have designed our new channel with this in mind, to be a home for fans to honestly and passionately share their love of sport."

Setanta Sports News presenter Kelly Dalglish said: "We knew men were sports-obsessed but I think most women would be astonished to know men even think about sport during sex. I'm sure our new channel will provide men with exactly the right outlet for sporting news and insight so they can also find the time to properly concentrate on their women too."

Setanta Sports News is the new rolling sports news channel, free-to-air on the Virgin Media platform and satellite, and it will cover sports stories from the UK and abroad. The channel will have a fresh, straightforward approach with the opinions and input of sports fans at the heart of its programming.

Despite recent disappointments including Lewis Hamilton's failure to win the F1 Championship, a rugby World Cup final defeat and the disaster of England failing to qualify for Euro 2008, British sports fans clearly have sport on the brain. Results reveal that 26 per cent of Brits think about sport every hour of the day, including a staggering 1.2 million of the population who think about sport every 5 seconds!

When asked the situations they found themselves thinking about sport, the great British public came up with some surprising responses including at funerals, weddings and even on the toilet! Yes, it's official, the most popular time for mulling over the latest England formation, Andy Murray's forehand or the offside rule, according to 56 per cent of Brits, is on the toilet.

Further results revealed that sport is far more important to Brits than what could be considered bigger issues, including world peace, politics and even the latest celebrity news story. 62 per cent of the UK revealed that they would rather spend their time thinking about their team or sport than world peace with celebrity gossip (54 per cent) and politics (51 per cent) also seen as inferior in importance to sport.

Setanta Sports News is jointly owned by Setanta Sports and Virgin Media, and produced by ITN. Its EPG

number on Virgin Media is 518. The satellite EPG number is 435.

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Notes to editors:

Setanta Sports News

Setanta Sports News launches on 29th November 2007. The new 24-hour sports news channel will be available free-to-air on the Virgin Media platform, and also on satellite, covering all the top sports stories from the UK and abroad. Setanta Sports News will provide viewers with the breaking sports headlines that matter every 20 minutes, delivered by a pool of presenters and multi-skilled reporters in the field. The opinions of sports fans will be at the heart of its programming including input from passionate 'fan correspondents' for every sport featured on the channel. Setanta Sports News EPG number on Virgin Media is 518. The satellite EPG number is 435. The channel is jointly owned by Virgin Media and Setanta Sports, and produced by ITN.

BMRB (British Media Research Bureau)

The British Media Research Bureau carried out the research on behalf of Setanta Sports News. Over 1,000 people between the ages of 16 – 64 were surveyed over a period of 5 days. The research and results were collated by BMRB and further breakdowns can be provided on request.