

HD



I WANT TO BE





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I WANT TO BE...

A question that is most frequently asked in the world of sports...how can I become one of the greatest athletes of all time? Which pathway would you travel to end up a Shaquille O'Neal, José Mourinho, Ken Block or Michael Schumacher?

I Want To Be... is an educational, inspirational and entertaining TV show that looks at elite athletes in sport and asks how they have become the best of the best. Reaching the top echelons of any sport, whether it is competing or managing, is a challenge that only a select few can say they have achieved.

Each episode will select one or more sporting superstars and will analyse their career as an example for others to follow their path to the top. While unravelling the mysteries of the sporting superstars' careers and drawing the blueprint of success for a new generation, we talk to a current up and coming athlete and find out which path they have chosen. Will they end up as successful as the greatest athlete in their field?

DETAILS

Programme:	13 x 26 minutes
Schedule:	Available from December 2011
Delivery:	HDD, Sportsbrand FTP
Rights:	All Media
Territories:	Worldwide

TECHNICAL SPECIFICATIONS

Visual:	Ratio: 16:9 in High Definition
FTP Files Available:	H.264
Audio:	Stereo



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www.sportsbrand.tv

