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Killers Caught On Camera

TRUE CRIME **TRUE CRIME XTRA**

 **TYPE**
Primetime Sponsorship

 **DATES**
12 Months - 2025

 **STATUS**
Available

Contact Details
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SPONSORSHIP



The Opportunity

Sky Media and AMC Networks are excited to offer brands and advertisers the opportunity to sponsor primetime across True Crime and True Crime XTRA. This package offers sponsorship across two channels centered around the genre of reality, from long-running serial classics such as New Scotland Yard Files to the iconic Judge Judy.

TRUE CRIME is an expert-led documentary and series channel analysing authentic criminal cases with an in-depth journey from the crime scene, through the investigative process to the courtroom. Audiences may not have experienced the outrageous situations in Judge Judy, but they will certainly relate to the genuine human emotions shown.

TRUE CRIME XTRA is the home to the most compelling criminal cases that intrigue, engage and educate crime enthusiasts.. Showcasing much-loved investigative programs such as Wrongly Accused and Bloodline Detectives, as well as family-friendly shows like Medical Detectives and Crimes That Shook Australia, there is a show for all fans of this highly popular genre.

Example Programming

- The Truth About My Murder
- New Scotland Yard Files
- Murder By The Sea
- Donal McIntyre: Killer Evidence
- World's Most Evil Killers
- Evidence Of Evil

Content and Scheduling

Primetime

- 1800-2400
- Approx. **4380** hours of content over 12 months.
- Approx. **35,040** sponsorship credits over 12 months.
- **2 x 15"** openers/closers and **6 x 5"** break bumpers (3 breaks per one hour show)

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