



Opportunity

Extraordinary Stories on Channel 5

Sponsorship Opportunity 2024/25



Channel	Investment	Media Value*	Start	Platforms
 			7 th April 2024 (12 months)	<input checked="" type="checkbox"/> On-air <input checked="" type="checkbox"/> VOD

The Opportunity

The **Extraordinary Stories on Channel 5** package, includes sponsorship of programming that focuses on the famous and astonishing lives of some of the world's most interesting characters. From pop legends and royals, to the everyday people, who manage to make the world around us a fascinating place to live, we provide a chance to reappraise their lives and the events that made them who they are today.

This is the ideal opportunity for brands looking to reach audiences at scale and align with upmarket factual content.

About The Content

We're offering sponsorship of Extraordinary Stories content both on air and across VOD platforms in 2024/25. The opportunity features an abundance of rich true-life stories with example programming that may include:

- Kate: Our New Diana
- Queens of Pop: Aretha to Whitney
- 22 Kids and Counting
- The Absolutely Fabulous June Whitfield

Key Benefits

- **Audience:** Reach a desirable, varied and upmarket audience
- **Content:** Content of this nature has historically had huge success on Channel 5 and is a staple of its schedule.
- **Presence:** Brands can reinforce their message through consistent peak presence.

Scheduling & Accreditation

- Approx. 13 hours of peak content per month
- Approx. 5 x 10" sponsorship idents per hour
- Approx. 10" Sponsorship idents on Sky VOD & My5

Contact Details

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