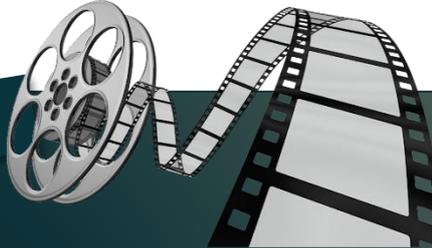


Opportunity



# Entertainment News

Sponsorship Opportunity 2024



Channel



Start

12 - Months  
Available Now

Platforms

On-air

## The Opportunity

Step into the spotlight through sponsorship of the Entertainment News across the Channel 5 Network.

This daily report, running mostly in the middle of blockbuster movies, is an in-the-know source for audiences seeking the latest updates on celebrities, movies, music and more.

This is a brand-new opportunity for 2024, enabling a brand to reach viewers on a regular basis whilst building an association with all things entertainment.

## About The Content

The Entertainment News delivers the latest and juiciest updates from the glamorous world of showbiz. From exclusive celebrity interviews to behind-the-scenes glimpses of blockbuster productions, the programme showcases content at the heart of pop culture. The films these reports play around feature an array of the biggest stars, from Leonardo DiCaprio, Sandra Bullock and Tom Hanks to Jennifer Lawrence and Taylor Swift

## Key Benefits

- **Tap into 5's scale:** Sponsorship of the Entertainment News across 5 guarantees daily visibility on one of the biggest commercial Networks in the UK (The network reaches on average 83% of adults each month)
- **Cultural Relevance:** Align your brand with the glamour and excitement of the entertainment industry, engaging with audiences that are passionate about celebrities, movies, and music
- **Consistent Presence:** This sponsorship opportunity boasts daily presence across the entire C5 network including Channel 5, 5STAR, 5Action, 5Select and 5USA

## Scheduling & Accreditation

- 12 Months
- Approximately 75 transmission a week across all channels
- 2 x 5" sponsorship idents per report
- Scheduling subject to change

## Contact Details

**Oliver Shires** | Partnership Manager  
Oliver.Shires@sky.uk

