


F.R.I.E.N.D.S



 **TYPE**
 Linear Sponsorship

 **DATES**
1st January – 31st
December 2025

 **STATUS**
Available

 **INVESTMENT**



The Opportunity

Could it BE any more iconic?! The legendary sitcom Friends is available for sponsorship on Comedy Central and Channel 5.

Associate your brand with TV royalty and align with the most influential and recognisable TV show of all time... Could it be more perfect?!

The One About the Show

Take six young friends, put them in Manhattan and add a bit of coffee. And what do you get? It's the greatest sitcom of all time!

Nominated for 63 Emmys, Friends has been watched by millions around the world and influences twenty-somethings everywhere.

Frequently included in lists of the greatest TV shows of all time, Friends remains a firm favourite with fans old and new.

Key Benefits

- ❖ **Always on presence:** Sponsoring Friends gives a brand presence through the week, with 100 episodes per week scheduled on Comedy Central
- ❖ **Reaches a valuable audience:** Reaches over 2.2 million 16-34 adults (16%) and over 11.5M adults (22%) in the time period
- ❖ **Drives key brand metrics:** Research shows that Friends sponsorship improves brand **awareness, likeability, and consideration** (see P3).

Scheduling & Accreditation

Comedy Central

- Daily presence, approx. 100 episodes per week January to November
- Approx. 50 episodes per week in December
- 2 x 10" Opening and Closing credits & 2 x 5" centre break credits per episode on Comedy Central

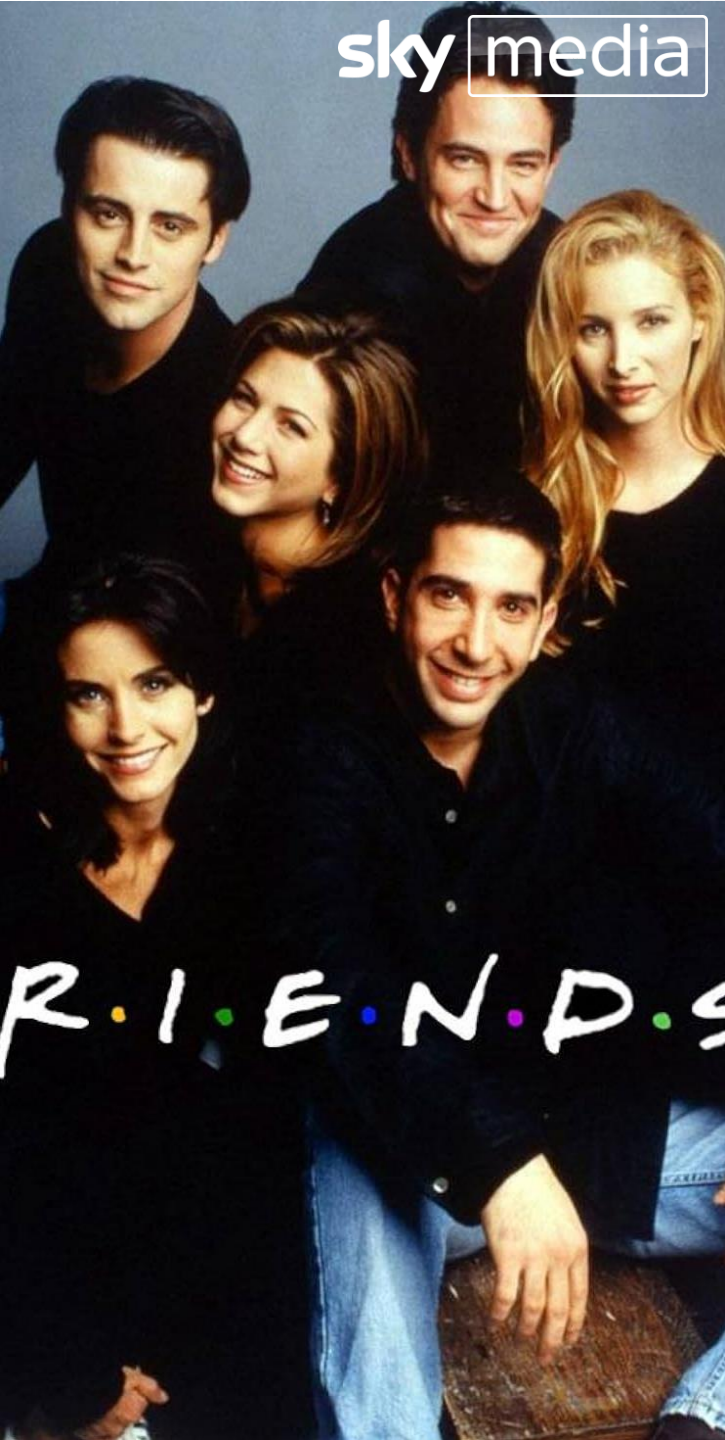
Channel 5

- Approx. 2 x Episodes per weekday between January to October
- Approx. 1 x episode per weekday between November & December
- 1 x 15" Opening and 1 x 10" Closing credits & 2 x 5" centre break credits per episode on Channel 5

Contact Details

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Manager

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20 Years On..

There are few television shows that could still permeate into current popular culture, more than eighteen years after its last production, however Friends does just does that

Strong Youth Appeal

71%

Of millennials like Friends vs 55% of all adults.

#2

Friends is the most popular TV programme of all time among millennials, behind the Simpsons

4.2M

Friends has reached 4.2M 16-34 year old on C5, CC & CCX in the past year. That's 29% of all 16-34 year olds

An All-time Favourite

51%

Still finds Friends funny

49%

Can rewatch Friends again and again

#22

Friends is the #22 most popular TV programme among all adults

Drives Key Brand Metrics for Sponsors

96%

of Comedy Central viewers felt sponsorship of Friends increased likeability of the brand

60%

Sponsorship of Friends significantly increased front-of-mind awareness amongst Comedy Central viewers

85%

Comedy Central viewer feel that sponsorship of Friends made them more likely to consider the brand when purchasing

... and it lives on beyond our screens... through viral content, merch and experiences

