





sky media

Catfish



 **TYPE**
Linear & VOD
Sponsorship

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

 **STATUS**
Available

Contact Details
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Own the MTV Network!

The Opportunity

Through our dedication to finding hard-to-reach youth audiences, wherever and however they wish to consume our content, we have amassed a huge fanbase across all platforms.

Brands have an exciting opportunity to build an association with a renowned youth brand by owning the MTV network, sponsoring content across two of these key platforms – TV and VOD.

About the content

MTV's content includes binge-worthy US shows, and UK originals like Catfish UK, Geordie Shore, and True Love Or True Lies, as well as host of other brand-new music and entertainment programming.

Over on the MTV Music channels, we have non-stop music for our music lovers, from classics right through to the hottest hits today, reaching fans from across all genres

The sponsorship will run across MTV Main Channel and MTV Music Channels

Scheduling & Accreditation

- 12 months, Monday – Sunday

Linear Accreditation

- MTV Main Channel, and MTV Music Channels
- 1800 - 2500
- 2 x 10" and 6 x 5" idents per hour on MTV
- 2 x 10" and 2 x 5" per hour on MTV Music channels

VOD Accreditation

- 3 x 10" idents per show on TV VOD
- 3 x 10" idents per show on Sky Go
- Sponsorship of all MTV Catch Up Inventory

Key Benefits

- ❖ Reach the audience wherever they watch their favourite MTV shows, whether it's while relaxing at home or on the move
- ❖ Deliver high-frequency with everyday exposure to drive high levels of awareness
- ❖ Reach a 'hard-to-reach' audience:
 - ❖ 58% of our on-demand viewers are under the age of 35
 - ❖ MTV linear channels index at i143 vs 1634s

Example Content




**teen
mom**
 FAMILY REUNION