

Opportunity

Afternoon Movies

Sponsorship Opportunity 2023



Channel



Dates

Cost

Available Now

From Jan - Oct

The Opportunity

Opportunity to sponsor a wide-range of thrilling *Made for TV* Films during the lunchtimes hours. Afternoon Movies offers the opportunity to target desirable audience daily during weekdays, ensuring brand is front-of-mind when audiences are taking a mid-day break.

The Content

Home to guilty-pleasure *made-for-tv* films that are full of twists, suspense and thrills, that will take viewers on a journey into the unknown.

Previous titles include:

- Woman on the Edge
- What Women Want
- The Wrong Babysitter
- The Obsession

...and many more movies full of suspense.

Benefits

- **Scale** – reach adults at scale across 10 months.
- **Value** – 10 months of Afternoon Movies will deliver high media value vs. investment
- **Presence** – Daily weekday presence across the only PSB to grow reach amongst upmarket audiences. This affordable opportunity allows a brand to be front-of-mind with ABC1 Adults and ABC1 Houseperson.

Scheduling & Accreditation

- 10 Months
- January – October 2023
- Weekday - Monday - Friday
- 12:00 - 17:15 on Channel 5
- Approx. 8 x 10" per movie

Source: BARB;TechEdge; Channel 5

- Scheduling and coverage are subject change. These are estimates and will fluctuate in line with the market
- Minimum number of idents to be produced tbc with C5

Contact Details

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