

Opportunity

CC Weekend Films & CCX Primetime 2023

12 Month Sponsorship Opportunity



Channel

Start Date

Platforms



1st January -
31st December
2023

On-air

The Opportunity

Align with our two channels that desire to make households **happier everyday and everywhere** – *Comedy Central and its right-hand, Comedy Central Extra!* A brand has the chance to sponsor **peak hours on CC Extra (1700-2400) and weekend films on CC for 12 months**. Idents will be centred around our hilarious content, ensuring consistent presence amongst much-loved shows and a broad audience.

About The Content

With a mix of UK commissions and US hits, example titles on Comedy Central Extra include:

- **Home-Grown Titles:** Guessable, Rhod Gilbert's Growing Pains
- **Straight from the States:** Impractical Jokers, The Middle, Friends, My Wife & Kids, South Park
- **World-Class Stand-up:** Lee Evans, Michael McIntyre, Ricky Gervais, Kevin Hart

Comedy Central films range from Hollywood blockbusters to much-loved classics. Recent weekend movies include Legally Blonde, Bride Wars, Father of the Bride and Magic Mike.

Key Benefits

- **Targeting a broad audience** – predicted to reach 8.8m Adults and 4.9m affluent adults
- **Consistency** – daily presence across 12 months will reinforce brand re-call/recognition
- **Peak Presence** – highly desired primetime and weekend hours across two popular channels

Scheduling & Accreditation

Comedy Central Extra Primetime

- 2 x 10" & 4 x 5" idents per hour on CC and CCX
- 17:00-24:00 hours daily (Monday-Sunday)

Comedy Central Weekend Films

- Approx. 8 x 10" idents per film
- Pre 6pm films on weekends
- Approx. 2 films per weekend

Contact Details

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