

Opportunity

Comedy Central Extra Primetime 2023

12 Month Sponsorship Opportunity



Channel

Start Date

Platforms



Available now

On-air

The Opportunity

Align with the home of EXTRA! **Extra laugh out loud moments, Extra feel-good comedies and Extra funny talent.** Comedy Central EXTRA primetime is the perfect opportunity to align with our much-loved content, connecting your brand with a broad, fun-loving audience. Take over the peak evening hours, and see your credits transmitted daily between 17:00-24:00.

The Channel

The sibling of Comedy Central, Comedy Central EXTRA is home to a wide range of shows, from UK-born and bred content, to US smash hits.

Example Programming

Based on current schedules:

- **Stand-up Gold:** Kevin Hart, Michael McIntyre
- **Hollywood Flicks:** 21 Jump Street, Bride Wars
- **UK Originals:** Rhod Gilbert's Growing Pains
- **Straight from the States:** Impractical Jokers
- **Iconic Sitcoms:** Friends**, My Wife & Kids
- **Adult Cartoons:** Bob's Burgers, South Park

Key Benefits

- **Targeting a broad audience** – Predicted to reach 6.4m Adults and 3.7m affluent adults
- **Consistency** – Daily presence across 12 months will reinforce brand re-call/recognition
- **Peak Presence** – Sponsorship of highly desired primetime hours across hit shows

Scheduling & Accreditation

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

Contact Details

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