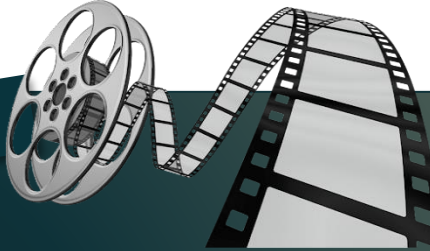


Opportunity



Evening Movies

Sponsorship Opportunity 2023



Channel

Investment

Start

Platforms



12 months
Jan - Dec 2023

On-air

The Opportunity

And, **ACTION!** Grab the popcorn... Whether you're after feel-good classic film to enjoy with the family or a blockbuster to set your pulse racing, you'll never run out of great movies to watch with this package.

Evening Movies on Channel 5 and 5Star is the perfect opportunity to reach a wide audience over a sustained period, whilst being front of mind during peak hours.

Covering a selection of genres and featuring famous faces, there really is something for everyone.

About The Content

Recent films have included:

- **Classic Rom Coms:** Dirty Dancing, Pretty Woman, Legally Blonde, The Best Exotic Marigold Hotel
- **Action and Adventure:** Night at the Museum, Tomb Raider, Django Unchained
- **Laugh Out Loud Comedy:** Meet the Parents, Bridget Jones: The Edge of Reason
- **Gripping Drama:** The Da Vinci Code, Pearl Harbour, The Woman in Black

Key Benefits

- **Hall of fame** - An association with famous studio movies, from Hollywood blockbusters to treasured family classics - starring celebrity icons!
- **Reach the masses** - Sponsorship estimated to reach 26.9m Adults, seeing the idents 20 times
- **Something for all** - Reaching different audiences each week based on the variation of film genres
- **Front of mind** - Consistent presence during evening hours, across two channels throughout the week

Scheduling & Accreditation

5STAR:

- Approx. 6 movies per week across the year
- 8-10 x 10" idents per film on average

Channel 5:

- Approx. 1 movie per week across Jan-Oct and 2 movies per week during November & December
- 8-10 x 10" idents per film on average

Source: TechEdge/BARB; Channel 5 & 5STAR

Minimum number of idents to be agreed with channel

Scheduling is subject to change; delivery are estimates based on current market predictions

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