

Opportunity

CBS Reality

&

RealityXtra

Sponsorship Opportunity 2023



Channel	Investment	Start	Platforms
	<p>Enquire Now</p>	<p>Available Now</p>	<input checked="" type="checkbox"/> On-air <input checked="" type="checkbox"/> Social <input checked="" type="checkbox"/> Online <input checked="" type="checkbox"/> Competition

The Opportunity

Sky Media and AMC Networks are excited to offer brands and advertisers the opportunity to sponsor primetime across CBS Reality and RealityXtra. This package offers sponsorship across two channels centered around the genre of reality, from long-running serial classics such as CSI Miami to the iconic Judge Judy.

About the Channels

CBS Reality is as unpredictable as real life. Be captivated, shocked, and entertained by this award-winning channel, which brings you authentic criminal cases and investigations expertly dissected using cutting-edge forensic technologies that will shock and challenge, inspire and motivate. Audiences may not have experienced the outrageous situations in Judge Judy, but they will certainly relate to the genuine human emotions shown.

RealityXtra is the essential TV destination for iconic series with unforgettable storylines. Emotional and engrossing, the channel celebrates colourful and passionate characters, compelling cliff-hangers, and era-defining classics. Showcasing much-loved Iconic dramas such as The Fugitive and CSI Miami, as well as family-friendly shows like Father Dowling Mysteries and Diagnosis Murder, there is a show for all fans of this highly popular genre.

Contact Details

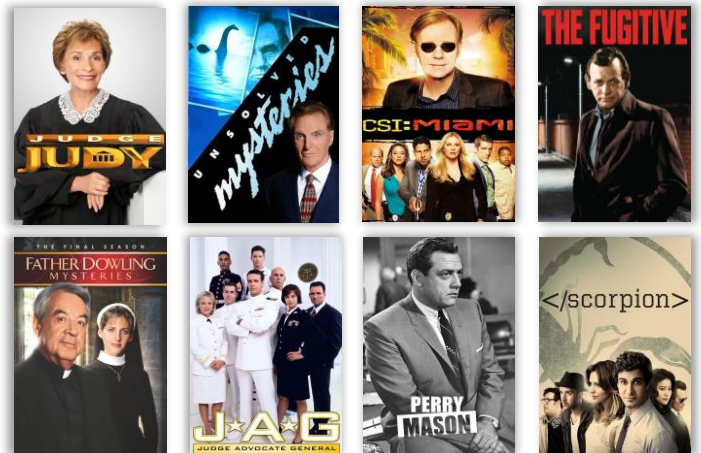
Sadie Burnett | MP Partnership Manager
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Scheduling & Accreditation

Primetime

- 1800 – 2400
- Approx. 360 hours per month
- Approx. 1,800 sponsorship credits per month
- **15" Openers/Closers**
- **5" Break Bumpers** (3 breaks per 1 hour show)

Example Programming



Expanding the Sponsorship

As part of any sponsorship campaign on the channels, CBS can offer online display media as added value. This will be primarily an MPU on the channel's homepage. We can further extend the association with a competition page & social media activation. (Please enquire for more details)

RealityXtra

- Facebook – 42,016 Likes
- Facebook – 38,682 Followers

CBS Reality

- Facebook – 37,372 Likes
- Twitter – 7,351 Followers

