

Opportunity



WARNER BROS.
DISCOVERY KIDS

VOD Sponsorship Opportunities Q4 2023



Channel

Investment

Dates

Platforms



- Sky Go
- Sky TV VOD

The Opportunity

Sky Media & Warner Bros. Discovery are excited to offer brands and advertisers the opportunity to sponsor **Cartoon Network**, on Sky Go & TV VOD. Throughout Q4 2023 there are VOD sponsorship opportunities with the three channels; **Cartoonito**, **Boomerang**, and **Cartoon Network**. These established and well-respected channels will give brands the perfect chance to reach both children and parents across VOD platforms.

About Warner Bros. Discovery Kids

Since the late 1990s, the Cartoon Network has showcased classic cartoon titles to children of all ages across the world. These channels will allow brands and advertisers to feature in an **imaginative and creative environment** and connect not only to the children watching the great programming on safe and trusted digital platforms. Targeting **children aged 2-12** Cartoonito, Boomerang, and Cartoon Network feature classic and modern titles such as *Teen Titans Go!*, *Fireman Sam* & *Tom and Jerry* to name a few. Each channel has a wide range of fantastic content that will inspire fun, laughter and creativity!



The Content

Cartoon Network

- The iconic channel responsible for showcasing popular cartoons such as *Teen Titans Go!*, *The Amazing World of Gumball*, *We Baby Bears* & *Craig of the Creek*

Cartoonito

- Aimed at preschool children, this channel has a roster of titles such as *Fireman Sam*, *Thomas & Friends*, *Batwheels*, *Lucas the Spider*, *Super Wings* & *Bugs Bunny Builders*.

Boomerang

- The home to your favourite classic cartoons and movies such as *Scooby-Doo* & *Guess Who?*, *Tom & Jerry*, *Looney Tunes* and *Mr. Bean*.

Scheduling & Accreditation

- 1 x 10" pre-roll sponsorship ident around Warner Bros. Discovery Kids content

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