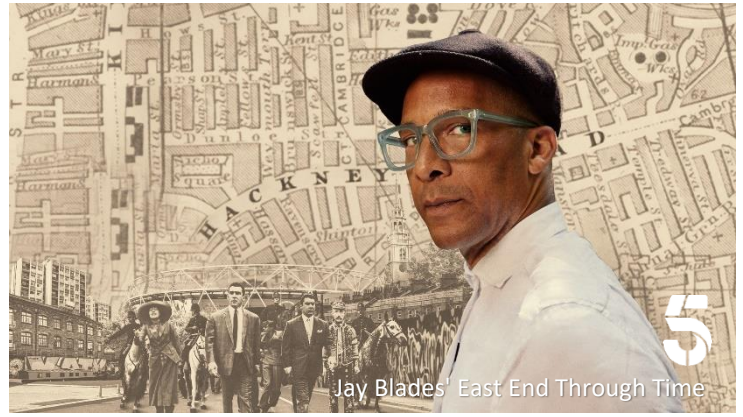




Opportunity

Discovery & Adventure on Channel 5 Sponsorship Opportunity 2024



Channel	Investment	Media Value*	Start	Platforms
 Channel 5	 My 5		January – December 2024	<input checked="" type="checkbox"/> Linear <input checked="" type="checkbox"/> VOD

The Opportunity

Channel 5 is home to inspirational and adventurous programming - with travelogues hosted by key presenters such as Palin, Portillo, Helen Skelton and Ben Fogle, along with documentaries exploring fascinating global events that still have an influence on the world today.

This opportunity gives a brand the opportunity to have a consistent alignment with Channel 5's much loved factual content slate across Linear & VoD.

About The Content

Whether it's a railway adventure with Nick Knowles, Ruby Wax castaway on a remote island, or a fascinating look into the tales of Loch Ness - Channel 5 has it covered. Watch as our talent go out of their comfort zone to help viewers discover the wonders of our world.

Example Content from 2023

- *Nick Knowles Grand Canyon*
- *Wonders of the Universe with Tim Peak*
- *Ruby Wax: Castaway*
- *Drain the Ocean: Loch Ness*
- *Michael Palin: Into Iraq*
- *Wonders of the Moon with Dara O'Brien*
- *Fogle: Endurance - Race to the pole*

Key Benefits

- Reach ABC1s at scale, with a profile avg. of **51% ABC1**
- Align with one of Channel 5's key content pillars; factual
- Real life, talent led inspiring stories from across the globe that reward our audience with knowledge & storytelling

Scheduling & Accreditation

- 12-month sponsorship
- 5 x 10" sponsorship idents per-hour on linear
- 10" idents across My5 and Sky VoD
- Approx. average of 10-hours of peak content per-month**

Contact Details

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Example Discovery and Adventure Programming



Ben Fogle: Endurance Race to the Pole

Ben and Dwayne Fields land in Antarctica and transition from modern polar explorers into their historical clothes and take on the mantle of their Edwardian forebears, as they retrace their journey step by step.

They will tackle the harsh climate head on – including blistering winds, freezing temperatures and no home comforts.

Secrets of our Universe with Tim Peake

The series will see astronaut Tim Peake delve into some of the big questions about our world and what lies beyond it. 'What are stars made from?' 'What is a black hole?' 'How far have humans gone in space?' Watch as Tim attempts to answer these questions, as viewers are rewarded with new knowledge from beyond our planet.



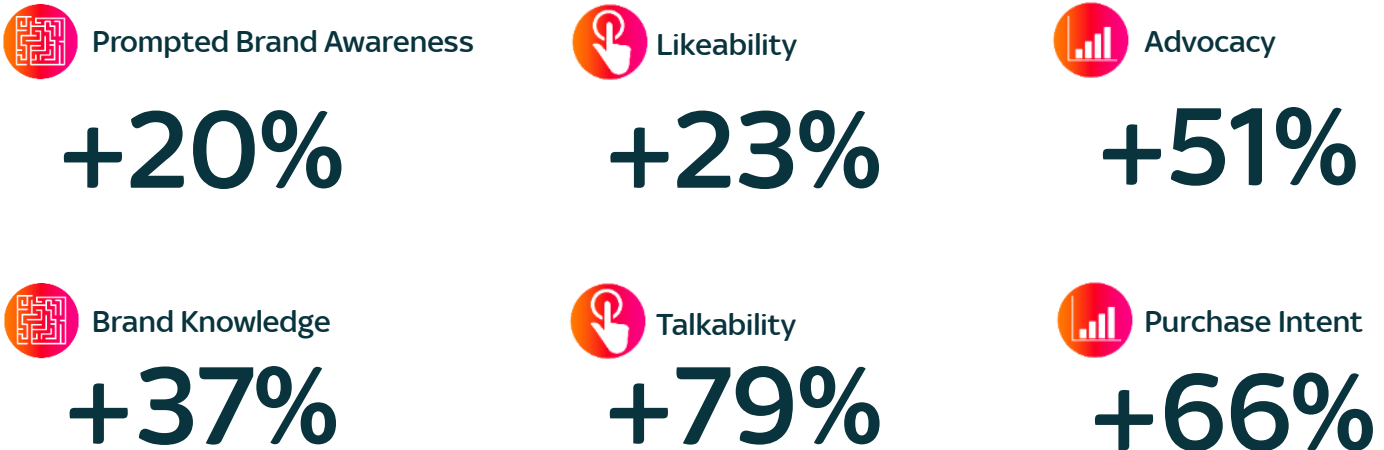
Drain the Ocean: Loch Ness

The series solves one of the world's great mysteries - the identity of the Loch Ness monster. Using comparisons with the deepest lake on Earth - Lake Baikal in Russian Siberia - combined with military-grade scanning technology and a sonar curtain drawn across its entire surface, the plug is pulled on Scotland's famous loch. As the waters drain away, much more than a monster is revealed.



Sponsorship on Channel 5 helps drive better outcomes for brands

Average increase for viewers vs non-viewers for brands sponsoring on Channel 5:



+% change = Average uplift of Sky Media Channel 5 sponsorships (non-viewers vs viewers)