

Opportunity

# Mornings on 5STAR, 5SELECT, 5ACTION & 5USA

Sponsorship Opportunity



Channel

Start

Platforms



January to  
December 2024

On-air

## The Opportunity

**Rise and shine!** Mornings across 5STAR, 5SELECT, 5ACTION & 5USA is the perfect opportunity to align with a variety of content as soon as audiences wake up (0600-1200). Your brand will own mornings across four key channels throughout the year, delivering reach to upmarket households that are keen to make the most of the day ahead.

## About The Channels

Opportunity to align with a bespoke morning package that will run across all of Channel 5's sister channels.



The fun-loving home to a mix of exciting dramas, factual entertainment and comedy such as **Nick Knowles' Big House Clearout, Home & Away & Dogs with Incredible Jobs.**



Whether it's a documentary or an adventure, 5SELECT has a broad content slate. Examples include: **Cruising with Jane McDonald, Our Yorkshire Farm, and plenty of movies!**



From **psychological thrillers** to **crime investigation sagas**, Drama on 5USA is action-packed with **'glued to your seat'** content. This package is perfect in helping your brand build a long-lasting connection with a high indexing property.



5ACTION offers exactly what it says in the name – action-packed shows filled with suspense, drama and thrill. From UK commissions following our nation's **crime solvers**, to **blockbuster Hollywood films**, your brand will be associated with non-stop adventure.

## Scheduling & Accreditation

- 5STAR, 5SELECT, 5USA and 5ACTION
- Programming daily between 0600-1200
- Average of 5 x 10" sponsorship credits per hour
- Excludes pre-sponsored content