


Opportunity

Primetime on MTV and CCX

Sponsorship Opportunity 2023



Channel	Investment	Start Date	Platforms
	£250,000	Available now	<input checked="" type="checkbox"/> On-air

The Opportunity

Your brand has the opportunity to sponsor two iconic channels, MTV and Comedy Central Extra, across primetime viewing hours this November and December. Your brand will align with two huge brands, each delivering distinctive content that youth audiences love.

About The Content

The sponsorship will span across two channels:

MTV - From dating, to true crime, to music entertainment and a daily dose of reality, there's something for everyone across our 5 MTV channels (*MTV*, *MTV 80's*, *MTV 90's*, *MTV Music*, *MTV Hits*)

Exemplifying programming:

- Catfish: The TV Show
- The Challenge
- Teen Mom: The Next Chapter
- The Official Top 40

Comedy Central Extra - The sibling of Comedy Central, Comedy Central EXTRA is home to a wide range of shows, from UK-born and bred content, to US smash hits

Example programming:

- Iconic Sitcoms: *Friends*, *My Wife & Kids*
- Stand-up Gold: *Kevin Hart*, *Michael McIntyre*
- Hollywood Flicks: *21 Jump Street*, *Bride Wars*
- UK Originals: *Rhod Gilbert's Growing Pains*
- Straight from the States: *Impractical Jokers*

Key Benefits

- **Peak Presence** - your brand will be front of mind during peak viewing hours
- **Reach youth audiences** - align with programming that appeals to 1634 audience
- **Key period** - daily presence across a key gifting period

Scheduling & Accreditation

- November - December 2023
- Monday - Sunday, 1800 - 2500
- MTV
 - 2 x 10" and 6 x 5" per hour (MTV)
 - 2 x 10" and 2 x 5" per hour (MTV Music channels)
- Comedy Central Extra
 - 2 x 10" & 4 x 5" per hour

Minimum number of idents to be agreed with channel

Contact Details

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