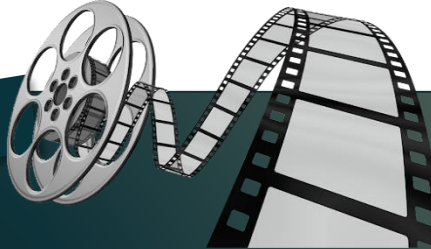
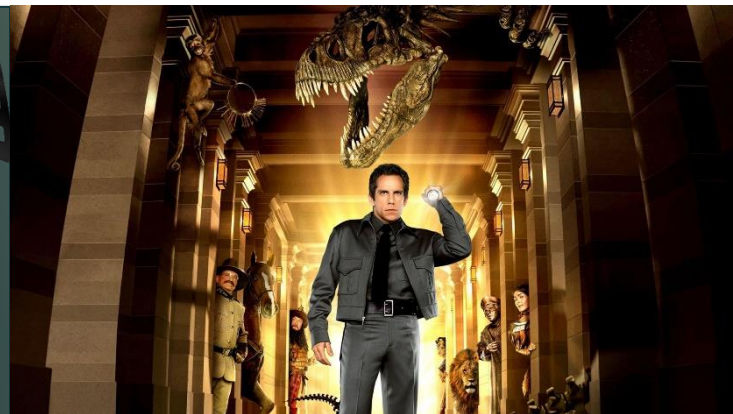


Opportunity



Evening Movies

Sponsorship Opportunity 2023



Channel



Start

May - December
2024

Platforms

On-air

The Opportunity

And, ACTION! Grab the popcorn... Whether you're after feel-good classic films to enjoy with the family or a blockbuster to set your pulse racing, you'll never run out of great movies to watch with this package.

Evening Movies on Channel 5, 5Star & 5Action is the perfect opportunity to reach a broad audience over a sustained period, whilst being front of mind during evening hours.

Covering a selection of genres and featuring famous faces, there really is something for everyone.

About The Content

Recent films have included:

- **Classic Rom Coms:** The Holiday, Bridget Jones: The Edge of Reason, Love Actually
- **Action and Adventure:** The Hobbit: An Unexpected Journey, Kill Bill, G.I. Joe Retaliation
- **Laugh Out Loud Comedy:** Meet the Parents, Police Academy, Scary Movie
- **Gripping Drama:** The Hunger Games, Pearl Harbour, The Green Mile

Key Benefits

- **Hall of fame** - An association with famous studio movies, from Hollywood blockbusters to treasured family classics - starring celebrity icons!
- **Reach the masses** - Sponsorship estimated to reach +17m Adults, seeing the idents 24 times
- **Something for all** - Reaching different audiences each week based on the variation of film genres
- **Front of mind** - Consistent presence during evening hours, across three channels throughout the week

Scheduling & Accreditation

5STAR:

- Approx. 7 movies per week
- 10 x 10" idents per film on average

5ACTION:

- Approx. 8 movie per week
- 10 x 10" idents per film on average

CHANNEL 5:

- Approx. 6 movies across May - Dec 2024
- 10 x 10" idents per film on average

Minimum number of idents to be agreed with channel

Scheduling is subject to change; delivery are estimates based on current market predictions

Contact Details

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