

Opportunity

TRUE CRIME & TRUE CRIME XTRA

Primetime Sponsorship Opportunity 2024



Channel



XTRA

Investment

*Enquire for further details

Start

Available Now

Platforms

- ☒ On-air
- ☒ Online

The Opportunity

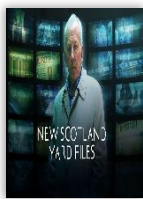
Sky Media and AMC Networks are excited to offer brands and advertisers the opportunity to sponsor primetime across True Crime and True Crime XTRA. This package offers sponsorship across two channels centered around the genre of reality, from long-running serial classics such as New Scotland Yard Files to the iconic Judge Judy.

About the Channels

TRUE CRIME is an expert-led documentary and series channel analysing authentic criminal cases with an in-depth journey from the crime scene, through the investigative process to the courtroom. Audiences may not have experienced the outrageous situations in Judge Judy, but they will certainly relate to the genuine human emotions shown.

TRUE CRIME XTRA is the home to the most compelling criminal cases that intrigue, engage and educate crime enthusiasts. Showcasing much-loved investigative programs such as Wrongly Accused and Bloodline Detectives, as well as family-friendly shows like Medical Detectives and Crimes That Shook Australia, there is a show for all fans of this highly popular genre.

Example Programming



Scheduling & Accreditation

Primetime

- 1800 – 2400
- Approx. **360 hours per month** & Approx. **2,880 sponsorship credits per month**
- 15" Openers/Closers
- 5" Break Bumpers (3 breaks per 1 hour show)

Contact Details

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