

Opportunity

LEGEND & LEGEND XTRA

Primetime Sponsorship Opportunity

6 Months



Channel

Investment

Start

Platforms

LEGEND

LEGEND

Enquire for further details.

Available Now

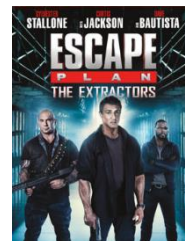
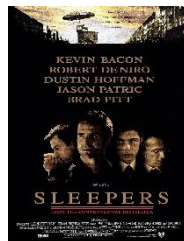
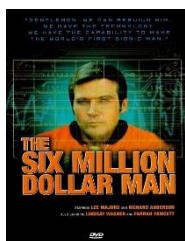
On-Air

XTRA

The Opportunity

Sky Media and **AMC Networks** are excited to offer brands and advertisers the opportunity to sponsor **LEGEND & LEGEND XTRA**. Movies and Series sponsorship opportunities are available for your brand to reach movie enthusiasts regardless of the genre! On-air sponsorship of **LEGEND & LEGEND XTRA** provides brands a thrilling opportunity to market their product to a large, male-skewed audience, as well as associate their brand with some of the most nostalgic movies and series across the action, adventure, western, thriller, and science-fiction genres.

Home to action-packed movies and series, **LEGEND** will take you on epic adventures. From nostalgic classics to modern gems, whatever keeps you at the edge of your seat...**LEGEND** has it. But the action doesn't end there... Escape with **LEGEND XTRA**, the channel which goes the extra mile to bring you a thrilling mix of genre cinema, series and all-time favourite.



LEGEND's Audience



Channel Profile

54% of LEGEND viewers are male and 41% are permanently retied, i168.



Spending Habits

73% of LEGEND viewers are prepared to pay extra for better quality. 50% are looking for new ideas to improve their home.



Receptive Viewers

71% of LEGEND viewers often talk about what they've seen on TV.

Figures are based on BARB APC Q1-Q4 2022

Scheduling & Accreditation

Primetime

- 1700-2400
- Approx. **420** hours of content per month.
- Approx. **3,360** sponsorship credits per month.
- **2 x 15"** openers/closers and **6 x 5"** break bumpers

Contact Details

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