

Opportunity

FRIENDS

Sponsorship opportunity



Channel

Investment

Media Value\*

Start

Platforms



1<sup>st</sup> July 2024 –  
31<sup>st</sup> December 2024

✓ On-air

## The Opportunity

The legendary sitcom Friends is available for sponsorship on Comedy Central and Channel 5.

Associate your brand with TV royalty and align with the most influential and recognisable TV show of all time... Could it be more perfect?!

## About the Show

Take six young friends, put them in Manhattan and add a bit of coffee. And what do you get? The greatest sitcom of all time!

Nominated for 63 Emmys, Friends has been watched by millions around the world and influences twenty/thirty-somethings everywhere.

Frequently counted in lists for the greatest TV shows of all time, Friends remains a firm favourite for fans new and old.

## Benefits

- **Reaches a valuable audience:** Reaches high numbers of 16-34 adults across the 6 months.
- **Always on presence:** Sponsoring Friends gives a brand presence through the week, with 100 episodes per week scheduled on Comedy Central
- **Drives key brand metrics:** Research shows Friends sponsorship improves brand awareness, likeability and consideration.

## Scheduling & Accreditation

- Daily presence on Comedy Central, approx. 100 episodes per week July–November and approx. 50 episodes per week in December
- Approx. 10 x Weekday Episodes per week on Channel 5, less episodes in November and December
- 2 x 10" Opening and Closing credits & 2 x 5" centre break credits per episode on Comedy Central
- 1 x 15" Opening and 1 x 10" Closing credits & 2 x 5" centre break credits per episode on Channel 5

## Contact Details

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## 26 Years On ...

There are few television shows that could still permeate into current popular culture, more than eighteen years after its last production, however Friends does just does that

### Strong Youth Appeal

**71%**

Of millennials like Friends vs 55% of all adults.

**#2**

Friends is the most popular TV programme of all time among millennials, behind the Simpsons

**4.2M**

Friends has reached 4.2M 16-34 year old on C5, CC & CCX in the past year. That's 29% of all 16-34 year olds

### An all time favourite

**51%**

Still finds Friends funny

**49%**

Can rewatch Friends again and again

**#22**

Friends is the #22 most popular TV programme among all adults

### Drives key brand metrics for sponsors

**96%**

of Comedy Central viewers felt sponsorship of Friends increased likeability of the brand

**60%**

Sponsorship of Friends significantly increased front-of-mind awareness amongst Comedy Central viewers

**85%**

Comedy Central viewer feel that sponsorship of Friends made them more likely to consider the brand when purchasing

Friends continues to be relevant beyond our TV screens....

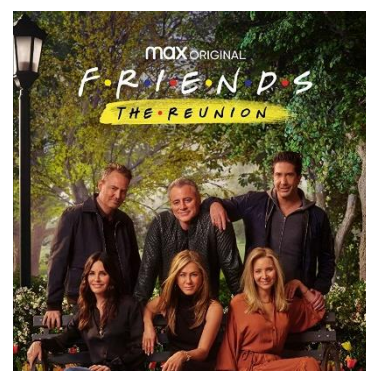
I go through life assuming everyone gets FRIENDS references. And when people don't, I'm like:



Viral Memes



Immersive Events



A Reunion Special

Sources: YouGov Ratings, Q3 2022 (Millennials defined as those born 1982-1999), AdvantEdge, November 2021 – October 2022, Sponsorship research study