

Opportunity

# Outdoor Life on Channel 5

Sponsorship Opportunity 2024



Channel	Investment	Media Value*	Start	Platforms
 Channel 5	 My 5		1 <sup>st</sup> June – 31 <sup>st</sup> December 2024	<input checked="" type="checkbox"/> Linear <input checked="" type="checkbox"/> VOD

## The Opportunity

Longing for fresh air and an escape from the city? Then look no further than **Outdoor Life on Channel 5**, comprised of premium shows that celebrate the UK's countryside and lifestyles of those who live for the great outdoors.

The content showcases themes such as hiking, the highs and lows of running a farm, and largely celebrates the outdoor world around us that is becoming increasingly valuable to our mental and physical wellbeing.

## About The Content

This package is home to an array of content exploring the UK outdoor lifestyle, including programming fronted by popular talent such as Helen Skelton and Kate Humble. Example programming has included:

- **Escape to the Farm with Kate Humble**
- **Dorset: Country and Coast**
- **A Yorkshire Farm**
- **Pacific a Year in the Wild**
- **Somerset: Wonder of the West Country**

## Key Benefits

- **Content:** a chance to contextually align your brand with UK outdoors content that shines a positive light on our nation
- **Reach:** expected to reach high levels of UK adults in only 7-months
- **Brand Outcomes:** by aligning with factual content, brand uplifts are greater than average

## Scheduling & Accreditation

- 5 x 10" sponsorship idents per-hour
- 10" idents on My 5 and Sky VoD
- Approx. 10-hours of peak content per-month\*

## Contact Details

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## Example Outdoor Life Programming



### Winter on the Farm

Winter on the Farm sees Helen Skelton and Jules Hudson prepare for the season and Christmas as they celebrate farming life, nature, and all things outdoors. Helen and Jules are joined by various guests to prepare for the most magical time of the year, making sure their animals are ready and prepared for a crucial season.

### Dorset: Country and Coast

Dorset: Country and Coast takes viewers on a jaunt around this charming part of southwest England, narrated by Alan Titchmarsh. The series takes an indulgent stroll through Dorset's most familiar sites, uncover lesser-known hidden gems, and examine daily Dorset life, immersing viewers into the sights, sounds and tastes of the region.

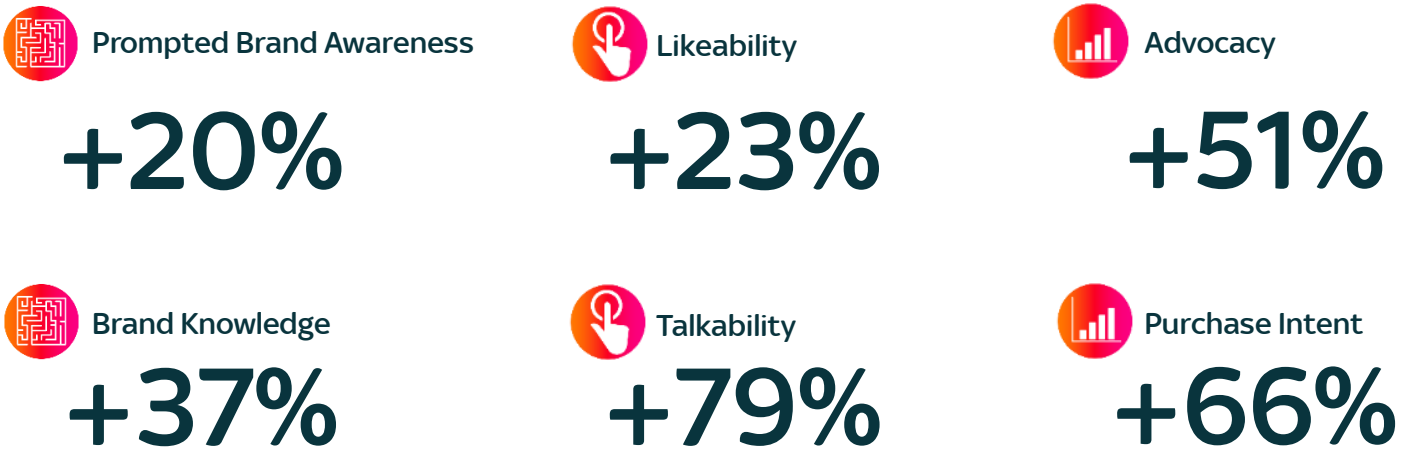


### Tales from the Riverbank

Tales from the Riverbank with Clare Balding tells the stories of Britain's most iconic rivers, looking into the glorious sights and sounds of the river and its inhabitants. From the wildlife that thrives on the rivers' banks to the people who live and work there, Clare brings us a unique perspective of the UK's waterways.

## Sponsorship on Channel 5 helps drive better outcomes for brands

Average increase for viewers vs non-viewers for brands sponsoring on Channel 5:



+% change = Average uplift of Sky Media Channel 5 sponsorships (non-viewers vs viewers)