

Opportunity



WARNER BROS.
DISCOVERY KIDS

VOD Sponsorship Opportunity



Channel

Investment

Dates

Platforms



Available from June
2024

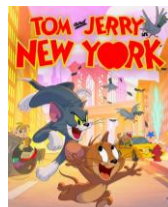
- Sky Go
- Sky TV VOD

The Opportunity

Warner Bros. Discovery is excited to offer brands the opportunity to sponsor the Cartoon Network family on Sky VOD. The opportunity expands across all three brands: Cartoonito, Boomerang, and the iconic Cartoon Network. These well-established and much-loved channels will give brands a perfect chance to reach children and parents through an always-on presence on VOD. The Cartoon Network family allows brands to feature in an imaginative and creative environment and connect to the children watching in a **safe** and **parent-trusted** digital platform on Sky.

About Warner Bros. Discovery Kids Channels

Since the late 1990s, the Cartoon Network has showcased classic cartoon titles to children of all ages worldwide. Targeting **children aged 3-12** Cartoonito, Boomerang, and Cartoon Network feature classic and modern titles such as *Teen Titans Go!*, *Fireman Sam* & *Tom and Jerry* to name a few. Each channel has a wide range of fantastic content that will inspire fun, laughter and creativity!



The Content

Cartoon Network

- The iconic channel responsible for showcasing popular cartoons such as *Teen Titans Go!*, *The Amazing World of Gumball* & *Ben 10*.

Cartoonito

- Aimed at preschool children, this channel has a roster of titles such as *Fireman Sam*, *Thomas & Friends* & *Super Wings*.

Boomerang

- The home to your favorite classic cartoons and movies such as *Scooby-Doo* & *Guess Who?*, *Mr. Bean* and *Moley*.

Scheduling & Accreditation

- 1 x 15" pre-roll sponsorship ident around each channel*

The VOD impressions estimates are based on delivery in the past 12 months

**Shows under 5-minutes are excluded*

Contact Details

Dan Andrade Lopez | MP Content Partnerships Manager

Dan.andradelopez@sky.uk | 0207 032 2832



skymedia.co.uk

