



Batwheels

CARTOONITO



**WARNER BROS.
DISCOVERY**

CARTOONITO



TYPE

Full Network Sponsorship



DATES

January 1st – December
31st 2025



STATUS

AVAILABLE

Contact Details

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Mr Bean: The Animated Series

WBD KIDS SPONSORSHIP

BECOME THE FIRST EXCLUSIVE SPONSOR OF THE WBD KIDS NETWORK



The Opportunity

Sky Media are excited to offer your brand the opportunity to become the **first exclusive sponsor of the full WBD Kids network portfolio**. As both the **linear & VOD** sponsor of **Boomerang, Cartoon Network & Cartoonito** your brand will reach audiences at scale, whilst having an **always-on cross-platform** presence.

By partnering with the Cartoon Network family, your brand will feature in an imaginative and creative environment whilst connecting with children watching in a **safe and parent-trusted digital platform**. Sponsorship will enable your brand to leverage this trust and promote positive brand perceptions by aligning with some of the most iconic kids IP and franchises from **Scooby Doo, Mr. Bean & Batwheels**.

Example Programming



What's New Scooby Doo?



Apple & Onion



Fireman Sam



The Amazing World of Gumball

Scheduling and Accreditation

- **09:00 - 21:00** daily
- Approx. **6 x 10"** idents per hour
- **15" idents** across Sky VoD

There may be channel takeovers/stunts throughout the campaign

Key Benefits

- The sponsorship delivers **high OTS** across desirable audiences
- Kids TV is an effective environment to reach families with **67%** of all Kids' commercial TV viewing is with someone else in the home.
- **77% of parents** let their child watch Broadcast TV because it is **trusted to be safe** compared to only 44% of parents letting their Kids watch YouTube because it's safe.

Source: Giraffe Insights, Overnight poll, parents of kids aged 2-12 (n=201); September 2023