

'COMEDY ON FX'



"FX is fast becoming an essential destination for those in the know and with a line-up that puts most terrestrial stations to shame. The channel could get more than cult appeal"
The Independent

"FX is a trailblazing digital channel. It breaks agenda setting shows and is quite simply a winner"
Broadcast Magazine

"We are finding that people are pretending they discovered these shows first time round on FX"
Broadcast Magazine

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Broadcast Magazine

THE OPPORTUNITY

Sky Media and FX are pleased to offer an advertiser the opportunity to sponsor FX and all of its comedy content. This is a great opportunity for a brand to build a strong association with new and existing series including, *American Dad*, *The Cleveland Show* (From Spring 2011), *Better off Ted*, *King of the Hill*, and *Family Guy*. The sponsorship period can run from 1 - 12 months to fit with the sponsor's requirements.

All programming included in the sponsorship could be branded as:

'(Brand Name) sponsors FX Comedy'
'(Brand Name) in association with Comedy on FX'

The branding and tag line would appear within the credits to add cohesion to the package. This also means that the same sponsorship credits can be used for each sponsored programme if desired.

We are also able to create **bespoke packages** which have varying themes and durations e.g. stunt weekends / stunt weeks / seasons / key series. Please enquire for more details on bespoke packages.

SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
00:00								00:00
00:30								00:30
18:00								18:00
18:30								18:30
19:00								19:00
19:30								19:30
20:00								20:00
20:30								20:30
21:00								21:00
21:30								21:30
22:00								22:00
22:30								22:30
23:00								23:00
23:30								23:30

AUTUMN 2010



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
19:00								19:00
19:30								19:30
20:00								20:00
20:30								20:30
21:00								21:00
21:30								21:30
22:00								22:00
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23:00								23:00
23:30								23:30
24:00								24:00
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SPRING 2011

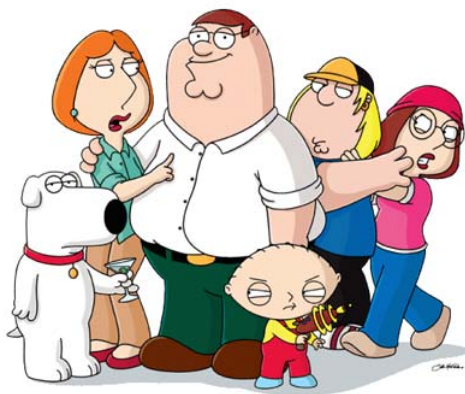


SPONSORSHIP CREDITS

- Opening & Closing credit: 2 x 15 seconds per programme
- Break bumpers: 2 x 5 seconds per centre break
- There are normally 3 centre breaks per one hour programme.
- ½ Hour Shows: There is normally 1 centre break per ½ hour programme

	1 Month Hours	1 Month Credits	3 Months Hours	3 Months Credits	6 Months Hours	6 Months Credits	12 Months Hours	12 Months Credits
Sponsorship Credits	62	496	186	1,488	372	2,976	744	5,952

FX COMEDY – PROGRAMMING SYNOPSES



FAMILY GUY

The ever popular (mis)adventures of Peter Griffin and family. Taking animated comedy to where even The Simpsons fear to tread, Family Guy has caused much controversy, great interest and ultimately the cult following it enjoys today. Creator Seth MacFarlane was just 24 when he put together his animated interpretation of a 'model' US family trying to function in a not so model world... or is it the other way round?



KING OF THE HILL

From creator Mike Judd comes King of the Hill. Five fingers, quirky characters and amusing but believable slices of life portrayals. Watch Hank Hill and the rest of the family live everyday life blue collar Texas Style.



AMERICAN DAD

From the creator of Family Guy. Stan Smith is an American patriot, CIA agent and scourge of terrorism, always hamstrung by his odd family, Roger, a fugitive alien and Klaus, the talking goldfish. Always funny and frequently outrageous.



BETTER OFF TED

Nominated for an Emmy for best comedy series in 2009, *Better Off Ted* revolves around the concept that the characters work for a stereotypically evil company, a fact of which they are all aware. The company, Veridian Dynamics, experiments on its employees, twists the truth, and will stop at nothing to achieve its goals, as reflected in the company motto, "Money before People."

'It's the clever satire for which we've all been waiting'
Hollywood Reporter: Ray Richmond



ADULT SWIM

Brace yourself for good times as USA comedy maestros Adult Swim have joined the FX family. Get ready for regular Saturday night helpings of the latest season of Seth Green's Emmy-winning rapid-fire stop motion animation sketchfest: *Robot Chicken*, followed by actual robot-based shenanigans from sci-fi stop motion animation parody, *Titan Maximum*. Later on, FX gives you the chance to find out, from the very beginning, what makes the action-packed mad-scientist family saga, *The Venture Bros.*, such a hit with its legion of dedicated fans. Good times, indeed.



THE CLEVELAND SHOW

This FOX animated comedy is a spin-off of the much-loved series *Family Guy*. The series features the adventures of Peter Griffin's neighbour Cleveland Brown. Many years ago, Cleveland made a promise to his old high school sweetheart, Donna. Cleveland, along with Cleveland Junior, move to Stoolbend, VA to start a new life with Donna and her two children.

PREDICTED AUDIENCE DETAILS

FX COMEDY	Inds	Adults	Ads 16-34	Men	Men 16-34	Men 16-24	Men ABC1
Average TVR	0.08	0.08	0.11	0.08	0.11	0.12	0.08
1 Month: Total Actual TVRs	40	40	55	40	55	60	40
1 Month: 30" Equivalent TVRs	21	21	29	21	29	31.	21
3 Months: Total Actual TVRs	120	120	165	120	165	180	120
3 Months: 30" Equivalent TVRs	63	63	87	63	87	93	63
6 Months: Total Actual TVRs	240	240	330	240	330	360	240
6 Months: 30" Equivalent TVRs	126	126	174	126	174	186	126
12 Months: Total Actual TVRs	480	480	660	480	660	720	480
12 Months: 30" Equivalent TVRs	252	252	348	252	348	372	252

ONLINE – EXTENSIONS TO THE ASSOCIATION

<http://www.fxuk.com>

The one-stop-shop for everything you need relating to any programmes within the FX Channel. FX can offer an extension to the sponsorship association through online, which could include wallpapers, screensavers, banners & skyscrapers, MPUs and competitions.



AUDIENCE

65:35 M/F
80% BC1+C2 (programme specific)

TRAFFIC STATISTICS - UK

190,000 unique users
580,000 Page Impressions

ADVERTISING FORMATS

300x250, pre-roll, Video Subsites

**Please enquire for further details on online opportunities and costs.*

COSTS

For details regarding investment levels please contact:

Wesleigh Lewis
Sponsorship Controller
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Annabel Wheeler
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**All costs are subject to the channel's approval and do not include creative production.*