

# CBS reality

## SPONSORSHIP



### Sponsorship Opportunities from CBS Chello Zone and Sky Media

#### THE OPPORTUNITIES

Sky Media and CBS Chello Zone are pleased to offer an advertiser the opportunity to create a unique association with programming on CBS Reality; through sponsorship of one of several packages. The sponsorship opportunities can run from one month - up to twelve months and include:

|  |                       |
|--|-----------------------|
| <b>Daytime Sponsorship:</b>            | <b>09:00 - 18:00</b>  |
| <b>Prime Time Sponsorship:</b>         | <b>18:00 - 24:00</b>  |
| <b>Channel Sponsorship:</b>            | <b>09:00 - 24:00*</b> |
| <i>* We can extend this to include</i> | <i>24:00 - 9:00</i>   |

#### **Bespoke Packages:**

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

#### ABOUT THE CHANNEL

**CBS Reality** is inspired by life, from heartfelt real stories to amazing rescues and shocking acts, you get to experience them all. We give our viewers the chance to glimpse into the lives of others and share both their terror and jubilation. All our programming starts with riveting anticipation and ends with varying conclusions that keep you captivated.

#### KEY BENEFITS AND INSIGHTS

- Build brand awareness with an interested "choose to watch" audience
- Appeals to the public's insatiable desire for real life programming
- CBS Reality averages of 24,200 adults (based on May 2011)
- 35th most watched multi-channel in Digital satellite homes

## SCHEDULING AND SPONSORSHIP CREDITS

**Daytime Sponsorship:** 09:00 – 18:00  
**Prime Time Sponsorship:** 18:00 – 24:00  
**Channel Sponsorship:** 09:00 – 24:00

- Opening Credits: 15 seconds
- Closing Credits: 15 seconds
- Break bumpers: 2 x 5 second bumpers per centre break
- There are normally 3 centre breaks per one hour programme

### SPONSORSHIP CREDITS AND HOURS:

| CBS REALITY       | 1 Month Hours | 1 Month Credits | 3 Months Hours | 3 Months Credits | 6 Months Hours | 6 Months Credits | 12 Months Hours | 12 Months Credits |
|-------------------|---------------|-----------------|----------------|------------------|----------------|------------------|-----------------|-------------------|
| <b>Daytime</b>    | 271           | 2,168           | 813            | 6,504            | 1,626          | 13,008           | 3,252           | 26,016            |
| <b>Prime Time</b> | 181           | 1,448           | 543            | 4,344            | 1,086          | 8,688            | 2,172           | 17,376            |
| <b>Channel</b>    | 452           | 3,616           | 1,356          | 10,848           | 2712           | 21,696           | 5,424           | 43,392            |

*\*Please note these figures are estimates and not guaranteed*

## EXAMPLE OF PROGRAMMING TITLES AND SYNOPSIS



### JERRY SPRINGER

Jerry Springer is undoubtedly the king of talk shows and pioneered a television format that viewers love to hate. Today many imitations exist, but The Jerry Springer Show continues to be the most outrageous and entertaining talk show of them all. Nearly 19 years on, Jerry is still going strong and CBS Reality is home to the UK premiere of the fantastic new series that promises to be just as controversial and amusing as before.



### JUDGE JUDY

This American court show is a big part of the CBS Reality line-up. Former family court judge Judith Sheindlin arbitrates over small claims cases and her outspoken manner has led her to being the most famous judge in the US. The no nonsense Judge will not stand for lying, trying to mislead the court or time-wasting and will deliver her verdicts with speed and precision.



### BONDI RESCUE

Bondi Rescue follows the lifeguards of Bondi beach as they patrol the waters of Bondi, renowned for their strong under currents, rip tides and sharks Bondi Rescue brings you all the drama from the beach. As summer kicks off down under it is all hands on deck for the boys in blue as the heat and school holidays have the beach overflowing with sun seekers, and the crowds bring more than just difficulty in the water.



**SURF PATROL**

### **SURF PATROL**

This Australian reality series follows real life heroes on the East Coast. These volunteer lifeguards have to risk their lives for local and tourist alike, battling against the surf and CBS Reality gets a front row seat!



**JAIL**

### **JAIL**

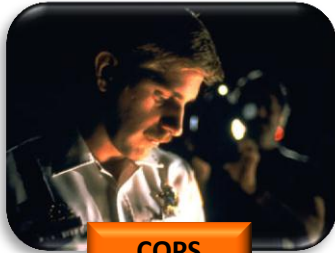
Jail highlights the daily interactions between officers and inmates in jails across the United States. The officers on duty deal with yelling, tears, physical aggression, medical issues, the mentally ill, as well as people who just don't take their arrests seriously.



**DANGER COAST**

### **DANGER COAST**

Danger Coast follows the dramatic exploits of Miami-Dade's elite waterborne Special Operations as they fight against overwhelming odds to protect the public. From the waterways of downtown Miami to the Keys and the Bahamas, they're a tiny beacon of hope covering 1000s of square miles.



**COPS**

### **COPS**

Ground breaking reality series following real cops as they patrol the streets apprehend and arrest criminals. Giving an insight into the life of a police officer and the dangers they face every day trying to keep the streets safe.

## **CONTACTS**

For further information on sponsorship opportunities and costs, please contact:

**Wesleigh Lewis**  
**Sponsorship Controller**  
**0207 032 6611**  
[wesleigh.lewis@bskyb.com](mailto:wesleigh.lewis@bskyb.com)

**Rebecca Somers**  
**Sponsorship Manager**  
**0207 032 2338**  
[rebecca.somers@bskyb.com](mailto:rebecca.somers@bskyb.com)

**Annabel Wheeler**  
**Sponsorship Executive**  
**0207 032 6439**  
[annabel.wheeler@bskyb.com](mailto:annabel.wheeler@bskyb.com)