

PRIMETIME

A sponsorship opportunity from National Geographic Channel



National Geographic Channel invites viewers to re-think the way they see television - and the world - with smart and innovative programming, including groundbreaking science, technology, investigation, and its blue-chip natural history programming. The channel contributes to the National Geographic Society's commitment to exploration, conservation and education.

THE OPPORTUNITY

National Geographic Channel and Sky Media are delighted to offer an advertiser the opportunity to sponsor **the very best programming** the channel has to offer by owning the **19:00 - 24:00 strand**.

All programming included in the sponsorship could be branded as:

'(Brand Name) Engineering on the National Geographic Channel'

'(Brand Name) in association with Engineering on the National Geographic Channel'

'Engineering on the National Geographic Channel - brought to you by (Brand Name)'

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.

KEY BENEFITS & INSIGHTS

- Build brand awareness with an engaged, informed "choose to watch" audience
- NGC offers highly respected, intelligent, cross-media branding strategies to satisfy your brands and consumer's needs.
- On average, NGC viewers earn a personal income of £51,500
- 57% of NGC viewers are educated to degree standard or higher
- 65% of NGC viewers are male
- Average age of an NGC viewer is 44 with 79% of the audience aged between 29 - 55
- There will be a number of promotional spots shown on-air that can feature a sponsor's brand logo, as an extension to the association.

EXAMPLE PROGRAMMING HIGHLIGHTS



AIR CRASH INVESTIGATION

MONDAY AT **9PM** FROM 7TH MARCH

Back and more dramatic than ever, brace yourself for brand new cases in the return of the hit series. There can be nothing more terrifying than being in a crashing plane. But when aircraft malfunction, pilots are often left with only seconds in which to avert disaster. We look at some of the world's biggest collisions and near misses and investigate what caused these catastrophes.



BRITAIN'S UNDERWORLD

MONDAY AT **8PM** FROM 21ST MARCH

Delve into the dark criminal underbelly of the UK with this brand new season. Despite the best efforts of politicians, judges and the police, the war on crime is still raging. With every generation throwing up a new batch of blaggers, gangsters, drug smugglers and violent, ruthless thugs. Join us as we head into the shadows to meet the men determined to make crime pay and the police force dedicated to stop them.



UFO UK: SECRET EVIDENCE

MONDAY 14TH MARCH AT **8PM**

Is the truth really out there in real-life British X-files? Tales of little green men from other planets are normally consigned to the worlds of fiction and urban myth. However, a dossier of files released by the Ministry of Defence last year proves just how seriously accounts of some of these close encounters are taken by the government.



MEGAFABRIQUES

WEDNESDAY AT **9PM** FROM 2ND MARCH

They may look sleek and shiny when they come off the conveyor belt, but every iconic product begins life as a mere collection of parts. Join us as we don protective gear and enter the epic manufacturing plants behind the planet's biggest brands, revealing their unique construction secrets.



ROME REVEALED

TUESDAY AT **9PM** FROM 1ST MARCH

As the basis of Western civilisation, Rome is the most enduring superpower the world has ever seen. But, despite its fame, experts are still unveiling new insights into this mighty and bloodthirsty civilisation. Using interviews and dramatic reconstructions to recreate the empire's epic history, this series takes a new look at the culture that created the modern world.

SCHEDULE

- Monday – Sunday
 - 19:00 – 24:00
 - All programmes are 60 minutes duration
 - Where simulcast this sponsorship would also be aired on Nat Geo HD Channel
 - Sponsorship also will go out on Nat Geo +1
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Sponsor Credits:

Opening credits: 15 seconds per programme
 Break bumpers: 2 x 5 seconds per centre break*
 Closing credits: 15 seconds per programme

**There are normally 3 centre breaks per 1 hour programme.*

PREDICTED DETAILS – SIX MONTH

Audience	Inds	Ads	Ads ABC1	Men	Men ABC1
Av. TVR	0.03	0.03	0.03	0.04	0.03
Actuals	216	216	216	288	216
30" Equivalent	94.5	94.5	94.5	126	94.5
Six Month Reach %	14.91	15.71	15.88	17.81	18.20
Six Month Reach 000's	8.5m	7.6m	4m	4.2m	2.2m

All approx numbers based on previous viewing & not guaranteed

OPPORTUNITY TO EXTEND THE ASSOCIATION

Viewers Club competition: Create hype by running a competition for our Viewer's Club – with a database of around 10,000 people. This will be promoted with an exclusive banner on our e-newsletter and on the homepage of our channel website, Natgeotv.com

Creative Solutions: Our dedicated creative team will create and produce all sponsorship elements – both TV and online at a very competitive rate

Custom Events: Custom-made projects for clients including events and exhibitions at the Nat Geo Store on Regent Street, London

Online: Two new NGC opportunities will be launched in 2011 on natgeotv.com: Photo of the day and Webisodes. Both will offer sponsor logo placement and a branded background skin.

Webisodes: Featuring a comprehensive library of NGC's most watched and talked about shows. Select by subject, or by show, and stay up to date with popular content from our programmes.

Photo of the Day: showcasing the iconic imagery associated with NGC, the Photo of the Day brings us a snapshot of the world around us on a daily basis. Social networking links enable our audiences to share each photo with their own communities

Mobile: Opportunity to sponsor our two new apps:

NGC Photo of the Day app: complementing the Photo of the Day feature on natgeotv.com, this app features full screen photo of the day image, a description of the photo and image galleries ordered by month. Email, twitter and facebook functionality allows our users to share their favourites with their friends and families.

NGC iPhone app – delivering NGC on the move with an easy to use app that tells you everything you need to know about your favourite shows. Features include programme

schedules, show descriptions, episode details and photo galleries. The reminder functionality brings a personal touch to this simple yet sophisticated app and ensures you will never miss your 'must-see' shows

COSTS

For details regarding investment levels please contact:

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**All costs are subject to the channel's approval and do not include creative production.*