

# BRANDED ENTERTAINMENT OPPORTUNITIES 2019

We're proud to be the leading British broadcaster commissioning branded content.

In the last 15 months, we've produced:

**Over 100 hours** of branded entertainment

**18 advertisers** and brands represented

**3 returning** brand-funded series

Our multi-award winning content includes...



Secret Life of 5 Year Olds on Holiday with Thomas Cook



Suzuki All Star Driving School



Old People's Home for 4 Year Olds with Age UK

Brand-funded content offers partners a unique opportunity to fund and co-fund alongside Channel 4 to develop new formats that align with both a brand's core values, while also employing C4's entertainment values at their very heart.

**Fresh for 2019, we've got a huge slate of new, exciting opportunities – don't miss out...**



## Fashion Police

A regular panel of style-experts team up with different special guests to dish up their candid views and judgements on the outrageous and infamous behaviour, style and career choices of famous faces.



## Richard E Grant's Hollywood Secrets

Richard's got the keys to some of Hollywood's most luxurious and famous homes. Not only that, but he's got all the dirt on the legendary parties and scandalous events that have happened in them, and the life-stories of their famous owners, both past and present.



## The Masked Singer

The Masked Singer is a top secret celebrity singing competition that has everyone guessing. Every week, famous celebrities take to the stage in show stopping, fantastical disguises to compete and sing against each other- the celebrity panel and the audience don't find out their identity until one is voted out at the end of each show. The US version of this show has had the biggest unscripted launch for 8 years since The X Factor, a huge draw for 16-34s.



## The Women's International Football Show

Interest in women's football has grown significantly over the last few years and will reach new heights in 2019 with the FIFA Women's World Cup in France. The Women's International Football Show is a weekly look at the best football action from the biggest and most prominent women's leagues around the world: the biggest clubs and players and the best goals, with the most up to date news, expert opinion and analysis.



## Crash Test Dummies

Two engineering teams are posed a series of epic build challenges – launch a rocket, jump a train, win a drag race – with one rule: the first to kill their intelligent, talking, crash-test dummy is the loser.



## Did You Get The Message

A hidden camera show that goes to extreme lengths to ensure that one participant gets their message across to its intended recipient in the funniest, most unique and most memorable way possible.



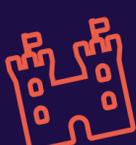
## Jimmy's Bee Challenge

Britain's bees are suffering an alarming decline. With the help of insect enthusiasts, scientists and C4 viewers, Jimmy Doherty will stage experiments, eye-catching events and construct super-sized bug havens on his farm. Will it work? If Britain's bees are to have a future, Jimmy is determined to try.



## Mental Rentals

This series for generation rent follows people on a mission to find incredible rentals across the country. Celebrating renting and rejoicing in its flexibility, each episode will feature unique homes that are absolutely either wowing or woeful as the rentalists decide whether to lease or leave.



## Game of Homes

This home show pits young households against each other to see who's best at sourcing, hacking and arranging furniture picked from an epic emporium of designer goods to redesign their millennial homes.

**Click here to get in touch with a member of the team if you are interested in any of these opportunities**

Please note that all Branded Entertainment Opportunities may be subject to change, and are not confirmed until contracts are signed and agreed by all parties.