

# Documentaries on 4

Sponsorship Opportunity

1<sup>st</sup> January – 31<sup>st</sup> December 2021





# No One Does Docs Like Channel 4...



**We do documentaries differently**

We use new technology and expert direction to explore stories in new and interesting ways



**We do documentaries first**

Our commissioning teams seek out bold new opportunities and bring them to TV



**We set the agenda for discussion and debate**

Our documentaries feed social and political debate



**We go where others don't**

Our cameras are there in the most intimate, exciting and challenging moments in life

# Looking ahead to 2021



# Documentaries is an iconic strand made up of one off films, new exciting series and returning power houses

▶ **280 hours** of **new** and **acquired** documentary content

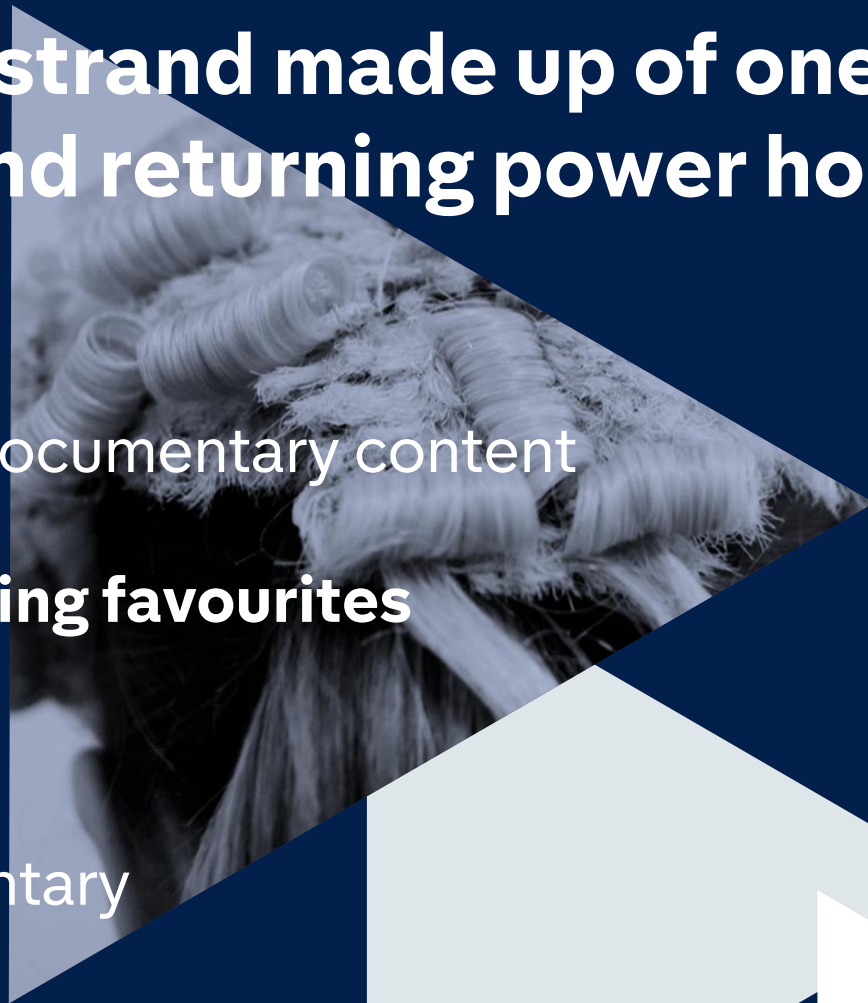
▶ **Including returning high performing favourites**

▶ **Plus a huge catalogue of repeats**

▶ **In 2019 we transmitted a documentary every day on one of our channels**

▶ **Delivering Unrivalled Reach**

▶ **And unbeatable value**





# New to 2021



# 2021 Highlights



**Essex Family**



**Max Clifford**



**Luxury Hotels Unlocked**



**Bristol Police**



**Girl Powered: The Spice Girls**



**The Princess and Panorama**



**The Real AC12**



**How I Built Britain**



**Footsteps of Crime**

Scheduling is subject to change

**Plus reactive documentaries commissioned throughout 2021 ...**



# Returning Favourites



# Bigger and better than ever



**My Grandparents War**



**24 Hours in A&E**



**Grayson Perry: Culture Wars**



**Secret Life of The Zoo**



**Kathy Burke: The Class Divide**



**SAS Who Dares Wins & SAS Who Dares Wins Celebrity**



**999 what's your emergency?**



**24 Hours in Police Custody**



**Catching a Killer**

Scheduling is subject to change



# 2021 at a glance...

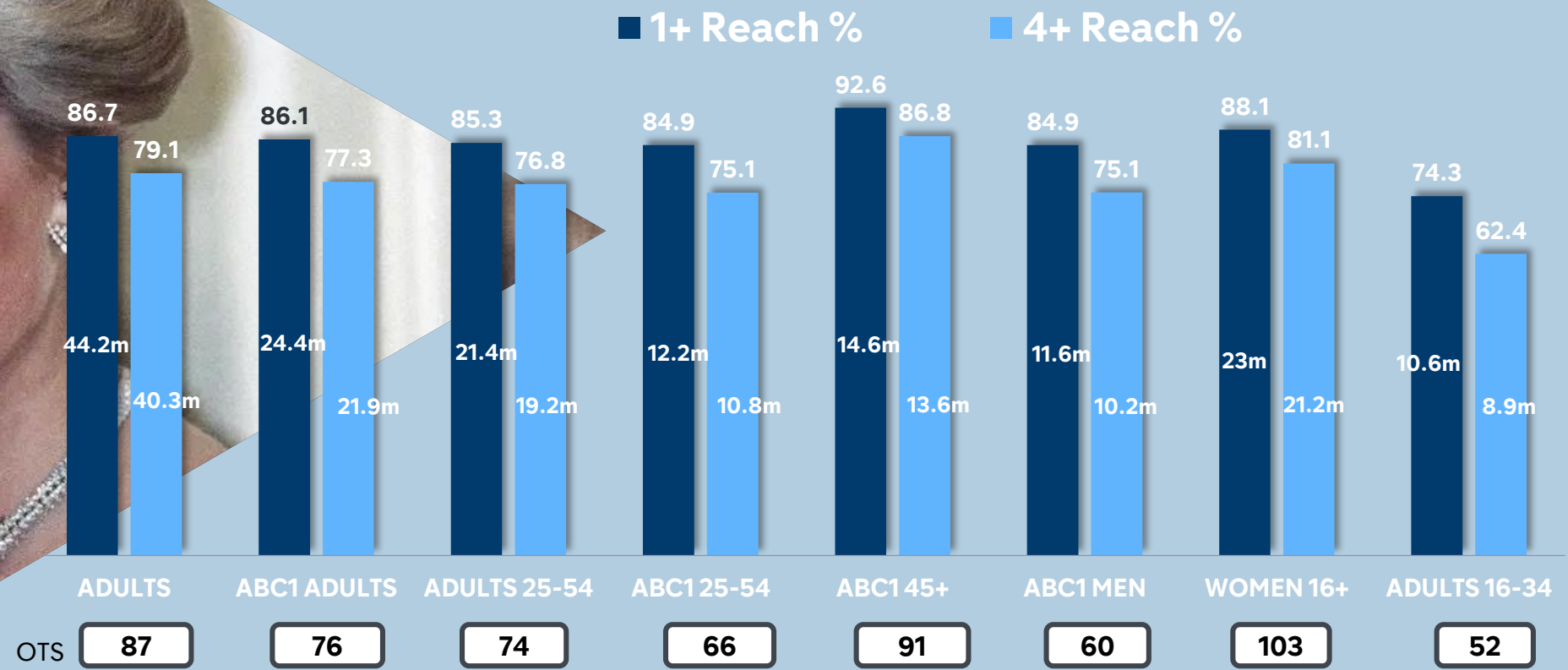
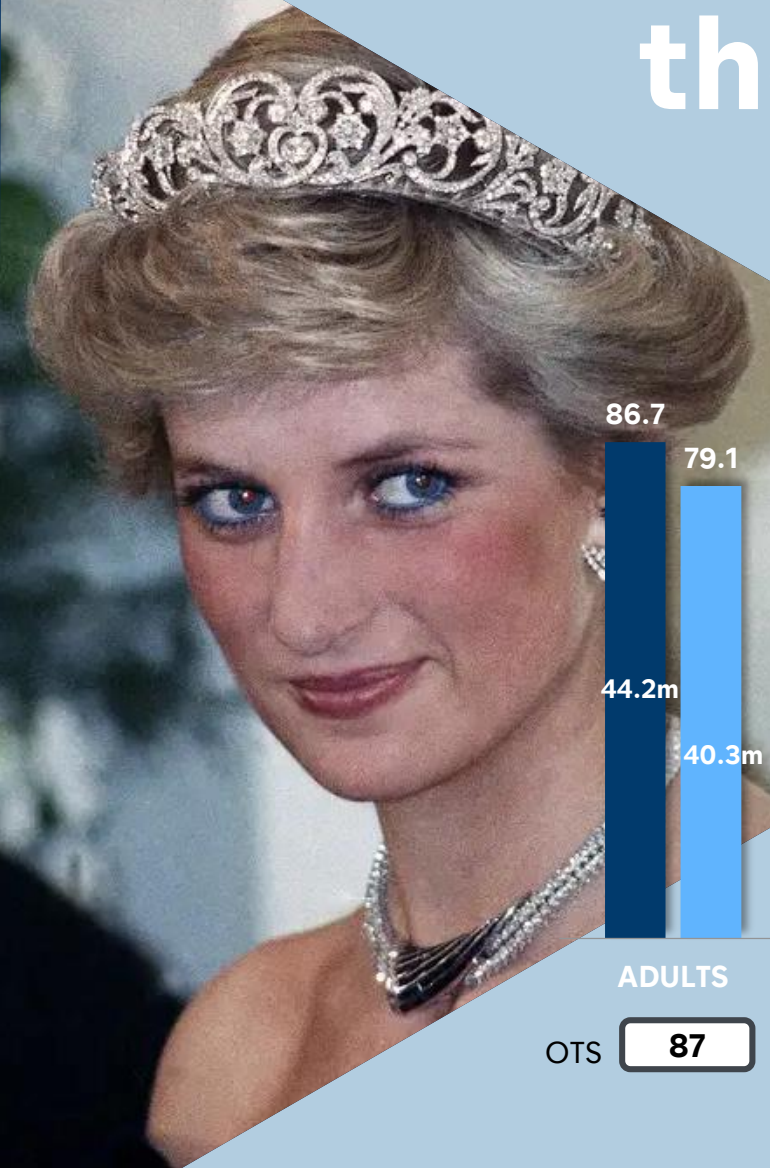
DOCUMENTARIES ON 4 SPONSORSHIP

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
24 Hours in Police Custody		SAS: Who Dares Wins		The Valley of Drugs		Luxury Hotels Unlocked		My Grandparents War		The Real AC12	
The Shut Ins	Taken	How I Built Britain (Daily Mail)	Titanic	Catching A Killer		Inside A School	Trauma Network	Max Clifford Doc			
		Corona St	999 What's your emergency	Kathy Burke Series	The Princess and Panorama	Born In Essex	Baby Surgeons	Brain Explorers			
Bristol Police	A year of COVID	The Spice Girls	Secret Life of the Zoo	Grayson Perry	In the Black Community	SAS: Who Dares Wins Celebs	60 Days with Gypsies				
Crime and Punishment	Secret History	Undercover Cops	24 in Custody USA	Secret Life of Egypt	Scottish Island that won £3m						
	Footsteps of Crime	Are women the fairer sex?	Lucy the Chimp	The Bling Ring	Catching a Killer	9/11 Doc	Class of 2021				
24 Hours in A&E					24 Hours in A&E						
					First Cut						
					True Stories						
					Cutting Edge						
More 4 Repeats											
C4/ 4SVN Repeats											
All 4											

Scheduling is subject to change across 280 hours



# Huge predicted reach across the 12 months...

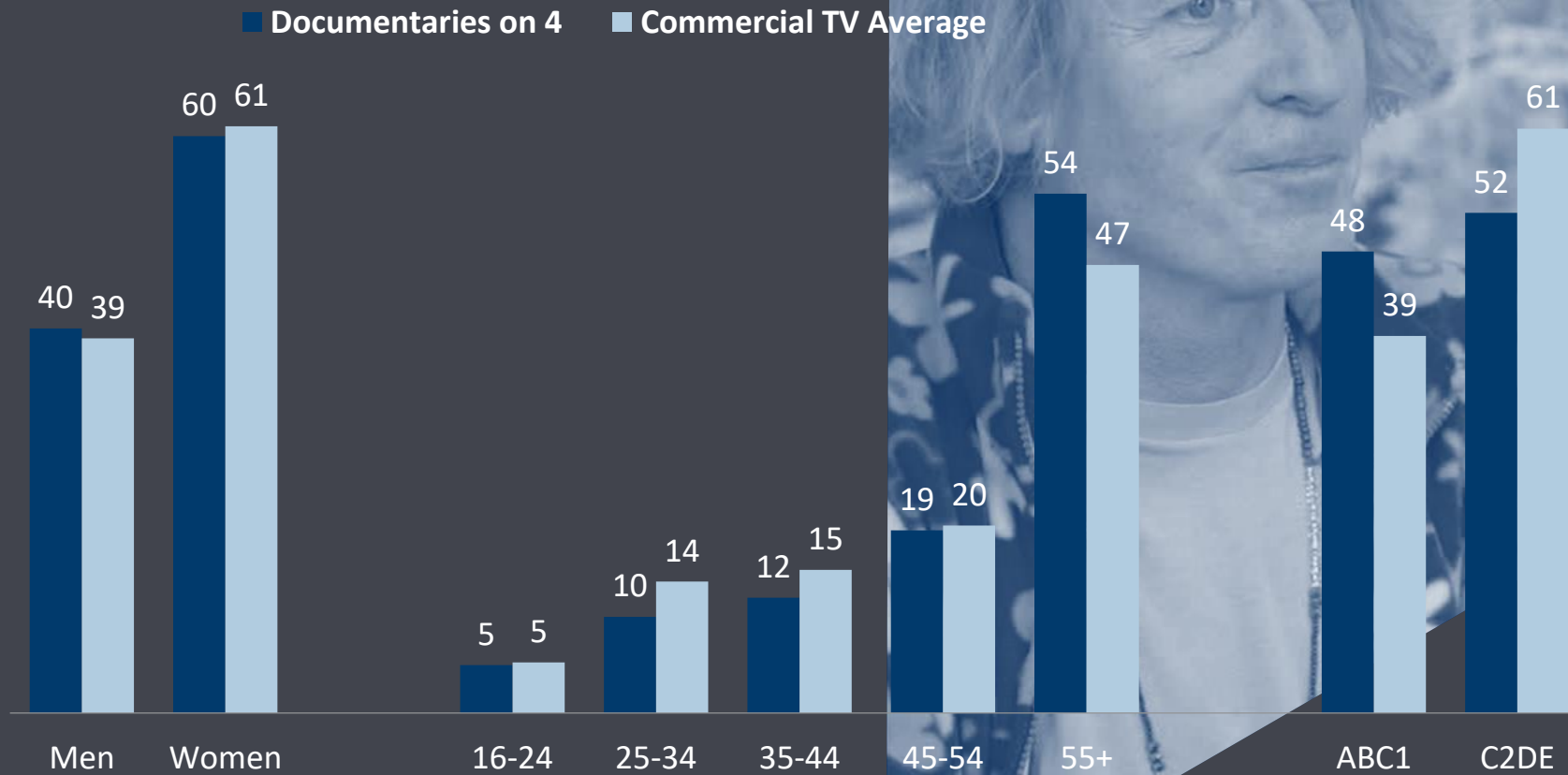


Source: BARB/Techedge based on previous sponsorship delivery Jan19-Dec19



# Delivering an upmarket audience...

DOCUMENTARIES ON 4 SPONSORSHIP



Source: BARB/TechEdge Mitsubishi idents Jan 19 – Jun 20



**A C4 Flagship Sponsorship**



**280 hours of gripping, inspiring and mesmerising new Documentary content**



Reaching an **incredible 86% of ABC1ads** and **44 million adults**



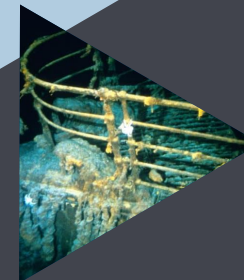
Alongside **huge All4 presence**



**And returning consistent performers**



With **brand new pioneering** formats



# 2021 Package Summary



# Please get in touch for more details

