DOCTOR WHO IS THE BIGGEST SERIES IN SPACE’S HISTORY!

#1 SERIES ON SPECIALTY TELEVISION FOR A18-49 & 25-54
Season 7A, Non-sports Canadian Specialty Television

#1 IN TIMESLOT FOR A18-49 & 25-54
Saturdays 9p ET, Season 7A, Non-sports Canadian Specialty Television

4.4 MILLION VIDEO VIEWS SPACE.CA
Seasons 1-7A (March 2009-March 2013)

Source: BBM Canada, Doctor Who Season 7A P2+ 09/01/12 TO 09/29/12
Source: Omniture March 2009 – March 2013
THE STORY

Armed with only his intelligence, charm and trusty sonic screwdriver, he has pitted himself against the deadliest creatures in the universe. He chooses travelling companions from those he befriends, briefly sharing his life with them and showing them the astonishing wonders of the universe. He travels in his extraordinary ship - the TARDIS - a time machine that is bigger on the inside than the outside.

23RD NOVEMBER 1963
Doctor Who was first broadcast on BBC One at 5.15pm on Saturday November 23, 1963.

Created as an educational family show to fit between the football results and evening entertainment programmes, Doctor Who was the brainchild of Canadian TV producer and BBC Head of Drama, Sydney Newman. When the First Doctor William Hartnell wanted to leave the series after three years, the idea of renewing their leading man was born. After an initial run of 26 years, the series was rested. It returned for a one-off TV movie featuring the Eighth Doctor in 1996. Doctor Who was fully resurrected in 2005 and has gone from strength to strength ever since. In its 50th anniversary year, the series is watched by an estimated 80 million viewers in 206 countries. It has been honoured by Guinness World Records as both the longest running and most successful science-fiction series in the world.
SPACE is celebrating 50 Years of Doctor Who on the exact date of the 50th anniversary – November 23rd – with an extra special 3D episode followed by a new movie depicting the creation of one of the biggest shows on Specialty Television in Canada – Doctor Who!

**Doctor Who : An Adventure In Space And Time**  |  Fri Nov 22 9p ET

*An Adventure in Space and Time* will tell the story of the genesis of Doctor Who - which first aired on November 23, 1963 - and the many personalities involved. David Bradley (Harry Potter) is set to play the first ever Doctor, the iconic William Hartnell, in the drama written by Mark Gatiss (Sherlock, Doctor Who). The BBC’s Head of Drama Sydney Newman, credited with the creation of the show, will be portrayed by Brian Cox (The Bourne Supremacy, Bourne Identity) and the producer, Verity Lambert, by Jessica Raine (Call the Midwife). The director of the first ever episode An Unearthly Child, Waris Hussein, will be played by Sacha Dhawan (History Boys, Last Tango In Halifax).

**Doctor Who 50th Anniversary Special Episode in 3D**  |  Sat Nov 23 2:50 ET

A very special new episode of Doctor Who with an all-star cast promises to be the biggest episode ever. David Tennant and Billie Piper will join current Doctor and companion, Matt Smith and Jenna-Louise Coleman, while John Hurt (Tinker Tailor Soldier Spy, Alien, Harry Potter) will also co-star.

GET READY FOR THE MOST INFAMOUS DOCTOR IN THE UNIVERSE!
THE BROADCAST SPONSORSHIP

schedule

Doctor Who: An Adventure In Space And Time  
Fri Nov 22 9p ET

Doctor Who 50th Anniversary Special Episode in 3D  
Sat Nov 23 2:50p ET

details

Doctor Who: An Adventure In Space and Time:
- 2 x :05 billboards
- 4 x :30 brandsell

Doctor Who 50th Anniversary Special Episode:
- 1 x :05 billboards
- 2 x :30 brandsell

pre-promotion

SPACE will produce a :30 spot promoting the Space Celebrates 50 Years of Doctor Who Specials featuring a “...brought to you by...” sponsor tag. To air 1-2 weeks prior to broadcast, minimum 50 occns.

All dates & times tentative and subject to change. All tagged promos air off-contract.
THE DIGITAL SPONSORSHIP

description
The Doctor Who show page at SPACE.CA features:

• full episodes on demand (post broadcast)
• show descriptor including tune-in dates & times
• cast photos & bios
• Doctor Who Blog posts
• Related Twitter feeds
• episode guide

All content pending rights & clearances.

details
For duration of sponsorship, sponsor will receive:

• Category exclusivity
• Sponsor logo integration
• Customized media schedule with video pre-roll and display ad units within Doctor Who site*

Timing: w/o November 18, 2013 x 2 weeks

*All client video and display ad units will run in Dr. Who content plus ros through space.ca and through complimentary Entertainment RON

Digital sponsorship based on client digital creative assets available & digital rights &clearances. All sponsorships are subject to official broadcast guidelines, terms & conditions.
WANT IN ON THE CELEBRATION?

Contact your Account Executive for more information on sponsorship and ways to build a Brand Partnership program around your specific marketing needs.