



*Chance***TV**

ON CBS



OUR SHOW ON CBS

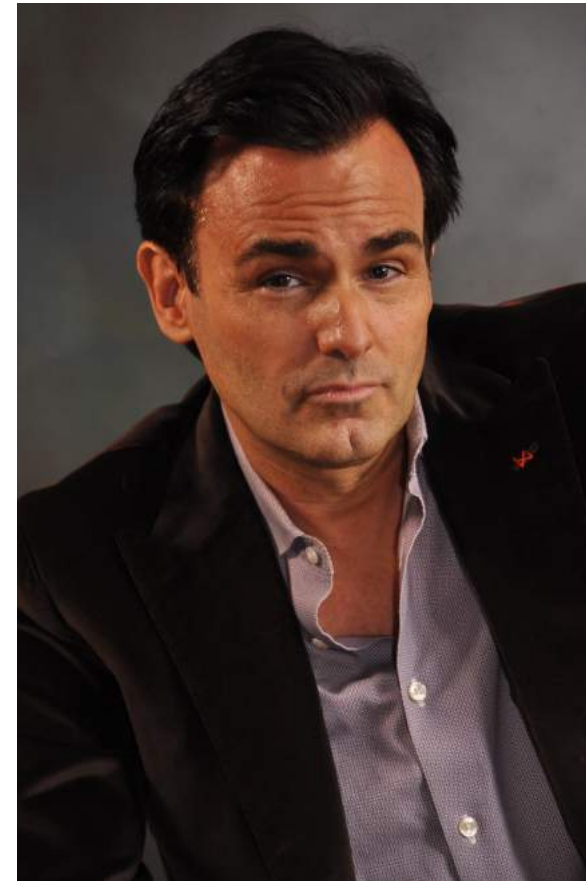
- Show Teaser - <https://www.youtube.com/watch?v=jwDsCzPmfSI>
- Show Trailers
 - <https://www.youtube.com/watch?v=FWREW6ORmHY>
 - <https://www.youtube.com/watch?v=0feEzpNPO3E>
 - https://www.youtube.com/watch?v=Ezo_3qBr9J0
- CBS Episode 1 – segment 1 – 5 (TELECASTED ON CBS Friday 4th FEB)
- <https://www.youtube.com/watch?v=eYeaact4fRAw>

ABOUT CHANCE

HOST

Chance Spiessbach is an Entertainment Journalist, Host & Television Personality. Chance began his foray into entertainment by appearing on shows such as CSI NY, Sex & the City, Law & Order SVU, Rachel Ray, Tyra & Gossip Girl. Preferring to interview celebrities he created, "Chance On Romance" where stars opened up about their love lives.

Chance's unique talent soon caught the eye of RTL, a part of Bertelsmann Media Group, the largest broadcaster in Europe. Chance's interviews & celebrity commentary are seen on number #1 shows such as; RTL Television, Super RTL, Vox, RTL 4, M6 in France, RTL Klub, VIP, RTL TVI, Exclusiv, N-TV. He's been their; "Celebrity Host", "Celebrity Expert", "Celebrity Interviewer" for over a decade.



*Chance***TV**

THE BIG OPPORTUNITY

THE TOO LATE SHOW WITH CHANCE ON CBS 2

- BE THE STAR
- YOUR PERSONAL / YOUR BRANDS CHANCE TO BE ON THIS SHOW AS EITHER A SPECIAL SEGMENT / INTERVIEW / BRANDS SPECIALLY SHOT COMMERCIAL / BRAND MESSAGE INTEGRATION WITHIN THE SHOW BY THE HOST AND SPECIAL PROGRAMMING CONTENT.
- AS SEEN WITH CHANCE ON CBS



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SHOW DETAILS

- THE TOO LATE SHOW WITH CHANCE on CBS 2 ON FRIDAY NIGHT AT 2:07 A.M.
- CONCEPT: 5 segments each showing a glimpse of glamour, fashion, latest happenings, important people and their lives, things that would enrich the viewer life in some way all delivered in a fun package.
 - Each different aspect of the show is laced with humour and unique quirks brought out via the host and played on screen with really amazing people & talents.
- TARGET AUDIENCE: People looking for some Friday late night FUN.
- Unique Selling Proposition: Every show has the same celebs what differs is the HOST and how he does what he does and gets sizzle and quirks out of these people who we are used to seeing everyday in media.

CBS TELEVISION STATIONS

CBS TELEVISION STATIONS

MARKET	RANK	STATION	% OF US	TV HOMES
NEW YORK	1	WCBS	6.5	7,452,620

CBS Friday Night Line Up

The Late Show with
Stephen Colbert
1.5 | 4.1 | 37 | 99,278

1.5 4.0 38

The Late Late Show
with James Corden
0.9 | 3.5 | 27 | 61,643

1.5 4.2 35

Comics Unleashed
0.7 | 3.3 | 22 | 46,142

1.3 3.8 33

0.6 | 3.0 | 19 | 37,123

1.0 3.4 30

0.9 3.6 26

0.9 3.5 24

0.7 3.3 22

0.7 3.2 21

0.6 3.1 19

0.5 3.0 18

Comscores

ChanceTV's time slot has 37% as many viewers as "The Late Show" with Stephen Colbert has on average.

ChanceTV's time slot has 60 % as many viewers as "The Late Late Show" with James Corden has on average.

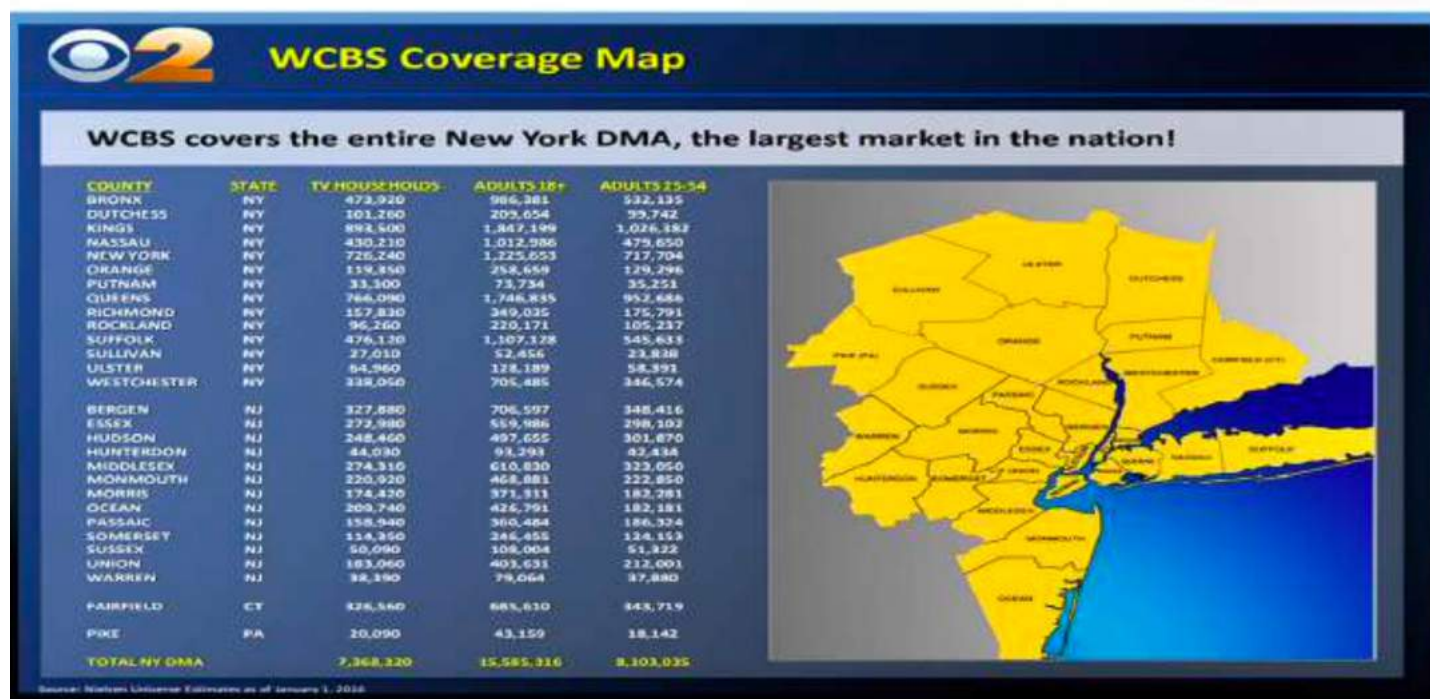
ChanceTV will air in this time slot.

DID YOU KNOW?



WE'RE SEEN BABY!

ChanceTV will follow "Comics Unleashed" at 2:07 AM. EST. Twice per month.



Statistics Provided By:

CBS TELEVISION STATIONS
VIACOMCBS

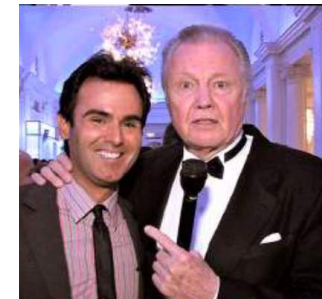


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SCORE BOARD

CBS Friday Night Line Up				Comscores
The Late Show with Stephen Colbert 1.5 4.1 37 99,278	1.5	4.0	38	ChanceTV's time slot has 37% as many viewers as "The Late Show" with Stephen Colbert has on average.
	1.5	4.2	35	
	1.3	3.8	33	
	1.0	3.4	30	
The Late Late Show with James Corden 0.9 3.5 27 61,643	1.0	3.4	28	ChanceTV's time slot has 60 % as many viewers as "The Late Late Show" with James Corden has on average.
	0.9	3.6	26	
	0.9	3.5	24	
Comics Unleashed 0.7 3.3 22 46,142	0.7	3.3	22	ChanceTV will air in this time slot.
	0.7	3.2	21	
	0.6	3.1	19	
0.6 3.0 19 37,123	0.5	3.0	18	

ChanceTV will follow "Comics Unleashed" at 2:07 AM. EST. Twice per month.



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OTHER HIT SHOW VS. CHANCETV SLOT

Ratings Comparison



Statistics Provided By:
CBS TELEVISION STATIONS
VIACOMCBS

THE COMPS OH YEAH!



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WHY CHANCETV?

The ChanceTV Advantage

ChanceTV has an inherent advantage, given the excellent ratings & large audience numbers, the incredible hit shows that "Lead In" to his show. ChanceTV will effectively be the closing program for the CBS Friday Night line up. "The Late Show" with Stephen Colbert, "The Late Late Show" with James Corden, "Comics Unleashed" with Byron Allen, followed by ChanceTV.

ChanceTV's time slot already has 20% more viewers & a larger market share than "CBS Morning News." ChanceTV has nearly two thirds the amount of viewers as "The Talk" & "The Drew Barrymore Show" & more than half the amount of viewers of "Dr Phil."



ChanceTV



GENERAL SPONSORSHIP PACKS*

1. INTERVIEW SEGMENT (Min 5 minute commitment)

- In Person
- Over ZOOM / Video call

2. IN SHOW ADVERTISING

- Visual Background Placement
 - product / logo is shown in the background where the hosts are sitting/ on screen
- Verbal Placement
 - The host will mention the brand and its benefits/ usage – custom script
- Hands on/ Usage / Consumption
 - Brands product / range is shown as demonstration / fashion models donning the products / Host or Guests using the products on screen and showing its unique aspects



3. Branded Commercial

- We will custom create a advertising commercial which will play within the show, it could feature models and the host too.

* Connect with us for customized and non-traditional creative integration options.

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CHANCETV on CBS - BRAND INTEGRATION / TALENT FEATURE OPTIONS

			Product Placement			
Air Time	IN PERSON	ZOOM	Visual Background	Verbal Mention	Engagement/ Usage / Hands on	Brands COMMERCIAL
10 Seconds	n.a.	n.a.	200\$	400\$	500\$	2500\$
15 Seconds	n.a.	n.a.	250\$	500\$	750\$	5000\$
30 Seconds	n.a.	n.a.	500\$	1000\$	1500\$	10000\$
1 Minute	n.a.	n.a.	1000\$	2000\$	3000\$	18000\$
2 Minutes	2000\$	1600\$	n.a.			
3 Minutes	3000\$	2400\$				
4 Minutes	4000\$	3200\$				
5 Minutes	5000\$	4000\$				
6 Minutes	6000\$	4800\$				
7 Minutes	7000\$	5600\$				
8 Minutes	8000\$	6400\$				
22 Minutes	22000\$	n.a.	ENTIRE EPISODE with 5 Segments. Needs to be pre-approved and set within the show format & style			





WHY BE ON THE TOO LATE WITH CHANCE SHOW?

- **Because it works!** (Being integrated in a TV show where the host and the celebs or the advertising is done in a non-intrusive and fun way always gets noticed. Also audiences are vulnerable at that hour, they are sleepless and watching TV!)
- Audiences are engaged in the content (it is hilarious packaging of content)
- TV has credibility – **AS SEEN ON CBS!** (no matter the amount of following or social presence. TV STILL Rules!)
- Interesting **HOSTS** make your brand / products seen in fun and non intrusive ways (call chance, he is crazy... seriously)
- Very economical way to be on TV (negligible cost compared to buying ad slots)
- **TIMING Matters!** (It is LATE LATE NIGHT – People are looking for something that keeps them entertained They are in the SELL ME, TELL ME MORE mode)
- **Subtle endorsement** (Indirect way of getting rub off from Celeb endorsements without paying the heavy endorsement fees!)
- **Getting Chance to be a spokes person** (When a host says something audiences listen as he is coming with data/ things to support his claims)
- **MASSIVE PR and Promotions** (A chance to be seen on a really credible network along with many popular and alongside highly credible celebrities)



PARTNER ENTITLEMENTS

1. Being on The Too Late Show with Chance on CBS TV Channel as per the Integration package selected and committed duration.
2. Branding within a TV show currently on air.
3. Continued exposure to brand in all repeat telecast at no additional costs
4. Creative and innovative way to represent the brand – Embedded into the show narrative
5. Endorsement by Chance
6. Indirect rub-off via the people / celebs/ content of the segment selected
7. Audio-Video Clip copies of the branded segment of the show for brands own promotions (post telecast)
8. Working stills from the shoot (5 pictures) will be provided to the brand for use in social media / promotions / PR
9. B-Roll and BTS of the shoot for branded segment (Unedited version) – this can be given prior to the shoot
 1. Brand can use this for creating their own social content / promotions
 2. 1 Edited promo of 15 seconds can be provided to the brand upon special request subject to the brand sharing a usage plan for the same.
10. PR rights – Brand can put out a press release/ EPR / Blog Post / Social media announcements / News articles about being on the show
 1. Can get a quote from Chance / CHANCE TV the company on their experience with the brand / shooting incase the brand wants further validation for the articles
11. 1 social media post from Official Chance TV Social handles about the integration (this could be pre/post the telecast – announcement timing decided by the studio)
12. Brand can arrange for their own photographer (with prior permission) on the day of shoot incase they want to. (All clearances required prior to making any material public)



PARTNER DELIVERABLES TO CHANCE TV

1. Fee for the integration
2. Brands products for the shoot (quantities to be decided mutually)
3. Branding materials and props (as per the idea crafted to be sent to the studio / shoot location prior to the shoot)
4. Brand representative - Incase of high value products which need to be returned post the shoot – a brand representative needs to be present with the products all the time and take responsibility
 1. Any Insurance requirement / liability for their products solely lie with the brand custodians
5. Location availability - Incase we are shooting at the brand's retail/store/location.
6. Brand spokes person - incase we are doing a feature interview with the brands owner /creator/ spokes person- Everything need prior approval by the studio.



WHATS IN IT FOR YOU?

- Get FEATURED on a leading TV network with leading personalities on a great fun show!
- Well produced content at negligible costs
- No additional costs of Models /actors / heavy endorsement fees etc
- Top of mind recall and positioning
- Be Seen as one amongst the movers and shakers and trend setters
- Use the content across your social platforms for life (audio video)
- Make celebrity connections and host additional spin off events & gigs
- Spin your own marketing campaigns and ride on the show
- Get mentions on our social handles and additional PR push



ChanceTV



SAMPLE OUR CONTENT

- Show Teaser - <https://www.youtube.com/watch?v=jwDsCzPmfSI>
- Show Trailers
 - <https://www.youtube.com/watch?v=FWREW6ORmHY>
 - <https://www.youtube.com/watch?v=0feEzpNPO3E>
 - https://www.youtube.com/watch?v=Ezo_3qBr9J0
- CBS Episode 1 – segment 1 – 5 (TELECASTED ON CBS Friday 4th FEB)
- <https://www.youtube.com/watch?v=eYeaact4fRAw>

<https://www.youtube.com/c/CHANCETV>



SOCIAL HANDLES

INSTAGRAM - <HTTPS://WWW.INSTAGRAM.COM/CHANCETV>

FACEBOOK - <HTTPS://WWW.FACEBOOK.COM/CHANCETV>

YOUTUBE - <HTTPS://WWW.YOUTUBE.COM/C/CHANCETV>

WEBSITE - <HTTPS://WWW.CHANCETELEVISION.COM/>

CHECK US OUT

*Chance***TV**



THANK YOU

For Enquiries you know where to reach us
Chance TV!

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