



## BRAINIAC ( Sky One )

### Target market :

- Children 8 + and Adults.
- Family viewing.

Highly original live action science show that has been a core part of the Sky schedules for a number of years. There have been 8 series of Brainiac to date.

Strong visual identity – yellow and black – has helped establish the series as one that is easily remembered by viewers.

The programmes are frequently on Sky channels with a high repeat count.

Dedicated following that has spawned a number of Fan based web forums and websites.

Spin off programmes have run on Sky as well.

Brainiac Live – stage show has been touring the UK to great reviews and tour merchandise has sold through at venues extremely well demonstrating the popularity of the series well. Second tour will run in Quarter 1 2009 nationwide.

Licensed range of science and gadget toys from Paladone Products introduced to the market to a great retail reaction – products include shocking products , flying products and kits. They have been developed with full input from the Brainiac production team.

This follows on from a small range of products sold in WH Smith at Christmas 2007.

### Very popular website which acts as a focal point for the series:

- <http://www.skyone.co.uk/brainiac/>

[www.skyone.co.uk](http://www.skyone.co.uk)