



GLADIATORS (Sky One)

All Family viewing; Licensing biased towards Children.

Classic Action game series has returned to UK television on Sky One. A second series of the show has just started on Sky which means there will be over 30 editions of the all new Gladiators.

The series gets regular high profile PR with new Gladiators such as Atlas, Oblivion and Predator appearing on TV , in magazines and other media regularly.

The new series features the return of Wolf who takes up the role as team manager for the Gladiators creating a great link with the 1980s series.

The series is sponsored on air by Nintendo Wii. Series presenters are Ian Wright and Caroline Flack.

The programme is a key part of Sky's schedule and benefits from multiple screenings and repeats across the Sky network. It has a dedicated area within the Sky website and is featured on Sky's red button interactive service.

Licensees include:

- Character Options for Action Figures, playsets and accessories.
- Cesar for Dress Up costumes.
- H Grossman for wheeled toys.
- Underground Toys for talking keychain.
- Danilo for greeting cards and calendars.
- DNC for lunchkits.
- Alligator Books for activity and sticker books.
- TDP Aykroyd for apparel.
- Fashion UK for apparel.
- Roy Lowe for socks.

There is a charity link with the Teenage Cancer Trust.

The original 1980s series is featured regularly on Challenge TV and there is a very active fan website called Gladiators Zone.

www.skyone.co.uk