

# Plusnet to sponsor Celebrity Big Brother on Channel 5



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Plusnet, the Sheffield-based broadband provider, has announced that it is to sponsor the new series of Celebrity Big Brother on Channel 5.

Celebrity Big Brother returns on January 5th for a second run, and Plusnet will sponsor the three week run. Plusnet credits will appear on Celebrity Big Brother and CBB's Bit On The Side, with additional branding online and on short-form content at the official Facebook site, as well as on mobile and iPad.

Nick Rawlings, Commercial Director at Plusnet added: "We're delighted to be kicking off 2012 with such a cracking TV sponsorship, bringing our brand to a whole new audience."

The launch night of 2011 Celebrity Big Brother was Channel 5's highest rating show of 2011 with audiences peaking at 5.6m.

The deal was brokered between Maxus and Channel 5, and creative is being produced by Karmarama.

Agostino Di Falco, Partnerships Director, Channel 5 said: "Celebrity Big Brother will reach more young adults than any other programme in January. The show kick starts Channel 5's year, and it's great to see Plusnet thinking along the same lines in developing this partnership".

Channel 5 was launched as Britain's fifth and final terrestrial broadcaster on the 31st March 1997.

Currently well over 30 million UK viewers watch Channel 5 any given week tuning in for programming as diverse as the CSI franchise, Extraordinary People, Fifth Gear, live UEFA Europa League Football, Home and Away and Neighbours.

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**About Plusnet:**

Plusnet offers cheap [broadband](#) phone packages, including Plusnet Value and Plusnet Extra broadband, both available to purchase with home phone, [fibre optic broadband](#) and a prioritisation service, Plusnet Pro. Further [broadband deals](#) can be found on the Plusnet website.

Plusnet Value offers speeds of up to 20Mb with a monthly usage limit of 10GB. Plusnet Extra offers speeds of up to 20Mb with a monthly usage limit of 60GB and free McAfee security.

Despite usage limits on its home broadband products, Plusnet offers unlimited downloads between midnight and 8am every day. This does not count towards a customer's monthly usage allowance.

Plusnet helps fix problems and talk about pretty much anything related to broadband over on its community site, blogs and forums.

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