



Big Screen Premium Proposition

sky | MEDIA

Sky can offer cinema advertisers

**Films and
movie quality
series**

*"Golden age of
TV"*

**Broad,
relevant reach**

*5:1 audience vs.
cinema & movie
lovers*

**Premium, big
screen
environment**

*Appointment to
view experience*

**Audience
targeting**

Cinema-goers

Geo-targeting

*Based on store
catchments*



Bringing customers the ultimate in-home cinematic experience. Unlimited access to the best movies, whenever they want them

Latest Films



- **The latest blockbusters closest to cinema release**
- New premiere every day

Access to High Volume of Titles



- Over **1,000 titles** in catalogue

Biggest Franchises & Collections



- World-class curated pop-ups
- **34** in 2019

Sky Cinema viewers are **big** movie fans

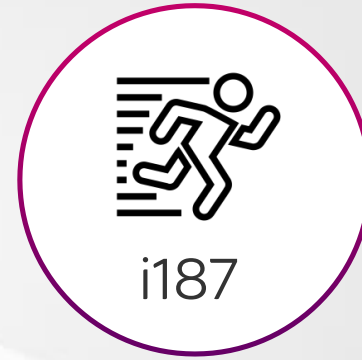
Index vs. population



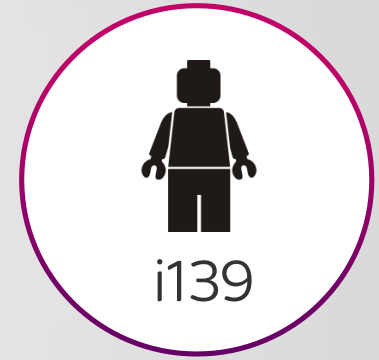
**Visit the cinema
once a week or
more**



**Enjoy superhero
films at the
cinema**



**Enjoy action
films at the
cinema**



**Enjoy animation
films at the
cinema**

And also enjoy the latest technology

Index vs. population



55+ inch TV
(main TV)



**Have an Ultra
HD TV**

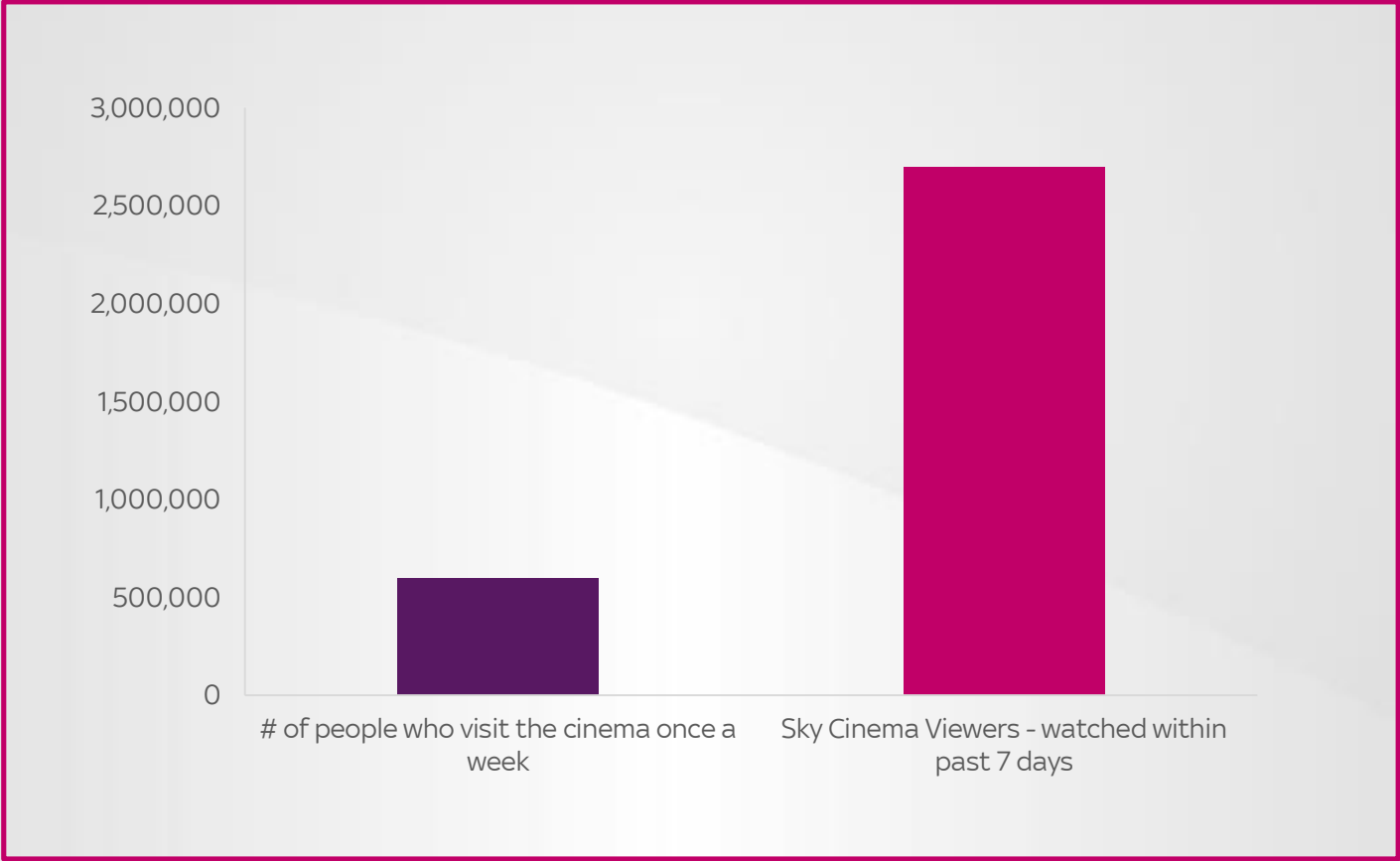


**Enjoy a voice
control feature
on their TV**



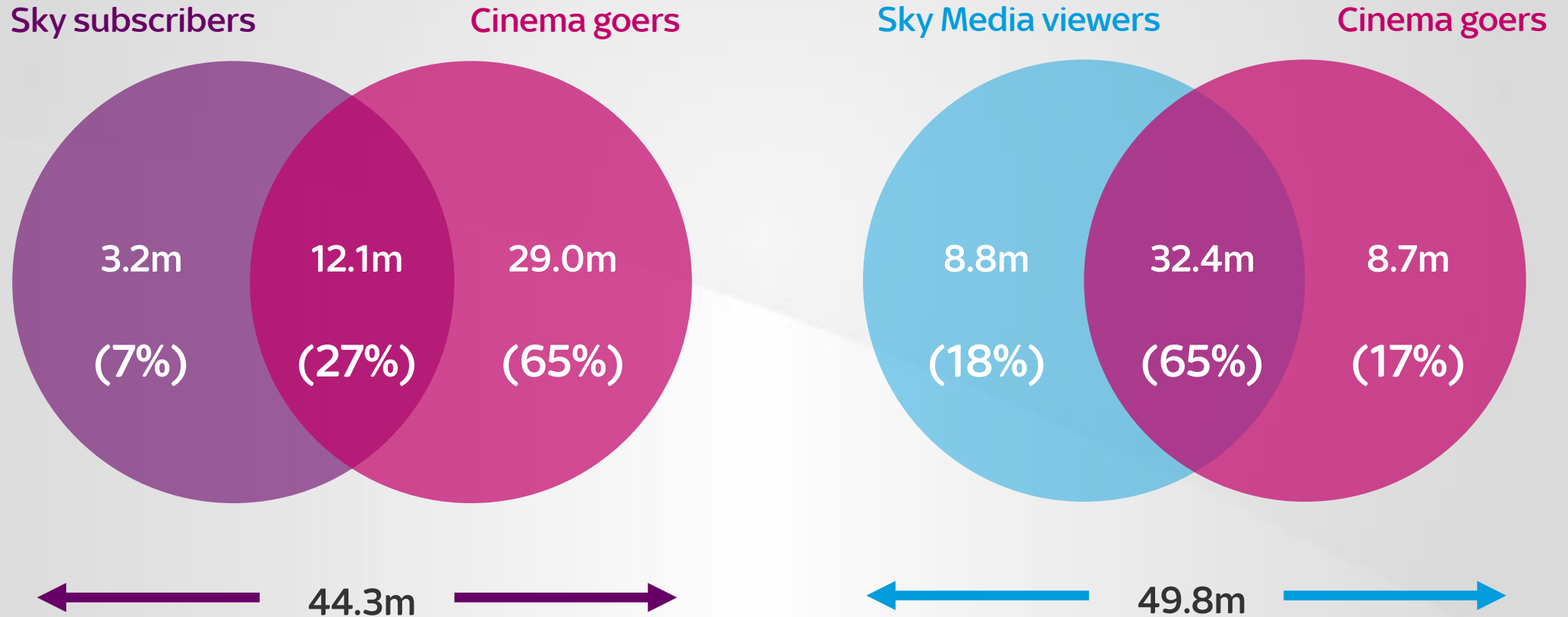
**Spend on avg £837
on their main TV –
compared to £694
for the avg. adult**

On average more individuals watch Sky Cinema each week than go to the cinema

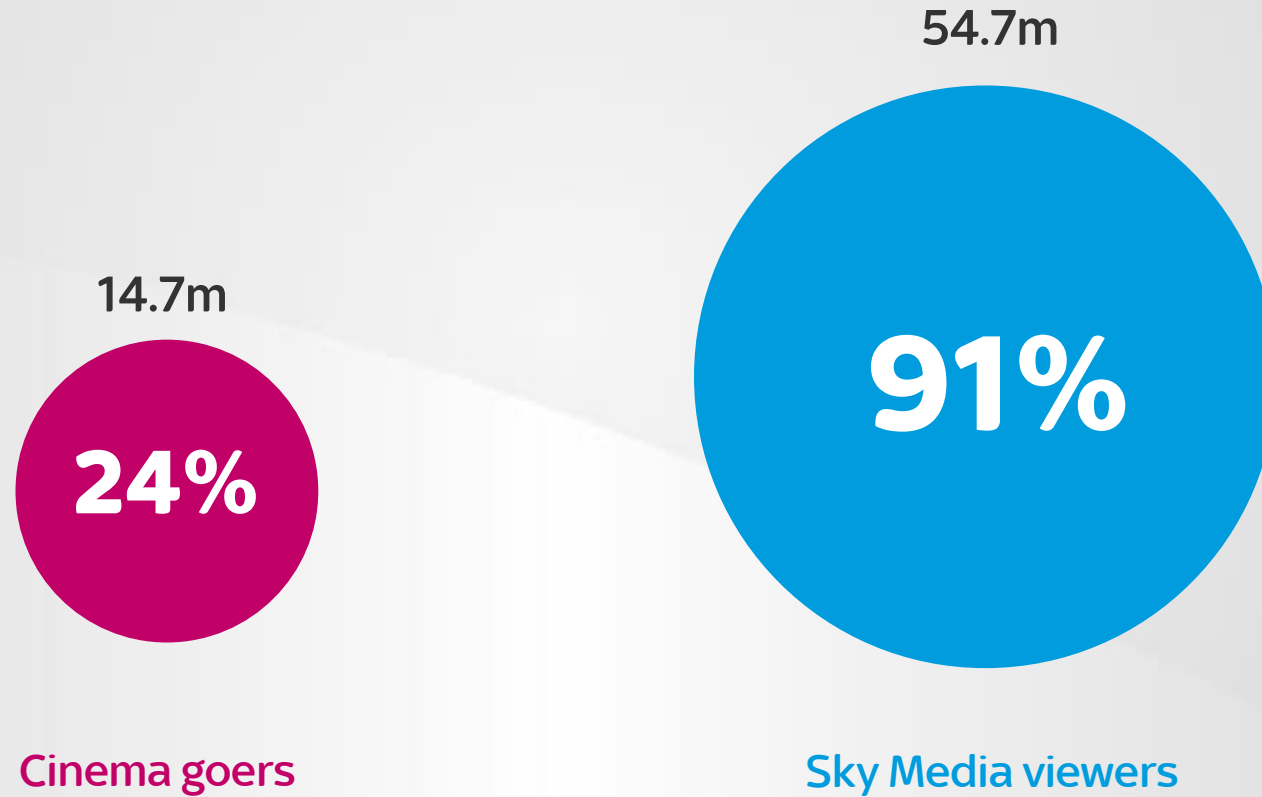


Source: Touchpoints 2019

Strong affinity between Sky and cinema goers



Sky Media reaches more people in a month than the cinema



A majestic lion stands on a rocky outcrop, roaring with its mouth wide open. The scene is set at sunset, with a golden glow over a vast savanna. In the background, a large herd of animals, including elephants, giraffes, and various antelope species, is scattered across the grassy plain. The sky is filled with soft, orange and yellow clouds, and the overall atmosphere is one of natural grandeur and cinematic quality.

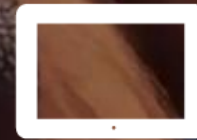
Capture the Cinema experience by
accessing **Premium, Big Screen,**
cinematic quality content on
Sky VoD

Sky Cinema on demand



10.4m

Average movie views per month via the set top box



4.8m

Average movie views per month via Sky Go

Opportunity to increase your reach by adding Sky On Demand

IPA Touchpoints weekly reach

Solus Cinema



16%

Cinema + Sky On Demand



25%

Adding impressions on Sky On Demand will add c. 11% pts of unique cover

New premieres on Sky Cinema in early 2020





Offering premium TV content. Ranging from home grown Sky Originals to quality US drama from the likes of HBO and Showtime

Latest Drama



Save Me Too
Cobra
Gangs of London
Bulletproof S2
Breeders

Quality Entertainment



Westworld 3
Das Boot S2
Babylon Berlin
The New Pope
The Deuce S3

Popular comedy



Ballers S5
Curb your Enthusiasm
Last Week Tonight with John Oliver
Intelligence
Saturday Night Live

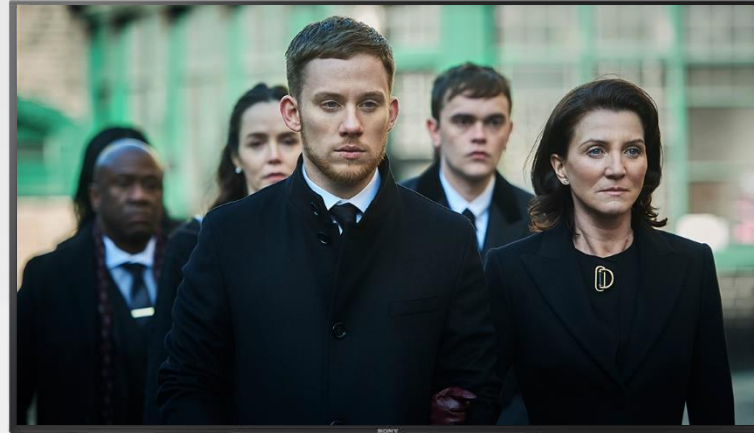
Upcoming premium content

March



Babylon Berlin
Westworld S3
Bulletproof S2
Breeders
Hitmen
Kidding S2
Blue Bloods S10

April



Gangs of London
Save Me Too
Das Boot S2
Code 404
Dynamo III Beyond Belief
Run
A.P. Bio S2

May



The Undoing
The Third Day

Target cinema-goers

AD|SMART
from sky



Households defined by
their spend and
frequency of visits to
cinemas



AdSmart Moviegoers
audience

Tap into viewing behaviour

AD|SMART
from sky



Light TV Viewers

Utilising Sky viewing panel data, households are ranked by their TV viewing habits. Maximise reach to the lightest third



Movie Lovers

Reach those who watch a lot of movies, categorise by genre or even drill down to specific titles. Using Sky viewing data across all broadcasters.

Maximise reach to a desired catchment area

AD|SMART
from sky

- Ideal for take-away advertisers, food delivery brands, supermarkets and couriers
- Set a **catchment area** from your chosen outlets or define a **drivetime radius** of particular stores
- Target relevant households within your geo-location only with **no wastage**
- Tailor creative with an end frame specific to location



A food delivery brand maximised reach to key locations using AdSmart, which resulted in **£42k** incremental sales as well as a **+36%** uplift in repeat customers

Location targeting options

AD|SMART
from sky



BARB Region
Met Area
Local Authority



Postcode Area(s)
Postcode Sector(s)*
Postcode District(s)*



Radius*
Drive Time*
Delivery/service Area*



Attentive Audience



Viewability



Big Screen Quality



Brand Safety

