

INSPIRATION HUB
THOUGHT-STARTERS – MAY 2020

Why we produced this deck

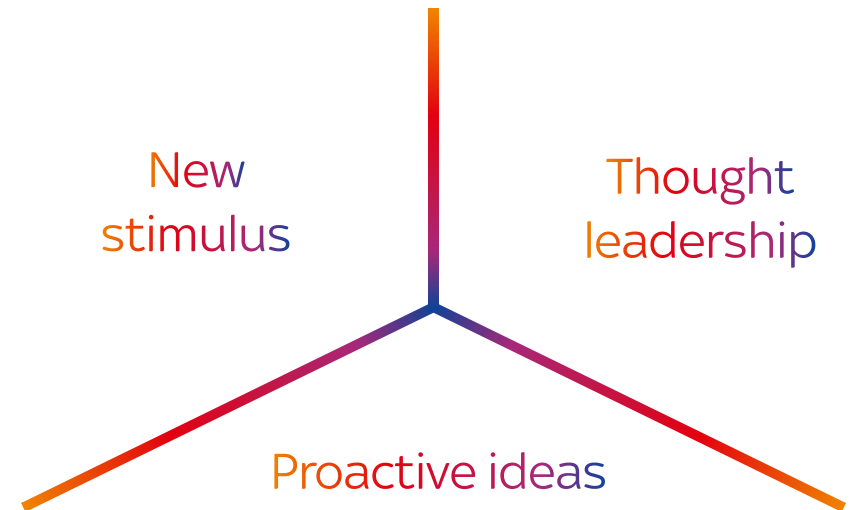
A bank of fresh content, themes and ideas

Inspired by what's going on in media, marketing, culture and Sky

To inspire strategists, planners, client, partnership specialists and anyone looking for some marketing inspiration.

To provide stimulus and thought-starters around how you can work with us


This deck is a cut down version to give you a taste of what's possible for you brand. If you'd like to explore it in more detail, please contact us by [clicking here](#).





SVOD has changed the TV landscape, but will the launch of new platforms and 5G take it to the next level? The battle is on to have the best content, and be one of the two services people choose to pay for, while market fragmentation is at risk of driving more frustration for consumers, less profitability for platforms and less advertising opportunities for brands.

So will they opt to consolidate or commercialise their offer? From platform-neutral solutions to content integrations, here are some Sky media solutions to get ahead of this trend.



SVOD goes from
strength to strength



The battle for the
best content is on

*What's
happening in
the streaming
world?*



Multiple subscriptions
aren't desirable for people
or platforms

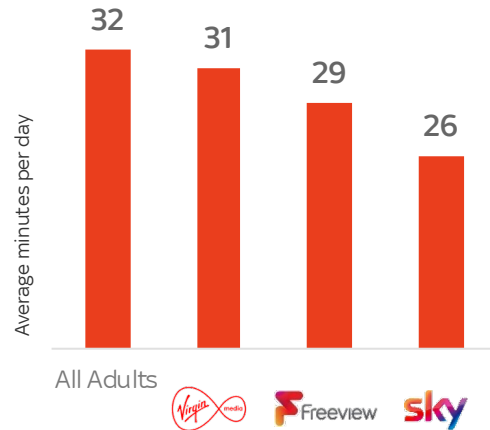


Consolidation &
commercialisation
will enable growth

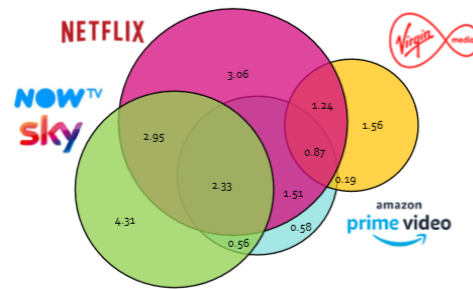
What can you do
with Sky Media
to get
ahead
of streaming?



Capture migrating viewers in BVOD and AVOD



Target Sky homes where SVOD is lower



Understand the crossover between SVOD and BVOD



Plan and measure platforms as one campaign



Partner with NOW TV

As streaming gets faster, get mobile



Extend reach and
advertise in premium
Sky Sports,
entertainment and
News content on
You-tube



Be a platform
partner for Sky go



Create more
engaging
experiences with
augmented & virtual
reality



Sync up your social
activity with TV
spots

Integrate your brand in to the content

