

Welcome to a bite-sized version of



sky | MEDIA

In 2019, the UK's appetite for watching sports continued to grow



8x

Netball World Cup
viewing vs 2015



+21%

2019 F1 Season



+48%

Masters 2019
viewing peak y/y



3.4m

Cricket World Cup final biggest
cricket audience on record



Then in 2020
the **world changed**
and **sport paused**

Premier League season suspended by coronavirus with entirety of English football postponed by COVID-19

Professional game in England postponed until 3 April at the earliest

GEORGE FLOOD | Friday 13 March 2020 12:05 | 0 comments



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Coronavirus: Premier League and all other top-level UK football fixtures suspended

Football chiefs say the "increasing" number of clubs affected by COVID-19 means there is "no alternative" to today's action.

Premier League prepares for suspension after Arteta tests positive for Covid-19

- Brighton v Arsenal game on Saturday is postponed
- Chelsea's Callum Hudson-Odoi also tests positive
- Premier League to hold emergency meeting on Friday



▲ The gates are seen closed outside Arsenal's training ground on Friday morning. Photograph: Paul Childs/Action Images via Reuters

Premier League clubs are preparing for the football season to be suspended after the Arsenal manager Mikel Arteta tested positive for coronavirus on Thursday night and their match on Saturday against Brighton was postponed.

DISEASE DECISION Premier League bosses to suspend season TODAY but are desperate to complete campaign

Martin Lipton
13 Mar 2020, 9:30 | Updated: 13 Mar 2020, 13:20



Premier League suspends 2019/20 season indefinitely but vows to complete full campaign

A Premier League statement stressed an intention to complete the season, with clubs in agreement that voiding the entire campaign was not an acceptable resolution

Premier League season suspended indefinitely following coronavirus crisis meeting

The 2019/20 campaign is now on hold without a fixed return date after chiefs from all 20 Premier League clubs held a conference call on Friday morning



#1

Football is the **most tweeted** about hashtag topic in **the UK**

69%

of people on Twitter in the UK are **interested in football**

23m

@PremierLeague
conversations across the
2018/19 season



Source: Twitter

A big, diverse audience of fans



898k

women



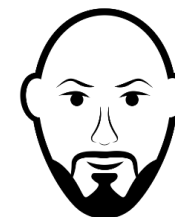
393k

under 24s



1.8m

ABC1ads



2m

45+

Average audience of Liverpool v Man City 10/11/19

...and is predominantly viewed 'live'

86%

LIVE VIEWING TO SKY SPORTS 2019

In a multi channel, multi platform world, there are few 'event' formats that command live viewing...

Sport is unequivocally one



Alternative options have helped satisfy the appetite for sport



A FIFA 20 tournament starring leading footballers and hosted across Sky social platforms achieved over 10m views across multiple posts.

The ESPN / Netflix collaboration was brought forward as the NBA season was postponed and has received both critical praise and notable viewing levels globally.

With presenting talent locked down with everyone else, Sky Sports archives have proved rich sources to open new debates, share greatest moments and engage in topics, albeit using video links rather than studio settings. Gary Neville reacts to his MNF debut: 419k views (YouTube)

But there's no substitute for the real thing



Dan Morrissey, Head of Activation at Sky Media, is joined by



Sky Sports' Executive Director of Content

Steve Smith

Submit your questions in the chat window to
ALL PANELISTS

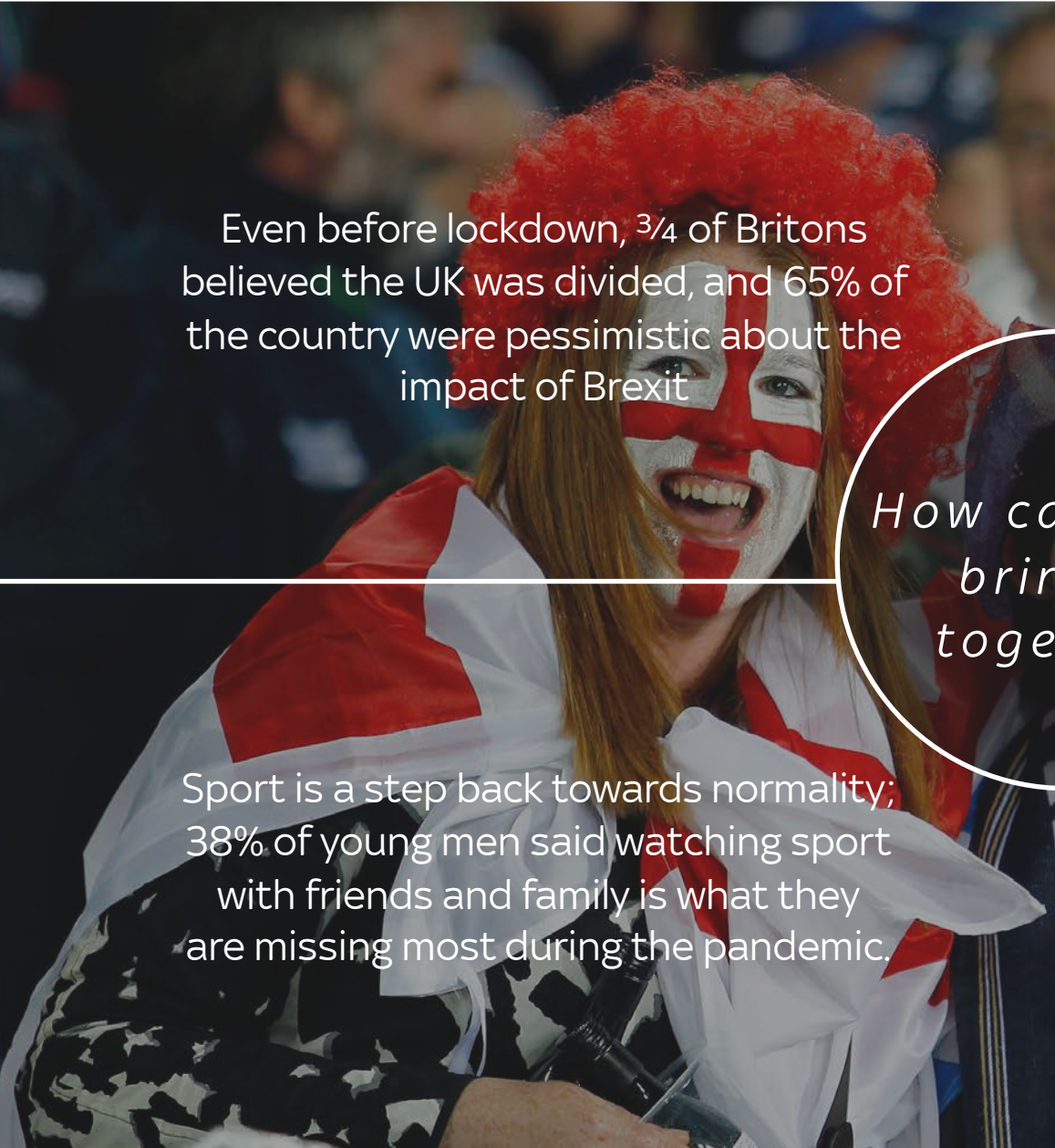


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Brands have the
OPPORTUNITY
to connect with the
hope, passion and unity of
Sport

as it begins to
Return



Even before lockdown, $\frac{3}{4}$ of Britons believed the UK was divided, and 65% of the country were pessimistic about the impact of Brexit



Sport has the power to unite friends, families and communities; and bring them together even though they can't be in pubs and stadiums together.

How can sport bring us together?

Sport is a step back towards normality; 38% of young men said watching sport with friends and family is what they are missing most during the pandemic.

Associating with sport drives positive KPIs for brands, and there's a broad range of opportunities beyond badging

64

Live fixtures

25

Free to air



Broader audience



Best content delivered across platforms



Kick off
June 17th

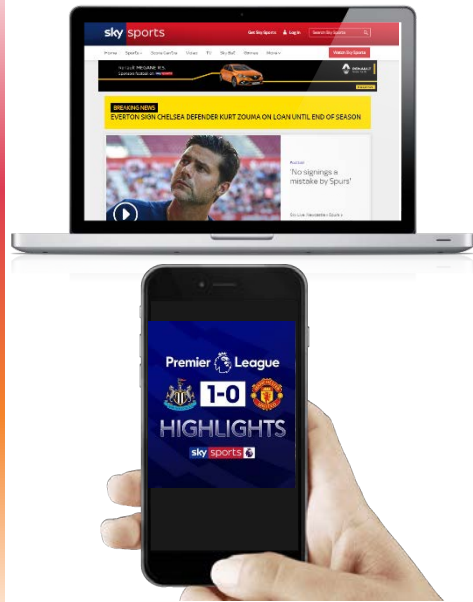


July 31st

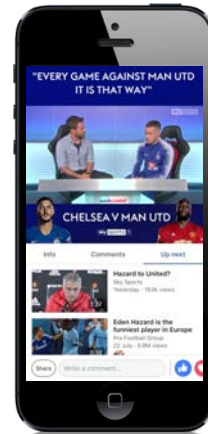
Reach fans in relevant sport contexts



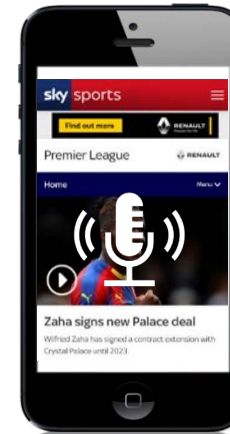
Broadcast sponsorship
& live spot airtime



Digital take-overs
& digital video highlights



Social engagement:
pre, during, post



6" Sky Go & Sky sports
mobile app & podcasts



You-tube
pre rolls

Linear spot approach

Games packaged

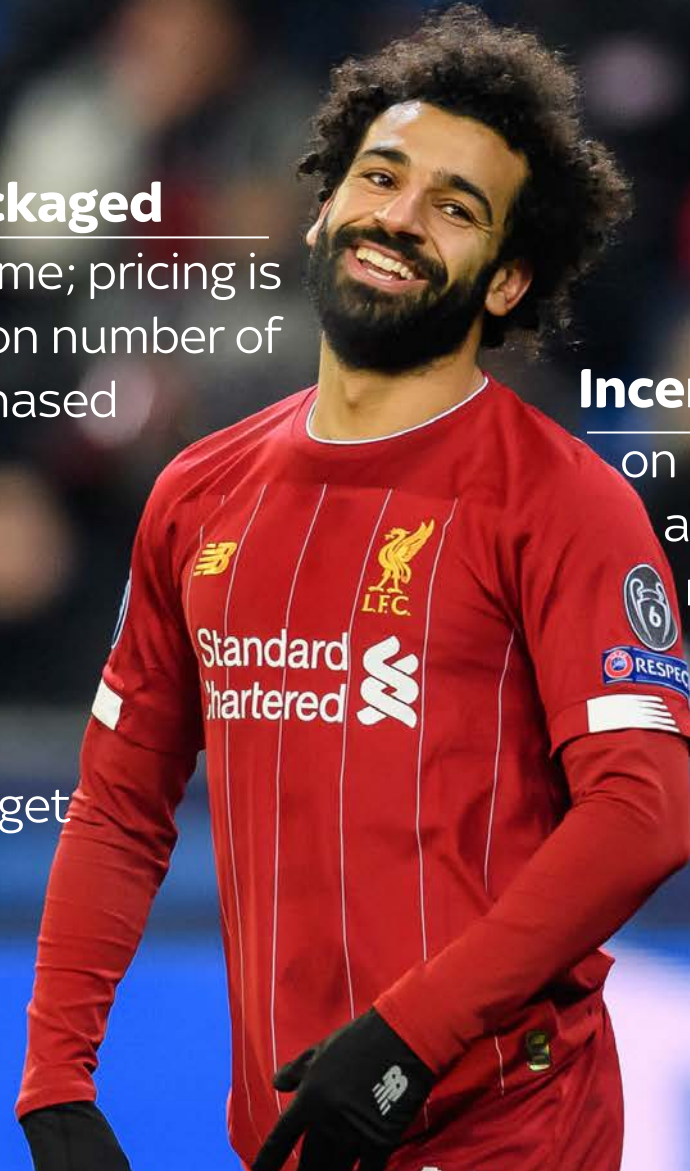
to drive volume; pricing is dependent on number of games purchased

Incentives

on price and access according to calendar month commitment

Access

For all brands according to budget



Sky holds exclusive rights to Premier League Clips for all

92 remaining fixtures

Alongside its 64 game TV coverage, Sky Sports will distribute highlights and pre & post match content across its web, app and YouTube channel

Premium Placements

Solus pre roll in front of game highlights & **digital only pre and post match content** including pundit predictions, match compilations and talent reaction

6" - 30" time lengths all suitable

Non-skip*, **80%+ VTR and Viewability**, **100% brand safe**

Increased Reach

Available to **all football fans, not just subscribers**

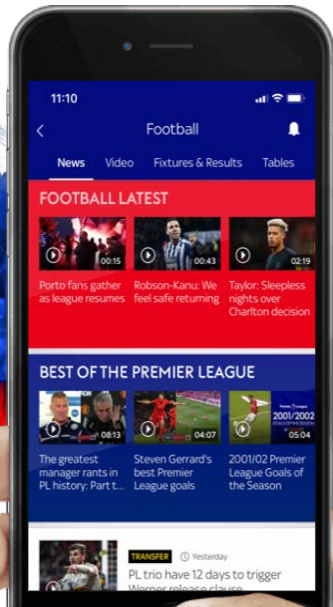
An audience of **over 15 million** are expected to watch clips over the coming weeks

Potential to **increase AV reach by as much as 29%**

Huge Audiences

Some of the key outstanding fixtures saw **huge highlights viewing spikes** earlier in the season

Individual highlights clips are expected to generate **over 5 million views during the 92 game run-in**



*Excl. 30" on YouTube



2.7M+
Clip Views



2.1M+
Clip Views



2.4M+
Clip Views



Sky Go 6" Video opportunity

Sky Media have an opportunity for advertisers to run **6" creative** in a **premium** and **brand safe** environment

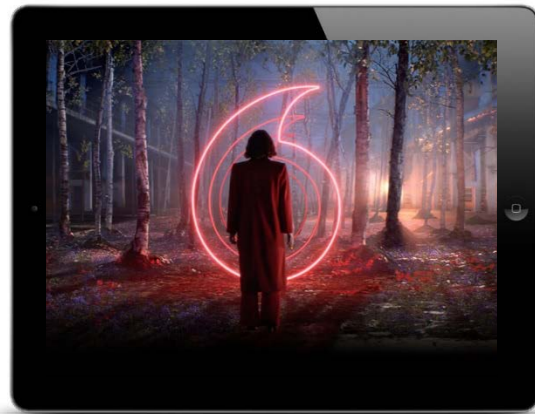
In 2019 we launched a brand new ad placement on our fantastic Sky Go product when users view **live** content.

We insert a **6" solus ad placement** when a user initiates a live stream on Sky Go on **mobile** and **tablet** devices.

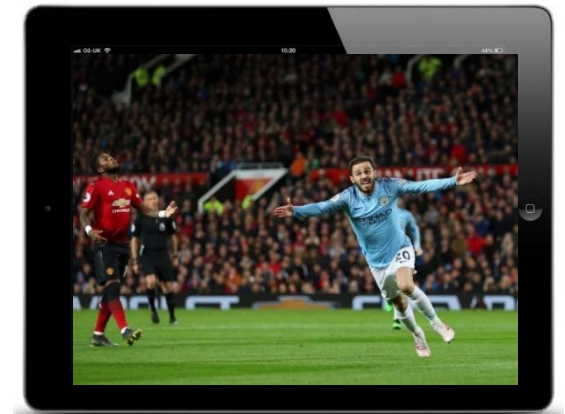
Research has shown strong **ad recall** and uplifts in **consideration**.



User selects live content
to view



6" solus ad plays as
stream loads



User joins the
live feed

Create content around the event



Build up, updates and reactions across the big tournaments



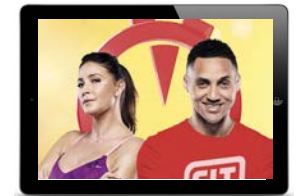
Broadcast & digital sponsorship of Sky Sports exclusive coverage



Brand integration in to Sky Sports events



Bring fans together when they can't be in the stadiums or watch with family and friends



Encourage sport participation from fans

Welcome to the
**inspiration
hub**

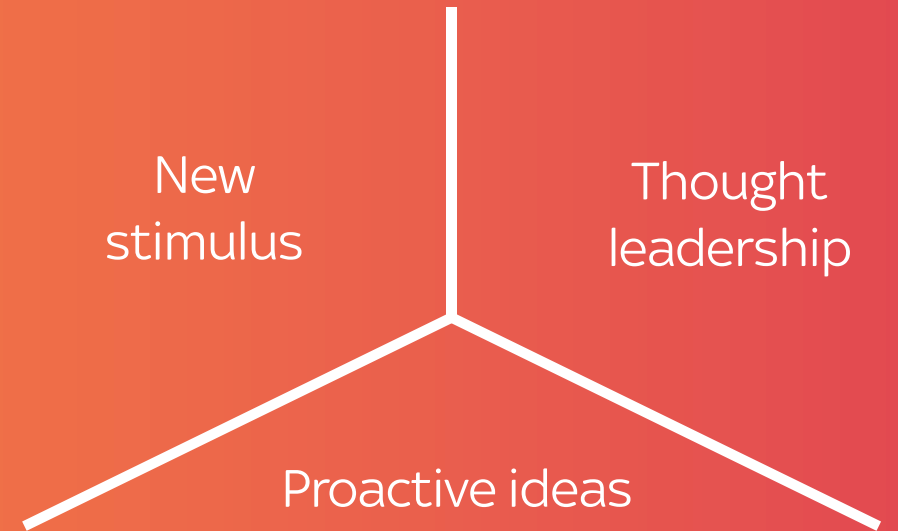
A bank of fresh content, themes and ideas

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.

www.skymedia.co.uk/inspiration-hub



Thank you!

To win 1 of 5 NOW TV passes, don't forget to
tell us what you would like us to

STOP, START, CONTINUE



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