

Welcome to a bite-sized version of



sky | MEDIA

TV connects us  
with our passion  
points...

**Fashion**  
**Animals & Nature**  
Food, cooking, baking  
**Travel  
& Adventure**  
Crime, forensics,  
judicial, medical

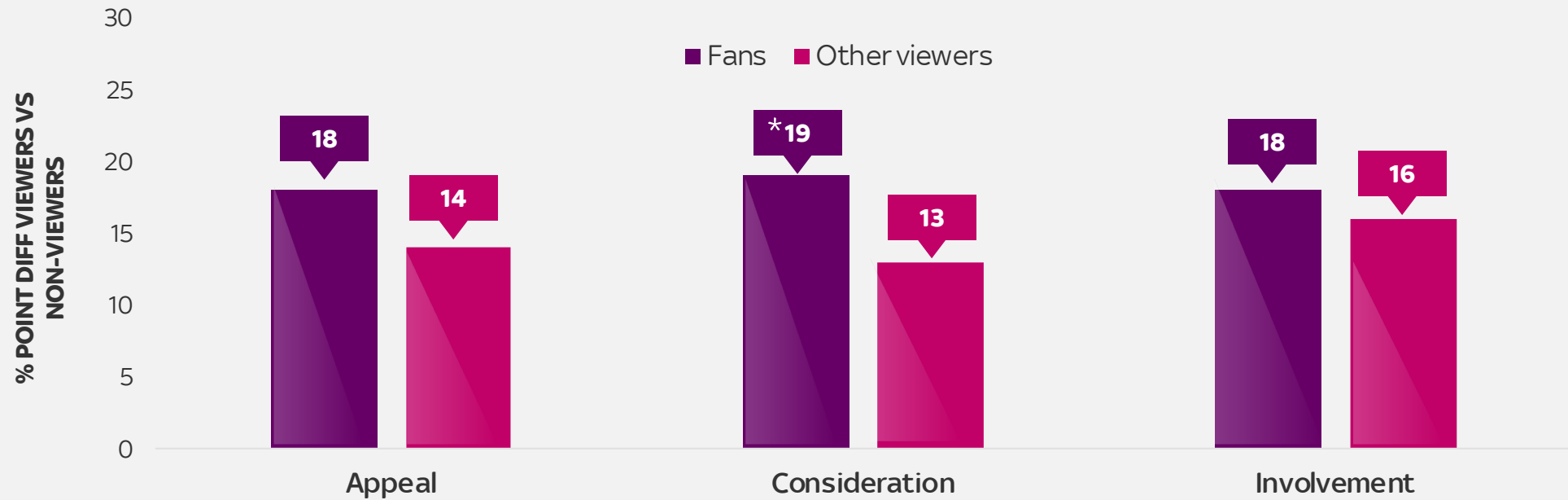


sports Home improvements,  
architecture, gardening  
**Hair & Beauty**  
Music, art, culture  
**GEOGRAPHY**  
**HISTORY**  
automotive,  
locomotive,  
aeronautical



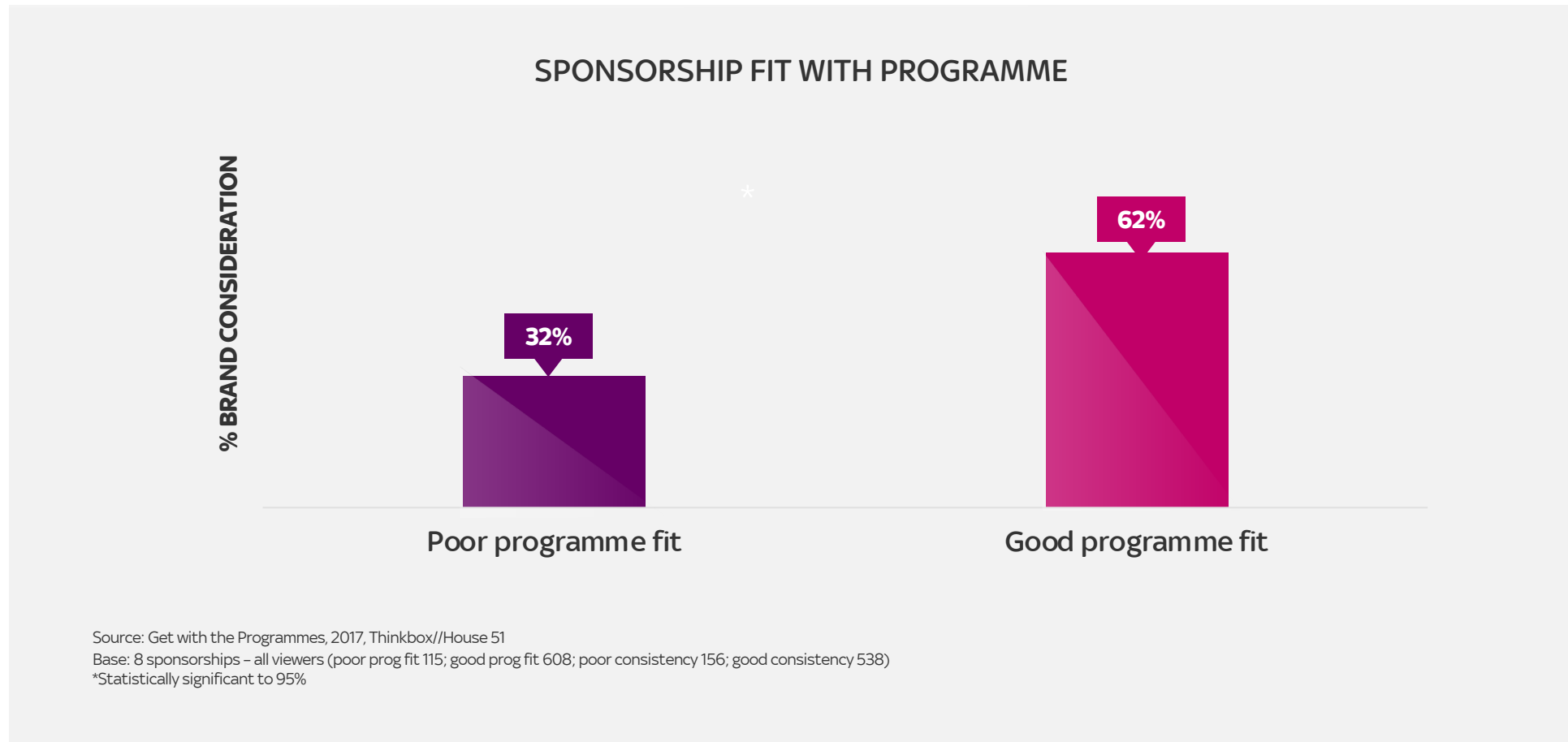


# Stronger content relationship results in better brand health

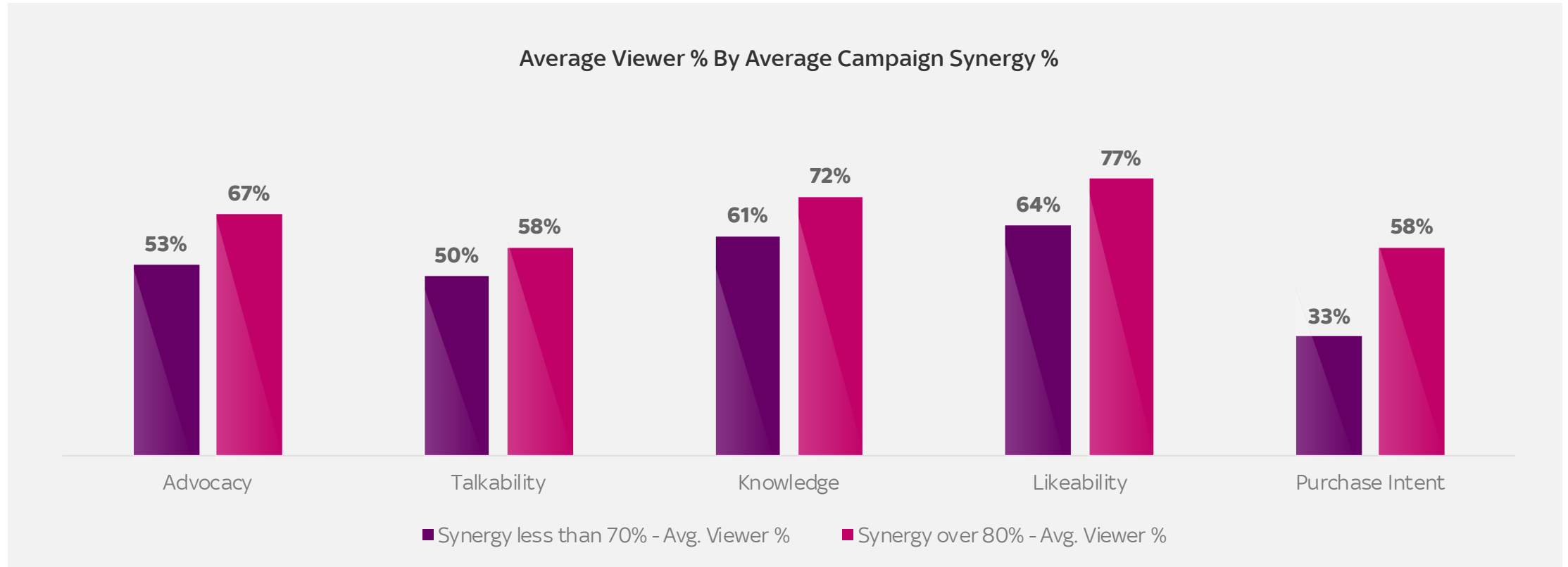


Source: Get with the Programmes, 2017, Thinkbox//House 51. T3B on 7-point scale.  
Base: 8 sponsorships (670 fans; 529 other viewers)  
\*Statistically significant to 95%

# Programme fit leads to stronger brand impact



Looking at Sky norms, viewer scores for core metrics are higher for campaigns that are seen to have a stronger relationship with the right content





How does Sky Media  
**help** brands  
**Connect**  
with **People**  
& their **passion**  
points?

**sky** cinema

Dr. Dolittle



# What we know and how:



## DATA/INSIGHT

Passion Survey

Sky viewing panel data (500K)

Customer base (3m households)

AdSmart Data Partnerships



## TOUCHPOINTS

Linear & VOD

Social & Digital

YouTube

Short-form Content

Mobile

Podcasts



## PARTNERING WITH CONTENT EXPERTS

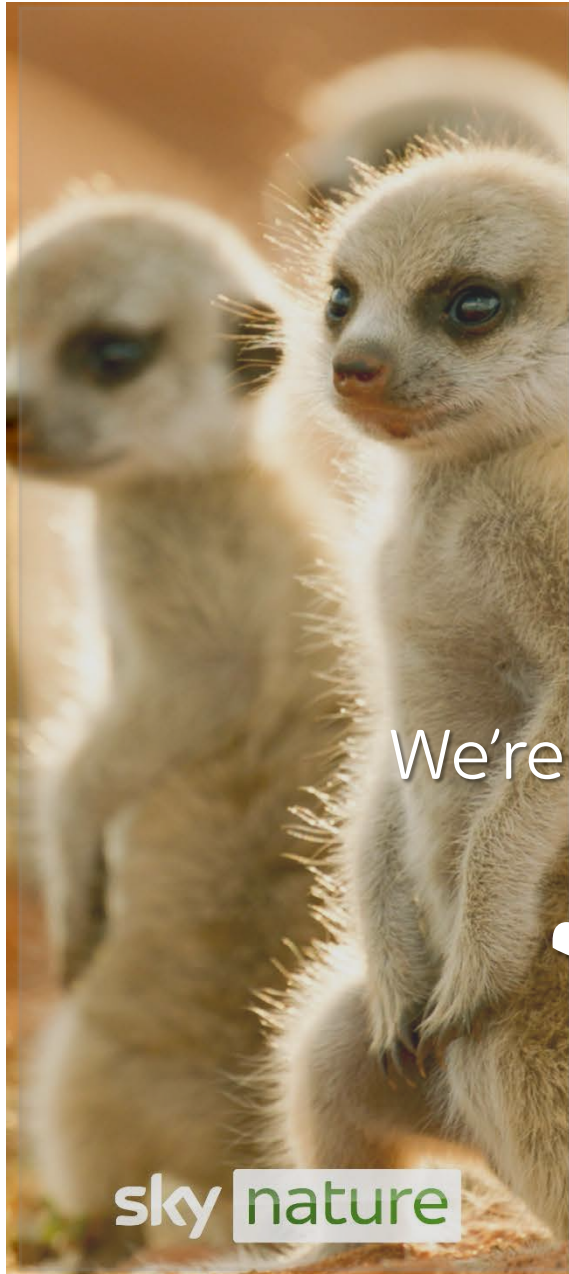
sky studios

HBO®

SHOWTIME

NBCUniversal

sky atlantic  
Betty



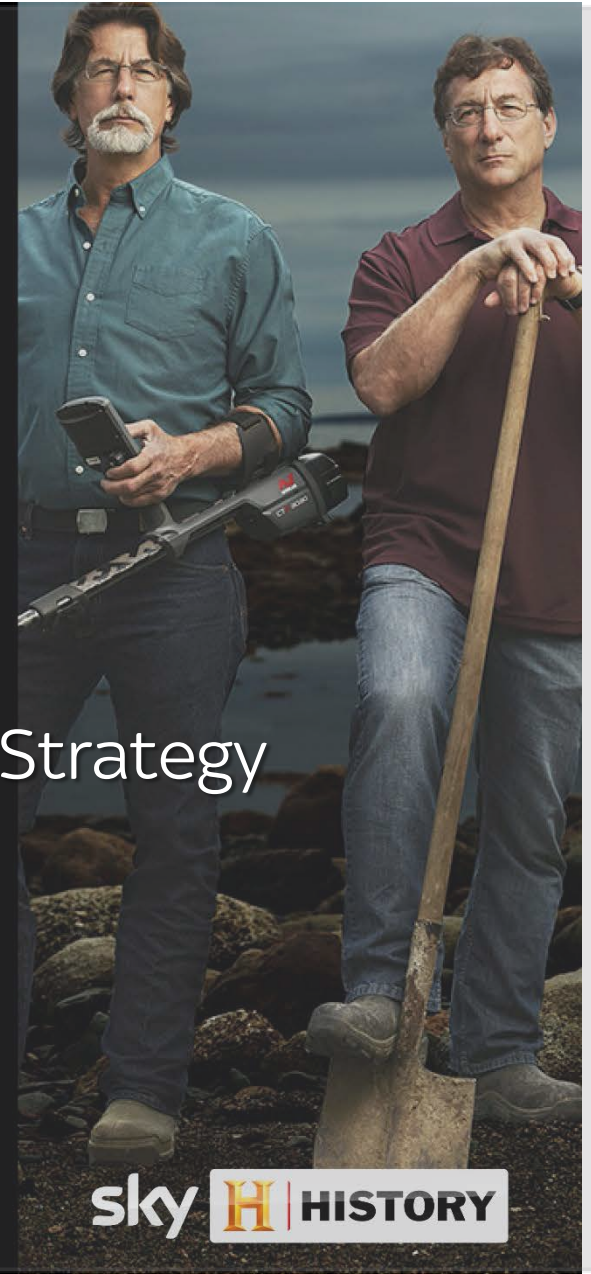
sky nature



We're joined by Sky's Director of Programme Strategy

# Jamie Morris










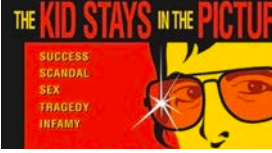

sky documentaries



sky HISTORY

# Sky Documentaries: Expand Your World

The Only channel dedicated to world class documentaries from award winning filmmakers

Sport			
Scandal			
Biography			
HBO			
Classic Library			

## The Story Behind the Story

- Launch Date – May 27<sup>th</sup>
- EPG 114

## Brave, Empowering, Compelling, Expansive

- Exclusive UK broadcaster of premium HBO & Showtime documentaries
- Dedicated home of quality British Originals

## Brand Bullseye

- Broad group of people, not only documentary junkies
- (25-54 yrs ABC1 with male skew)

## Deliver compelling proposition at scale

- Home to HBO Docs (20 Premieres annually, 200 titles OD)
- 30 x Premiere Feature length docs
- 15 x 4-part Premiere series - Sky Originals (& co-pros)
- 3 x 4-part event series - Sky Originals (& co-pros)

## Positive KPI Impact

**sky** documentaries

**THE STORY BEHIND THE STORY**

# 2020 Laydown

# sky documentaries

## Launch

Originals



Sky News - A Plastic Nile



Sky Sports - Race to Perfection



Sky Sports - Tiger Woods



The Go-Gos

Aq'd



McMillions



Hillary

Library



Man on Wire



The Armstrong Lie

## Q3



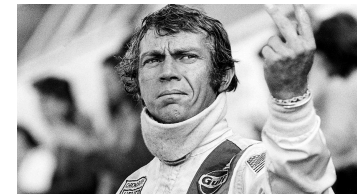
Sky News - Hotspots



Sky News - Bitter Pill: Primodos



Belushi



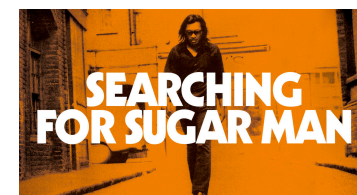
McQueen: The Lost Film



The Trade



Wu-Tang Clan



Searching for Sugarman



McQueen

## Q4



Bruno vs. Tyson



Cantona: The Utd. Way



Hawking



Tina



The Art of Political Murder



The Vow



Apollo 11



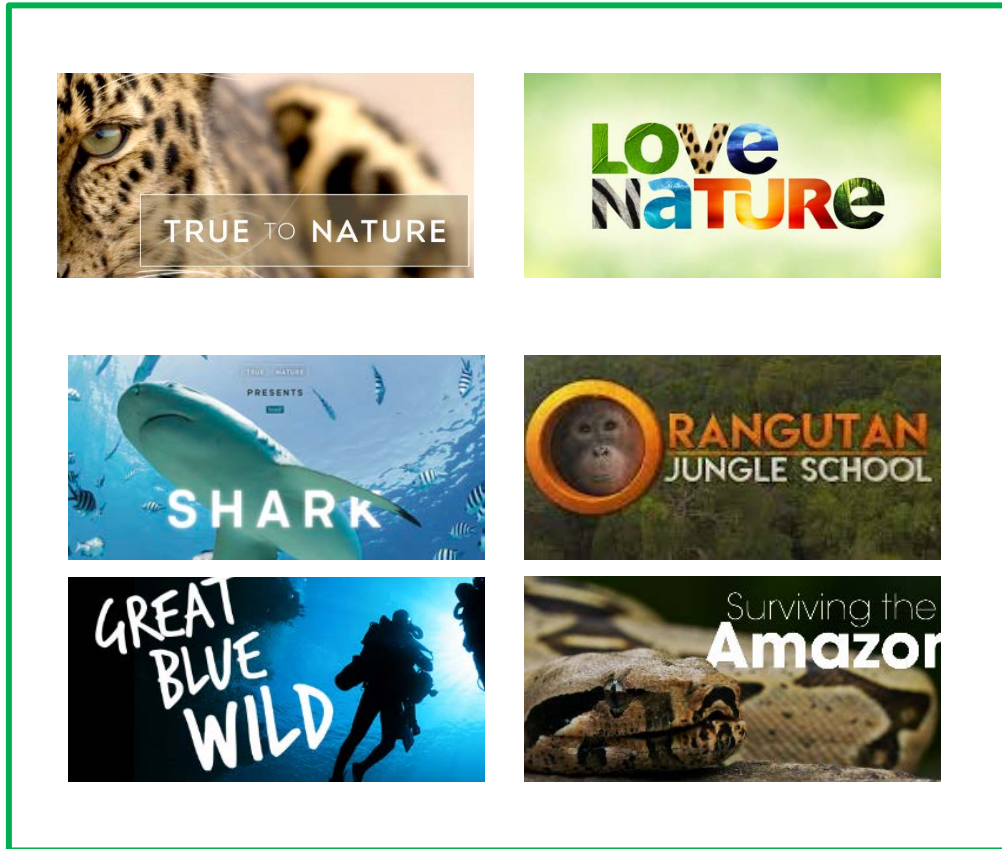
Senna



sky nature

# Sky Nature: An Inspiring World

The Only Dedicated to exploring the beauty and wonder of the natural world



## Get Closer

- Launch Date – May 27<sup>th</sup>
- EPG 130

## Awe-inspiring, Optimistic, Empowering, Vivid

- Exclusive UK broadcaster of premium global producer, Love Nature
- Dedicated home of quality British commissions from True to Nature

## Brand Bullseye

- People who watch a lot of nature shows, more than just Attenborough
- (35-54yrs BC1C2 with female skew)

## Deliver compelling proposition at scale

- Love Nature provides content at volume annually
- Leverage True to Nature to produce blue-chip event series
- 100+ hrs additional acquisition to bolster service

## Positive KPI Impact

## Launch



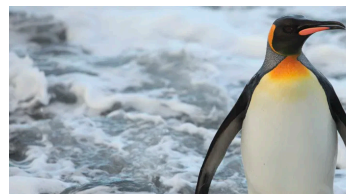
Sky Original - Wild Animal Babies



Gangs of Lemur Island



David Attenborough's Conquest of the Skies



David Attenborough's Bachelor King

## Q3



Into the Wild: India



Equator



Africa's Hunters



Africa's Hidden Kingdoms

## Q4



Carpathian Predators



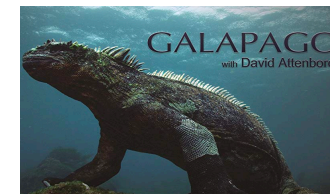
A Wild Year on Earth



Wild Kingdoms



Born to be Wild



David Attenborough's Galapagos



David Attenborough's Flying Monsters

1st Run

Library Originals



sky

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HISTORY

Submit your questions in the chat window to  
**ALL PANELISTS**



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# Fans of Sky Arts were more likely to agree with purchase funnel metrics for DS cars than other viewers

DS were not only able to lift KPIs amongst general viewers of Sky Arts, but fans of the content were even more likely to see DS in a positive light due to its association with the high quality content

Sky Art Fans vs Viewer Scores: % Uplift

**+13%**

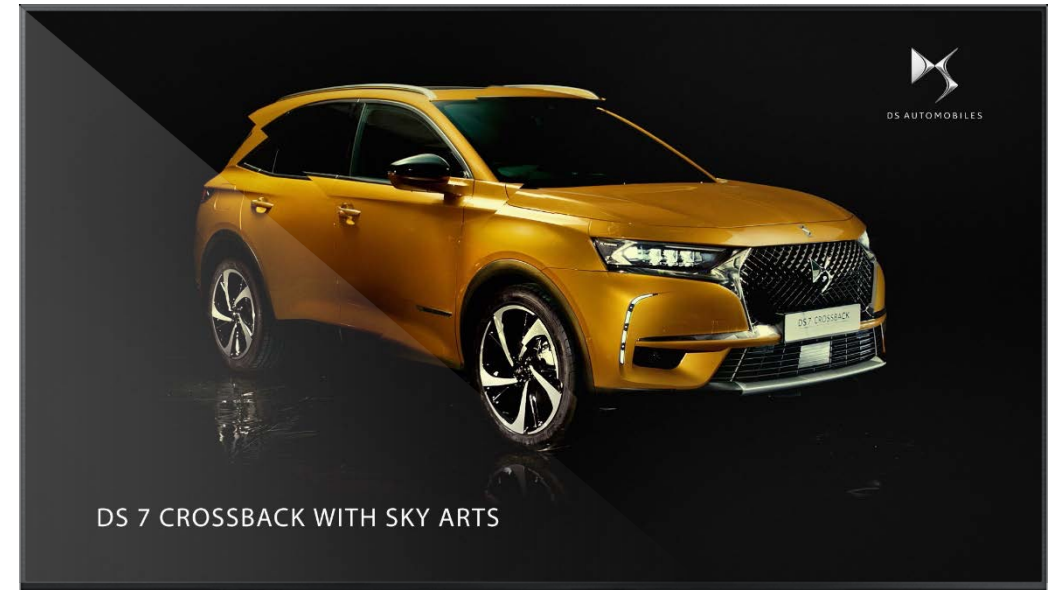
Brand  
Awareness

**+16%**

Brand  
Favourability

**+25%**

Brand  
Advocacy



## Fans of Nat Geo adventure saw the natural fit with Shackleton Whisky, which drove purchase behaviour amongst the exposed

The campaign pushed the brand towards being viewed as more unique and authentic than before. Due to the natural fit and association of the brands, both Shackleton and National Geographic were seen more positively because of the campaign.

Nat Geo viewers exposed vs non exposed Scores: % Uplift

**+123%**

Brand  
Awareness

**+93%**

Brand  
Consideration

**+70%**

Agreed the brands  
fit well together



## New York Bakery Co. sponsorship of Friends resulted in significant improvement in average campaign and brand KPIs across key metrics

Both brands stand for fun, originality, and are distinctly American. Respondents felt Comedy Central, Friends and New York Bakery Co. were so well matched that the partnership could be deepened further and there was a 20% increase in viewers' agreeing with the statement that NYB Co. offers the real taste of New York, demonstrating an authentic connection between the brands.

**+10pp**

Brand  
Awareness

**+6pp**

Brand  
Likeability

**+11pp**

Brand  
Consideration



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](http://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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