

sky media

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Trend 1: Rebalance

A man in a dark suit and white shirt is shown in profile, looking out over a dense city skyline at dusk. The sky is a mix of blue and orange, and the buildings are silhouetted against the light. The man's hands are resting on a ledge in the foreground.

Rebalance

Succession

sky atlantic

A man in a dark suit and white shirt is shown in profile, looking out over a city skyline at dusk. He is sitting on a ledge with his hands resting on it. The background consists of numerous high-rise buildings under a soft, twilight sky.

What's important?

1. Work?
2. Homelife?
3. Physical health?
4. Mental health?

Succession

sky atlantic



Work/Life Balance

Dr Dolittle
sky cinema

Flexible working will lead to new opportunities

47%

Employers that expect workforce to adopt hybrid working post pandemic

10%

Workers that will move job to work from home



SOMERSET



Hobby to career

2^m

Hobby to career

3^m

Hobby to side hustle

44%

More open to side hustle
due to Hybrid Working

How might we...

Tap into people's new hobbies, skills and side hustles?

Sky Arts tutorials



Sky Arts Facebook Live

Comedy side hustle



Branded content seeded via
Comedy Central social

Sky News branded content



Sponsor Me



Physical & Mental Health

Joker
sky cinema

Consumers value physical and mental health

30%

Reporting an increase in their hours whilst working from home

53%

Agree they feel they have to be available at all times (more than a third of people surveyed)

36%

Mental health and resilience resources were the most popular option when it comes to selecting training to build remote working skills

Consumers value physical and mental health

45%

Exercise at home

53%


Have used meditation or
wellbeing app

38%

Have used a live
fitness app

The Home Stretch





Escape from the City

The Secret Garden
sky cinema

Why live in a city, when your
workplace is flexible?

+126%

Searches for rural properties

+25%

Want to move
out of the city



Our Yorkshire Farm



Our Yorkshire Farm Partnership

Linear
Sponsorship

5 on the Farm
Event Activation

Branded
Content

