



# Welcome to TalkTV

## Straight talking starts here

Welcome to TalkTV, the new voice for viewers who are interested in straight talking opinions and expert insight on news, current affairs, sport and entertainment. Launching on **25th April**, the channel has been designed for the streaming age and will be accessible live on linear TV as well as via social and on demand programming.

TalkTV is the new national TV channel from News UK, the home of **The Times, The Sunday Times, The Sun, talkSPORT, Virgin Radio, Times Radio** and **TalkRadio**.

Alongside linear TV, it will also be streamed via **Amazon Fire TV, Apple TV, Samsung TV Plus** and on **YouTube**, as well as via the **Talk.TV** website and TalkTV iOS and Android apps.

It's a major new free-to-air 24/7 television channel, available to everyone across the UK and delivering a bold new voice in news, current affairs, debate and opinion.

Showcasing a diverse range of voices, the station will also draw on the world-class journalism and content from News UK's stable of brands.

### Piers Morgan is Back!

**Piers Morgan Uncensored**, the new global show fronted by the former Good Morning Britain and CNN presenter, will go to air for the first time on Monday 25th April with the UK launch of **TalkTV** on linear TV platforms including **Sky, Freeview** and **Freesat**. He'll be supported by a world-class primetime roster of new shows including **The Talk**, with **Sharon Osbourne**.

### TalkTV Q&A

Sky Media's Director of Planning caught up with News UK President of Broadcasting, Scott Taunton to discuss the new channel. [Click here to watch.](#)

### Launch Marketing

TalkTV will be supported by a heavyweight marketing campaign. News UK will use its own portfolio of media brands to ensure awareness is raised across the **40 million** consumers it engages monthly. Meanwhile an extensive digital, outdoor and TV campaign will run across the launch phase.

### World-Class Production

News UK has assembled a world-class production team to launch TalkTV, led by Emmy and People's Choice Award winner **Winnie Dunbar Nelson** (CNN, Good Morning Britain) as Executive Editor of Piers Morgan Uncensored, BAFTA-nominated **Vivek Sharma** (Steph's Packed Lunch, This Morning) as Executive Producer, TV Broadcasting and BAFTA/RTS nominated and Golden Nymph winner **Erron Gordon** (launch director of Good Morning Britain and Peston) as Executive Creative Director & Head of Studio Output.

I want it to be a platform for  
**lively vigorous debate,**  
**news-making** interviews  
and that increasingly  
taboo three-letter word:

**FUN,**  
Piers Morgan

### What do we know about the audience?

They're politically of the **centre ground**  
(54% vs 15% left and 12% right)

They're predominantly 45-55 or 55+  
& affluent - **59% ABC1**

They're slightly more likely to be male,  
but not by much - **M55%/F45%**

They read a lot of **newspapers** and  
like them to promote debate

Twice as likely to say **TV influences**  
their thoughts and feelings

They have an affinity to **TalkRadio**

Connect with the talent like Piers Morgan  
(**7.9m Twitter followers**)

## Piers Morgan Uncensored

A 60-minute straight talking forum for lively, intelligent debate and agenda-setting interviews with some of the biggest international names. Every opinion matters, and we intend to have plenty of fun along the way. This is the first show of its kind broadcast across three separate continents, in the UK, US and Australia.

For over 30 years, **Piers Morgan** has been one of the biggest names in international broadcasting. He's interviewed the biggest stars, world leaders and personalities from Nelson Mandela, Oprah Winfrey, Professor Stephen Hawking, Beyoncé and the Dalai Lama to US Presidents, Clinton, Carter and Trump.

This flagship show will broadcast each weekday night at 8pm and be available to watch on demand and in bite-sized chunks across linear and connected TV and social media.

## The Talk

The legendary **Sharon Osbourne** has signed up to join our major new current affairs primetime panel show: **The Talk**. Airing weeknights on TalkTV, the programme will bring together five opinionated famous faces - all from different backgrounds and with differing views - to debate the most interesting stories of the day.

Covering topics from the UK and around the world, the panellists will serve up their outspoken views in an honest and straight-talking debate. Across sixty minutes, the five personalities will deep dive into the issues most affecting viewers, from news to politics, crime to health and entertainment to sport.

## Weeknight news and current affairs

Alongside Piers Morgan Uncensored and The Talk, award-winning political journalist **Tom Newton Dunn** will present a major weeknight news and current affairs programme on TalkTV.

The lively, hour-long prime time show will give viewers the news that matters to them in a straight and balanced way. News UK's world-beating stable of expert journalists from print and broadcast will join Tom every night to share the very latest in their fields, from The Times's political team to The Sun's showbiz desk, talkSPORT's correspondents as well as business reporters from across News UK. The show will also feature agenda-setting interviews and a regular discussion panel drawn from across the political spectrum.



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To find out more about how your brand  
can get involved with TalkTV, speak to  
your Sky Media sales rep or email  
[skymedia@sky.uk](mailto:skymedia@sky.uk)

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