

Opportunity

Sky Sports News Today (11-2pm)

Sponsorship Opportunity



Channel

sky sports news

Investment

Available on Request

Start

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Platforms

- Broadcast
- Sky Go Linear

The Opportunity

Sky Media is delighted to present the opportunity to sponsor Sky Sports News Today (11-2pm). This exclusive offer enables your brand to align with the countries most loved sports news channel with a 3-hour daypart that runs from Monday to Friday across the course of the year.

The Content

Sky Sports News Today is where sports fans will find all the day's biggest stories breaking live, with in-depth coverage from Sky Sports News' top presenters along with insight from world class guests both in the studio and calling in.

As well as breaking the biggest stories from the world of sport, the 3-hour slot is perfectly placed for in-depth looks back and previews for the most talked about sporting events. Whether its analysing a big night of Champions League Football or looking ahead to a huge Heavyweight Fight on the weekend, Sky Sports News Today is where passionate sports fans will find the stories.

The 11-2pm slot can also put your brand right at the heart of coverage of live sports. On Friday's the 11-2pm will often include press conferences from Premier League managers as well as build up to the weekend's Premier League fixtures.

The Channel

- **As the only fully dedicated 24-hour sports news channel in the UK**, Sky Sports News is truly unrivalled, with best in class coverage offering in depth insight, analysis, results and interviews, brought to you by over 100 specialist presenters and reporters.
- **Technology and innovation are at the heart of how Sky Sports News deliver their acclaimed daily coverage.** From the 18 square metre interactive video wall, to the extensive use of Opta stats and data, the channel is always looking at how it can elevate its coverage in a way that is both informative and visually impactful.
- **The variety and depth of Sky Sports News' coverage is unprecedented**, with reporting across all of the key events relating to Football, Rugby Union, Golf, Cricket, F1, Tennis, Boxing, Horse Racing (men's and women's), as well as catering to more niche interests in MMA, eSports and Netball.

Scheduling

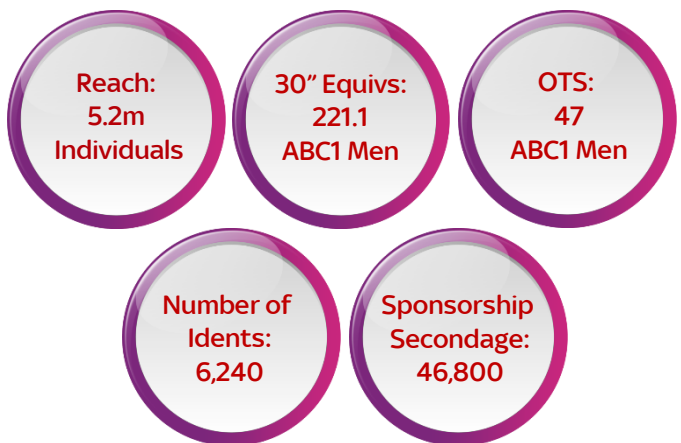
- Period:** 12-month sponsorship (opportunity for 3, 6 and 9 months also available)
- Timings:** 11:00 - 13:59 Monday to Friday

Accreditation

Sponsor Credits:

- Opening Credit: 1 x 15 seconds
- Closing Credit: 1 x 15 seconds
- Centre Break Credits: 6 x 5 seconds per hour

Key Benefits (12 months)



Estimated Audience Delivery (UK Only) – 12 Months

Audience	Inds	Ads	Ads ABC1	Men	Men ABC1	Men 16-34	Men 25-44	Ads 25-44
Average TVR	0.06	0.07	0.05	0.11	0.08	0.07	0.10	0.07
Total Actuals	374	418	293	680	505	431	643	406
Total 30" Equivs	163.8	182.9	128.3	297.6	221.1	188.4	281.2	177.5
Coverage (000s)	5,212	4,703	2,297	3,017	1,488	657	995	1,539
Coverage (%)	9	9	8	12	11	9	12	9
OTS	43	45	36	57	47	47	52	43

(Based on BARB :2021)

Estimated Audience Delivery (UK Only) – 9 Months

Audience	Inds	Ads	Ads ABC1	Men	Men ABC1	Men 16-34	Men 25-44	Ads 25-44
Average TVR	0.06	0.06	0.05	0.10	0.08	0.06	0.10	0.06
Total Actuals	261	293	219	484	372	275	447	279
Total 30" Equivs	114.1	128.3	95.7	211.8	163.0	120.2	195.6	122.2
Coverage (000s)	4,610	4,145	2,084	2,762	1,388	556	853	1,296
Coverage (%)	8	8	7	11	10	8	11	8
OTS	34	36	30	44	37	35	42	35

(Based on BARB : 2021)

Estimated Audience Delivery (UK Only) – 6 Months

Audience	Inds	Ads	Ads ABC1	Men	Men ABC1	Men 16-34	Men 25-44	Ads 25-44
Average TVR	0.06	0.07	0.05	0.11	0.09	0.06	0.11	0.07
Total Actuals	178	200	157	332	270	190	323	200
Total 30" Equivs	78.0	87.4	68.5	145.2	118.3	83.3	141.1	87.4
Coverage (000s)	3,673	3,340	1,692	2,320	1,173	407	676	1,026
Coverage (%)	6	7	6	9	8	6	8	6
OTS	29	31	26	36	32	34	38	32

(Based on BARB : 2021)

Estimated Audience Delivery (UK Only) – 3 Months

Audience	Inds	Ads	Ads ABC1	Men	Men ABC1	Men 16-34	Men 25-44	Ads 25-44
Average TVR	0.05	0.05	0.04	0.09	0.07	0.05	0.10	0.06
Total Actuals	73	81	62	137	111	73	150	86
Total 30" Equivs	32.1	35.5	27.3	60.1	48.5	32.1	65.5	37.5
Coverage (000s)	2,231	1,928	891	1,299	623	232	352	623
Coverage (%)	4	4	3	5	4	3	4	4
OTS	20	21	20	27	25	23	34	22

(Based on BARB : 2021)

Terms & Conditions

- The opportunity excludes on-air production
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- Excludes ad serving costs & online creative production
- Scheduling of reports subject to change
- ROI feed available – please enquire for more details
- Sponsorship will run across the ROI feed by default unless purchased by UK sponsor, or by a separate sponsor in ROI.