

Opportunity

# Late Night Legends on Sky HISTORY & BLAZE

2023  
Sponsorship Opportunity

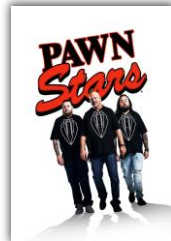


Channel	Investment	Start	Platforms
	Enquire Now	Available Now	<input checked="" type="checkbox"/> On Air <input checked="" type="checkbox"/> TV VOD <input checked="" type="checkbox"/> Sky Go <input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> Social

## Why partner with Sky HISTORY & BLAZE on Sky?

### Late Nights are for Legends

A+E Networks UK are excited to offer your brand the chance to reach Sky HISTORY, Sky HISTORY2, and BLAZE's gambling-loving audience through a Late Night sponsorship opportunity. With hotly anticipated UK commissions and US premium factual entertainment content, it is the perfect package to reach a broad adult audience who loves gambling! A sponsorship with **Sky HISTORY & BLAZE** allows brands to have an 'always on' presence by granting you the opportunity to boost brand awareness and perception. Your brand will be closer to those awe-inspiring discoveries than any other advertiser. This opportunity has the potential to go beyond a typical sponsorship, as the brand relationship can evolve with integration into the content through digital and social activations.



## Audience Insight

### Profile & Interests:



The audience profile for Sky History & BLAZE is predominantly Men 45+ They place bets online or in a betting shop (i.120) They are invested in getting the latest TV technology (i.111) They spend money on scratch cards or lottery tickets (i.129)

### Gambling:



29% of Sky History viewers Gamble for entertainment (i116) Sky History viewers are 55% more likely to spend £50 - £199 a month on Betting, Online Bingo & Gambling. 12% of Sky History viewers Gamble about once a week (i195)

## Content and Scheduling

- Daypart: **23:00 - 28:00 on BLAZE & 21:00 - 28:00 on Sky HISTORY**
- Approx. **515** hours of content per month & Approx. **4,130** sponsorship credits per month
- 2 x 15" openers/closers and 6 x 5" break bumpers

### VOD

- **1 x 15" & 2 x 5"** sponsorship ident per show on Sky Go (Pre-roll & mid only) - Idents can include clickable URL
- **2 x 15"** Opener/closers & **1 x 10"** Mid roll Sponsorship ident per show on TV VOD . Also, no mid roll for Boxsets
- 5 Million VOD Impressions

Figures are based on TGI indexing vs. commercial TV

## Contact Details

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[skymedia.co.uk](http://skymedia.co.uk)

[@skymediaupdates](https://twitter.com/skymediaupdates)

[skymedia](https://www.linkedin.com/company/skymedia)

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## Making the partnership work harder and smarter...

For the right brand we can create a fully integrated campaign across TV, Digital and Sky TV's growing social platforms

### Social & Digital Activation

This extension opportunity allows your brand to associate with Sky HISTORY across our growing social platforms. Sponsor trailers, Behind the Scenes content and more, with more access than ever to Sky HISTORY talent. Sky HISTORY boasts a strong social media presence with **45M+ followers** on Facebook, **73K+ followers** on Twitter, **80K+ subscribers** on YouTube, and **18K+ followers** on Instagram. With social targeting you can be assured that your message will reach specific audiences to reinforce association with world class content and talent featured on Sky HISTORY & Sky HISTORY 2!

There is also the opportunity to extend this partnership into the sponsorship of some A+E Podcasts. Podcasts are a popular way to consume content for individuals with similar interests, this partnership promises to reach an additional audience who are passionate about historical content.

**Additional details available on request**



### Sky Showcase

The sponsorship could also carry across to simulcast Sky HISTORY content on Sky Showcase by default for the very first time. Extending sponsorship reach to Sky's newest addition to the Entertainment portfolio; at 106 in the EPG.

**Additional details available on request**



### Sky AdVance

Using Sky's customer data to connect our media landscape on and offline, sponsors can deliver Linear TV sponsorship and Digital Activity in a truly integrated way.

Investment: We suggest the sponsor of Sky HISTORY invests an additional £100,000 gross for Sky AdVance sponsorship amplification.

**Additional details available on request**



### Sky Analytics

When a sponsor enters into a data sharing agreement with Sky, matching 1st party data, we can report on sponsorship campaign deliveries and provide unparalleled analysis of the campaign performance relative to the sponsor's bespoke audience segments.

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