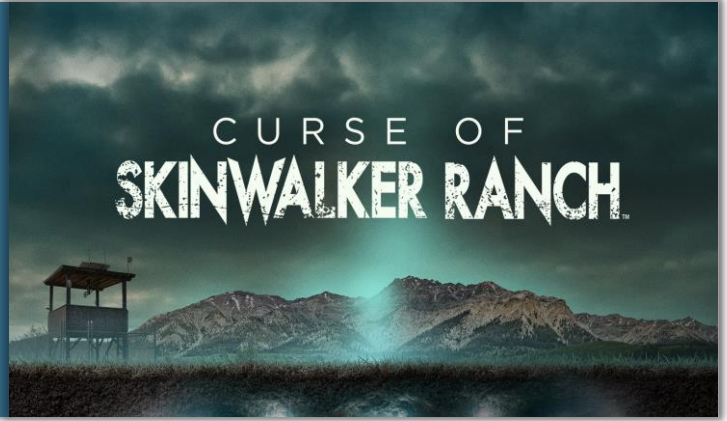


Opportunity

Sky HISTORY & Sky HISTORY 2

Primetime Sponsorship
2023 Opportunity



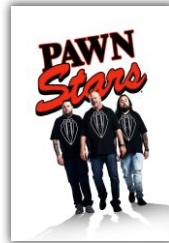
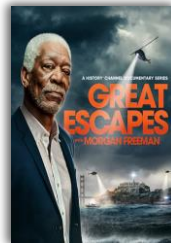
Channel	Investment	Start	Platforms
 	Please inquire for more detail	Available Now	<input checked="" type="checkbox"/> On Air <input checked="" type="checkbox"/> TV VOD <input checked="" type="checkbox"/> Sky Go <input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> Social

Why partner with Sky HISTORY on Sky?

History is Alive with Sky HISTORY

The leading destination for award-winning factual entertainment and innovative talent-led UK programming. Discover the richness of human history and endeavour with these awe-inspiring stories told through a contemporary lens. This package delivers a decision-making audience who love sustainable quality brands and new technology.

A sponsorship with **Sky HISTORY** 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. Recent and upcoming titles and talents have ranged from The Royal Mob (2022), Colosseum (2022), and Royal Autopsy (2023). 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

Home & Tech:



57% of Sky History viewers agree they are good at fixing things (I122) 59% of Sky History viewers like to keep up with developments in technology (i123) 49% like innovative household technology/appliances (i110)

Sustainability:



55% of viewers are concerned about pollution and congestion caused by cars. 79% believe that people have a duty to recycle.

Finance:



49% are regular savers. 55% trust banks/building societies to look after their money. 62% agree that financial security after retirement is your responsibility. 40% look for profitable ways to invest their money.

Content and Scheduling

- Daypart: **18:00 - 24:00**
- Approx. **360** hours of content per month & Approx. **2,880** 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

Contact Details

Saskia Barnes | MP Partnership Manager
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Figures are based on TGI indexing vs. commercial TV



skymedia.co.uk

@skymediaupdates

skymedia

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.

Additional details available on request



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