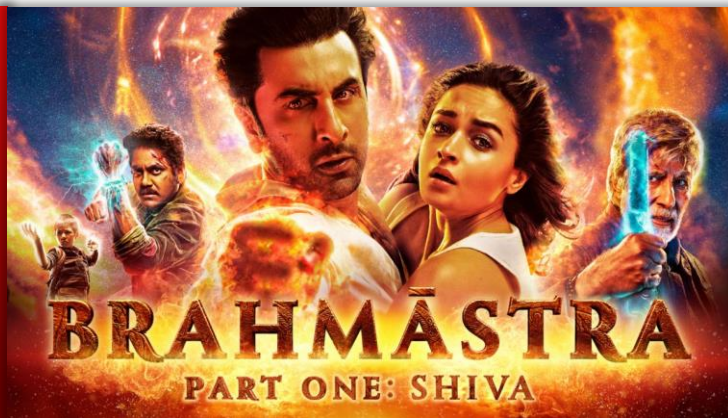


Opportunity

The Utsav Primetime

Sponsorship Opportunity 2023



Channels

Investment

Start Date

Platforms



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The Opportunity

Sky Media & The Disney Star Network are offering your brand the exclusive opportunity to sponsor **Utsav Plus, Utsav Gold, and Utsav Bharat**. These renowned channels are market leaders in entertainment for South Asian content. By combining these flagship channels, it incorporates the UK's top diverse ethnic programming, into one package.

This offering provides significant vast coverage as the Utsav portfolio is the UK's leading general entertainment Hindi channels subtitled in English. Sponsorship of this package will give your brand direct association with diverse programming across the channels and reach individuals from all walks of life. Famous for its iconic South Asian content, this three-month offering is ideal for any brand that wants to target a majority ethnic audience and become associated with some of the best international content on UK screens.

About the Content

This campaign will align a brand with top-rated primetime content across Utsav Plus, Utsav Gold, and Utsav Bharat. Exciting and upcoming programming across the channels include; **Anupama, Ghum Hai Kisi Ke Pyaar Mein, Ted Talks India, and Bollywood movies including Brahmastra**. These popular titles mentioned are just a snapshot of the available content on the ethnic cross-channel package that covers genres such as family dramas, reality, talent, comedy, and crime. The combination of these flagship channels promises significant reach toward viewers of prominent Hindu and Urdu programming relevant to Indian, Pakistani & Bangladeshi audiences.

Contact Details

Wesleigh Lewis | MP Partnership Controller

Wesleigh.Lewis@sky.uk | 02070326611

Scheduling & Accreditation

Utsav Primetime Sponsorship

- Period: 3 Months
- 18:00 - 24:00 (Monday-Sunday) across Utsav Plus, Utsav Gold, and Utsav Bharat.
- Approx. 540 hours of content per month
- Approx. 1080 sponsorship credits per month
- 2 x 10" openers/closers per hour

Audience Insight



Quality:

79% of Indian viewers are prepared to pay extra for better quality products or services (i145).



Profession & Education:

34% of Asian viewers are business founders, Senior Directors, intermediate Directors, or professionals (i177). 62% of Asians have a degree level or higher qualification (i147).

Source: IPA Touchpoints 2022 Wave 2 (Asians = Indian, Pakistani, Bangladeshi or mixed white Asian ethnicity) (White British = English, Welsh, Scottish, Northern Irish, Any other white background)



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