



Channel	Investment	Start	Platforms
<b>Daytime</b> 0800 -1659	Available on Request	Available now	<input checked="" type="checkbox"/> Linear <input checked="" type="checkbox"/> TV VOD <input checked="" type="checkbox"/> Sky Go VOD <input checked="" type="checkbox"/> NOW VOD

## Supercharge your daily TV moments with Sky Max!

Introducing Sky Max Daytime: Where families **Laugh Louder, Love Stronger, Live Bolder and Chill Deeper**. Sky Max is the perfect destination for your brand to reach an **engaged family audience** throughout their day.

## The Opportunity: Reaching the nations families throughout their day

### Family Centric: Prioritising the family unit



Sky Max viewers are representative of many families across the UK. Our audience are more likely to be **primary (i179) and secondary school parents (i124)** for whom the family unit is of the utmost importance.



**79%** state that **family is more important than career**, they prioritize their children's happiness and actively seek out brands that align with their family-centric values. Sky Max Daytime viewers **delight in spending leisure time with their kids (87%)** and are quick to **support the brands their children prefer (i135)**.



### Tech-Savvy Trailblazers:



Sky Max Daytime viewers are early adopters and tech enthusiasts. They actively **keep up with technological advancements (i119)** and eagerly embrace **gadgets and appliances that enhance their lives (i122)**. By aligning your brand with Sky Max Daytime, you have the opportunity to capture the attention of this tech-savvy audience.

### Eco-Conscious Champions:



Our audience embraces an eco-conscious mindset, viewing sustainability as a collective responsibility. A staggering **82% believe in the duty to recycle**, and **78% actively engage in recycling efforts**.



They are committed to minimizing their impact on the environment and seek out **brands that offer innovative ways to offset their carbon footprint (i128)**. By sponsoring Sky Max Daytime, your brand has the opportunity to connect with an audience committed to making sustainability part of their purchasing decisions.

### Engaged and Influential: Your Brand's Amplifiers



Sky Max Daytime viewers are not passive spectators. They **engage in social media discussions about programs they watch (i160)**, and use the internet to **delve deeper into their favourite shows (i145)**. This deep level of engagement extends to their consumer habits, as they **research (i153) and purchase (i189) products they discover while watching TV**.



The reach of this impact extends beyond the Sky Max viewers themselves as friends & family **lean on them for advice before making a purchase (i123)**. By sponsoring Sky Max Daytime, your brand will benefit from their amplified reach, as they champion your products and share their experiences with friends, family, and online communities.

Source: TGI GB 2023 February (Jan22 - Dec 22) Sky Max Daytime viewers watched Sky Max in last Week/favourite channel, & watch TV during daytime

## A 6 month sponsorship is estimated to deliver...



skymedia.co.uk



## Supercharge your partnership through shoppable....

Sky Max delivers a digital savvy audience. An audience who are keen to shop online and keen to seek out those brands they've seen advertised around their favourite shows. Sky Media's Shoppable product therefore presents the perfect opportunity to take your partnership on Sky Max one stage further.

With addition of a QR code to your sponsorship creative its easier than ever before to shift consumers through the journey from brand awareness to purchase

## Elevate your effectiveness with Web Attribution...

Using Sky Media's Web Attribution tool, you can, for the first time effectively track the impact your sponsorship & advertising activity have on consumers interacting with your brand online.

Not only can Web Attribution allow you to understand the proportion of those who have seen your sponsorship and have gone on your brand website, but we can also analyse the depth of that interaction online.

Both Sky's Shoppable product and Web Attribution are available as extension options to this partnership, for an additional investment.



## Sky Max Daytime Scheduling

Sky Max's daytime schedule evolves throughout the year depending on seasonality and viewing trends. A typical daytime schedule on Sky Max will include US procedurals like Hawaii 5-0 and Magnum PI, exhilarating action like The Flash, and Supergirl, all of which resonate well with our core family audience

## Sponsorship Accreditation

**Linear:** 15" and 5" sponsorship idents across all sponsorable content on linear TV between 0800 - 1659. The sponsorship includes Sky Max content on Sky Showcase, extending the sponsorship reach to Sky's newest Entertainment channel; at 106 in the EPG. Logo accreditation on all relevant Sky Max promos 20" and over.

**Video On Demand:** 15" opener & 2x 5" mid on TV VOD & Sky Go, & 15" opener & 1x 5" mid on NOW across Sky Max content downloaded on TV VOD & streamed on Sky GO VOD & NOW VOD, between 0800 - 1659, excluding PIN protect programming.

## 6 month package

Linear	Adults	HPCH	Ads ABC1
Actuals	342	256	316
30" equivalents	150	112	138
Coverage %	8	7	7
Coverage 000s	3.9m	462k	2m
OTS	45	39	45

Platform	30" Household Imps
TV VOD	1.78m
Sky Go	379k
NOW	897k
Media Value	£988k gross
Investment	Available on Request

## 3 month package

Linear	Adults	HPCH	Ads ABC1
Actuals	167	103	171
30" equivalents	73	45	75
Coverage %	5	4	4
Coverage 000s	2.57m	271k	1.15m
OTS	33	27	44

Platform	30" Household Imps
TV VOD	766k
Sky Go	163k
NOW	386k
Media Value	£400k gross
Investment	Available on Request

## Ts&Cs

- Daytime on Sky Max is Ex Kids and HFSS restricted
- Estimated linear ratings are modelled from average programme TVR
- TV VOD household impression estimates are based on 100% viewability. Sky Go and NOW impression estimates are based on 100% viewability.
- Proposal Investment includes UK sponsorship of this property on Sky on linear, TV VOD, Sky Go VOD and NOW VOD.
- There is the opportunity to extend the sponsorship to include ROI linear & VOD.
- In the event a brand wants to offer on UK only, the brands linear sponsorship creative will still be transmitted in ROI until such a time as the sponsorship is sold separately in this territory. The logo for the UK sponsor on promos will be carried in ROI regardless of whether there is a separate ROI sponsor, as these feeds/assets cannot be split by territory.
- In the event a brand wants to offer on the UK only the Sky Media Ireland team reserve the right to sell the sponsorship in ROI to any brand, including competitors
- Web Attribution & Shoppable are subject to additional investment
- The final investment excludes creative production, logo changes, independent research and is subject to brand, channel and compliance approval.
- Sky Media reserve the right to work with other non competitive brands as branded content partners, licensee & social partners on this property. In the event a sponsor is unable to, or not interested in exploring PP Sky Media reserve the right to work with other non competitive brands as PP partners