

Opportunity

# Own the MTV Network

Linear & VOD Sponsorship Opportunity



Channel



Start Date

Available 16<sup>th</sup> Jan

Platforms

- On-air
- VOD

## The Opportunity

Through our dedication to finding hard-to-reach youth audiences, wherever and however they wish to consume our content, we have amassed a huge fanbase across all platforms.

Brands have an exciting opportunity to build an association with a renowned youth brand by owning the MTV network, sponsoring content across two of these key platforms – TV and VOD.

## The Content

From dating, to true crime, to music entertainment and a daily dose of reality – the sponsorship package ensures brands are associating with programming that leans into a huge array of passion points for young adults.

- **Catfish US and UK:** The Catfish franchise remains a firm favourite! Last year, MTV launched Catfish UK which delivered **+3M HH impressions** on VOD and reached **over 2M adults** on linear
- **Teen Mom:** The all-time favourite chronicles the challenges faced by teenage mums in their first years of motherhood.
- **MTV Music Channels:** Home to non-stop music. From old school classics right through to the hottest hits of today, we have something for everyone.

## Key Benefits

- Sponsorship of MTV content is proven to increase brand awareness and key econometrics while driving **positive empathy** for the sponsor
- **Reach the audience wherever** they watch their favourite MTV shows, whether it's while relaxing at home or on the move
- Deliver **high-frequency** with everyday exposure to drive high levels of awareness
- Reach a '**hard-to-reach**' audience:
  - **58% of our on-demand viewers** are under the age of 35
  - MTV linear channels index at **1143 vs 1634s**

Source: Sky Media Sponsorship Study 2020 | TGI | IPA Touchpoints 2022

## Scheduling and Accreditation

- 12 month opportunity
- Monday - Sunday

### Linear Accreditation

- 2 x 10" and 6 x 5" idents per hour-long show on MTV
- 2 x 10" and 2 x 5" per hour-long show on MTV Music Channels: MTV Music, MTV 80s, MTV 90s, MTV Hits
- Running between 1800 - 2500

### VOD Accreditation

- 3 x 10" idents per show on TV VOD
- 3 x 10" idents per show on Sky Go
- Sponsorship of all MTV Catch Up Inventory

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## Audience Insight

### Receptive to Advertising

#### i133

Search the internet for products they see advertised when watching TV

#### i146

Tempted to buy products they've seen advertised

#### i120

Enjoy adverts as much as the programmes they are watching

### Love to Look Good

#### i183

Are heavy spenders on cosmetics, including hair & makeup products

#### i147

Spending £150-£499 on beauty products

#### i145

Pay more to look good

### They are Experiencers!

#### i152

MTV viewers are 52% more likely to attend a festival

#### i120

MTV viewers are more likely to attend outdoor public events/festivals

#### i149

Go on 4-5 holidays within a year and spend between £500-£799 on each i113



Source: TGI / IPA Touchpoints 2022

### Notes:

- Ratings and impressions are estimates based on current predictions, they will fluctuate in line with the market.
- Sponsor message to be discussed with MTV likely to include, 'This programme is sponsored by...'
- Shows carrying an international sponsor and AFP's have been excluded from the package

## Contact Details

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