

A close-up portrait of actor Robert Pattinson, looking slightly to the right with a serious expression. He is wearing a dark turtleneck sweater under a textured grey jacket. The background is dark with out-of-focus stage lights in red and blue. A semi-transparent red and blue horizontal bar is overlaid on the left side of the image.

# BACKSTAGE

sky news

# Big Entertainment from the biggest names

Backstage is Sky News' home of entertainment – filled with A List interviews, reviews and a weekly guide on everything new and coming up in the world of Entertainment, from both sides of the Atlantic.

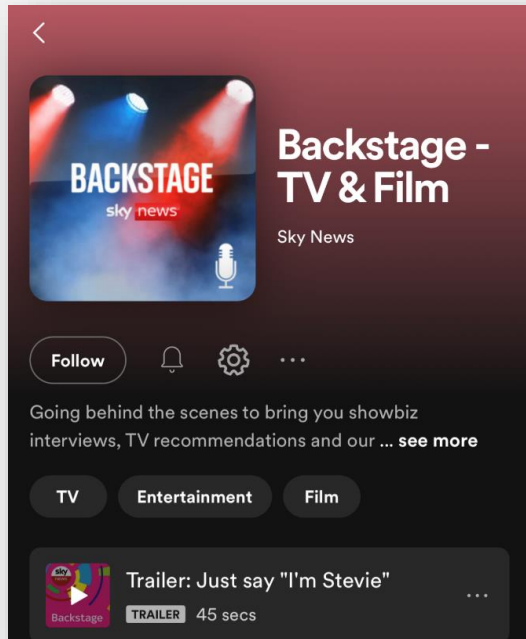
This year Backstage has reported from the Oscars, Cannes Film festival, Toronto Film festival and more!

Recent features include **Indiana Jones, The Barbie Movie, Mission Impossible** with access to all the major talent.



# Engaging fans across multiple platforms

## Podcast



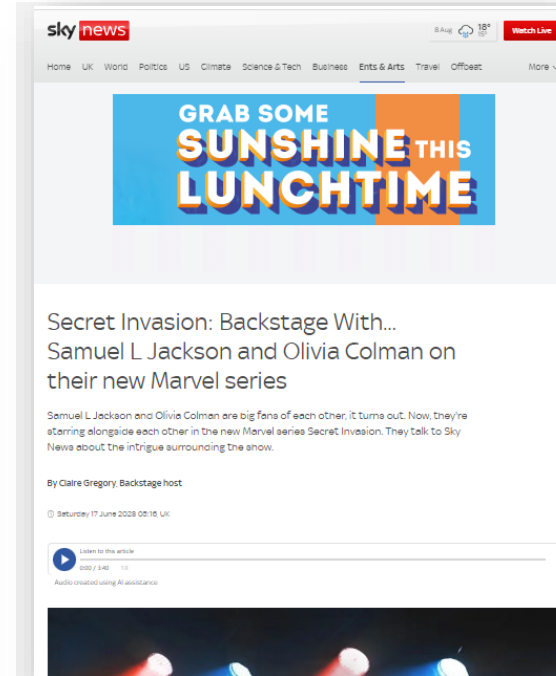
Sky News' Entertainment Podcast averages 45,000+ (UK) listens per month.

## Social



Sky News Social Platforms reach 6.3M Unique Users. Plus this partnership would be boosted to your target audience.

## Online



Integrated branding within all Backstage Web content which is promoted via a weekly Sky News App Push Notification.

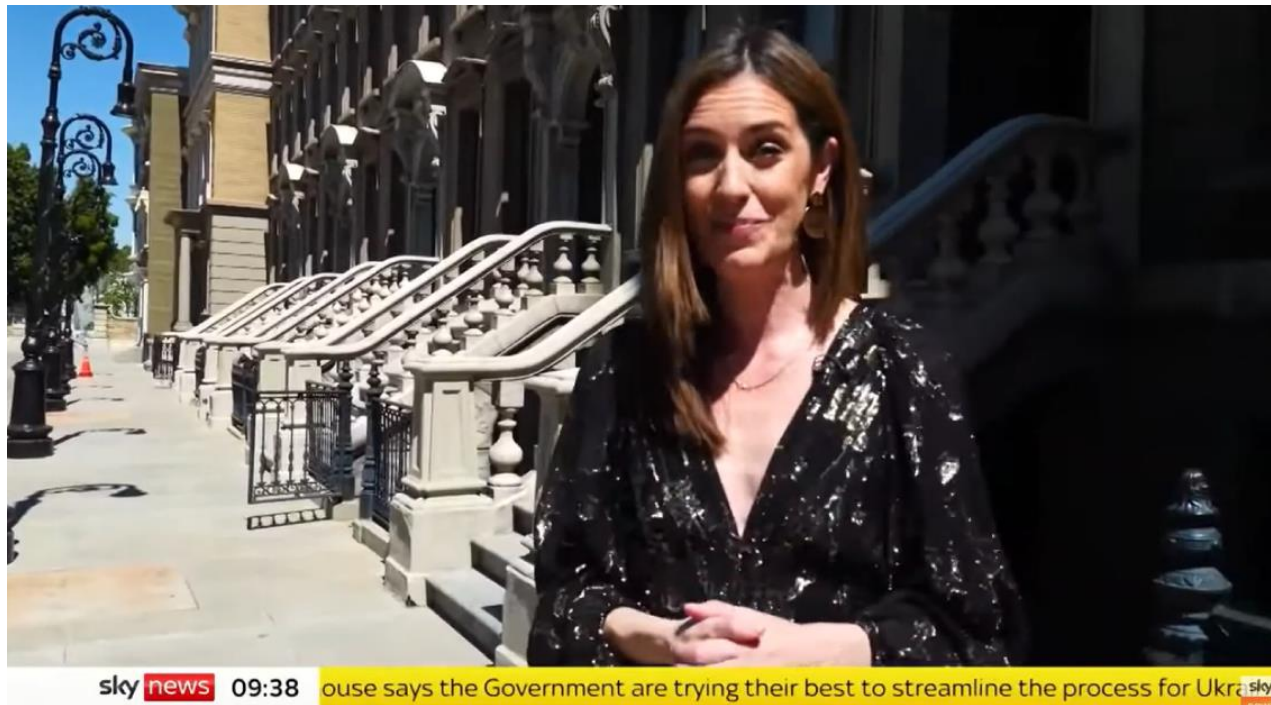
## Linear



A shorter version of the podcast will now playout on Sky News' linear feed, with sponsorship idents playing across a minimum of 4 reports per week.



# Integrate your brand 'on the ground'



Bespoke visible integration opportunities are available when our Entertainment Reporters are onsite at events or when interviewing stars.

Examples could include\*:

- Dress the presenter on the red carpet. (For Fashion / Beauty brand)
- See the presenters arriving at Events (Travel or Motor brand)
- Co-branded Microphone use.
- Sponsor Backdrop use.

# Podcast

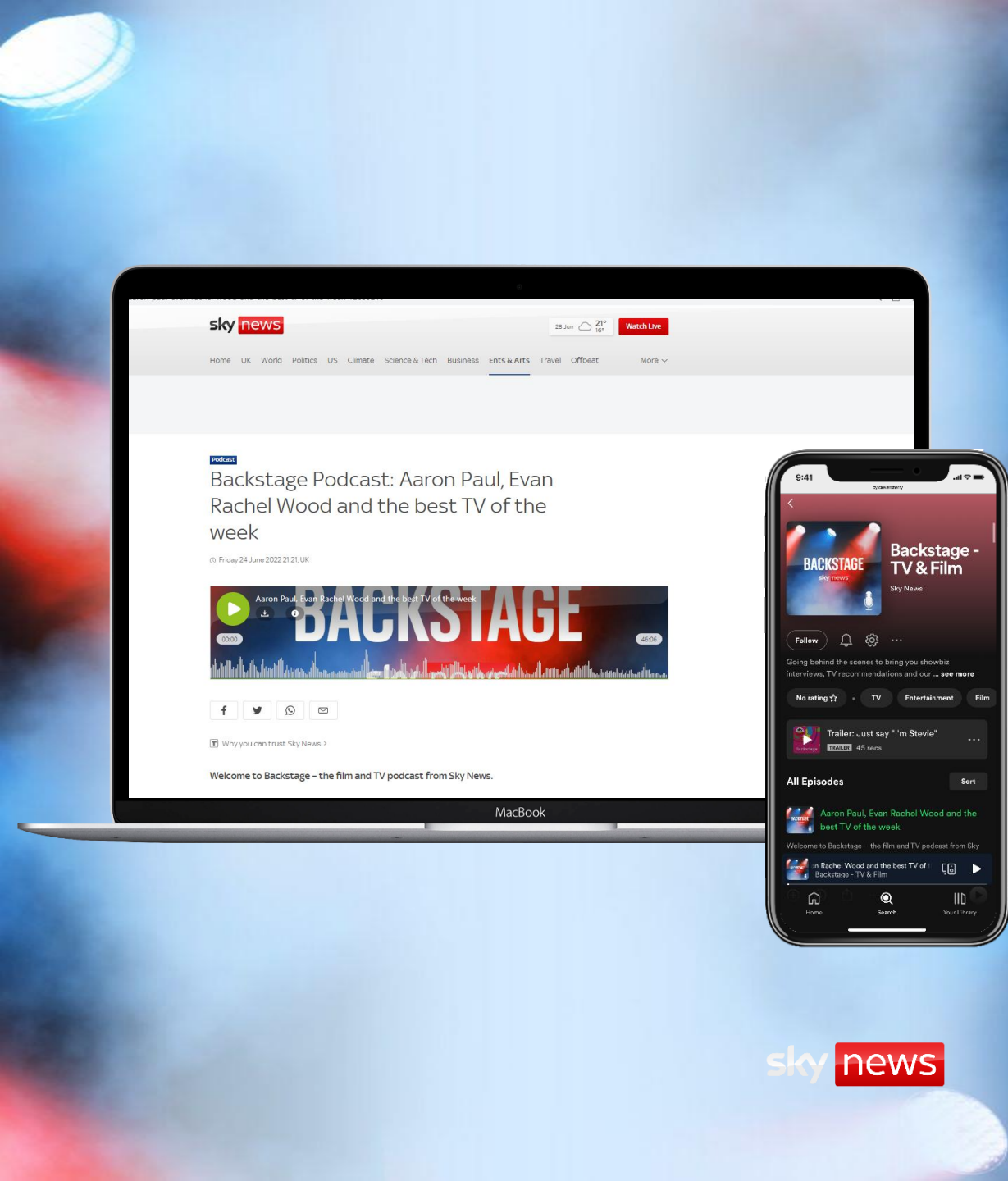


# Backstage Podcast Partnership

Backstage the Podcast – goes behind the scenes to bring audiences showbiz interviews, TV recommendations and our thoughts on the latest movie releases – from both sides of the Atlantic.

In a new episode each week we hear from Katie, Claire and Stevie take a fun look at the world of entertainment.

Available weekly on:



# Backstage Podcast Partnership

As Backstage Brand Partner you will have the opportunity to align with the best of Sky News entertainment content within an audio setting, direct to a highly receptive and growing audience.

\*Typical Inventory available per podcast:

1 x 10" Pre-Roll,

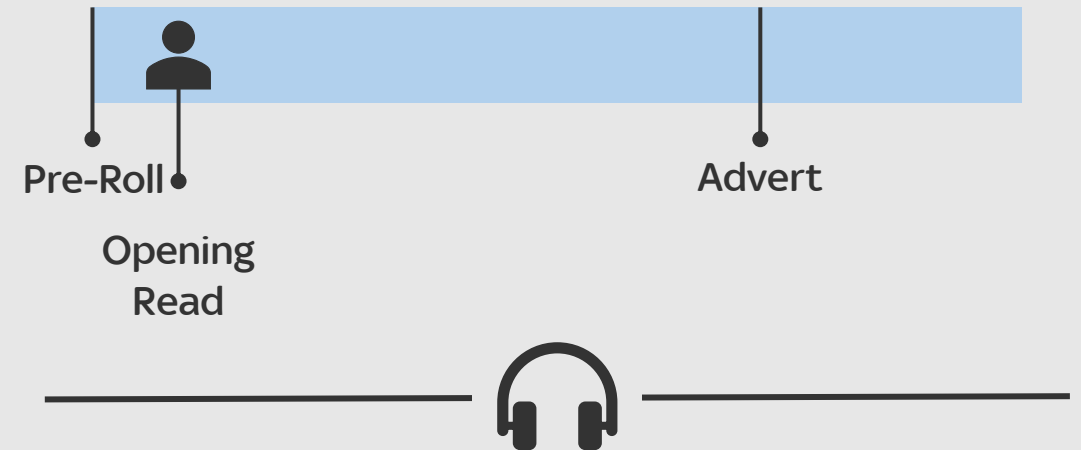
1 x 30" Opening Read

1 x 30" Advert Per Episode

Host-reads are available, subject to brand and host approvals.

## Episode Overview

### 30 Minute Podcast Example





# Digital



sky news



# Integrate your brand to show clear brand alignment with premium Editorial

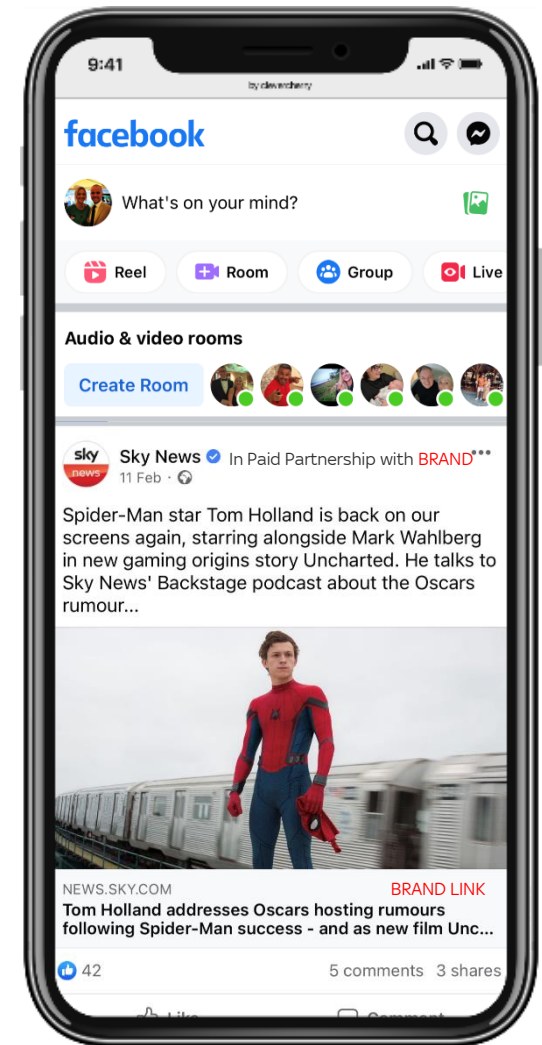
Backstage highlights will be posted across @SkyNews social channels; Facebook, Instagram, and Twitter. In addition to Backstage Content promotion, on big showbiz stories such as **Oscars, Glastonbury and Edinburgh Festival** we will have a reporter doing additional Instagram coverage.

A Social partner will be integrated with the following in-post branding:

- **Brand Ident** (intro / endboard) **featured** within impactful visual posts, making users stop and pay attention.
- Sky News “brand handshake” will show the audience we are in partnership through clear **brand tagging**.
- Direct **click through URL** to brand partner website.

Once organically posted we’ll use Sky’s ‘Social Sync’ tool to promote the posts further to desired target audience. Targeting could include:

- Age / Demo / Location
- Followers of competitor brands
- Interests / Likes

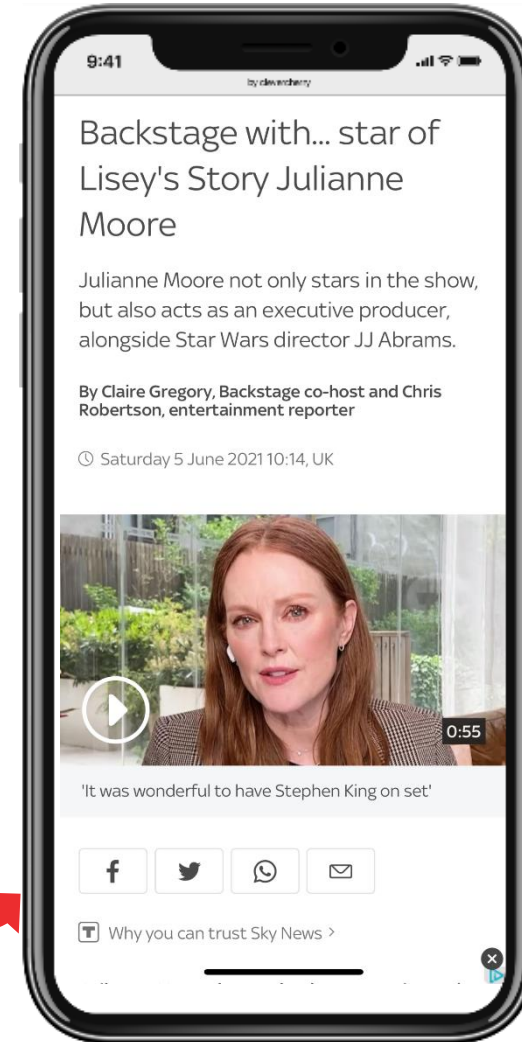


# Branding will appear throughout the digital User Journey

Promoted via our 'Social Sync' posts we'll drive the targeted audience to view Backstage web content within the Arts and Ents section of Sky News website.

The digital content includes:

- Weekly Digital Magazine (Long form article) with **push notification** via Sky News App, this includes all the interviews and reviews from each weeks Podcast Episode.
- Weekly "Backstage with..." Star focus Articles, this will highlight one main interview from each week with additional detail.



# Linear





# Backstage on broadcast

Across the Sky News linear feed, you'll have the opportunity to play out across the star dazzled entertainment report, the only one of it's kind!

This is a brand new opportunity featuring lifestyle and entertainment content, a report that truly stands out among all other Sky News reports. Be across the first stop report for all entertainment, premieres, major releases and all things movies.

Bringing Sky News trustworthy entertainment coverage to a new platform, by pulling together the top stories from the larger coverage, and putting it together for the Backstage report.



## The Inventory: 3 months

- The popular podcast now plays out live on Sky News up to 4 times each week, and opportunity to run for longer periods are available.
- Each weekly **report is repeated 4-times** across 5 potential slot times over the weekend from Friday evening to Saturday evening across the Sky News linear feed. This will amount to a total of 52 reports over a 3 month period. This is **104 sponsorship idents** and **780 seconds of branding**.
- Each report with **1 x 10"** opening ident and **1 x 5"** closing ident



# Estimated Sky News Deliveries

3-Month Sponsorship

2.4m

Individuals reach

985K

ABC1 Ads reach

4.6

Individual Equivs

4.2

ABC1 Ads Equivs

2.8

Individuals OTS

3.0

ABC1 Ads OTS







# Opportunity Inventory

# 3 Month Campaign Flighting:

|   | Month 1                |                        |                        |                        | Month 2                |                        |                        |                        | Month 3                |                        |                        |                        |
|---|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| <b>Podcast</b>                          | Weekly Episode         | Weekly Episode         | Weekly Episode         | Weekly Episode         | Weekly Episode         | Weekly Episode         | Weekly Episode         | Weekly Episode         | Weekly Episode         | Weekly Episode         | Weekly Episode         | Weekly Episode         |
| <b>Social:<br/>FB, IG +<br/>Twitter</b> | Episode Highlight Post | Episode Highlight Post | Episode Highlight Post | Episode Highlight Post | Episode Highlight Post | Episode Highlight Post | Episode Highlight Post | Episode Highlight Post | Episode Highlight Post | Episode Highlight Post | Episode Highlight Post | Episode Highlight Post |
|   | IG Report              | IG Report              | IG Report              | IG Report              | IG Report              | IG Report              | IG Report              | IG Report              | IG Report              | IG Report              | IG Report              | IG Report              |
| <b>Online<br/>(Website<br/>and App)</b> | Digital Magazine       | Digital Magazine       | Digital Magazine       | Digital Magazine       | Digital Magazine       | Digital Magazine       | Digital Magazine       | Digital Magazine       | Digital Magazine       | Digital Magazine       | Digital Magazine       | Digital Magazine       |
|   | Star Focus Article     | Star Focus Article     | Star Focus Article     | Star Focus Article     | Star Focus Article     | Star Focus Article     | Star Focus Article     | Star Focus Article     | Star Focus Article     | Star Focus Article     | Star Focus Article     | Star Focus Article     |

**Linear TV  
Sponsor  
idents  
(10" + 5")**

Each week the Podcast will be cutdown to a 10-15 minute highlights clip, that will playout a minimum of 4 times per week.

# Media Plan: 3 Months

| Platform                                      | Delivery  | Cost     |
|---|---|----------|
| Sky News Backstage Podcast                    | Estimated 80,000 Listens                                      | £30,000  |
| @SkyNews Social channels (FB, IG, Twitter)    | 3.5 million Guaranteed Views                                  | £100,000 |
| Sky News website "Ents + Arts" 1 Day Takeover | Est: 200,000 impressions                                      | £3,000   |
| Sky "Ents and Arts" Display                   | 10.5 Million Impressions                                      | £63,000  |
| SFVOD on Sky "Ents and Arts"                  | 300,000 Views   | £9,000   |
| Linear sponsorship                            | 4.2 ABC1 Ads 30" equivs & estimated reach of 958K ABC1 Adults | £20,000  |

**Investment: £225K (Gross)**



A close-up portrait of actor Robert Pattinson. He is looking slightly to the right of the camera with a neutral expression. He has dark hair and is wearing a dark turtleneck sweater under a textured grey jacket. The background is dark and out of focus, featuring two bright spotlights: one red and one blue, creating a dramatic atmosphere.

# BACKSTAGE

sky news