

Opportunity

Music Package

Sponsorship Opportunity 2023



Channel



Investment

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Platforms

On-air

The Opportunity

Sky Media & All Around The World are excited to be offering the opportunity to sponsor **NOW 70s**, **NOW 80s** and **NOW ROCK**, the TV incarnation of the massive chart brand "NOW That's What I Call Music" as well as one of the top club and dance music channels **CLUBLAND**, that has a heritage stretching back over 20 years!

Showing the biggest hits from TWO defining decades as well a channel dedicated specifically to the biggest ROCK songs - this is the perfect opportunity to target 35-54 Adults with this triple value nostalgia package! As well as CLUBLAND showing iconic dance music for Ibiza legends that stretches back over the last two decades.

Scheduling & Accreditation

Full channel

- NOW 70s - 9am-4am
- NOW 80s - 9am-4am
- NOW ROCK - 9am-4am
- Clubland - 8am -3am
- Monday-Sunday
- Approx. 2,280 hours of sponsored content per month
- Approx. 13,680 sponsorship credits per month
- 6 x 10" credits per hour

Contact Details

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The Power Of Nostalgia

Nostalgia research over a decade has shown that it is a very powerful emotion with a positive outcome.

"Nostalgia has been shown to counteract loneliness, boredom and anxiety. It makes people more generous to strangers and more tolerant of outsiders. Couples feel closer and look happier when they're sharing nostalgic memories. On cold days, or in cold rooms, people use nostalgia to literally feel warmer".

Music is one of the quickest ways to access nostalgia.

Source: article NY Times: The science of nostalgia by John Tierney. Referencing the Southampton University study of nostalgia

When nostalgia kicks in people are more likely to spend more money.

- The average person is nostalgic once per week
- Nostalgia increases optimism
- Being nostalgic feels good.
- People use nostalgia to self soothe
- Feel good news always elicits more engagement

Source: journal of consumer research Jul 2014

The older we get, the more nostalgic we become.... And the older generation in the UK are the most powerful consumers.

- over 45s own **81% of the UK's total assets**
- They have **70% of the disposable income**
- And they are responsible for **61% of consumer expenditure**

Source: independent article 2018 quoting Enders research



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