



Channel	Investment	Start	Platforms
Late Night Post 2300	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

Witness switched on drama, every night, with Sky Witness

Discover our late night strand on Sky Witness: Where irresistible drama and real-life escapism converge and where your brand has the opportunity to engage with an affluent audience, as they engage with their favourite past time...watching TV!

The Opportunity:

Reach an affluent audience:



Late Nights on Sky Witness reaches affluent couples in their downtime, with a core audience made up of both **affluent achievers (i132)** and **exclusive wealth (i160)**. This is a discerning audience, they define themselves as as having **expensive tastes (i169)**, they opt for **premium goods and services (i139)**, and **buy brands they trust regardless of price (i129)** This sponsorship is a perfect opportunity for your brand to reach these viewers as they unwind for the night around content they love.



Engage with modern consumer aficionados



This affluence enables Sky Witness late night viewers to indulge their love of the latest and greatest products. They **love to buy new gadgets and appliances (i128)** and will **spend on tech at home in order to make life easier (i123)**. They like to **buy new brands to try them (i149)** and are often tempted to **buy brands they see advertised (i136)**

Make your brand synonymous with their favourite past time:



Sky Witness Late Night viewers are very engaged with the content they are watching. Many cite **TV viewing as their favourite past time (i172)** and when they sit down to watch TV they are watching content they've sought out with by **using on demand to create their own schedule (i159)** or by **saving up recordings of their favourite show to binge watch (i174)**



Engaging with TV fans around their most loved content through this strand is the perfect opportunity to build not only brand awareness but brand warmth

Source: TGI GB 2023 February (Jan22 – Dec 22) Sky Witness Daytime viewers watched Sky Witness in last Week/favourite channel, & watch TV post 2300



6 month sponsorship delivers



Supercharge your partnership through shoppable....

Sky Witness delivers a hyper engaged audience who are 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 Witness 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 Witness Post 2300 Scheduling

Sky Witness's late night schedule evolves throughout the year depending on seasonality and viewing trends. A typical late night schedule on Sky Witness will include engaging ob-docs like Border Patrol & Border Security USA, as well as key US procedurals like the Madam Secretary, FBI & Chicago Fire

Sponsorship Accreditation

Linear: 15" and 5" sponsorship idents across all sponsorable content on linear TV post 2300. The sponsorship includes Sky Witness 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 Witness promos 20" and over.

Video On Demand: 15" opener & 2x 5" mid on TV VOD & Sky Go, & 15" opener & 1x5" mid on NOW across Sky Max content downloaded on TV VOD & streamed on Sky GO VOD & NOW VOD, post 2300,

6 month package

Linear	HPCH	WABC1	W 35+
Actuals	236	362	830
30" equivs	106	162	372
Coverage %	7	7	10
Coverage 000s	482k	1.15m	1.86m
OTS	34	48	86

Platform	30" Household Imps
TV VOD	2.8m
Sky Go	3.5m
NOW	426k

Media Value	£982k gross
Investment	£300k gross

3 month package

Linear	HPCH	WABC1	W 35+
Actuals	117	228	496
30" equivs	53	103	224
Coverage %	4	5	7
Coverage 000s	277k	789k	1.3m
OTS	29	44	72

Platform	30" Household Imps
TV VOD	1.4m
Sky Go	441k
NOW	213k

Media Value	£519k gross
Investment	£180k gross

Ts&Cs

- 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