



Sky Witness Primetime Sponsorship

1700 - 2259

Law & Order: SVU
sky witness

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Sky Witness overview

A woman with short, curly hair is shown in profile, talking on a black mobile phone. She is wearing a textured, brown and grey patterned jacket over a white top. The background is a blurred crowd of people, suggesting a public event or premiere. The overall lighting is soft and slightly dim, with some bokeh light spots.

Sky Witness delivers

dramatic, glossy drama

which pull viewers in.

It appeals to an **affluent, discerning** female audience,
and is the channel these viewers turn to,
as a **cherished escape**.

A **moment of indulgence** in their day,
with the series and characters, they
love the most.

The Equalizer
sky witness

Sky Witness viewers love the channel & are dedicated viewers

#2

pay channel for Sky customers.

40%

of Sky Customers top 20 dramas since 2021 have been Sky Witness shows

Reaching **2.8m** ABC1 Women ABC1,

an average of **61** times across 6 months

The Equalizer



Audience insight

A highly attractive audience for sponsors: Audience insight



Financially comfortable

Comfortable with their current income i118

“Lavish Lifestyles” i122 – defined as the most affluent people in the UK who live comfortable lifestyles with few financial concerns



TV Connoisseurs

Watching TV is my favourite past time i144

Use on Demand to create own schedule i134

Save up recorded & downloaded programmes to watch back to back i165



Quality Consumer

I have expensive tastes i111

‘I tend to go for premium rather than standard goods or services’ i115



Home & Family focused

86% enjoy spending their leisure time with their family

71 % prefer spending a quiet evening at home



Eco/Ethically conscious

74% see it as important that a brand acts ethically,

84% make a conscious effort to recycle,

67% think single use plastic should be banned,

The sponsorship package

6 MONTH
SPONSORSHIP
PACKAGE



Linear Sponsorship: 1700 - 2259

Purpose: An always on association with Sky Witness Primetime (1700 – 2259)

Audience Delivery: Reaching **2.8m ABC1 Women** across linear

Accreditation: Linear 15" opener & 15" closer, 2x 5" per centre break & logo accreditation on all relevant promos



VOD Sponsorship: 1700 - 2259

Purpose: Aligning with the choice, control and immediacy of VOD, reaching a choose-to-view audience and aligning with Sky Witness content however its viewed

Audience Delivery: **14.3m impressions** across VOD

Accreditation: TV VOD & Sky Go: 1x 15" opener & 2x5" per mid roll
NOW VOD: 15" opener & 1 x5" per mid roll



Social Sponsorship

Purpose: Broaden audience reach and diversify the audience you speak to whilst cementing your brands association with Sky Witness

Audience Delivery: **3.38m views** across @SkyTV served to your target audience

Accreditation: Organic post: Branded Partner tagging, ident post clip & URL in post
Paid Post: Branded Partner tagging, ident pre clip, Click Through button with CTA and Brand Watermark on screen throughout



Sky Advance

Purpose: Utilising Sky's unique data technology we can use Sky Advance to either reinforce your sponsorship message, moving viewers further down the purchase funnel with more product focused advertising or extend the sponsorship reach by targeting those who have not seen the sponsorship.

Audience Delivery: **3.06m impressions** across Sky Advance

6 MONTHS
ESTIMATED
DELIVERIES

578

Women ABC1
30" Equiv ratings

2.8m/18%

Women ABC1 Reach

67

Women ABC1
Frequency

14.3m

TV VOD, Sky Go & NOW
Impressions

3.4m

Guaranteed Social
Views

3m

Advance Impressions

Making the partnership work harder

Creating a tailored activation plan based on the sponsor's KPI's



CONTENT CREATION



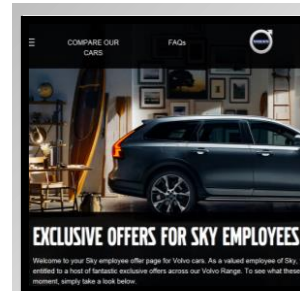
ACCESS TO TALENT & USE OF IP



EVENTS & EXPERIENCES



COMPETITIONS



RECIPROCAL STAFF OFFERS



CUSTOMER RETENTION



SALES INCENTIVES



CREATE AFFINITY



DRIVE RESPONSE

Appendix

2024 scheduling

Q1 - 2

The Rookie: S6



The Rookie: Feds S2



Chicago Med: S9



The Good Doctor: S7



Chicago Fire: S12



Chicago PD: S11



The Equalizer: S4



FBI: S6



FBI International: S3



FBI: Most Wanted: S5



Blue Bloods: S14



Law & Order: SVU S25



Law & Order: Organised Crime S4



The Good Doctor: S8



Estimated sponsorship deliveries: 6 months

Audiences	Total Actual Ratings	30" Equivs	Reach %	000s	OTS
Individuals	1,081	513	17%	10,252	64
16-34 Women	460	218	11%	801	40
W35+	2,017	957	21%	4,092	96
HWCH	943	447	17%	1,181	56
W35-64	2,199	1,044	22%	2,863	98
ABC1 Women	1,217	578	18%	2,811	67
Women ABC1 25-54	977	464	17%	1,264	58
ABC1 Women 35+	1,500	712	21%	2,389	71
16-34 Adults	301	143	10%	1,445	30
ABC1 Women 45+	1,642	779	22%	1,936	74
W45+	2,257	1,072	22%	3,357	102
AdABC1	1,026	487	18%	5,311	57

Opportunity Ts & Cs

- The investment cost includes UK sponsorship of Sky Witness linear, TV VOD, Sky Go & NOW between 1700 and 2259.
- The ROI sponsorship has not been included in the asking price but is available for additional investment. In the event the sponsor does not take ROI Sky reserve the right to sell this to another brand including competitors. The UK sponsor will TX by default in ROI if the ROI feed is not sold separately.
- The logo for the UK sponsor on Sky Witness promos will be carried in ROI regardless of whether there is a separate ROI sponsor, as these feeds/assets cannot be split by territory.
- Any Licensing & Activation are subject to additional channel approval.
- Investment excludes creative production costs, 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 licensee partners on Sky Witness
- 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.