



Channel



Investment

Available on Request

Start

Available now

Platforms

- Broadcast
- Web Attribution Study
- Advance

The Partnership Opportunity

Exclusively align your brand with the home of ultimate game show entertainment.

- **The Best & Most Loved in Game Show Entertainment:** From The Chase and Pointless, to Family Fortunes and Who Wants to be a Millionaire, Challenge offers beloved cult shows, world famous quiz formats and innovative new gameshows with the most fun and entertaining competitive shows in one place!
- **Reach a broad audience:** Available on both Sky and Freeview, the Challenge sponsorship will allow a brand to reach **12m** adults across 12 months.
- **Extend or Reinforce sponsorship reach with Sky Advance:** 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. **3.2m impressions included in package.**
- **Web Attribution Study:** Challenge's sponsor will have full assurance who has visited their app or website after seeing the sponsorship idents as Sky Media's unrivalled viewing panel will link to the sponsor's web traffic to track with complete certainty where audiences have come from.



Challenge Fans: People who watch Challenge are evenly split between women (52.4%) and men (47.6%). They consider themselves to be home orientated (i143), family first (i161) and generally outgoing (i139).



Bargain Hunters: Challenge viewers love a bargain (i221) are very ad impressionable (i212) but also influenced by experts (i150) and other consumers (i151).



The 12-month sponsorship is estimated to deliver...



Opportunity T&C's

- Estimated linear ratings are modelled from average programme TVR
- Investment includes UK sponsorship of Challenge linear
- The ROI sponsorship of Challenge linear has not been included in the asking price but is available for additional investment. Please note that the UK linear sponsorship will be simulcast in ROI unless the ROI feed is sold separately. The logo for the UK sponsor on Challenge promos will be carried in ROI regardless of whether there is a separate ROI sponsor, as these feeds/assets cannot be split by territory.
- Where Challenge content is made available across TV VOD, Sky Go VOD and NOW VOD, the sponsorship can be extended to include this as added value, provided the sponsorship creative is supplied for VOD as well as linear transmission.
- The final investment excludes activation, 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



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