



sky arts

Channel	Investment	Start	Platforms
	Available on Request	1 <sup>st</sup> January 2024 (12-months)	<input checked="" type="checkbox"/> Broadcast UK <input checked="" type="checkbox"/> On Demand <input checked="" type="checkbox"/> Sky Go <input checked="" type="checkbox"/> NOW <input checked="" type="checkbox"/> Social <input checked="" type="checkbox"/> Advance

## Channel Overview

Sky Arts is the *only TV channel* in the UK dedicated to Arts & Culture.

This ground-breaking channel continues to push boundaries creating innovative programming and making the arts accessible to all. Sky Arts offers brands the opportunity to align with this unique award-winning channel, across a range of content, which speaks to its audiences' broad passions.

A sponsor can reach a large engaged, affluent audience through the sponsorship extending their reach and amplifying their message across a number of touch points.

## Scheduling

Insightful Sky Originals, electrifying music festivals, exclusive theatrical screenings, captivating competitions and treasure trove of library content. Sky Arts has the content and sparkling talent to ignite every passion point.



## Estimated Sponsorship Delivery UK (12-mths)

Linear	Inds	Adults	ABC1 Adults
Actuals	2,312	2,715	2,096
30" equivs	1,032	1,211	935
Coverage %	38	43	50
Coverage 000s	23,356	21,973	12,133
Frequency	60	64	60

## Sponsorship Inventory

Delivering an always on presence across multiple platforms this campaign positions the sponsor closer to arts on Sky than any other advertiser.

**Linear:** 15" and 5" sponsorship idents across all sponsorable content on linear TV. Logo accreditation on all relevant Sky Arts promos 20" & over. The sponsorship includes Sky Arts content on Sky Showcase. Extending the sponsorship reach to Sky's newest Entertainment channel; at 106 in the EPG.

**TV VOD, Sky Go & Now:** 15" & 5" idents across all sponsorable Sky Arts content streamed from Sky Go, Now or watched On Demand. Sponsorship idents will play across Sky Arts Boxset or Catch-Up content wherever and whenever it is consumed.

**Social:** Broaden audience reach and diversify the audience you speak to whilst cementing your brands association with Sky Arts & its content. Using a combination of Sky Arts clip alignment and bespoke social branded content, your brand is guaranteed to secure 10m views over 12 months. £175k from the asking price is reserved to create this branded content with you, to align with Sky Arts and your brand's ambitions.

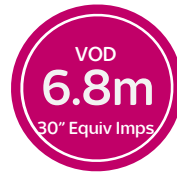
**Sky AdAdvance:** Utilising Sky's unique data technology through Sky Advance, your partnership can be extended to a broader audience profile & your target audience can be moved further down the purchase funnel with reinforced sales messaging, delivering 3m impressions across 12 months.





# sky arts

The 12-month sponsorship of Sky Arts is estimated to deliver...



## Making the Partnership Work Harder

### Licensing:

Further cement your brands association with Sky Arts & its credentials as a premium, award winning, groundbreaking channel by continuing the alignment through channel licensing. Enabling your brand to communicate the partnership across owned, bought and earned platforms, beyond Sky



### Sponsorship Activation:

Delve deeper with content to show the audience how your brand speaks to their values & interests. Get closer to specific shows and seasons through prop placement, smart media planning and participatory extensions for your customers. Bring your brand's content and products into the Arts environment through relevant partnerships and contextual placements. Develop new content for the channel through an AFP or branded content solution across linear, BVOD or social. Tap into Sky's data and technology legacy to collaborate on a new partnership innovation for the audience to discover more about the arts. \*Activation is subject to additional investment.



## Audience Insight



**Financially Comfortable:** Sky Arts viewers are high capita individuals (i224), are 49% more likely to have £50k+ in savings and are more likely to own their home outright (i134) or pay their mortgage off in the next year (i200)



**Sky Arts viewers are quality-orientated:** viewers of this content quality-orientated in their shopping choices (i169) with 65% feeling that it's worth paying extra for quality goods. They tend to go for premium good and services (i124).



**Sky Arts viewers are culturally engaged:** viewers are 107% more likely to have attended an arts, culture or music event in the last month. They love to keep up to date with current events in Art/Theatre (i175), Literature (i139), Music (i138) Film (i131).



**Sky Arts viewers are socially conscious:** they like to buy products from companies who give something back to society (i114) and are prepared to make lifestyle compromises to benefit the environment (i114) & to pay more for environmentally friendly products (i110).

## T&C's

The investment cost includes UK sponsorship of Sky Arts linear, TV VOD, Sky Go & NOW, amplification (to the level detailed in the doc) across Social & Advance, and licensing of the Sky Arts logo

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 Arts promos will be carried in ROI regardless of whether there is a separate ROI sponsor, as these feeds/assets cannot be split by territory.

Activation opportunities are subject to additional investment, brand briefing and are available upon request. 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 noncompetitive brands as silver tier/licensee partners on Sky Arts

Estimated linear delivery, based on programme av TVR & reach for Sky Arts. Estimated VOD delivery based on household impressions