



QR Ads

Build your QR code experience into your ad

What is a QR code?

A QR code is a barcode that encodes information (typically a URL) that your mobile device's camera can easily read. Scanning a QR code allows consumers to connect straight to the content advertised through their mobile devices.

QR Ads is the Sky Media process to help you create and amend a QR code into your creative, ensuring the right style, visual integration and compliance.

When implementing a QR code provided by Sky, we will be able to report the number of times a QR code was scanned and the number of times a unique device scanned a QR code.

Why use QR codes on TV ads?

TV remains the most trusted and impactful way for brands to engage current and future customers, as illustrated by the growing number of digitally native brands turning to TV.

At Sky, we understand how crucial it is for brands to maximise the potential of the TV space. With QR codes, we embark on a journey to make TV ads more interactive, expanding the reach of your ads and reducing the customer's path to purchase

Where can I use a QR code?

QR codes can be amended in your Linear, VOD, AdSmart and Digital campaigns. **Speak to your sales rep or email us at skymedia@sky.uk to find out more.**

Endless opportunities using QR codes



Find out more



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Enhance your QR Ads report with Web Attribution

Our award-winning Web Attribution tool provides more granular information about a consumer's behaviour once directed to the landing page.