

Opportunity

Sky Sports News 5-7pm

Sponsorship Opportunity (12 Months)



Channel	Investment	Start	Platforms
	£1,050,000 gross (12-months, shorter period available on request)	Available from: 2 nd Feb 2024	<input checked="" type="checkbox"/> Broadcast <input checked="" type="checkbox"/> Digital (display) <input checked="" type="checkbox"/> Sky Go Linear <input checked="" type="checkbox"/> Social

The Opportunity

Sky Media is delighted to present the exclusive opportunity to sponsor Sky Sports News 5-7pm, enabling the right brand to align with the countries most loved sports news channel on a premium evening hours daypart that runs every day! This sponsorship, over the course of a year, has an estimated 5,408 sponsorship idents across nearly 700 hours of coverage live on Sky Sports News!

The Content

The evening of sports begins here! Viewers will find presenters and expert analysts building up to each evening of sport. This prime-time slot features breaking news and starting line-ups for Premier League and Champions League games. On Saturdays, the sponsor has an hour of sponsored content directly after Soccer Saturday, which provides the classified round up of the final scores from around the UK and from across Europe too. In 2024/2025 all the major sporting events will be covered, whether live on Sky or not. Stay tuned!

The Channel & Key Benefits

- **As the only fully dedicated 24-hour sports news channel in the UK**, Sky Sports News is truly unrivalled, brought to you by over 100 specialist presenters and reporters.
- **Technology and innovation are at the heart of their acclaimed daily coverage.** From the 18 square metre interactive video wall, to the extensive use of Opta stats and data, the channel is always looking at how it can elevate its coverage in a visually impactful way.
- **The variety and depth of Sky Sports News' coverage is unprecedented**, with reporting across all of the key events relating to Football, Rugby Union, Golf, Cricket, F1, Tennis, Boxing, Horse Racing and so much more...
- **Cross Platform:** To increase sponsorship reach, the package is extended across Sky Sports' **acclaimed digital and social platforms**, across desktop, tablet and mobile devices. See Page 2 for more info...

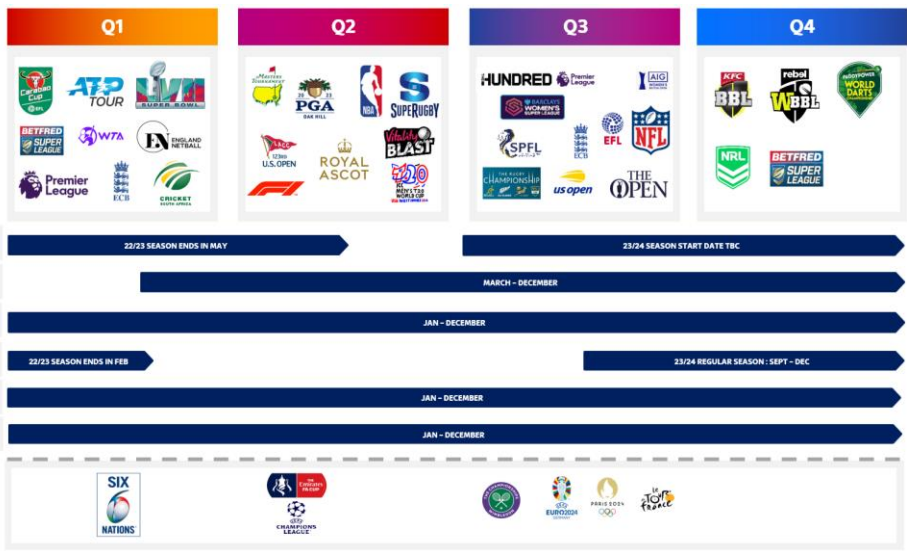
Scheduling & Accreditation

Period:	Excludes Transfer Window 2024. Only available in the following periods: Feb-July, Sep-Dec and Feb-Apr 2025.
Timings:	17:00-17:59 Monday-Sunday* 18:00-18:59 Monday-Sunday <i>*Excludes 17:00-17:59 during the football seasons owing to Soccer Saturday scheduling.</i>
Accreditation:	2 x 15" sponsorship idents and 6 x 5" sponsorship idents across each hour of coverage. When simulcast the sponsorship will also carry over to sky sports main event

Insight

- 15%** of Sky Sports News viewers prefer to buy products from companies who sponsor sports events and teams **i139**
- 57%** of Sky Sports News viewers like to keep up with developments in technology **i137**
- 48%** also follow Sky Sports on social network sites **i310**

2024 will be an action-packed year of Sport...

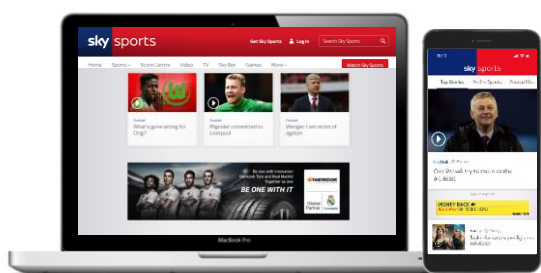


Estimated Audience Delivery - 12 Months

Audience	M16-34	M25-54	Ads	Inds	ABC1 Men	ABC1 Ads
Average TVR	0.04	0.13	0.07	0.06	0.09	0.06
Total Actuals	224	689	397	351	476	301
Total 30" Equivalents	98	301	174	153	208	132
Coverage (000's)	592	1,705	5,506	6,155	1,875	3,146
Coverage (%)	8	14	11	10	13	11
OTS	27	49	37	35	36	28

Source: BARB (based on Sky Sports News 2022-2023 viewing)

Sky Sports Digital



Sky Sports Digital is the number one (highest reach and most visited) commercial sports destination on the web (UK). Offering sports fans and advertisers a multi-media and fully interactive experience showcasing the latest breaking news, videos, features, games, polls and chat. Per month the site delivers:

- **23m unique visitors on Sky Sports.com and 4.3m unique visitors on the Sky Sports Mobile App.**
- **208m pages views on Sky Sports.com and 438m page views on the Sky Sports Mobile App.**
- **An average dwell time of 7 minutes per visitor**

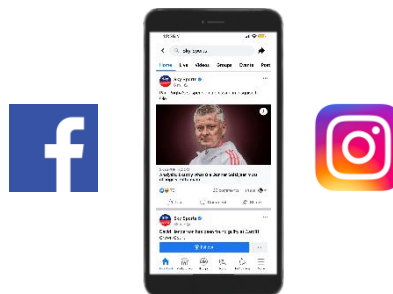
The sponsor of Sky Sports News 5-7pm will receive:

- 1 x Skysports.com HPTO (date subject to availability)
- 750,000 Billboard impressions - run of Skysports.com
- 3,500,000 Leaderboard & MPU impressions - run of Skysports.com
- 3,250,000 Mobile Banner impressions - run of Sky Sports Mobile App

Terms & Conditions

- The opportunity excludes on-air production
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- Excludes ad serving costs & online creative production
- Scheduling of reports subject to change
- ROI feed available - Further details on page 3
- Sponsorship will run across the ROI feed by default unless purchased by UK sponsor, or by a separate sponsor in ROI.

Sky Sports Social



Sky Sports Social is the go-to destination for the latest news, opinion and debate around the sports topics that matter most. Through sponsorship of the latest news clips across Instagram and Facebook, your brand is placed right at the very heart of the conversation that plays out around the biggest sports moments as they happen.

The sponsor of Sky Sports News 5-7pm will receive:

- 2,700,000 views across 24 x Sky Sports Instagram posts
- 1,800,000 views across 24 x Sky Sports Facebook posts

The sponsor will be integrated into the content with:

- 6" co-branded end board on all Facebook & Instagram posts
- Branded logo watermark on all content
- @Sponsored tagging on all relevant social posts

Sky Go Linear



Across the sponsorship period, Sky Sports News 5-7pm is simulcast across Sky Go Linear and will carry sponsor accreditation consistent with the linear broadcast.

Republic of Ireland Sponsorship Opportunity

Investment: £105,000 gross

Dates: 2nd February– 31st January 2025

(Can run on ROI as a 12-month continuous campaign, other periods available on request.)

ROI Estimated Audience Delivery – 12 Months

Audience	Adults	Ads 25-44	Ads ABC1	HWCH	Men	Men 15-34	Men ABC1
Average TVR	0.21	0.21	0.15	0.14	0.32	0.21	0.19
Total Actuals	1,218	1,208	871	814	1,861	1,189	1,103
Total 30" Equivalents	523.8	519.5	374.3	349.9	800.2	511.4	474.2
Coverage (%)	20	19	19	18	24	22	21
Total Coverage	734,250	235,762	322,237	95,829	430,301	120,463	169,732
OTS	61	63	45	45	78	54	54