

Opportunity

Sky Sports News Today (2-5pm)

Sponsorship Opportunity



Channel

sky sports news

Investment

Available on request

Start

Available Now

Platforms

- ☒ Broadcast
- ☒ Sky Go Linear

The Opportunity

Sky Media is delighted to present the opportunity to sponsor Sky Sports News Today (2-5pm). This exclusive offer enables your brand to align with the countries most loved sports news channel with a 3-hour afternoon daypart that runs from Monday to Friday across the course of the year.

The Content

Sky Sports News Today is where sports fans will find all the day's biggest stories breaking live, with in-depth coverage from Sky Sports News' top presenters along with insight from world class guests both in the studio and calling in.

As well as breaking the biggest stories from the world of sport, the 3-hour slot is perfectly placed for in-depth looks back and previews for the most talked about sporting events. Whether its analysing a big night of Champions League Football or looking ahead to a huge Heavyweight Fight on the weekend, Sky Sports News Today is where passionate sports fans will find the stories.

The 2-5pm slot can also put your brand right at the heart of coverage of live sports. On Friday's the 2-5pm slot can often overlap with the first round of F1 Practices, whilst in the summer updates from England's home cricket matches and updates from Wimbledon are all taking place in the 3-hour daypart

The Channel

- As the only fully dedicated 24-hour sports news channel in the UK**, Sky Sports News is truly unrivalled, with best in class coverage offering in depth insight, analysis, results and interviews, brought to you by over 100 specialist presenters and reporters.
- Technology and innovation are at the heart of how Sky Sports News deliver 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 way that is both informative and visually impactful.
- 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 (men's and women's), as well as catering to more niche interests in MMA, eSports and Netball.

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Scheduling

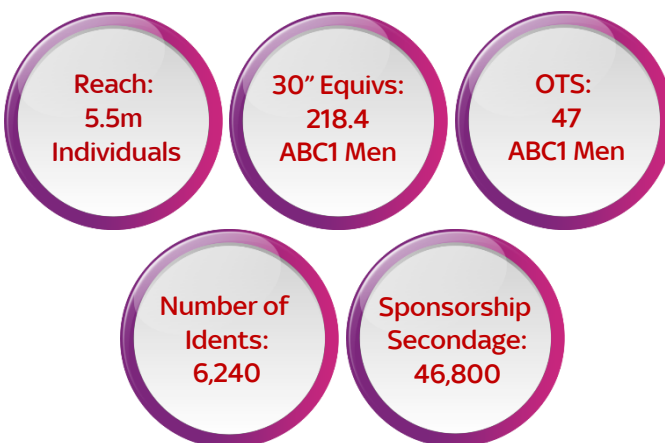
- Period:** 12-month sponsorship (opportunity for 3, 6 and 9 months also available)
- Timings:** 14:00 – 16:59 Monday to Friday

Accreditation

Sponsor Credits:

- Opening Credit: 1 x 15 seconds
- Closing Credit: 1 x 15 seconds
- Centre Break Credits: 6 x 5 seconds per hour

Key Benefits (12 months)



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Estimated Audience Delivery (UK Only) – 12 Months

Audience	Inds	Ads	Ads ABC1	Men	Men ABC1	Men 16-34	Men 25-44	Ads 25-44
Average TVR	0.06	0.07	0.05	0.10	0.08	0.06	0.10	0.06
Total Actuals	374	418	299	649	499	387	643	399.4
Total 30" Equivs	163.8	182.9	131.0	283.9	218.4	169.3	281.2	174.7
Coverage (000s)	5,452	4,862	2,494	2,997	1,469	702	906	1,518
Coverage (%)	9	10	9	12	11	10	11	9
OTS	42	44	34	54	47	40	57	43

(Based on BARB : 2021)

Estimated Audience Delivery (UK Only) – 9 Months

Audience	Inds	Ads	Ads ABC1	Men	Men ABC1	Men 16-34	Men 25-44	Ads 25-44
Average TVR	0.05	0.06	0.04	0.10	0.07	0.05	0.10	0.06
Total Actuals	251	280	205	442	345	247	456	279.4
Total 30" Equivs	110.0	124.3	89.6	193.5	150.7	108.0	199.6	122.2
Coverage (000s)	4,695	4,223	2,123	2,631	1,300	589	689	1,169
Coverage (%)	8	8	8	10	9	8	9	7
OTS	32	34	27	42	37	30	53	39

(Based on BARB 2021)

Estimated Audience Delivery (UK Only) – 6 Months

Audience	Inds	Ads	Ads ABC1	Men	Men ABC1	Men 16-34	Men 25-44	Ads 25-44
Average TVR	0.05	0.06	0.05	0.09	0.08	0.05	0.10	0.06
Total Actuals	163	181	138	286	240	163	313	190.5
Total 30" Equivs	71.2	79.3	60.5	125.0	104.8	71.2	137.1	83.3
Coverage (000s)	3,914	3,505	1,891	2,307	1,212	441	555	905
Coverage (%)	6	7	7	9	9	6	7	6
OTS	25	26	21	31	27	27	45	34

(Based on BARB : 2021)

Estimated Audience Delivery (UK Only) – 3 Months

Audience	Inds	Ads	Ads ABC1	Men	Men ABC1	Men 16-34	Men 25-44	Ads 25-44
Average TVR	0.04	0.04	0.03	0.06	0.06	0.04	0.09	0.05
Total Actuals	55	59	52	100	91	58	147	84.2
Total 30" Equivs	23.9	25.9	22.5	43.7	39.6	25.3	64.2	36.9
Coverage (000s)	2,306	2,067	1,053	1,419	695	254	374	557
Coverage (%)	4	4	4	6	5	4	5	3
OTS	14	15	14	18	18	16	31	24

(Based on BARB : 2021)

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 – please enquire for more details
- Sponsorship will run across the ROI feed by default unless purchased by UK sponsor, or by a separate sponsor in ROI.



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