




Channel	Investment	Start	Platforms
 Daytime 0600 -1659	£300k gross for 6m £180k gross for 3m	Available now	<input checked="" type="checkbox"/> Linear <input checked="" type="checkbox"/> TV VOD <input checked="" type="checkbox"/> Sky Go VOD <input checked="" type="checkbox"/> NOW VOD

Witness switched on drama, everyday, with Sky Witness

Discover daytime on Sky Witness: Where irresistible drama and real-life escapism converge and where your brand has the opportunity to engage with an affluent family audience in their all important moments of relaxation.

The Opportunity: Engage with affluent families in their moments of indulgence

Capitalise on relaxing moments:



Sky Witness caters to the discerning tastes of hard-working, busy adults who turn to Sky Witness for their moments of relaxation. Viewers **enjoy watching TV (i153)** & cultivate moments in their week to indulge in their favourite Sky Witness content - **using On Demand to create their own schedule (i136)** and saving programmes to **binge watch (i155)**. Through aligning with Sky Witness daytime your brand can be part of that all important me time.



Reach an affluent family audience:



The family is at the heart of Sky Witness daytime viewers purchasing decisions, with viewers inclined to **choose brands their children prefer (i116)** & **91% prioritising spending leisure time as a family**. Sky Witness daytime viewers are more likely to be **starting out families (i150)** **hotel parents (i144)** or **empty nesters (i148)** and are **20% more likely to be comfortable on their present income**. This makes Sky Witness daytime the perfect platform for brands to reach a family focused audience with spending power



Engaged with content & with advertisers



Sky Witness daytime viewers have chosen their daytime viewing for an all important moment of self indulgence. They are very engaged with the content they are watching and are likely to take this off screen with viewers **29% more likely** to search online to **find out more about the show** and **29% more like to regularly comment on social media** about the content while watching

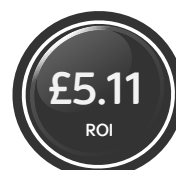


This engagement reaches beyond the content with Sky Witness daytime viewers more likely to **research online for products/services they've seen advertised on TV (i136)** and **advertising on TV** being core factor **influencing their purchasing decisions** across a number of categories, from FMCG products like **food, drink & household products (i144)**, **toiletries (i161)** through to more significant purchases like **large household appliances (i144)**, **cars (i203)** **holidays (i182)** and **banking (i202)**



Source: TGI GB 2023 February (Jan22 - Dec 22) Sky Witness Daytime viewers watched Sky Witness in last Week/favourite channel, & watch TV during daytime

6 month sponsorship delivers



Supercharge your partnership through shoppable....

Sky Witness delivers a hyper engaged audience who are keen to seek out those brands they've seen advertised around their favourite shows. Sky Media's Shoppable product therefore presents the perfect opportunity to take your partnership on Sky Witness one stage further.

With addition of a QR code to your sponsorship creative its easier than ever before to shift consumers through the journey from brand awareness to purchase

Elevate your effectiveness with Web Attribution...

Using Sky Media's Web Attribution tool, you can, for the first time effectively track the impact your sponsorship & advertising activity have on consumers interacting with your brand online.

Not only can Web Attribution allow you to understand the proportion of those who have seen your sponsorship and have gone on your brand website, but we can also analyse the depth of that interaction online.

Both Sky's Shoppable product and Web Attribution are available as extension options to this partnership, for an additional investment.



Sky Witness Daytime Scheduling

Sky Witness's daytime schedule evolves throughout the year depending on seasonality and viewing trends. A typical daytime schedule on Sky Witness will include engaging ob-docs like Border Patrol & Border Security USA, as well as key US procedurals like the Rookie, FBI Most Wanted & Bull

Sponsorship Accreditation

Linear: 15" and 5" sponsorship idents across all sponsorable content on linear TV between 0600 - 1659. The sponsorship includes Sky Witness content on Sky Showcase, extending the sponsorship reach to Sky's newest entertainment channel; at 106 in the EPG. Logo accreditation on all relevant Sky Witness promos 20" and over.

Video On Demand: 15" opener & 2x 5" mid on TV VOD & Sky Go, & 15" opener & 1x5" mid on NOW across Sky Max content downloaded on TV VOD & streamed on Sky GO VOD & NOW VOD, between 0600 - 1659, excluding PIN protect programming.

6 month package

Linear	HPCH	WABC1	W 35+
Actuals	300	306	822
30" equivs	144	147	384
Coverage %	12	12	15
Coverage 000s	805k	1.8m	2.8m
OTS	26	26	56

Platform	30" Household Imps
TV VOD	4.96m
Sky Go	5.55m
NOW	905k

Media Value	£1.5m gross
Investment	£300k gross

3 month package

Linear	HPCH	WABC1	W 35+
Actuals	140	142	399
30" equivs	67	68	192
Coverage %	6	7	9
Coverage 000s	412k	1.07m	1.8m
OTS	24	20	42

Platform	30" Household Imps
TV VOD	2.5m
Sky Go	693k
NOW	453k

Media Value	£637k gross
Investment	£180k gross

Ts&Cs

- Daytime on Sky Witness is Ex Kids and HFSS restricted
- Estimated linear ratings are modelled from average programme TVR
- TV VOD household impression estimates are based on 100% viewability. Sky Go and NOW impression estimates are based on 100% viewability.
- Proposal Investment includes UK sponsorship of this property on Sky on linear, TV VOD, Sky Go VOD and NOW VOD.
- There is the opportunity to extend the sponsorship to include ROI linear & VOD,
- In the event a brand wants to offer on UK only, the brands linear sponsorship creative will still be transmitted in ROI until such a time as the sponsorship is sold separately in this territory. The logo for the UK sponsor on promos will be carried in ROI regardless of whether there is a separate ROI sponsor, as these feeds/assets cannot be split by territory.
- In the event a brand wants to offer on the UK only the Sky Media Ireland team reserve the right to sell the sponsorship in ROI to any brand, including competitors
- Web Attribution & Shoppable are subject to additional investment
- The final investment excludes 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