



|                |                      |               |  |   |
|----------------|----------------------|---------------|--|---|
| <b>Channel</b> | <b>Investment</b>    | <b>Start</b>  | <b>Platforms</b>   |   |
|                | Available on Request | Available Now | <input checked="" type="checkbox"/> Broadcast<br><input checked="" type="checkbox"/> On Demand<br><input checked="" type="checkbox"/> Sky Go | <input checked="" type="checkbox"/> NOW<br><input checked="" type="checkbox"/> Social<br><input checked="" type="checkbox"/> Short Form VOD |

## The Opportunity

Your brand has the opportunity to align with Sky Crime's gripping content, targeting a **unique, highly-engaged and invested audience of true-crime fanatics** as they become immersed in current true crime cases. From **Blue light** to **true crime documentaries** and **border control** content, watch as the evidence unfolds, suspects are whittled down, and the criminals are brought to justice.

## Content Overview

**Premium** crime content from **Oxygen** and **HBO**; **exclusively airs on Sky Crime!** From returning series for 2024 such as **The Real Manhunter**, **Britain's Most Evil Killers** and **Forensics: Catching the Killer**. To more cases uncovered in **exclusive HBO** shows such as **Murder Uncut** and **Long Island Serial Killer**.



## Sponsorship Inventory

**Linear: 15" opener and closer and 5" mid-break** sponsorship idents across **Sky Crime** and **Sky Showcase**.

**VOD: 15" pre-roll idents only across all Sky Crime content** on **TV VOD, Sky Go** and **NOW**.

**Social: Extend** and **Amplify** your messaging on Instagram and Facebook with **1.25 million views**.

**Short Form VOD: Retarget** with **2.2 million impressions** across Sky owned YouTube properties

| Linear        | ABC1 Ads | Inds  | Women |
|---------------|----------|-------|-------|
| Actuals       | 703      | 1,006 | 1,932 |
| 30" equivs    | 311      | 447   | 796   |
| Coverage %    | 16       | 14    | 17    |
| Coverage 000s | 4,185    | 8,696 | 3,354 |
| OTS           | 131      | 71    | 112   |

| Platform | 30" Household Imps |
|----------|--------------------|
| TV VOD   | 3,335,302          |
| Sky Go   | 218,908            |
| NOW      | 773,867            |

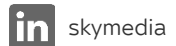
| Platform       | Guaranteed Views |
|----------------|------------------|
| Social         | 4,750,000        |
| Short Form VOD | 2,272,727        |

The 6-month sponsorship is estimated to deliver\*...

\*Includes Crime & Investigation



skymedia.co.uk



## Sky Crime Audience Insight



Sky Crime's audience is **younger than commercial average and female led** (i.110) with HWCH as a key channel demographic. **The Media value vs women buying audience is estimated at £1.9m for a 6-month period.**



The audience are **savvy shoppers** (i.121) who are **influenced by advertising** and find television adverts useful to their purchase decision making process (i.128)



## Crime & Investigation

### CRIME+ INVESTIGATION

This partnership includes extension across Crime + Investigation. C&I is a global brand that investigates true crime in an informative and compelling way; we ask what makes people commit crime, what actually happened, and what impact each crime has on its victims and the wider community.

We work with detectives, experts, investigators, victims, the families of those involved, and sometimes even the perpetrators - in order to present honest, in-depth accounts of the build-up and context of a crime, the act itself and its often-devastating consequences.



67%  
Women



65%  
Married



34%  
Children  
in HH



33%  
ABC1



## Further Activation

We can help bring your sponsorship **to life off-screen** through **screenings, competitions, events and much more!** We will work with you to **ensure activation meets your brand's objectives.**

**Crimecon is the ultimate experience to engage with true crime enthusiasts!** Sky Crime hosts **panels with top contributors** from their exclusive, high-performing recent series at the conference. We recently played our sponsors' ident around the venue to **1,200 attendees.** At the next Crimecon, your merch and ident could be integrated, reaching a **highly engaged audience at high frequency.**



In 2021 we ran a successful competition of 'spot the intruder' to win a prize for the channel sponsor. We also have links with experiential, immersive events which can make **your brand tangible to the most**

**dedicated true-crime fanatics.** This is a perfect bespoke example of how we can align your brand to the channel to raise awareness in a new way!



We have proven success of **experiential, gamification, or social competitions.** For the right brand, we can explore many activation appropriate opportunities! Please get in touch if this is of interest to you.

### Ts&Cs -

- 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, NOW VOD, social and Advance.
- The sponsorship will play across ROI by default in the absence of an ROI sponsor.
- Certain programming may be restricted from sponsorship accreditation due to current affairs or sensitive topics covered.
- Product Placement, Branded Content, Activation & Licensing are subject to additional channel approval and may require additional investment/costs.
- 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

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