



Channel

sky sci-fi

Investment

£360,000 – UK; 6 months
*Other periods available on request

Start

Available Now

Platforms

- ☒ Broadcast UK
- ☒ TV VOD
- ☒ Sky Go
- ☒ NOW
- ☒ AdVance

Channel Overview

Sky Sci-Fi is the latest genre-led Sky channel, offering a new universe for sci-fi viewers to explore. The re-brand from the iconic SYFY channel last year has made it easier for sci-fi fanatics to immerse in their favourite television and films, loads of on demand content, as well as a burst of exciting new shows. After launch, the channel saw a **+9% demographic shift** of ABC1 Adults!

Your brand can co-pilot this epic voyage to bring viewers the best sci-fi content on television. As a full channel sponsor your brand will have a premium placement; positioned closer to a loyal, engaged and hard to reach audience on the channel than any other advertiser. This high frequency opportunity allows for a strong return on investment. **Don't miss the exclusive chance to own the sci-fi genre as never seen before on Sky!**



Scheduling

From cult classics like **Star Trek**, fan favourites **Westworld**, to new content like critically acclaimed **FROM**, **Day**, **Surreal Estate**, **The Ark** and **Chuck**. There is something for every Sci-Fi fan; making Sky Sci-Fi the new home planet for Sci-Fi



Sponsorship Inventory

Linear: 15" and 5" sponsorship idents across all sponsorable content on Sky Sci-Fi content and when scheduled on Sky Showcase, at 106 on the Sky EPG. With logo accreditation on all relevant Sky Sci-Fi promos 20" & over.

TV VOD, Sky Go & Now: 15" & 5" idents across all sponsorable Sky Sci-Fi content streamed from Sky Go, Now or watched On Demand.

Sky AdVance: Sky's data targeting capabilities ensures the sponsorship works as hard as possible across all touchpoints. Bespoke sales messaging can be communicated to Sky Sci-Fi's digital footprint to build or extend the campaign through video or display advertising.

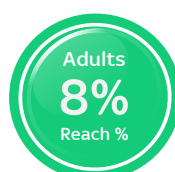
*Sky AdVance is included in the package worth an investment of £60K for a 6 month period, with the targeting to be agreed between sponsor and Sky.

Linear	Adults	Inds	Men
Actuals	457	280	417
30" equivs	156	122	182
Coverage %	8	7	8
Coverage 000s	4,099	4,496	2,117
OTS	40	40	45

Platform	30" Household Imps
TV VOD	2,271,597
Sky Go	89,677
NOW	88,757

Platform	Guaranteed Impressions
AdVance	1,852,424

The 6 month sponsorship is estimated to deliver...



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Audience Insight



Sky Sci-Fi's audience are **tech savvy individuals** (i.104) and are **ad-impressionable** (i.180)



Sky Sci-Fi's audience **value quality** (i.123) and are brand orientated shoppers (i.148). They are **male main shoppers in their households** (i.131).



Sky Sci-Fi's audience **frequently go to the cinema** (i.121) and **keep up to date with movies** (i.111)



Sky Sci-Fi viewers enjoy **gaming** (i.145) and are 'very willing' to see the games they play **partner with brand sponsorship** (i.167)



Making the Partnership Work Harder

Sponsorship Activation:

At Sky Media we have plenty of experience in creating bespoke, engaging and targeted activation to amplify your brand in a tangible way to the correct audience. We can help you achieve your brand objectives through competitions, experiential fan experiences, product placement, podcasts or licensing solutions, product offers/discounts and much more.

With sponsorship, not only can you have ownership of the sci-fi genre on Sky, but you can communicate with your target audience in a bespoke way. We have created a selection of Sky Sci-Fi specific activation ideas. If this sounds interesting, please get in touch!



Channel Extension Opportunities:

Choosing Sky for your sponsorships allows you exclusive access to the best genre-based, audience focused channels. We have opportunities available with our relevant channel partners such as The Horror Channel to allow you to truly own the sci-fi genre across television and gain a more expansive reach for your brand.

horrorchannel

Channel Highlights and USP

- **469 hours** of content **available on demand** from launch, previously available on SYFY.
- **126 hours** of **new library content** added from the launch.
- **12** new UK **premiere movies** in 2023



Ts&Cs –

- Estimated linear ratings are modelled from average programme TVR
- The investment cost includes UK sponsorship of Sky Sci-Fi linear, TV VOD, Sky Go, NOW and Sky AdVance.
- In the absence of another sponsor by default the sponsorship will play out in the ROI.
- Activation & licensing opportunities are subject to channel approval, additional investment, brand briefing which are available upon request. Sky Analytics requires sharing 1st party data & signing a data sharing agreement.
- Investment excludes creative production costs, logo changes, independent research and is subject to brand, channel and compliance approval.
- Estimated linear deliveries are modelled from average programme TVR
- TV VOD is based on household 30" equivalent impression estimates with 100% viewability. Sky Go and NOW impression estimates are also based on 100% viewability.