


Sky Sports News in 60 Seconds  
— PROPOSAL —





Sky Media is delighted to present the exclusive opportunity to sponsor ***Sky Sports News in 60 seconds***, our 1-minute news round up.

Enabling the right brand to align with the countries most dedicated Sports News Channel, providing insights and analysis, ***7 days a week***.

This compact Sky Sports News bulletin runs ***within the premium 10-11pm evening hour***, which brings exclusive stories, highlights and breaking news from the biggest sporting events around the globe.

This proposal gives your brand the opportunity to partner with this ***unmatched news coverage***, providing a multi-platform approach spanning across ***broadcast, digital and social inventory***.



Target the people that matter...

Align your brand with the nations most loved Sports News channel



Broadcast

*Associate your brand with the credibility of Sky Sports News – a go to destination for all sports fans. This sponsorship runs in editorial away from other advertising.*



Digital

*Align with the immediacy of the Sky Sports App, the in-depth analysis on Skysports.com & the instant, digestible video content provided via Sky Sports YouTube*



Social

*Extend your reach even further... speaking directly to a highly engaged organic and targeted audience on Sky Sports social as well as cementing your association with Sky Sports News.*

## 60 Second Report on Sky Sports News

**Align with Sky Sports News' 1 minute bulletin, for focussed and concise exposure.**

A 1 minute (60 seconds) daily news report, airing within the premium evening news segment 22:00pm – 23:00pm. Usually airing at 22:20pm, showing a snapshot of all the latest sports news stories, from all the latest headlines to breaking news stories and sports news exclusives (no live match content).

With people today craving convenience more than ever, this 7 day a week 60 second round up helps to meet viewers needs and provide them with a quick, easy and engaging way to consume the sports they love...with no waiting around.

**2x 10" idents (opener & closer) across 1 report per day (est 22:20 pm).  
Also simulcast on Sky Sports Main Event when relevant.**

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41.3

Men ABC1 30"  
equivs

3.2m

Inds Reached  
across broadcast





## Digital Display Assets

**Keep up to date with all the breaking news updates right at your fingertips with Sky Sports App and Website**

Sky Sports Website & App is the home to up-to-date sports news, where viewers can explore transfer news, live blogs and real time updates from their favourite teams, aswell as access video highlights of the Premier League and more on demand.....Wherever you are.

Place your brand at the heart of all the sporting action.

**Inventory includes:**

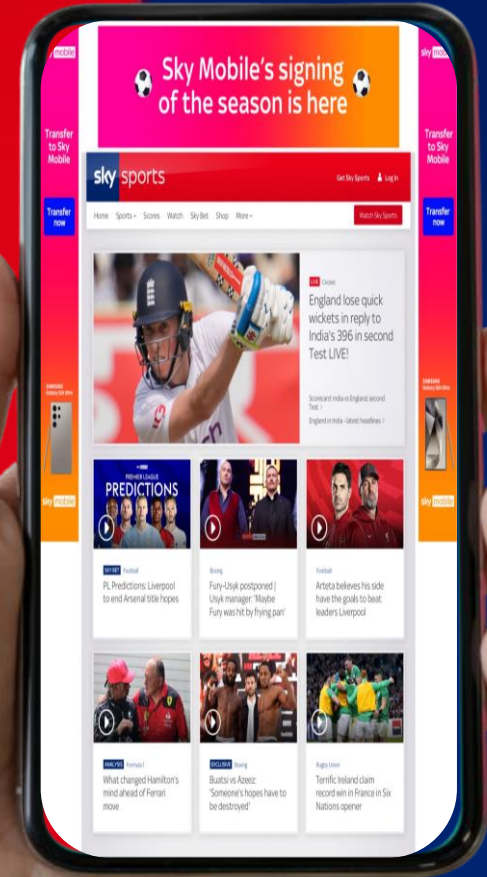
- **Run of site premium display assets on Sky Sports Web & App**
- **1 x 24-hour Sky Sports Home Page Takeover**

1m

Digital Display impressions

5m

Benchmark Home Page Takeover Impressions





## Sky Sports SFVOD

Immerse yourself in engaging video content that will keep you scrolling for hours on Sky Sports Website and App. Catch up on all the missed highlights with Sky Sports YouTube and relive your favourite moments, on the go.

Sky Sports YouTube provides shorter, more accessible viewing of sporting events. With YouTube updates featuring highlights from every game of the season, as well as post-match interviews, exclusive player insight and top-level analysis!

Place your brand amongst the best and most memorable moments.

### Inventory includes:

- **5" pre-roll to serve against Sky Sports News clips across Sky Sports Web, App & YouTube.**

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2m

SFVOD Impressions





## Instagram and Facebook Posts

**Expand the reach beyond broadcast and digital output by utilizing social platforms such as Instagram and Facebook, to maximise the impact of your sponsorship.**

Sky Sports News clip alignment across the platforms means that your brand will be placed at the centre of all the sporting action, with reporting across all of the key events relating to Football, Rugby Union, Golf, Cricket, F1, Tennis, Boxing, Horse Racing and so much more...! The sponsorship's multi-platform approach, amplifies reach through Facebook and Instagram and helps to reinforce exposure of your brand – targeting the people that matter.

### Inventory Includes:

- 104 x Instagram posts (mobile first social format)
- 104 x Facebook posts (mobile first social format)

11.7m

Guaranteed views

3.9m

Guaranteed views





# Sky Sports News in 60 Seconds

Predicted sponsorship delivery on Sky Sports News and Sky Sports Main Event



**834**

Number of sponsor IDs  
across 12 months



**83**

Predicted ABC1 Men ratings



**3m**

Predicted Adults reached



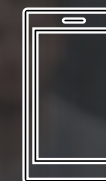
**647,000**

Predicted Men 16-34 Reach



**8m**

Estimated digital impressions



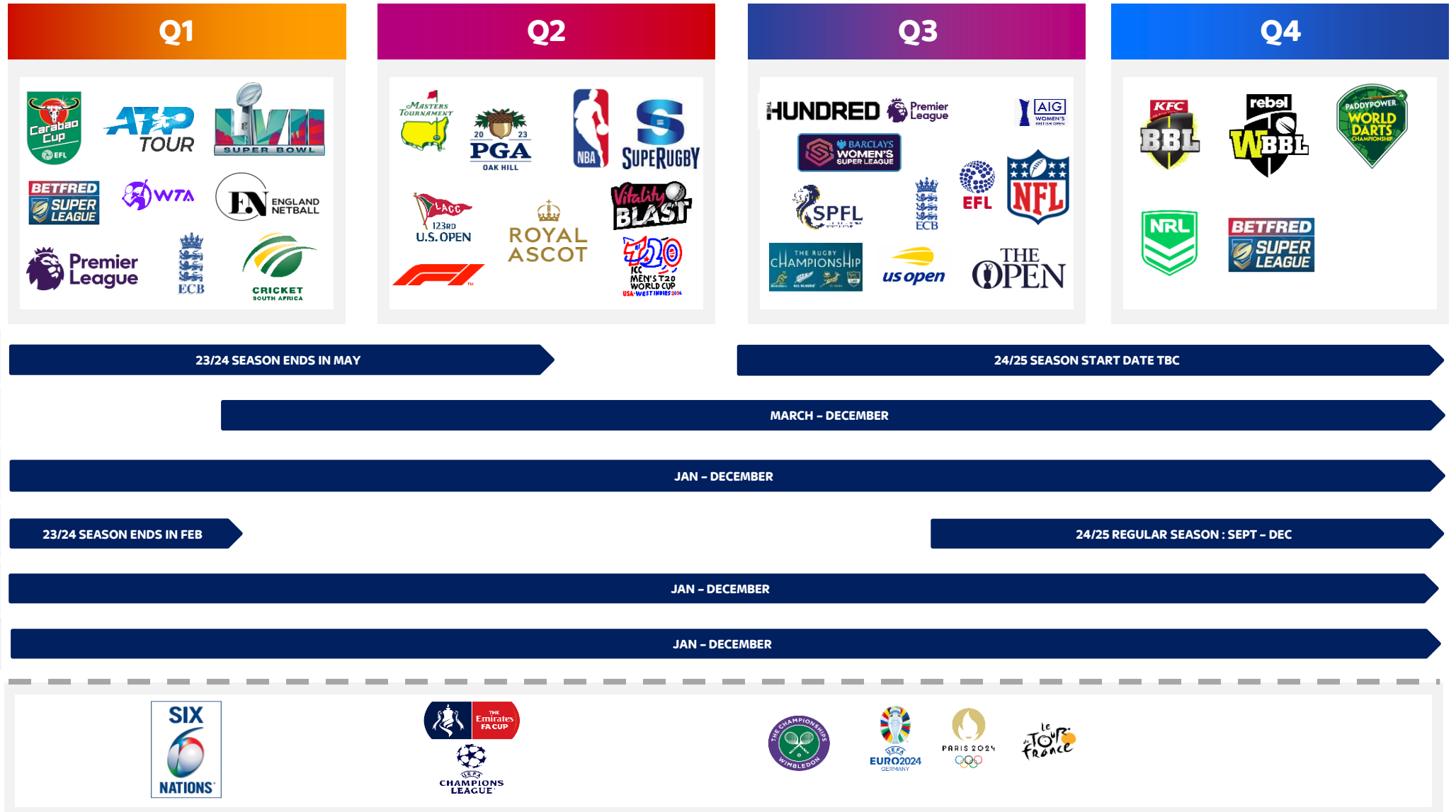
**15.6m**

Total Social Impressions



# Appendix

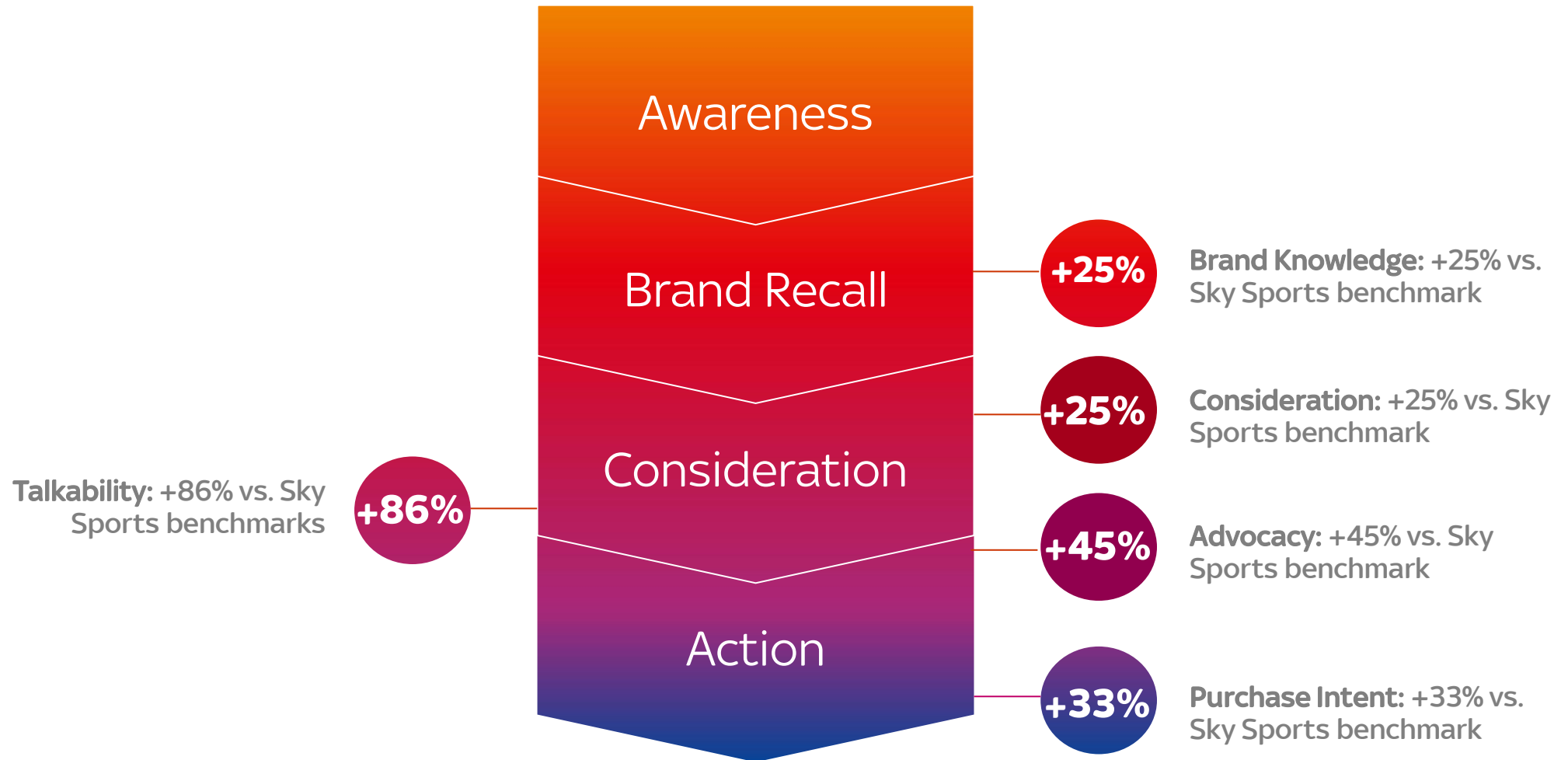
# 2024 is another action-packed year for sport...





# The benefit of sponsoring Sky Sports News

Sky Sports News sponsorships drive awareness, consideration & action



# Estimated Broadcast Deliveries

12-month sponsorship 2024/25

60s Report on Sky Sports News	Individuals	Adults	Adults ABC1	Men ABC1	Men 16-34
Total ratings	50	59	51	83	28
30" Equivs	25	30	26	41	14
Coverage (000)	3,256	3,010	1,832	1155	647
Coverage (%)	5	6	6	8	4
OTS	9	10	8	10	7

*\*60 second report due to be scheduled at 22:20pm, but this is subject to change within the 22:00 hour. In addition, will be simulcast on Sky Sports Main Event when relevant.*



# Total Sponsorship Package

## Sky Sports News in 60 Seconds



Media	Content / Execution	Platform	Delivery	Media Value	Investment
<b>Broadcast</b>	60 second report on Sky Sports News (x1 a day inc simulcast on SSN Main Event)	Sky Sports News	41.3 ABC1 Men Ratings	<b>£204,231</b>	<b>Available on Request</b>
<b>Digital</b>	5" pre-roll to serve against Sky Sports News clips across Sky Sports Web, App and YouTube	Skysports.com/App/Sky Sports Youtube	2,000,000 Imps	<b>£75,000</b>	
	Run of site premium display assets served across Skysports.com and App.	Skysports.com & App	1,000,000 Imps		
	1 x 24-hour Home page Takeover on Skysports.com	Skysports.com & App	Est 8,000,000 Imps		
<b>Social</b>	Facebook x 104 posts (mobile first social format)	Facebook	3,900,000 views	<b>£349,440</b>	
	Instagram x 104 posts (mobile first social format)	Instagram	11,700,000 views		
<b>TOTAL</b>				<b>£628,671</b>	



## Terms and Conditions

- Estimated linear ratings are modelled from average programme TVR
- The final investment excludes creative production, logo changes, independent research and is subject to brand, channel and compliance approval.
- Excludes ad serving costs & online creative production
- Scheduling of programme hours 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.
- Gambling restrictions apply.