




Euro 2024 x Sky Sports News
PROPOSAL



Euros 2024 is heading to Germany
and as the *UK's only dedicated 24hr Sports News* channel,
Sky Sports News will be there to bring you the *latest news,*
insights and views

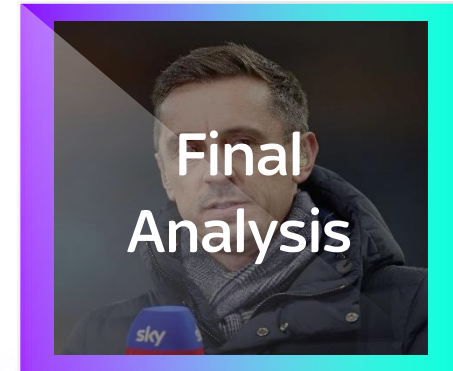
Your brand has the opportunity to align with this *unrivalled news coverage*, with a partnership proposal that spans broadcast, digital and social.

Giving your brand and fans *content they love,*
wherever they are

Sky Sports News delivers the content fans crave...

Whenever, Wherever & However they consume it

The content fans crave....



...via their preferred platform

sky sports news

Expert lead, broadcast news reports



24-hour coverage & analysis online



Pre & Post Game Analysis on the go



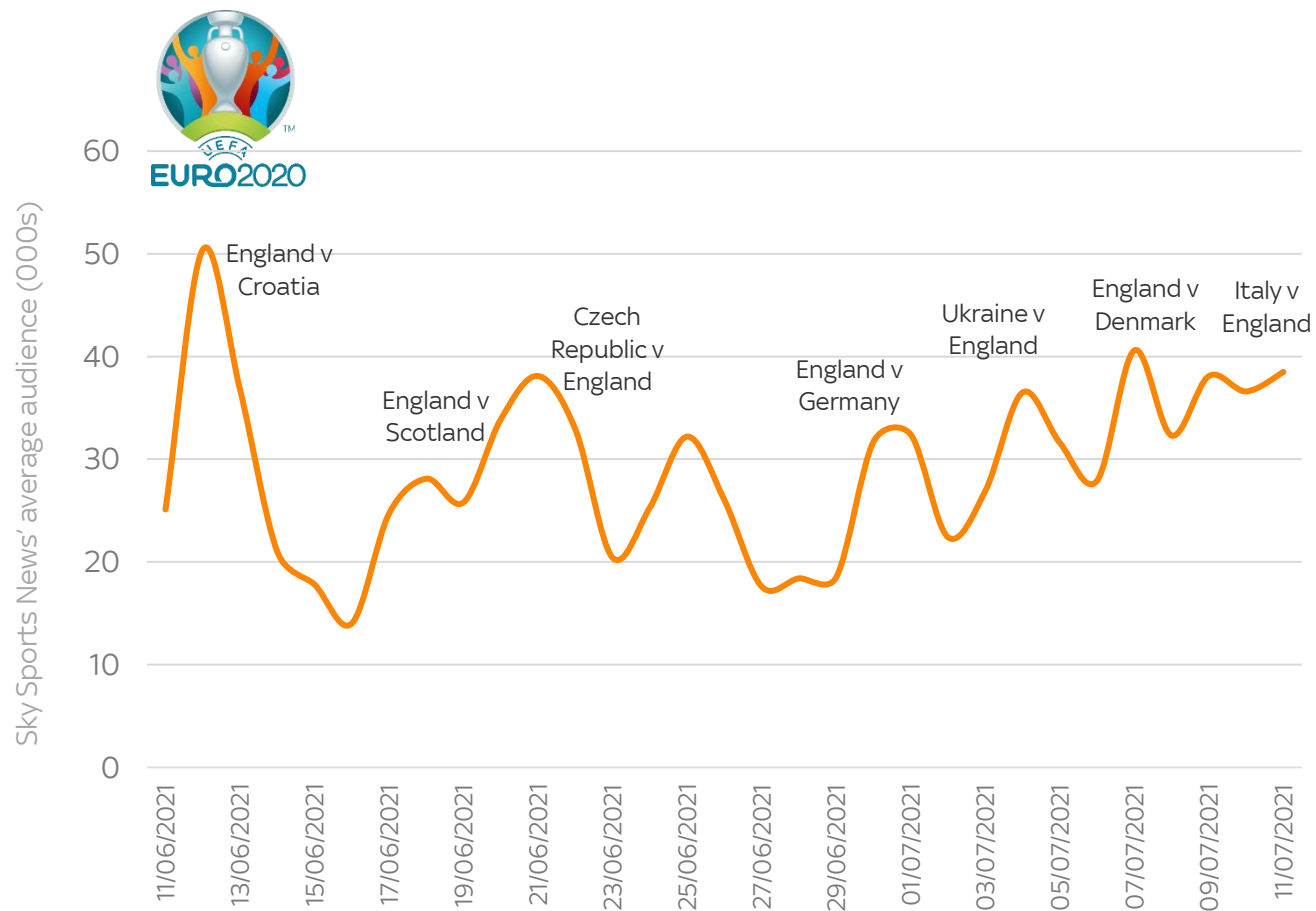
Real Time Live Matchday Updates



Daily Snackable Clips

Becoming the go to destination for the latest Euros news

Euros fans flock to Sky Sports News linear, online & via app for the latest view



+35%

sky sports .com

skysports.com has taken an average UK daily audience of 592k, for the Euros 2020 up **+35%** against the 2 weeks prior (439k).

+13%

sky sports

Sky Sports mobile app has taken an avg. daily audience of 696k for Euros 2020, up **+13%** against the 2 weeks prior (632k).

Be part of the Buzz!

Align with Sky Sports News Euros Reporting

Making your brand synonymous with the latest news & best analysis at fans fingertips



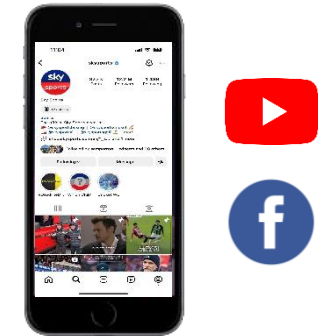
Broadcast

Associate your brand with *credibility* of Sky Sports News – the UK's only *dedicated broadcast channel* for Sports News



Digital

Align with the *immediacy* of Sky Sports App, the *in depth* of analysis on Skysports.com & the *digestible content* provided via Sky Sports Youtube, X & TikTok



Social

Extend your reach to a highly engaged organic and targeted audience on Sky Sports social as well as cementing your association with Sky Sports Euros reporting

Euros Report on Sky Sports News

Align with Sky Sports News' expert reporting on the Euros 2024.

A series of bespoke daily news reports covering the latest tournament, team and player news (no live match content).

Airing throughout the day and to best coincide with key KO times, these bespoke reports will provide a range of insight from overviews of the previous days results and covering the pre match build up, to sharing those post-match reactions and providing viewers with in-depth analysis they need to round off the days coverage

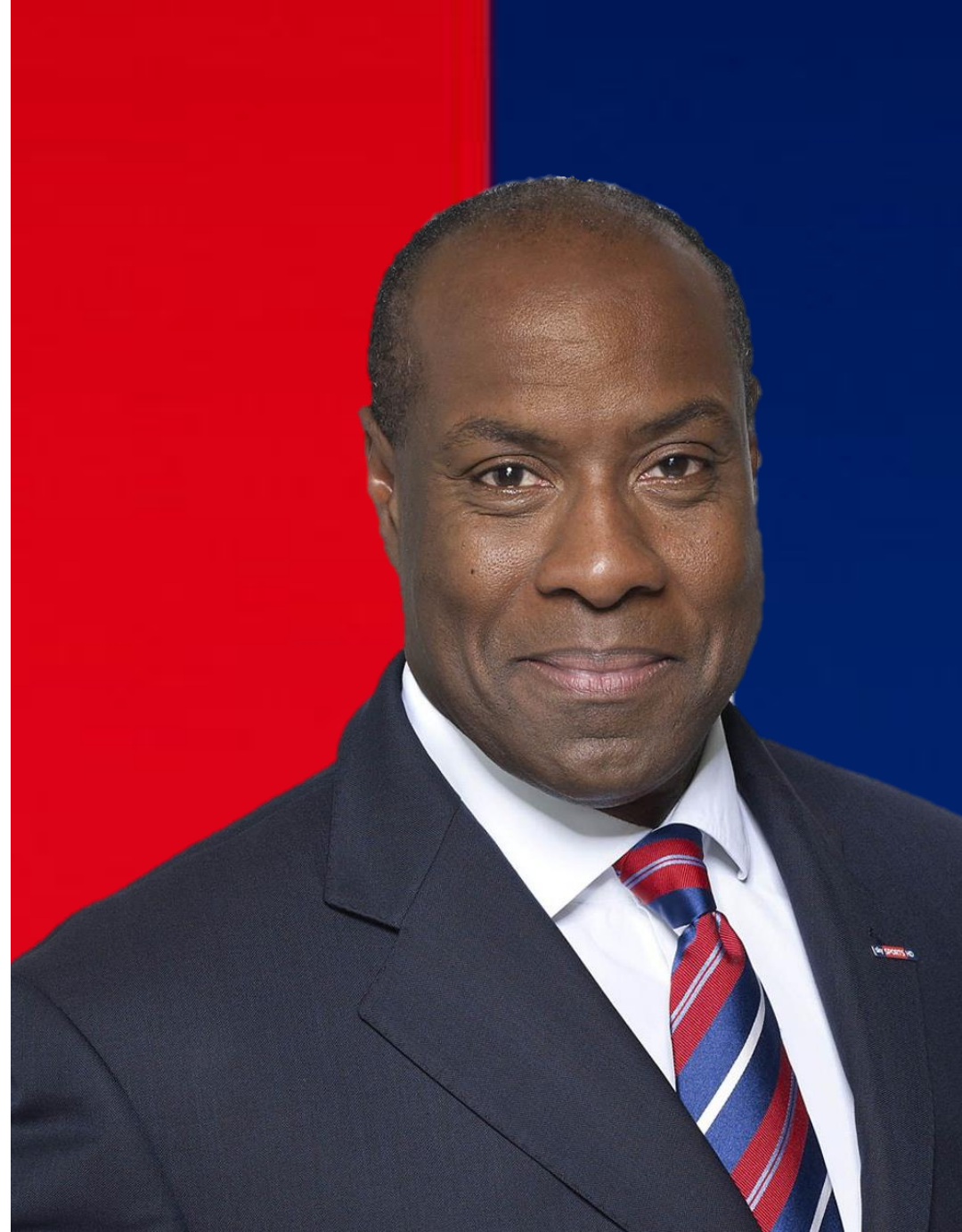
2x 10" idents across a minimum of 4 reports per day (exc rest days) for the duration of the tournament

8.6

Men Abc1 30"
equivs

1m

Inds Reached
across broadcast





Sky Sports SFVOD: Euro 2024

The very best of Sky Sports broadcast coverage from the 2024 European Championships, available across Sky Sports Websites, Apps and Sky Sports YouTube channels.

Sky Sports Website & App is the home of Sports News and the go to place for Sports News clip consumption. Sky Sports YouTube unlocks reach, scale and access to younger demographics, outside of Sky Subscribers.

6s - 30s Solus non skippable pre roll delivered against Sky Sports News & Sky Sports Football clipped broadcast content on Sky Sports website, app & on Sky Sports Youtube.

1.04m

Imps on Sky Sports
Web & App

1.04m

Imps on Sky Sports
Youtube





Sky Sports Social: Euro 2024

Become the official social sponsor of the Sky Sports News Euro reports

We see **loyalties** and **emotional investments** transferred from our linear coverage over to our social channels, meaning that extending coverage across social is a perfect accompaniment to a broadcast sponsorship.

Partnering with our social content will see the official sponsor reaching an incremental audience made up primarily of 18-34-year-old, passionate sports fans.

In the build-up to, during and after the tournament, we'll distribute these bespoke Sky Sports News reports on Sky Sports News YouTube and Sky Sports Facebook. These will be seen by an engaged organic audience, as well as a targeted audience putting the sponsor at the heart of timely football debate.

4.3m

Views on Sky Sports FB

1.9m

Views on Sky Sports Youtube





X Amplify: Euros 2024

@SkySportsNews will be bringing you the latest news and the best punditry from the Euros 2024, hosted in Germany this year.

Sky Sports will be creating content for the biggest moments and home nation games. This will include some pre-match and post-match content (match footage not included) as well as the top stories around the tournament.

6s - 10s pre roll delivered against Sky Sports News match day updates on Sky Sports X, shared to a broader audience via X Amplify

3m

Imps on Sky Sports X Amplify





TikTok Pulse Premiere: Sky Sports

TikTok Pulse Premiere: allows brands to place ads adjacent to high quality and brand safe content across premium publisher partners such as Sky on its broadcast Sports content.

@SkySports creates daily snackable clips covering an array of sports and designed to appeal to a TikTok audience. Across the Euros tournament Euros news will form a core part of the content shared via Sky Sports TikTok

6s - 10s pre roll delivered against Sky Sports News daily snackable clips shared

3m

Imps on Sky Sports TikTok





Sky Sports Digital Display: Euro 2024



Sky Sports Web & App: All the latest Euro 2024 News Updates, Insights & Analysis, from the number 1 commercial Sports News source in the country

- ❑ **Format:** 1x Home Page Take Over, Interactive Dynamic Super headers with InSkin
- ❑ **Share of Voice:** 100% SOV for 24 Hours
- ❑ **Est Impressions:** 4m on Sky Sports Football

Plus

- ❑ **Format:** Sponsorship Logo, Billboard, Leaderboard, DMPU, MPU, Banners, Mobile Banners on Sky Sports Football
- ❑ **Est Impressions:** 5.25m on Sky Sports Football



Sky Sports News x Euro 2024 Partnership



140

No. of sponsored reports
(on average x4 per day)



8.6

Estimated 30" eqivs delivered
(Men ABC1)



1m

Estimated Adults reach



5.25

Estimated impressions across Sky
Sports Football



6m

Estimated impressions across
X Amplify and TikTok



6.2m

Estimated social views across
Facebook and YouTube

Branded Content Opportunities

Why Branded Content on Sky Social?

Sky Sports is one of the most recognisable brands in world sport and we can work with a brand to create and distribute branded content across several pillars that communicate key brand messaging and puts them at the heart of topical football conversation.

For additional investment we can create memorable and standout content in the build-up to, or during this summer's European Championships.



Sky Sports social channels have over **70m** followers across their dedicated sports channels.



64% of Sky Sports social channels audience are 18-34-year-olds enabling us to hit that core demo. Plus, opportunities to hit an extensive targeted audience.



Over the past year, we have worked with over 60 brands (e.g **EA Sports, Budweiser, Audi**) and have delivered over 110m partnership views.



We offer an **end-to-end production service** and work with some of the biggest names in world sport and social media.



Euro 2024 Championships

The Heated Debate

For this summer's showpiece football tournament, Sky Sports will create a live social first show driving debate and discussion around the biggest talking points from England's Euro 2024 campaign.

The Heated Debate will see personalities from the world of sport and social media debating the most topical talking points and biggest news stories ahead of, during and after all England matches, as well as the semis and the final.

Our range of guests will be able to offer a mixture of experiences, opinions, predictions and reaction, providing fans with the ultimate preview and review show.

With millions of views delivered each week, *The Heated Debate* offers a brand the perfect environment to tap into a highly engaged audience of 18-44-year-olds in a credible and authentic way.

Indicative investment: £250-500k



Euro 2024 Championships

The Daily Euros Show

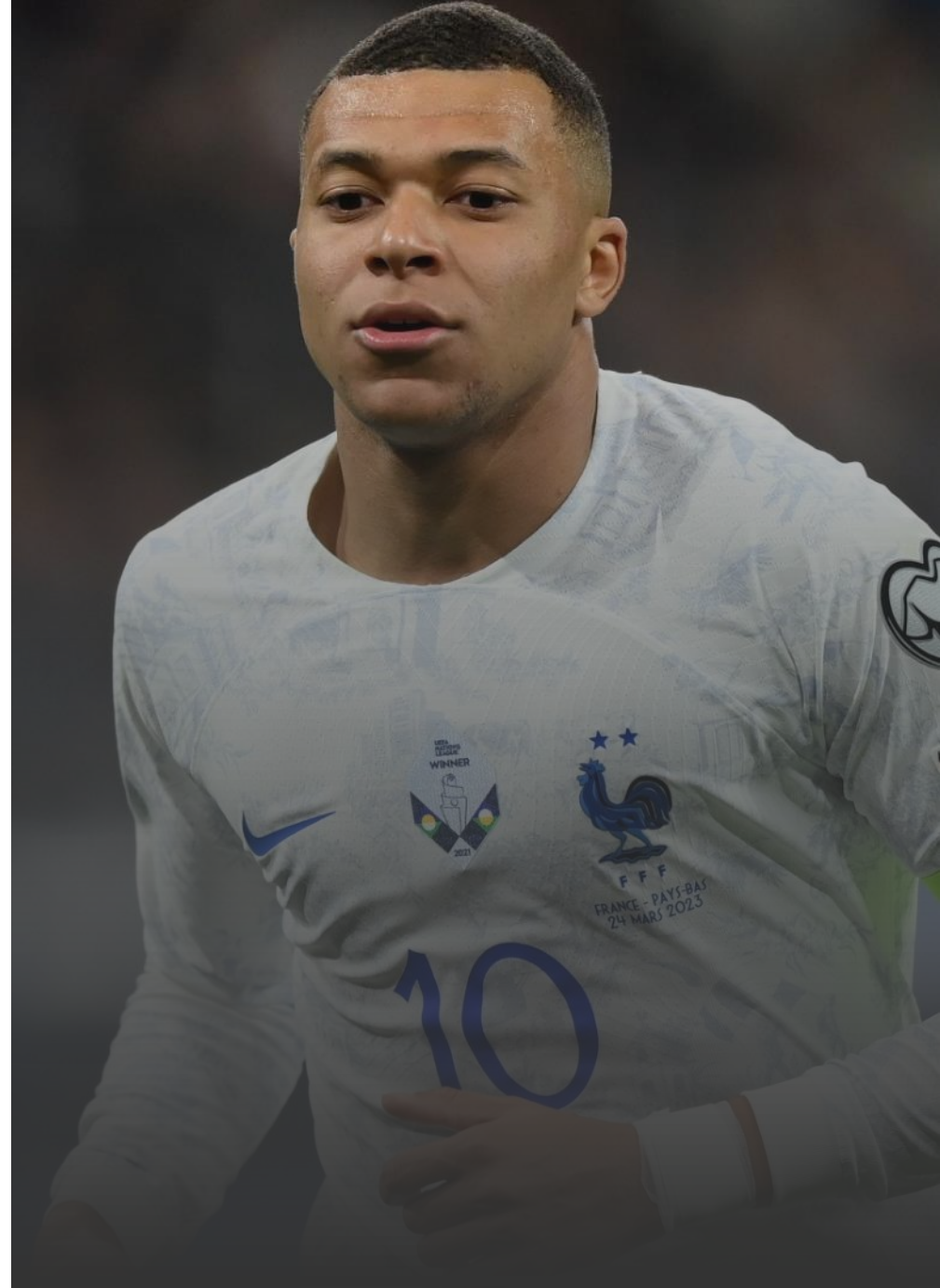
The Daily Euros Show will be football fans go-to destination for all things Euro 2024 on Sky Sports social. Fans will be able to join our cast of personalities for a round-up of the day, ensuring fans don't overlook the stories they might have missed.

Across 21 shows throughout the tournament, *The Daily Euros Report* will be set in a laid-back studio space, where we'll enlist the help of a Sky Sports host who will be joined by popular sporting and social personalities.

These daily shows will go out live after the final whistle of the day has blown meaning that this reactive content will put a brand at the heart of topical conversation as our talent break down everything our viewers need to know.

We will integrate a brand authentically through verbal integrations, watermark logos, partner tagging as well as opportunities for product placement.

Indicative investment: £350k



Euro 2024 Championships

The Euros Snackable Package

Get ready to experience Euro 2024 like never before as we bring together some of the hottest social talent to elevate your summer of football on Sky Sports social channels.

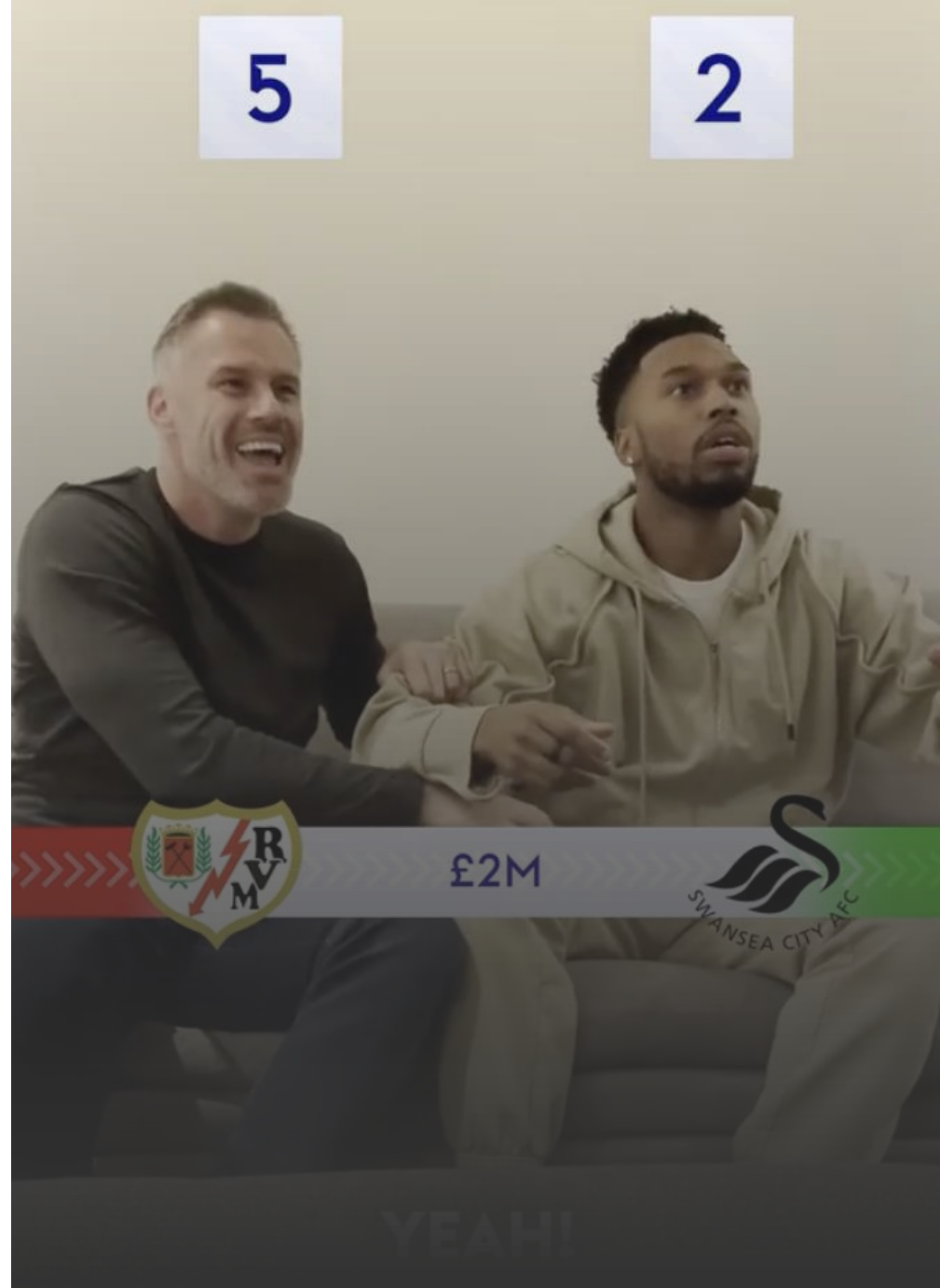
From May to July, Sky Sports social will work with several of the most popular social personalities to deliver regular content ensuring our audience is entertained and engaged throughout the tournament.

The videos will play out across Sky Sports popular Instagram and TikTok accounts and will capture the anticipation and excitement of the Euros in a visually engaging and easily digestible format.

With authentic integration, this package will allow a brand to stay connected with football fans in real-time. Examples of content are as follows:

- **Tier Lists**
- **Sticker book Showdown**
- **Combined XI**
- **Wheel of Truth**

Indicative investment: £150k-250k



Euro 2024 Championships

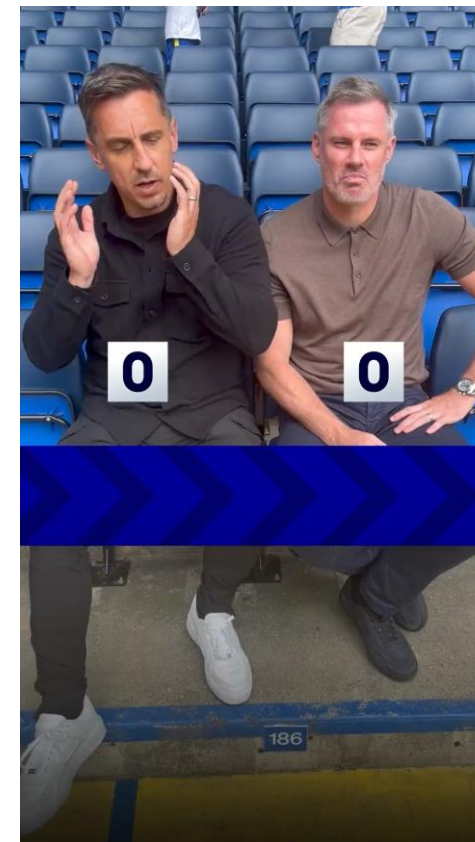
Example Content



Kobbie Mainoo: How high is the academy graduate's ceiling? Sharky and Fuad discuss the potential of Manchester United's youngster



From A-Z! Can Jamie Carragher and Gary Neville name a Chelsea or Liverpool player for every letter of the alphabet?



Guess the footballer by his career path. Carragher vs Neville edition!

Euro 2024 Championships

Euros Goal Recreations

Sky Sports will enlist the help of some popular social personalities who will be challenged to recreate some of the Euros most iconic goals.

Each episode will see talent from the world of football or social media relying on their skills and technique as they look to step into the boots of some of the world's greatest ever players.

How would they fair trying to recreate Paul Gascoigne's sublime goal vs Scotland at Euro 96' or Marco van Basten's incredible volley against West Germany in 1988?

Wearing the vintage kits of the players in question, this entertaining challenge strand will put a brand at the heart of an entertaining and sometimes nostalgic branded content series distributed across Sky Sports highly engaged social channels.

Indicative investment: £150k-200k



Euro 2024 Championships

Example Content



Akinfenwa recreates iconic Ronaldinho World Cup goal

Euro 2024 Championships

The Big Euros Quiz

Get ready to put your Euros knowledge to the test as Sky Sports create the ultimate football quiz.

The Big Euros Quiz will be a fun; raucous and highly competitive quiz show that will see two teams battling it out across a series of exciting trivia challenges relating to the Euros.

We'll bring together top names from the world of sport and social media as we put their football knowledge to the test across everything from current players, Euros mascots, spot the ball, legendary moments and Euro pop culture.

We don't want viewers to just watch the Euros – we want them be a part of the action with an immersive social media quiz which will feature credible and authentic brand integration for the title partner.

Indicative investment: £250-500k



Euro 2024 Championships

Euro Kit Showdown

Welcome to *'The Euro Kit Showdown'* with Sky Sports, the ultimate social show where football fashion meets fierce competition!

We'll bring together a team of experts from the world of football, social media and fashion as we dive into the vibrant world of Euro 2024 kits, ranking the best home and away kits from the participating nations. From classic designs to bold innovations, our panel of experts and football aficionados will break down each kit, discussing factors like design, colour scheme, cultural significance and overall appeal.

Across x3 episodes we'll focus on each team's home kit, before ranking our favourite away kits and finally rounding off the series with a look at some of the best retro Euros kits from the history of the championships.

Get ready for heated discussion, surprising insights, and maybe a few controversial opinions as we crown the champions of Euro 2024 kit fashion. So, grab your favourite jersey, and tune in!

Indicative investment: £150-250k



Euro 2024 Championships

Carragher Vs Europe

Liverpool legend and Sky Sports pundit, Jamie Carragher will go head-to-head with top guests from the world of sport and social media in a series of Euros inspired challenges.

This season has seen 'Carra' become a force in football theme challenges with his epic performances against fellow Sky Sports talent Gary Neville and Daniel Sturridge in our 'Guess the Career' and 'Guess the Transfer Fee' challenges, which thousands of views across our social platforms.

Ahead of the Euros we'll supercharge this challenge concept to see if Carra has what it takes to reign supreme in a series of physical and mental challenges against a host of personalities from the world of social media and sport.

Indicative investment: £200-300k



Euro 2024 Championships

Example Content



**Carragher vs Lukaku –
Striker Challenge**



**Carragher vs Sturridge –
Transfer Challenge**

Appendix

Estimated Broadcast Deliveries

10th June 2024 - 14th July 2024

Euros 2024 Report	Individuals	Adults	ABC1 Men	16-34 Men	Men	Men 25-49	Adults 25-49
Total ratings	9	10	17	5	18	26	15
30" Equivs	5	5	9	3	9	13	7
Coverage (000)	1,066	1,011	378	59	753	320	461
Coverage (%)	2	2	3	1	3	3	2
OTS	5	5	6	7	6	8	6



UEFA
EURO2024
GERMANY

Euros Reports due to be Scheduled at*

08:20, 11:20, 14:20, 16:20 (5 minutes per report)

*Report schedules subject to change due to overlapping match times.

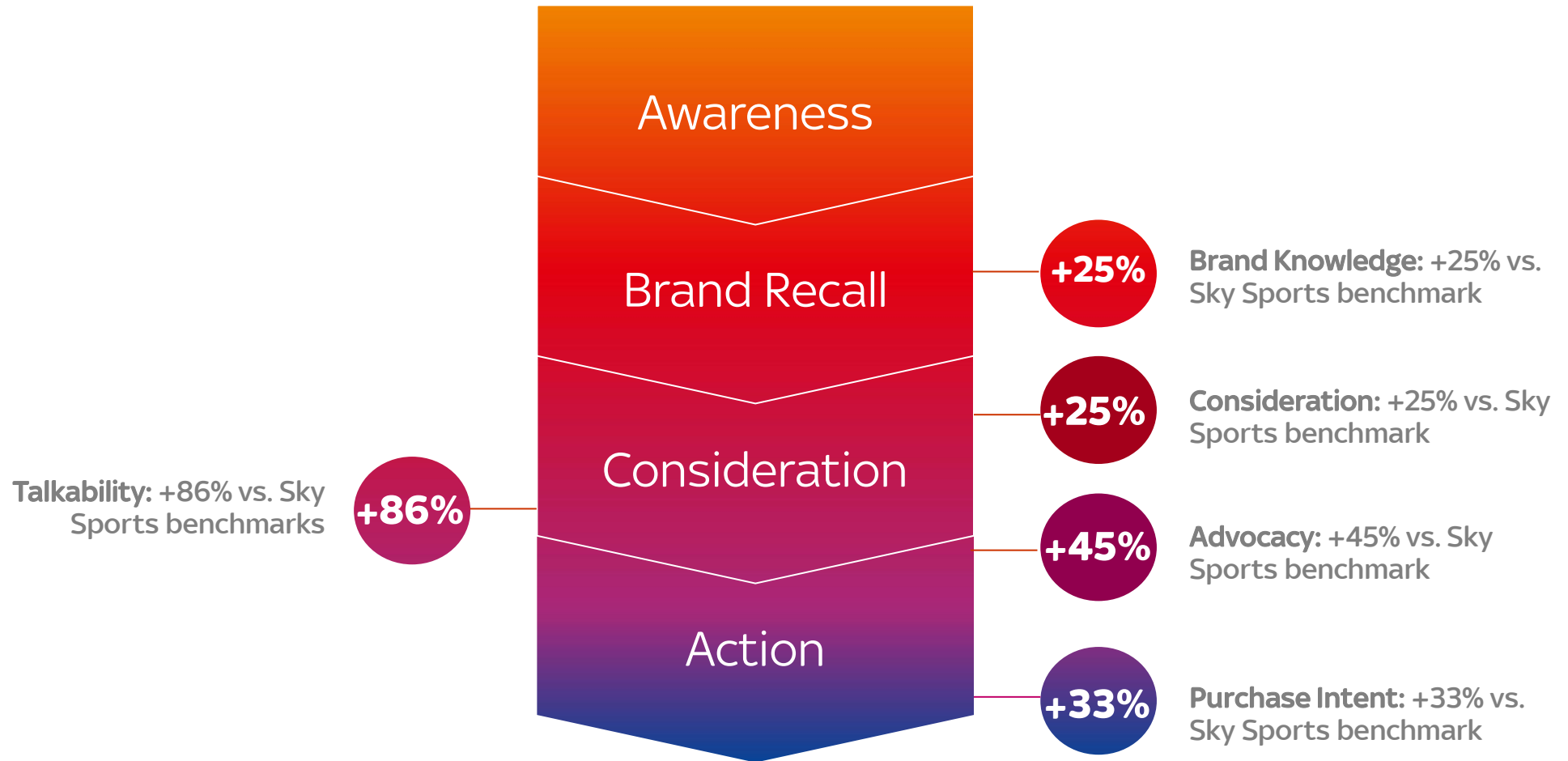
Euros 2024: Total Sponsorship Package



Media	Content / Execution	Platform	Delivery	Media Value	Investment
Broadcast	Euros 2024 Reports on Sky Sports News (x4 per day)	Sky Sports News	8.6 ABC1 Men Ratings	£50,973	Available on Request
Digital	6-30s pre roll targeting Sky Sports Euros Content on Sky Sports Web & App	Skysports.com/app	1,041,667	£220,000	
	6-30s pre roll targeting Sky Sports Euros Content on Sky Sports YouTube	Sky Sports Youtube	1,041,667		
	6-10s pre roll on Sky Sports Euros Content on Sky Sports X Amplify	X Amplify	3,000,000		
	6-10s pre roll on Sky Sports content on Tik Tok	Tik Tok	3,000,000		
	Sponsorship logo on Sky Sports Football	Skysports.com/app	4,000,000		
	Mixed Display targeting Sky Sports Football (inc Euros) content	Skysports.com/app	1,250,000		
	1 x HPTO on Sky Sports Football	Skysports.com/app	4,000,000		
Social	FB x c30 clips of SSN	Facebook	4,350,000	£176,375	
	YouTube x c30 clips	YouTube	1,900,000		
TOTAL				£447,348	

The benefit of sponsoring Sky Sports News

Sky Sports News sponsorships drive awareness, consideration & action

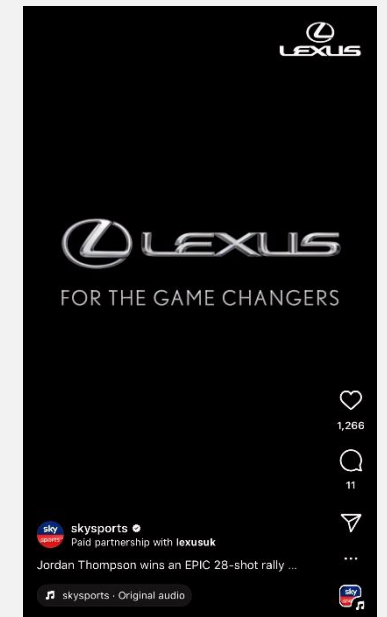


Euros 2024 Reports

Authentic Brand Integration on Social

To ensure you are authentically integrated into our content, our posts will feature bespoke brand integrations that will engage and deepen association with your brand.

- **Watermark Logo** featured within content, providing brands with 100% exposure
- **Co-branded title sequence** created for YouTube
- **“Brand Handshake” with partner social accounts** which will reinforce the partnership through **clear brand tagging** on **Meta Platforms**
- **Brand ident** (5-6”) featured in Editorial content on Facebook and Instagram



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.