



SPONSORSHIP

sky cinema premiere

sky media

THE HOME OF THE BLOCKBUSTER

Sky Cinema Premiere offers the definitive at home cinema experience with biggest and best premieres from the likes of Universal, Sony, Paramount, and Warner Bros, plus unmissable Sky Cinema originals! Sky Cinema subscribers are the ultimate movie fans, and in addition to the epic movie package, they now also get 2 x free Vue cinema tickets every month.

PLATFORMS & TOUCHPOINTS

Your 30" ident will play just before the film on linear and on demand (12.4m inds/ 6.4m ABC1 reach), thereby capturing the audience when they are most engaged, positioning your brand closer to Sky's latest cinematic releases than any other advertiser. We will further extend your reach with cinema-focussed short-form VOD (2.3m reach). For additional production investment of £85k, we will create bespoke social branded content to amplify your brand's affinity with Sky Cinema and hit your KPIs. Our social support (delivering 7.5m views) will champion this content on our Sky TV social handles whilst also aligning your brand with Sky's cinematic premiere promos.

AUDIENCE APPEAL

Sky Cinema Premiere provides viewers with content worth paying for, thereby attracting a highly discerning and affluent audience. 60% are ABC1 (vs a commercial avg of 44%), and 40% more likely to consider themselves as having expensive taste.

Jul	Aug	Sep	Oct	Nov	Dec

*scheduling subject to change. HFSS and alcohol restricted

PROVEN EFFECTIVENESS

With a passionate and highly desirable audience, Sky Cinema is proven environment for brands to create standout and awareness, drive fame, change brand perceptions and to shift customers further down the purchase funnel. Sponsors of Sky Cinema have seen Brand Consideration grow by 24%, Talkability grow by 49%, and Purchase Advocacy grow by 22%.

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TYPE

Channel Sponsorship:
Sky Cinema Premiere



DATES

1st July 24 – 30th June 25



INVESTMENT

Available on request



STATUS

Available 1st July 24