



SATURDAY  
SOCIAL  
sky sports



SN

**Saturday Social**  
2024-25 Sponsorship Opportunity

PAUL  
MACHIN

JURGEN  
KLOPP

FLAV

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A graphic for 'Saturday Social Overview' featuring a blue and red color scheme. In the foreground, three men are shown: a Black man on the left, a man in a suit in the center, and a man in a white England football shirt on the right. The background is a grid of 16 player cards. Some cards show player portraits with names, while others show a question mark. The 'SATURDAY SOCIAL' logo is at the bottom.

# Saturday Social Overview

JORDAN PICKFORD

SAM JOHNSTONE

JOHN STONES

LEWIS DUNK

JUDE BELLINGHAM

HARRY KANE

JACK GREALISH

SATURDAY  
SOCIAL

# SATURDAY SOCIAL

The Saturday Social is back for another huge season of bold opinions, informed predictions, lively debate and passionate discussion!

The weekly show, hosted by Sky Sports' Adam 'Smithy' Smith and Joe Thomlinson, dives into the world of football with a fresh and interactive approach. This unique show brings together popular fans, influencers and enthusiasts to discuss the latest news, trends and controversies in the beautiful game.

Airing in the prime-time Saturday morning slot on Sky Sports Premier League and amplified across social media, the show sees our hosts and their special guests breaking down the biggest moments of the week, speaking to some of the biggest names in the Premier League, offering the biggest (and sometimes boldest) schools of thought as well as taking part in football-themed challenges.

Saturday Social delivers the perfect blend of insightful analysis and light-hearted banter, making it a must-watch for football fans looking to start their weekend with a dose of passion and excitement.

# Show Overview

A football show like no other

- Broadcast on the Sky Sports Premier League channel every Saturday morning between **10:30am-12.00pm** during the football season (August - May).
- Featuring some of the most popular social talent, musicians, ex and current footballers. Previous guests include the likes of **Chunkz, Spencer Owen, Adebayo Akinfenwa** and **Harry Pinero**.
- The show reaches a younger demographic from diverse backgrounds, with **76%** of our audience on social being **under 35**.
- We distribute the best in-show clips each week across Sky Sports Premier League YouTube, Sky Sports Instagram and TikTok, delivering over **50m views** during the 24-25 season.
- All in-show clips are distributed tactically to ensure they have the biggest impact and cut through, for example the clip of **Rory Jennings predicting Erling Haaland will be a 'flop'** was distributed ahead of the start of the season and delivered 900k views on YouTube alone.



# Talent

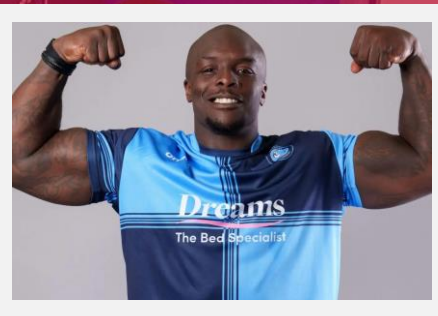
## Previous Guest Talent



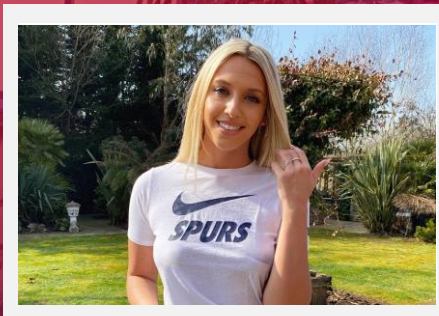
Chunkz



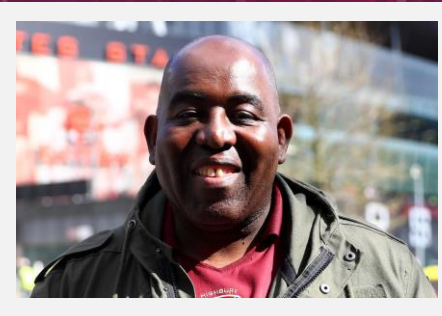
Harry Pinero



Adebayo Akinfenwa



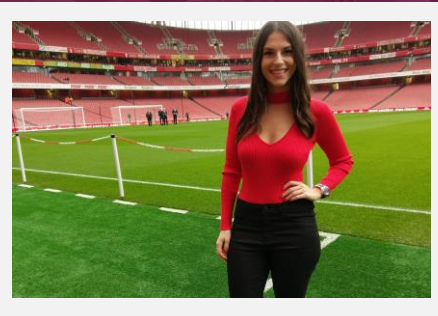
Abbi Summers



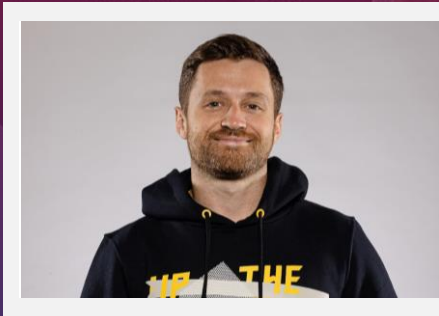
Robbie Lyle



Ben Foster



Nicole Holliday



Spencer Owen

# Audience & Insight

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SOCIAL

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HARRY KANE

JACK GREALISH

# Audience Insight

The show reaches a varied and diverse audience



Saturday Social on all channel's indexes at **105** for those who have a particular interest in **fashion**.



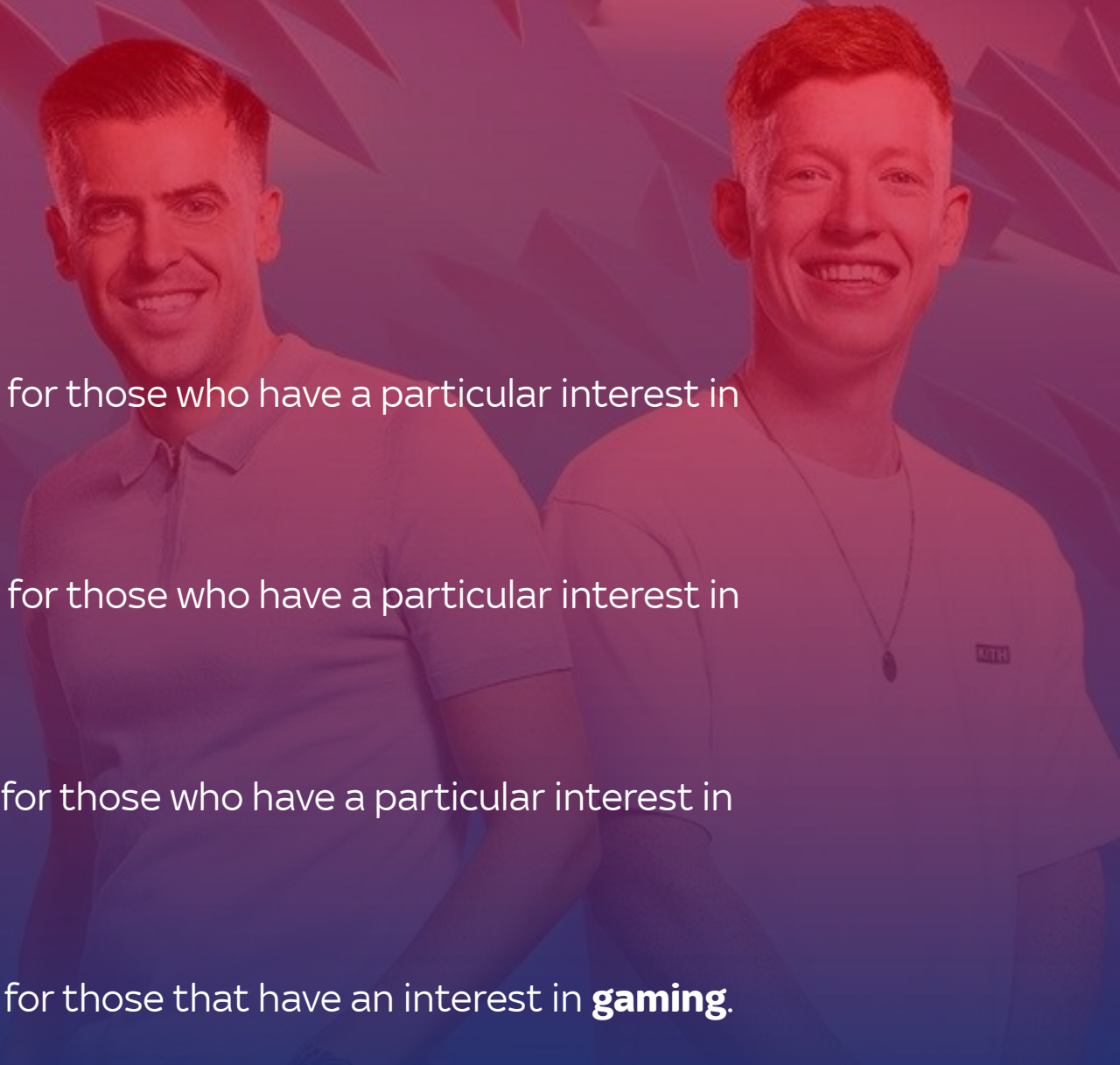
Saturday Social on all channel's indexes at **184** for those who have a particular interest in **technology**.



Saturday Social on all channel's indexes at **118** for those who have a particular interest in **food brands**.



Saturday Social on all channel's indexes at **167** for those that have an interest in **gaming**.





# Social Audience

Reaching a highly engaged social audience at scale



18m

Subscribers on Sky Sports PL  
YouTube and Sky Sports  
Instagram

450k

Ave views for Saturday Social clips  
on Instagram in 23-24 season



50m

Views across all in-show clips in  
2023-24 season

3.85%

Engagement rate on Saturday  
Social clips in 23-24 vs channel  
average of 2.9%



76%

Of social views from the 23-24  
season came from an

U35

Audience

# Linear Audience

Reaching a younger more upmarket audience



50%

Of viewing for Saturday Social comes from Men ABC1's



25%

Of viewing for Saturday Social comes from Ads 16-34



5x

Men 16-34s are 5 x more likely to watch Saturday Social than your average adult

The image is a promotional graphic for 'Saturday Social'. It features a grid of 16 football players in England kits. The grid is arranged in 4 rows and 4 columns. The players shown are: Jordan Pickford, Sam Johnstone, John Stones, Lewis Dunk, Jude Bellingham, Harry Kane, and Jack Grealish. The other 9 positions in the grid are filled with question marks. In the foreground, there are three men: a young Black man on the left, a middle-aged man in a suit and tie in the center, and a young man in an England kit on the right. The text 'Partnership Overview' is overlaid in the center. At the bottom, the 'SATURDAY SOCIAL' logo is visible.

# Partnership Overview

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# Saturday Social

## Estimated Partnership Overview

903k

Individual Reach across 41 live episodes and repeats

1,210

15" & 5" Idents shown across the season

23m

Views from In-show clips

sky sports

# Broadcast Campaign

## Estimated Partnership Overview



**41**

Number of live shows



**11.1**

Planned Men 16-34 equivalent ratings



**10:30 – 12:00**

Saturday mornings  
(August 24 – May 25)



**903k**      **212k**

Individuals reach

Men 16-34 reach

**IDENTS**

**2 x 15"**

Openers and Closers

**8 x 5"**

Mid break Idents per show



+ occasionally simulcast across



# Social Campaign

## Estimated Partnership Overview



**YouTube & Instagram**

Platforms Utilised



**23m**

Planned views for In-show clips



**c.100**

Est volume of social clips



Brand Integration into every clip

# Activation



# Activation

Amplify your sponsorship further with bespoke content

Extending the sponsorship of Saturday Social with an activation pot enables a brand to amplify their sponsorship through content creation, further strengthening their association with the show and football culture.

We can work with the sponsor to create authentic, impactful branded content, utilising Sky Sports, social or ambassador talent, which will reach a passionate and engaged social audience. By leveraging Sky Sports highly engaged social channels, the sponsor will be able to connect with our audience and land key messaging in a credible and entertaining way.

Our in-house production team can create concepts in a tone of voice that matches the show and allows authentic product integration to reinforce brand messaging and KPI's.

With over **17m** views in this space across last season, the title sponsor will extend reach, integrate key messaging and engage relevant audiences through entertaining branded content.



# Activation

Branded content concepts that have delivered millions of views



Pick the Pro



Saturday Social Masterclasses



Joe's FIFA Rating



Lies

# Activation Overview

## 2023-24 Campaign Successes

**17m+**

Delivered across  
branded content in  
2023-24 season

**5.7m**

Views delivered on 'Pick the  
Pro' with Jurgen Klopp making  
it the best performing branded  
content video for Saturday  
Social

**46%**

Ave watch time on Saturday  
Social branded content which  
outperforms channel average  
of 40%

**+16%**

Views increase YoY showing  
that our audience make an  
appointment to view our  
content

# Sponsorship Opportunity 24-25

## Media Plan

Plan	Details	Est. Delivery
<b>Sponsorship (Social)</b> Watermarks across digital cutdowns	YouTube Views	9,450,000
	Instagram Views	13,500,000
<b>Sponsorship (Broadcast &amp; VOD)</b> 15" & 5" linear accreditation	30" Equivalent TVR's (Men 16-34)	11.1
	Reach 000's (Men 16-34)	251,000
	Reach % (Men 16-34)	3
	OTS (Men 16-34)	8
	VOD (Impressions)	12,000
<b>Branded Content (Broadcast &amp; Digital)</b> Bespoke content creation for in-show and online	YouTube Views	5,000,000
	Instagram Views	5,000,000
	TikTok Views	1,000,000
<b>Production</b>	N/A	N/A
<b>Total</b>		

\*Activation is scalable and subject to concept

JAMIE  
CARRAGHER

GARY  
NEVILLE



THIS WEEK ON

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Thank You