

Opportunity

ICC Women's T20 World Cup 2024



Channel



Start

3rd October -
20th October 2024

Platforms

- Broadcast
- Digital
- Sky Go
- On Demand

Estimated Deliveries



Channel overview

Sky Sports, the home of cricket, will provide fans with an unmissable Women's T20 World Cup in 2024, exclusively live from Bangladesh.

This unique cross-platform sponsorship opportunity allows a brand to reach out to a wider more casual cricket audience, whilst still engaging with a core ABC1 cricket loving demographic.

The sponsorship offering for a brand spans across our Bafta Award winning Broadcast TV coverage, VOD platforms and the number one digital sports platform, Skysports.com that will cover a variety of topics leading up to and during the tournament with a wide range of editorial content and unique opinion pieces from some of the most well-respected stars of the game.

The sponsorship opportunity also offers a brand the chance to build a positive association with the biggest ICC International Women's cricket event of 2024.

The Content

Sky Sports will bring viewers exclusive coverage of the ICC Women's T20 World Cup 2024. The tournament lasts four weeks and will provide the perfect stage for the world's best players in the game to showcase their skills and compete for one of the most coveted trophies in the sport.

The tournament comes just one year after the previous tournament in 2023, that took place in South Africa. The hosts narrowly managed to make their way out of the group stages, but then managed to overcome England in the semi-finals in a very close encounter, where South Africa won by just 6 runs. They then had to face a very strong Australia side who proved to be too much for the hosts to handle, and Australia won by 19 runs to become ICC Women's T20 World Cup champions. Not only did this make it three T20 World Cup's in a row for Australia, but also meant that they had won six of the eight tournaments that have taken place since 2009.

The current champions will definitely be the team to beat in the 2024 ICC Women's World Cup., but former ICC T20 Women's World Cup winners West Indies and England, as well as last year's runners up, South Africa, will be looking to stand in their way.

Sky Sports will be your number one destination to watch every live fixture from Bangladesh this autumn. Sky Sports viewers can catch all the live action, analysis, player interviews and feature programmes on the dedicated Sky Sports Cricket channel throughout September 2024...Howzat!

Scheduling

An estimated **23 fixtures** live on Sky Sports throughout the duration of the tournament

- **Group stages** - 3rd - 14th October
- **Semi Finals** - 17th & 18th October
- **Final**: 20th October

Accreditation

The sponsor(s) will receive the following accreditation across each programme:

Live Matches

An average of 2 x 15" and 14 x 5" credits

Repeats/Replays

An average of 2 x 15", 6 x 5" credits (based on a 1-hr programme)

Magazine Programming

An average of 2 x 15", 6 x 5" credits (based on a 1-hr programme)

**All scheduling and accreditation is estimated and subject to change*

**All broadcast is simulcast on Sky Go, making cricket accessible whenever & wherever*

Audience insight

People love Women's Sports Sponsorships:



- **24.5m** adults are aware of a Women's Sport Sponsorship.
- **29%** think more favourably of companies that support women's sport through their sponsorship.
- **16%** are more likely to buy from a brand that sponsors women's sports.



Sky Sports Cricket fans are affluent

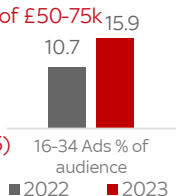
- **70%** of the audience are ABC1 (i116)
- **122%** more likely to have a personal income of £50-75k (i222)



They are homeowners

- **49%** own their own home outright
- **45%** more likely to own a second home (i145)

But the 16-34 audience has grown 50% YOY



Sky Sports Digital



SkySports.com is the highest reach and most visited commercial Sports destination on the web (UK). Offering sports fans and advertisers a multi media and fully interactive experience showcasing the latest breaking news, videos, features, games, polls and chat, delivering (per month):

- **3.6 million unique visitors**
- **180 million pages views**
- **An average dwell time of 31 minutes per visitor**

The sponsor of ICC Women's T20 World Cup 2024 will receive the following placements on SkySports.com throughout the duration of the tournament:

Run of Sky Sports

- 1,150,000 Impressions across Sky Sports (Leaderboard/Billboard, Mobile Banner & MPU)

Sky Sports T20 World Cup Section

- 1,000,000 impressions – Mixed format ads (Leaderboard/Billboard & MPU)
- Sponsorship Logo placement (100% SOV)

Sky Sports Cricket Section

- 1,000,000 impressions – Mixed format ads (Leaderboard/Billboard & MPU)
- Sponsorship Video Bumper, ICC T20 World Cup content (100% SOV)
- 1 x HPTO (100% SOV)

Sky Go



With over **3.2 million users** and **64 million streamed views** each month, watching your favourite Sky channels and shows wherever, whenever has never been more popular. Across the sponsorship period, all ICC Women's T20 World Cup 2024 programming within this sponsorship that is simulcast across Sky Go will carry sponsor accreditation consistent with the linear broadcast.

The sponsor will receive an opening 15" credit for each programme pushed to Sky Go On Demand.

Terms & Conditions

- The opportunity excludes on-air production
- Opportunity subject to event partner obligations
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- Excludes ad serving costs & online creative production
- UK only - ROI opportunity available upon request
- Sponsorship will run in ROI until the ROI feed has been sold to a separate sponsor
- Estimated linear deliveries are modelled from average programme TVR