




Sky Sports
News
@ 10pm

sky sports news

 **TYPE**
Sponsorship
Opportunity

 **DATES**
3, 6, 9 & 12 months
for 2024 - 2025

 **STATUS**
Available

 **INVESTMENT**
Available on Request



SPONSORSHIP

sky sports news

sky media

WORLD CLASS COVERAGE

We are delighted to present an exciting opportunity for Sky Media, to partner with the most popular and widely watched sports news programs in the UK - Sky Sports News, the best in class for coverage of the countries' favourite sports.

- This opportunity allows the right brand to align with **Sky Sports News's golden hour** of sports news coverage, placing the brand amongst the most current and breaking news stories and positioned closer to the action than any other advertiser!
- **Sky Sports News at 10 brings the sports to you.** With top sport presenters, we deep dive into the days **major sports news stories**, including exclusive insight from the UK's **top sports journalists**. This evening slot features **post-match press conferences** and reflections on a **day of gripping sport entertainment**.

THE UK'S ONLY 24 HOUR SPORTS NEWS CHANNEL

The channel reaches **affluent and passionately engaged sports fans**. In total, the sponsorship plays out across 441 hours of content, with 1,042 sponsorship idents across a 12 month period. We estimate that within this period, the sponsorship would reach **4.79m Adults delivering 101 30 second equivalents and 1.7m ABC1 Men delivering 150 30 second equivalents over a 12 month period**, all whilst speaking directly to the audience who align on passions and interests.

AN ACTION PACKED YEAR FOR SPORTS

Sporting fans have an emotional connection to the channel and the coverage it provides. In H2 of 2024, and H1 of 2025, we have **an action packed 12 months approaching!** With The Masters in April 25, and US PGA Tour in May 25, and the Monaco Grand Prix in May, it's a great time to be sponsors of the channel. The variety and depth of Sky Sports News' coverage is unprecedented, with reporting across all the key events relating **to Football, Rugby Union, Golf, Cricket, F1, Tennis, Boxing, Horse Racing and so much more!**

AUDIENCE APPEAL

Sky Sports News at 10pm attracts a range of viewers, from sports enthusiasts who are interested in the latest news, updates and highlights from the day's sporting events to fantasy sports players who are looking out for performance updates, injuries and other developments. Enhance your brand awareness with exposure to millions of viewers daily, your brand will benefit from high-frequency visibility, ensuring top of mind awareness among a highly engaged audience.

SCHEDULING & ACCREDITATION

The sponsorship plays out across **22:00 - 22:59 Monday - Sunday** with 2 x 15 second sponsorship idents and 6 x 5 second sponsorship idents across each hour of coverage. When simulcast the sponsorship will also carry over to **sky sports main event**



TYPE

Sponsorship Opportunity



DATES

12, 9, 6 & 3 months for 2024 - 2025



INVESTMENT

£1,600,000 gross 12 months



STATUS

Available



SPONSORSHIP



INSIGHT



Sky Sports News viewers are highly receptive to television advertising i222



Sky Sports News viewers are more likely to use the internet primarily for shopping, retail and Finance i112



Sky Sports News viewers are likely to be active users of social networking sites i103

Sky Sports News viewers are highly ambitious and want to climb the career ladder i117



Sky Sports News viewers take an interest in their appearance, in particular their skincare products i120



2025 IS AN ACTION PACKED YEAR FOR SPORTS...





SPONSORSHIP INVENTORY & ASSETS

LINEAR ESTIMATED DELIVERIES

The broadcast idents consist of 15 second openers and closers, and 5 seconds leading in and out of breaks on Sky Sports News & Main Event.

CROSS PLATFORM REACH

3M M16-34 &
5M MABC1

Audience	Total Ratings	30" Equivs	Reach 000s	Reach %	OTS
Inds	196	89	5155	8	23
Ads	224	101	4799	9	24
Ads ABC1	224	101	2837	9	24
Men ABC1	331	150	1712	12	27
Men	338	153	500	12	29
16-34 Men	107	48	751	7	15
Men 25-44	299	135	1629	9	32
Ads 18-44	164	74	943	8	21
Men 18-44	253	114	1057	9	27
Men 18-54	320	145	1781	11	29
Ads 18-54	214	97	3086	9	24

SOCIAL

24 x Sky Sports Instagram posts & 24 x Sky Sports Facebook posts with 6" co-branded end board, branded logo watermark and @sponsored tagging on all relevant posts

ADVANCE

A platform designed for sponsorship campaign extension in a digital video environment delivering 4,6m impressions. Depicts a campaign story across platforms by retargeting the exposed audience of the TV sponsorship, driving frequency, brand awareness, spontaneous brand mentions and purchase consideration. Sky AdVance audiences are built bespoke for your business needs.

DIGITAL

This package includes a range of exciting digital offerings, most details of this on the following slide.



SPONSORSHIP

DIGITAL OPPORTUNITIES



3 Months

PLATFORM	FORMAT	IMPRESSIONS
Sky Sports SFVOD	Web, App, YouTube: 6s-30s Non Skip Solus Pre Roll	3,000,000
Sky Sports Display	Web & App: Standard Display Units: MPU, DMPU, Leaderboards, Billboards	6,000,000
Sky Sports: Web & App	Web & App: 100% SOV HPTO x 2	8,000,000

6 Months

PLATFORM	FORMAT	IMPRESSIONS
Sky Sports SFVOD	Web, App, YouTube: 6s-30s Non Skip Solus Pre Roll	6,000,000
Sky Sports SFVOD	Sky Sports X Amplify: 6s -30s Non-skip Solus Pre Roll	9,000,000
Sky Sports: Web & App	Web & App: Standard Display Units MPU, DMPU, Leaderboard, Billboards	12,000,000
Sky Sports HPTO	Web & App: 100% SOV HPTO x 3	12,000,000

9 or 12 Months

PLATFORM	FORMAT	IMPRESSIONS
Sky Sports SFVOD	Web, App, YouTube: 6s-30s Non Skip Solus Pre Roll	9,000,000
Sky Sports SFVOD	Sky Sports X Amplify: 6s -30s Non-skip Solus Pre Roll	13,500,000
Sky Sports: Web & App	Web & App: Standard Display Units MPU, DMPU, Leaderboard, Billboards	18,000,000
Sky Sports HPTO	Web & App: 100% SOV HPTO x 4	12,000,000
Sky Sports SFVOD	Sky Sports Tik Tok Premier Pulse: 6s-30s Non-skip Solus Pre Roll	6,000,000

Terms & Conditions

- The opportunity excludes on-air production
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- Excludes ad serving costs & online creative production
- Scheduling of hours subject to change
- ROI feed available
- Sponsorship will run across the ROI feed by default unless purchased by UK sponsor, or by a separate sponsor in ROI
- Estimated linear deliveries are modelled from average programme TVR

Appendix

SPONSORSHIP APPENDIX



UK 12 MONTH PACKAGE INVENTORY

Media	Content / Execution	Delivery Men ABC1 / Impressions
Broadcast	Sponsorship of SSN 10pm (Men ABC1)	149.8
Digital	6-30's Non-Skip Pre Roll (Sky Sports Web, App & Youtube)	9,000,000
Digital	6-30's Non-Skip Pre Roll (X Amplify)	13,500,000
Digital	Standard Digital Display Sky Sports (MPU, DMPU, Leaderboards & Billboards)	18,000,000
Digital	100% SOV Sky Sports HPTO (4 x 24 Hr Period)	100% SOV HPTO
Digital	6-30's Non-Skip Pre Roll (Sky Sports Tik Tok Premiere Pulse) - 2-3 month Activation Opp	6,000,000
Social	24 x Sky Sports Instagram posts with 6" co-branded end board, branded logo watermark and @Sponsored tagging on all relevant posts	8,400,000
Social	24 x Sky Sports Facebook posts with 6" co-branded end board, branded logo watermark and @Sponsored tagging on all relevant posts	3,600,000
Sky AdVance	Advance campaign re-targetting viewers digitally (video)	4,687,500

SPONSORSHIP APPENDIX



REPUBLIC OF IRELAND SPONSORSHIP OPPORTUNITY Deliveries Below

	Individuals (%)	A15+ (%)	A25-44 (%)	AABC1 (%)	HWCH (%)	M15+ (%)	M15-34 (%)	MABC1 (%)	W15+ (%)	WABC1 (%)
Ave Rating	0.15	0.18	0.10	0.09	0.07	0.31	0.04	0.10	0.06	0.04
Total rating	433.20	508.00	286.30	242.40	194.80	872.50	117.80	276.10	173.80	116.90
30" Equiv	186.28	218.44	123.11	104.23	83.76	375.18	50.65	118.72	74.73	50.27
Coverages	13.80	15.10	14.90	14.50	15.00	18.40	14.60	17.90	11.90	11.00
Coverage	622,391	567,436	177,747	246,543	77,334	337,059	79,533	146,804	230,344	116,738
AVG Freq	18.40	19.50	16.20	13.80	11.60	22.70	8.10	15.40	14.70	10.70

THE DETAILS

INVESTMENT: Available on Request

DATES: 12 month opportunity available now

Sky Sports News Clips



Sky Short Form Video

World Class Content Delivered Cross Platform...

Alongside its Premium Broadcast TV coverage, Sky Sports News will publish daily Live Sports updates, & Breaking sports news from across the world on Sky Sports Digital & Social Channels .

Premium Placements

Priority Access with Higher User Engagement...

Solus non skip pre roll delivered across premium broadcast clipped content.
100% brand safety guaranteed, 6" – 30" time lengths, viewability 80%+, VTR 85%+ and all sound on.

Brand Benefits

Reaching Incremental Audiences at Scale...

Premium high quality online solution, that allows brands to extend their Live Linear Reach beyond Sky Subscribers. Sky Sports Online reaches 25m Unique adults and generates over 750m+ views every month. 45% of Sky Sports Online users are non-Sky Subscribers.



1st

Number 1 Online Commercial Sports News Publisher in the UK



750m+

Monthly video views across Sky Sports Digital & Social Channels



55%

Sky Sports Digital & Social Reaches 55% of the UK population

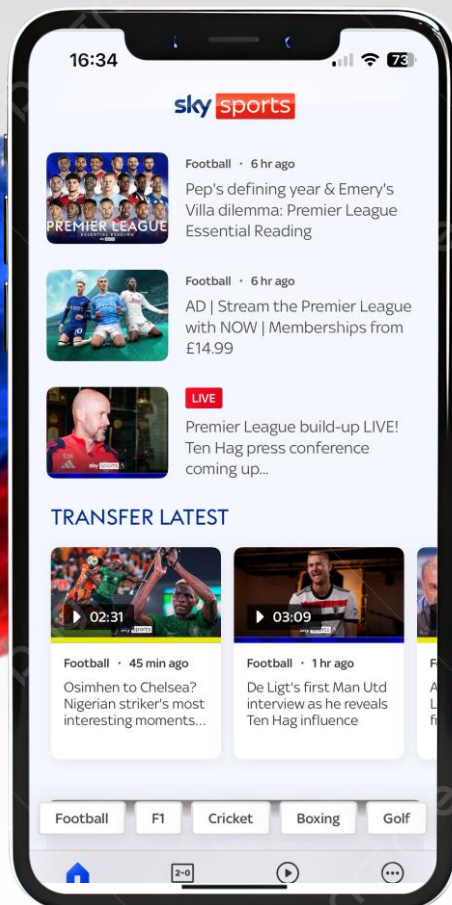


+50%

Sky Sports Clips viewing increase YoY

Sky Sports News at your fingertips. ...

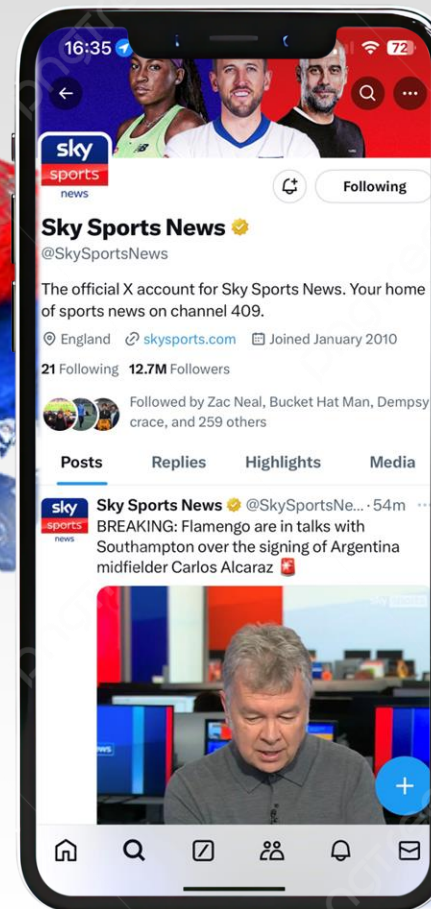
Cross platform access to the latest Sky Sports News against every viewing appointment...



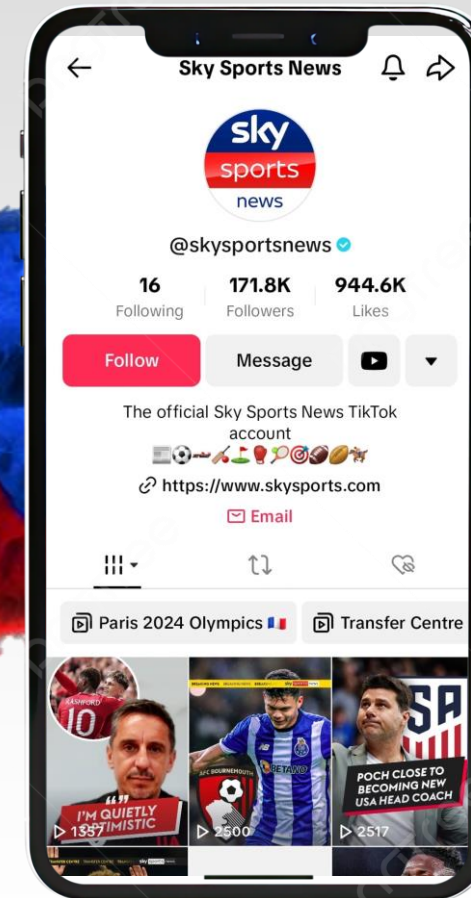
Live Updates



Online Broadcast Coverage



Real Time Access



Snackable Sports News