






sky cinema

 **TYPE**
Full channel
sponsorship

 **DATES**
1st November – 31st
December 2024

 **STATUS**
Available

 **INVESTMENT**
Available on
Requestt



sky cinema

sky showcase

CHRISTMAS24

SPONSORSHIP

SKY CINEMA CHRISTMAS: MOVIES TO MAKE YOUR CHRISTMAS

sky media

Your brand has the exclusive chance to own Christmas on Sky! We are the ultimate destination for getting into the Christmas spirit; with exclusive rights access to your favourite Christmas classics and exclusive Sky Original Christmas films!

From Christmas classics on Sky Cinema and Showcase to cosy Hallmark movies on Christmas24, there is something for everyone on Christmas on Sky!

With three separate premium channels, including Christmas24 which is free-to-air, your brand can reach a highly engaged audience. Christmas on Sky is the gift that keeps on giving!



*scheduling subject to change. Sky Cinema Christmas is HFSS, and alcohol restricted
*Wonka and The Holdovers will also air on Sky Cinema Premiere, meaning the Christmas sponsor will not appear on Premiere Playouts OR VOD



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INVENTORY & ASSETS



Your 30" ident will play just before the film on linear and on demand (7.3m inds/ 3.5m ABC1 reach) across TV VOD, Sky Glass, Sky Stream, Sky Go and NOW, 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 SFVOD.

PLATFORM	PLACEMENT	ESTIMATED DELIVERIES
Linear sky cinema sky showcase CHRISTMAS24	Sky Cinema Christmas (8 th Nov-31 st Dec) : 1 x 20" opener and 1 x 10" closer Sky Showcase (16 th Dec-31 st Dec): 1 x 20" opener, 1 x 10" per centre break Christmas24 (1 st Nov-31 st Dec): 1 x 10" opener & closer, 2 x 10" per centre break	73 x 30" equiv ABC1 TVRs
VOD	30" ident before the film on TV VOD, Sky Glass and Sky Stream	1,088,793 x 30" equiv HH impressions
Social	Clip Alignment: Pre-roll sponsorship ident across @Sky TV Facebook and Youtube	1,250,000 guaranteed views
SFVOD	5-30" ad solus Pre-Roll on NBCU YouTube content	2,083,333 guaranteed impressions



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AUDIENCE & INSIGHT



AN AFFLUENT AND ENGAGED AUDIENCE

Christmas on Sky provides viewers with content worth paying for, thereby attracting a highly discerning and affluent audience. **49%** are ABC1 (vs a commercial avg of 44%), and **40%** more likely to consider themselves as having expensive taste. **75%** of parents agree that TV is important to their Christmas experience.

AN AUDIENCE WITH CHRISTMAS SPEND

This Christmas, Sky Cinema viewers are more likely to splash out on Christmas spending **(i.106)**

A PROVEN ENVIRONMENT FOR BRANDS TO MAKE AN IMPACT

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. **Sky Cinema Christmas was the number 1 most watched Cinema channel on Sky during Christmas 2023!** The success doesn't end there, 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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CHRISTMAS24



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T's & C's

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- Some content may be restricted from sponsorship and have to be un-sponsored if the issues discussed within the content relate to "current affairs". As per the Ofcom code this cannot be permitted for broadcast sponsorship.
- Estimated linear ratings are modelled from average programme TVR.
- The investment cost includes UK sponsorship of Sky Crime linear, TV VOD, Sky Go, and NOW. Investment cost also covers social sponsorship (£50k gross value) and SFVOD (£50k gross value)
- TV VOD household impression estimates are based on 100% viewability. Sky Go and NOW impression estimates are based on 100% viewability.
- The ROI sponsorship of Sky Cinema Christmas linear, TV VOD, Sky GO and NOW has not been included in the investment however is available for additional investment. In the absence of an Ireland sponsor your brand may playout by default in this territory.
- Activation, Sky Analytics & Sky Advance licensing are subject to additional investment and are available upon request.
- Sky Analytics requires sharing 1st party data & signing a data sharing agreement.
- Licensing & Activation is subject to additional channel approval.
- The final investment excludes creative production, independent research