



Peppa Pig



CARTOONITO



TYPE
Daypart Sponsorship



DATES
12 Month Sponsorship



STATUS
Available from 1st
January 2025

Contact Details
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Mr Bean: The Animated Series

Mornings on Sky Media Kids



Associate with the biggest names in Kids' commercial TV through sponsorship of Mornings on Sky Media Kids

The Opportunity

Sky Media are excited to offer your brand th(e opportunity to sponsor mornings (06:00-09:00) across our **ten** dedicated kids' channels, including some of the UK's biggest children's stations, such as **Nickelodeon, Nick Jr, Cartoon Network & POP**. Filled with the world's most iconic IP and franchises from **SpongeBob SquarePants and Barbie, to Scooby-Doo and Peppa Pig** this is an exciting opportunity to align with the biggest names in the kids' market.

As the **kids' TV space is the most trusted commercial kids' environment**, sponsorship will enable your brand to leverage this trust and **promote positive brand perceptions** by closely aligning with the best kids' content across Paramount, Warner Brothers & Narrative.

Example Programming



Ben & Holly's Little Kingdom



SpongeBob SquarePants



Fireman Sam



The InBESTigators

Key Benefits

- By spanning ten different channels, **the sponsorship's strong reach potential** will drive awareness as your brand is front of mind during families' morning routine.
- The sponsorship **delivers high OTS** across desirable audiences
- Kids TV is an effective environment to reach families with **67%** of all Kids' commercial TV viewing is with someone else in the home.
- **77% of parents** let their child watch Broadcast TV because it is **trusted to be safe** compared to only 44% of parents letting their Kids watch YouTube because it's safe.

Source: Giraffe Insights, Overnight poll, parents of kids aged 2-12 (n=201); September 2023

Mornings on Sky Media Kids

Scheduling and Accreditation

- 06:00 – 09:00 daily
- **PARAMOUNT: Nick Jr., Nick Jr. Too, Nickelodeon, Nicktoons**
 - 6 x 15" idents per hour on Nick Jr. & Nick Jr. Too
 - 4 x 15" and 2 x 15" idents per hour on Nickelodeon
 - 4 x 15" and 4 x 5" idents per hour on Nick Toons
- **NARRATIVE ENTERTAINMENT: POP, POP Max and Tiny Pop**
 - 4 x 10" and 4 x 5" idents per hour
- **WARNER BROS. DISCOVERY: Cartoon Network, Cartoonito, Boomerang**
 - 6 X 10" idents per hour

*Accreditation is approx. number of idents per hour
There may be channel takeovers/stunts throughout the campaign*

Predicted On-Air Delivery

**Enquire for further details*

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POP

ALVINNN!!! and the Chipmunks