




**sky** news

 **TYPE**  
Sponsorship

 **DATES**  
4 Months

 **STATUS**  
Available

 **INVESTMENT**  
Available upon request



# SPONSORSHIP

## CHANNEL, CONTENT & OPPORTUNITY



### Sky News

Sky News is the most trusted platform for news consumption, keeping viewers well informed anytime and anywhere. The channel is renowned for its fast-paced reporting, in-depth journalism, live broadcasts and being a leading source for breaking news. Sky News ensures viewers can stay connected by offering diverse content 24 hours a day, including political coverage, global news, business updates, weather reports and sports news, on TV, online, mobile apps and social media.

### Sky News Snow Report

The Snow Report is an exclusive seasonal opportunity to engage viewers with factual and essential updates on snow conditions through concise daily reports. Integrated into regular Sky News programming, the report ensures high brand visibility during the ski holiday season. Viewers are informed with forecasts and insights into ski resort conditions and the impact of snowfall on travel and daily activities. By delivering essential information, the Snow Report assists in viewers making enlightened decisions for leisure and safety.

### Cross Platform Opportunity

This Opportunity offers cross-platform sponsorship, allowing sponsors to connect with a wide audience through TV, online content, and social channels, maximising exposure and engagement across Sky News' various platforms.

#### Linear

The sponsorship will average 4 reports per day, across the week; From Monday to Sunday

Each Report will have 1x10" opening ident and 1x5" closing ident – total 968 idents across a 4-month period

#### Social

Extend the Sky News Snow Report Sponsorship with clip alignment across Sky News' Instagram and Facebook

With an additional investment include bespoke social branded content created for your brand

#### Digital

A mixed digital display across Sky News website and App

Short Form Video (SFVOD) ad across Sky News YouTube Channel, website and App



# SPONSORSHIP

## AUDIENCE & INSIGHT



### Audience Insights

The sponsorship would reach Sky News' affluent, loyal, and discerning viewers, who are deeply engaged with news content, weather reports and travelling. This proposal helps to target the travelling passionate ABC1 Adults who can be reached through linear, digital and social.



Sky News viewers are very likely to watch the weather regularly (i.191)



Sky News viewers are passionate about travelling (i.114)



Sky News viewers typically have higher than average household income (i.118)



Sky News viewers are likely to seek out more information online from advertised products (i.124)



Sky News viewers are more inclined to spend a substantial amount on international holidays (i.122)



Sky News viewers pay attention to adverts on sites they trust (i.123)



Sky News viewers prefer visiting natural sites on holiday (i.107)



Sky News viewers enjoy spending their income on premium travel (i.156)



# SPONSORSHIP INVENTORY & ASSETS (UK)

## Linear estimated deliveries

	Individuals	Adults	Adults ABC1	Men ABC1	Women ABC1	HPCH
<b>Average TVR</b>	0.08	0.10	0.09	0.11	0.07	0.03
<b>Actuals</b>	81.8	95.7	88.3	110.6	64.4	29.8
<b>30" Equivalent</b>	34.8	40.7	37.5	47.0	27.4	12.7
<b>Coverage (000)</b>	4,405	4,182	2,349	1,281	1,077	348
<b>Coverage %</b>	7.2	8.1	8.0	9.2	7.0	5.1
<b>OTS/Frequency</b>	11.3	11.8	11.0	12.0	9.2	5.8



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## INVENTORY & ASSETS (UK)

### Media Plan

Media	Demo	30" Equivs	CPT	Universe	Media Value
<b>Linear Broadcast</b>	Ads ABC1	37.5	£31.43	291.76	£206,405
<b>Digital</b>	Digital Display Impressions web & App (MPU, DMPU, Leaderboard & Billboards)	5,500,000	£6.00		£33,000
	1 x Sky News HPTO – Billboard, MPU & Mobile Web (Banner)	100% SOV	Flat Fee		£25,000
	Run of Network SFVOD activity (YouTube, Web & APP)	1,136,364	£22.00		£25,000
<b>Social</b>	Clip Alignment across	625,000	£40		£25,000
<b>Total</b>					£314,405



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## Social Branded Content



For an additional investment, your brand can own Skiing on Sky as part of the Snow Report Sponsorship. This would be an exciting and innovative opportunity to build on the linear broadcast sponsorship.

Media	Platform/Item	Delivery/Format	Media Value
<b>Skiing on Sky: Native Article &amp; Content Creation Proposal</b>	Resort Guide Articles	3x native articles housed on the Sky News website	£15,000
	Resort Guide: 3x videos & social promotion	1,450,000 guaranteed views. Housed on the @SkyNews YouTube channel and within promoted posts on Facebook.	£58,000
	IAB Display Traffic Drivers (to above articles)	6,000,000 impressions	£42,000
	SFVOD (pre roll content to target content SKY Sports & News, with bespoke audience targeting)	2,083,333 impressions	£50,000



# SPONSORSHIP



## Public of Ireland Sponsorship

The sponsorship can be extended across the ROI feed, representing a fantastic cross-platform opportunity for your brand to associate itself with Sky News. This is an additional investment, see details below.

**Investment: Available Upon Request (sold against ABC1 Men)**

**Dates: 6 Month Opportunity**

### Linear Deliveries

	Individuals	Adults 15+	Adults 24-45	Adults ABC1	HPCH	Men 15+	Men 15-34	Men ABC1	Women 15+	Women ABC1
<b>Average TVR</b>	0.10	0.12	0.04	0.08	0.05	0.15	0.01	0.11	0.08	0.05
<b>Actuals</b>	73	85	31	62	36	112	10	83	60	35
<b>30" Equivalents</b>	31	37	13	26	16	48	4	36	26	15
<b>Coverage (000)</b>	14	15	8	15	10	18	5	17	13	11
<b>Coverage %</b>	608,558	581,628	97,572	255,762	53,114	329,677	26,381	140,729	251,809	120,352
<b>OTS/Frequency</b>	5.4	5.5	4.2	4.1	3.5	6.2	2.1	4.8	4.6	3.1



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## Terms and Conditions



- Estimated linear ratings are modelled from average playout time TVR.
- Proposal Investment includes UK sponsorship of this property only. Sky News is live on TV and simulcast on Sky Go.
- There is the opportunity to extend the sponsorship to include Sky News ROI and International feeds.
- In the event a brand wants to offer on UK only, the brands linear sponsorship creative will still be transmitted in ROI until such a time as the sponsorship is sold separately in this territory.
- In the event a brand wants to offer on the UK only the Sky Media Ireland team reserve the right to sell the sponsorship in ROI to any brand, including competitors.
- Branded Content, Activation & Bespoke Digital Creative Solutions are subject to additional channel approval and may require additional investment/costs.
- The final investment excludes creative production, logo changes, independent research and is subject to brand, channel and compliance approval.