 **TYPE**
Tech Report
Sponsorship Opportunity

 **DATES**
12, 9 and 6 months

 **STATUS**
Available

 **INVESTMENT**
Available upon request



SPONSORSHIP

CHANNEL, CONTENT & OPPORTUNITY



THE CHANNEL

Delivering unmatched news coverage around the clock... Sky News is dedicated to giving viewers the full story, first, wherever you get your news. As a world-class, leading source for breaking news with a spirit of innovation, fresh approach and long-standing reliability Sky News is trusted by millions of viewers worldwide. As the UK's first dedicated 24-hour news channel, available on TV, online, mobile apps, and social media, Sky News offers easy access to real time reporting, making it convenient for audiences to stay informed wherever they are.

SKY NEWS TECH REPORT

Utilizing our access to data sources, the Sky News Tech Report focuses on the latest developments in technology, exploring innovations in areas such as AI, robotics, cybersecurity, and digital trends. It provides insights into how technology is shaping industries, society, and the future, with expert analysis and coverage of major tech events. Sky News' Tech Report will deliver a clear and concise 2–3-minute TV bulletin over Friday, Saturday and Sunday.

CROSS PLATFORM OPPORTUNITY

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

Linear:

- Sponsorship will play out a minimum of 5 times across the weekend; from Friday evening to Sunday.
- Each Report will have 1 x 10" opening ident and 1 x 5" closing ident - total 520 idents across 12-month period

Social:

- Extend the Sky News Tech Report Sponsorship with social platform presence across @SkyNews Facebook and Instagram – 24 posts Facebook & Instagram

Digital

- Mixed digital display across Tech Section on Sky News Web & App
- Short Form Video (SFVOD) ad across Sky News website, App & Sky News YouTube Channel

SPONSORSHIP

AUDIENCE & INSIGHT

sky media

AUDIENCE INSIGHT

The sponsorship would reach Sky News' affluent, loyal, and discerning viewers, who are deeply engaged with news content and place high trust in credible sources. With the world evolving, and the way people consume media changing...this proposal also helps to target a younger audience, that are increasingly accessing news through digital platforms rather than traditional TV.



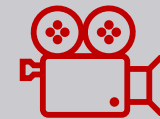
Sky News viewers are more likely to own a house/flat (i109)



Sky News viewers' typical personal income is between £50k-£75k, before tax (i172)



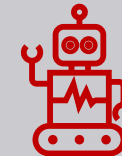
Sky News viewers are active users of social networking sites (i117)



Sky News enjoy consuming news content through online videos (i236)



Sky News viewers have an interest in computing (i147)



Sky News viewers like to keep up with developments in technology (i115)



Sky News viewers are more likely to follow/like social networking pages focussed on Technology (i221)



Sky News viewers are more likely to own a tablet/computer (i147)

SPONSORSHIP INVENTORY & ASSETS (UK)

sky media

LINEAR DELIVERIES (UK)

	Inds	Ads	Ads ABC1	Men ABC1	Women ABC1	HPCH
Ave. TVR	0.07	0.08	0.08	0.10	0.06	0.03
Actuals	37.4	43.2	40.6	52.0	30.7	17.2
30" Equivs	15.9	18.3	17.2	22.1	13.0	7.3
Coverage (000)	3,840	3,597	1,877	1,036	848	311
Coverage %	6.3	7.7	7.4	8.5	6.5	5.2
OTS/frequency	5.9	7.0	6.4	7.5	5.5	4.6

MEDIA PLAN

Media	Demo/Format	30" Equivs	CPT/ CPM/ CPV	Universe	Media Value (40% off ITV)
12 Months Linear Sponsorship	Ads ABC1	16.2	£31.64	291.67	£89,707
Social Tech Report	Guaranteed Views	6,000,000	£40.00		£240,000
Digital Tech Report	Digital Display Imps	4,000,000	£5.00		£20,000
SFVOD (Sky News)	Video Imps	7,500,000	£16.00		£120,000

SPONSORSHIP

REPUBLIC OF IRELAND SPONSORSHIP



SPONSORSHIP EXTENSION

Your brand can extend the sponsorship to run across the ROI feed, allowing you to exclusively own the Tech Report on the Irish Sky News Feed. This is for an additional investment, see details below.

LINEAR DELIVERIES (ROI)

	Inds	Ads 15+	Ads 24-44	Ads ABC1	HPCH	Men 15+	Men 15-34	Men ABC1	Women 15+	Women ABC1
Ave. TVR	0.12	0.15	0.06	0.12	0.07	0.18	0.03	0.14	0.11	0.08
Actuals	98	115	46	91	54	145	25	114	87	60
30" Equivs	42	49	20	39	23	62	11	49	37	26
Coverage	16	19	13	18	15	20	6	19	17	15
Coverage %	727,700	699,859	154,479	309,493	78,068	361,682	34,691	157,683	337,412	156,593
OTS/frequency	6.1	6.2	3.6	5.0	3.5	7.3	3.9	5.9	5.0	4.0

INVESTMENT: Available Upon Request (sold against ABC1 Men)

DATES: 12 MONTH OPPORTUNITY

shorter time periods available on request

SPONSORSHIP TERMS & 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.