



sky sports cricket

 TYPE
Sponsorship
Big Bash League 2024/2025

 DATES
15/12/2024 to
27/01/2025

 STATUS
Available

BIG BASH LEAGUE 2024/2025**SKY SPORTS CRICKET - CHANNEL OVERVIEW**

Sky Sports, the home of cricket, will provide fans with the unmissable Big Bash League (BBL) in 2025, broadcasting exclusively live from Australia. This unique cross-platform sponsorship opportunity allows a brand to reach out to a wider & more casual cricket audience, whilst still engaging with a core ABC1 Men cricket loving demographic.

By partnering with Sky Sports Cricket, your brand will feature throughout our Bafta Award winning coverage across linear and VOD, whilst also having an online presence on Sky Sports social media channels, and the UK's number one digital sports platform, Skysports.com. This multi-platform opportunity will provide your brand with an always-on presence across a wide range of editorial content and unique opinion pieces from some of the most well-respected stars of the game.

The sponsorship opportunity also offers a brand the chance to build a positive association with one of the largest franchise tournaments in world cricket.

SCHEDULING

There are due to be an estimated 44 fixtures live on Sky Sports throughout the duration of the tournament.

- League matches: 15th December 2024 to 19th January 2025
- Qualifier: 21st January
- Knockout : 22nd January
- Challenger: 24th January
- Final: 27th January

BIG BASH LEAGUE - THE CONTENT

This year's edition of the Big Bash League will take place between December 15th 2024 to January 27th 2025. With over 40 live fixtures in 6 different cities, the Big Bash delivers hotly contested local derbies featuring some of the biggest names in world cricket. Following a typical league format in the group stage, the top four teams will splinter into a playoff tournament, featuring a qualifier, knockout & challenger fixture, culminating with the grand final.

This winter, Sky Sports Cricket's coverage of the Big Bash will be the only place to catch Australian superstars such as Steve Smith, Glen Maxwell & Marnus Labuschagne, as well as overseas internationals like Ollie Pope, Ben Duckett & Chris Jordan.

ACCREDITATION

The sponsor(s) will receive the following accreditation across each programme:

- Live Matches: An average of 2 x 15s and 20 x 5s credits
- Highlights: An average of 2 x 15s and 6 x 5s credits per hour show



BIG BASH LEAGUE 2024/2025



AUDIENCE INSIGHT

The Sky Sports Cricket 16-34 audience grew 50% in 2023

Sky Sports Cricket fans are affluent:

- 70% of the audience are ABC1 (i116)
- They're 122% more likely to have a personal income between £50-75k (i222) & 122% more likely to expect to enter retirement within the next year (i222)

They are homeowners:

- 49% own their own home outright
- 45% are likely to own a second home (i145)

SKY SPORTS SOCIAL

Highlights from BBL matches will be posted onto the Sky Sports YouTube, Facebook and Instagram channels, reaching a highly engaged audience. With 84% of our audience between 18-44 years of age, our coverage is perfectly placed to satisfy our audiences desire for live-action, highlights and news coverage.

The Social sponsor of BBL in 2025 will receive the following:

Platform	Channel & Format	Impressions
Sky Sports YouTube	Pre-roll on Big Bash YouTube highlight clips	c.2,000,000
Sky Sports Facebook	Branded posts including partner tagging and watermark logo	
Sky Sports Instagram	Branded posts including partner tagging and watermark logo	

SKY GO

Across the sponsorship period, all BBL 2025 programming within this sponsorship that is simulcast across Sky Go will carry sponsor accreditation consistent with the linear broadcast. The sponsor will receive an opening 15" credit for each programme pushed to Sky Go On Demand.

SKY SPORTS DIGITAL

SkySports.com is the highest reach and most visited commercial Sports destination on the web (UK). Offering sports fans and advertisers a multi-media and interactive experience showcasing the latest breaking news, videos, features, polls and chat, delivering:

- 3.6 million unique visitors per month
- 180 million pages views per month
- An average dwell time of 31 minutes per visitor

The sponsor of BBL 2024/2025 will receive the following placements on SkySports.com throughout the duration of the tournament:

Platform	Channel & Format	Impressions
Sky Sports SFVOD	Sky Sports: Web, App, YouTube 6s-30s Non-Skip Solus Pre-Roll	2,083,333
Sky Sports Display	Sky Sports: Web & App Standard Display Units	3,333,333
Sky Sports Cricket HTPO x 4	Sky Sports: Web & App Standard Display Units	100% SOV

BROADCAST – ESTIMATED AUDIENCE DELIVERY

Audience	Individuals	Adults	Men	Men 16-34	Men ABC1	Adults ABC1
Average TVR - Live	0.03	0.04	0.07	0.06	0.07	0.04
Average TVR - Highlights	0.005	0.005	0.009	0.003	0.009	0.005
Actuals	49	56	100	79	96	52
30" Equivs	18.6	21.4	38.1	29.8	36.6	20.0
Coverage 000	1,133	1,068	734	96	484	701
Coverage %	2	2	3	2	4	3
OTS	24	25	31	52	25	20

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
- UK only - ROI opportunity available upon request
- Sponsorship will run in ROI until the ROI feed has been sold to a separate sponsor
- Estimated linear deliveries are modelled from average programme TVR
- Sponsorship will run for an additional 7 days after the final to cover any highlight programming