





sky cinema

 **TYPE**
Sponsorship

 **DATES**
1st January 2025 –
30th June 2025

 **STATUS**
Available

 **INVESTMENT**
Available upon
request



SPONSORSHIP

CHANNEL, CONTENT & TALENT

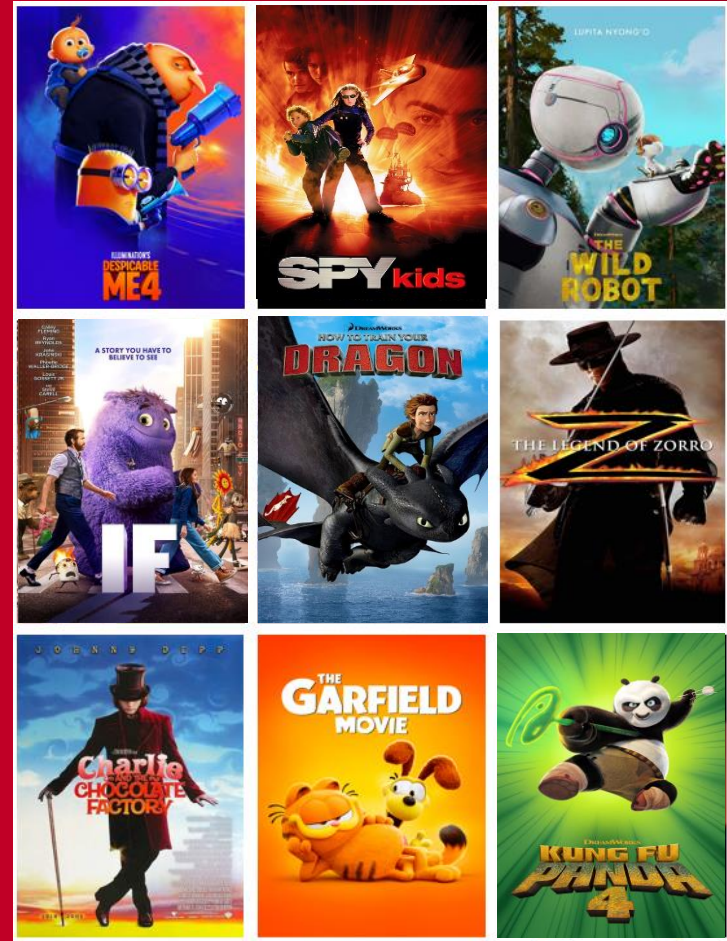
OWN THE MAGIC WITH FAMILY MOVIE NIGHTS

Experience premium entertainment with Sky Cinema as it continuously delivers high-quality content that captivates and engages audiences! Viewers can watch the latest blockbusters, timeless classics, and the beloved family favourites on Sky Cinema Family and Sky Cinema Animation.

Unlock the magic with Sky Cinema Family bringing the best of live-action films and Sky Cinema Animation providing the latest and most captivating animatic film releases. From thrilling adventures to non-stop fun, there's films for all audiences, no matter their age! Audiences are kept entertained whenever and wherever they choose with Sky Cinema Family and Animation available on linear and Video on Demand. It's the perfect opportunity to connect your brand with movie lovers who demand the finest in entertainment.

2025 SKY CINEMA FAMILY AND SKY CINEMA ANIMATION SCHEDULING

Bring the best of the box-office home! From the newest arrivals like **Despicable Me 4**, **The Wild Robot**, and **The Garfield Movie**, to timeless classics like **Charlie and the Chocolate Factory**, **The Legend of Zorro** and favourite franchises like **Spy Kids**, **Shrek** and **Harry Potter**. There's something for everyone on Sky Cinema!



*Scheduling Subject to Change



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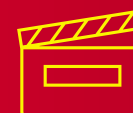
AUDIENCE & INSIGHT



Sky Cinema offers a unique platform for brands to enhance their visibility and drive awareness with a passionate and highly desirable audience. With Sky Cinema Family and Sky Cinema Animations, brands can effectively engage with family-oriented viewers who have a strong interest in kids and family content and prioritise staying connected with loved ones. This is an exciting opportunity to change brand perceptions and guide customers further down the purchasing journey by targeting families.



Sky Cinema viewers are more likely to have a household income of £50,000 or more (i 133)



Sky Cinema viewers' children are more likely to be aged 5 to 15 years (i 119)



Sky Cinema viewers are more likely to be first class families (i 140)



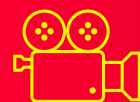
Sky Cinema viewers are very inclined to share reviews on children's products on the internet (i 179)



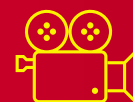
Sky Cinema viewers are more likely to be between the age of 35 to 44 years (i 120)



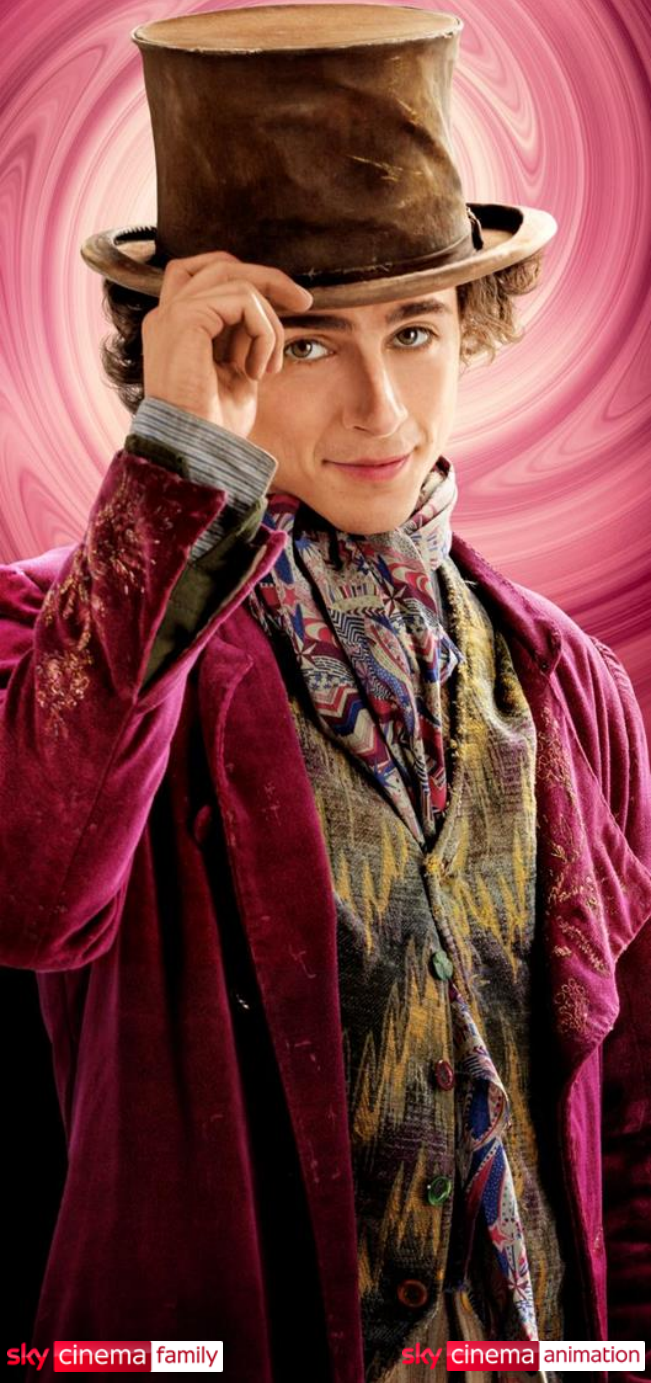
Sky Cinema viewers are more likely to use Facebook to remain in contact with friends and family (i 117)



Sky Cinema viewers are likely to have 3 children aged 4 and above (i 133)



Sky Cinema viewers are more likely to listen to podcasts that are focused on kids and family topics (i 116)



SPONSORSHIP

INVENTORY & ASSETS



This sponsorship is an incredible opportunity to connect your brand with highly engaged audiences through an exciting schedule of newly released and upcoming films on Sky Cinema Family and Animation. By sponsoring both channels, your 30 second ident will be featured before each film, across linear TV, VOD, Sky Go and NOW. Additionally, for Family Films on Showcase, your brand will receive a clear presence with a 20 second opening and 10 second closing ident and a 10 second ident per centre break per film.

Family films on Showcase are any films cert. 12A and under. At 106 on the EPG, this channel's presence can boost your sponsorship reach, outside of the Sky Cinema subscriber base.

PLATFORM	PLACEMENT	ESTIMATED DELIVERIES
Linear	30" ident before each film 1 x 20" opening ident and 1 x 10" closing ident per film and a 1 x 10" ident per centre break on Family Films on Showcase	51 x 30" equivalents HPCH
TV VOD	30" ident opener	713,290 x 30" equivalents HH impressions
Sky Go	30" ident opener	60,993 x 30" equivalents HH impressions
NOW	30" ident opener	1,235,380 x 30" equivalents HH impressions



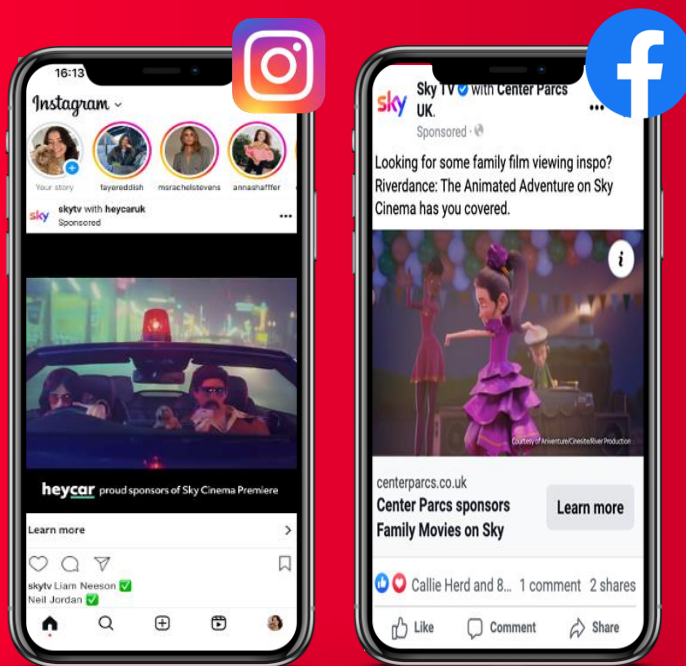
SPONSORSHIP

Social & AdVance Inventory



Create cinematic enchantment through cross-platform sponsorship, enabling your brand to connect with a wider audience through TV, digital AdVance and @SKYTV social channels.

Social Placement and Estimated Deliveries



Clip alignment: 5" - 10" pre-roll ident across @SKYTV on Instagram and Facebook

Estimated Deliveries: 2.5m guaranteed views

Digital AdVance Placement and Estimated Deliveries

Digital advertising with bespoke audience targeting



Sky AdVance connects TV and ad viewing data to the digital world, amplifying your brand's TV sponsorship by extending reach online to new viewers or reinforcing the message to those who have already seen the ad, to give additional frequency or a different message.

Estimated Deliveries: 1.56m guaranteed impressions



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T&Cs



- Estimated linear ratings are modelled from average programme TVR
- TV VOD household impression estimates are based on 100% viewability. Sky Go and NOW impression estimates are based on 100% viewability.
- Proposal Investment includes UK sponsorship of this property on Sky on linear, TV VOD, Sky Go VOD and NOW VOD. Social extension brand post integration and AdVance inventory is included within the package. ROI will run by default in the absence of another sponsor.
- Subject to brand approval, the 6-month channel sponsor would be licensed to use the Sky Cinema logo at no additional cost. However, 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.
- Sky Media reserve the right to work with other non-competitive brands as branded content partners, licensee & social partners on this property.