



sky sports 

sky media

Sky Sports F1
Sponsorship Opportunity

Welcome to Sky

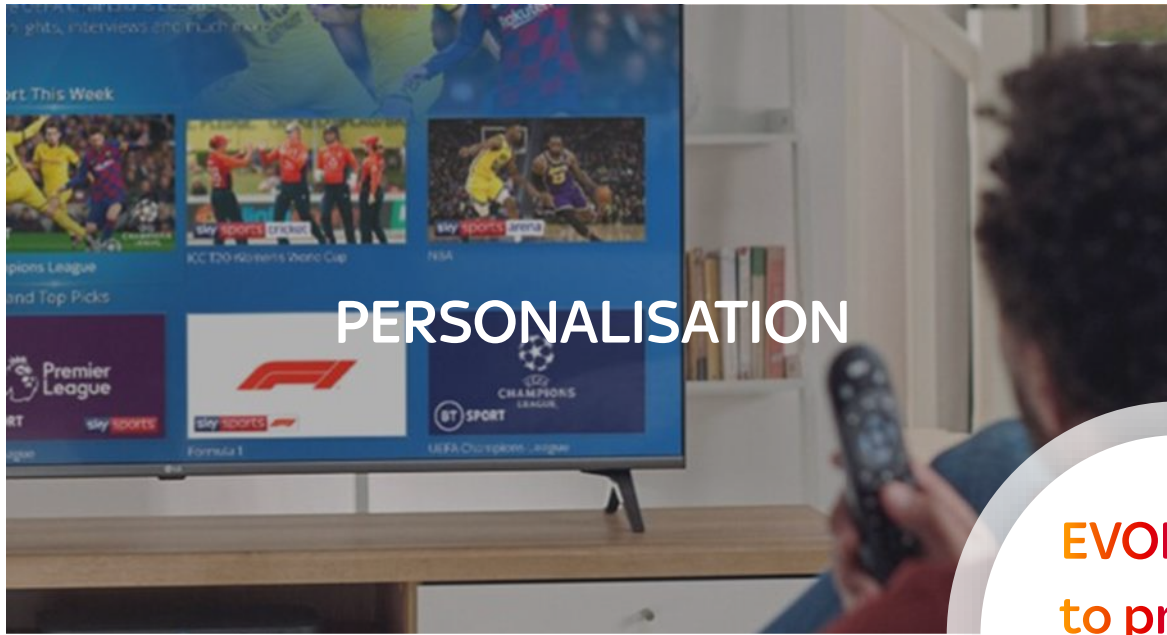
23m
Customers


COMCAST

sky

£16bn
Revenue





PERSONALISATION



MULTI SERVICE

EVOLVING
to protect
Customer
loyalty



QUALITY & VALUE



CUSTOMER JOURNEY

Introducing sky *live*

Creating amazing new interactive experiences

INNOVATING
to drive
future
growth



Welcome to

sky protect

Home insurance just got Smart



Sky Sports Tennis

Our brand-new dedicated channel

INVESTING
In major
sports rights



Premier League

Rights secured through until 2029

Providing more choice
than ever before...

Introducing **sky** sports **+**

Giving Sky Sports customers access to
over **50 per cent** more live sport
this year at **no extra cost**



The Sky Sports F1 Audience

Who are the Sky Sports F1 Audience?



Affluent and established business decision makers



i119

Personal Income of £50,000



i172

Usually watch finance & business shows

AB

i109

Social Grade AB



i125

Travel Abroad for Holidays



i115

Business Trips Abroad

An Index of **i100+**
Means the Sky Sports F1 viewer is **MORE LIKELY** to align with that statement compared to the average UK adult

The Sky Sports F1 Audience Love to Travel

The Sky Sports F1 Audience



Sky Sports F1 Viewers...



are travel fanatics



are passionate about travelling



are always looking for inspiration on where to go on holiday



will spend over £2,500 on holidays



will spend over £4,000 on holidays



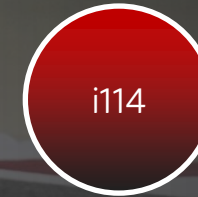
The Sky Sports F1 Audience Enjoy Luxury Goods

The Sky Sports F1 Audience



**Sky
Sports F1
Viewers...**

agree it's worth paying more for quality goods



tend to go for premium rather than standard goods/services



wear designer watches



The Sky Sports F1 Audience are entrepreneurial

The Sky Sports F1 Audience



Sky Sports F1 Viewers...

i221

say that business is a topic of interest across social media

i172

usually watch finance/business programmes

i142

are looking to start their own business in the next 12 months

i137

listen to business podcasts

i153

use LinkedIn to develop potential business opportunities

The Sky Sports F1 Audience are tech enthusiasts

The Sky Sports F1 Audience



Sky Sports F1 Viewers...

usually watch programmes about tech/gadgets

i199

agree that human interaction has improved through tech

i116

keep up to date with developments in technology

i125

like to have tech that makes life easier at home

i120

look to purchase the latest technology

i159

Source: GB TGI – all indexes vs total respondents 15+ – Sky Sports F1 audience based on people who specially choose to watch F1 on Sky Sports

The Sky Sports F1 Audience are passionate about cars



The Sky Sports F1 Audience

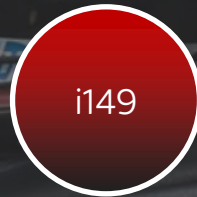
Sky Sports F1 Viewers...



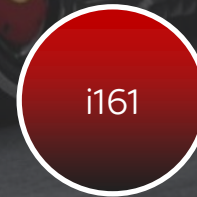
have an interest in cars/motoring



own 3+ cars



like innovative cars



intend to buy an electric car



are intending to buy a car priced at £45,000 or more

The Sky Sports F1 Audience are Financially Savvy

The Sky Sports F1 Audience



**Sky
Sports F1
Viewers...**

have an average spend of over £1,250 per month on credit cards

i164

own stocks/shares

i122

own 4+ bank/credit/charge cards

i154

have £100,000 or more in savings or investments

i121

look for profitable ways to invest their money

i111

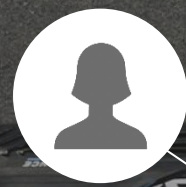
Source: GB TGI – all indexes vs total respondents 15+ - Sky Sports F1 audience based on people who specially choose to watch F1 on Sky Sports

Sky Sports F1 Audience Profile

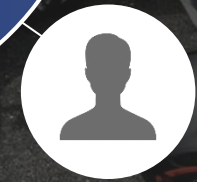
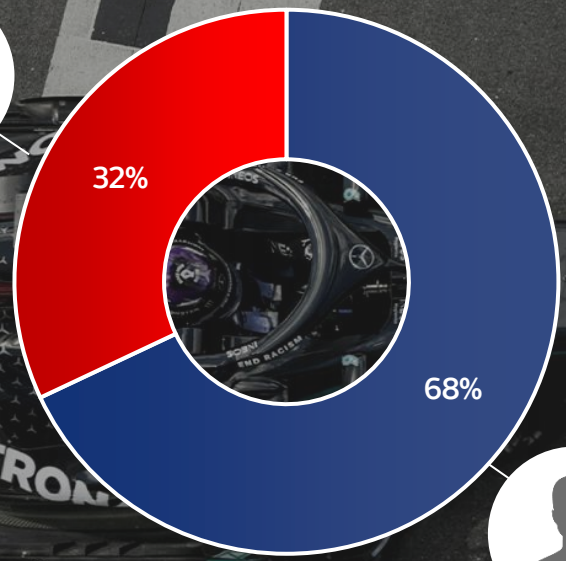


3.7 million

Average Monthly Reach



Women



Men

Social Class

Men ABC1	37%
Women ABC1	18%
Men C2DE	32%
Women C2DE	14%

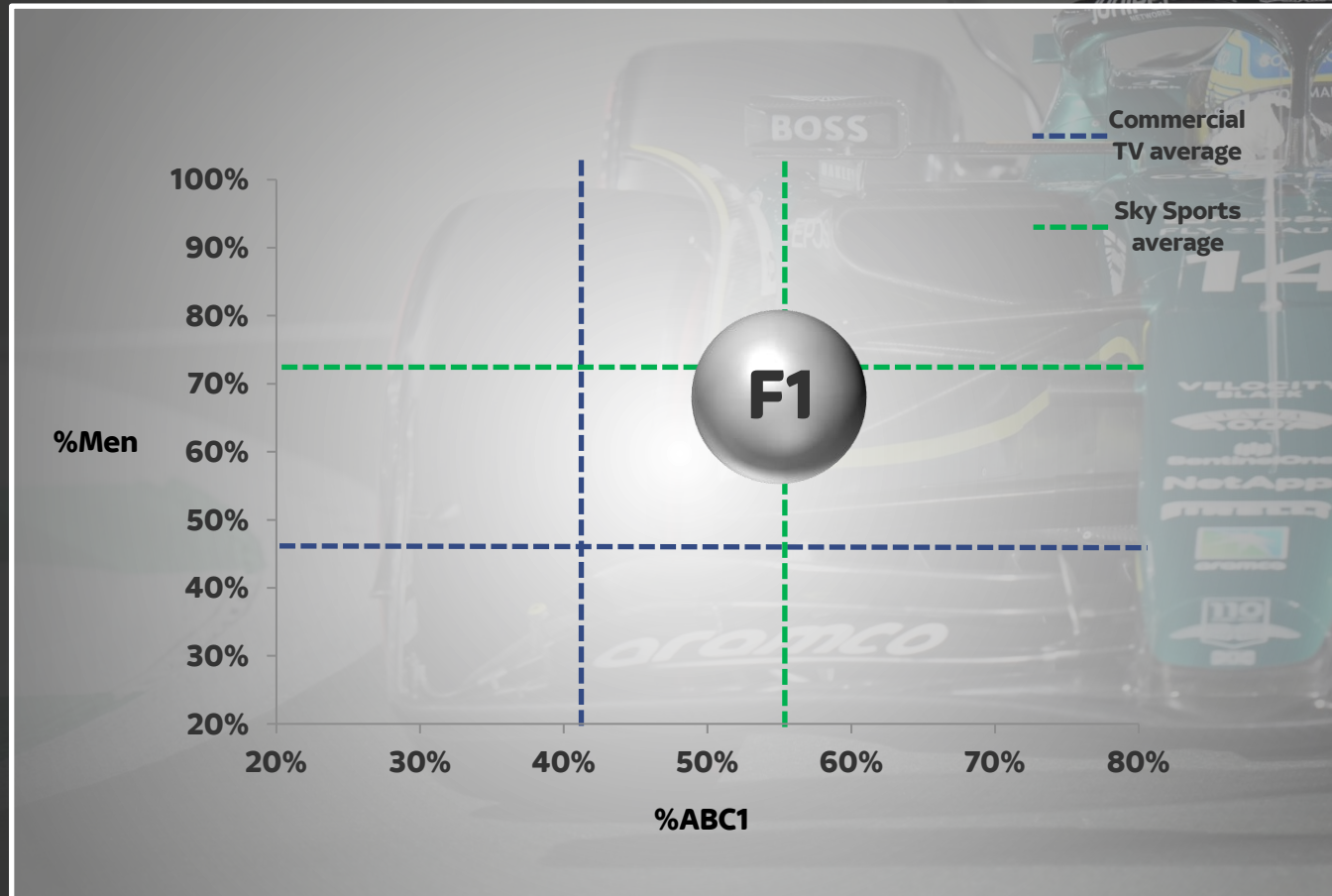
Age

Men 1634	15%
Women 1634	8%
Men 35-54	25%
Women 35-54	12%
Men 55+	28%
Women 55+	12%

Source: BARB Monthly Average reach from Feb - September 2024 (current F1 season to Italian GP) Individuals 4+. Profiles based on adults 16+ (Feb-Sep 2024)

Demographic Profiling

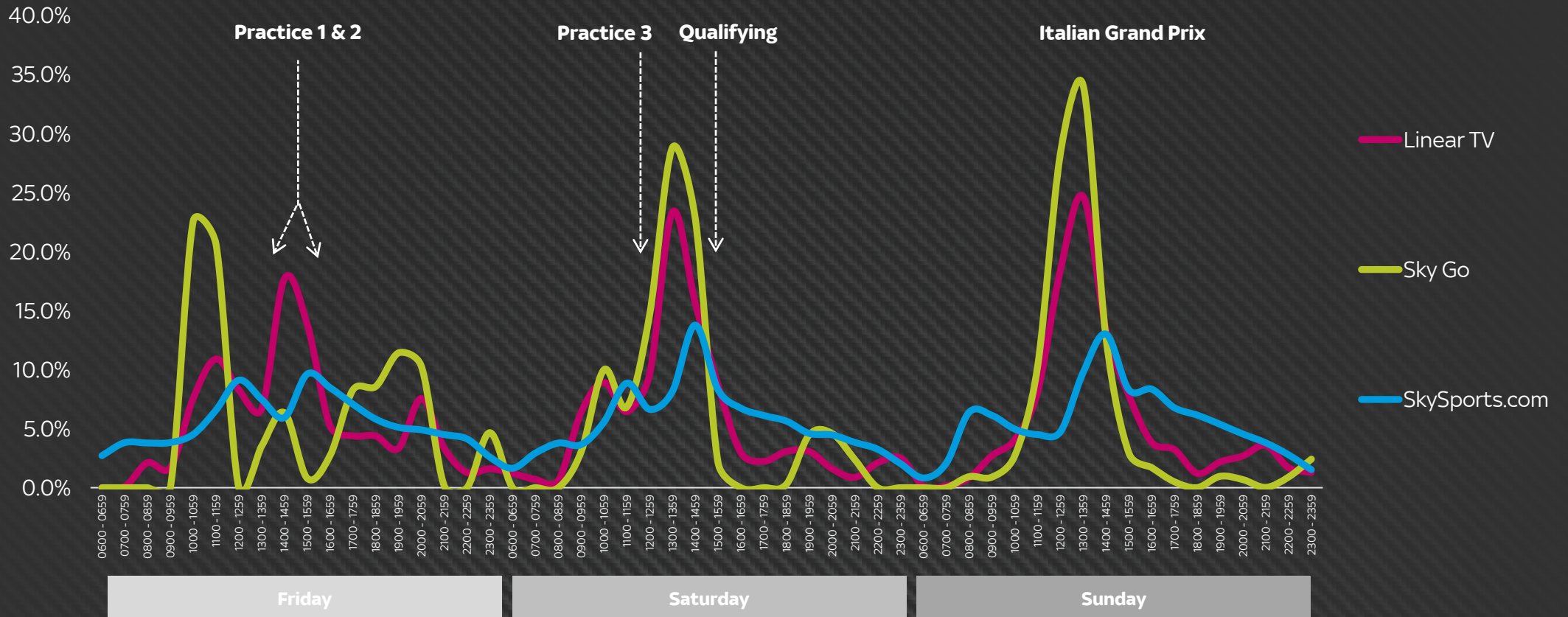
F1 is popular with upmarket men



Creating an 'Always On' Formula One Offering



Proportion of Demand by Platform | Viewing Minutes/Page Views by Hour



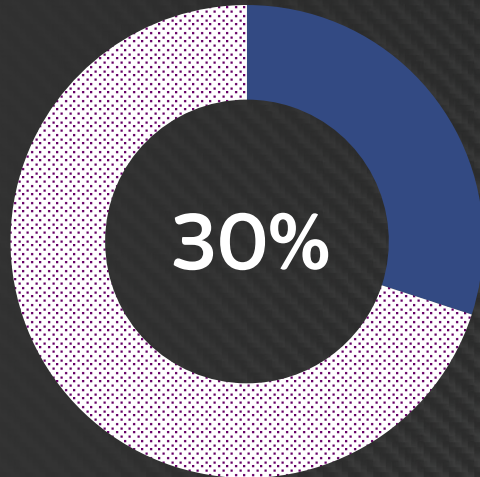
Source: BARB/Adobe Analytics/Adobe Omniture | Italian Grand Prix

Linear TV & Sky Go = proportion determined by total minutes viewed across the race weekend | SkySports.com F1 sites determined by proportion of total page views across the race weekend by hour for UK web traffic only (F1 channels only i.e. excludes Main Event)

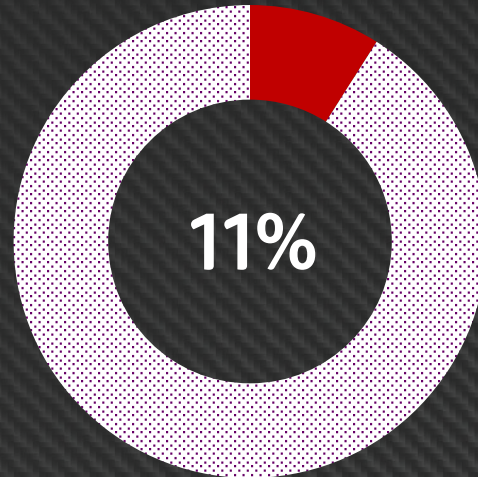
A Fully Immersive Cross-Platform Experience



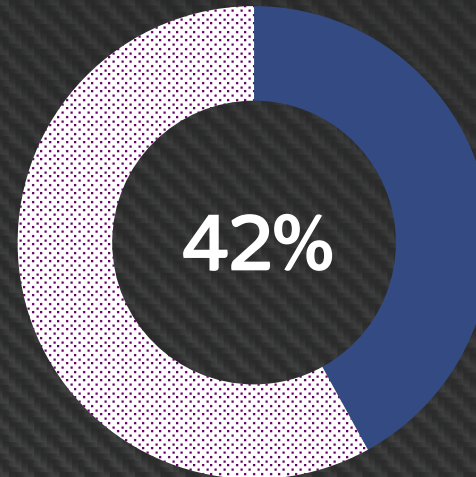
Multiple touchpoints keep F1 fans engaged with multiple opportunities for brand exposure



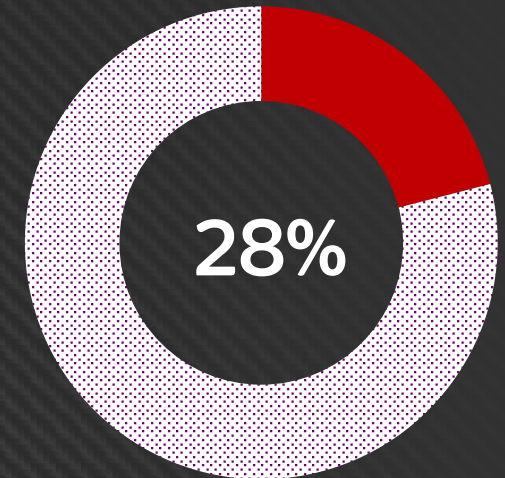
of Sky homes have tuned into the F1 channel since the 2024 season began – equating to **2.1m households**.



of the overall SSF1 channel viewing for the Italian Grand Prix in Sept 2024 was via Sky Go



of visitors to Sky Sports F1 online claim to not have a Sky Sports TV subscription

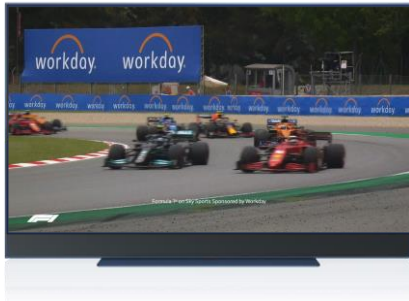


of the overall viewing for the Italian Grand Prix in Sept 2024 was viewed OOH, **adding an additional 502k incremental viewers**

Sky Sports F1 Sponsorship Opportunity

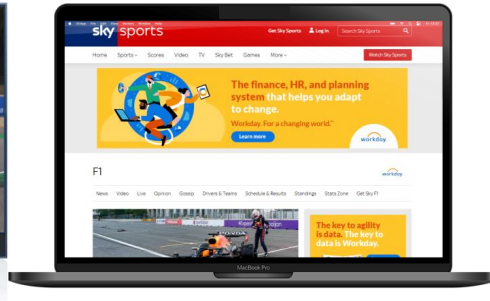
Sky Sports F1 Channel Sponsor

Sponsorship Inventory



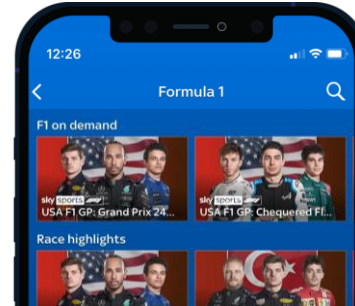
Broadcast Sponsorship

Broadcast sponsorship of the Sky Sports F1 channel*, including all 24 live Grand Prix races, qualifying and practice sessions plus highlights, repeats and associated magazine programming. Sponsorship to also carry across simulcasts on Sky Sports Main Event and Sky Showcase.



Digital Display & Video

Digital sponsorship across the Sky Sports F1 section including logo placement, 5" pre-roll across all F1 content, section takeovers and pre-roll around Sky Sports F1 content on YouTube, X and TikTok.



Sky Go Linear 6"

Sponsor accreditation across both Sky Go and On Demand platforms including the Sky Go Live Stream. Each time a user initiates a live F1 stream via their mobile or tablet device, they will be served a solus 6" brand advert or ident to further reinforce the association Sky Sports F1.



Turbo Break Spot Advertising

1 x 30" spot advert in the last commercial break the 'Turbo Break', c. 5 minutes before the start of each Grand Prix. 24 x 30" Turbo Breaks in total across the course of the 2025 season.



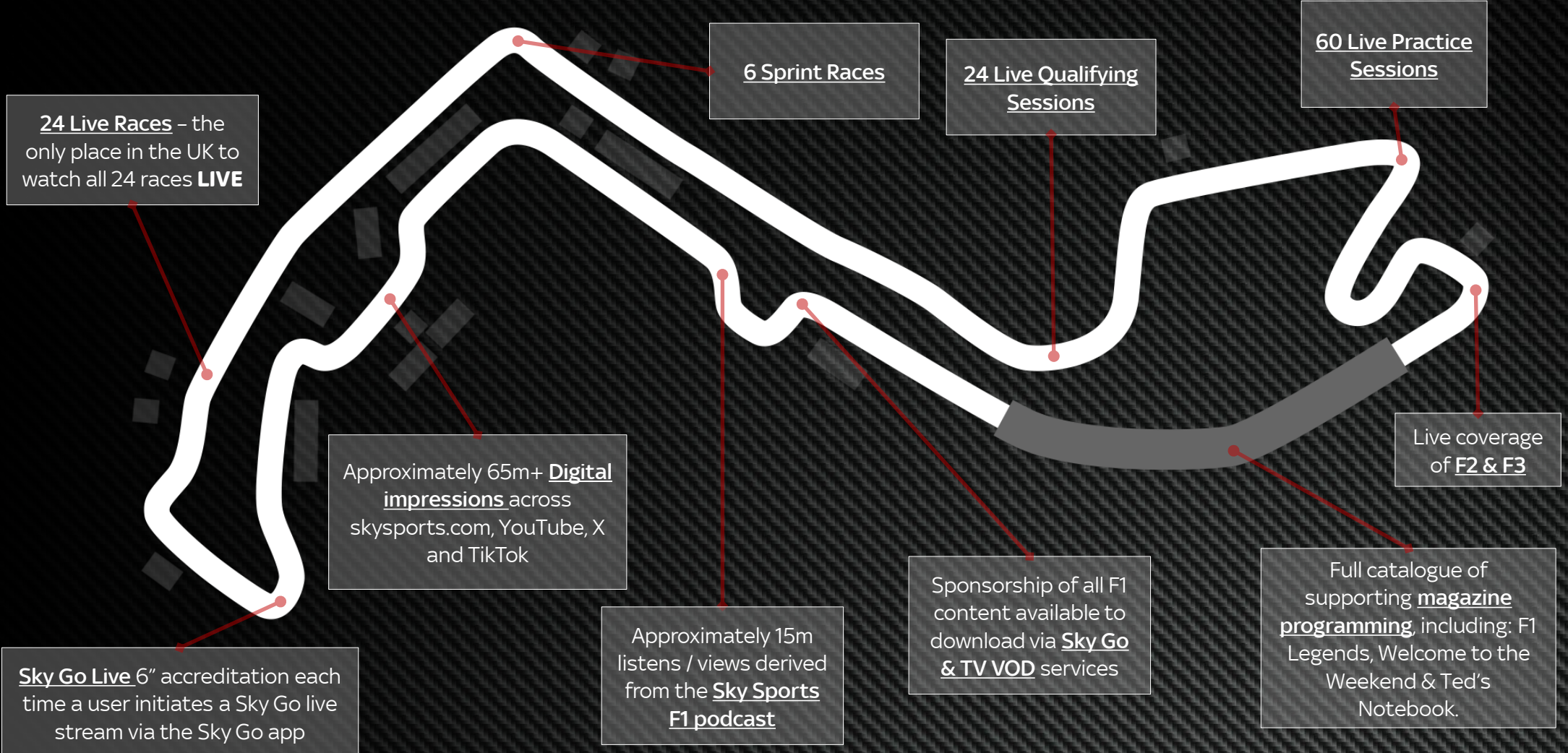
Sky Sports F1 Podcast

Sponsorship of the official Sky Sports F1 podcast across audio and video formats.

The sponsorship will feature multiple brand integrations through opening reads to watermark logos.

*Excludes IndyCar, Ferrari Challenge & GT World Challenge.

Sky Sports F1 Sponsorship Inventory



Sky Sports F1

Estimated Linear Sponsorship Delivery Per Season



9,450+

SPONSORED PROGRAMMES



365

DAYS OF ACTIVITY



390,000+

SECONDS OF SPONSORSHIP
BRANDING



40,000+

SPONSORSHIP CREDITS*



488.6

MEN ABC1 30" EQUIVS



10.2m

INDIVIDUALS REACHED

Source: BARB Period (01/01/2021-31/12/2023)

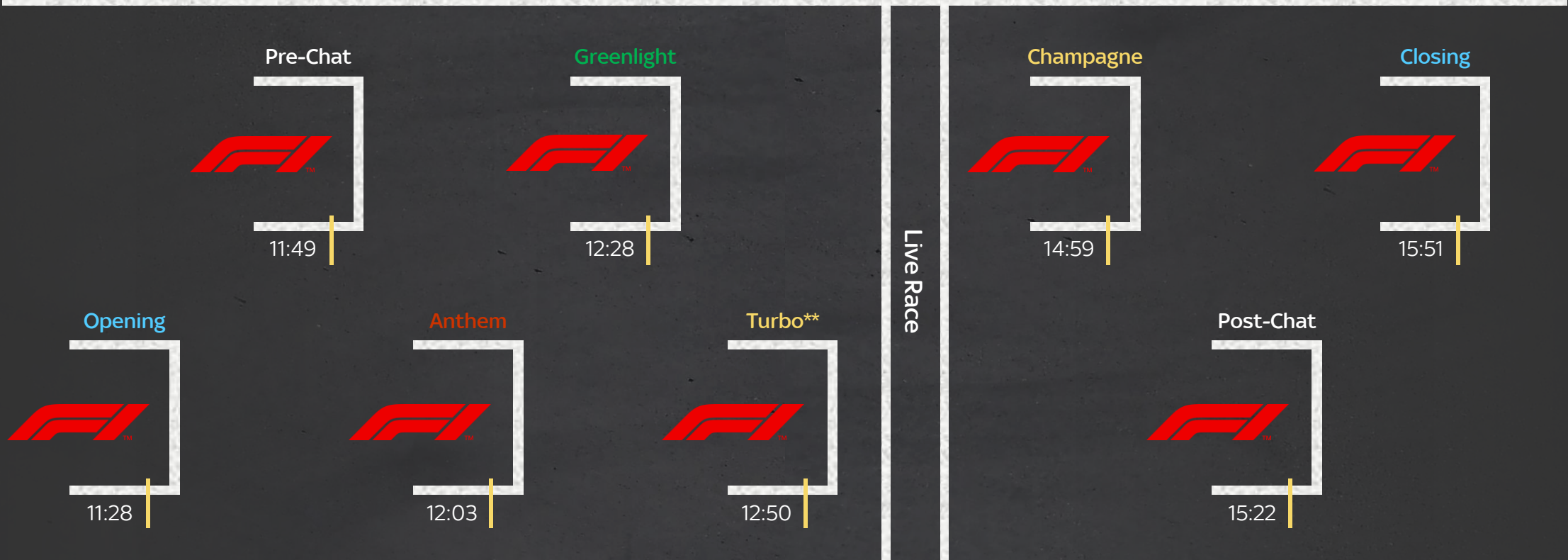
Estimated linear deliveries are modelled from average programme TVR

Sky Sports F1

Live Race Accreditation



*Example based on the Abu Dhabi Grand Prix, November 2023



*Indicative only, timing and phasing subject to change by race.

**Replaced with 30" Turbo Spot advert

 Signifies Sky Sports F1 sponsor brand placement

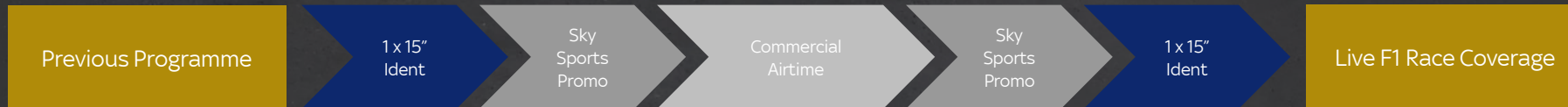
Sky Sports F1

Live Race Break Structure



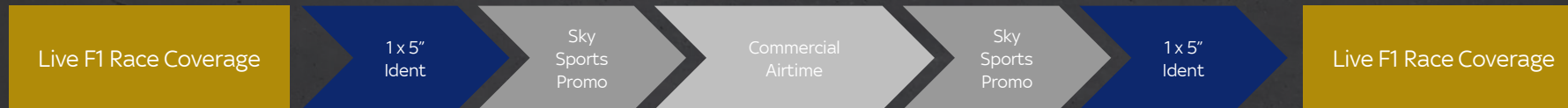
Pre-Live Race **Opening Break** Structure

The same structure applies to both opening and closing breaks between all programming. The Sky Sports F1 sponsor will receive 2 x 15" idents per opening / closing break.



Live Race **Centre Break** Structure

On average, there are five centre breaks around the live race coverage varying in length. The Sky Sports F1 sponsor will receive 2 x 5" idents per centre break.



Live Race **Turbo Break** Structure

There is one turbo break per live race, this is the final break before the race starts. The Sky Sports F1 sponsor will receive 1 x 30" Spot per Turbo Break.



**Indicative only, timing and phasing subject to change by race. Commercial airtime and Sky Sports promos will vary by duration and quantity. Highlights, repeats and magazine programming follows the same structure with the exception of the Turbo Break which only applies to live races. Sponsor can also run 1 x 10" ident in place of 2 x 5" idents during the centre breaks.*

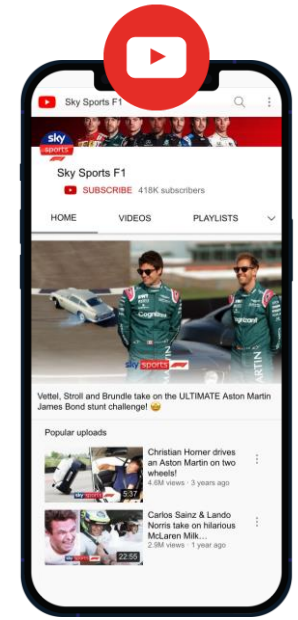
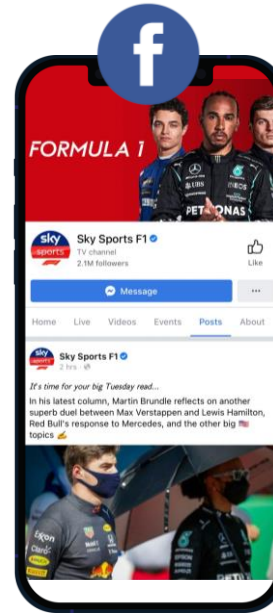
Sky Sports F1

Digital Display & Video



As the channel sponsor of Sky Sports F1, your brand will receive the following digital inventory across skysports.com throughout the duration of the 2025 season:

- Sponsor logo placement on all pages of the F1 Section on skysports.com web, app & mobile.
- 10 x 24hr F1 section roadblocks across skysports.com web, app & mobile.
- 6s-30s Non-Skip Solus Pre-Roll - Web, App & YouTube (F1 Content)
- 6s-30s Non-Skip Solus Pre-Roll - Sky Sports X Amplify (F1 Content)
- Sky Sports Tik Tok Premier Pulse - 2/3 Month Activation TBC (Sky Sports)



10x
F1 Section
Roadblocks

26m
Est Video
Impressions

40m
Est Display
Impressions

Sky Sports F1

Sky Go Linear 6"



The Sky Sports F1 sponsor will receive a 6" solus ad placement when a user initiates a live F1 Sky Go stream on either a tablet or mobile device.

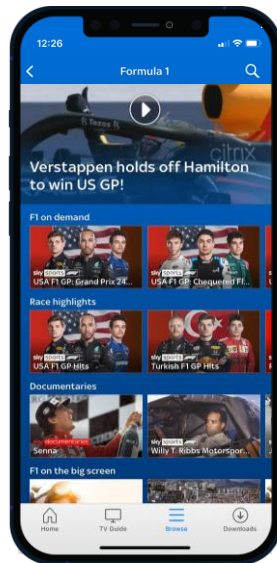
With content being viewed on the go, this gives your brand the opportunity to engage directly with an incremental audience above those viewing on linear. As seen with the **Monaco GP** this year, **345,000** viewers tuned in to watch the live race via Sky Go and this provides the perfect opportunity to reach that audience in a premium, highly viewable and engaging format.

3m
Impressions

24x
Race Weekends

Sky Go Linear - How Does it Work?

User selects live F1 content to view via the Sky Go App



6" solus advert or ident plays whilst the live stream loads



User joins the live F1 content

Sky Sports F1

The Sky Sports F1 Podcast



For the 2025 F1 season, The Sky Sports F1 Podcast will be back for its biggest season yet, with a re-vamped format for what is set to be another incredible year of racing.

Hosted by popular social talent, each episode will see our hosts joined by a mixture of the best F1 talent from Sky Sports roster such as **David Croft**, **Karun Chandhok**, and **Naomi Schiff**, as well a mix of social personalities, celebrity F1 fans and ex-world champions like **Jenson Button** and **Nico Rosberg**.

Across **44 exciting episodes** throughout the course of the season, the podcast delivers fresh insight, entertaining stories and unexpected anecdotes from the fast-paced world of F1.

The official sponsor of the Sky Sports F1 Podcast will fully be integrated into the heart of the show across all audio and visual touchpoints including:

Audio

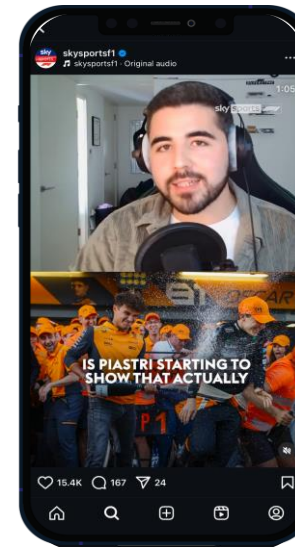
- 1 x 10" **Pre-Roll**, 1 x 30" **Opening Read**, 1 x 30" **Advert Per Episode**
- *Host-reads are available, subject to brand and host approvals.*

Social

- **Co-branded title sequence** created for YouTube, **Watermark logo** on all edits, **paid partner status** on Meta platforms, **Brand ident** (5-6") featured in edits on Meta platforms.

2.8m
Audio Impressions

12.2m
Social Views



Sky Sports F1

Full Package Details & Investment



Deal Period - 1st January – 31st December 2025

Investment Level – Investment available on request

Sky Sports will be the only destination to watch all 24 races live from across the 2025 Formula 1 season. As the full channel solus sponsor, your brand will be aligned with Sky Sports' unrivalled coverage of the world's Number one motorsport, following every race weekend right through to the chequered flag!

Broadcast*

- 24 Live Races - (2 x 15" & 12 x 5")
- 24 Live Qualifying Sessions - (2 x 15" & 8 x 5")
- 6 Sprint Races - (2 x 15" & 8 x 5")
- 60 Live Practice Sessions – (2 x 15" & 8 x 5")
- Live coverage of GP2 & GP3 – (2 x 15" & 8 x 5")
- Magazine Programming (2 x 15" & 6 x 5")

Spot Advertising

- 1 x 30" Turbo Break spot advert per Live race.

Audio & Social

- 1 x 10" Pre-Roll, 1 x 30" Opening Read, 1 x 30" Advert Per Podcast Episode
- Co-branded title sequence created for YouTube
- Watermark logo on all edits
- Paid partner status & brand ident on Meta platforms

Digital Display, Video & Advance

- Sponsor logo placement across all F1 pages
- Standard Display: MPU, DMPU, Leaderboards, Billboards (Sky Sports F1)
- Sky Sports F1 Section 24hr Takeover x 10
- 6s-30s Non-Skip Solus Pre-Roll - Web, App & YouTube (F1 Content)
- 6s-30s Non-Skip Solus Pre-Roll - Sky Sports X Amplify (F1 Content)
- Sky Sports Tik Tok Premier Pulse - 2/3 Month Activation TBC (Sky Sports)
- Sky Advance campaign to extend or reinforce the Sky Sports F1 sponsorship message (targeting TBC)
- 6" solus Sky Go Linear advert on F1 live streams.
- 15" Sky Go and TV VOD sponsorship bumper

1.

**Broadcast accreditation is estimated and subject to fluctuation.*

Sky Sports F1

Media Plan



Platform	Format	Estimated Delivery (Ratings, Impressions Views)
Broadcast	Sky Sports F1 Broadcast Sponsorship including Live Races, Qualifying, Practice, Highlights and associated Magazine programming.	488.6 ABCIM Ratings
	1 x 30" spot within the Turbo Break ahead of each live F1 Race, 24 x total	43.5 ABCIM Ratings
Video	6" ident or ad placement for all live streams initiated via the Sky Go app during live races	3,000,000 Impressions
Digital	Display: Logo Placement, Mixed Display and Section Takeovers across the skysports.com F1 section. Video: 6-30" non-skip solus pre-roll on F1 content across web, app, YouTube & X Amplify + Sky Sports TikTok 'Premier Pulse'	66,700,000 Impressions / Views
Sky Advance	Bespoke Sky Advance campaign with audience targeting to either extend or reinforce the Sky Sports F1 sponsorship message (targeting to be agreed between parties)	TBC – Depending on Audience
Social	Audio sponsor accreditation across all podcast episodes plus social accreditation on all clips and content derived from the show posted on Sky Sports social platforms including YouTube, Instagram, Facebook & TikTok	15,000,000 Impressions / Views
Total		

**Broadcast accreditation is estimated and subject to fluctuation. Media plan subject to final sign off and approval.*

Benefits of Event & Broadcast Sponsorship

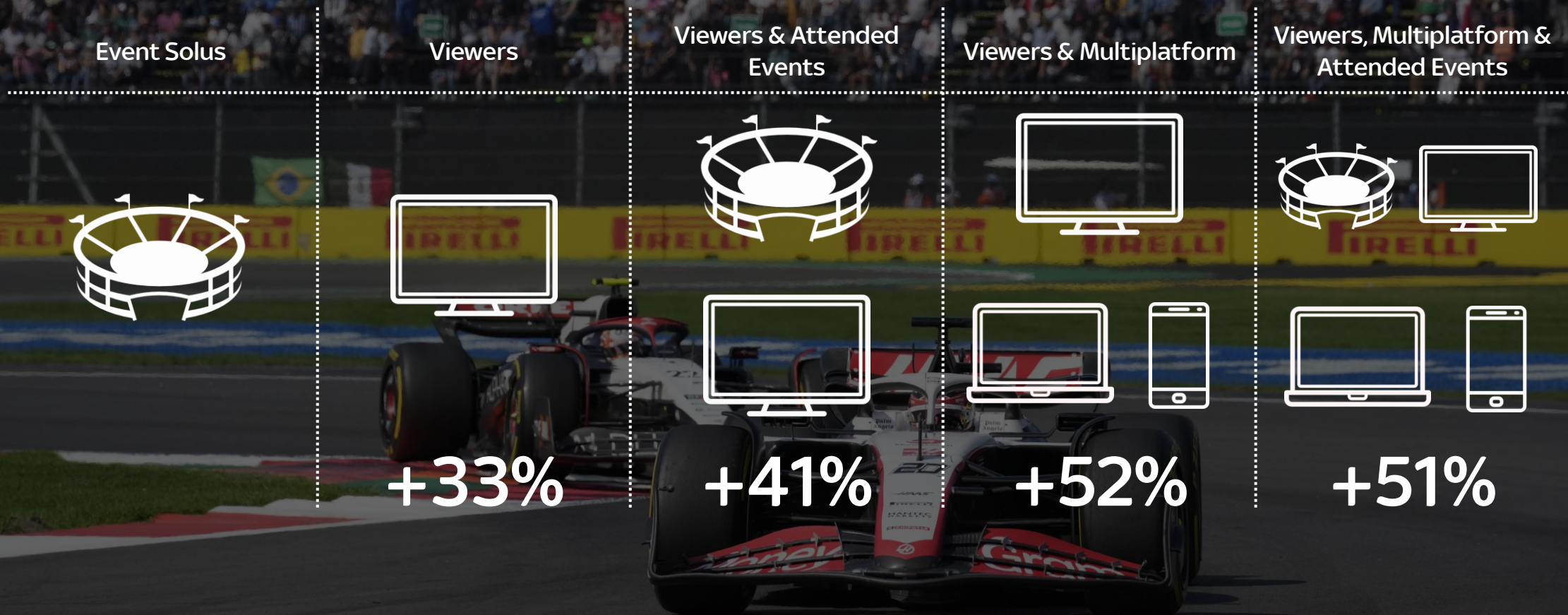


Sky Sports has a rich heritage in working with event partners to amplify their association



Utilising More Platforms Drives Higher Gains

Multiple platforms deliver higher engagement and brand cut through



Source: Sky Media, Norms on Sport/Event/MP research. KPI = Brand awareness, brand image, stand out, knowledge, advocacy, talkability, consideration and purchase intent

Making Sponsorship Work Harder

Defining Activation With Sky Media...



“ Working with our sponsors to bring to life the partnership across their bought, owned and earned channels, in a way that leverages the sponsorship, association with our content and the alignment with Sky to deliver on the brand’s business objectives



Sky Sports F1 Activation

How Can we Enhance the Opportunity?



Content Creation

As a leading sports content provider across broadcast and digital platforms, Sky Sports F1 has the expertise and technology to create compelling content featuring Sky talent or a brand's ambassadors, either in written or video format, coupled with the distribution platforms to ensure it gets noticed! Content created can also be used on brand-owned or bought media.



Licensing

With a brand steeped in sporting history, the Sky Sports logo offers brand equity to use when aligning to sport.

Brands can use the Sky Sports logo, and refer to their partnership with Sky Sports F1, subject to approvals, on advertising and other communications to further enhance their sponsorship association.



Promotions

Sky has a dedicated in-house promotions team focused on working with third parties to develop mutually beneficial business relationships.

A retailer for example or FMCG product could team up with Sky to offer Sky subscriptions or NOW TV passes on pack or via POS. These promotions could also extend to employees as well as customers.



Competitions

Sky Sports can create content for competitions and host competitions via our Sky VIP platform. Sky Sports can promote these through editorial articles and social media and digital.

Sky VIP can create an 'Only Sky Can' experience and provide Workday with the opportunity to reach a broader Sky audience beyond F1, increasing both exposure and awareness of the SSF1 sponsorship.

Sky Sports F1 Activation

How Can we Enhance the Opportunity?



Digital & Social Media

Skysports.com is the number one sports website in the UK with 19m unique users; that's more than BBC Sport.

SkySports.com can create or share written articles and video content relevant to F1.

Sky Sports also has a strong social footprint reaching over 10m followers on Facebook and 4.3m followers on Twitter.



Experiential

Sky Media can work with a brand's or Sky's experiential agency to deliver unique live brand experiences for fans in an off screen environment. For example; a co-branded F1 simulator.

This could be at Sky Central, a sponsor's offices, The O2, sports stadiums, conferences, shopping centres, train stations or other outdoor locations.



Events

Sky Media can help facilitate or organise events related to the sponsorship, or integrate sponsors into pre-existing events run by the channel.

One example of an event could be a Sky Sports presenter and pundits talking to clients or employees about their sport, sharing unique insights and personal experiences.



Studio Tours

As one of the world's leading media businesses Sky has best in class facilities at its Osterley Campus in West London.

Sky Media can host sponsors, their clients and employees with behind the scenes tours of the studios and meet production teams and pundits. Sky Central also has its very own cinema and several restaurants.

Activation Opportunity Thought Starter



Competition with Sky VIP

What is Sky VIP?

Sky VIP is Sky's customer appreciation programme, designed to thank customers for the time they've been with us. We carefully curate all partners, rewards and design of our 'Only Sky Can' experiences. There is no advertising within Sky VIP, all promotions are relevant to the user and free, driving high engagement and huge reach within a dedicated audience.

The Opportunity

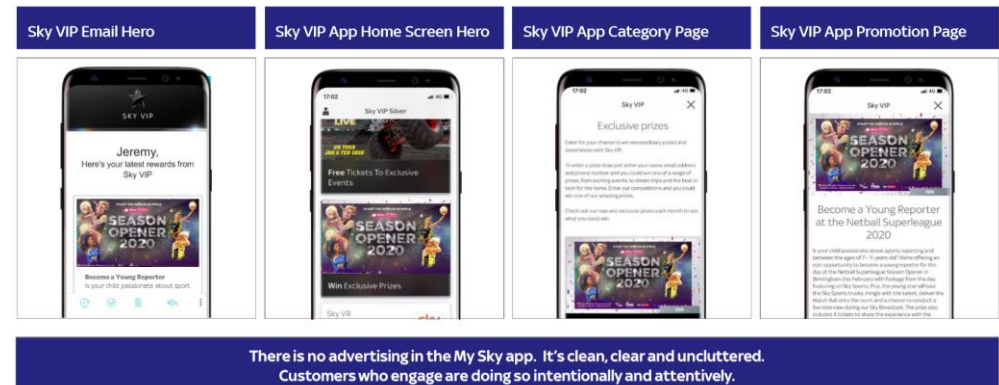
Working together to celebrate the Sky Sports partnership, Sky VIP and the sponsor could create the ultimate 'Only Sky Can' experience. Giving two lucky winners the chance to attend the British Grand Prix at Silverstone with the ultimate VIP experience. Promotion and entry will live within the My Sky app with supporting linear promotion across Sky Sports F1 and across our digital and social pages.

Objectives

- A high-quality customer experience that reflects both Sky and sponsor brand values.
- Drive engagement from Sky VIP members to enter the promotion.
- Support with awareness of the Sky Sports F1 sponsorship.



Example: Titleist PGA Tour Sponsorship & Sky VIP Competition



Sky VIP In-App Exposure

Sky Sports F1

Social Thought Starters

Day in the Life of an F1 Driver

Utilising access to driving talent, we'll create a series following different F1 drivers through a typical day, showcasing their training regimen, preparation for races, and downtime activities. This insightful series will give fans a glimpse of the dedication and lifestyle of their favourite drivers, with personal anecdotes and insights shared throughout.

Trackside Tips

We'll spend some time with different drivers who will share their expert tips and tricks for navigating specific tracks, offering fans a deeper understanding of the strategies and skills involved in F1 racing. This educational and insightful content will appeal to both seasoned fans and newcomers eager to learn more about the sport.

F1 Watchalongs

We'll enlist the help of F1 fans from the world of sport and social media for entertaining watchalongs for select races across the season. Set in a studio space, we'll provide fans with an alternative commentary to the biggest moments whilst capturing live reactions of our guests through every twist and turn of an F1 race.

F1 Explainers

We'll create a series of bespoke explainer videos that delve a little deeper into the biggest F1 stories and updates across the season. Our Sky Sports talent will deliver an engaging breakdown of rule changes, driver clashes, strategies and more enhancer the viewers understanding and enjoyment of the sport.



Activation Opportunity Thought Starter

Sky Sports F1 – An Audience With



The Concept

Sky Sports along with our third-party activation agency can create and deliver a unique series of bespoke talent led seminars that discuss key topics that transcend the worlds of business and sport such as technology, innovation and sustainability. The series can be held in Central London and facilitate a live audience made up of key employees and clients, providing an opportunity to reward and network. Each of the seminars can be recorded and hosted on Sky Sports platforms, providing access to a much wider audience.

Objectives

- Deliver a unique insight and engagement opportunity for key clients..
- Further build the association between the brand and Sky Sports F1 alongside the channel sponsorship.
- Create bespoke content that can then live across Sky Sports digital and social channels, accessible by a wider reaching audience.



Renowned Sky Sports F1 presenter and commentator, Martin Brundle



Example: PwC and Sky news content series 'Better Solved Together'

sky sports 



sky media