



Welcome

The Greatest Showman





CHANGE
has never happened
this **FAST**
before..

Change



Ireland



Ownership



Viewing



Addressability

JD Buckley

Managing Director – Sky Ireland



Invest
In our
People

Invest in Content



Invest in Products



Customers First



Bigger Picture





COMCAST



Malcolm Murray

Sales Director – Sky Media Ireland



IRELAND

110+

Campaigns

43%

New to TV

30%

Return rate

UK

74%

New to TV

70%

Return rate

71%

Of top
100 advertisers

Linear + AdSmart...

+6%

Spontaneous
ad recall

+7%

Prompted
ad recall

+22%

Creative
recall



Measuring the AdSmart

Impact



sky one

A League of Their Own

AIB Mortgages



Campaign Date

23 Jul - 19 Aug



Sky Households

Sky AdSmart HH AND
Experian Mosaic; Career
& Kids; City Centre Mix;
Industrious Urban
Fringe; Upwardly Mobile
Enclaves; Established
Elites; Young &
Mortgaged



Location:

Dublin

AIB Mortgages

+4%

Prompted recall of
creative

+24%

Brand favourability
"AIB is a bank I like"

+50%

Recommend AIB to
Friends / family / colleagues

3%

Opened an account /
appointment with an advisor

34%

GoCar



Campaign

20 Jun – 31 Jul



Sky Households

Experian Mosaic;
Established Elites,
Upwardly Mobile, City
Centre Mix, Struggling
Society, Careers & Kids,
Young & Mortgaged &
Better Off Greys



Location

Dublin

GoCar

+71%

Increased prompted
recall of creative

+33%

brand awareness
uplift

+25%

An attractive alternative
to car ownership

+100%

Spontaneous usage
consideration

+50%

Visited the Go Car
website

+100%

Recommended Go Car to
friends / family / colleagues

A futuristic woman with a blue mesh headpiece is shown in profile, pointing her right hand towards a small figure in the distance. The scene is set in a dark, futuristic hallway with a railing. The lighting is a mix of blue and purple, creating a high-tech atmosphere. The woman's headpiece is a fine mesh that covers her head and face, with her features visible through it. She is wearing a dark, form-fitting top. The small figure in the distance is a person in a dark coat, standing on a walkway. The overall mood is one of advanced technology and human interaction.

Enhancing the capability

Mosaic

2018

AdSmart Regional

Over 100 channels





Helping businesses grow



Change



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The image features a central white tablet with rounded corners, tilted slightly. On the tablet, the logo for 'sky | MEDIA' is displayed. The word 'sky' is in a lowercase, bold, sans-serif font, followed by a vertical bar, and then 'MEDIA' in an uppercase, bold, sans-serif font. The background is a dynamic splash of red and black powder or paint, radiating from behind the tablet. The overall composition is clean and modern, set against a plain white background.

sky | MEDIA