



sky atlantic

Catherine The Great

JD Buckley
CEO, Sky Ireland



All in one place, *easy*

sky Q

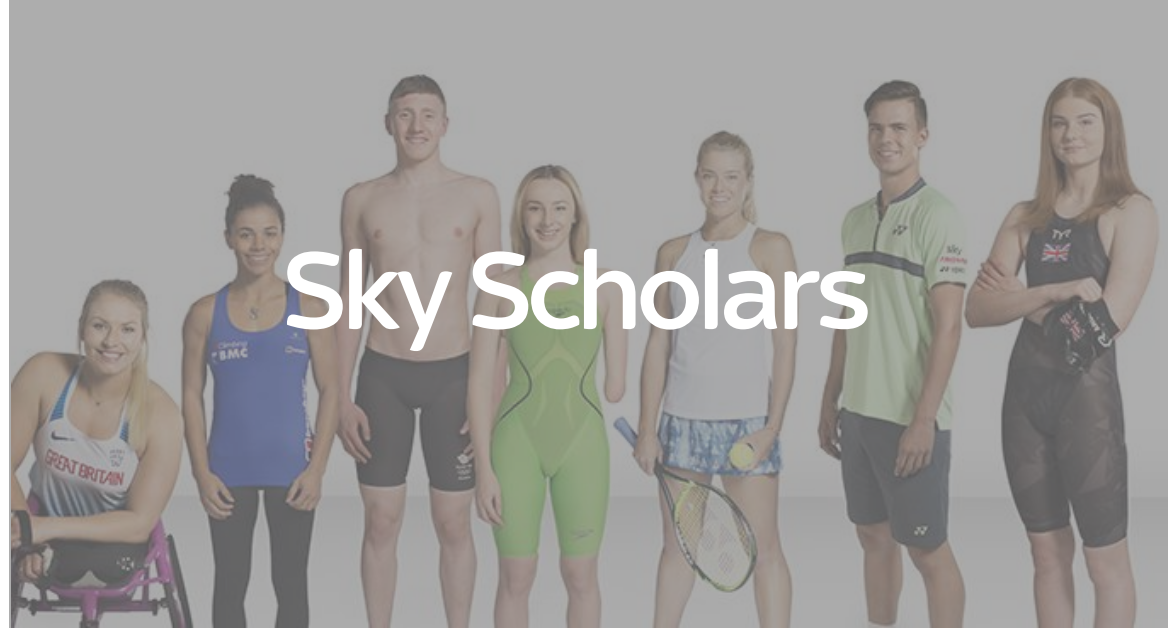
Supercharging our investment in content







Sky Cares



Sky Scholars



Women in Tech



GAA Super Games Centre



Sky VIP
★



Sky Broadband Buddy

Malcolm Murray
Director of Ireland Sales



GROWTH IN
VIEWING



IMPORTANCE OF
ON DEMAND



DEVELOPMENT
OF ADSMART



CBS Reality
justice

sky

QUEST

CBS Reality
cbsreality.co.uk

sky

FREE SPORTS



ENTS

490^k

Linear Reach

SPORT

+10%

Increase in Impacts

NEWS

+35%

Increase in Impacts

Rialtas na hÉireann
Government of Ireland

Growth in SOCI



+2.4^{PTS}



+3.9^{PTS}



+4.3^{PTS}



+2.8^{PTS}



+2.4^{PTS}



+2.8^{PTS}



+3.2^{PTS}

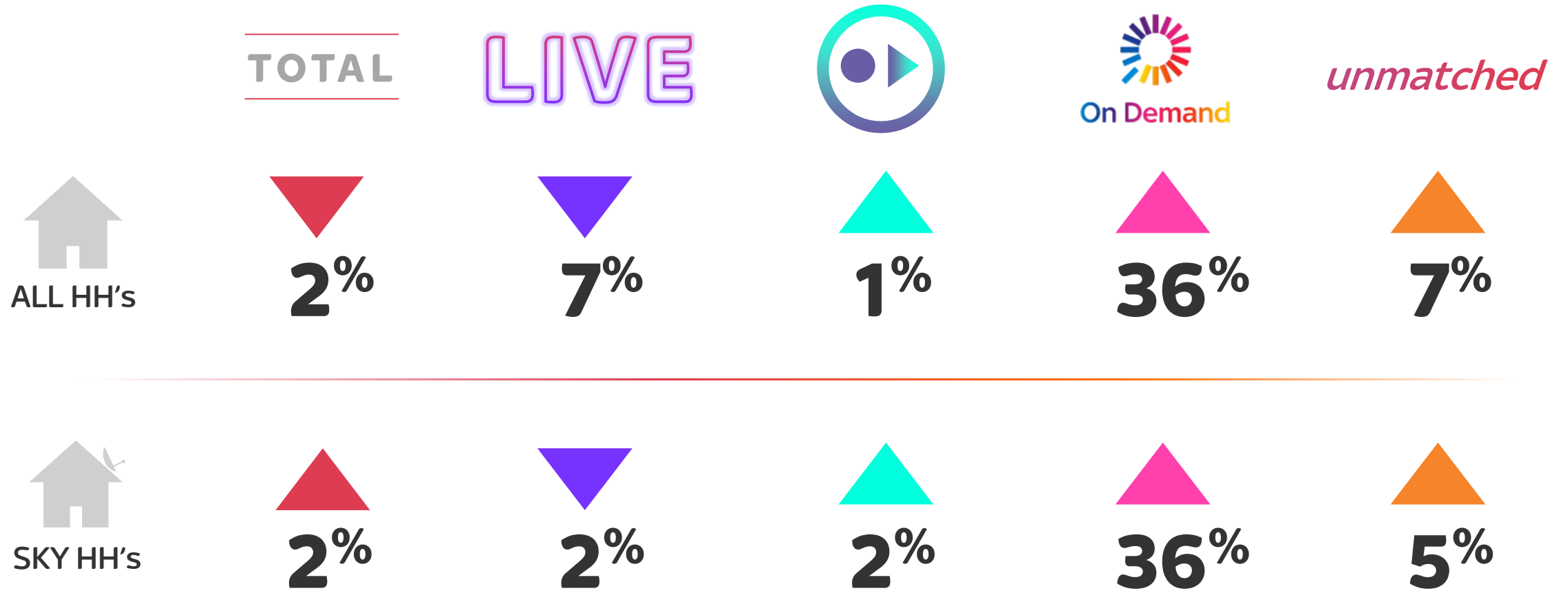


+4.6^{PTS}

Importance of On Demand



TV Viewing continues to migrate across platforms



17 Stacked Sky Entertainment Shows

27%
Time-shifted



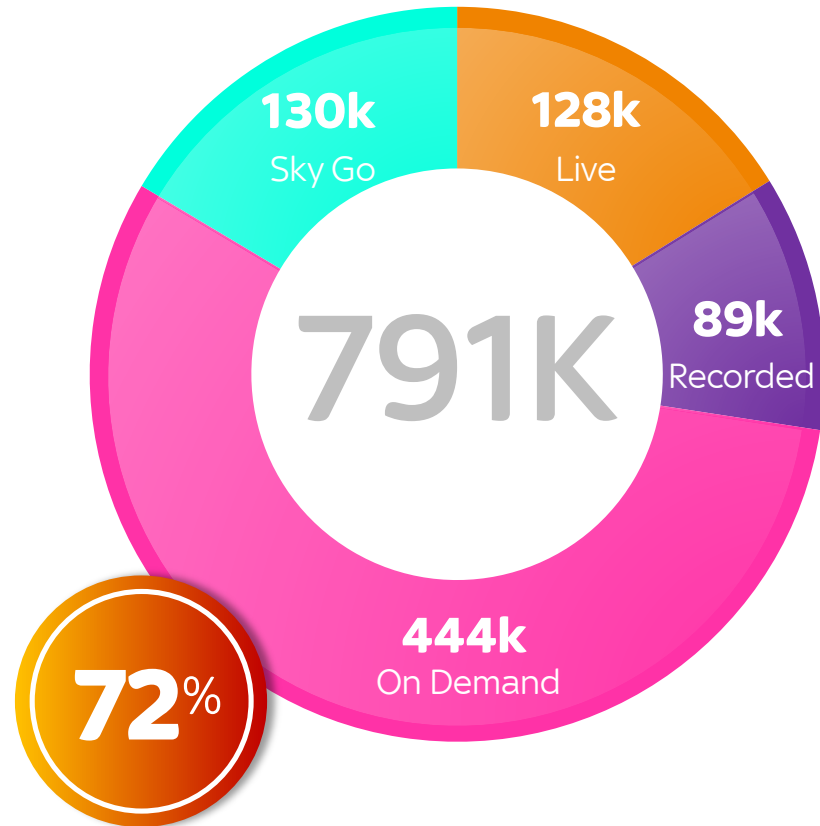
42%
On Demand
before broadcast

8%
Live

21%
On Demand
after broadcast

2%
Sky Go

Chernobyl Episode 1



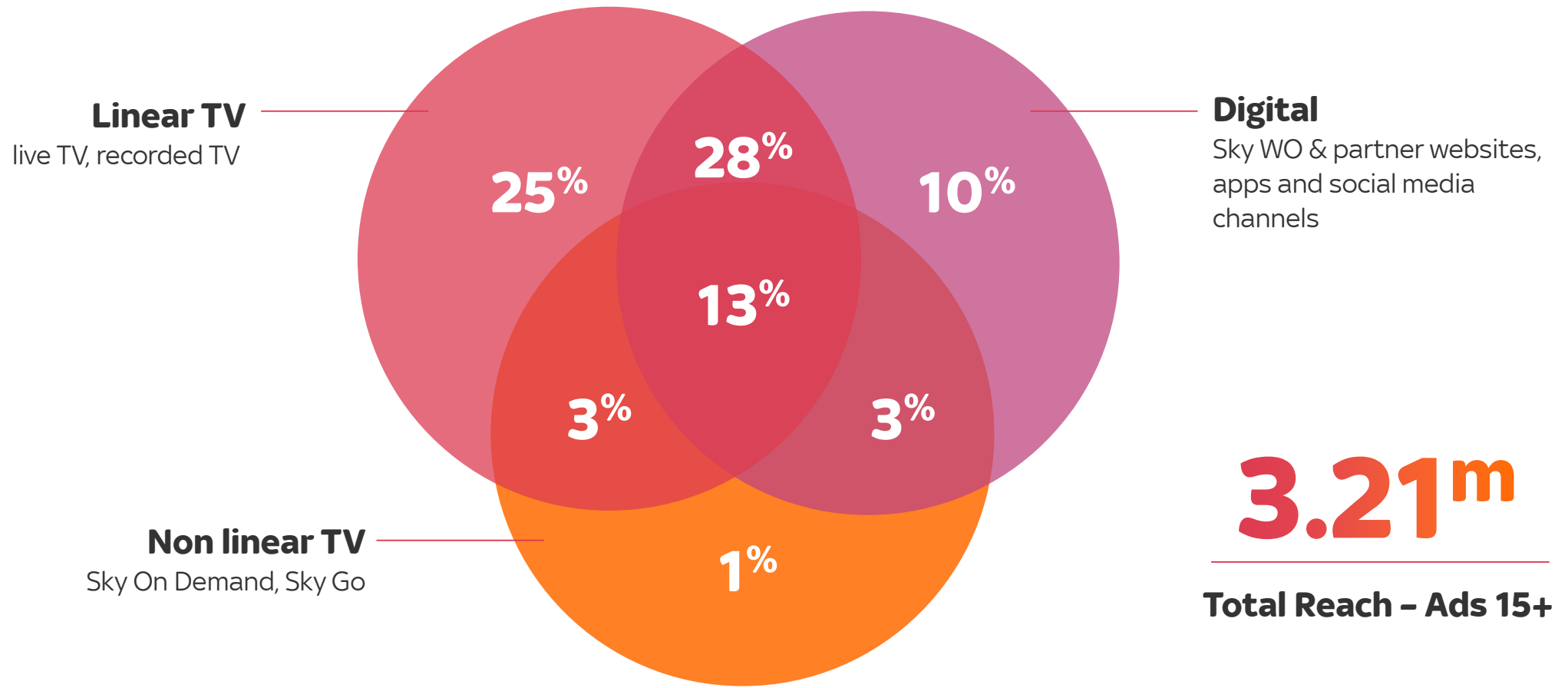
Growing our VOD Opportunities



NBCUniversal

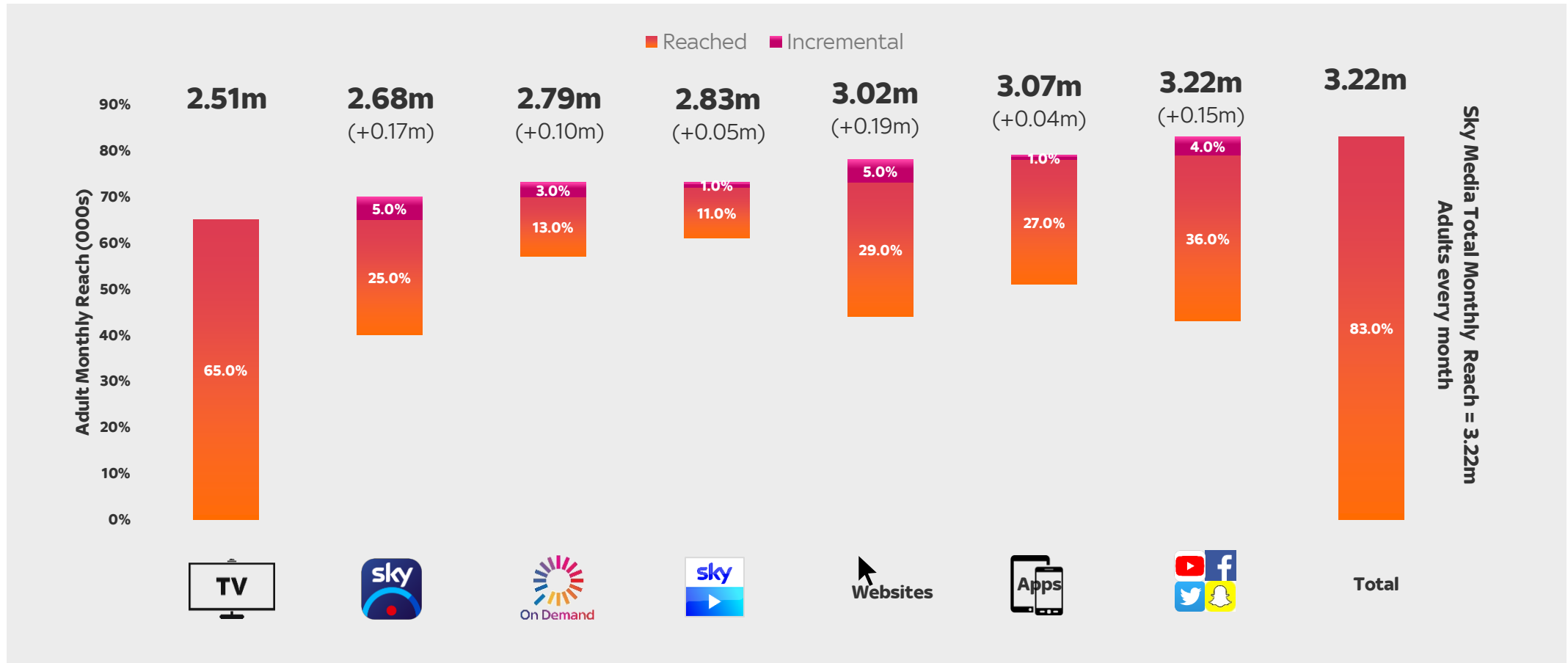


The Sky Media portfolio reaches **83%** of Irish adults each month



The Sky Media portfolio reaches 83% of Irish adults each month

Platforms outside of traditional live & recorded TV increase our reach by +20%



Source: Sky Media Landscape Study Ireland 2019 (figures are % of Ire population ROI) | monthly reach | Adults aged 15+ only | (excl. Sky WO Ent's websites), Ire universe based on TAM Ireland ES Ads 15+ (3.876m)

Developments in AdSmart





100

Advertisers

33%

New to TV

40%

Return rate

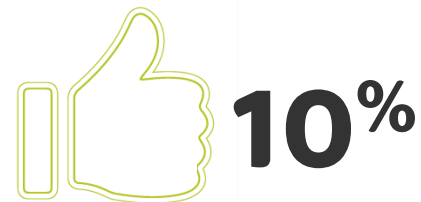
AdSmart – Something for Everyone

LARGE



SMALL





Increase in addressable homes liking TV advertising



Higher emotional response to TV ads



Increase in spontaneous ad recall



Increase on purchase metrics for new to TV brands



Increase in ad awareness when combined



Reduction in channel switching

A modern interior scene featuring a teal wall with a white shelving unit on the left. The shelving unit has several pink shelves and white rods with yellow tips. On the shelves are various decorative items, including a pink vase, a gold figurine, a framed picture, a white vase, a cupcake, and a small orange figurine. In the foreground, two green armchairs with wooden frames and yellow patterned pillows are positioned. A small black side table with a white mug and a plant is next to them. The floor is yellow with a brown patterned rug. On the right, a large pink wall panel is framed in gold. The word "CURATOR" is overlaid in a white box in the center.

CURATOR



55%

Increase in
Awareness

80%

Website
Visits

120%

Purchase
Consideration

What Next?





Changing the conversation

John Litster

Managing Director – Sky Media



COMCAST
NBCUNIVERSAL

x

sky

Expansion and Global Sales



ONECAMPAIGN

Key Components



Audiences



Measurement



C Flight
Currency



Management

Thank you

