

Opportunity

Sky News Financial Updates - Sponsorship

Market and Currency Updates



Channel	Asking Price	Start	Platforms
sky news	£370K gross (12 months)	Available Now	<input checked="" type="checkbox"/> Broadcast <input checked="" type="checkbox"/> Online <input checked="" type="checkbox"/> Sky Go <input checked="" type="checkbox"/> Mobile

The Opportunity

Providing insight and analysis 24 hours a day, the multi-award-winning Sky News service thrives on setting the news agenda. With a stellar line up of experts across the journalistic field from foreign affairs to finance, business to light-hearted stories - the UK's first dedicated rolling news channel is the definitive location for breaking news.

Sky Media is exclusively seeking a sponsor for this specialist weekly report with the sponsorship including contextual digital presence on Skynews.com, Sky News mobile and sponsor idents simulcast live on Sky Go. The opportunity can be extended beyond the UK to the ROI & International territories representing a fantastic cross territory opportunity for a brand to associate itself with our award-winning Sky News platform.

**Please note; 6 or 9 month proposal numbers are available on request.*

Key Benefits

- Frequency:** An estimated 783 reports will be broadcast across the year, equating to 1,566 sponsor credits playing out on Sky News across Freeview and in Sky homes.
- Secondage:** Spanning 12 months, the sponsor will receive an estimated 11,745 seconds of sponsor branding around the markets updates within Sky News editorial programming.
- Reach:** Sponsor branding is estimated to reach over 6.6m individuals and 3.4m ABC1 Adults across 12 months.
- OTS:** Throughout the year, a brand will receive a stable presence across Sky News with the average ABC1 adult seeing the sponsorship 15 times or more.
- Cross-Platform:** As part of this sponsorship there is premium digital inventory on the Business section of Skynews.com. Ad placements across multiple devices (desktop, tablet, mobile and App) amplify the association with the Financial Updates across Sky platforms.

The Report

Airing 4 times each weekday (20 times per week) once the markets open, the Financial Updates feature key share index and market movements (FTSE / NYSE / NASDAQ) along with regular updates on all major currency markets and exchange rates. With the current uncertainty in the global markets, the Financial Updates on Sky News provide essential economic information to millions of discerning adult viewers annually, be it at home, online or on the go.

Scheduling

- Period:** 12 month sponsorship
- Duration:** Each report lasts up to 60 seconds
- Frequency:** Reports will run around any of the following times
Monday - Friday: 09:45, 10:45, 12:45, 13:45, 14:50 & 16:50

*The times and duration of the reports may change, owing to the nature of breaking news.

Accreditation

- Sponsor Credits:**
- Opening Ident:** 1 x 10 second audio/visual
- Closing Ident:** 1 x 5 second audio/visual

Extending the Association

In addition to the award-winning UK service, Sky News has feeds in the Republic of Ireland and Internationally spanning 40 countries from Germany to Japan. For additional investment the sponsor of the Financial reports in ROI and the International territories will receive the following:

ROI:

ROI Investment: £34,000 (12 months) excluding credit production, estimated delivery table is available on request.

International Territories:

The estimated 1,566 idents will hit 23% (10,491,000) of the top 13% income earners in Europe, and have a frequency of 34.3.

International Investment: £170,000 (12 months) excluding credit production

Estimated Audience Delivery – 12 Months (UK)

Audience	Incls	Ads	ABC1 Ads	ABC1 Men	ABC1 Women	Men
Average TVR	0.09	0.10	0.11	0.14	0.08	0.14
Total Actuals	139	162	164	215	117	211
Total 30" Equivs	59.1	68.7	69.9	91.4	49.8	89.9
Coverage (000s)	6,642	6,204	3,392	1,907	1,494	3,503
Coverage (%)	11	12	12	14	10	14
OTS	13	13	14	15	11	15

(Based on BARB data: June 2018 – May 2019)

Online



Leading the way for ground-breaking analysis and comment, Sky News is first in delivering breaking news on TV and online. Having access to exclusive business news, skynews.com/business delivers quality content to a highly engaged audience.

Ranked as the 5th biggest news provider in the UK, Sky News offers newsreaders and advertisers the opportunity to extend their association further by offering a fully interactive online experience. Showcasing the latest breaking news, videos, features, polls and insight every month, our exclusive twelve month sponsorship opportunity includes:

- Exclusive "Sponsored by" logo across the Business section throughout the period (100% SOV)
- 1.5 million high impact ad units (Billboards, Leaderboards & MPUs) on the Sky News Business section during the sponsorship period
- 1 x HPTO on Skynews.com to launch the digital activity in tandem with the sponsorship

Sky Go

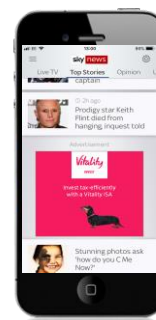


With over 2.6 million monthly unique users and 72 million streamed views each month, watching Sky News has never been more popular. Across the sponsorship period, the Financial Reports will simulcast across Sky Go and carry sponsor accreditation consistent with the linear broadcast.

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.

Sky News App



Sky News App is the UK's number 1 commercial news destination. Generating over 1.1 million unique visitors every month!

The sponsor will receive 2 million Mobile App impressions across the Business News section on the Sky News App. These will be distributed evenly across the sponsorship period.

Additional Investment: Sky AdVance



The Platform:

Sky AdVance is a new proposition which enables the extension of your sponsorship across multiple platforms. Using Sky's customer data to connect up our media landscape on and off line, sponsors are able to deliver Linear TV sponsorship and Digital Activity in a truly integrated way.

Core to the proposition is the fact we have linked multiple mobile and IP devices to the TV sponsorship viewing data Sky collects from households on our viewing panel. We therefore understand the coverage of sponsorship and who has (or hasn't) seen it, allowing for reinforcement of sponsor messaging, targeted ad-placements with advertising lines and calls to action, or audience extensions online as a result. More information on how this transition from TV to online targeting is achieved can be seen in the Sky AdVance one pager.

Audience:

An additional investment of £40,000 could be committed to Sky AdVance digital inventory, allowing the sponsor to amplify their sponsorship message to targeted Sky News viewers online via VOD or display ads.