

sky | MEDIA



What the Breakfast Club is for...





# Content Discovery

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## Agenda:

### John Tye, Head of Investment

- Welcome

### Neil Kent, Planning and Partnerships Controller

- Changes in consumption
- How advertisers can adapt to change

### Rachel Bristow, Director of Planning

- A panel discussion on “curating for today’s viewers”

### Sandy McDougall, Research Controller

- What the research tells us about branded content
- The Golden Rules in content

### John Tye, Head of Investment

- Thank you



# Evolution of the Sky TV Guide...

sky guide 10:18am Wed 24 Jun  
ENTERTAINMENT

	Tuesday 10.00pm	10.30pm	11.00pm
101 BBC ONE	Harbo...	Hearts and Bones	
102 BBC TWO	Tate Modern	Newsnight	
103 ITV	News at Ten..	Hollywood..	Superna..
104 Channel 4	The Net	Phan..	
105 Channel 5	Volcanoes	Chaos Fac..	
106 Sky One	X-Files		
109 UK Gold	Open All Hours	Men Beha..	
110 UK Gold 2	Dynasty Omnibus	Dynasty...	
112 Living	Murder Call	Profiler	
115 Disney	Hones, I S...	So Weird	Din..

Page Up Page Down +24 Hours -24 Hours  
Choose title and press **SELECT**

First EPG

50+ channels

Browse TV for 7 Days



# Evolution of the Sky TV Guide...



Ultra High Definition  
Stream around house – 7x recording  
Personalisation & Recommendation  
Voice Search

———— SkyQ pca Video available on ————

<https://www.skymedia.co.uk/planners-breakfast-feb-2019/>







PREMIUM  
CONTENT



DATA DRIVEN  
TECHNOLOGY

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# Changes in Consumption

Neil Kent







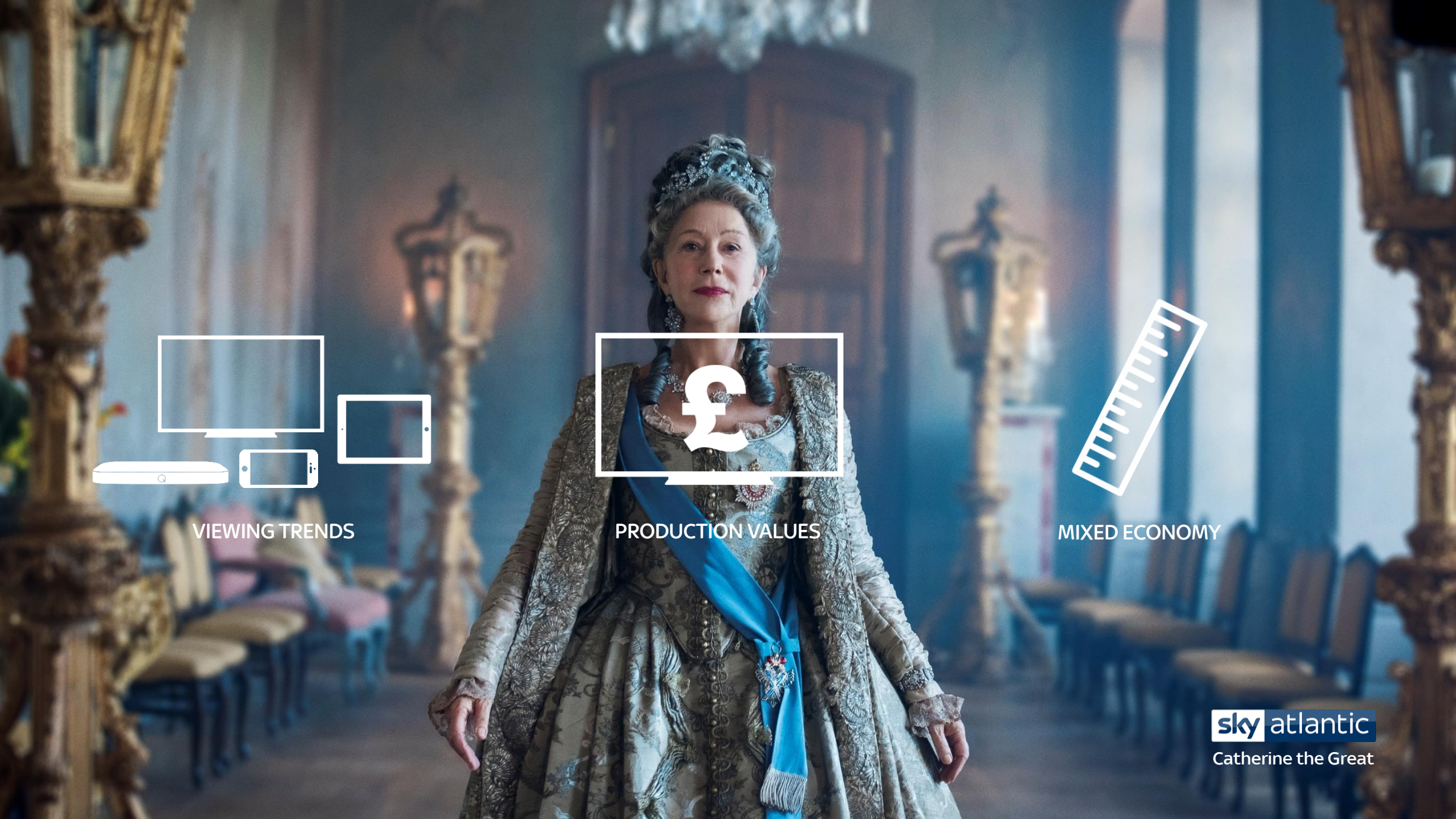
**£27bn**

  
COMCAST



**£6.5bn**  
sky





VIEWING TRENDS



PRODUCTION VALUES



MIXED ECONOMY

sky atlantic

Catherine the Great



# % of Live Viewing by Channels



sky cinema



sky atlantic

sky witness

sky one



SKY MEDIA



5



MEDIA PARTNERS



sky sports

# C Flight





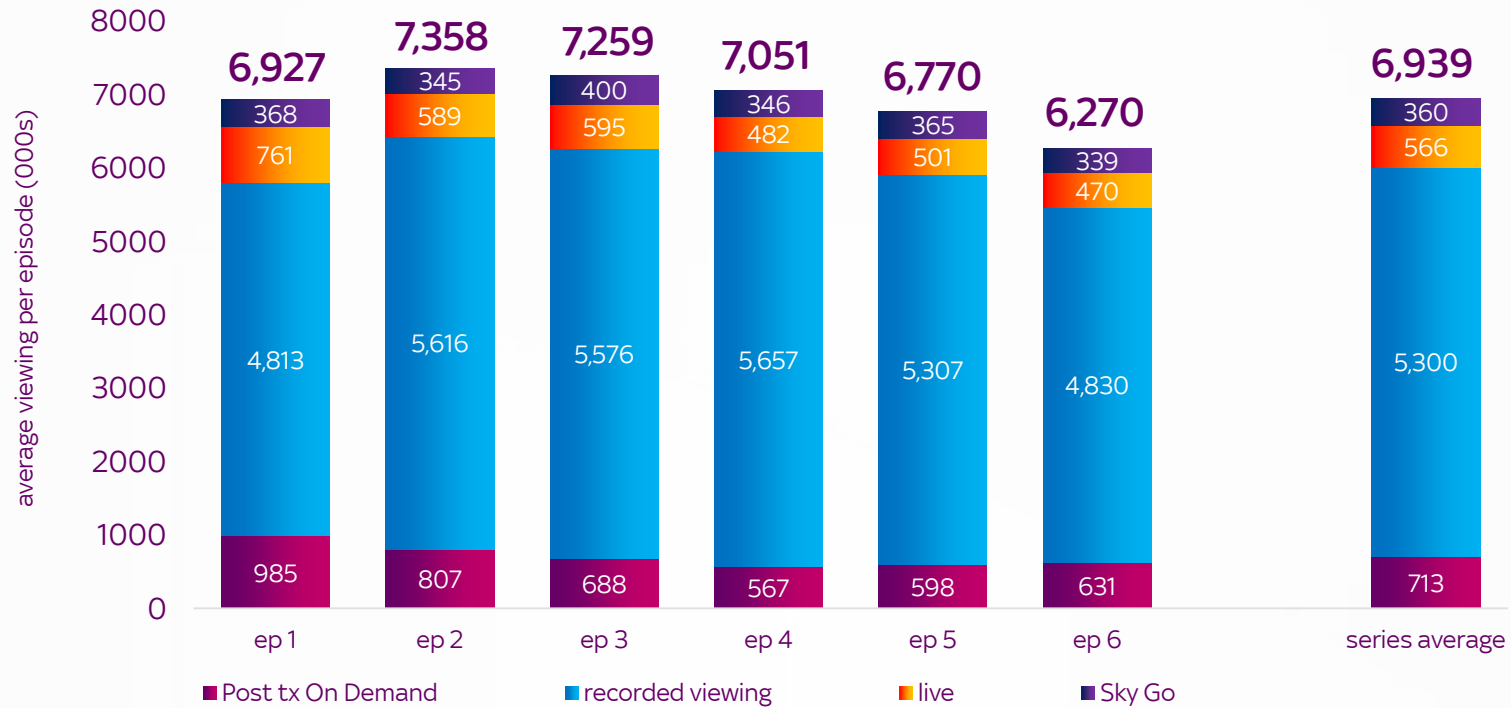
# Viewing by platform

— Game of Thrones —

sky atlantic

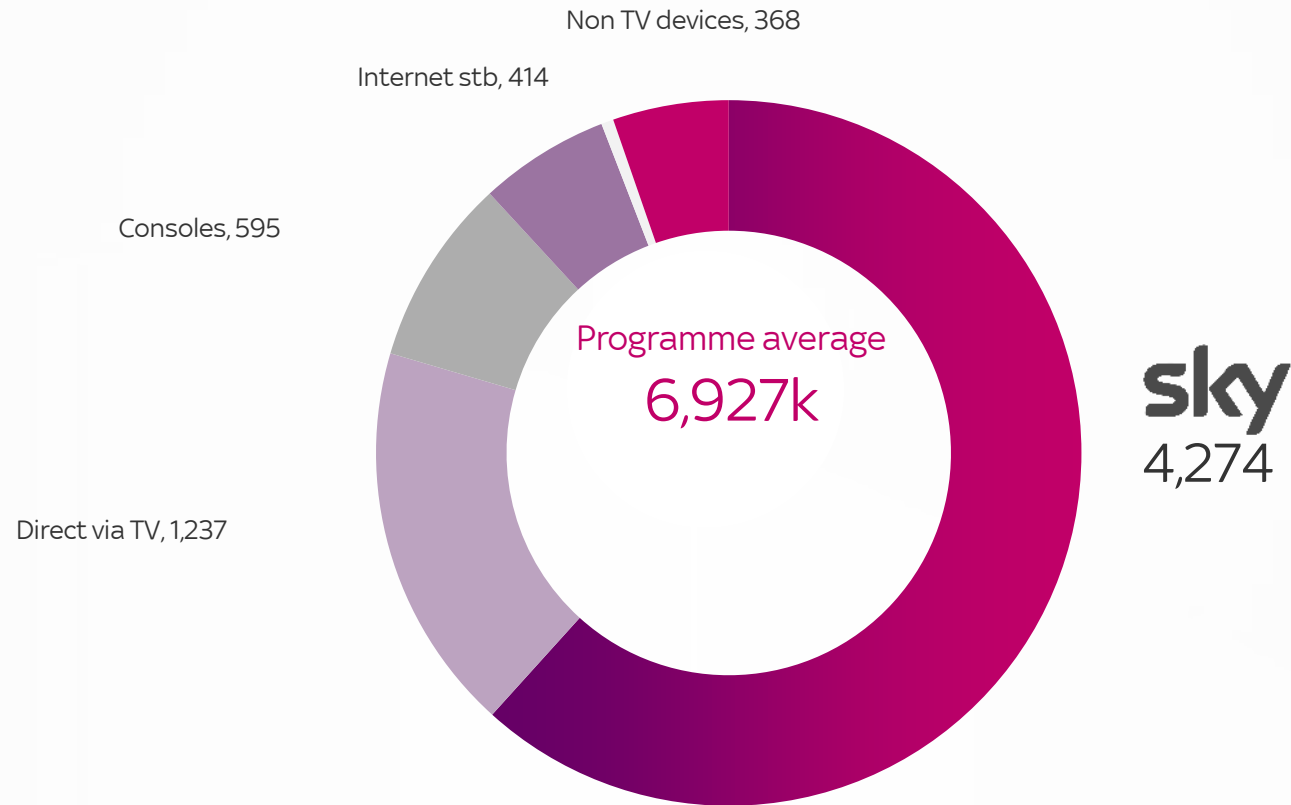


# Game of Thrones



Source: live, recorded and post tx on demand based on BARB / Tech Edge, 28 day consolidated viewing (based on all tx),  
Post tx On Demand based on BARB non linear (via TRP), Sky Go based on BARB Dovetail, based on all inds within 28 days of final tx

# Game of Thrones



All figures are in average programme 000's Source: based on Inds BARB panel (TV based devices) 28 day consolidated viewing, non TV set based on BARB Dovetail 4 screen report, (7 days) non TV set is based on BARB Dovetail (Sky Go)

A close-up, high-contrast photograph of a person wearing a full-body hazmat suit. The person's face is partially obscured by a dark, cylindrical respirator mask with a circular filter on the front. They are wearing large, clear goggles with black frames. The person's eyes are visible through the goggles, looking directly at the camera with a serious expression. The background is dark and indistinct, suggesting an industrial or hazardous environment. The overall lighting is dramatic, highlighting the textures of the suit and the person's features.

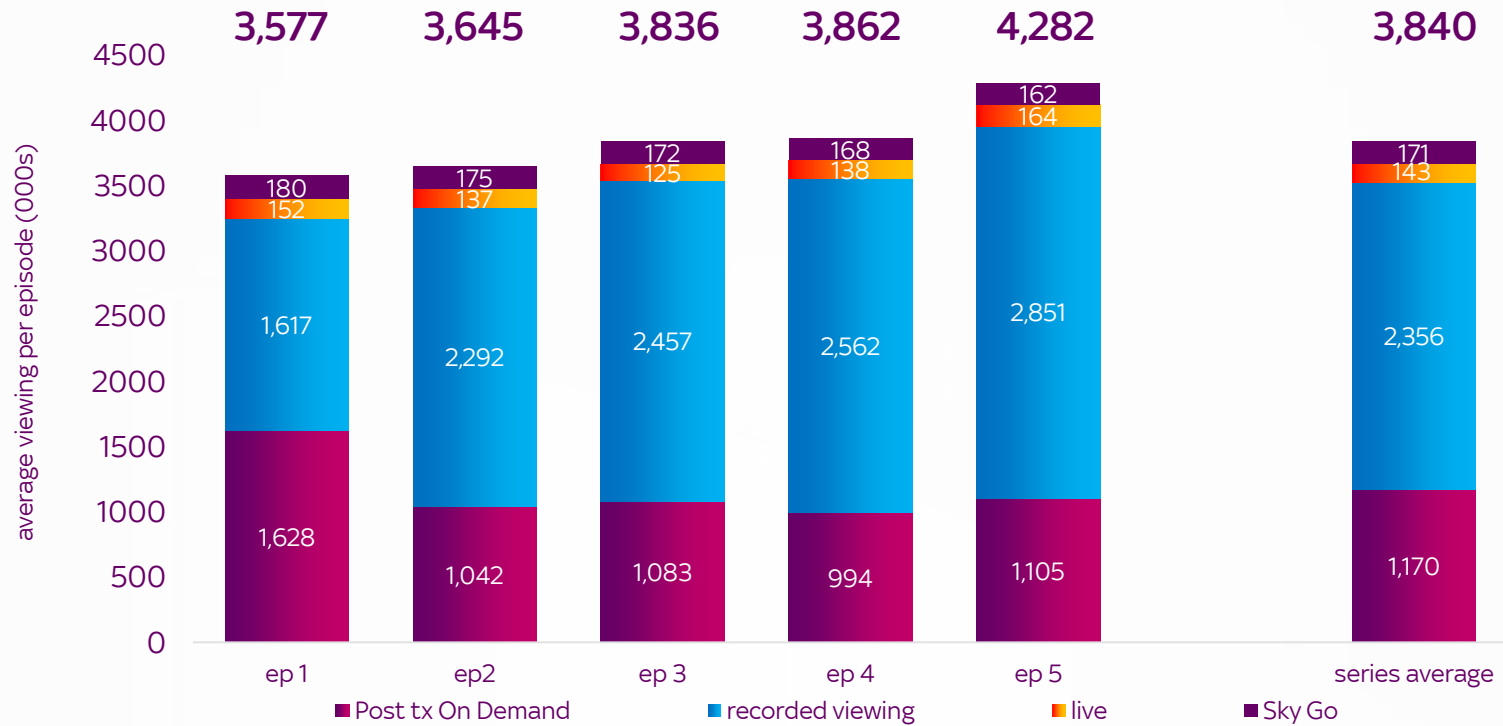
# Viewing by platform

———— Chernobyl ————

sky atlantic

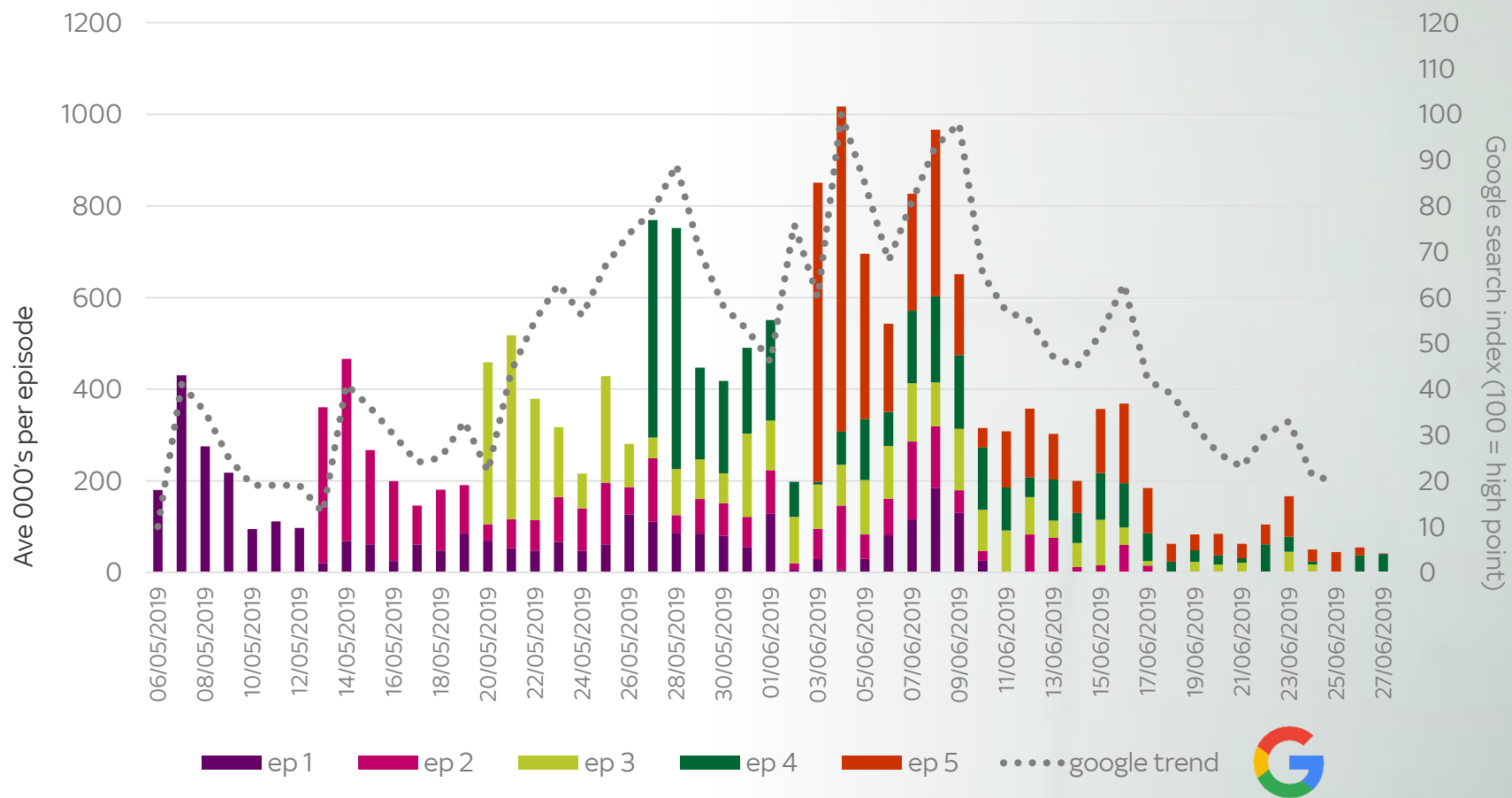


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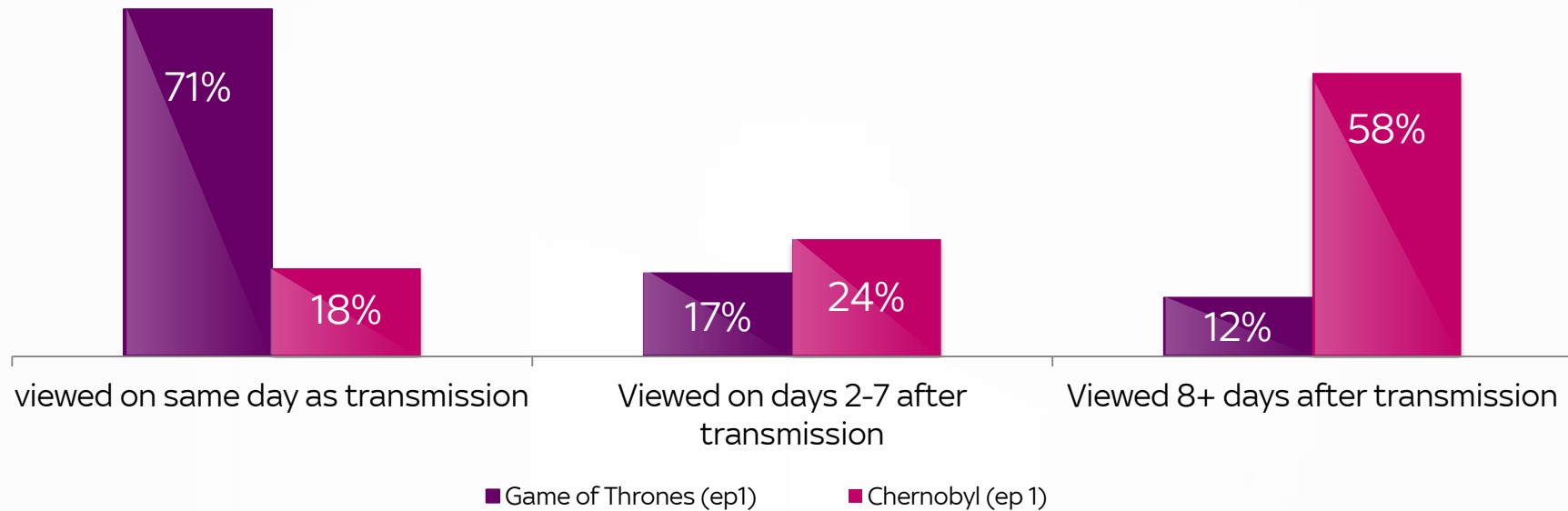
# Chernobyl grew with word of mouth



Source: BARB based on 28 day data, includes all tx, Google data from Google analytics (index vs highest point)



# Content discovery affects when viewers consume content



Source: BARB based on 28 day data, includes all tx

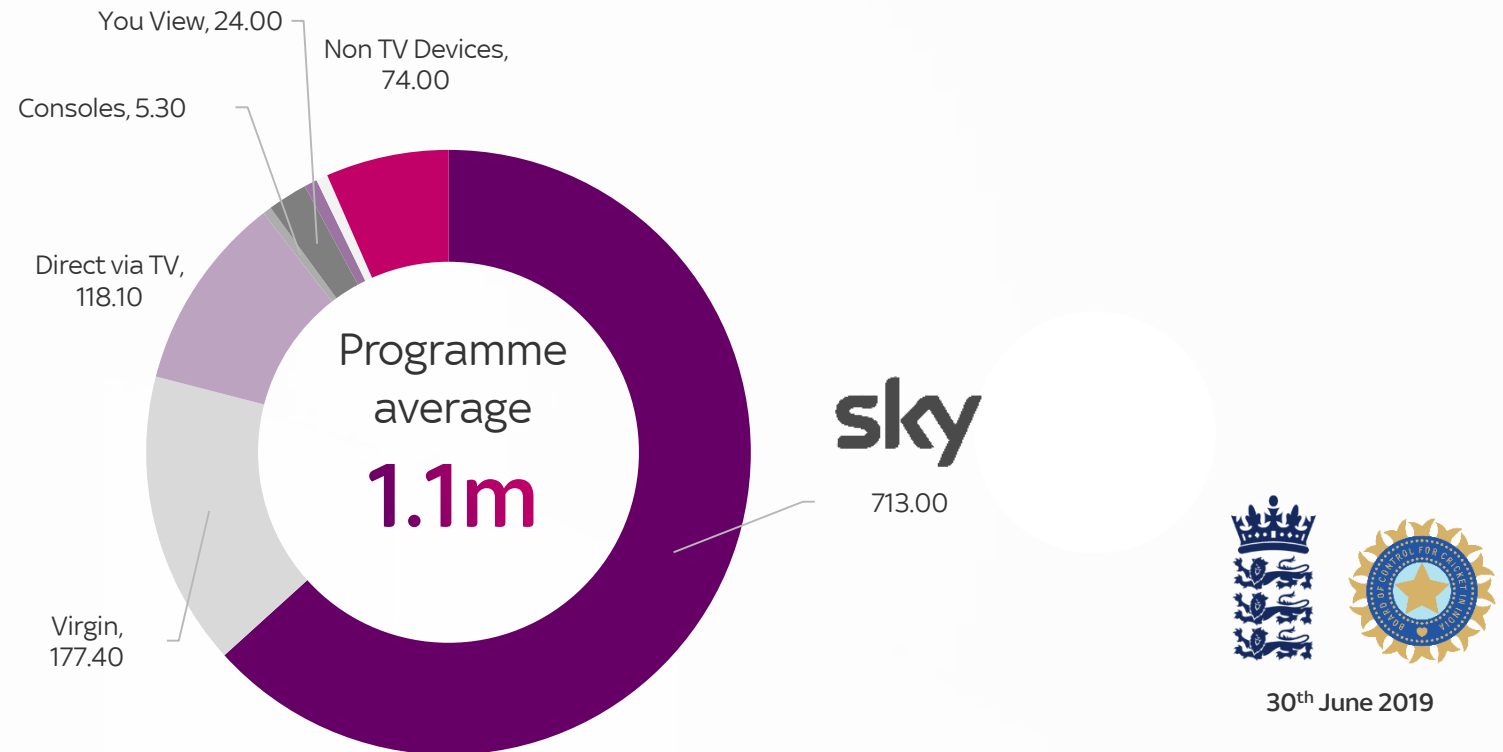
# by Viewing platform

England vs India | Cricket World Cup





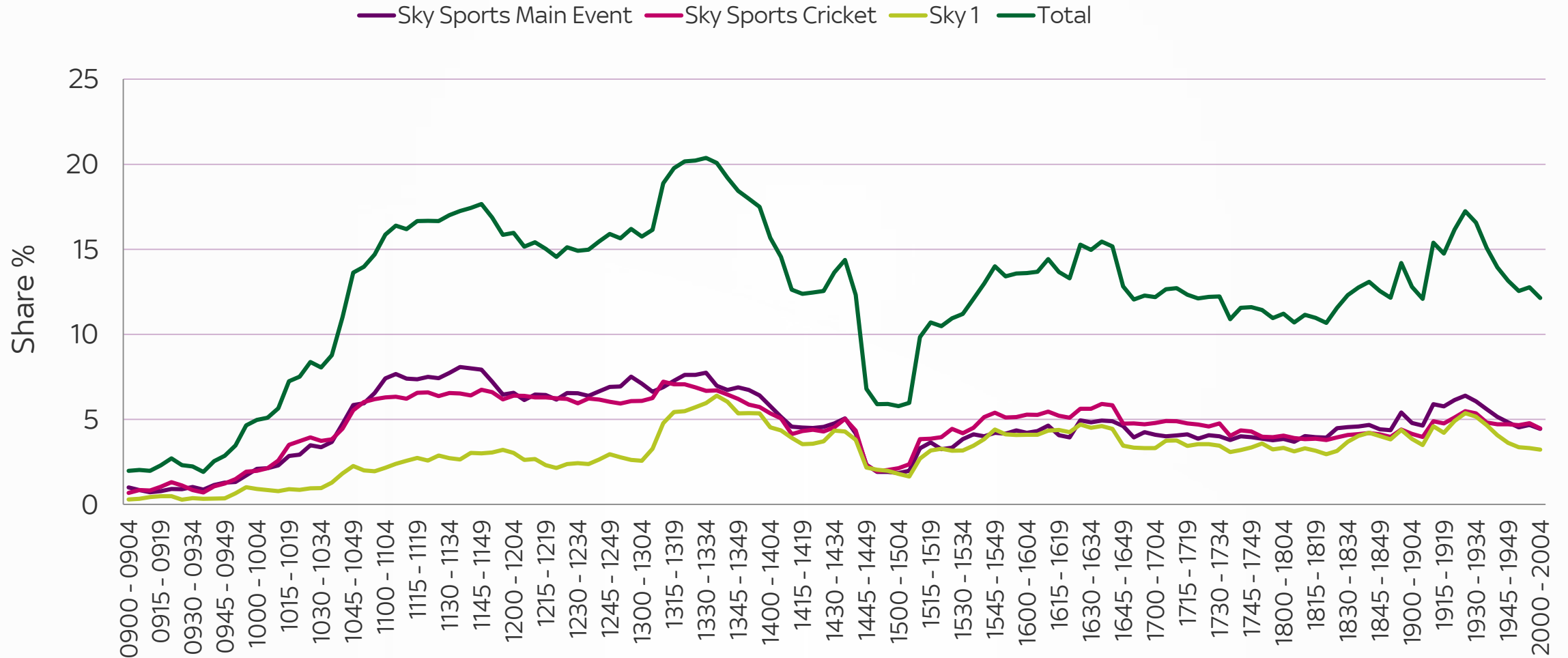
# Cricket World Cup 2019



All figures are in programme average 000's Source: based on Inds BARB panel (TV based devices) 7 day consolidated viewing, non TV set based on BARB Dovetail 4 screen report, non TV set is based on BARB Dovetail (Sky Go), match shown on Sky Sports Main Event and Sky Sports Cricket (figures are both channels combined)

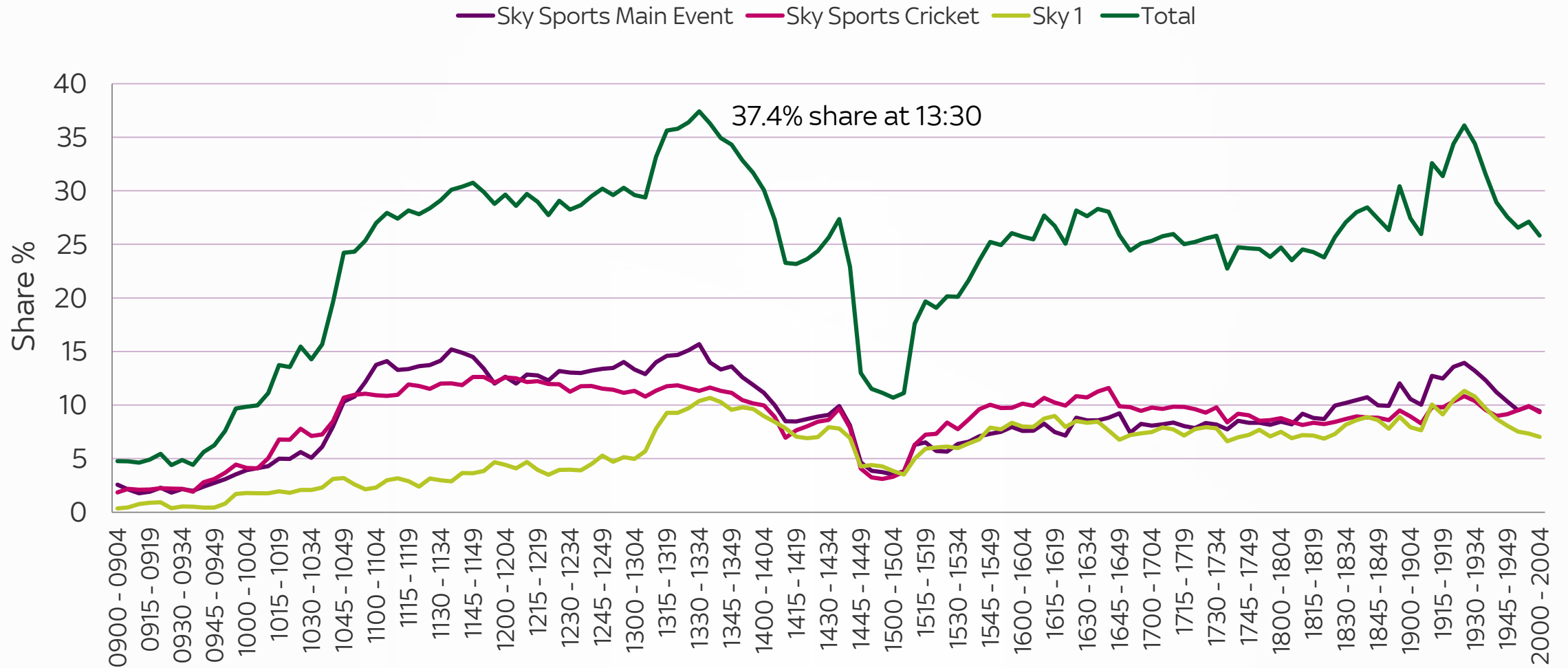
# Cricket World Cup 2019: Inds Share of viewing

## All Individuals



# Cricket World Cup 2019: Inds Share of viewing

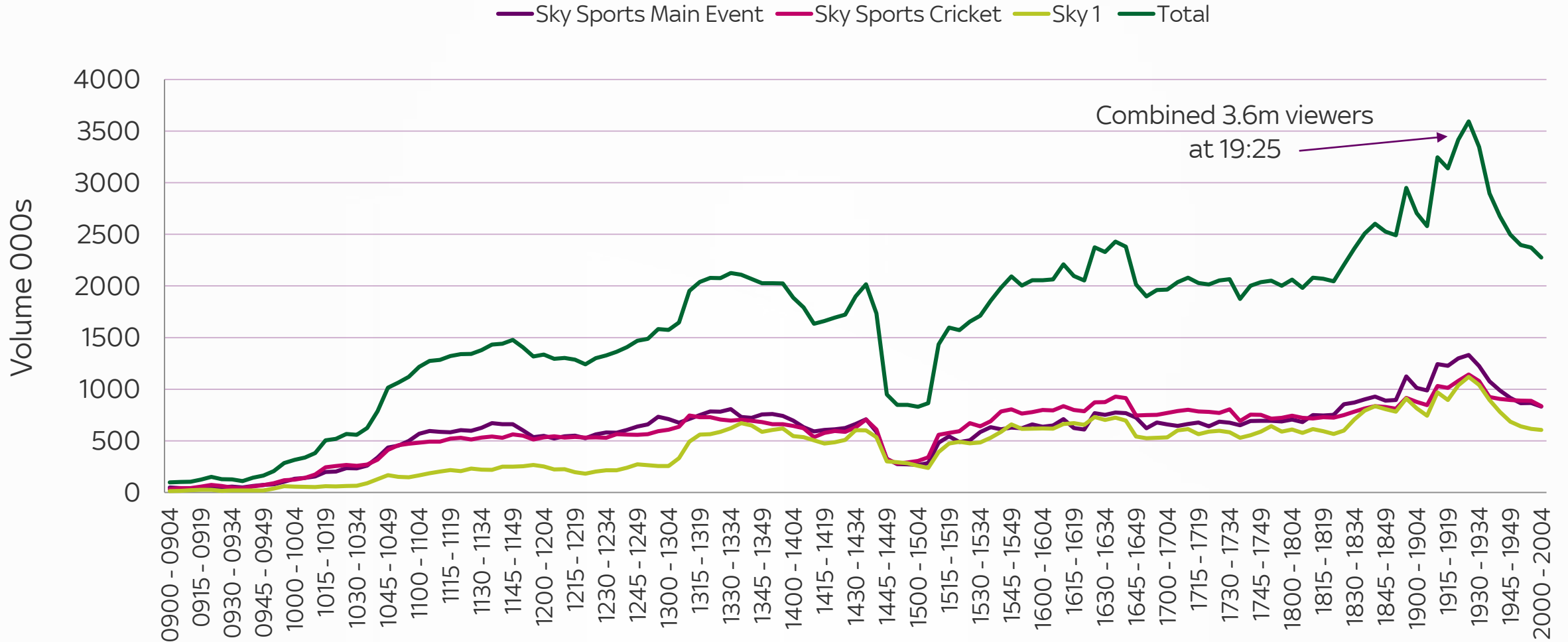
## All Individuals – Sky Homes





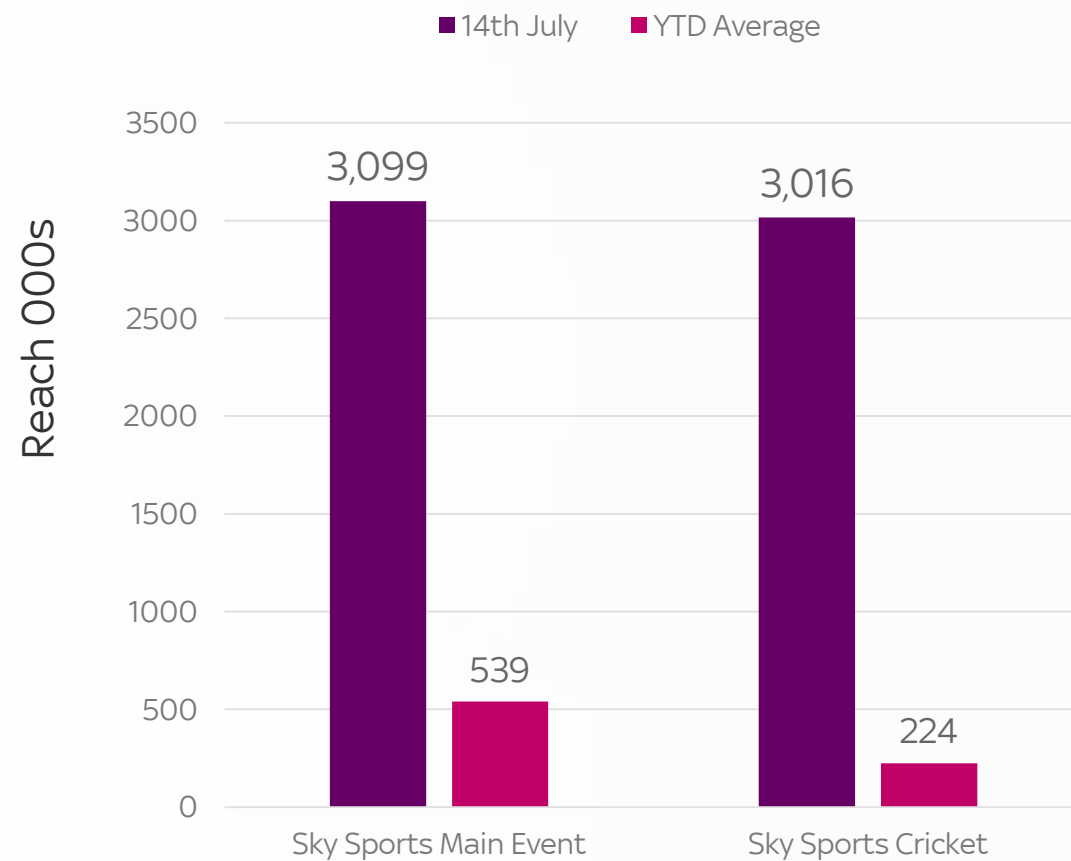
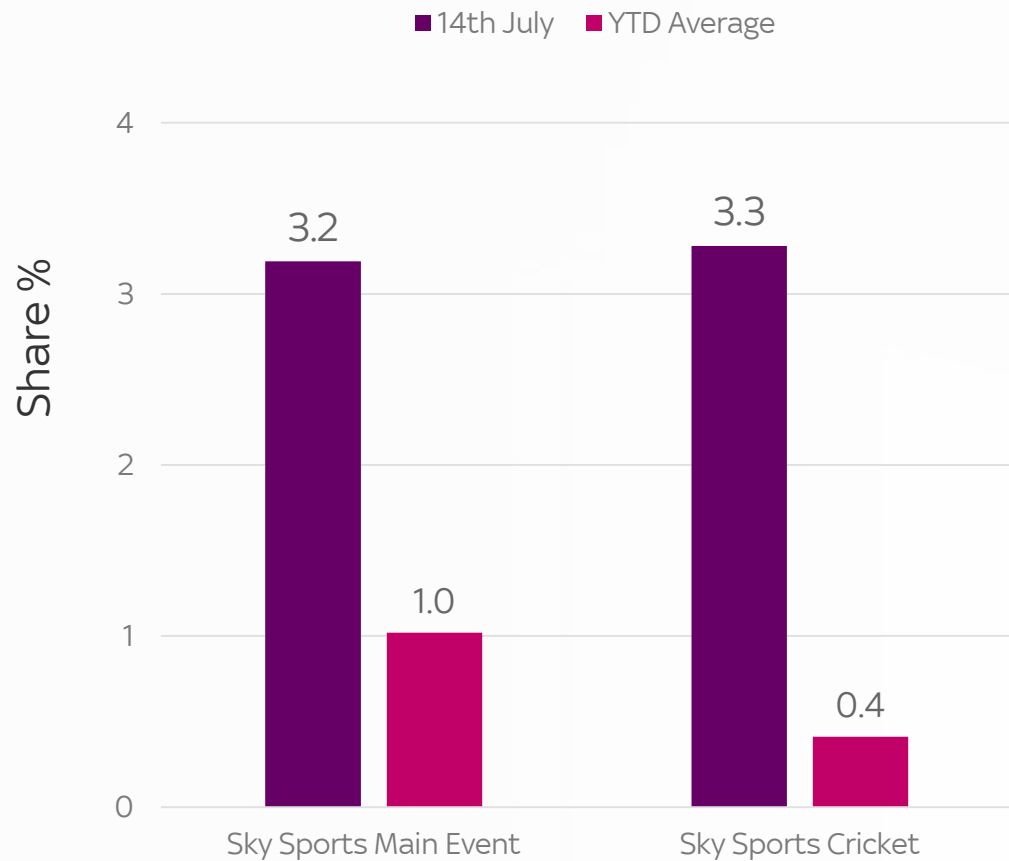
# Cricket World Cup 2019: Inds Volume

## All Individuals – Sky channels



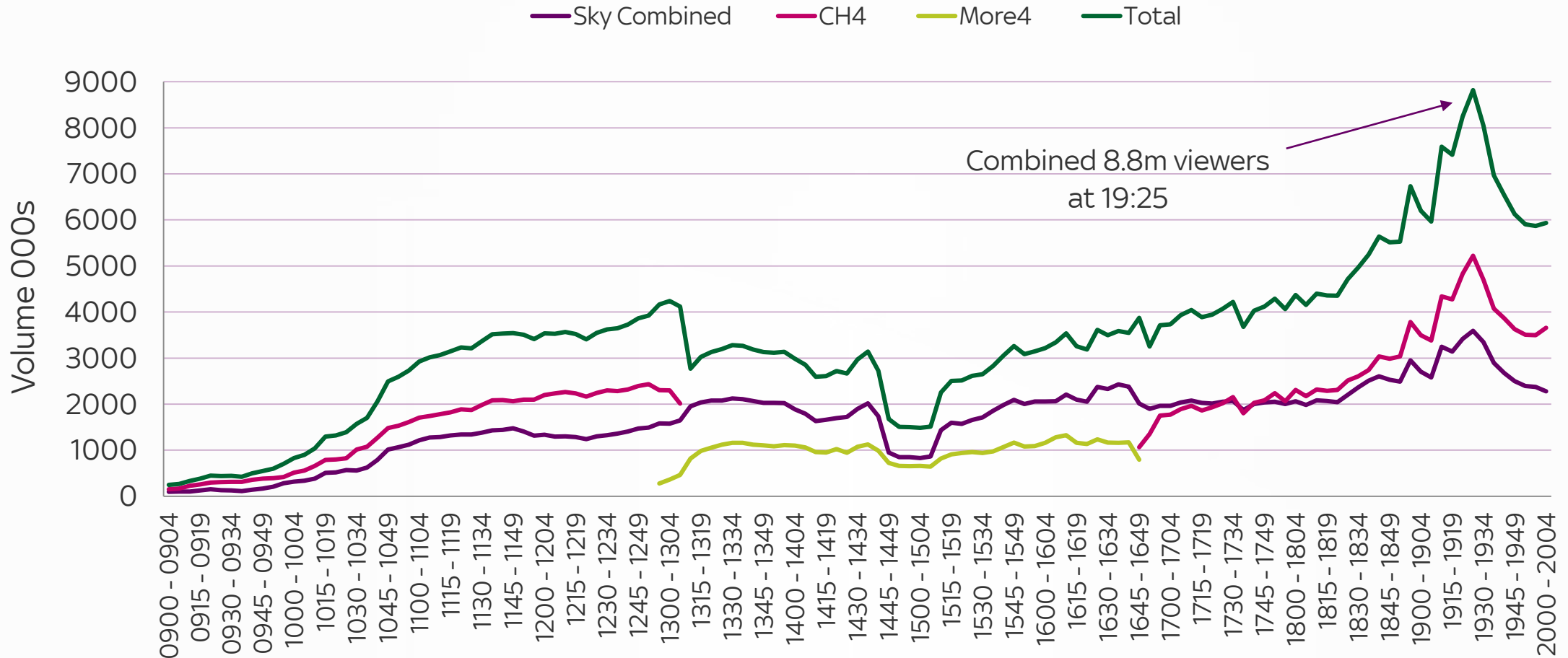
# Sky Sports Main Event/Cricket share and reach comparison v 2019

All Individuals



# Cricket World Cup Final 2019: Inds Volume

All Individuals – Sky channels +C4/More4









# Summary



CHANGING BEHAVIOURS

TV EXPERIENCE IS EMOTIONAL

CHANGE IN MEASUREMENT



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# Our Expert Panel

Hosted by Rachel Bristow





# Introducing our panel

Commissioning and curating content for Sky customers and brands

## Host:

- **Rachel Bristow** - Director of Planning

## Guests:

- **Marvyn Benoit** - Commissioning Editor
- **Rebecca Morrison** - Head of Merchandising
- **Katie West** - Branded Content Controller



Join at  
**slido.com**  
**#S960**





How does commissioning at Sky work?



What kind of content makes it to the home page of Sky Plus and Sky Q?



How can brands have branded content Sky?





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# Merchandising Content

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**Rebecca Morrison**

Head of Merchandising

# Chernobyl





sky

7.11pm



a sky original  
**C H E R N O B Y L**



The Telegraph



Home

TV Guide

Recordings

Catch Up TV

On Demand

Sky Cinema

Sky Store

Sports

Today's Top Picks



sky atlantic

Chernobyl



sky atlantic

The Tunnel



sky one

Bounty Hunters



sky

Chi

Your Recent Recordings



NAT GEO  
WILD



sky one



sky atlantic



sky



sky

7.11pm



a sky original  
**C H E R N O B Y L**

'Epic Drama'  
The Sunday Times



Home

TV Guide

Recordings

Catch Up TV

On Demand

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Bounty Hunters



Chi

Your Recent Recordings



NAT GEO  
**WILD**



sky one



sky atlantic



sky



A woman with dark hair, wearing a dark, quilted, heavy coat, is shown in a state of intense anger or shouting. She is positioned in the center-right of the frame, looking towards the left. The background is dark and filled with rubble, suggesting a scene of destruction or a battle aftermath. There are some blurred lights in the distance on the left side. The overall atmosphere is gritty and dramatic.

# Game of Thrones



sky

7.11pm



# GOT

"There is only one war that matters."

sky atlantic



Home

TV Guide

Recordings

Catch Up TV

On Demand

Sky Cinema

Sky Store

Sports

## Today's Top Picks



Game of Thrones



The Tunnel



Bounty Hunters



Traitors

## Your Recent Recordings





sky

7.11pm



# GOT

STARTS TONIGHT



## Today's Top Picks

Home

TV Guide

Recordings

Catch Up TV

On Demand

Sky Cinema

Sky Store

Sports

RECORD NOW



Game of Thrones



The Tunnel



Bounty Hunters

## Your Recent Recordings





sky

7.11pm



# GOT

LAST EVER EPISODE



Your Wait Is Over

Home

TV Guide

Recordings

Catch Up TV

On Demand

Sky Cinema

Sky Store

Sports



Game of Thrones



Game of Thrones



Game of Thrones

Your Recent Recordings



NAT GEO WILD



sky one



sky atlantic



sky

7.11pm



# THANKS FOR THE WATCH



sky atlantic

## Today's Top Picks



Game of Thrones



The Tunnel



Bounty Hunters



Chi

## Your Recent Recordings



Home

TV Guide

Recordings

Catch Up TV

On Demand

Sky Cinema

Sky Store

Sports



sky

7.11pm



# GOT

sky atlantic



Thanks For The Watch

## Sky Box Sets

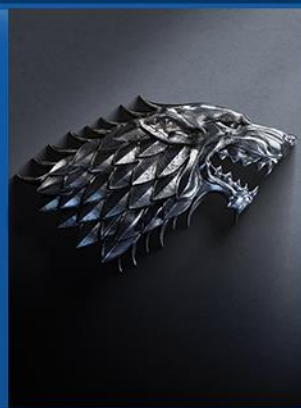
Netflix

Channels

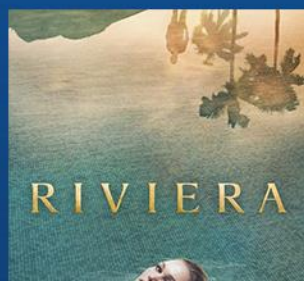
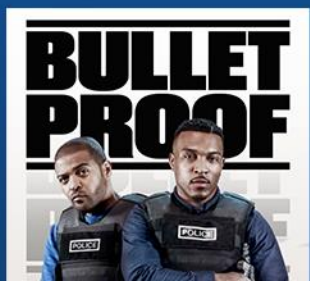
Sky Store

Ultra HD

Subtitled



## Sky Originals



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# Branded Content

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**Katie West**

Branded Content Controller



FitBit pca Video available on  
<https://www.skymedia.co.uk/planners-breakfast-feb-2019/>

# Fitbit PCA

Season 1 & 2



How does commissioning at Sky work?



What kind of content makes it to the home page of Sky Plus and Sky Q?



How can brands have branded content Sky?





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**slido.com**  
**#S960**

# What the Research Tells Us About Branded Content

Sandy McDougall

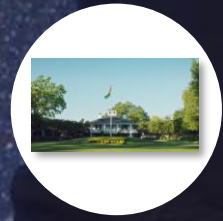
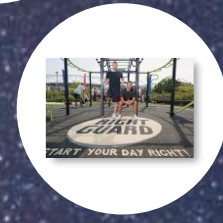
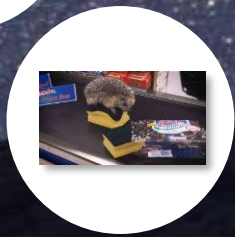
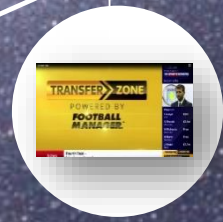
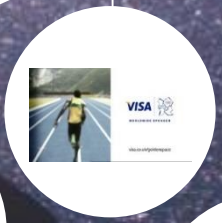




2019

2010

P



Cosmos



## UNSEEN OCEAN

1 in 5 UK children have never seen the sea

## TIDE OF CHANGE

Reducing the use of single use plastics in family life

## LEVERAGING CAMPAIGN CONTINUITY

Sponsorship idents and short films

## BIOMETRIC BLEND

True emotional engagement



sky atlantic

Unseen Ocean



# Both pieces of content engage, are impactful & showcase Volvo's role

**EMOTIVE, EMPATHETIC, HUMAN**

“

*Mind boggling stats, really thought provoking. Didn't have a bad thing to say about it. I love the ocean too.*

**SUBTLE AND SUGGESTIVE**

“

*I liked the way that Volvo didn't dominate, you notice the car, but not any major interventions.*

UNSEEN OCEAN

**PRAGMATIC, RATIONAL, EDUCATIONAL**

“

*This is much more informative. Educating people is good.*

**PRACTICAL AND ACTIVE**

“

*Volvo is more grounded, it is showing you what they are trying to achieve.*

THE TIDE OF CHANGE

# Films elevated Volvo Brand Image even further

**+30**

Viewers

**+37**

On Demand  
Viewers

**+44**

Viewers Aware  
of Partnership

**+49**

Viewers of Unseen Ocean  
/ Tide of Change

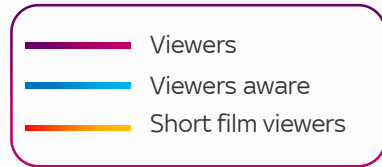


Volvo Brand Image: (ppt. gain vs .non viewers)

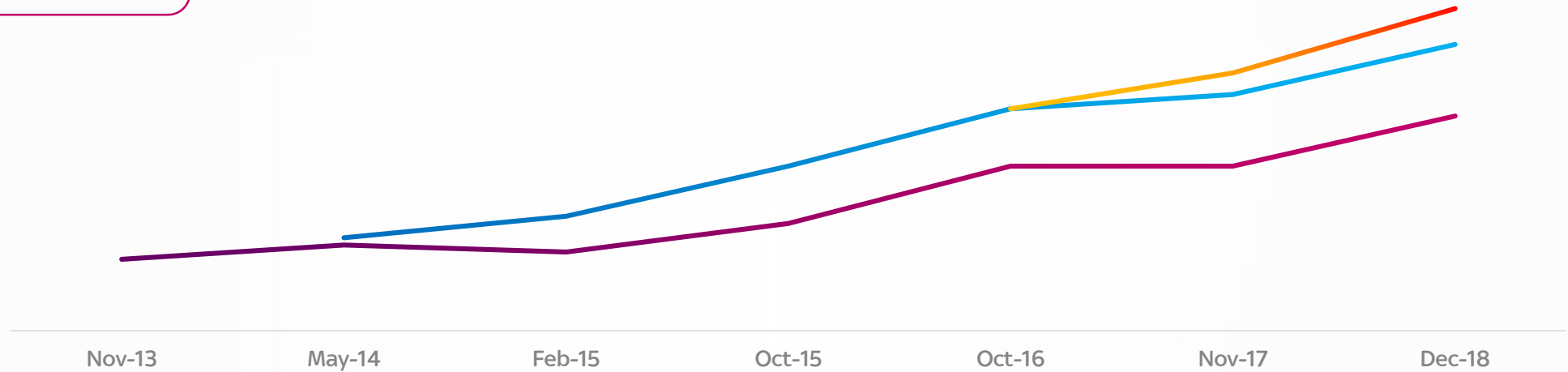


# Consideration is elevated further by the short films working alongside the sponsorship

Consumer Behaviour Volvo: consideration over time (%)



Consideration (%)



*Vitality*

parkrun

Vitality  
PARTNER  
parkrun

RUN  
DIRECTOR







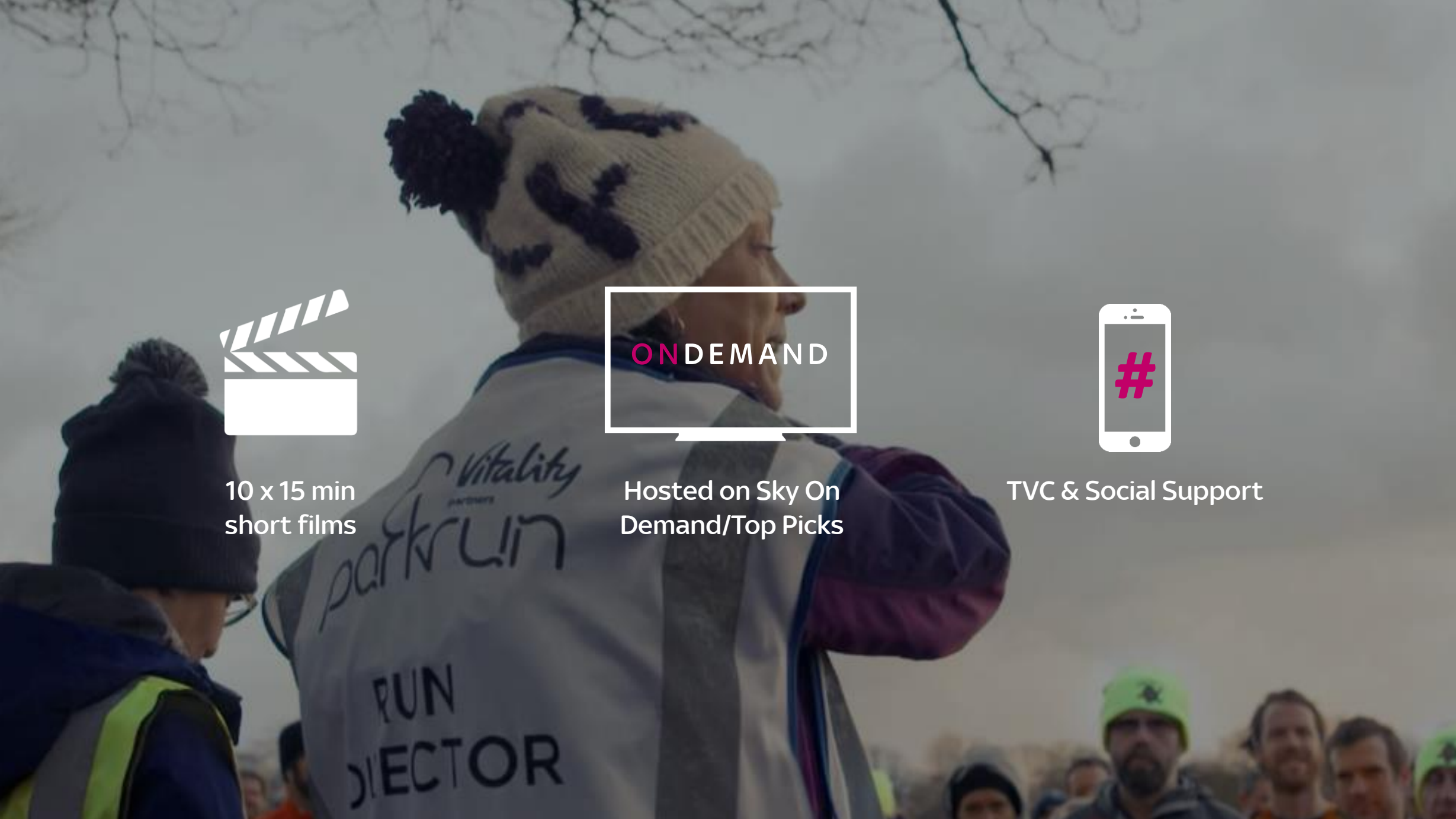
10 x 15 min  
short films



Hosted on Sky On  
Demand/Top Picks



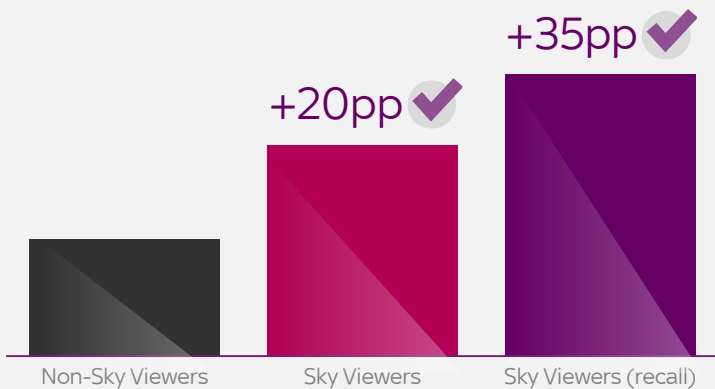
TVC & Social Support



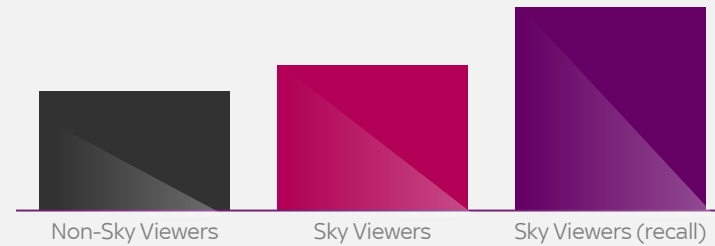
# The uplift in consideration of Vitality takes it ahead of its close competitors when considering health insurance

## Brand Consideration Health Insurance

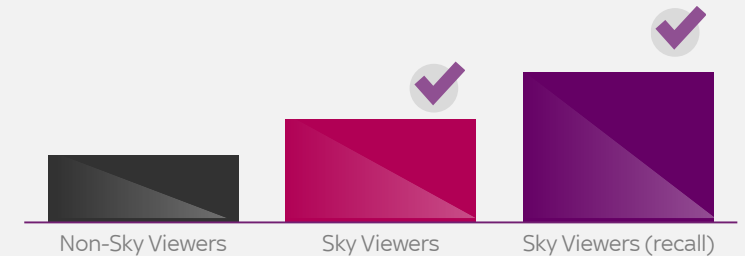
*Vitality*



**Competitor X**



**Competitor Y**

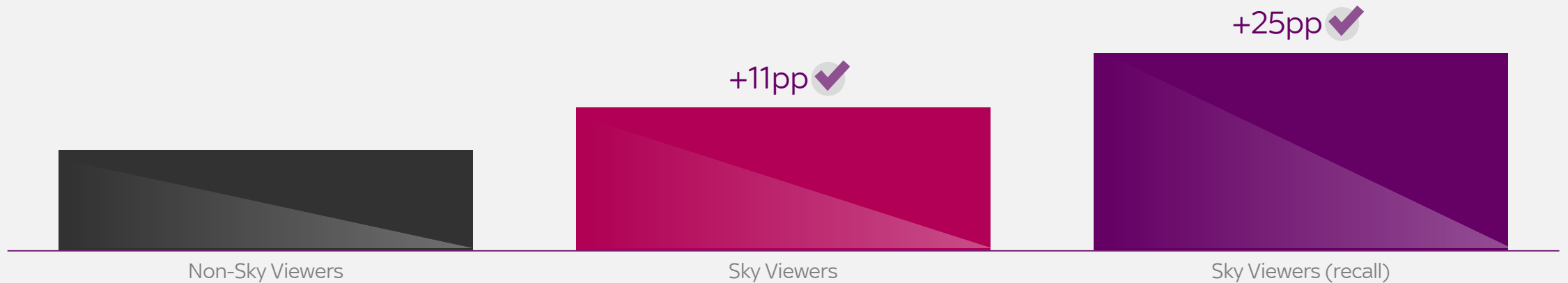


✓ = significantly different (95% level)



In addition to the positive impact on Vitality brand KPIs, the content campaign also successfully increased consideration of the parkrun

### Future likelihood to take part in parkrun



✓ = significantly different (95% level)

Q15b How likely, if at all, would you be to take part in a parkrun in the future? (Top 2 'Likely' - 6-point scale)  
Base: Non-Sky Viewers (150), Sky Viewers (300), Sky Viewers Recall (138)

# Complementing other Sky sponsorship by showing a more 'human' side

- Vitality's sponsorship of **elite** sports elsewhere in the Sky space feels premium and prestigious
- While the **grassroots** sponsorship here makes Vitality seem more community-focused
- With both types of campaign together creating a sense of 'balance'



*I think [parkrun] is less big and flash than something like the rugby or the premiership so it shows a down-to-earth side to them too*

*Female, non-member*



# 10 Golden Rules For Branded Content

Going beyond the narrative to bring the brand to life

## STRATEGIC

- Common **targeting**
- Brand **fit**
- **Complimentary** to existing campaign
- Genre **appropriateness**
- Don't be afraid of **incongruity**

## CREATIVE

- Be **bespoke** - it pays to look at home in the environment/neighbouring content
- Tell a **compelling** story
- Be the subject **expert** content should be **new/exclusive/educating**
- Add "**Value**" for those engaging
- Offer brand/product **demonstration**

Authentic content & frictionless discovery

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# Closing Thoughts

John Tye







Following the Audience



Making Discovery Easy



Being Authentic





Introducing  
**Sky Soundbox**

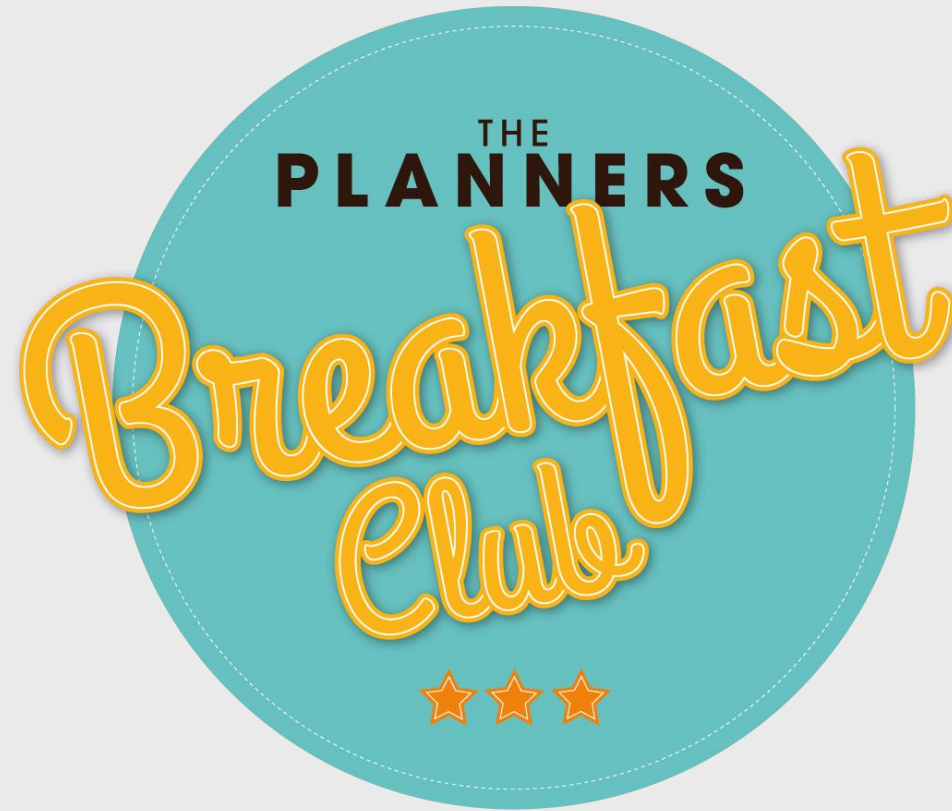
Reimagining sound for television.





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Thank you!



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