

# NOW! THAT'S WHAT I CALL MUSIC



 **TYPE**  
Sponsorship

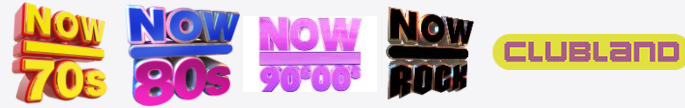
 **DATES**  
January - December

 **STATUS**  
Available

**Contact Details**  
Rinisha Mistry |  
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## SPONSORSHIP



### Why partner with NOW Music?

Sky Media & All Around The World are excited to be offering the opportunity to sponsor **NOW 70s, NOW 80s, NOW 90s & 00s** and **NOW ROCK**, the TV incarnation of the massive chart brand "NOW That's What I Call Music" as well as one of the top club and dance music channels **CLUBLAND**, that has a heritage stretching back over 20 years!

Showing the biggest hits from some of music's most defining decades as well a channel dedicated specifically to the biggest ROCK songs - this is the perfect opportunity to target 35-54 Adults with this quadruple value nostalgia package! As well as CLUBLAND showing iconic dance music for Ibiza legends that stretches back over the last two decades.

### Scheduling & Accreditation

#### Full channel

- NOW 70s: 7am-1am
- NOW 80s: 7am-1am
- NOW 90s & 00s: 7am-1am
- NOW ROCK: 7am-1am
- Clubland: 7am -1am
- Approx **540 hours** of sponsored content per month
- Approx. **3,240 sponsorship credits** per month
- **6 x 10"** credits per hour

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### NOW 70s

NOW 70s is your 24/7 party channel. From the era of Glam Rock, New Wave & Disco, and **ABBA**, **Elton John** and **Marvin Gaye**, this channel has all the glitz and glam of the world's grooviest decade!

#### NOW 70s Top Presented Shows:

- Tony Blackburn's 70s Glam Pop!
- Dave Bartram's 50s Revival
- Glen Matlock's Punk and New Wave Anthems

### NOW ROCK

NOW ROCK is a stellar selection of legendary rock 'n' roll spanning 6 decades - from blues & grunge to soft rock & Heavy Metal.

#### NOW ROCK Top Presented Shows:

- The Wild Ones with Suzi Quatro
- Gary Davies' 25 Stadium Anthems
- Carol Decker's First Ladies of Rock

### NOW 80s

NOW 80s... expect synth pop, soft rock, leg warmers, lycra and lots of big hair! This channel is the home of classic pop that has stood the test of time. It includes classics from **Duran Duran**, **George Michael** and **Whitney Houston**.

#### NOW 80s Top Presented Shows:

- Clare Grogan's Tartan Top 30
- Limahl's Never Ending Soundtracks
- Wayne Hussey's Alternative 80s

### NOW 90s & 00s

NOW 90s & 00s celebrates huge hits, massive number ones and the biggest anthems from 2 iconic decades. With **Backstreet Boys** and **Take That**, **Adele**, **Katy Perry** and the **Spice Girls**, this channel has it all!

#### NOW 90s & 00s Top Presented Shows:

- Pat Sharp's 00s Movie Monster
- Jenny Powell's Air Guitar Anthems
- Chesney Hawkes One and Only Number 1's


### CLUBLAND

CLUBLAND is the authority on club and dance music, with a heritage stretching back over 20 years! This channel has music from **Ibiza legends**; **Jeremy Healy**, **Judge Jules & Armand Van Helden**.

#### CLUBLAND Top Presented Shows:

- Rozalla's Free to Feel Good 40!
- Toby Anstis: Club Classics 1990 - 1999
- Steph's Proper Old Skool Ravers

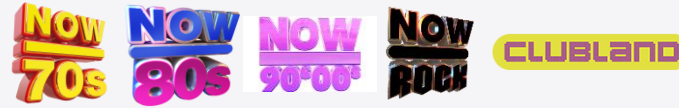
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### The Power Of Nostalgia

Nostalgia research over a decade has shown that it is a very powerful emotion with a positive outcome.

*“Nostalgia has been shown to counteract loneliness, boredom and anxiety. It makes people more generous to strangers and more tolerant of outsiders. Couples feel closer and look happier when they’re sharing nostalgic memories. On cold days, or in cold rooms, people use nostalgia to literally feel warmer”.*

### Music is one of the quickest ways to access nostalgia.

*Source: article NY Times: The science of nostalgia by John Tierney. Referencing the Southampton University study of nostalgia*

When nostalgia kicks in people are more likely to spend more money.

- The average person is nostalgic once per week

- Nostalgia increases optimism
- Being nostalgic feels good.
- People use nostalgia to self soothe
- Feel good news always elicits more engagement

*Source: journal of consumer research Jul 2014*

The older we get, the more nostalgic we become... And the older generation in the UK are the most powerful consumers.

- over 45s **own 81% of the UK’s total assets**
- They have **70% of the disposable income**
- And they are responsible for **61% of consumer expenditure**

*Source: independent article 2018 quoting Enders research*



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