



Channel

Investment

Start

Platforms



Available on Request

Available Now

Broadcast UK

Sky AdVance

On Demand

Now

Channel overview

Sky Nature, since launch in May 2020, is the home of breath-taking natural history programming, dedicated to exploring the beauty and wonder of our planet. Sky Nature viewers are taken on adventures to awe-inspiring places by the likes of **David Attenborough, Patrick Aryee** and **Steve Backshall**; showing them that our world is worth saving. The channel tone is positive and uplifting, inspiring us all to do more to look after our world.

Scheduling

With an exclusive partnership with Love Nature, Sky Nature are the home of stunning, unfiltered premium content with over 100 hours of content. Sky Nature are also the exclusive UK broadcaster of True to Nature (Attenborough production team) who seek to provide a voice for the nature and nurture lifelong relationships between people and the natural world.

In 2024, tune into **The Secret World of Sound with David Attenborough** as he explores the extraordinary ways that animals hear and produce sound, and the crucial role sound plays in the lives of animals around the globe - from birth to surviving adulthood and finding a mate. Using cutting-edge recording technology and 360-degree Dolby Atmos soundscapes, this immersive, ground-breaking series places sound centre stage for the first time. Also, look forward to **Gladiators**, an exciting series depicting life-defining battles among the animal kingdom's greatest rivalries, infused with slow motion graphic effects that intensify the drama. Like gladiatorial battles, the animal showdowns are set in different wild "arenas" including the Pacific Northwest, African Savannah, Jungle Coasts and Australia.

Sky Nature content boasts a library of 'making of' and 'behind the scenes' content to connect viewers with how these incredible species are captured in their natural habitats.

Estimated Sponsorship delivery UK (12-mths)

Linear	Adults	Ads ABC1	HPCH	Ads 55+
Actuals	540	404	244	892
30" equivs	258	212	143	442
Coverage %	19	19	20	22
Coverage 000s	9,796	5,457	1,407	4,667
OTS	28	22	12	40

Sponsorship Accreditation

Delivering an always on presence across multiple platforms the campaign positions the sponsor closer to nature content on Sky, than any other advertiser.

Linear: 15" and 5" sponsorship idents across all sponsorable content on linear TV. **Logo accreditation** on all relevant Sky Nature promos 20" & over.

Additionally, the sponsorship would also carry across to simulcast Sky Nature content on Sky Showcase by default for the very first time. Extending the sponsorship at **106 in the EPG**.

TV VOD, Sky Go & Now: 15" & 5" idents across all sponsorable Sky Nature content on catch up and streamed from Sky Go or watched On Demand. 15" idents across all sponsorable Sky Nature Box Sets streamed on Sky Go or watched On Demand.

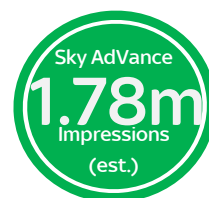
Sky AdVance: 1.78m guaranteed impressions re-targeting detail is overleaf, with more info available on request. The package includes £50k gross aligned to Advance.



skymedia.co.uk



The 12-month sponsorship of Sky Nature is estimated to deliver...



Audience Insight



Household Composition: Sky Nature viewers are more likely to be 55+ (134) who are parents or help look after grandchildren (113).



Purchases Influenced by Advertising: viewers of this content are more likely than the average adult to both be advertising-impressionable (317) and find TV advertising the most useful in making a purchase (120) for Sky Nature viewers vs commercial TV average.



Purchasing habits are strongly affected by environmental impact: viewers of this Sky Nature content are more likely than the average adult to purchase sustainably sourced products (155), as well as locally produced food and products (153)



Sky Nature Viewers are heavily eco-influenced (173) and are green leaders (127) who are well-educated about the environment: they know a lot about climate change (141) and carbon emissions (126) and care about their carbon footprint (123)

Sponsorship Data Targeting

Sky Advance:

Sky AdVance is a proposition which enables the extension of the Sky Nature sponsorship across multiple platforms. Using Sky's customer data to connect up our media landscape on and off-line, sponsors are able to serve consequential advertising to individuals exposed to the broadcast sponsorship or target specific audience groups unexposed to of the sponsorship to efficiently build campaign reach.

As part of this 12-month sponsorship opportunity £50k gross of the overall investment has been allocated to a supporting Sky AdVance campaign, ensuring your sponsorship works smarter and extends across a digital environment by default.



Making the Partnership Work Harder

Sponsorship Activation:

Creating brand awareness and standout amongst the competitive set, driving talkability or increasing purchase intent - whatever the intention of the sponsorship, off-screen activation can make the partnership work harder! As previously done across Sky entertainment channels, there are opportunities to activate around premiere screenings for the right brand. Your sponsorship of Sky Nature can be activated in a variety of ways too, for a variety of budgets, dependant on the sponsor brand and their campaign objectives, so please get in touch if this sounds interesting!



T&C's

The investment cost includes UK sponsorship of Sky Nature linear, TV VOD, Sky Go and Now. A Sky Advance proposition has also been included to enhance the partnership offering.

The ROI sponsorship of Sky Nature is available for additional investment. In the absence of another brand your sponsorship will play out by default on the ROI feed.

Activation, Web Attribution & licensing opportunities are subject to additional investment, brand briefing and are available upon request. Any Licensing & Activation is subject to additional channel approval.

Estimated linear deliveries are modelled from average programme TVR. TV ratings are modelled from average programme TV. TV VOD household impression estimates are based on 100% viewability. Sky Go and NOW impression estimates are based on 100% viewability.

Sky Analytics requires sharing 1st party data & signing a data sharing agreement.

Investment excludes creative production costs, logo changes, independent research and is subject to brand, channel and compliance approval.

Channel IP license:

For an additional investment a brand will also have the ability to license the Sky Nature logo. This will enable a sponsor to further cement the partnership across their own communications and for promotions and competitions. **Additional Investment details available on request**

Extend to ROI, Italy & Germany:

Sponsors can extend the sponsorship to other European territories for an additional investment. **Additional Investment details available on request.**

