

Opportunity

# Sky Sports News Through the Night

Sponsorship Opportunity



## Channel

sky sports news

## Investment

£1,250,000 gross  
(12 months)

## Start

ASAP for 12 months

## Platforms

- Broadcast
- Sky Go Linear
- Sky Advance
- Web Attribution

## The Opportunity

Sky Media is delighted to present the opportunity to sponsor Sky Sports News Through the Night. This exclusive offer enables your brand to align with the country's most loved sports news channel with premium evening and early morning hours that runs from Monday to Sunday across the course of the year.

Sky Sports News, the UK's only dedicated 24hr Sports News channel, is the definitive location for breaking sports news, using the latest technology and the UK's best-loved sports talent to provide critically acclaimed insight and opinion to deliver the stories behind the story.

## The Content

This is a fantastic chance for a brand to own the largest daypart currently available on the channel, as the strand looks back at the previous days sporting action and biggest stories, as well as providing a comprehensive look ahead to the coming days sporting fixtures.

There is no better way for your brand to align itself with Sky Sports' truly unrivalled rolling sports news service, with the channel offering greater content, analysis, results and interviews than ever before.

## The Channel

- As the only fully dedicated 24-hour sports news channel in the UK**, Sky Sports News is truly unrivalled, with best-in-class coverage offering in depth insight, analysis, results and interviews, brought to you by over 100 specialist presenters and reporters positioned across the country.
- Technology and innovation is at the heart of how Sky Sports News deliver their acclaimed daily coverage.** From the 18 square metre interactive video wall, to the extensive use of Opta stats and data, the channel is always looking at how it can elevate its coverage in a way that is both informative and visually impactful.
- The variety and depth of Sky Sports News' coverage is unprecedented**, with reporting across all of the key events relating to Football, Rugby Union, Golf, Cricket, F1, Tennis, Boxing, Horse Racing, as well as catering to more niche interests in MMA, eSports and Netball.

## Scheduling

- Period:** 12-month sponsorship  
**Timings:** 23:00- 04:59 Monday to Sunday

## Accreditation

### Sponsor Credits (per hour):

Opening Credit: 1 x 15 seconds opener, 1 x 15 seconds and 6 x 5 second credits per centre break. When simulcast the sponsorship will also carry over to [sky sports main event](#)

## Key Benefits



**Reach:** The sponsorship is estimated to reach 5.6m Individuals, 2.9m ABC1 adults and 704k 16-34 Men across 12 months in the UK.

**Accreditation:** Regular play out will ensure your brand is exclusively associated with high quality sport news content - with an estimated 26,405 sponsor credits playing out across the year.

**Secondage:** Spanning 12 months, your brand will receive an estimated 198,215 seconds of sponsor branding on Sky Sports News.

**Sky Go:** The sponsorship campaign is extended further by being simulcast on Sky Go linear.

## Estimated Audience Delivery – 12 Months

Audience	Individuals	Adults	ABC1 Adults	ABC1 Men	Men 16-34
Average TVR	0.01	0.01	0.01	0.02	0.01
Total Actuals	356	413	335	559	251
Total 30" Equivalents	155.8	180.8	146.7	244.4	110.0
Coverage (000's)	5,981	5,527	3,205	1,923	715
Coverage (%)	10	11	11	14	10
OTS	36	39	31	41	26

Source: BARB Sky Sports News (2023)

### Sky Advance



- A platform designed for sponsorship reinforcement
- Depict a campaign story across platforms by retargeting the exposed audience of the TV Sponsorship in a digital environment, driving frequency, brand awareness, spontaneous brand mentions and purchase consideration

### Web Attribution



- A Web Attribution study will allow Sky to measure the website visits that have been driven by a brand's Sky Sports News sponsorship
- Measuring incremental web visits driven by TV sponsorship with a direct match of Sky viewing data & advertiser web traffic

### 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
- Scheduling of hours subject to change
- ROI feed available – estimated delivery below
- Sponsorship will run across the ROI feed by default unless purchased by UK sponsor, or by a separate sponsor in ROI
- Estimated linear deliveries are modelled from average programme TVR

### Sky Go Linear



- Across, the sponsorship period, Sky Sports News Through the Night is simulcast across Sky Go Linear and will carry sponsor accreditation consistent with the linear broadcast.

## Republic of Ireland Sponsorship Opportunity

**Investment:** £60,000 gross

**Dates:** 1<sup>st</sup> March 2024 - 28<sup>th</sup> February 2024

## ROI Estimated Audience Delivery – 12 Months

Audience	Adults	Adults 25-44	Men 15-34
Average TVR	0.06	0.09	0.04
Total Actuals	656	1,001	433
Total 30" Equivalents	282.3	433.4	186.1
Coverage (000's)	518	172	79
Coverage (%)	14	14	14
OTS	47	71	30