



sky comedy

Channel



Investment

£450,000 (6-months)

Start

Available Now

Platforms

- Linear
- TV VOD
- Sky GO
- NOW

Sponsorship Overview

Sharp. Open. Relatable. Irreverent and Fresh. Sky Comedy is the ultimate destination for feel good entertainment!

A Daily Dose of Comedy Daytime Package runs from 0800-2059, bringing audiences their favourites from the US. Audiences are currently using light-hearted entertainment as escapism; we have the best new comedies and all your comfort favourites waiting for audiences whenever they need a boost. This is the opportunity to own feel-good entertainment on Sky!

Sponsorship Content

We showcase the best of Comedy. Exclusive US comedies from NBCU, HBO and Showtime, bold original commissions with outstanding home-grown talent, a library of classic and award-winning US comedies, stand-ups and next day showings of SNL and The Tonight Show.



Sponsorship Inventory

sky comedy 1 x 15" opener, closer and 2 x 5" per centre break on all Sky Comedy programming 0800-2059

sky showcase 1 x 15" opener, closer and 2 x 5" per centre break on all simulcast Sky Comedy programming 0800-2059

VOD: 1 x 15" opener and 2 x 5" per centre break on TV VOD, Sky Go and NOW



Linear	16-34 Ads	ABC1 Ads	Individuals
Actuals	215	188	165
30" equivs	112	97	86
Coverage %	8	10	9
Coverage 000s	1,155	2,023	5,449
OTS	27	18	19

Platform	30" Household Imps
TV VOD	6,808,641
Sky Go	1,397,812
NOW	4,278,188

The 6-month sponsorship is estimated to deliver...



skymedia.co.uk



Audience Insight



The channel's target is gender neutral, targeting younger audiences of 25-44



55% of the audience are ABC1, compared to the commercial average of 44%



Sky Comedy's audience seek to enjoy life's pleasures and light-hearted moments, more so than the average audience (i.113)

Social

Extend, Reinforce, Integrate and Amplify your messaging using Sky's socials!

For the right brand, we can extend out the sponsorship to clip alignment on our @SkyTV Facebook and Instagram.

Our team hand select the best comedy programming to post on our social which our audience will love, brand tag your brand and increase brand engagement and interaction with your target audience!



Available on request for an additional £50k for 1,250,000 Guaranteed views across Facebook and Instagram from @SkyTV channels.

Short-Form VOD

Extend your brand messaging through YouTube advertising!

At Sky we have an exclusive library of YouTube clips of everyone's favourite comedy shows. For the right brand we can put your advertising as pre-roll on these high engaged clips. With the chance to use calls-to-actions, your brand can have all-encompassing messaging across Comedy on Sky, wherever it's consumed!

Available on request for an additional £202k for 4,800,000 impressions across SkyTV and NBCU YouTube with 6"-30" solus non-skip pre-roll

Channel Extension Opportunities



On Comedy Central and 5, associate your brand with TV royalty and align with the most influential and recognisable TV show of all time... Could it be more perfect?!



There are few television shows that could still permeate into current popular culture, more than eighteen years after its last production, however Friends does just does that.

F.R.I.E.N.D.S Sponsorship Accreditation:

Daily presence on Comedy Central, approx. 100 episodes per week July–November and approx. 50 episodes per week in December

Approx. 10 x Weekday Episodes per week on Channel 5, less episodes in November and December



Please reach out for more information on cross-channel sponsorship to own comedy across Sky media!

Ts&Cs

- Estimated linear ratings are modelled from average programme TVR
- TV VOD household impression estimates are based on 100% viewability. Sky Go and NOW impression estimates are based on 100% viewability.
- Proposal Investment includes UK sponsorship of this property on Sky on linear, TV VOD, Sky Go VOD and NOW VOD.
- In the event a brand wants to offer on UK only, the brands linear sponsorship creative will still be transmitted in ROI until such a time as the sponsorship is sold separately in this territory. The logo for the UK sponsor on promos will be carried in ROI regardless of whether there is a separate ROI sponsor, as these feeds/assets cannot be split by territory.
- In the event a brand wants to offer on the UK only the Sky Media Ireland team reserve the right to sell the sponsorship in ROI to any brand, including competitors
- Social, SFVOD, are subject to additional investment.
- Product Placement, Branded Content, Activation & Licensing are subject to additional channel approval and may require additional investment/costs.
- The final investment excludes creative production, logo changes, independent research and is subject to brand, channel and compliance approval.
- Sky Media reserve the right to work with other non competitive brands as branded content partners, licensee & social partners on this property. In the event a sponsor is unable to, or not interested in exploring PP Sky Media reserve the right to work with other non competitive brands as PP partners