

Opportunity

England Home International Cricket 2024



Channel



Start

22nd May -
29th September
2024

Platforms

- Broadcast
- Digital
- Social
- Sky Go
- On Demand

Estimated Deliveries

Channel overview

As the home of cricket, Sky Sports will once again be the number one destination to catch all England Men's home international cricket across the summer of 2024.

Sky Sports cricket fans can enjoy unrivalled coverage and pundits' opinions from a host of world class talent that features Mel Jones, Nasser Hussain, Owen Morgan, Ian Ward and many more.

The offering for England's home international cricket sponsorship spans across Broadcast TV, VOD and Sky's award-winning Digital and Social platforms, putting your brand at the heart of England international cricket this summer!

Sky Sports can also provide the perfect platform for a sponsor to further amplify their brand amongst a receptive sports loving audience and build an association with England International cricket.

The sponsorship will also offer a brand the chance to engage with a predominantly affluent ABC1 male demographic across Sky's multiple platforms, reaching more of your target audience.

Cricket on Sky Sports in 2024

IT20 Series: England vs. Pakistan

The 2024 home international summer will kick off with this four-game series, where the likes of Jason Roy, Jos Buttler, and Jofra Archer take centre stage. England are aiming to set the tone for the summer against an unpredictable but talented Pakistani side.

- 1st T20: 22nd May '24
- 2nd T20: 25th May '24
- 3rd T20: 28th May '24
- 4th T20: 30th May '24

Test Series: England vs. West Indies

The red ball format comes to the forefront in July, with Ben Stokes' side looking to get off to a good start against a West Indies side who haven't won a Series in England since 1988.

- 1st Test: 10th - 14th July '24
- 2nd Test: 18th-22nd July '24
- 3rd Test: 26th - 30th July '24

Test Series: England vs. Sri Lanka

After Sri Lanka's defeat in their last Test Series vs. England in 2021, it's all to play for this summer. The Test series will be packed with individual excellence from both sides as the hosts look to continue their dominance vs. Sri Lanka.

- 1st Test: 21st - 25th Aug '24
- 2nd Test: 29th Aug - 2nd Sept '24
- 3rd Test: 6th - 10th Sept '24

IT20 Series: England vs. Australia

September will see the return of the Ashes victors to England, where Jos Buttler's team will be looking to avenge 2023's defeats with their T20 prowess as Australia battle to maintain their cricketing dominance against England.

- 1st T20: 11th Sept '24
- 2nd T20: 13th Sept '24
- 3rd T20: 15th Sept '24

ODI Series: England vs. Australia

If that's not enough excitement, England and Australia will once again step up to the mark in a five-match ODI series in September. Will England triumph just four years after Australia's success in their last ODI Series in 2020 on home soil?

- 1st ODI: 19th Sept '24
- 2nd ODI: 21st Sept '24
- 3rd ODI: 24th Sept '24
- 4th ODI: 27th Sept '24
- 5th ODI: 29th Sept '24



Audience insight



Sky Sports Cricket fans are affluent

- 70% of the audience are ABC1 (i116)
- 122% more likely to have a personal income of £50-75k (i222)



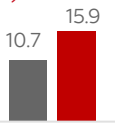
They are homeowners

- 49% own their own home outright
- 45% more likely to own a second home (i145)



30% of the audience are empty nesters (i196)

- 122% more likely to expect to enter retirement next year (i222)



But the 16-34 audience has grown 50% YOY



Accreditation

Your brand will receive the following accreditation across each competition:

Test Series

- Tests - An average of 2 x 15", 24 x 5" and 12 x logo credits

IT20 Series

- T20s - An average of 2 x 15", 8 x 5" and 5 x logo credits

ODI Series

- ODIs - An average of 2 x 15", 28 x 5" and 12 logo credits

Repeats / Highlights / Magazine programming (based on 1hr programme)

- An average of 2 x 15" and 6 x 5" credits

*All scheduling and accreditation is estimated and subject to change

*All broadcast is simulcast on Sky Go, making cricket accessible whenever & wherever



skymedia.co.uk



Sky Sports Digital



Sky Sports Cricket delivers the very best cricket content across Sky's websites, apps and YouTube page (for both Sky and non-Sky subscribers).

It has been rapidly growing and now receives over 4.6m views a month. (Up **39% YOY**). Cricket fans can indulge on masterclasses, highlights, bespoke VT's and vodcasts.

- Sky Sports is the largest commercial online sports brand across web & apps in the UK with a **+24% greater audience** than our next biggest competitor
- The average Sky Sports App user spends **60 mins** across the month consuming content (Average of 13 mins for skysports.com)
- **Incremental reach** vs TV and VOD of **over 25%**

The sponsor of England Men's Home International Cricket 2024 on Sky Sports will receive:

- 2,500,000 Premium Display impressions – Run of Site of Sky Sports Cricket pages
- 3,125,000 Premium Display impressions – Run of Site of Sky Sports
- 100% SOV Sponsorship logo placement – Sky Sports Cricket pages
- 100% SOV Sponsorship Video Bumper – all England Int Cricket video content when the linear sponsorship is on air
- 2,200,000 SFVOD impressions (6-30s Pre-Roll) – Sky Sports Cricket YouTube
- 5 x Sky Sports Cricket HPTOs (dates TBC and subject to availability)

Sky Sports Social



Highlights from all of England Men's home matches will be posted across the Sky Sports social channels, reaching a highly engaged audience.

With **84%** of our audience between 18-44 years of age, our coverage is perfectly placed to satisfy our audiences desire for live-action highlights and news coverage.

The Social sponsor of England Men's Home International cricket 2024 will receive the following:

- Sponsorship of all social content pertaining to England Men's Home International matches across Sky Sports social channels
- Branded logo watermark, providing 100% exposure
- Co-branded title sequence on YouTube posts
- Co-branded end board on Facebook and Instagram posts
- We will tag @brand as a paid partner on all associated Instagram and Facebook posts

Event	Estimated Views (YouTube, Instagram & Facebook)
England Test Matches: x3 vs. West Indies x3 vs. Sri Lanka	8,250,000
England's IT20 Matches: x4 vs. Pakistan x3 vs. Australia	2,600,000
England ODI Matches: x5 vs. Australia	1,450,000
Total	12,300,000

**The above estimates are based on all England Men's home International cricket matches being completed*

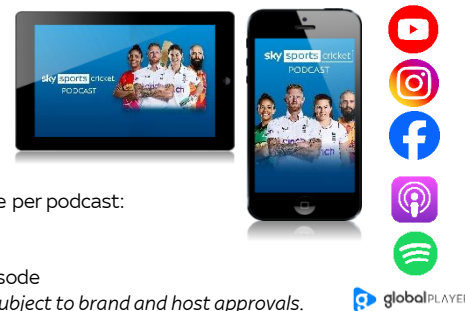
Extension Opportunity – Sky Sports Cricket Podcast

For Additional Budget

An array of Sky Sports cricket talent from Charles Dagnall, Mel Jones and Ian Ward are on hand with well-known guests to discuss and debate the big stories emerging from the international and domestic cricket scene.

A brand can sponsor the podcast across the summer months, ensuring they are at the heart of topical cricket discussion during a busy period for English cricket.

The official sponsor of the Sky Sports Cricket Podcast will be fully integrated into the heart of the show across all audio and visual touchpoints. From bespoke placements and host reads to in-video logos and social posts.



Brand Integration:

Audio

Typical Inventory available per podcast:

- 1 x 10" Pre-Roll,
- 1 x 30" Opening Read
- 1 x 30" Advert Per Episode

Host-reads are available, subject to brand and host approvals.



Social

- Watermark Logo featured within content, providing 100% brand exposure.
- "Brand Handshake" with partner social accounts reinforcing the partnership through clear brand tagging.
- Co-branded title sequence created for YouTube
- Brand ident (5-6") featured in content on Facebook, and Instagram.

Event	Estimated Views (YouTube, Instagram & Facebook)
Audio Sponsorship – x20 eps	1,100,000
Social Sponsorship – x20 eps	2,700,000
Total	3,800,000

Terms & Conditions

- The opportunity excludes on-air production
- Opportunity subject to event partner obligations
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- Excludes ad serving costs & online creative production
- UK only - ROI opportunity available upon request
- Sponsorship will run in ROI until the ROI feed has been sold to a separate sponsor
- Estimated linear deliveries are modelled from average programme TVR