



# SPEAKERS

**Dan Morrissey**, Head of Sponsorship

**David Evans**, Strategy Controller

**Robert Horne**, Sponsorship Manager

Q & A:

**Gary Hughes**, Director of Football, Sky Sports

**Yath Gangakumaran**, Executive Director, Sky Sports





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**POWER OF FOOTBALL**

We a nation obsessed with Sport

9.1 billion hours

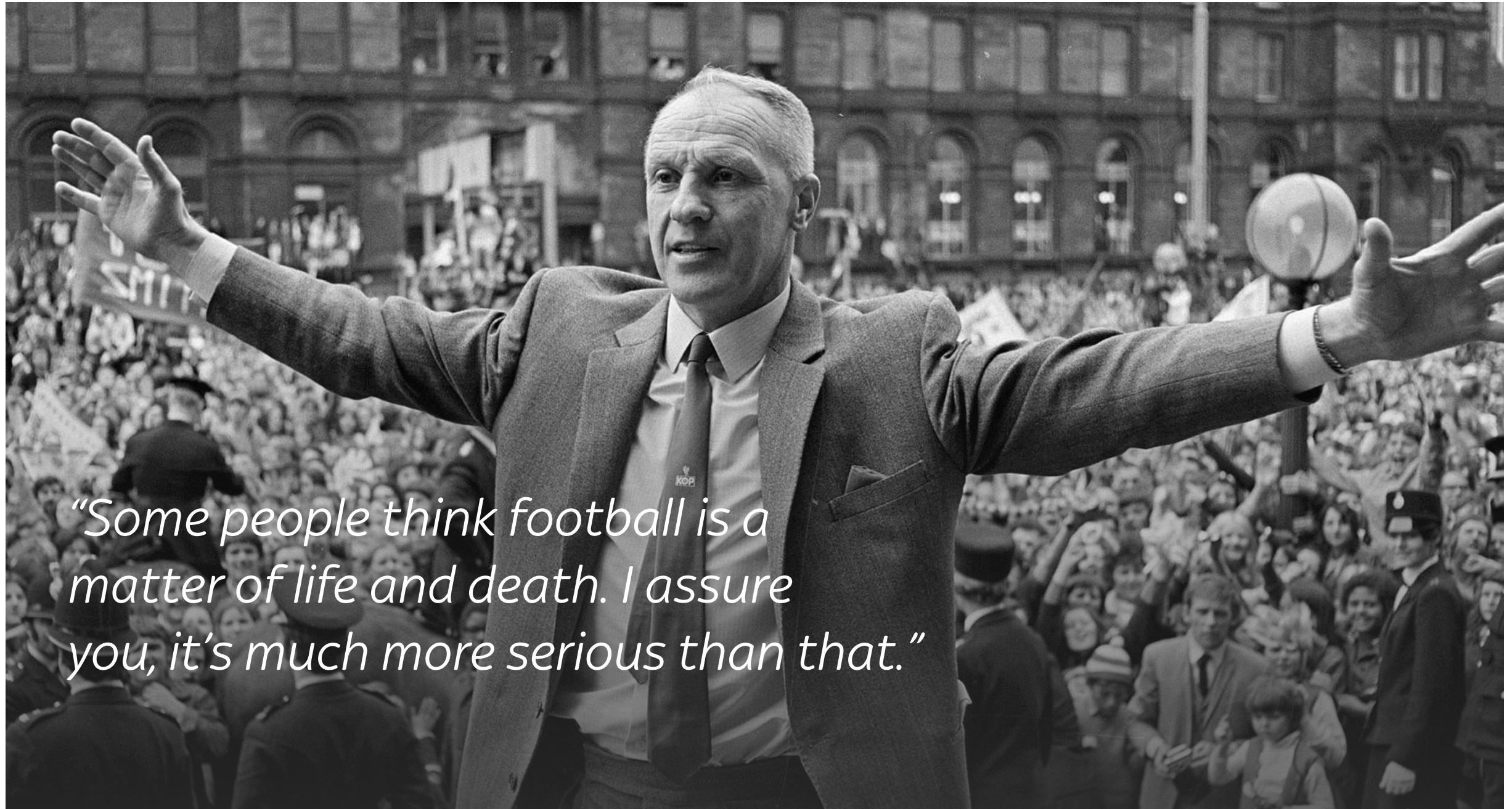


TRENDS  
2024

- #8 Football
- #11 Liverpool
- #25 Premier League







*“Some people think football is a matter of life and death. I assure you, it’s much more serious than that.”*

## **Simplicity**

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One set of rules for all, across the globe

## **Accessibility**

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A universal language, regardless of background

## **Belonging**

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A sense of community & identity

## **Shared Experiences**

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A social occasion, not just social first

## **Excitement & Escapism**

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An emotional rollercoaster or unrivalled highs and excruciating lows

## **Hope**

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Unpredictability - the underdogs can still triumph



A photograph of a family of three sitting on a grey sofa in a living room. On the left, an older man with white hair, a beard, and glasses, wearing a light blue button-down shirt, holds a black remote control high in his right hand. In the center, a young boy with dark hair, wearing a white t-shirt, looks intently towards the camera. On the right, a younger man with dark hair and a beard, also wearing a light blue button-down shirt, has his right hand raised in a gesture of surprise or excitement. A clear glass bowl filled with popcorn sits on the man's lap. The background shows a window with light-colored curtains and a plain wall.

## Football connects people together

Passed down the generations, from parents to their children, and connects to a place that has meaning, wherever we might move to in our lives our football teams connect us to our roots.



# We are more likely to watch it with other people at home



6.89m



6.92m



6.49m



7.22m

# 3rd

Of Football watched together

Source: BARB/Techedge; Individuals 4+; Based on full seasons; Co-viewing based on viewer minutes & 2+ people watching on the same TV set; Families based on 2+ more people in the home + have kids present



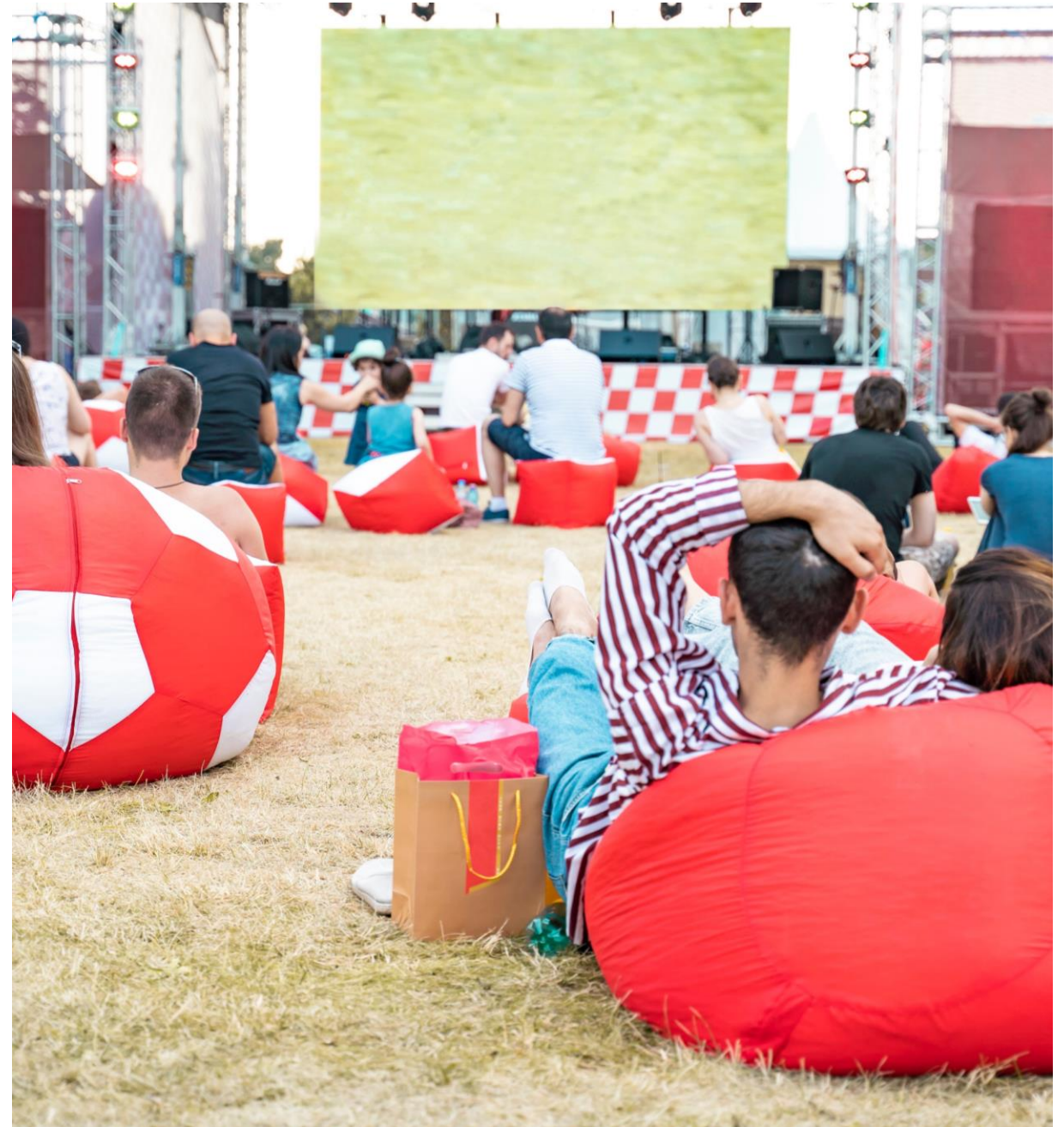
sky sports

Ipswich Town vs. Manchester United

More people are getting  
together to watch football  
outside the home than ever

**+11%**

Uplift in viewing to Sky's OOH PL  
fixtures vs the previous season







Mass moments of connection are rarer in TV

▼ 47%

Reduction in number of shows reaching  
**2m+** viewers between 2013-2023



Football has the power to drive mass audiences

29m +5%

sky sports

TNT SPORTS



# We know that different types of games drive more emotional connection



## Top 6+

Highest profile clubs attract the biggest fan base & consistently drive high viewing with more clubs now challenging the establishment



## Derbys

Local rivalry drives massive engagement, especially at a regional level



## David v. Goliath

Surprise moments when lower profile teams have a shot at a big victory



## Season Climax

A highly contested scoreboard where more than one team could take the title

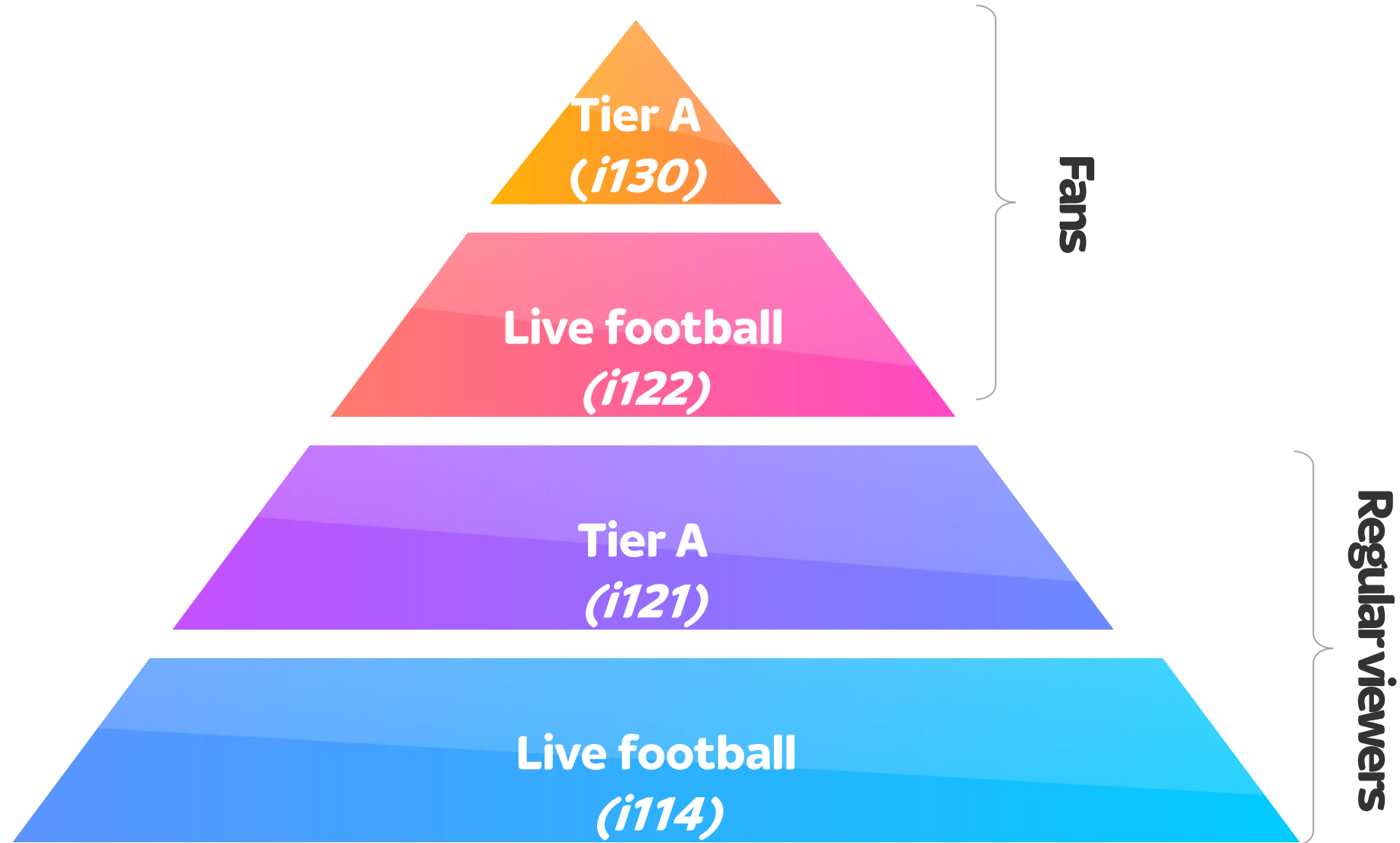
However, no other sport captivates audience in a more absorbed state than live football and most of all, Tier A games



Live sport index



All Sport index





Everyone has  
an opinion

**#1**

Football is the **most**  
**tweeted** about  
hashtag topic in **the UK**

**69%**

of people on X in the UK are  
**interested in football**

**2.1bn**

**Annual interactions** on  
social media



This connection means it can be used as a powerful vehicle for change







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## EVOLUTION OF FANDOM

# Football fan culture in the UK has changed



**Lifer**



**Statto**



**Expressionist**



**Socialiser**



**Game changer**

# Fans are as passionate as ever

Which of these words would you use to describe yourself when watching or engaging with football?

Opinionated  
Knowledgeable  
Friendly  
Optimistic  
Happy  
Inclusive  
Loyal  
Dedicated  
Proud  
Superstitious  
Aggressive  
Competitive  
Enthusiastic  
Sociable  
Bored  
Nostalgic  
Frustrated

# With different parts of the country having their unique fan profile

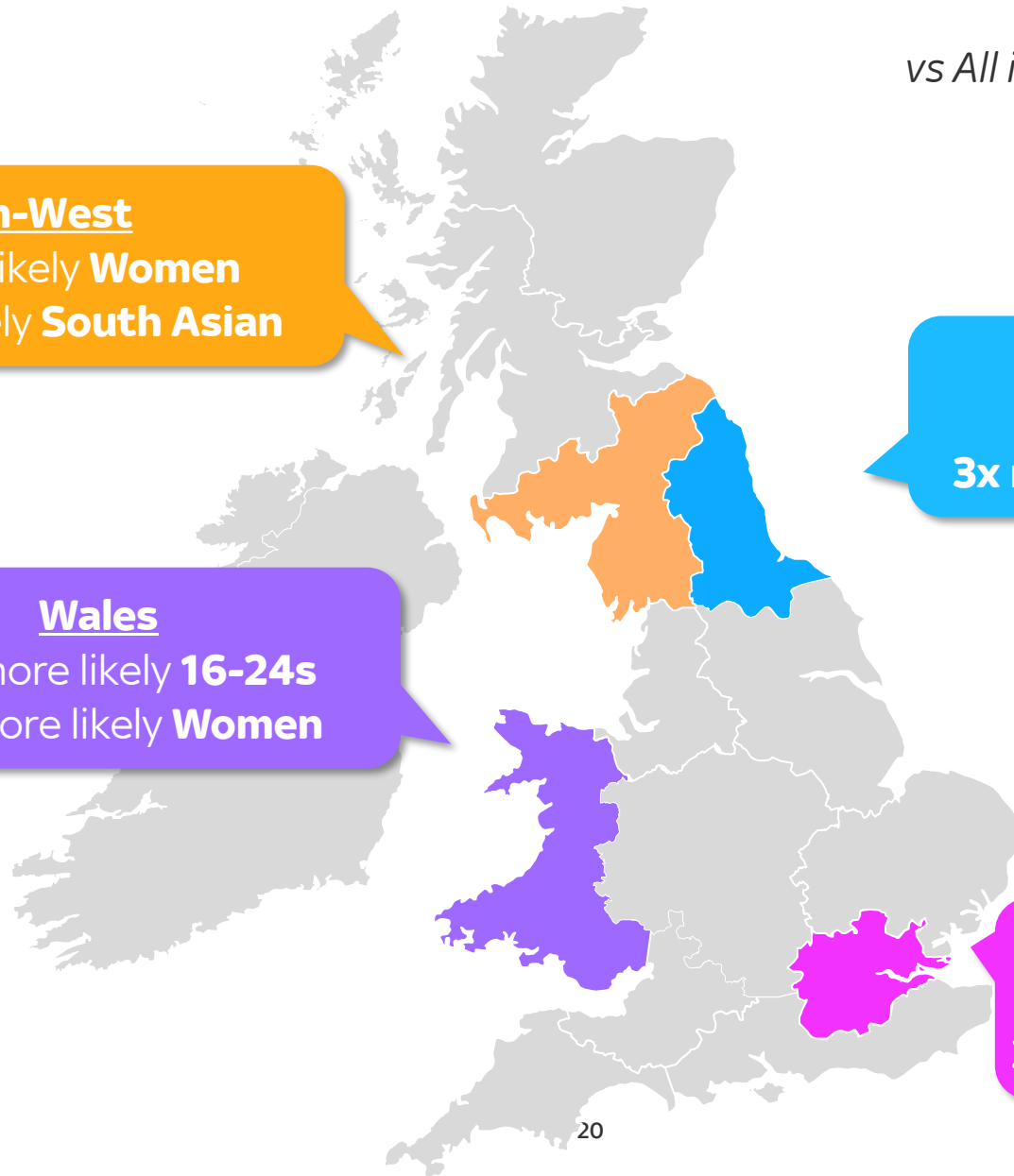
*vs All individuals PL viewing across UK*

**North-West**  
20% more likely **Women**  
75% more likely **South Asian**

**Yorkshire**  
40% more likely **16-34s**  
3x more likely **Mixed ethnicity**

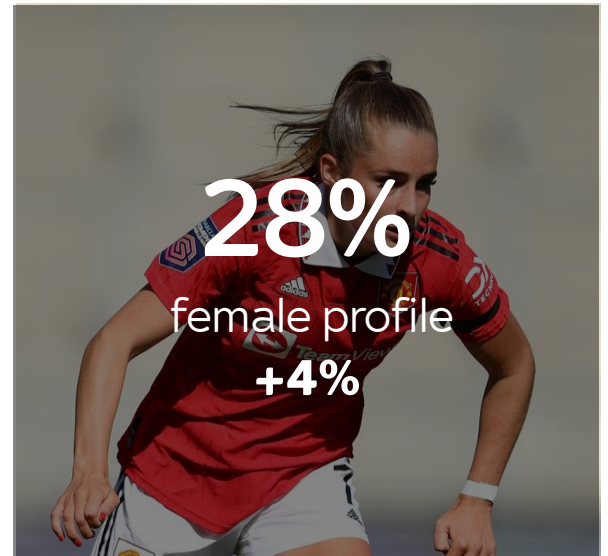
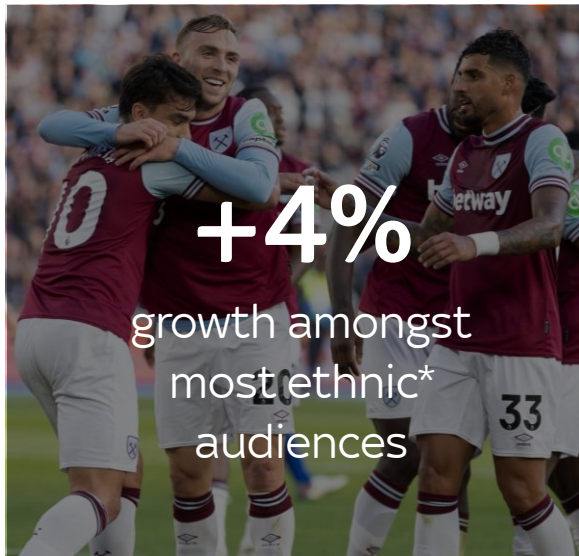
**Wales**  
75% more likely **16-24s**  
15% more likely **Women**

**London**  
30% more likely **16-24s**  
3-4x more likely **Black & Chinese**





# Fandom is more diverse than ever



And it is younger and more upmarket

i134

16-24

i131

25-34

i121

ABC1

i304

Personal Income

> £100k



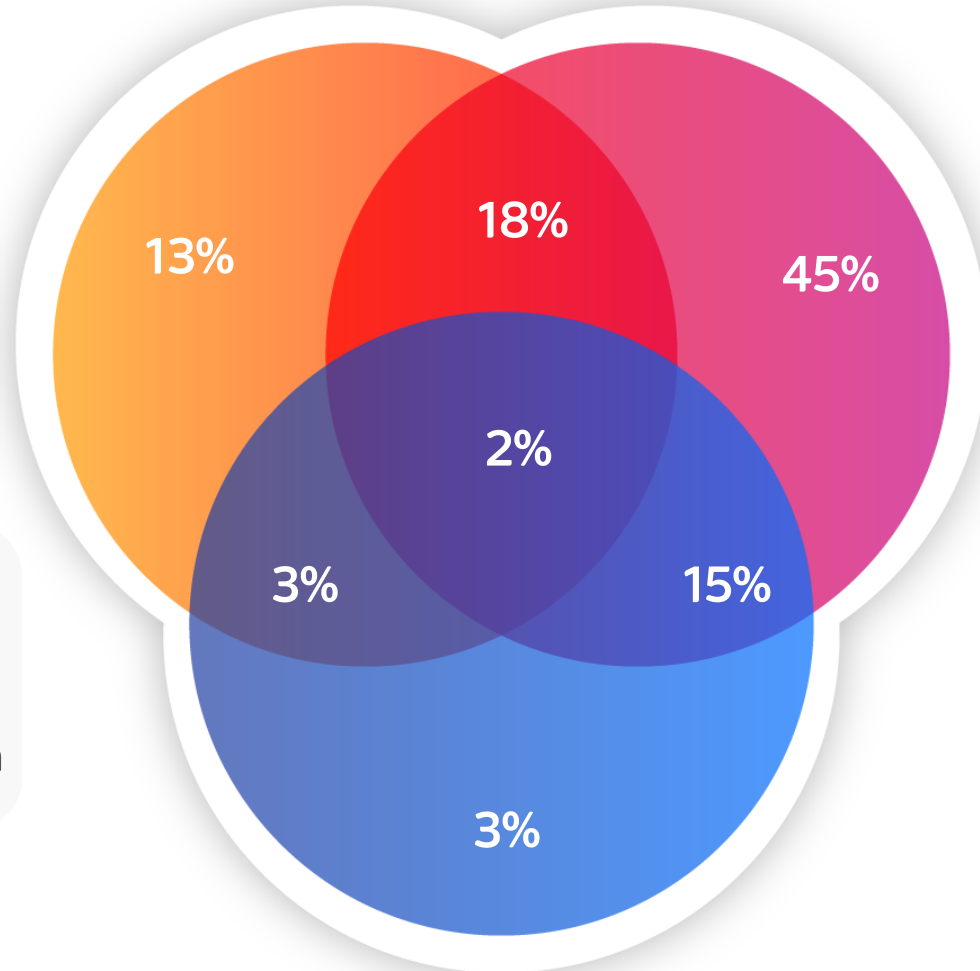
Younger fans are as focused on the players as the teams



# More fans are engaging on more platforms

**Linear**  
Sky Sports

**Online**  
SPP, Web, App, YouTube, X,  
Facebook, Instagram



**17m**

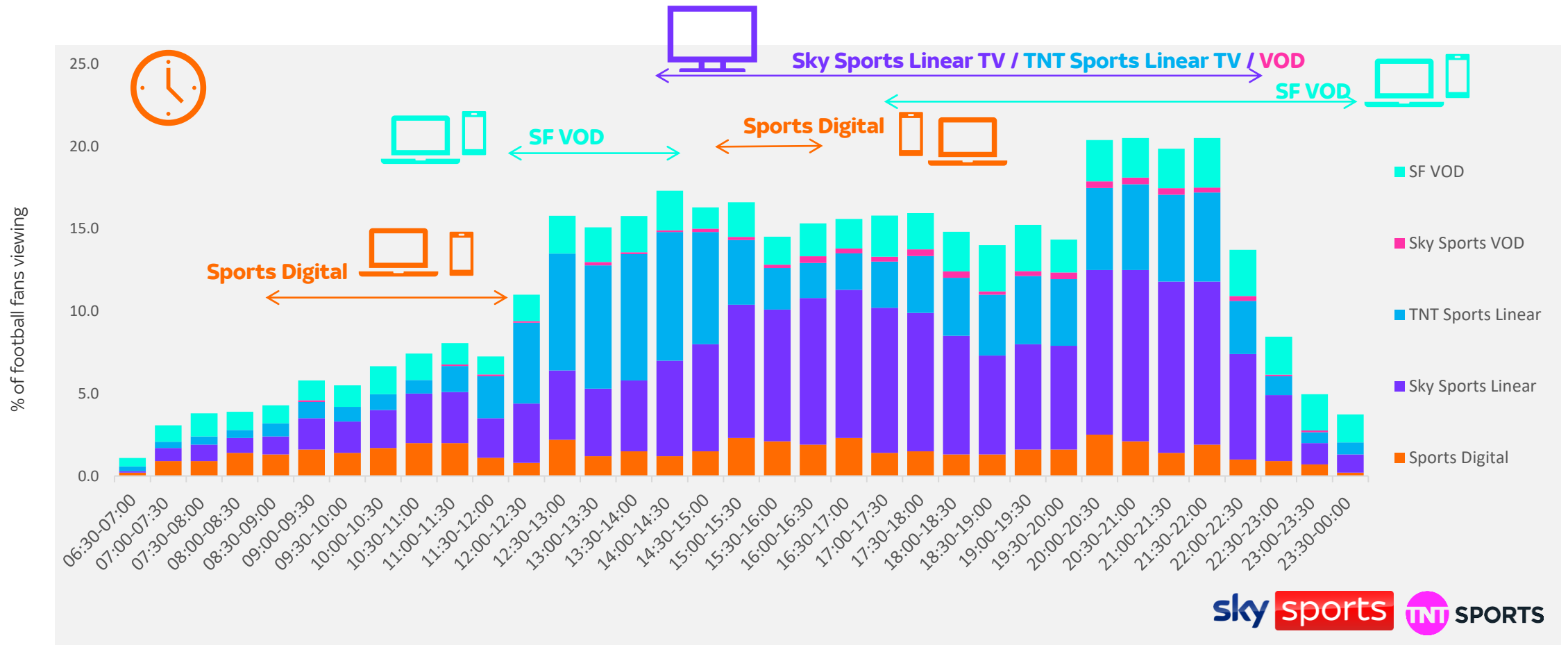
Adult Cross Platform Reach

**VOD**

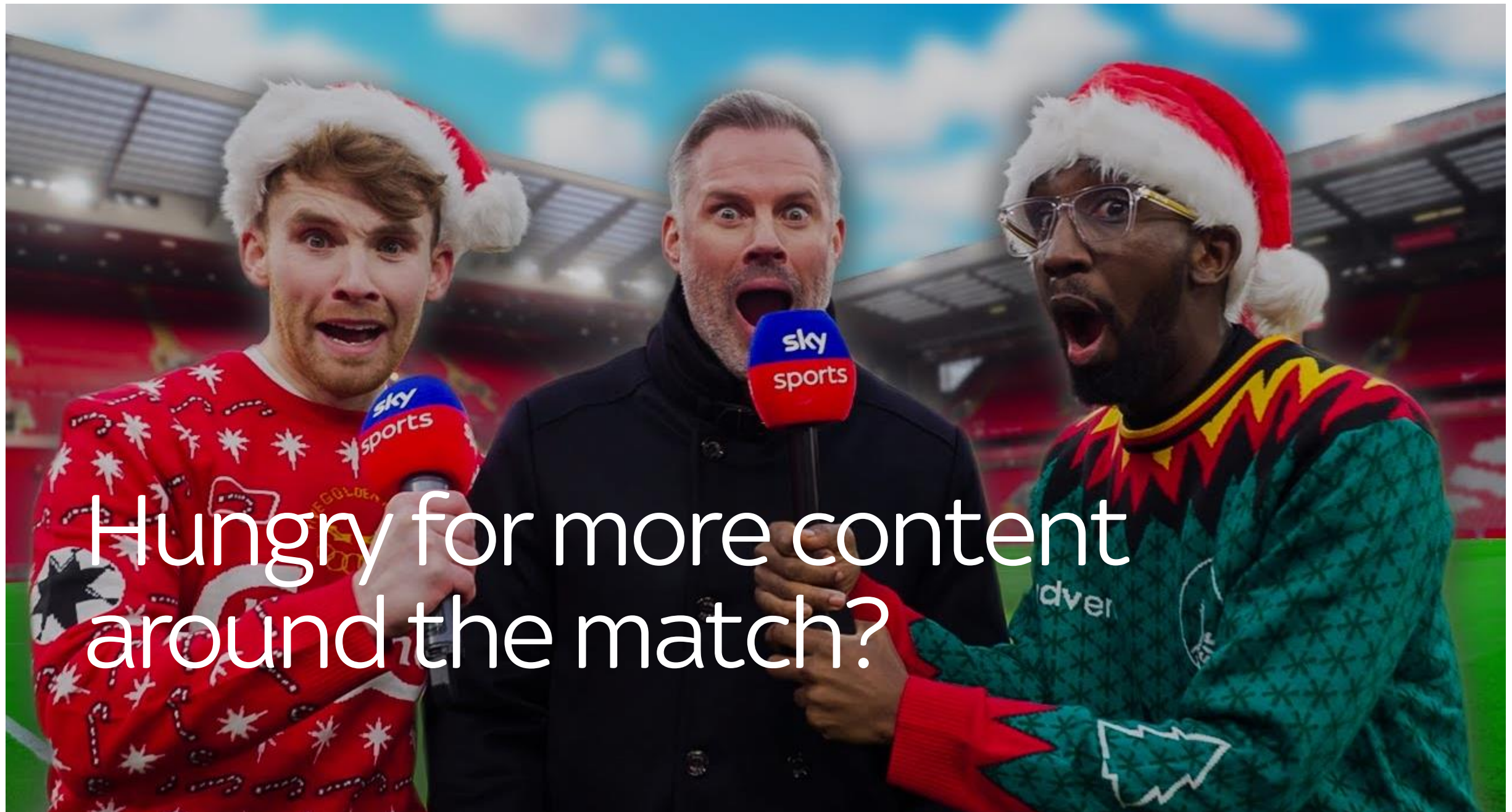
Sky On Demand, Sky Go, Now TV  
Virgin On Demand



# It's not just the 90 mins on TV, fans want to be connected before & after the match

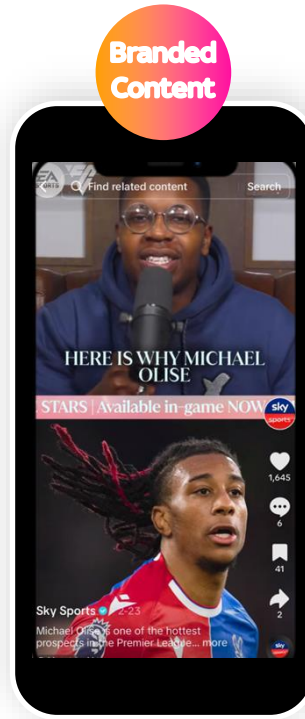
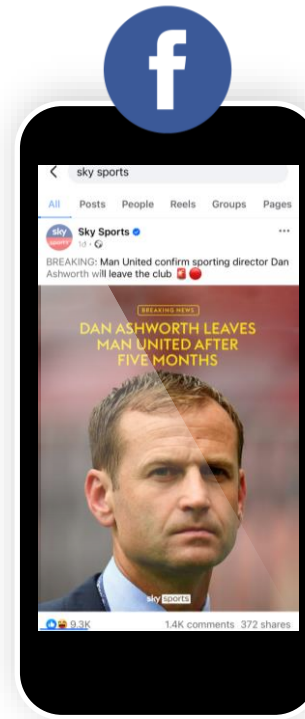
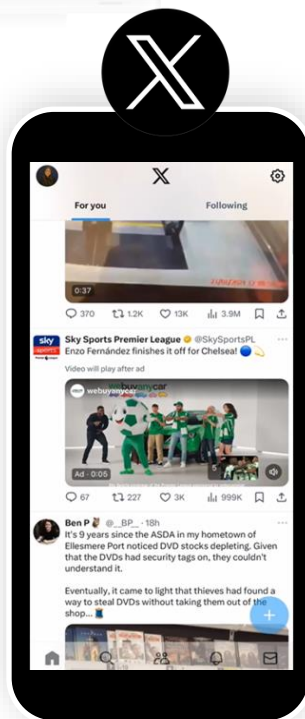
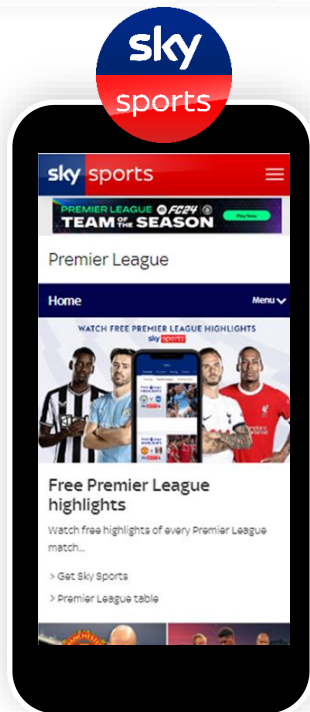
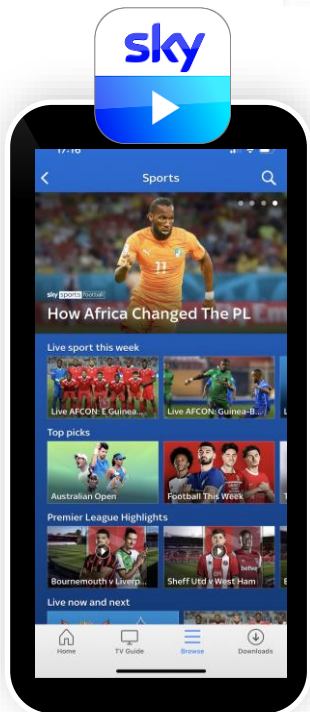


Source: Touchpoints 2024 | Base: 'I like to watch Football programmes on TV' | Digital: Seeking info on Sports on Internet | Linear: Watched Any Sky Sports Channel Live | Sky Sports VoD: Any Sky Sports Channel watched on TV Player/Catch-up | Watching Short Online Video Clips (Under 10 mins) via YouTube, TikTok etc. | Timeslots based on Any Day Saturday - Sunday Lines represent over indexes for platform vs. daily avg. | TNT Sports = (BARB/TechEdge)Sat Only (All Ads)



Hungry for more content  
around the match?









Premier  
League

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Connecting brand to  
football fandom



# Home of the Premier League,

3 decades & counting...



# Another massive year of Premier League

17.6m

Live Premier League Reach  
2023/24

+6%

sky sports

TNT SPORTS

16.1m

Live Premier League Reach  
2023/24

sky sports

9.3m

Live Premier League Reach  
2023/24

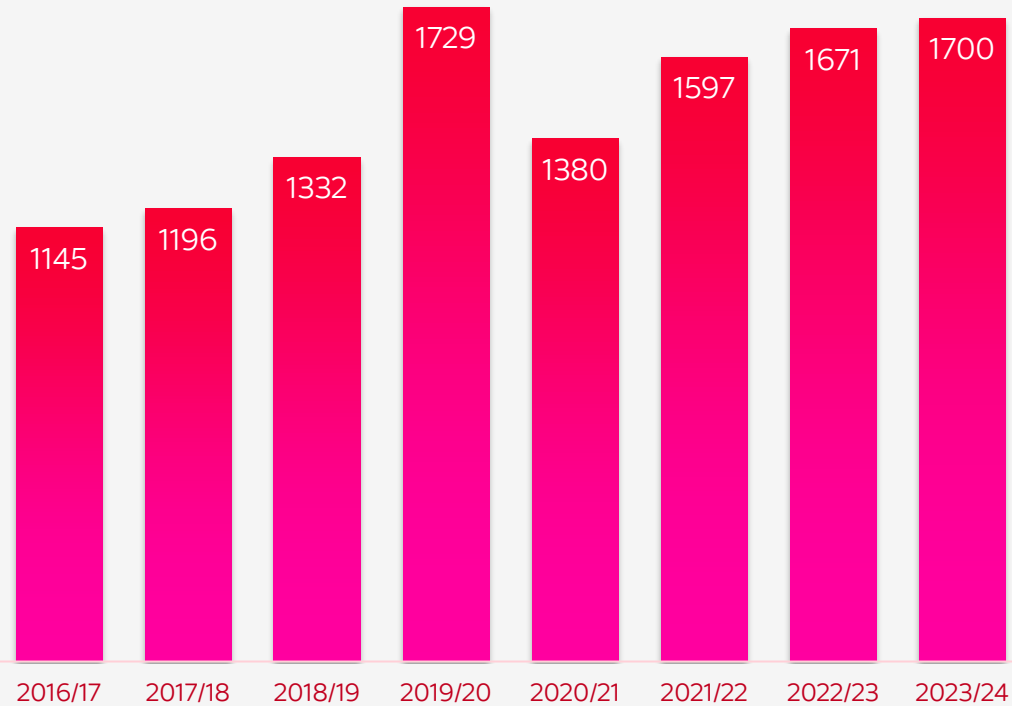
TNT SPORTS



# The Premier League is more popular than ever

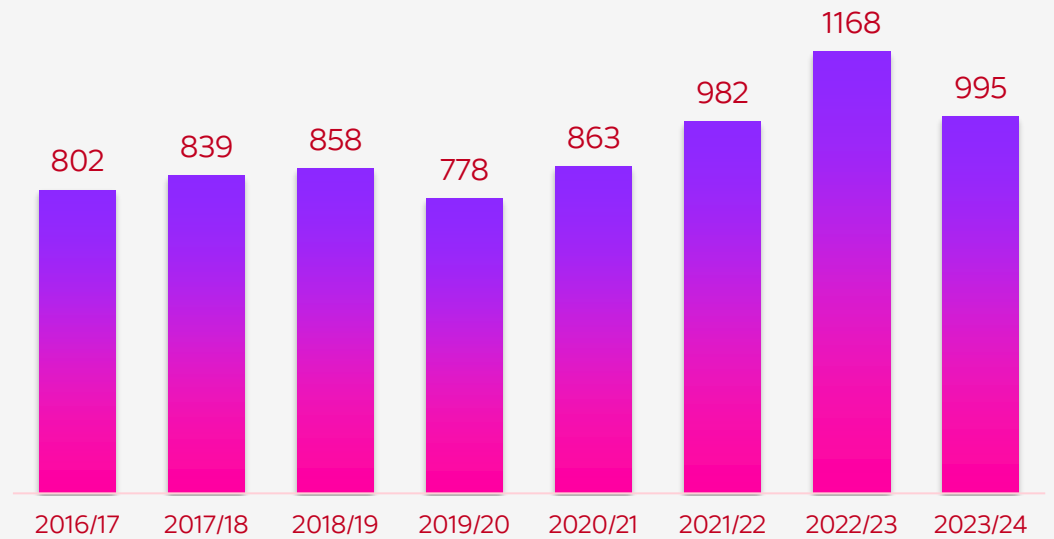
2019-20 affected by lockdown  
(some games on FTA Sky channels)

sky sports



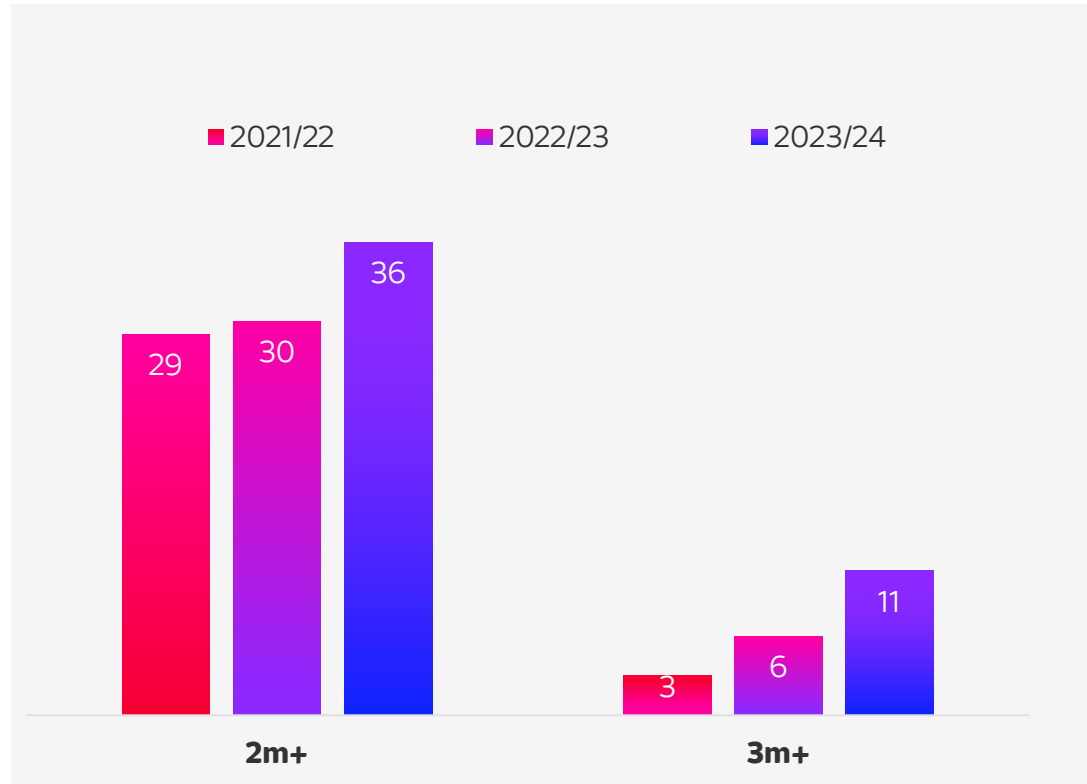
TNT Sports Re-brand saw the 2nd  
highest season for the channel

BT SPORT → TNT SPORTS

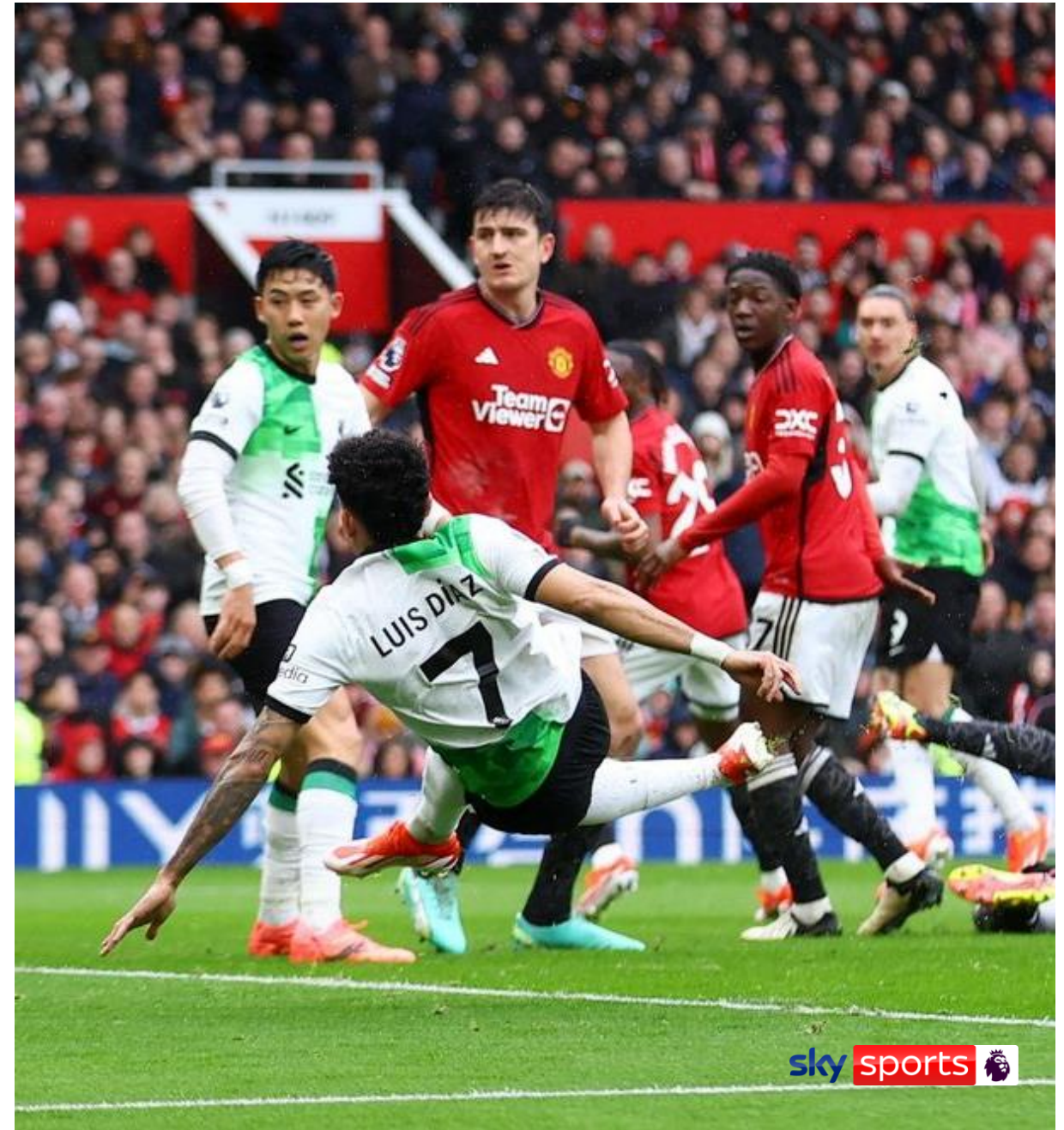


Source: BARB/TechEdge; Individuals aged 4+; Average audience based on match times; Full seasons to 2017-24 (Avg. 000s cumulatively added if games on same Network on same day and same time)

# Bringing bigger and better audiences to live broadcasts



Source: BARB/TechEdge; Individuals aged 4+; Average audience based on match times avg. 000s; 2021/22 - 2023/24 Full Seasons (Accurate to 3 decimal places) Sky Sports / TNT Sports (formerly BT Sports)





With more games than ever...

SKY SPORTS WILL SHOW 215 LIVE  
PREMIER LEAGUE MATCHES FOR  
THE FIRST TIME





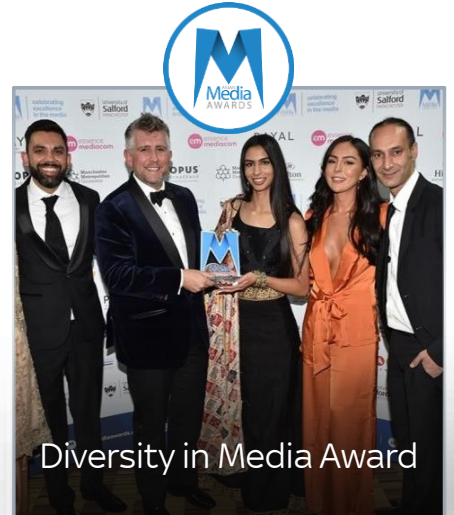


We are innovating within broadcast content





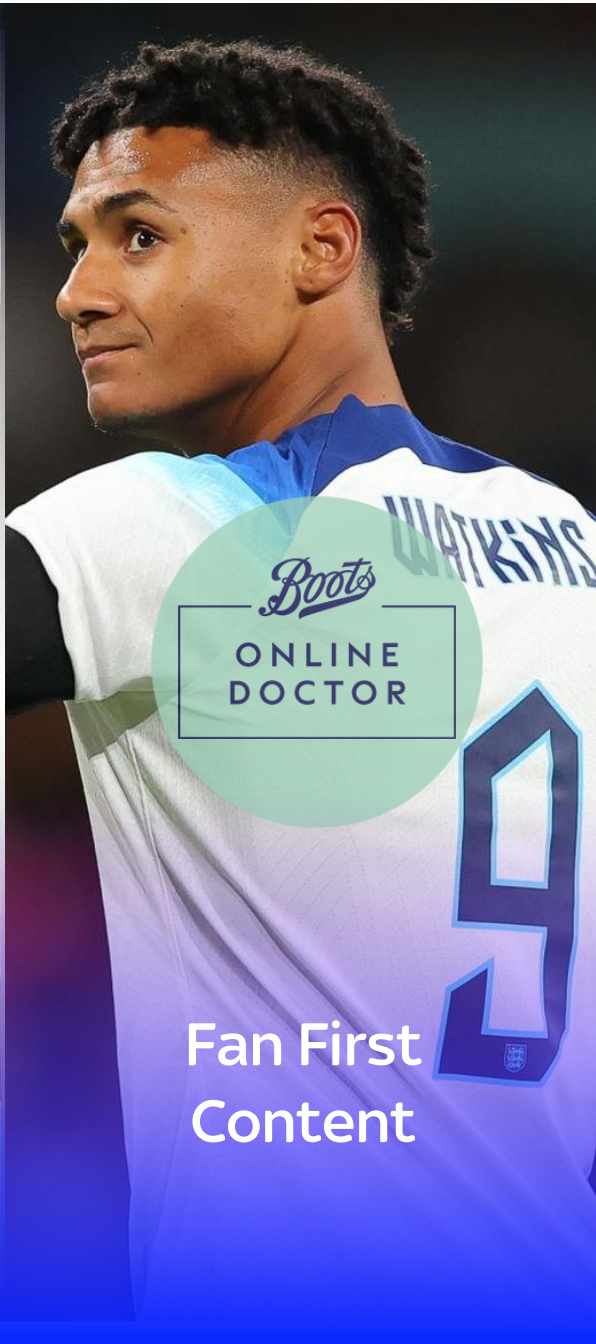
# Sky remains an authority in sport







Next to the  
Action



Fan First  
Content



Part of the  
conversation



Integrate in  
Broadcast



The Premier League is highly effective for brands,  
more so than any other sponsorship

+25%

Brand Knowledge

+56%

Talkability

▲  
6%

+38%

Consideration

▲  
12%

+30%

Likeability

▲  
10%

+26%

Advocacy

+53%

Purchase Intent

▲  
10%

+% change = Average uplift of Sky Sports Premier League sponsorships (non viewers vs viewers)



# Sky Sports Premier League 2025-29 - Packages

## Whistle-to-Whistle Sponsorship

Pre-chat  
Sponsor



W2W  
SPONSOR  
**1 - 25%**

Available



W2W  
SPONSOR  
**2 - 25%**

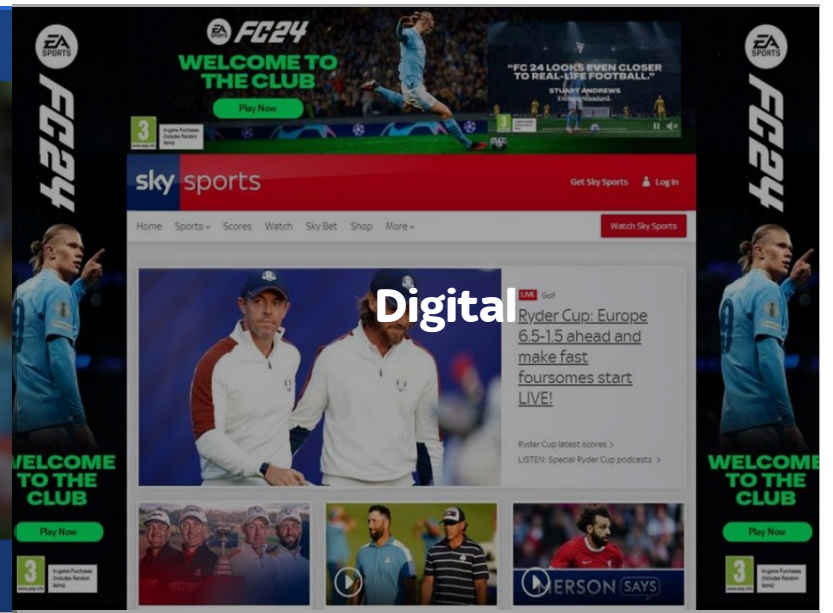
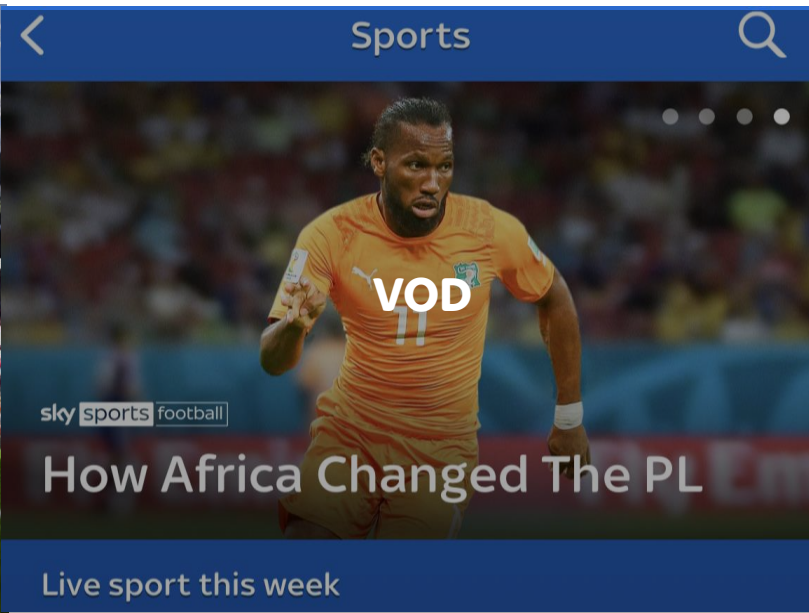
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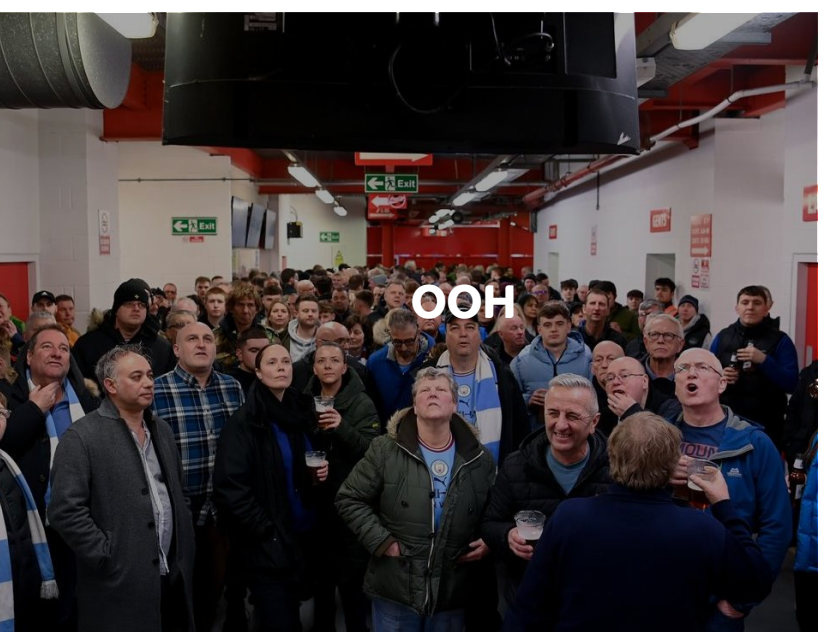
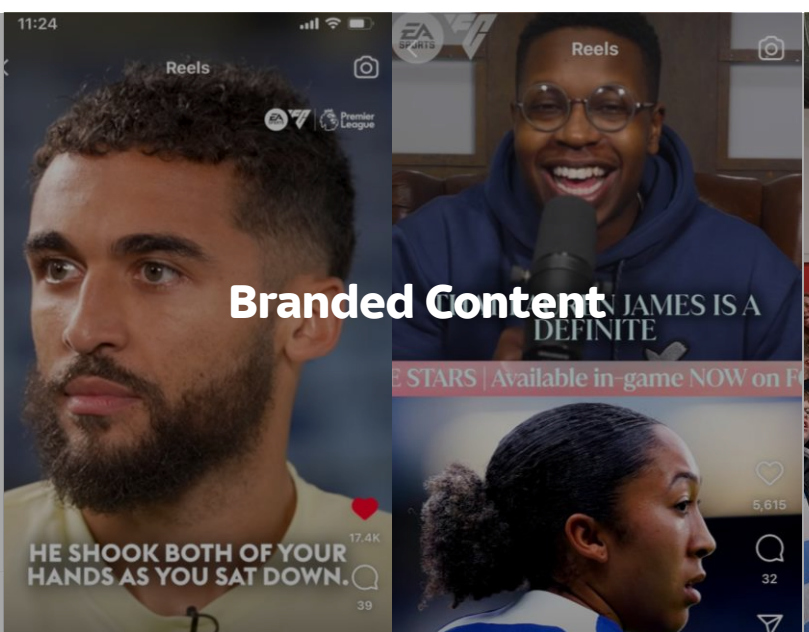
W2W  
SPONSOR  
**4 - 25%**

Post-chat  
Sponsor





## Sky Sports Premier League Sponsorship 2025-29





Lets hear from the panel about the  
changing shape of football



