






sky cinema premiere

 **TYPE**
Full channel
sponsorship

 **DATES**
12 months from 1st
January 2025

 **STATUS**
Available 1st
January 2025

 **INVESTMENT**
Available upon
request (UK-Only)



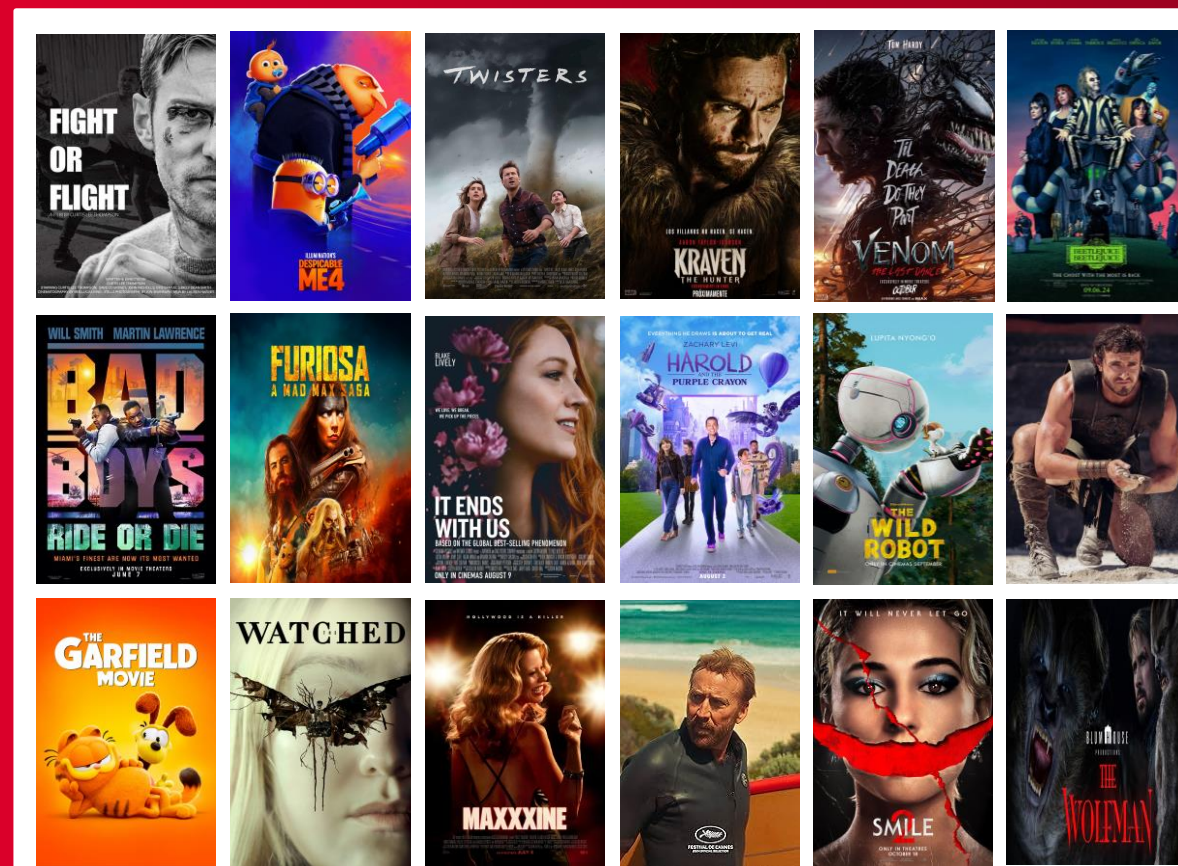
SPONSORSHIP

SKY CINEMA PREMIERE: THE HOME OF THE BLOCKBUSTER



Sky Cinema Premiere offers the definitive at home cinema experience with biggest and best premieres from the likes of Universal, Sony, Paramount, and Warner Bros, plus unmissable Sky Cinema originals! Sky Cinema subscribers are the ultimate movie fans, and in addition to the epic movie package, they now also get 2 x free Vue cinema tickets every month.

From Ryan Reynolds, Emily Blunt, Timothée Chalamet, Zendaya, Rebecca Ferguson, Sydney Sweeney and Ryan Gosling, Sky Cinema Premiere dazzles with Hollywood's top stars. We have films for ever fan... from giant monsters fighting each other on an epic scale in Godzilla x Kong, to a stuntman fighting to win back the love of his life in The Fall Guy and a musical reboots of the beloved classic, Mean Girls, Sky Cinema has something for everyone.



*scheduling subject to change. Sky Cinema Premiere is HFSS and alcohol restricted

sky cinema premiere



SPONSORSHIP

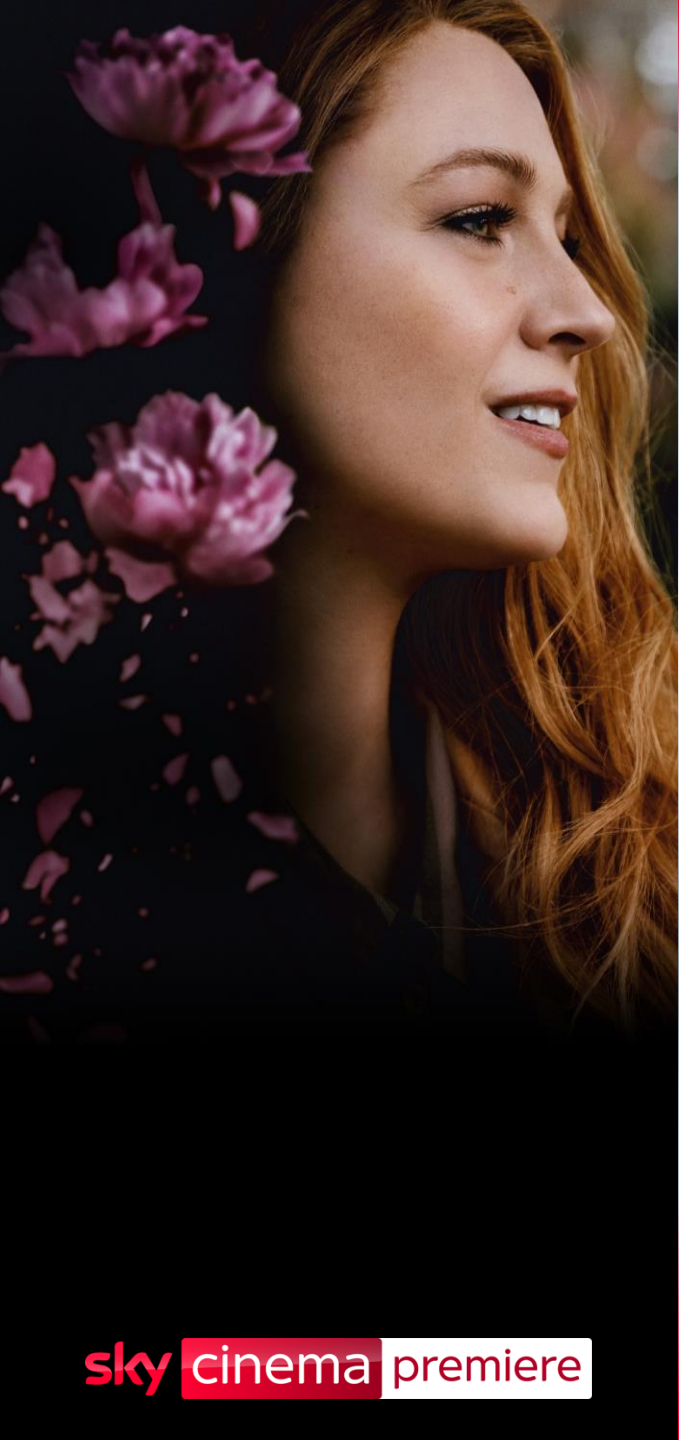
INVENTORY & ASSETS



Your 30" ident will play just before the film on linear and on demand (8.4m inds/ 4.3m ABC1 reach) across TV VOD, Sky Glass, Sky Stream, Sky Go and NOW, thereby capturing the audience when they are most engaged, positioning your brand closer to Sky's latest cinematic releases than any other advertiser.

We will further extend your reach with cinema-focussed short-form VOD across Sky Cinema YouTube. We also have a social extension which will re-inforce and amplify the sponsorship off the TV screen. In addition to this, your brand (subject to approval) will have the exciting opportunity to license the Sky Cinema Premiere logo at no additional cost, enabling the partnership to be brought to life off-screen too to further cement and promote your exclusive relationship with Sky Cinema. Please reach out for more information!

PLATFORM	PLACEMENT	ESTIMATED DELIVERIES
Linear	30" ident before the film on linear	37 x 30" equiv ABC1 TVRs
TV VOD & Sky Glass	30" ident before the film on TV VOD, Sky Glass and Sky Stream	18,291,458 x 30" equiv HH impressions
Sky Go	30" ident before the film to watch on the go with Sky Go	2,385,780 x 30" equiv HH impressions
NOW	30" ident before the film on NOW	5,504,553 x 30" equiv HH impressions
Short-form VOD	6 - 30" ad across short-form VOD	4,545,455 views
Social	Pre-roll Clip Alignment on YouTube and Facebook	3,750,000 views



SPONSORSHIP

AUDIENCE & INSIGHT



AN AFFLUENT AND ENGAGED AUDIENCE

Sky Cinema Premiere provides viewers with content worth paying for, thereby attracting a highly discerning and affluent audience. **60%** are ABC1 (vs a commercial avg of 44%), and **40%** more likely to consider themselves as having expensive taste.

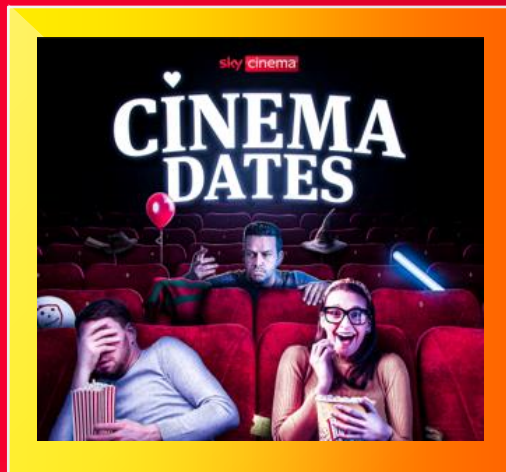
A PROVEN ENVIRONMENT FOR BRANDS TO MAKE AN IMPACT

With a passionate and highly desirable audience, Sky Cinema is proven environment for brands to create standout and awareness, drive fame, change brand perceptions and to shift customers further down the purchase funnel. Sponsors of Sky Cinema have seen Brand Consideration grow by **24%**, Talkability grow by **49%**, and Purchase Advocacy grow by **22%**.



SPONSORSHIP

ACTIVATION OPPORTUNITIES FOR ADDITIONAL INVESTMENT



Podcast Opportunities



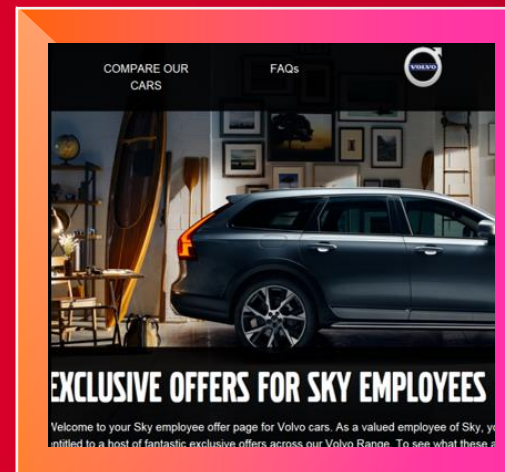
Exclusive Screenings



Events and Experiences



Competitions



Reciprocal staff offers



Bespoke Content Creation



SPONSORSHIP

Terms & Conditions: Sky Cinema



- 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. Social extension brand post integration and SFVOD video inventory is included within the package. ROI will run by default in the absence of another sponsor.
- Subject to brand approval, the 12-month channel sponsor would be licensed to use the Sky Cinema logo at no additional cost. However, Branded Content, Activation & Bespoke Digital Creative Solutions 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.