

SKYW

Discovery and Adventure on sky  & 



 TYPE
 Genre Sponsorship

 DATES
12 Months

 STATUS
Available from
8th April 2025

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DISCOVERY & ADVENTURE SPONSORSHIP



The Opportunity

Embark on a captivating journey through history and adventure with the combined power of Sky HISTORY and Channel 5's Discovery and Adventure programming. Together, these channels offer an unparalleled exploration of history's greatest moments and the world's most thrilling adventures, perfect for brands looking to align with content that inspires discovery.

Sky HISTORY's Discovery Package invites viewers to unearth fascinating global stories, while Channel 5 brings the excitement of far-flung travelogues and globally impactful documentaries. From Ben Fogle's race across the Antarctic to Ross Kemp exploring the depth of the ocean for treasure, your brand will sponsor programming that takes audiences on an unforgettable journey through time and across the globe.

Key Benefits

- **Contextual Relevance:** Align your brand with captivating shows like Sky HISTORY's *Ross Kemp: Deep Sea Treasure Hunter* or Channel 5's *Jane McDonald: Lost in Japan* to connect with viewers who are passionate about travel and exploration.
- **Engage with a Targeted Audience:** Connect with a dedicated audience of ABC1 Adults who are passionate about seeing the world and getting to know places, ensuring your brand reaches viewers who love finding out new things.
- **Front-of-Mind Awareness:** Achieve sustained visibility with strong presence in Channel 5 and Sky HISTORY's peak schedule

Audience Insight



Influenced by Advertising:
Channel 5 viewers (**i109**) and Sky HISTORY Viewers (**i178**) both see advertising as criteria of choice when booking holiday/ personal travel!



Travel content lovers:
Channel 5 viewers (**i143**) and Sky HISTORY Viewers (**i152**) usually watch travel/ holidays type of programming



Holiday-conscious:
Channel 5 viewers (**i128**) and Sky HISTORY viewers (**i112**) have talked about holiday and travel as key areas of interest in the last 12 months

Source: TGI Barb: TGB2407MO TGI GB 2024 July (viewers vs non viewers)

Content and Scheduling

Channel 5

- Approx 10 hours of peak discovery content a month
- 5 x 10" idents per hour

Channel 5 VOD

- 10" Idents

Sky HISTORY

- Approx 10 hours of peak discovery content a month
- 2 x 10" and 6 x 5" idents per hour

Sky HISTORY2

- Approx 7 hours of discovery content per month
- 2 x 10" and 6 x 5" idents per hour



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