



sky


Extraordinary Stories on sky 

Ross Kemp: Deep Sea Hunters



 TYPE
 Genre Sponsorship

 DATES
12 Months

 STATUS
Available from
8th April 2025

Contact Details
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EXTRAORDINARY STORIES SPONSORSHIP



The Opportunity

Sky HISTORY presents a unique chance for brands to partner with and sponsor **Extraordinary Stories**, a genre of programming that focuses on people, places and history. From pop legends and royals, to the history of Britain, we provide a chance to explore the world through a blend of biographical, cultural and even scientific storytelling

By aligning with Extraordinary Stories on Sky HISTORY, your brand can reach broad audiences & align with our A-List talent with shows such as **Greatest Heists with Pierce Brosnan & Ross Kemp: Shipwreck Treasure Hunter**. This sponsorship offers a distinctive opportunity to integrate your brand with premium content that we know viewers love.

Key Benefits

- **Always On:** A sponsorship with Sky HISTORY allows brands to have an 'always on' presence, granting you the opportunity to boost brand awareness and perception
- **Engaging Content:** The channels bring stories to life in a relatable and enjoyable manner which we know audiences love to tune into
- **Front-of-Mind Awareness:** Achieve sustained visibility with over **600 hours of content per month**, ensuring your brand remains top-of-mind for viewers over a 12-month period

Audience Insight



Influenced By Advertising:

Viewers are 20% more likely than the average to agree with the statement they notice products or brands that appear in TV programmes and films.



Premium Purchasers:

Viewers are 20% more likely than the average to agree with the statement that they choose premium rather than standard goods and services.

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

Scheduling & Accreditation

- Channels: Sky HISTORY & Sky HISTORY2
- Approx. **600** hours of content per month across both channels
- **2 x 10"** openers/closers and **6 x 5"** break bumpers per hour



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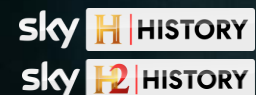


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Great Escapes with Morgan Freeman