



Olympus Has Fallen

SKY

**GREAT!** **GREAT!** **GREAT!** **GREAT!**  
movies action romance christmas

**TYPE**  
Movies & Christmas  
Linear Sponsorship

**DATES**  
12 Months

**STATUS**  
Available from 12<sup>th</sup>  
April 2025

**Contact Details**  
Dan Andrade-Lopez | Media & Content Partnerships Manager  
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# GREAT! movies Sponsorship

## Available for the first time in a decade

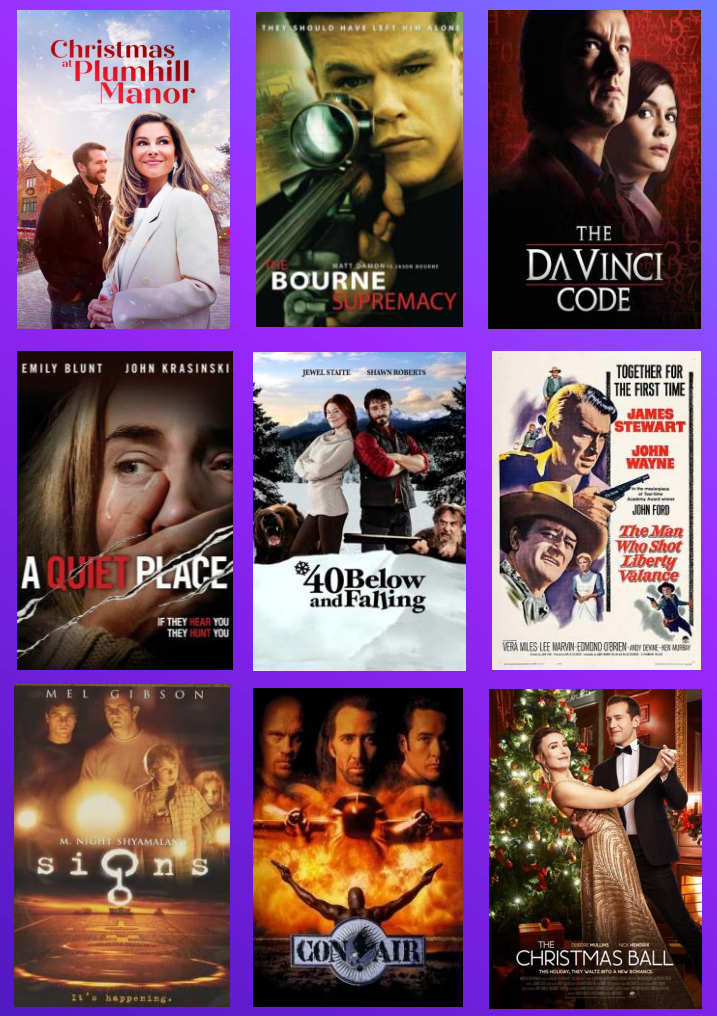
GREAT! movies sponsorship package allows viewers to discover a world of entertainment across four distinct brands: Movies, Action, Romance & Christmas. Whether you're in the mood for heart-pounding thrills like *The Da Vinci Code*, epic adventures like *Exodus Gods and Kings*, gripping dramas like *A Quiet Place*, or heartwarming romance *Maid in Manhattan*, there's a GREAT! movie to match. When the festive season kicks in, sit back and enjoy Narrative Entertainment's first original Christmas film, *Christmas at Plumhill Manor*, and a non-stop Christmas bonanza with GREAT! Christmas. Whatever you're in the mood for, the GREAT! movies package promises to have something for everyone and leave you wanting more!

## About the GREAT! channels

The GREAT! channels are free-to-air, 24-hour channels that broadcast non-stop entertainment. From classics to premieres, these channels have a range of vintage movies to Hollywood blockbusters. And just when you thought GREAT! couldn't get any better; GREAT! romance turns into GREAT! christmas in September, so you can get into the festive spirit!\*



## Example Programming



# GREAT! movies Sponsorship

## Key Benefits

### Always-on Presence

**3**

Free-to-air channels, 24/7, 365 days a year.

**1,855**

Hours per month across the channels.

**7.1M**

Average monthly Adult viewers across the 3 channels.

### Reach & Value

**28%**

Of all Adult viewers were reached in 2024 (c. 14M Adults).

**33%**

Of all ABC1 Adults 45+ were reached in 2024.

**£19m**

In media value was delivered in 2024 vs. ITV Adult CPTs.

### Drives Key Brand Metrics for Sponsors

**900%**

Increase in top-of-mind brand awareness for a previous sponsor.

**40%**

Of GREAT! viewers felt sponsorship increased talkability of the brand.

**3x**

Viewers were 3 times more likely to consider buying the product as a result of the sponsorship.

Source: Savanta 2023

## Our GREAT! Audience are...

- ❖ **Receptive to Sponsors:** Twice more likely to buy products from companies who do TV sponsorships (i.232).
- ❖ **Purchase intent:** 86% often look online before buying a product (i.114), and advertising helps them choose what to buy (i.168).
- ❖ **Quality Seekers:** 62% agree it's important to pay extra for quality goods.

Source: Touchpoints 2024



And So It Goes (2014)



# Why sponsor? (Research)

GREAT! GREAT! GREAT! GREAT!

movies

action

romance

christmas



Brand Awareness

900%

Increase in top-of-mind brand awareness compared to pre-wave



Likeability

14%

Increase in likeability of previous sponsor



Recommendation

12%

Increase in likelihood to recommend previous sponsor to family or friends



Knowledge

33%

Average increase in knowledge compared to pre-wave



Talkability

16%

Increase in talkability of previous sponsor



Purchase Intent

3x

Viewers are 3x more likely to consider purchasing the brand compared to pre-wave



# GREAT! movies Package

## Scheduling & Accreditation

- GREAT! movies: 09:00-05:59 daily.
- GREAT! action, romance\* & christmas\*: 09:00-04:59 daily.
- Approx. 1,855 hours of sponsored content each month.
- Approx. 2 x 10" and 6 x 5" sponsorship credits per hour.
- Opportunity for logo inclusion in channel promos.

Source: TechEdge: GREAT! MOVIES, GREAT! ACTION & GREAT! ROMANCE 2024.

Sky requires a signed contract prior to the campaign live date. Failure to comply will result in delayed transmission and may negatively affect campaign delivery.

\*GREAT! Romance becomes GREAT! Christmas during the festive period, exact dates TBC.

**GREAT! GREAT! GREAT! GREAT!**  
movies | action | romance | christmas

**Media Value:**  
**£11.7m gross**  
**vs. ABC1 ITV**  
**Station Price**

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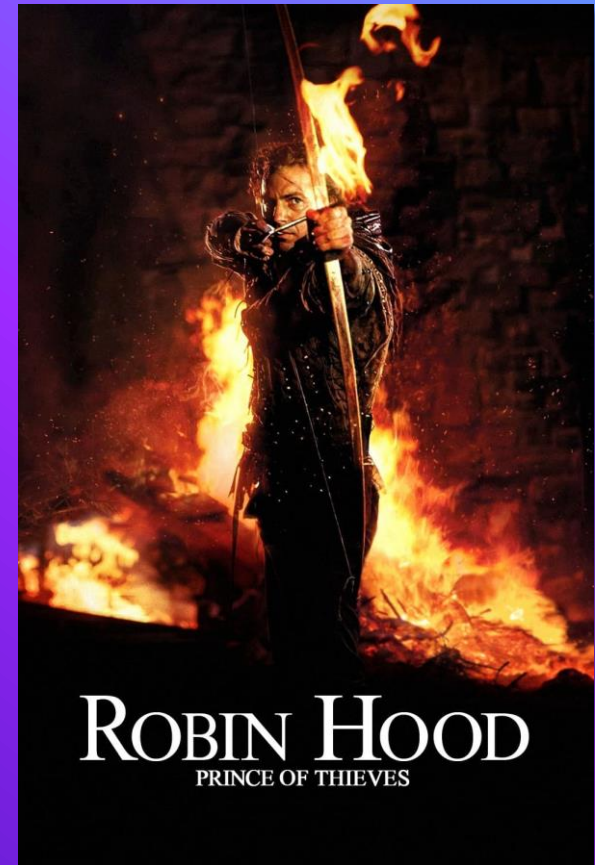
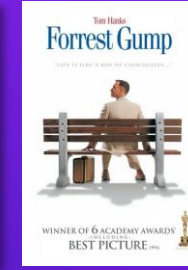
**STATUS**  
Available from 12<sup>th</sup>  
April 2025

Can't decide what to watch? Don't know which genre you want? Well look no further, because **GREAT! movies** has something for everyone.

GREAT! movies offers a diverse selection of films, catering to a wide range of tastes and preferences. From blockbuster hits and contemporary favourites to cult classics and critically acclaimed indie films, GREAT! movies provides an ever-changing mix of cinematic entertainment. The channel covers all genres, including romantic comedies, action-packed thrillers, summer blockbusters, and more.

Choose from your favourite Hollywood superstars like **Brad Pitt** and **Julia Roberts** in *The Mexican*, **Adrien Brody** in *American Heist*, or **Samuel L. Jackson** and **John Cusack** in *Cell*.

### Example Programming



*Robin Hood: Prince of Thieves* (1991) was the top performing movie on the channel in 2024, reaching **1.4M Adults**.

### Scheduling & Accreditation

- GREAT! movies: 09:00-05:59 daily.
- Teleshopping 06:00-08:59 daily.
- Approx. 640 hours of sponsored content each month.
- Approx. 2 x 10" and 6 x 5" sponsorship credits per hour.

Jason Momoa  
Braven (2018)

# GREAT! action

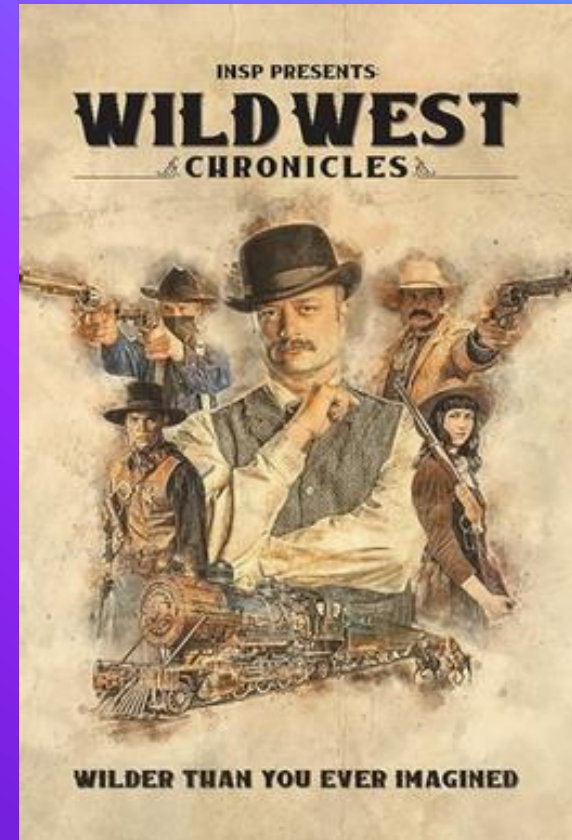
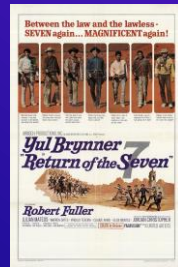
**GREAT!**  
action

Do you want to see epic adventures, gob-smacking fight scenes, and all-out drama? **GREAT! action** is the answer.

GREAT! action the TV channel dedicated to delivering high-octane entertainment. It features a thrilling lineup of action-packed movies and series, showcasing legendary action stars from **John Wayne** and **Gary Cooper**, to **Jean-Claude Van Damme** and **Dolph Lundgren**.

With iconic Westerns and war dramas, modern action thrillers and selected classic series, GREAT! action takes viewers straight to the heart of the action. Whether you're a fan of intense shootouts, epic battles, or high-stakes adventure, GREAT! action will keep you on the edge of your seat.

## Example Programming



## Scheduling & Accreditation

- GREAT! action: 09:00-04:59 daily.
- Teleshopping 05:00-08:59 daily.
- Approx. 610 hours of sponsored content each month.
- Approx. 2 x 10" and 6 x 5" sponsorship credits per hour.

*Wild West Chronicles* was the top performing programme on the channel in 2024, reaching **1.5M Adults**.



Sealed with a Kiss (2015)

# GREAT! romance/christmas

**GREAT!**  
romance

**GREAT! romance** is dedicated to bringing viewers a delightful mix of romantic films, from heartwarming love stories to charming romcoms. The channel features a variety of movies that celebrate love in all its forms, providing a perfect escape for those who enjoy tales of romance and happy endings

Every year, starting in **September**, GREAT! romance transforms into **GREAT! christmas**, running until **January**. During this period, the channel offers a festive line-up of Christmas-themed movies, ensuring viewers can get into the holiday spirit early. From classic holiday romances to new festive favourites, GREAT! christmas delivers non-stop seasonal cheer and heartwarming stories. In 2024, GREAT! christmas commissioned its first original film, *Christmas at Plumhill Manor*, starring *Hollyoaks'* and *Home & Away's* Kyle Pryor and Maria Menounos .

## Example Programming



## Scheduling & Accreditation

- GREAT! romance: 09:00-04:59 daily.
- Teleshopping 05:00-08:59 daily.
- Approx. 610 hours of sponsored content each month.
- Approx. 2 x 10" and 6 x 5" sponsorship credits per hour.



*Christmas at Plumhill Manor* (2024) was the top performing movie on the channel in 2024, reaching **585K Adults**.