



Movie Magic with Sky Cinema: Sponsorship Proposal

Available 1st May 2025

Wicked
sky cinema

Agenda

- 1 Sky Cinema Proposition: “You only get this from a Movie”
- 2 Why Partner With Sky Cinema?
- 3 Movie Magic with Sky Cinema: Sponsorship Proposal
- 4 Sky Cinema Partner Extension & Activations
- 5 Sponsorship Ts&Cs

Sky Cinema Proposition
You only get this from a movie...

Sky Cinema understands the importance of film better than anyone else.

*We know that in a noisy world, there are times when only a movie will do.
They capture our imagination. And steal our hearts.*

*Only a movie gives you the full rollercoaster ride, in one sitting.
They make us laugh, cry – and laugh until we cry.
The characters we fall in love with. The worlds we wish we could visit.
The iconic moments that leave a mark on you. The ultimate escapism.
You only get that from a movie.*

*And then there's the moments movies create in our lives.
Friday night, phones down. Snuggles on the sofa.
You only get that from a movie.*

*We're fans too – we get it.
That's why Sky Cinema is your go-to destination
for those moments when only a movie will do.*

You only get this from a movie...

At Sky Cinema we have more blockbusters than anywhere else.






























I hope you are sitting comfortably and have switched off your phone. The movie is about to start.

We are delighted to present to your brand the opportunity to get closer to over 1,000 movies on Sky Cinema than any other advertiser.

**Sky Media Presents: Movie Magic with Sky Cinema.
You only get this from a movie.**



Sky Cinema's 2025 blockbusters

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Q1			Q2			Q3			Q4		
											
											
											

2025 Original Films

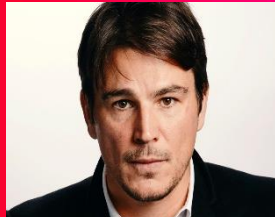
Sky Cinema, is the home of Sky Original films.

All the action, drama and laughs, straight from the studio to you on your sofa – exclusively acquired or produced by Sky.



Get Away

10 January



Fight or Flight

21 Feb



Sneaks

28 March



Cleaner

4 April



Grow

October



Nuremberg

November



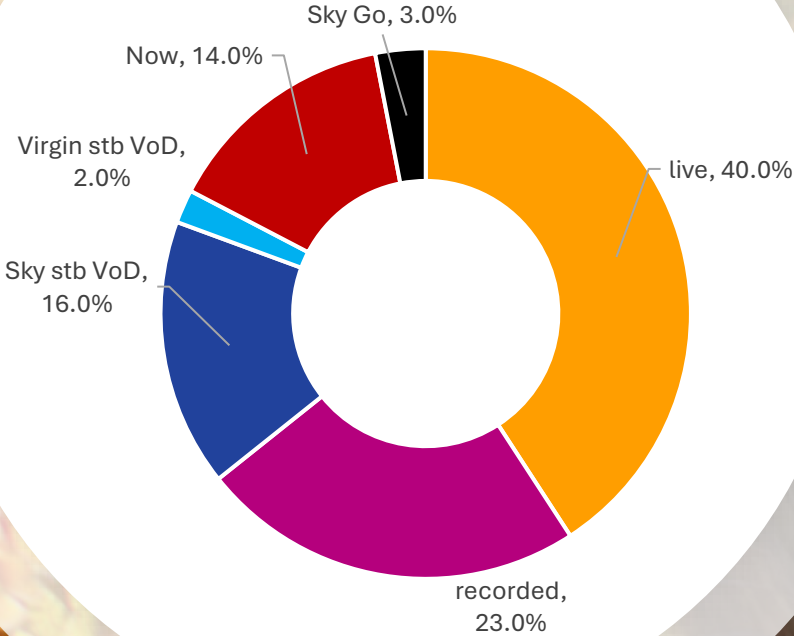
Panto

End Nov/Dec

Why Partner with Sky Cinema?

Reach the Sky Cinema audience wherever they get their movie fix...

Share of platform viewing
Sky Cinema Channel Sponsorship



Source: BARB / Tech Edge online panel all Inds , based on all Sky Cinema channels excluding Premiere, Animation, Family, 3+ min reach (all data within 28 days of broadcast) – 2024 FULL YEAR

You only get this from a Movie:

Sky Cinema VOD viewers are even more absorbed by their content than other genres...

Higher
Absorption

Platform Absorption



Source: Differentology 2024

Each platform is indexed against the 'total viewing' average

Absorption is calculated as an average of Focused, Engrossed, Captivated, Passionate, Memorable scores

116

Sky Cinema

Adsorption score across
all platforms, whilst the
Film genre scores 110

Reaching a Premium & Engaged Audience

Sky Cinema Viewers Insights



Sky Cinema viewers are more likely to be high earners (i.122)



Sky Cinema viewers are more likely than average to be HPCH (i.130)



Sky Cinema viewers find advertising influences their purchases (i.125)



Sky Cinema viewers value quality and paying extra for it (i.102)

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For more category specific insights, please get in touch!



+22%

Advocacy



+19%

Brand Knowledge



sky cinema

is proven to
boost brand
metrics over
time



+49%

Talkability



+24%

Consideration

Movie Magic with Sky Cinema

Available: May 2025

Movie Magic with Sky Cinema: You only get this from a Movie

Creating a Premium
association with...



Sky Cinema:

30" pre-roll ident before
every film, only available
through sponsorship
inventory on linear and VOD

Reaching a wider Sky
Subscriber base
with...

sky showcase

MOVIES24

All Sky Homes:

20" pre-roll, with 10" mid-
rolls and closers, with
more reach and
frequency

Digital & social to
reach movie fans
beyond TV...



Media Amplification:

In partnership brand
messaging, with key
sales and brand
attributes

A Sky Cinema licensing agreement is included throughout the deal period

Reinforce, Re-Target and Amplify Your Campaign Through Digital and Social



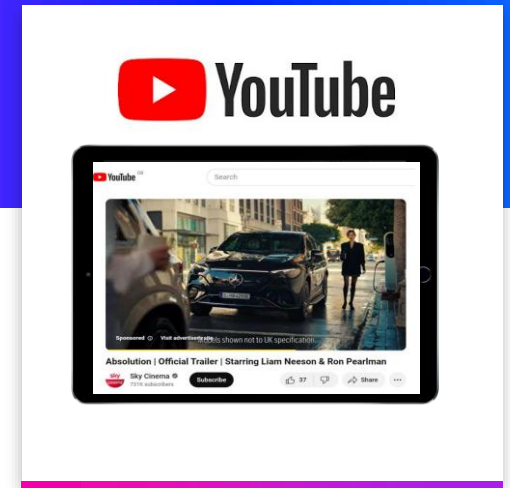
Social:

Reach Sky TV audience whenever they're away from the TV across exclusive, influencer-led content we know our audience loves



Sky Advance:

Amplify your TV campaign by extending your reach online to reinforce your message to those who have, to give additional frequency or a different message.



Short-Form VOD:

Align with exclusive movie content on exclusive Sky and NBCU owned YouTube clips. Using trackable advertising with CTAs across Sky content, making your messaging all-encompassing.

Movie Magic with Sky Cinema: Sponsorship Proposal

12-month Sponsorship: Available May 2025

309.6

ABC1 Ads 30" equivalents

10m

ABC1 Ads
Linear Reach

11.7m

ABC1 Ads
Cross-platform Reach*

43k

Number of sponsored
film playouts

35.3m

30" equiv HH imps

35%

ABC1 Ads
Linear Reach

40%

ABC1 Ads
Cross-platform Reach*

97k

Number of sponsor
idents, across 11
channels

Mission Impossible: The Final Reckoning

*Includes modelled audience based on linear added to incremental ABC1 Adult reach including set-top box, VOD, Sky Go, Now. Does not include Sky AdVance, SFVOD or Social Inventory. Tracking will still be monitored across linear estimations.

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Movie Magic with Sky Cinema: Media Amplification

12-month Sponsorship: Available May 2025

4,125,000

Social Guaranteed Views

3,437,500

30" AdVance Guaranteed Impressions

OR

4,545,455

SFVOD Guaranteed Impressions

Lee

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Movie Magic with Sky Cinema

Partnership Extension & Activations

Movie Magic with Sky Cinema: activated through the funnel

Awareness

Linear Idents

VoD Idents

SF VoD

Sky Cinema Premiere and Genre channels

Big screen, Sky Go, NOW, Glass, Stream

Clipped Short Form video on digital screens

Consideration

Smart Idents

Licensing of Sky Cinema IP

Social Content

Idents targeted to different households based on their demo

Use of the Sky Cinema Brand

Social content

Conversion

Adsmart

Advance

Performance

Different ads shown to different households

Online targeting based on tv viewing

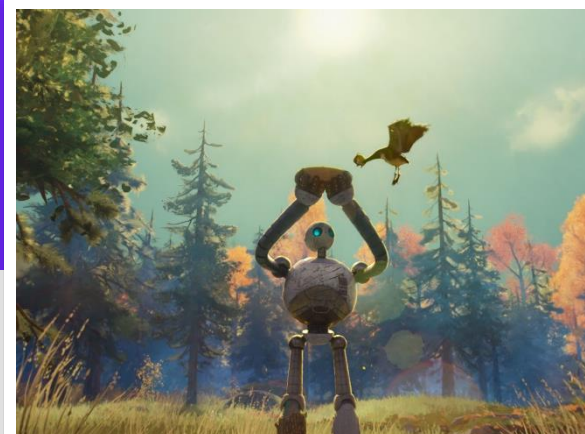
Extend your Sky Cinema partnership with Sky Media...

The logo for 'Great! movies' is displayed on a dark purple rectangular background. The word 'GREAT!' is in a large, bold, white sans-serif font, with an exclamation mark. Below it, the word 'movies' is in a smaller, white sans-serif font, enclosed within a white rectangular border.

Extend your reach with a channel
partner sponsorship using Great!
Movies or Channel 5



Paramount+ VOD extension
opportunity



International Sponsorship to
extend your reach into
Germany and Italy

Or Activate your partnership with Sky Cinema Partners...



Activation, Sky VIP, product placement and bespoke screening opportunities



IP Licensing to further enhance the partnership



DCM Cinema Gold Spot Partnership Opportunity

Sponsorship Ts&Cs

Next Steps and Terms & Conditions

- The sponsorship is available from 1st May 2025.
- Estimated linear ratings are modelled from average programme TVR.
- This sponsorship excludes Family, Animation, Select and Sky Cinema Christmas pop-up channels. Please ask your sales lead for any information on Family Movies proposal in market, whilst Christmas will be available from H2.
- TV VOD, Sky Glass, Sky Go and Now VOD household impression estimates are based on 100% viewability. Impression estimates are based on 100% viewability.
- Proposal Investment includes UK sponsorship on Sky on linear, TV VOD, Sky Go VOD and NOW VOD. Providing an offer is at asking price level Sky Media agree to include the licensing of the Sky Cinema logo and branding at no additional cost, but every use and brand is subject to marketing approval on a case-by-case basis.
- There is the opportunity to extend the sponsorship to include ROI linear & VOD for additional investment.
- In the event a brand wants to offer on UK only, the brands linear sponsorship creative will still be transmitted in ROI until such a time as the sponsorship is sold separately in this territory. In the event a brand wants to offer on the UK only the Sky Media Ireland team reserve the right to sell the sponsorship in ROI to any brand, including competitors.
- 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. In the event a sponsor is unable to, or not interested in exploring PP, Sky Media reserve the right to work with other non-competitive brands as PP partners.

