

sky media



Connections Mean Everything



Access All Areas:

Why Sport is Every Brand's Playing Field

# Sky Media connects brands with passionate audiences through the power of sport



Sky Media is the undisputed home of sport in the UK



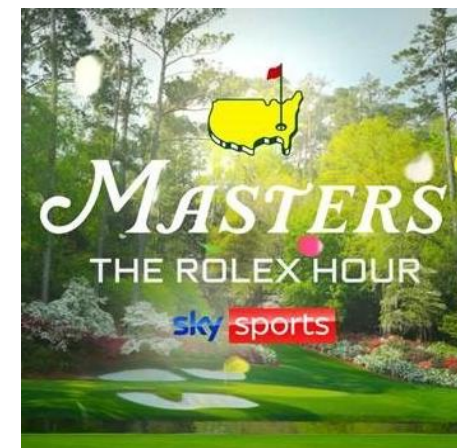
Sky Media's sports content is more popular than ever before

## The Sports Marketplace

sky sports TNT SPORTS

[skymedia.co.uk/smp](https://skymedia.co.uk/smp)

Sports advertising is more accessible



Sports advertising and partnerships deliver impact

# The undisputed Home of Sport



sky sports

TNT SPORTS



# World-class sports rights secured for the long term



# TNT SPORTS

## Premium Portfolio

TNT SPORTS DELIVERS YEAR-ROUND IMPACT ACROSS BROADCAST, DIGITAL AND SOCIAL — POWERED BY PREMIUM RIGHTS— CONNECTING WITH HARD-TO-REACH, HIGH-VALUE AUDIENCES WHEREVER THEY ARE.



# Scale

Ffibi Barnitt – Sponsorship Activation Manager





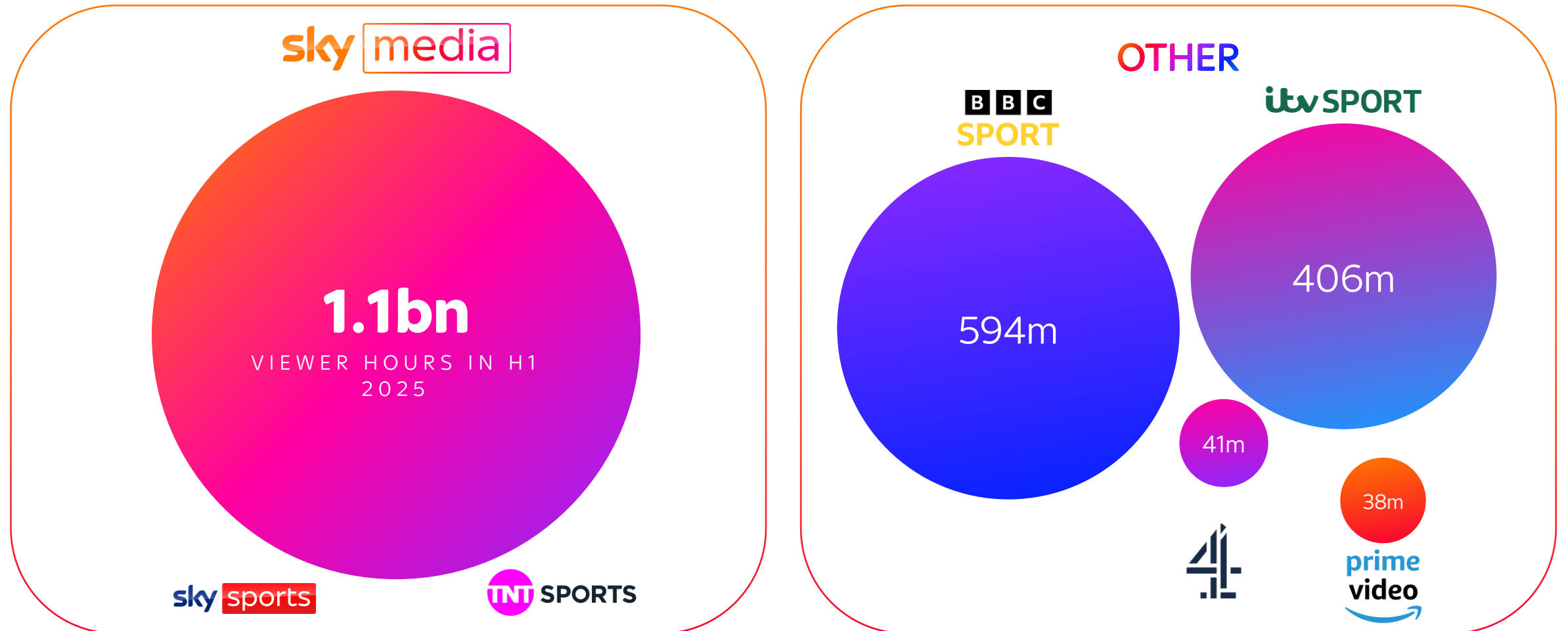
# 24m

sky sports

TNT SPORTS

\*Monthly reach

# Our Sports channels attract the most viewer hours to live sports programming in the UK



Source: BARB, viewing hours to live sport programmes on TV (live +2 mins) all Inds 4+



# Strength across a wide range of sports



18.7m

Monthly adult reach

Football



10.2m

Monthly adult reach

F1



7.5m

Monthly adult reach

Golf



4.6m

Monthly adult reach

Cricket



A golfer in a blue shirt and white cap is kneeling on a green, celebrating with his head tilted back and mouth open. A yellow flagstick is visible on the left. In the background, a crowd of spectators is blurred.

**7.5m**

Viewers

**19%**

Share of total TV viewing

**Record-breaking  
Masters Sunday**

**1.3m**

Average audience

**39%**

Share among U35s

sky sports



# Record audiences for European finals on TNT Sports



4m

Highest ever viewing for  
Europa League final on  
TNT Sports



428k

Record audience for  
Women's UCL on TNT Sports



1.9m

2nd highest Europa  
Conference viewing on  
TNT Sports





**21m**

Hours of Women's  
Sport watched in 2024  
(+9%yoy)

**32%**

Growth in female  
viewing to the PL in the  
last 5 years

**54%**

Female viewing to  
Tennis content

**28%**

Female Sky Sports and  
TNT Sports (+4%)





Making  
Sport  
More  
Accessible  
Than **Ever**



Access



sky media



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# The Sports Marketplace

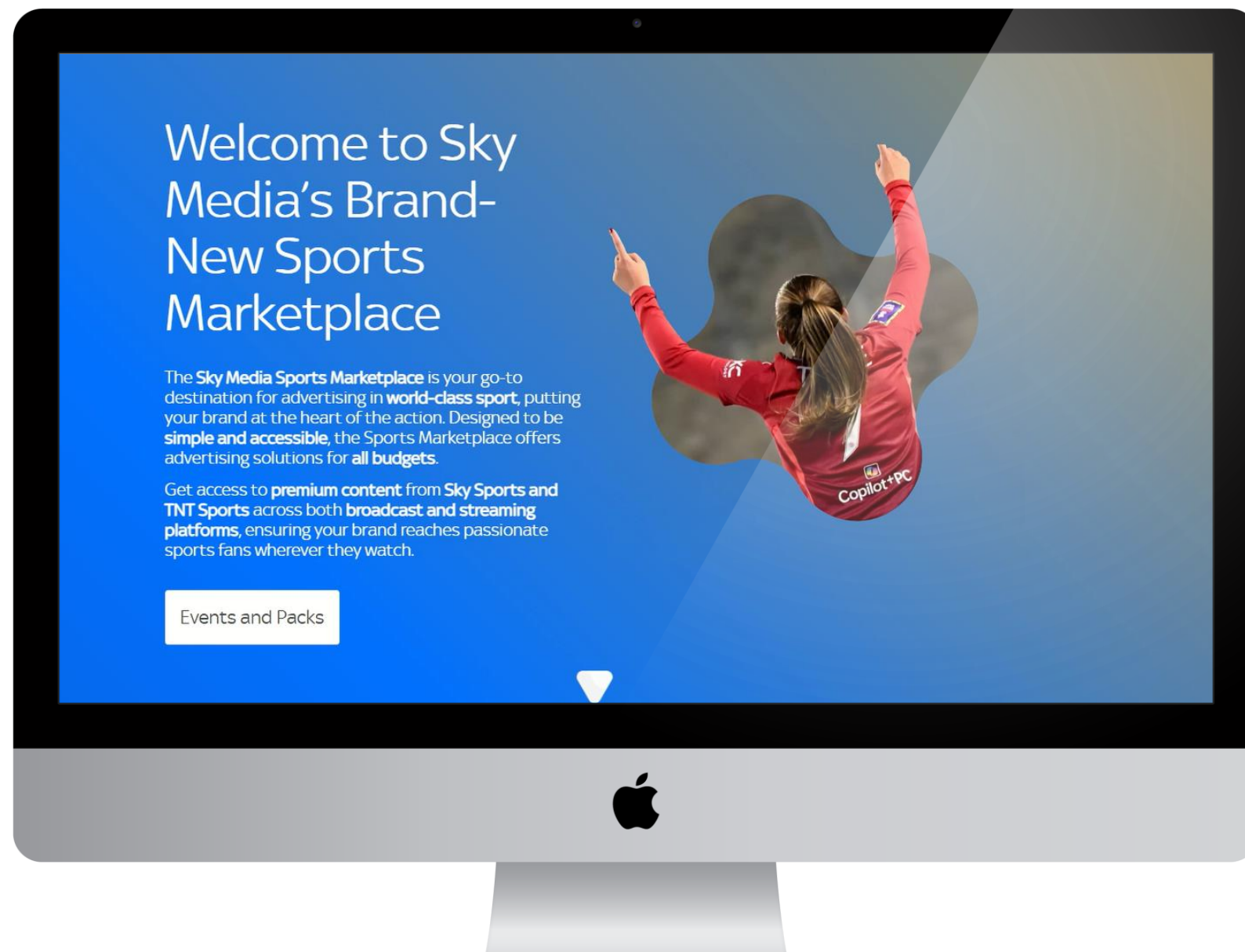
sky sports

TNT SPORTS

[skymedia.co.uk/smp](http://skymedia.co.uk/smp)



# Welcome to Sky Media's Sports Marketplace



# Three key propositions



Event Lockout

All eyeballs of a sporting event with Live Broadcast linear and streamed audiences under one buy with the very best from the Sky, TNT Sports & Paramount portfolios



Event Access

Access to Streaming audiences across some of the best sports content available from Sky Sports and TNT Sports, inc. Premier League, Formula 1, PGA Tour Golf and more



Multi-Event Packs

Curated content packs with different inventory tiers to allow access to a whole host of content at competitive prices



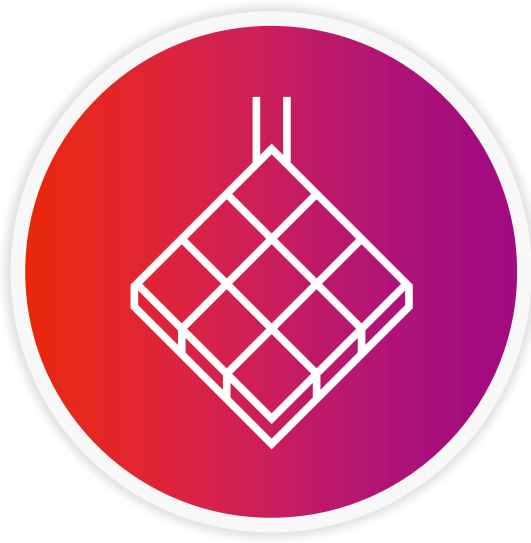
# A marketplace that keeps innovating and growing

More fixtures, richer features and a seamless experience



## More fixtures & sports

More than football with access to almost all our sports inventory across Sky, TNT Sports & Paramount



## New Multi Event packs & offers

A package for everyone – from season tickets to season specials



## Enhanced discoverability

Smarter filters and search, so you find what you need faster.

# More fixtures & sports

Having launched with a football focus, we now have the following sports available



## Women's Football

Follow the amazing success of the Women's Euros into the new season of the WSL and the upcoming Adobe Women's FA Cup



## Formula 1

Every race is available as part of a GP bundle, giving brands access to 5 spots across each race weekend



## Rugby

From Premiership Rugby and Quilter Nations Series, all fixtures are available as EL or EA and soon to launch Rugby Season Ticket passes



## Cricket

From test matches to ODI – all will be available through Event Lockout or our new Multi-event packs



## Golf

Every Major as well as the Ryder cup will be available as a daily packaged buy

# New Multi-Event packs

More curation to help deliver you quality and scale across any campaign



## Essentials

Core multi-event package provides all sports inventory access + bonus impressions for meeting minimum spend thresholds.



## Season Tickets

Get access to all streamed games for your specific team and sport.



## Specials

Curated inventory bundles aligned with seasonal events, key sporting occasions, and specific sports genres.



# Unlocking sport for more brands with exclusive Marketplace incentives

## Premier League's Back Early Bird's On!

The Premier League fixtures are out, and to celebrate we have an **Early Bird Offer** where you can access the bulk of the opening week of fixtures for just £33K!

**This deal won't last long\* so check out our Event Access page now to book.**

\*Early bird offer expires on July 17th 2025.

Grab your Early Bird offer now

### Exclusive SMP offers

From 'Early Bird' offers, to exclusive bundled inventory deals – there are deals for any brand to access.

## Welcome to Sky Media's brand-new Sports Marketplace

- Advertising in premium sports made simple and accessible
- Access the very best content from Sky Sports and TNT Sports across broadcast and streaming platforms
- Launching March 2025 with multiple ways to buy with something for all budgets
- Don't miss out – register now for exclusive updates and a chance to **win a free sports campaign**. New to Sports advertisers can claim a **buy one get one free offer**

Register now...

### New customer discounts

Incentives for new to Sports and Sky Media customers to help drive additional incentive to spend.

## Offers and Competitions

Welcome to our Offers and Competitions section – your chance to win big!

We're offering exciting opportunities, so please register to our newsletter to find out when our next competition starts.

### Competitions

From ticket giveaways to linear spot auctions – monthly competitions to increase engagement and awareness.

# Digital and Social

Francesca McLaven – Digital Sales Controller

# The #1 digital destination for sport

**3,000+**

Clips per week across  
Digital and Social  
platforms

**1.4bn+**

Views per month across  
Digital & Social  
platforms

**33m+**

Unique Adults reached  
on Sky Digital per  
month

**38%+**

YouTube inventory  
driven by CTV

**63%**

ABC1 audience



Biggest Sports  
Publisher on X in the UK

**40%**

Sky Media YouTube UK  
reaches 40% of UK  
YouTube audience

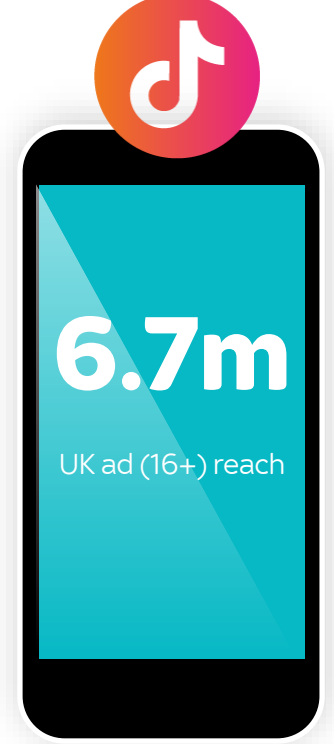
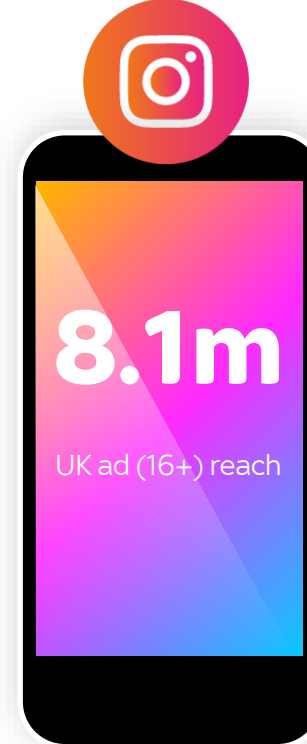
**180m**

Global social followers

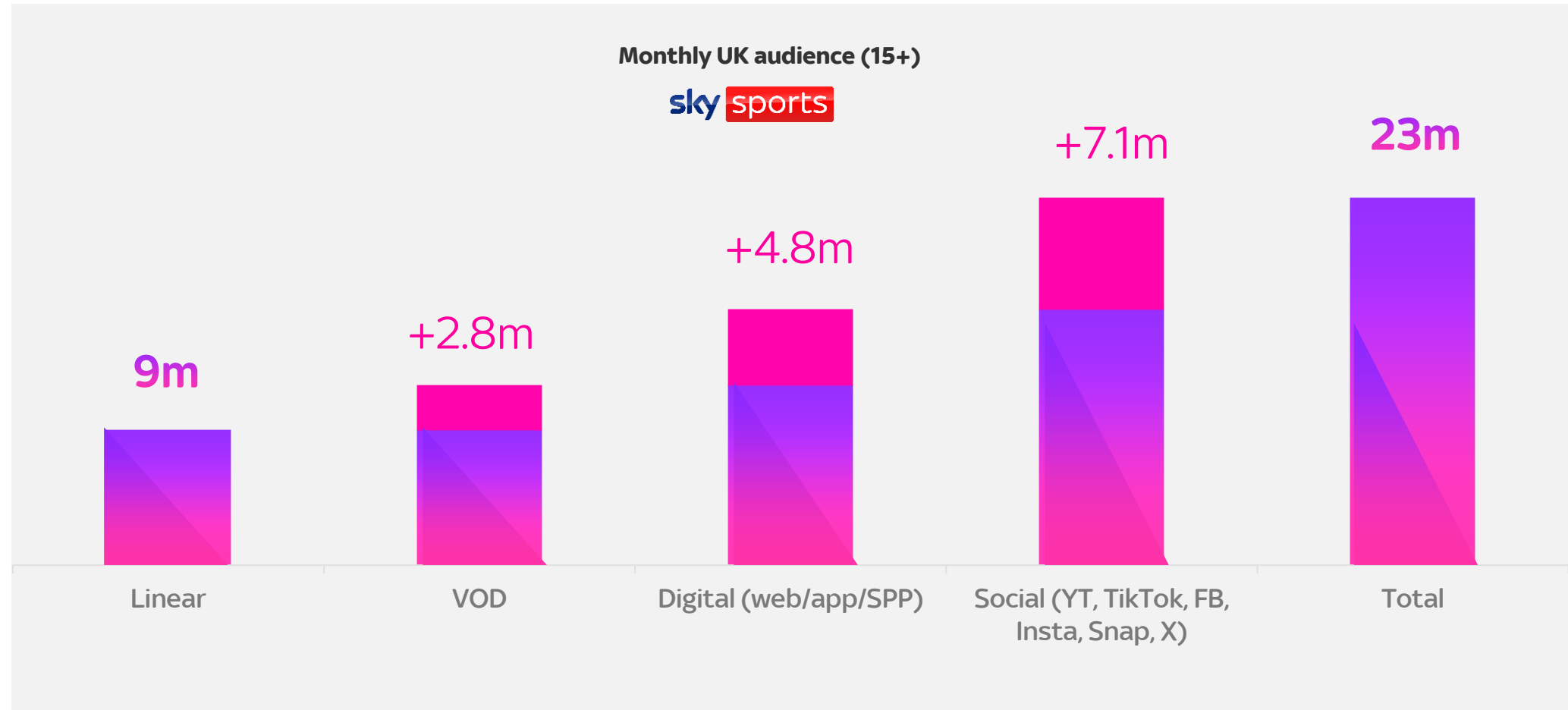


# 15.8m






combined de-duplicated reach of Sky Sports

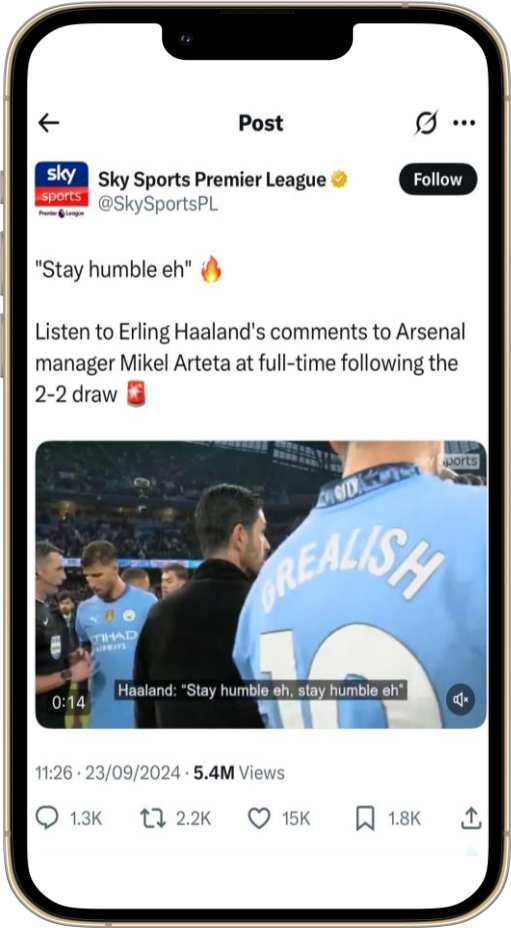


# Social platforms extend Sky Sport's total reach by +44% (7.1m)

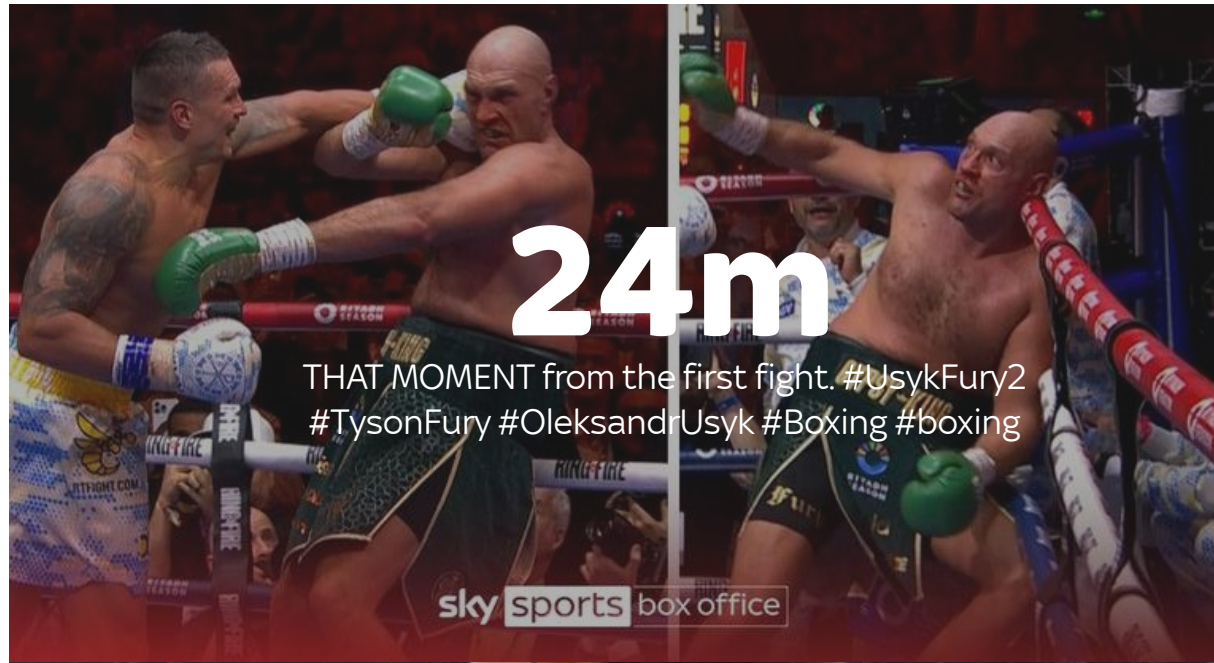


# Modern fans are moment driven

Platform	Purpose	Timeline	Engagement	Audience
	Own the Moment	0-15 mins after airing	5.4m views, 1.3k comments, 15k likes, 1.8k pins	18-44s, core sports fans, second screeners, conversation drivers
	Maximise Virality	15-30 mins after airing	15.6m views, 920k likes, 53k pins, 45k shares	18-44s at scale, sports fans and entertainment seekers
	Explode Engagement	1-2 hours after airing	1.1m likes, 7k comments, 33k shares	18-34s, engaged fanbase
	Short Form Consumption	30 mins – 2 hours after airing	17m views, 11k likes, 3k comments	18-34s, big screen consumers, alternative viewing habits
	Discuss & Debate	24 hours+ after airing	4.7m views, 12.8k reactions, 7k comments, 1.5k shares	30+, community







24m

THAT MOMENT from the first fight. #UsykFury2  
#TysonFury #OleksandrUsyk #Boxing #boxing



19m

Got the crowd in the palm of his hand  
#StephenBunting #Darts



17m

"Stay humble, eh?" A reminder of that  
full-time clash last time Arsenal faced  
Man City...

Haaland: "Stay humble eh, stay humble eh"



12m

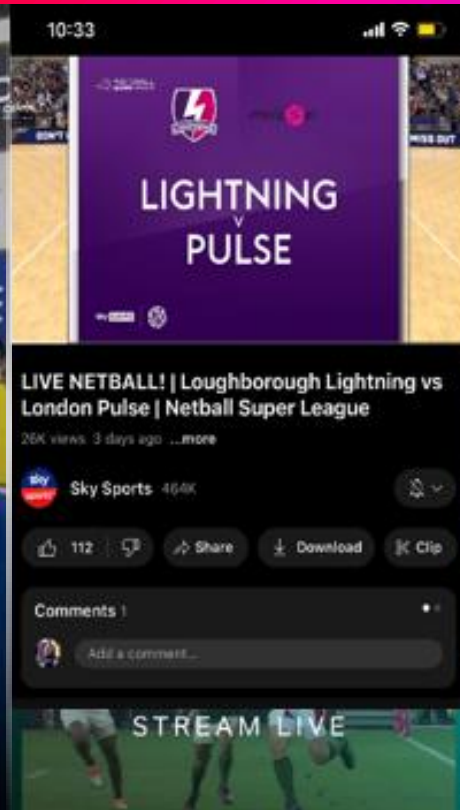
"He is a BRILLIANT coach!" | How far  
can Unai Emery take this Villa side?



# Social content that benefits from unrivalled rights, world-class talent and unmatched access



In-Game Clips,  
Highlights, News



Live Streams



Bespoke Long-Form



Cultural Hooks

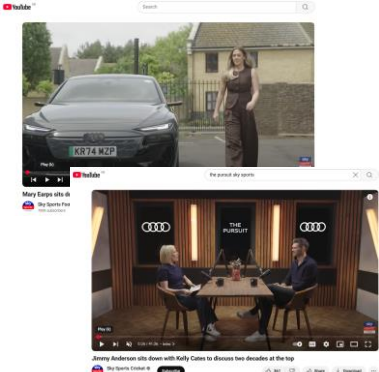
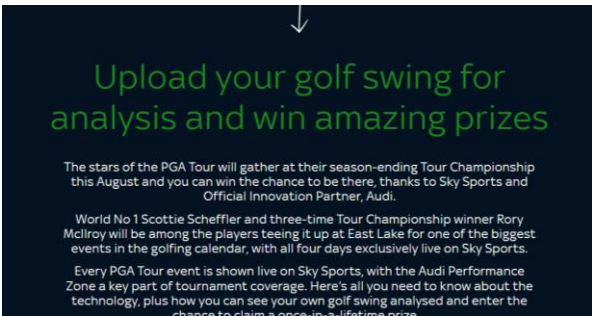


Action Edits



The background features a solid red field with two large, overlapping, wavy shapes in a vibrant pink color. One shape is positioned in the upper left, and the other is larger, located in the center and extending towards the right side of the frame.

Delivering Impact



INNOVATION PARTNER - AUDI

sky sports golf



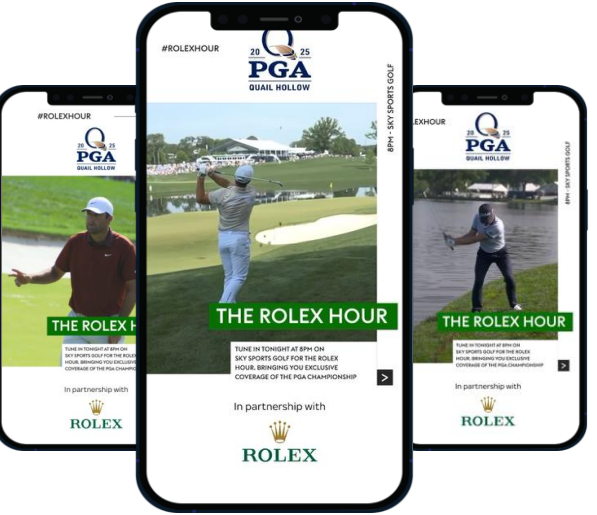


**TOURNAMENT HEADLINES**

**RYAN GERARD (-5)**  
CURRENT LEADER  
➤ PGA CHAMPIONSHIP DEBUT

**LUKE DONALD (-4)**  
ONLY BOGEY-FREE ROUND IN MORNING WAVE

**GREEN MILE SCORE-TO-PAR**  
HOLES 16 - 18: +92  
REST OF COURSE: +32  
➤ MORNING WAVE



# THE ROLEX HOUR

sky sports golf





**TNT SPORTS**



 **berghaus**  **Mitre** **ENDURA®**  **canterbury**  **speedo** **ellesse**

# »»ENTLAND BRANDS

In partnership with







***THE EVERYDAY TACTICIAN***

***EPISODE***

**1**



sky media



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Thank you