

sky media

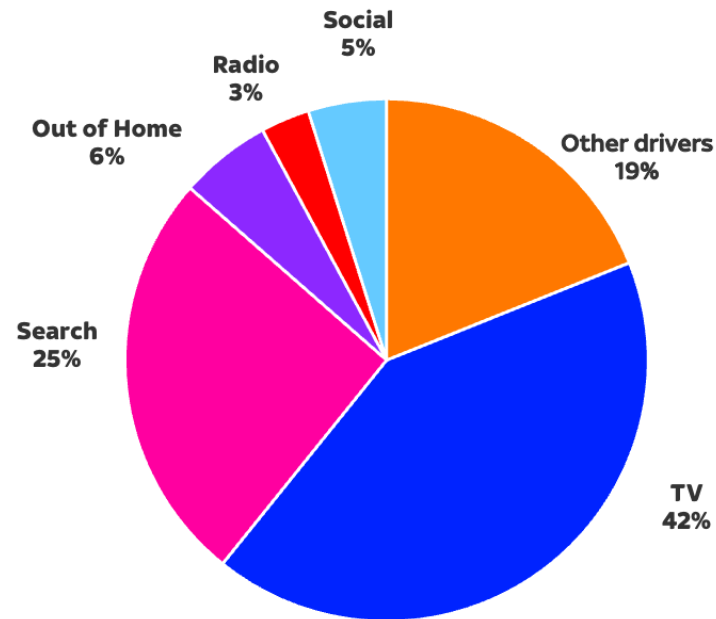
new to sky



Connections Mean Everything

TV is a growth accelerator for brands

TV is the biggest single source of website traffic



Source: Magic Numbers, The TV playbook for online businesses (2021)

TV provides unrivalled profit ROI vs other media

TV drives
54%
of total profit ROI

Source: Profit Ability 2, April 2024 – thinkbox.tv. Linear TV & Broadcaster VOD

We are the only truly scaled video ecosystem in the UK with a monthly reach of over 49m adults

LIVE

ON DEMAND

SKY GO

DIGITAL

SOCIAL/
PODCASTS



130 channels

1.7 billion views

Powered by data: our targeted ad opportunities are huge



Household
Composition



Financial



Geographical



Lifestyle



Viewing



Advertiser
First Party



Light/Heavy
Viewers



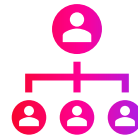
Age & Children



Property



Retail
Media



Senior Decision
Maker



Automotive



Online search
Behaviour



Pet Owners

Our content connects with audiences at scale



Driving results for brands across the funnel ...

	OBJECTIVE	OPPORTUNITY	MEASUREMENT KPI
AWARENESS	<p>Linear TV</p> <hr/> <p>Broadcast Video on Demand</p> <hr/> <p>Online Video</p>	<p>130+ channels</p> <hr/> <p>Big Screen, Sky Go, NOW, Glass, Stream</p> <hr/> <p>Clipped down short form video on digital screens</p>	<p>Brand Metrics</p>
CONSIDERATION & ENGAGEMENT	<p>Brand Partnerships</p> <hr/> <p>Social Content</p> <hr/> <p>AdSmart / Addressable</p>	<p>Sponsorship, Branded Content</p> <hr/> <p>Social content using Sky IP</p> <hr/> <p>Data driven targeting</p>	<p>Web Attribution</p>
CONVERSION	<p>AdVance</p> <hr/> <p>Performance TV & Digital</p>	<p>Retargeting online based on TV exposure</p> <hr/> <p>Data matching , optimisations and closed loop measurement</p>	<p>Sales & ROI</p>

... with the proof points to share



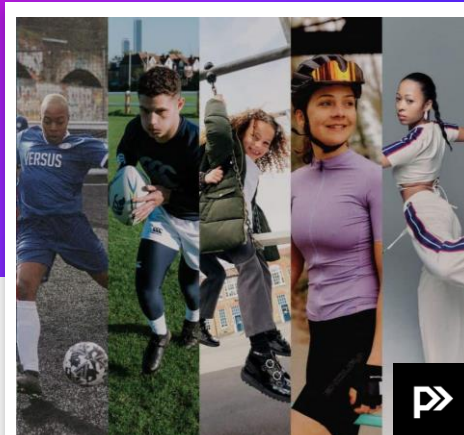
New to TV

Performance test **+105%** increase
in spend for second campaign



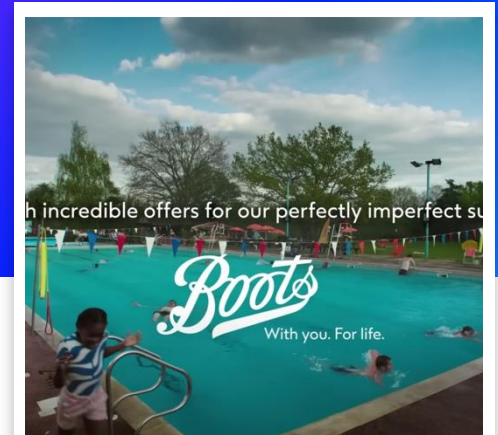
Expanding Media Mix

+300% ROI and proof that TV
delivers better ROI than social
media activity



Content Alignment

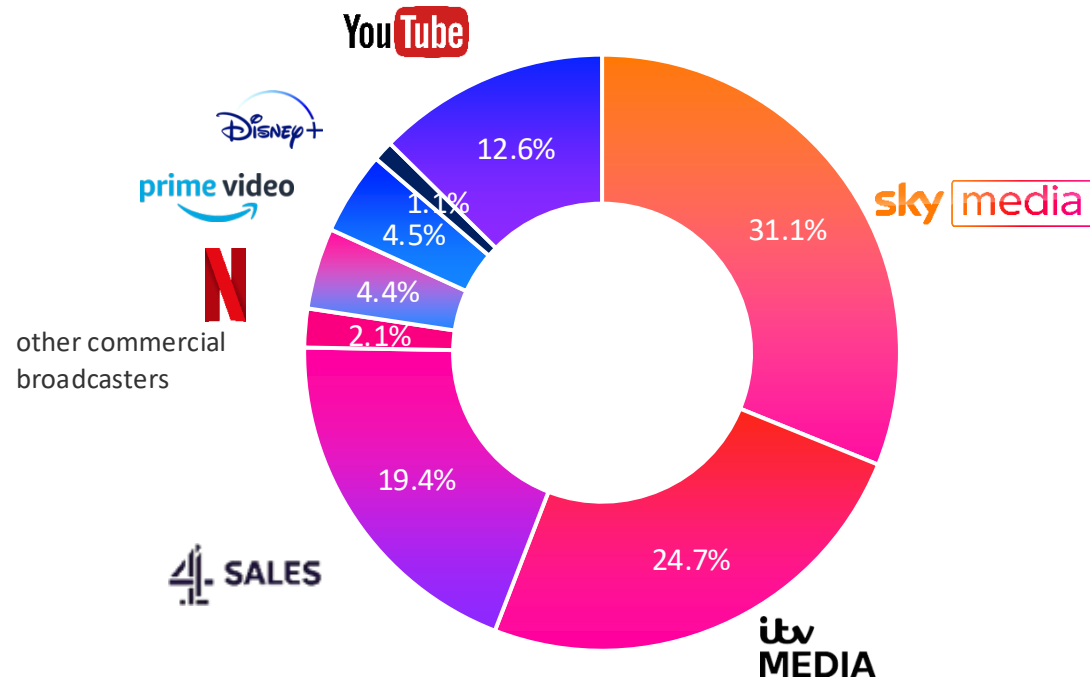
Standing out amongst high
spending competitors **+533%**
brand awareness and **+121%**
brand love



1st Party Data / Addressable

Driving +8.5% incremental
customers & **10x ROI** by
delivering tailored creatives

Offering Scale & Support: A Long-Term Partner for Growth



First step beyond digital



Supporting brands at every stage



Long term sustainable growth

Please contact us to discuss next steps



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*Sales Director at Sky Media based in Manchester.
Dedicated to working with advertisers and media agencies to harness the power of TV. Passionate about leveraging developments in tech to make it accessible for brands of all sizes.*



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*Client Partnership Controller at Sky Media based in Manchester.
Passionate about helping brands scale through strategic partnerships , smart solutions and performance led growth*



Appendix



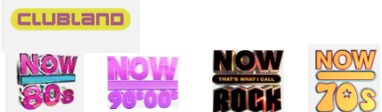
Connections Mean Everything

Our Content Partnerships

ENTERTAINMENT & LIFESTYLE



MUSIC



MOVIES



NEWS & DOCUMENTARIES



SPORT



KIDS



ETHNIC



TV PARTNERS



DIGITAL PARTNERS