



'PRIME TIME'



A Sponsorship Opportunity from Sky Media and Universal Networks International

THE OPPORTUNITY

Sky Media and Universal Networks International are pleased to offer an advertiser the opportunity to create a unique association with 'Prime Time' on Syfy, Syfy +1 and Syfy HD; a strand of programming from 20:00 - 24:00 which would include a number of Prime Time movies and exciting ongoing series.

All programming included in the sponsorship could be branded as:

'(Brand Name) sponsors Prime Time on Syfy'
'(Brand Name) in association with Prime Time on Syfy'
'Prime Time on Syfy - brought to you by (Brand Name)'

The branding and tag line would appear within the credits to add cohesion to the package. This also means that the same sponsorship credits can be used for each sponsored programme if desired.

THE CHANNEL

The Syfy channel is the UK's only channel dedicated entirely to the world's favourite genre - science fiction. There's something for everyone, whether you want to recapture the sense of awe and wonder you felt as a child, or explore the horrors and glories of the far-flung future. Reaching over 3 million people each week, Syfy features a continuous stream of movie hits, British TV premiere series, and special events, bringing viewers the best content from the worlds of action adventure, fantasy, paranormal drama and horror programming.



EXAMPLE PROGRAMMING



WAREHOUSE 13

After saving the life of the President, two Secret Service agents find themselves abruptly transferred to Warehouse 13 – a massive, top-secret storage facility in windswept South Dakota that houses every strange artefact, mysterious relic, fantastical object and supernatural souvenir ever collected by the U.S government. The Warehouse’s caretaker Artie (Saul Rubinek) charges Pete (Eddie McClintock) and Myka (Joanne Kelly) with chasing down reports of supernatural and paranormal activity in search of new objects to cache at the Warehouse, as well as helping him to control the warehouse, itself.



HAVEN

Syfy’s all new one hour drama series Haven, starring Emily Rose (Jericho, Brothers and Sisters) is based on the novella ‘The Colorado Kid’ from renowned author Stephen King. The series follows the shrews and confident FBI agent Audrey Parker (Rose) who has a lost past, and arrives in the small town of Haven, Maine on a routine case. Before long, her natural curiosity lands her in the epicentre of activity in this curious enclave, which turns out to be a long time refuge for people that are affected by a range of supernatural afflictions.



FACT OR FAKED: PARANORMAL FILES

Fact or Faked: Paranormal Files revolutionises paranormal programming by investigating the evidence witnesses post on the Internet every day. Heading up the Fact or Faked: Paranormal Files team is Ben Hansen, a former FBI agent with a life-long fascination with the paranormal. Now, having left the agency, he leads a young team of intrepid investigators who will convene to dissect the latest unusual images and decide whether they merit further investigation. Grainy videos will be brought to life as the team conducts thorough and elaborate experiments in an attempt to recreate the phenomena, and Ben will make the final choice which cases will require a trip to the field.



MOVIE SEASONS



Dinosaur Weekend



Bruce Lee Season



Werewolf Season

KEY BENEFITS AND INSIGHTS

- Syfy reaches an average of 2.2 million viewers per week in the UK.
- 39% of these viewers are ABC1 and the profile is 50:50 Men and Women.
- Syfy provides the perfect home for a wide and compelling mix of genres; from the world of mainstream entertainment to the very best first run action, adventure, paranormal, fantasy and mystery series. Not forgetting, of course, that it is the UK's home of science fiction.
- Syfy viewers are more likely to.....
 - Own a games console
 - Enjoy sport, especially football
 - Enjoy films and going to the cinema
 - Enjoy watching TV - over 5 hours a day.

SCHEDULING

Monday - Sunday 20:00- 24:00

One month sponsorship approximately: 120 hours
960 Sponsorship credits

The show will air on three channels: Syfy, Syfy +1 and Syfy HD.

SPONSORSHIP CREDITS

Opening and Closing credits: 2 x 10-15 seconds
Break Bumpers: 2 x 5 seconds per centre break
There are approximately 3 centre breaks per 1 hour programme





PREDICTED AUDIENCE DETAILS

| PRIME-TIME Audience | Individuals | Adults | Adults 16-34 | Men | Men 16-34 |
|--------------------------------|--------------------|---------------|---------------------|------------|------------------|
| Average TVR | 0.07 | 0.07 | 0.04 | 0.08 | 0.04 |
| Coverage 000's (inc +1) | 2.3m | 2.1m | 390k | 1.2m | 215k |
| Coverage % (inc +1) | 4.0% | 4.4% | 2.7% | 5.1% | 2.9% |

- Please note these figures are predictions and not guarantees.

COSTS

For details regarding investment levels please contact:

Wesleigh Lewis
Sponsorship Controller
0207 705 5178

wesleigh.lewis@bskyb.com

Annabel Wheeler
Sponsorship Executive
0207 705 5051

annabel.wheeler@bskyb.com

**All costs are subject to the channel's approval and do not include creative production.*

