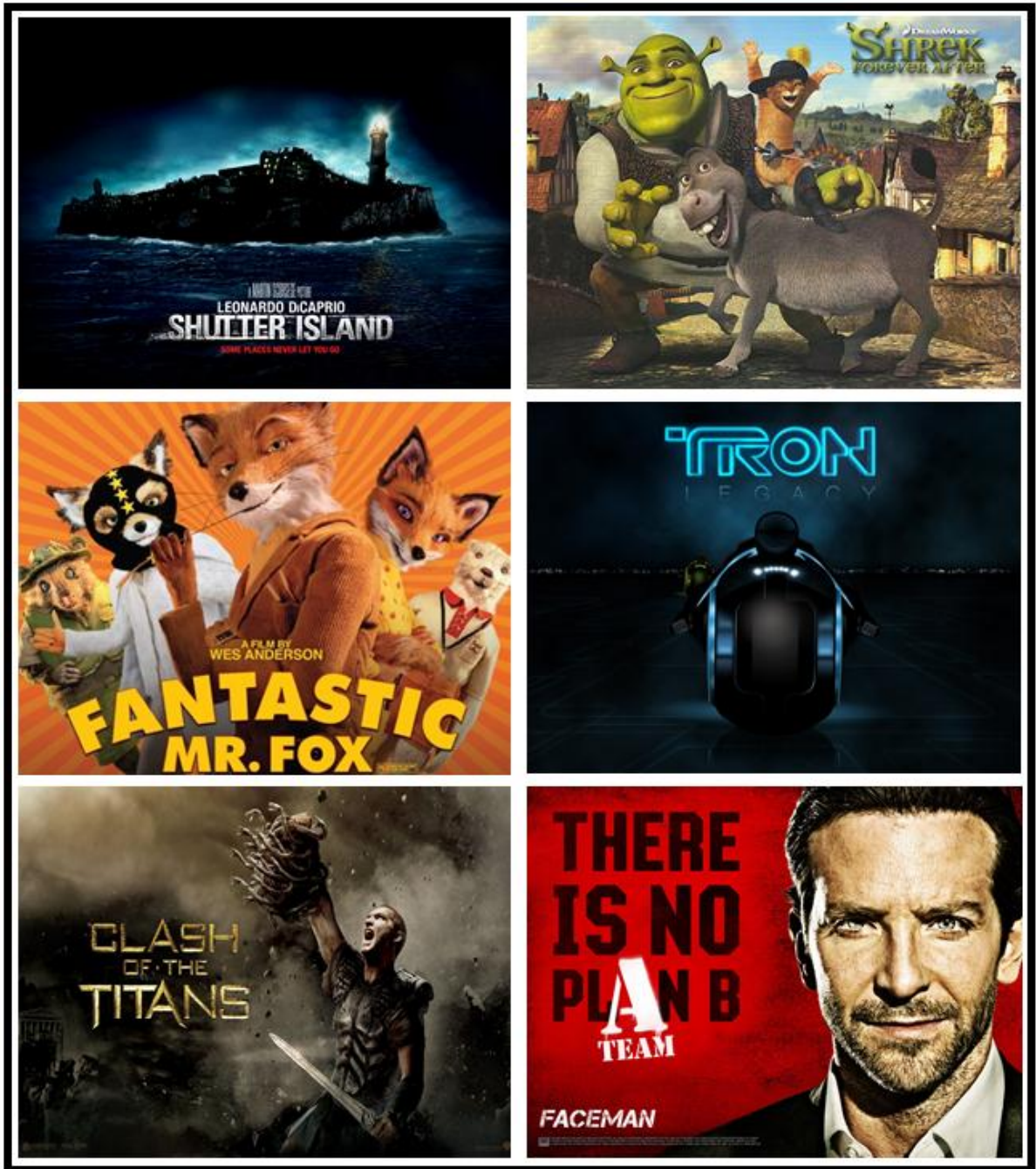


# sky MOVIES HD

## SHOWCASE



### AN EXCLUSIVE SPONSORSHIP OPPORTUNITY

Choice is a great thing, as long as it improves the customer experience, that's why Sky Movies has re-launched to a genre based service, making it easier than ever for viewers to find the films they want to watch. With access to over 850 films shown on our linear channels each month, Sky Movies really is the home of an unrivalled range of quality content.

## THE PROGRAMMING

Sky Showcase is a 24 hour movie channel showing the best loved movies from the past 30 years. Stellar titles coming later this year include: *Clash of the Titans*, *Prince of Persia: The Sands of Time*, *The Matrix Trilogy (The Matrix, The Matrix Reloaded, The Matrix Revolutions)*, *Fantastic Mr. Fox*, *Tron Legacy*, *Shrek Forever After*, *A-Team*, *Shutter Island* and many more!

## KEY BENEFITS

We are committed to providing our subscribers with the best possible viewing experience, that's why we don't show any ads during our films – unlike other UK film services. It's why we PIN protect 12 and 15 films pre-watershed. It's why we show all content, where available in Dolby 5.1. And it's why we were the UK's first broadcaster to launch dedicated HD film channels!

## THE SPONSORSHIP OPPORTUNITY

The opportunity exists for a sponsor to take full ownership of Sky Showcase across all platforms. This translates to owning 12 movies per day from Monday to Sunday – a total of 84 movies per week and a whopping 4,368 movies per year!

## ACCREDITATION PER MOVIE

- Opening Credit: 20 seconds audio/visual to all films
- Closing Credit: 10 seconds audio/visual to all films

## HIGH DEFINITION TV

As of January 2010, Sky Movies has offered 10 HD channel delivering hundreds of the best movies to Sky+ HD customers in crystal clear high definition with Dolby 5.1 sound. A sponsor will benefit from the added value of their sponsorship credits being played out in this cinematic environment further enhancing association with the best in movies content.

## ESTIMATED AUDIENCE DELIVERY: 12 MONTHS CHANNEL SPONSORSHIP

Audience	Inds	Ads	Ads 16-34	Men Abc1	Adults ABC	HWCH
Av TVR Per Movie	0.03	0.03	0.03	0.03	0.02	0.04
12 Month Cumulative 30" Equiv	176.9	176.9	176.9	176.9	117.9	235.8
12 Month Cumulative Actual	262.1	262.1	262.1	262.1	174.7	349.4
Reach %	23.4	22.1	25.9	24.1	22.8	30.7
Reach 000's	13.4m	10.7m	3.8m	2.9m	5.7m	2.1m
OTS	11.2	11.9	10.1	10.9	7.7	11.4

## ESTIMATED AUDIENCE DELIVERY: 6 MONTHS CHANNEL SPONSORSHIP

Audience	Incls	Ads	Ads 16-34	Men Abc1	Adults ABC	HWCH
Av TVR Per Movie	0.03	0.03	0.04	0.03	0.03	0.04
6 Month Cumulative 30" Equiv	88.5	88.5	117.9	88.5	88.5	117.9
6 Month Cumulative Actual	131.0	131.0	174.7	131.0	131.0	174.7
Reach %	19.2	18.2	21.7	19.6	18.8	25.1
Reach 000's	10.9m	8.8m	3.2m	2.4m	4.7m	1.7m
OTS	6.8	7.2	8.1	6.7	7.0	7.0

### SKY MOVIES ONLINE

Sky Movies online delivers over 9.4m page impressions a month to 619,000 Unique Users. The site is the essential in home movie service. It reviews every UK theatrical release before it comes out and super serves movie fans with trailers, picture galleries, features and news about their favourite titles. It features everything movies - previews, trailers reviews, news features and picture galleries. Plus big, visually impactful content pages for the biggest and best movies. [sky.com/movies](http://sky.com/movies) covers movies in all windows - theatrical, DVD, PPV, subscription, terrestrial and library. Sky Movies is for the dedicated movie fans with well over 50,000 movie reviews.

The Sky Movies Channel sections offer detailed reviews and trailers of movies live on Sky TV.

Extending the sponsorship onto the Sky Movies site will create further engagement for the brand and also a direct response mechanic.

### THE SPONSORSHIP OPPORTUNITY

- Permanent banner/Leaderboard and MPU on the relevant Sky Movies Channel pages.
- Permanent sponsor branding on the relevant Sky Movies Channel galleries (if galleries are present).
- One week homepage roadblock on the Movies homepage of Sky.com per quarter.
- Additional Traffic Drivers - 100,000 MPU's and 100,000 banners/leaders run of Sky Movies per month.
- One competition per quarter - to be promoted within the Sky Movies Channel pages and the Sky Movies competition section.



Online Example:



## GROSS INVESTMENT LEVEL:

For further information including costs please speak to:

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