



# THE WEATHER REPORTS ON GOOD MORNING SPORTS FANS



**Good Morning Sports Fans on Sky Sports News** provides viewers with weather updates up to four times every morning from Monday through to Friday and approximately three reports broadcast over the weekend. These weather reports are provided by the award winning news channel, Sky News, and their faithful weather presenters.

**Sky Sports News** is the premier sports news channel, broadcasting 24 hours a day, bringing the viewers up to date with all the top sports stories as they break.

**Good Morning Sports Fans** provides essential programming for all viewers looking to catch a round up of the big stories from the previous night, and look forward to the day's action. Across August to May, the programming is football focused, featuring all the goals and action, as well as post match interviews and analysis. On top of the commitment to football. Good Morning Sports Fans also keep viewers up to date with all the sporting news in the UK featuring the likes of Cricket, Golf, Rugby, Horse Racing etc - all major headlines are given the coverage they deserve.



### Good Morning Sports Fans Weather Reports Schedule

- Monday – Friday: 06:45, 07:45, 08:45, 09:45
- Saturday and Sunday: 07:45, 08:45, 09:45
- Each Report lasts for approximately 40 seconds

Plus live simulcast on either Sky Sports 1 or 2 every morning from 06:00-09:00. This is measured in the predicted audience details.

### Predicted Audience Details – Good Morning Sports Fan

Audience	Inds	Men	Men 1634	Men 1644	Abc1 Men
Average TVR	0.05	0.09	0.09	0.10	0.10
30" Equiv TVRs	75.1	135.3	135.3	150.3	150.3
Actuals TVRs	176.8	318.2	318.2	353.6	353.6
Coverage OOs	5,496	3,183	1,042	1,749	1,751
Coverage %	10.37	14.59	15.19	15.77	15.34

(Audience figures based on 2009 coverage; period 01/01/2009 – 31/12/09)

### Sponsor Benefits

- Weather reports in association with award winning news station, Sky News
- Forecast weather reports for sporting events during the day
- Association with the best in sport programming
- Reaching viewers as they choose to watch
- Reaching mid to upmarket, higher disposable income audience
- Viewing is predominantly male (76%) and aged 16-44 (63%) Source: BARB/TNS

### On-Screen Sponsorship Accreditation

- Opening Credits:* 1 x 10" Integrated branding into each opening sequence during every report
- Closing Credits:* 1 x 5" Integrated branding into each closing sequence during every report

### Investment Level

Available on request