



THE SURF REPORT



An exclusive multi-platform sponsorship opportunity from Sky Sports News

The Surf Report is exclusive to Sky Sports News and has proven to be the definitive location for up to the minute Surf Information.

With an incredibly varied coastline and almost every imaginable kind of beach and reef set-up available, the UK offers a huge variety of waves to the surfer prepared to suffer cold in the winter and a regular battering from strong coastal winds! The Surf Report is a comprehensive 30 second daily bulletin that provides essential information on up-to the minute weather and surf quality from all the major surfing resorts across the UK.

Sky Sports News

Sky Sports News launched on October 1st 1998 and is a fantastic, engaging channel which focuses on a wide range of sports - predominantly on football during the August to May football season. News on other popular sports including Rugby, Cricket, Golf, Rugby League, America's National Football League and even sports which Sky do not possess broadcasting rights receive coverage. The programming is presented by critically acclaimed sports presenters who update on the latest sporting results, team news, highlights and interviews. The show covers the day's key events and a variety of sports topics for our avid fans each and every day!



It's Bigger

Over the last ten years Sky Sports News has broken the biggest stories in sport. From Ronaldo's on-off move to Madrid, to Tigers return to golf – our dedicated viewers are across the news, the moment it happens

It's Faster

Sky Sports News breaks the latest sports news as it happens. With a network of stellar reporters across the UK and offshore reporters following British teams when they travel aboard, Sky Sports News is able to give viewers the latest in-depth news and analysis, at times they want to see it!

It's Closer

Sky Sports News is available 24 hours a day, 7 days a week, 365 days a year.

Key Benefits

- The Surf Report offers the sponsors a unique opportunity to build an association with award winning Sky Sports News content!
- Quality environment with significant brand collateral
- Highly targeted and up market audience
- Brand stand-out and point of difference to communication strategy

Sky Media are delighted to offer brands the opportunity to build association with our award winning Sky Sports News service with Sky Sports News at 10!

Scheduling

Period: 12 Months

Frequency: 4 Times daily Monday to Sunday at approximately 08:45, 14:45, 20:15 & 21:15

Accreditation

- Opening Credit: 10 second audio/visual
OR
- Opening and Closing Credit: 2 x 5 seconds

UK - Estimated Audience Delivery

Audience	Inds	Men	Men 16-34	Men 16-44	Men ABC1
TVR	0.05	0.09	0.08	0.09	0.09
Total Ratings	146.0	262.8	233.6	262.8	262.8
30" Equivs	51.1	91.9	81.8	91.9	91.9
Reach (000's)	4,863	2,933	804	1,437	1,504
Reach (%)	8.54	12.52	11.12	12.38	12.53

(Based on 01/01-2009 - 31/12/2009)



Extending the Sponsor Association: Online



Unique Users:	12,090,315
Page Views:	492,438,261
Male	86%
Female	14%
54% 15-34	
69% ABC1	(Hitbox and Sky DNA)

Covering all the major sports - football, cricket, rugby union/league, golf, tennis, boxing and F1 - with the quality, in depth and exclusive coverage that Sky is renowned for; its no wonder that Sky Sports is the number one (highest reach and most visited) commercial Sports destination on the web. The site offers fans & advertisers a multi media and fully interactive experience with video highlights; polls and chat. Sky Sports is a must buy for any brand seeking associations with a premium sport environment or indeed the elusive male 25-44 audience. As an accompaniment to the broadcast sponsorship opportunity we suggest the following online activity:

Multi format display advertising across the Sky Sports site:

Leader (728*90)	minimum 300,000 impressions per calendar month
Sky (160*600)	minimum 150,000 impressions per calendar month.
MPU (300*250)	minimum 150,000 impressions per calendar month
Total	minimum 600,000 impressions per calendar month based on the above, equating 7,200,000 during the term

Further opportunities exist to create bespoke editorial for overall sponsor dependant on requirements. This could be in the form of promotional placements with competitions, sponsorships of key Sky Sports areas, pre-roll video, bespoke video production.

INVESTMENT LEVEL :
Available on request