



# THROUGH THE NIGHT



## A Multi-Platform Sponsorship Opportunity on Sky Sports News

**Sky Media is proud to announce it's Through The Night sponsorship opportunity on Sky Sports News. Broadcast 49 hours a week, Europe's first through the night sports news and information service continues to break the big sporting stories first.**

### **Sky Sports News**

Sky Sports News launched on October 1<sup>st</sup> 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 hrs a day, 7 days a week and 365 days a year.

**Sky Media are delighted to offer brands the opportunity to build association with our up-to-the-minute, award winning Sports News service with Through The Night!**

### Scheduling:

Through The Night is available 8 hrs a day, 7 days a week and 365 days a year on Sky channel 405. The transmission times are:

23:00 – 06:00 Monday to Sunday

### Sponsorship Accreditation (per hour):

- Opening & Closing credits: 2 x 15 seconds
- Break Bumpers: 6 x 5 seconds

### Predicted Audience Delivery:

Source: Barb. Audience viewing figures based on period: 1/1/2009 – 31/12/2009

Audience	Inds	Adults	Ads Abc1	Men Abc1	Men	Men 16-34	Men 25-44
Average TVR	0.02	0.03	0.03	0.05	0.04	0.04	0.06
Total 30" Equivalent	184.9	277.4	277.4	462.4	369.8	369.8	554.8
Total Actuals	422.7	634.1	634.1	1056.8	845.4	845.4	1268.2
Coverage %	13.84	14.97	16.20	19.82	18.34	19.11	20.89
Coverage 000s	7,271	6,616	3,776	2,243	3,967	1,301	1,605



## Extending the Sponsor Association: Online

<http://www.skysports.com/>



<b>Unique Users:</b>	12,090,315
<b>Page Views:</b>	492,438,261
<b>Male</b>	86%
<b>Female</b>	14%
<b>54% 15-34</b>	
<b>69% ABC1</b>	(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

## Extending the Sponsor Association: Mobile

Due to the breaking news nature of Sky Sports News and the importance we place on bringing the very latest news and gossip to the nation first, mobile has increasingly become the channel in which to deliver news direct to the user the second the story breaks.

Sky operate a truly 360 approach to being the first to break sports news and ensures all news is released across broadcast, online and mobile platforms simultaneously.



#### **Sky Sports Score Centre App:**

1.5 million downloads and counting!  
150m monthly impressions served

Sky are **THE** largest mobile content sport provider in the UK.

The Sky Mobile offering can extend the sponsorship into numerous mobile touchpoints from banner advertising to sponsorship of one of our iPhone applications:

#### **Available Mobile Opportunities:**

Sky Sports Standard Mobile Website Banner Ads (time targeted if required)  
Sky Sports iPhone Application – Football Score Centre App Sponsorship  
Sky Sports iPhone Application Sponsorship – new app planned for August 2010  
Remote Record iPhone Application Sponsorship

#### **iPad Opportunities:**

As with the iPhone, Sky intend to set the market with an all new iPad specific Sky Sports News App (SSN) which will house the best content from the world of sport from our broadcast, online & mobile channels.

Sponsorship or ad placement opportunities will also be available for a Sky Sports News sponsor across Sky iPad applications.

Prices available on application for the above properties.

**INVESTMENT LEVEL**  
**Available on request**