

One pager

## Online & Mobile intro

### Sky Media Digital offerings



### Online

Sky's online portfolio includes 16 premium websites which reach 21m monthly UK users, 45% of the total UK digital population.

Sky's online proposition includes premium sports, entertainment, news and kids content. The breadth of our portfolio places Sky in a unique position to provide environments and audiences to suit all advertisers.



### No 1 for Sport Online

The Sky Sports digital portfolio is the largest sports media company in the UK, with over 11 million unique monthly users online and on apps. There is also over 20 million people engaged across our social media platforms (Facebook, Twitter, YouTube).



Alongside our scale, Sky Sports is recognised as one of the most credible, premium and authoritative brands in the UK. Sky have over 150 dedicated digital editors delivering the latest sporting news and analysis, creating over 2,000 hours of viewable content every day.

### Mobile

Sky's award winning mobile sites and applications reach 20.7 million unique users a month. Sky Sports mobile reaches over half of the UK's mobile population, making Sky the number 1 mobile sports content provider in the UK.

The success of Sky's market leading mobile applications centres around delivering to-the-minute news and results, highlights, live blogs and expert analysis.

### Digital advertising capabilities

Sky media is constantly evolving its digital offering to suit the needs of agency clients and advertising partners.

Some of the things your Sky Media rep can offer in the Digital Space include:

- Standard and high impact display advertising formats
- Premium short-form VOD advertising across Sky's websites and apps
- In-feed and native advertising solutions allowing brands to distribute content and align with editorial
- Inventory that can be traded programmatically through open, private and guaranteed marketplaces
- Hundreds of unique 1st party data attributes that can be combined to create custom audience segments

For more information please contact your Sky Media representative or email: [skymedia@sky.uk](mailto:skymedia@sky.uk)