

## Sky Sports Pub: Out of Home



Channel

**sky SPORTS**

**sky SPORTS NEWS HQ**

### What is Sky Pub?

Sky Sports channels including Sky Sports News HQ are broadcast with a separate advertising feed into over 40,000 pubs, clubs and commercial venues across the UK. This means advertisers can specifically target viewers in the out of home environment.

Around a third (and sometimes more) of Sky Sports viewing takes place out of home, reaching around 3 million adults a week, 71% of which don't have access to Sky Sports at home.

### How is Pub Priced

- A Games @ £17 CPT (compared to £121.74 on average in home)\*
- B Games @ £16 CPT (compared to £91.31 on average in home)\*
- Average A game cost = **£5,997 vs. £34,340 in home**
- Average B game cost = **£4,200 vs. £18,978 in home**

\*(Based on average Men 16-34 CPT)

### Audience Profile

- The typical Sky Pub viewer is young, male, who works full time and earns a higher than average income
- 7 out of every 10 pub viewers do not have Sky Sports at home meaning it increases reach when a spot is bought in both Linear and OOH platforms
- OOH Sports are viewed by 11,000,000 Adults every month giving the platform large scale
- OOH viewers index highly for attractive statements such as liking new devices, owning high end Cars, buying DVD's and Blu-Rays, and are influenced by the advertising they see

### How its Measured

- The fixtures to be measured are decided by Sky and based on their likelihood to be the biggest events that month
- These fixtures are measured by ISPOS/Mori who are an IPA approved data specialist. The measurement is conducted on a panel of 7000 individuals who provide weekly out of home viewing data

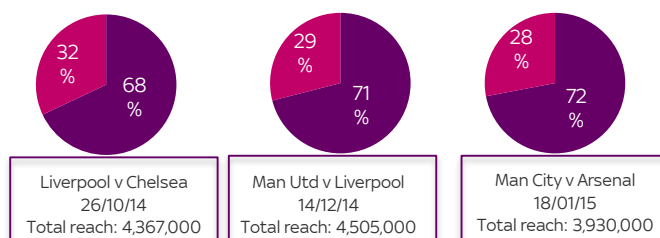
### What is shown in Pub?

- 25 key measured fixtures (including Premier League, Championship, La Liga and Gillette Soccer Saturday)
- Ashes, British Lions Tour, Ryder cup other major sporting events are also measured

### Performance to Date 14/15

Match	Reach
Man Utd v Chelsea	1,410,000
Man Utd v Liverpool	1,343,000
Man City v Arsenal	1,108,000
Liverpool v Arsenal	1,029,000
Arsenal v Man Utd	1,001,000

### Extended Reach Example



■ Out of Home  
■ In-Home

- Average impacts for M34 for Prem League B = 176,810
- Average impacts for M34 for Prem League A = 255,710