

One pager

## Sky Media VoD intro

The very best content – delivered wherever, whenever



### Delivered wherever, whenever

The way viewers are consuming TV is rapidly changing. At Sky, we are proudly placed at the forefront of this transition, offering our customers the ultimate in flexible, fluid viewing.

Whether it be downloading a movie in the living room on the set top box, or watching a boxset on an iPad in the park, Sky offers customers the very best content whenever and wherever they are.

There are two consumer services, 'Sky Go' and 'On Demand' delivering across four strands of content:

- Catchup
- Movies
- Boxsets
- Sports

Crucially, movies and boxsets are the biggest drivers of VOD on Sky. This content is incremental to linear viewing and captures viewers at their most engaged, "lean forward" moments.

### What can Sky Media VoD products add to your campaign?

Sky Media VoD products reach 49% of the UK adult population in a month\*. Not only does it reach as many adults as free to air services, but it reaches them frequently. The average On Demand user watches 24 minutes per day\*!

Sky Media VoD allows advertisers to access the finest content. From Hollywood blockbusters on Sky Movies, to upmarket HBO boxsets such as Game of Thrones, you can be sure that your campaign shall be seen next the very best that TV has to offer.

Sky Media VoD products index highly for difficult to reach audiences. Sky Go for example skews young and ABC1 and of course Sky customers index highly for many indicators of affluence

\*Sky Landscape Study 2015

### Sky Go

**Sky Go is Sky's service that allows users to view content on a variety of devices including desktop, mobile and tablet**

Users stream content from the Sky Go website or app. Viewing has increased rapidly over the past 5 years coinciding with the rise of tablets and smartphones

**Sky Go's VoD adload is low, and ads are clickable/trackable**

One preroll break and midroll break is the maximum number of breaks on Sky Go content. Each break is restricted to a maximum of 2 ads so there is very low clutter. In movies there is no midroll.

**Sky Go Linear allows advertisers to target live viewing too!**

The Sky Go Linear platform dynamically overlays the linear transmission with bespoke, targeted ads. This includes channels from Sky Atlantic to Sky Sports F1



### TV VOD

**On Demand is Sky's service that allows users to view VoD content via their Sky+HD set top box**

Users download content to their Sky box to watch from the comfort of their sofa on the best screen in the house, their television. This is now the most popular way to watch Sky Movies, and Boxsets are driving very high levels of downloads too.



### Targeting

The following capabilities are available across TV VOD and Sky Go

- Demo targeting e.g. age/affluence using Sky AdSmart segmentation
- Content e.g. programme, genre, channel
- Location targeting