



VoD from Sky Media

sky | MEDIA

49%

Reach of UK population

5.3%

SOV in Sky Homes

3p

Cost Per Completed View

75%

Minimum viewing before we charge

VoD from Sky Media

Video On Demand is an exciting and evolving landscape which offers advertisers a host of premium advertising opportunities around trusted, quality content. It's an important part of the new TV ecosystem that is helping people to watch more of the TV they love when they want.

VoD is prime advertising real estate for brands as audiences are so engaged, and our VoD platforms include Sky on Demand, Sky Go and My 5, which offer the most engaged VoD audiences on the market.

REACH

Combined, our VoD offering would be the 2nd biggest commercial channel if it was put side by side with linear reach.

EFFECTIVE

Plus it is effective too, at just 3p cost per completed view.

Smart buying options

As of Oct 2017, all VoD platforms from Sky Media can be bought as one campaign. This means great benefits for advertisers/agencies; **one booking, one invoice and one campaign delivery report with genuine cross platform household reach and frequency.**

INTRODUCING "Big Screen" and "Clickable" buying options

If the benefits of a whole VoD campaign don't suit your objectives then we also offer Big Screen and Clickable only campaigns too.

Big Screen

Devices that require a TV screen for content to be viewed. E.g.. Set top boxes, Smart TV's and Games Consoles.

Sky Media VoD facts

- You are only charged if 75% of the ad is seen.
- We are the only VoD option if you want to pick by programme.
- Other targeting options to choose from are content genre and household demographics.
- Per month, the VoD platform's reach 49% of the UK population. That equates to 25.5 million adults.
- Excluding My 5, our VoD has the highest engagement than any other VoD service.
- Combining VoD with a linear campaign, hugely increases the linear effectiveness
- Full reporting is available

Clickable

Devices that are enabled for clicks and click tracking. E.g.. Desktop, iOS and Android

