

Opportunity

Christmas Movies

Sponsorship Opportunity 2019



Channel

CHRISTMAS24



CHRISTMAS

Start

10th September 2019

Platforms

- On-air
- Social

The Opportunity

Sky Media, NBCUniversal & Sony Pictures Television are excited to be offering a cross-platform Christmas Movies sponsorship package that offers plenty of heart-warming holiday moments.

The package includes content across three channels, *Christmas 24*, *Christmas 24+* and *Sony Movies Christmas*; and **reached over 11 million individuals last Christmas!** Featuring many a magical Christmas film, with Santa filled adventures that will keep this audience feeling festive throughout Christmas 2019. As *Christmas24* turns 10 this Christmas, there has never been a better time for brands to join in the festive fun.

About the Channels

Christmas 24 - Christmas 24 and Christmas 24+ fully celebrate the festive period, when women are taking time out of their busy schedules to sit down, snuggle-up and watch movies with their family. During the Christmas period the reach more than doubles across the channel, with these festive films being a firm favorite with its 4.5 million strong audience (individuals). Christmas24 also has a huge social presence and is a great way to extend out from the sponsorship. From creating Facebook competitions to further engagement, or offering discount codes with a call to action message, there are lots of ways in which social can boost a campaign.

Sony Movies Christmas - From late September right through the festive period Sony Movies Classic re-brands to the much loved Sony Movies Christmas! The channel airs back to back feel-good Christmas movies, all day everyday, offering families the chance to discover a vast collection of Classic Christmas Movies.

Christmas Movies Highlights

Top 5 Films in 2018

- Noëlle (1.34m individuals)
- The Christmas Candle (1.19m individuals)
- Christmas Angel (1.17m individuals)
- Cancel Christmas (1.16m individuals)
- Christmas Lodge (1.10m individuals)

About the Audience

- 47% of them are **interested in cooking/food**
- 50% like to **eat out** once per month or more
- 45% are always looking for **new ideas improve their home**
- 70% are **responsible for all household grocery shopping**
- 40% like to buy products of companies that **give back to society**
- 65% are **prepared to pay extra** for a better quality of brand or service
- 33% often **buy things on impulse**
- 34% regularly **shop online**
- 45% regularly **read/browse social media**
- They are 29% more likely to **spend £800 or more** on gifts at Christmas
- Their **average Christmas expenditure is £1,035**
- 32% regularly **post on social media** sites
- 32% will **start planning Christmas in September/October** and 21% in November
- 52% have **3-10 people to buy gifts for**
- 27% have **more than 10 people to buy gifts for**



Scheduling & Accreditation

- Mid September 2019 – early January 2020
- Christmas 24, Christmas 24+ & Sony movies Christmas
- Monday – Sunday
- Approx. 2,716 total sponsored movies
- Approx. 32,660 total sponsorship credits
- 15" opener/closers & 8 x 5" break bumpers per film

Contact Details

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