

Discover the unexpected...



Entertainment and comedy
Fascinating documentaries
And the best live performances



And the talent?

Stephen Mangan
Idris Alba
David Walliams
Noel Fielding
Gemma Arterton
Stephen Fry
Rupert Grint
Brian Johnson
Sophie Rundle

Studio 54: The Documentary



Why Do We Dance?



I am the one and only...

- Most upmarket paid entertainment channel
- Most varied content offering – you will find something you love here!
- No. 1 UK Arts Channel!

Who is watching?

Upmarket

Family income	Social Grade
£75k+ (i141)	AB (i126)
Own their own home outright (i127)	Savings worth £100k+ (i145)

High Flying Workers

Sky Arts viewers are more likely to be in senior, long-term high-paying jobs. They are most likely to work in the medical or IT professions.

Senior Manager or Director (i163)	Last changed jobs 5+ years ago (i107)

Settled Families

Sky Arts homes are settled family homes. Parents have been married for a number of years and are most likely to have kids in their late teens (+27%).

Have kids (i117)	Married (i116)

Opportunity

Sky Arts Channel Partnership 2019



Channel



Investment

3 months: £294,000 (gross)
6 months: £563,500
9 months: £808,500
12 months: £ 980,000

Start

Available Now

Platforms

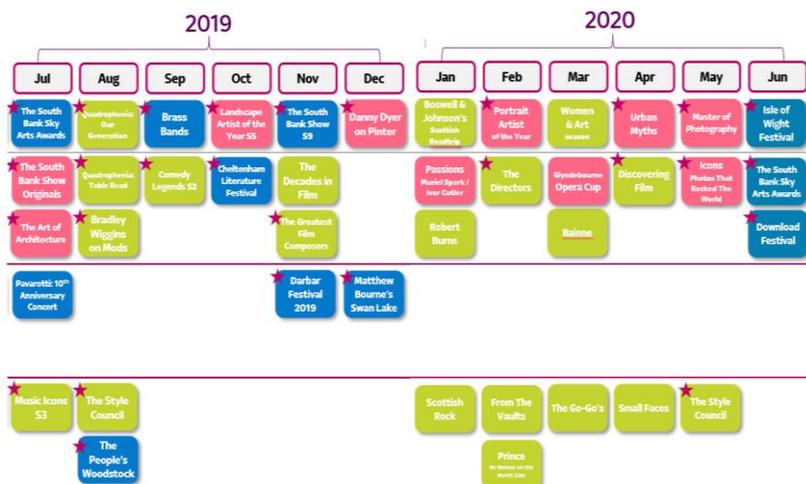
- Broadcast UK
- Sky Go
- On Demand
- Licensing

What is Sky Arts about?

Be live at a Bowie concert. Sit front row at the latest West End Show. Or hear about Freddie and Princess Diana's infamous night out. Sky Arts has something you will love!

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What's coming up?



Key: Entertainment Documentaries Performance Sky Originals

Ask us for more information on these shows.

This schedule may change.

Who will see my brand?

The most upmarket viewers across our paid entertainment channels. Work in senior roles. Have high disposable income. Involved in activities associated with the Arts.



+45%
More likely to have savings worth £100k+



+41%
More likely to have a family income of **£75K+**



+63%
More likely to be employed as a senior manager/director.



+30%
More likely to attend theatre performances or art exhibitions.



+47%
More likely to do painting as a hobby.



+67%
More likely go to a music gig.

Source: GB TGI 2019 | Base = All Adults | watched Sky Arts in the last week

Did you know?

5.3m people watch Sky Arts each month.



This is 10x larger than the top UK art galleries!

The numbers (12 month deliveries):



What does a sponsor actually get?

Your brand will run across all Sky Arts content wherever it's consumed. Over a year viewers will see 132 hours of your brand. Plus your brand will be seen 16.9m times when viewers watch on Sky Go or On Demand.

That's not all! Your logo will feature on the Sky Arts website and on Sky Arts promos* which run across our network – a great way to reach more people!

Your creative will run as 15 seconds before and after each show plus 5 seconds as break bumpers.

What else can I do with my sponsorship?

Not to blow or own trumpet, but Sky Arts is a pretty cool channel. Just imagine what we can do with you off screen. Think branded content, screenings, talent led social takeovers or exclusive access to tickets and show filming.

The Sky's the limit!

What if I want to make my sponsorship bigger and better?

Sky Advance:

We love Sky Advance. Its proven to further enhance sponsorships.

Retarget those who have seen your sponsorship with further information. And, target people who haven't seen your sponsorship for maximum reach and impact.

Simple and effective!

Sky Advance Recommended Investment: £98,000 (12 months)

Sky Analytics:

Like Mangan and Bakewell. Sponsorship and spot make the ultimate duo. Make sure the right people are seeing your brand messaging. Want to target different demographics with different messaging? Analytics is your answer. Ask us about it.

Sky Analytics Investment available on request. Dependent on what a brand is wanting to achieve.

T&C's

The investment cost includes UK sponsorship of Sky Arts linear, Big Screen & Clickable VOD & channel IP licensing. Investment levels vary depending on the duration of sponsorship.

Sky Arts is not available in ROI therefore cannot be purchased for additional investment.

Activation, Sky Analytics & Sky Advance are subject to additional investment and are available upon request.

Sky Analytics requires sharing 1st party data & signing a data sharing agreement.

Licensing & Activation is subject to additional channel approval.

Licensing includes Official partner designation, naming rights as official partner in brand own coms and any coms with Sky. Access to talent (not talent agent fees), access to content (ie promos, edits).

Sky Media has the right to sell licensing partner opportunities outside of this partnership. The Sky Arts sponsorship partner will have brand exclusivity.

The final investment excludes creative production, logo changes, independent research and is subject to brand, channel and compliance approval.

*Logos will be included only on Sky Arts promos 20 seconds or longer which run across all wholly owned channels..



sky | MEDIA