

Opportunity

Sky Sports News Good Morning Sports Fans

Sponsorship Opportunity



Channel



Investment

£550,000 gross
(6mths)
£1,050,000 gross
(12mths)

Start

1st October 2019

Platforms

- Broadcast
- Mobile
- Online
- Sky Go

The Opportunity

Sky Media is delighted to offer the opportunity for a brand to be broadcast sponsor of Good Morning Sports Fans on Sky Sports News for a 6 or 12 month period.

Good Morning Sports Fans has over the past two years seen an increase of viewing, up 25% since 2017, with fans tuning in for their morning dose of sports news. Content changes to the daypart have driven more viewing across the hours available to sponsor from 1st October, as the channel develops its approach to cater to the audience.

The UK's leading Sports News channel has built its reputation on quality partnered with immediacy and Good Morning Sports Fans is the number one destination to follow all the breaking sports headlines whether at home, work or on the move through the Sky Go App. This is a fantastic chance for a brand to gain access to the highly sought after ABC1 and young Male audiences that the channel attracts and index's well with.

The sponsorship bumpers are across Sky Sports News for an incremental five hours of the day during the week and six across the weekend. The property allows the sponsor to build a strong association with the channel and its dedicated viewers, whilst being frequently simulcast on Sky Sports Main Event channel.

The sponsorship will be extended across Sky Go, Sky Sports online, mobile and can include ROI coverage. To amplify the sponsorship further, this can be extended to other Sky products such as AdVance and Analytics for additional investment, and more detail is available on request.

Strand Content Updates

- Half hour shows and rebranded (0600-0630 & 0630-0700 hours) as Good Morning Sports Fans Bitesize, to give the feeling of a shorter and sharper news service, rather than longer belts of treatment.
- The introduction of a new Video Wall scene, including our top stories, WATCH! Stories to give morning viewers succinct updates and make special features stand out.
- The presenters now stand at the cocktail table in front of the video wall, whilst a bigger emphasis is on social opinions and interaction.

Scheduling

Good Morning Sports Fans

- Period:** 12 month sponsorship
Timings: 06:00-10:59 Monday to Friday
06:00-11:59 Saturday & Sunday

*Please note this now includes the 10-11am hour (Mon-Friday), throughout the 12 month period due to a change of scheduling.

Sponsor Credits:

- Opening Credit: 1 x 15 seconds
Closing Credit: 1 x 15 seconds
Centre Break Credit: 6 x 5 second credits per hour

Key Benefits



Frequency: Regular play out will ensure a brand is exclusively associated with high quality sporting content - with an estimated 15,474 sponsor credits playing out across the year.

Secondage: Spanning 12 months, the sponsor will receive an estimated 116,050 seconds of sponsor branding on Sky Sports News.

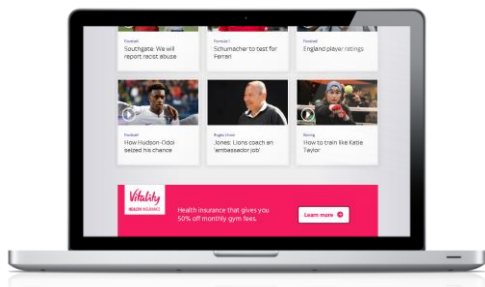
Cross Platform: For additional exposure a brand can amplify their campaign further by extending the sponsorship to ROI and Sky AdVance platforms, whilst included within this inventory is contextual digital display activity.

Estimated Audience Delivery – 12 Months

Audience	Inds	Ads	Ads ABC1	Men ABC1	Men 16-34	Men
Average TVR	0.06	0.07	0.04	0.07	0.06	0.11
Total Actuals	969	1,068	690	1,117	1,051	1,791
Total 30" Equivalents	424.0	467.1	301.8	488.7	460.0	783.4
Coverage (000s)	6,649	5,747	3,002	1,888	845	3,528
Coverage (%)	11	11	11	14	12	14
OTS	88	94	64	80	89	125

(Based on BARB : July 2018 – June 2019) – 6 months available on request.

Skysports.com



Skysports.com is the number one (highest reach and most visited) commercial Sports destination on the web (UK). Offering sports fans and advertisers a multi media and fully interactive experience showcasing the latest breaking news, videos, features, games, polls and chat, delivering (per month):

- 23m unique visitors
- 208m pages views
- An average dwell time of 7 minutes per visitor

The sponsor of Good Morning Sports Fans on Sky Sports News for 12 months will receive (1/2 impressions and 1 x HPTO for 6 month deal):

- 2 x homepage takeover on Skysports.com.
- 3m evenly distributed Leaderboard and MPU impressions, running across Skysports.com for the sponsorship period.
- 1m high impact Billboard impressions, running across Skysports.com for the sponsorship period.

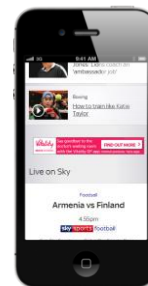
Sky Go



With over 3.7 million users and 74 million streamed views each month, watching your favourite Sky channels and shows wherever, whenever has never been more popular.

Across, the sponsorship period, Good Morning Sports Fans is simulcast across Sky Go and will carry sponsor accreditation consistent with the linear broadcast.

Sky Sports Mobile



Sky Sports Mobile is the UK's number 1 commercial Sports destination. Delivering per month:

- 4.3 million unique visitors every month.
- 438 million page views.
- The sponsor of Good Morning Sports Fans will receive 3m mobile banner ad impressions across the sponsorship period.

Terms & Conditions

- The opportunity excludes on-air production
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- Excludes ad serving costs & online creative production
- Scheduling of reports subject to change