

Boxset Binging



On Demand



sky atlantic HD

The Loudest Voice

Our audience's journey to TV content is changing

sky 3:52pm

The Farmers' Country Showdown

10/20. Sheep farmers Neil and Rhian from the Brecon Beacons and Crymch-based shepherds Mandy and Derek compete with their sheep at the Pembrokeshire County Show. Also in HD. [S]

45m Started at 3:45pm

Today	3:30pm	4:00pm	4:30pm	5:00pm
BBC One Lon 101	101 The Farmers' Country Showdown	101 Antiques Road Trip	101 Natural World	101
BBC Two HD 102	102 New: Tenable	102 New: Tipping Point	102 New: The	102
ITV HD 103	103 A Place in the Sun	103 The £100K Drop	103 Couples C	103
Channel 4 HD 104	104 Missing Daughter	104 Friends	104 Friends	104 5 News At
Channel 5 HD 105	105 Modern Family	105 The Simpsons	105 The Simpsons	105 The Simps
Sky One HD 106	106 Road Wars	106 Nothing To Decla	106 Nothing To Decla	106 Border Se
Sky Witness HD 107	107 The West Wing	107 The West Wing	107 House	107
Sky Atlantic HD 108	108	108	108	108

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Most Recent

Deadpool 2

Action comedy sequel with Ryan Reynolds suiting up once more, this time to do battle with Josh Brolin's time-travelling super-soldier. Atomic Blonde's David Leitch directs. (2018)

In 55m [HD] [18]

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RECORDED

Monday, 7:11pm

- Deadpool 2
- The Walking Dead
- Coronation Street
- Blue Bloods
- The Sopranos
- River Hunters

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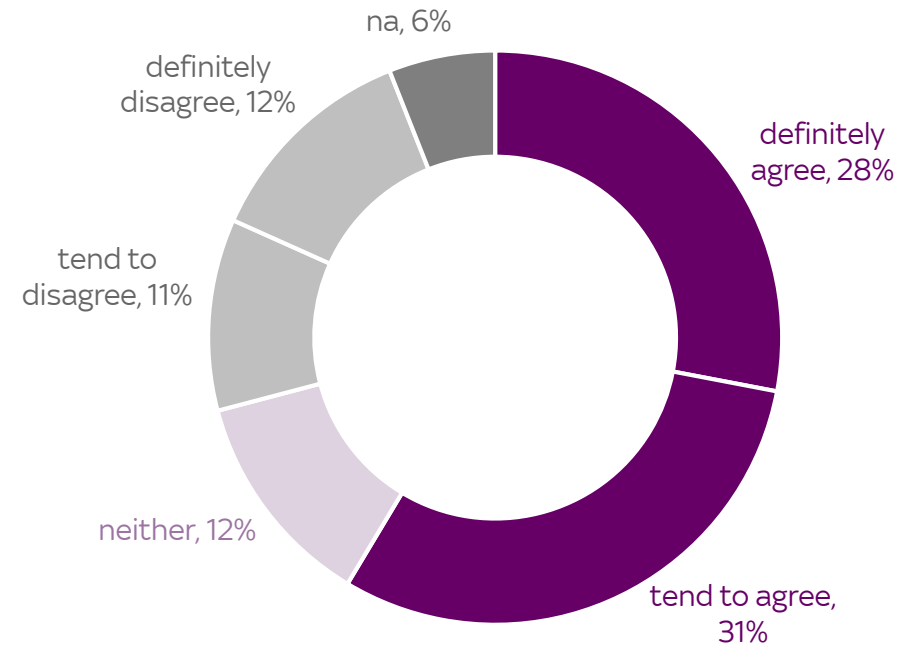
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ON DEMAND

Monday, 7:11pm

- Blue Bloods
- The Sopranos
- River Hunters
- The Inventor: Out for Blood...
- Supergirl S4
- Proven I
- WALKING DEAD

“I often watch several episodes of a TV series in one sitting”



Source: TouchPoints 2018, All Adults 15+ excludes those not stated

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Riviera

I lost track of time when watching

Live Viewing:

23%

Sky on Demand:

48%

I was completely absorbed in the programme

Live Viewing:

27%

Sky on Demand:

43%

The programme took my mind of other things

Live Viewing:

29%

Sky on Demand:

50%

I was paying close attention to what would happen next

Live Viewing:

35%

Sky on Demand:

63%

Source: BDRC Continental (diary study) Base: All viewing occasions (1074)
Source: d.fferento/ogy qualitative research (2017)

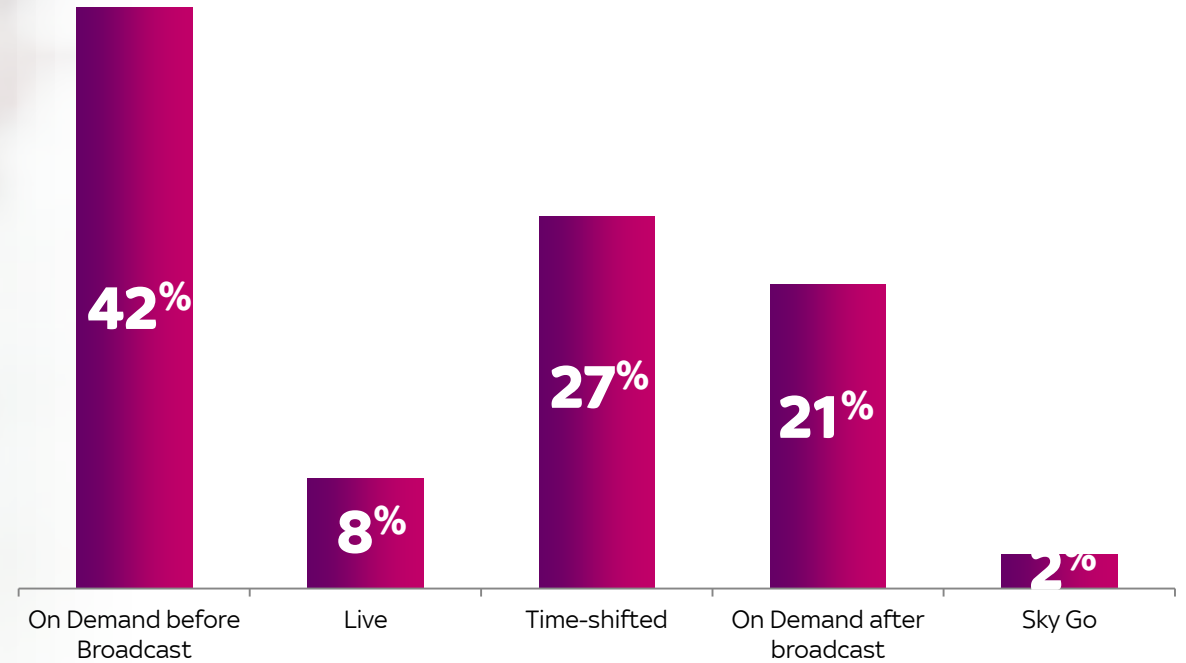


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Succession



17 stacked Sky entertainment shows

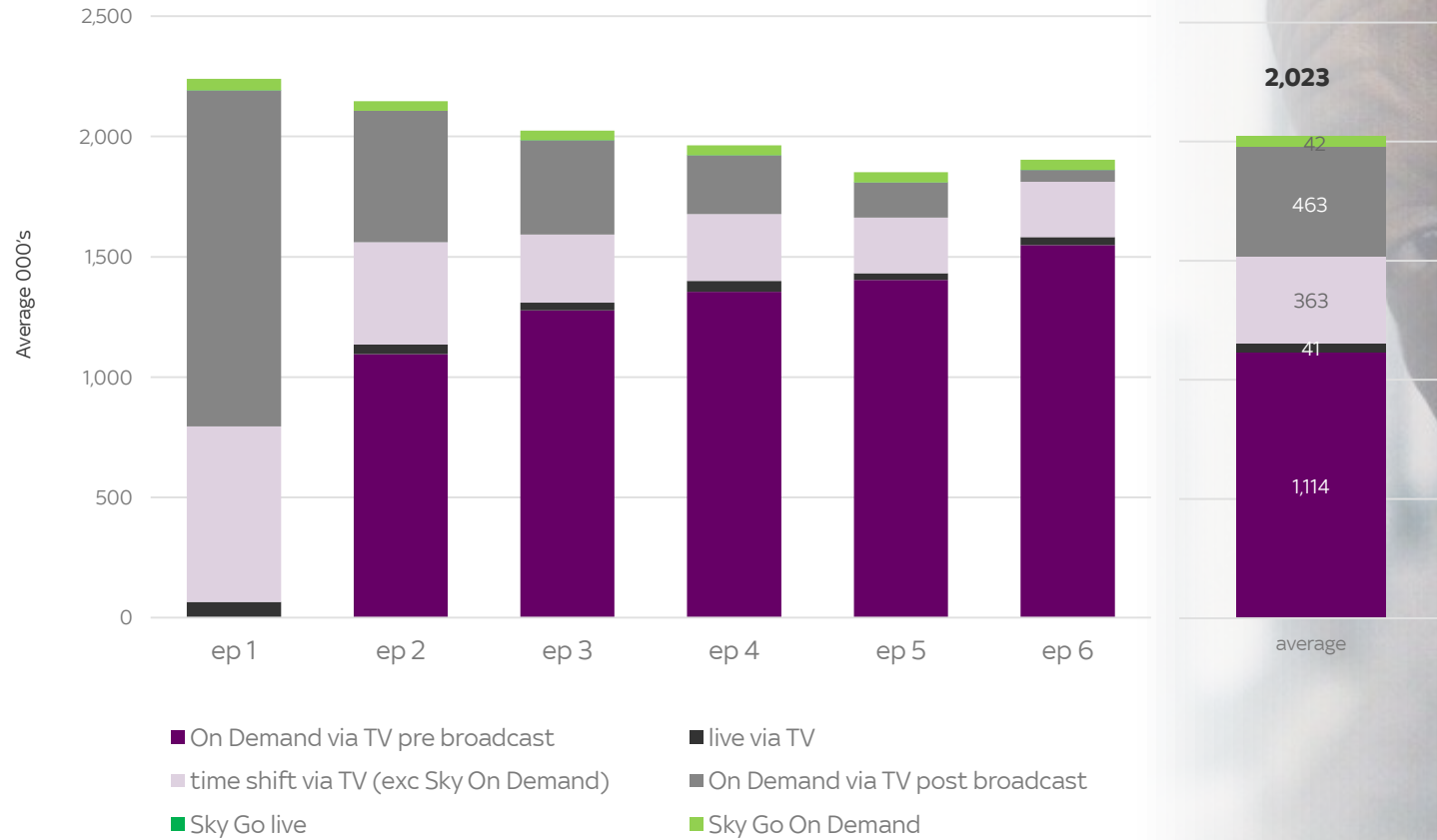


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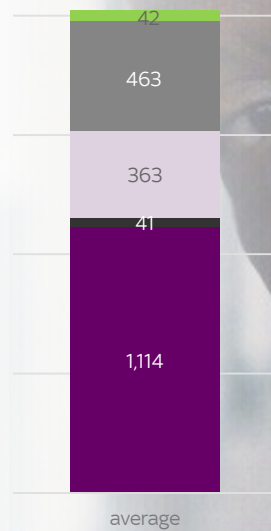
Escape at Dannemora

Source: linear viewing is via BARB / Tech Edge (28 day viewing), pre broadcast viewing is from the BARB non linear database (BARB / TRP), Sky Go is from BARB Dovetail, based on 17 programmes

Save Me: viewing by platform



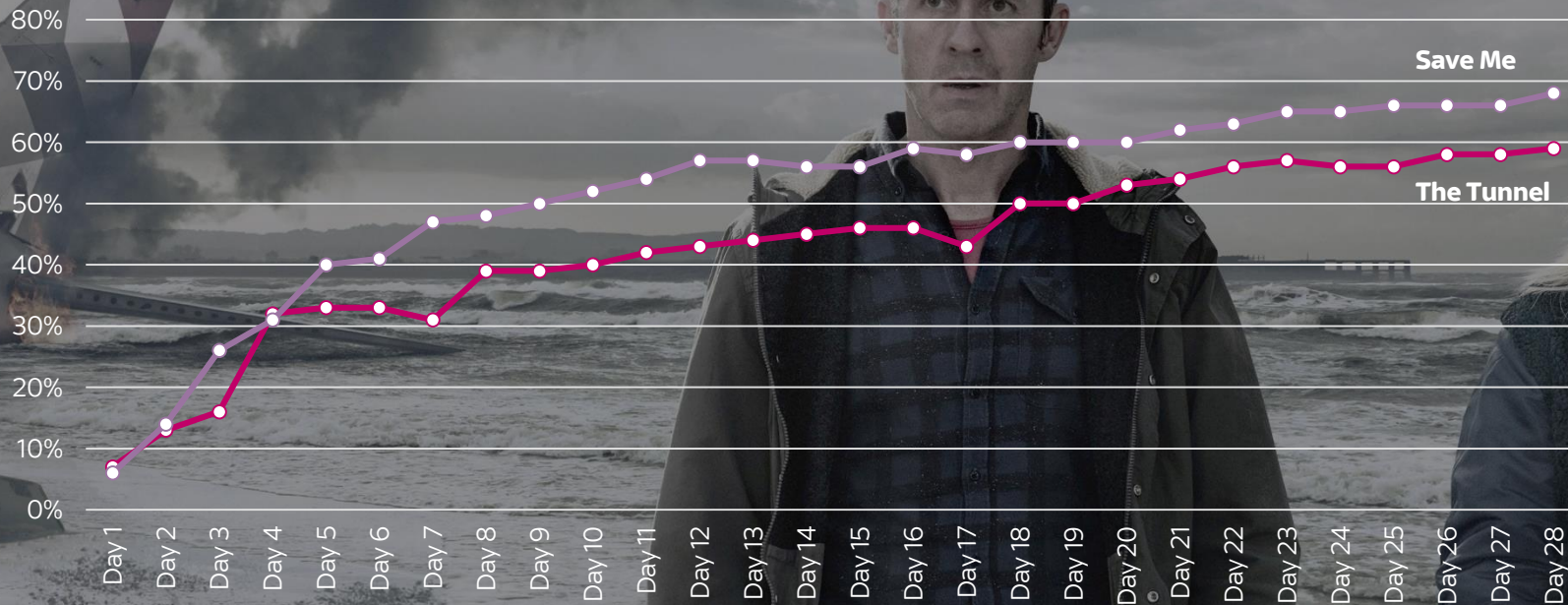
2,023



Source: live recorded and On Demand post tx is based on BARB / Tech Edge, on demand pre broadcast is based on BARB / TRP non linear database, Sky Go data is based on BARB Dovetail report (one Individual per device). All data is based on Individuals, time shift via TV may include some On Demand services if consumed on the TV e.g. Now TV and Sky Go via games console. Sky On Demand refers to Sky stb On Demand. Time shift and on demand (post broadcast is based on 28 day viewing) - time period is 28.02.18-15.04.18, average 000s are aggregate of all episodes

Stacked content offers high frequency over a short period

% of **viewers** who have seen last episode as a proportion of those seeing first episode



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The Tunnel

Source: live recorded and On Demand post tx is based on BARB / Tech Edge, on demand pre broadcast is based on BARB / TRP non linear database, Sky Go data is based on BARB Dovetail report. All data is based on Individuals, time shift via TV may include some On Demand services if consumed via the TV e.g. Now TV and Sky Go via games console. Sky On Demand refers to Sky stb On Demand. Time shift and on demand (post broadcast is based on 28 day viewing - not yet fully consolidated) - Save Me time period is 28.02.18-01.04.18, average 000s are aggregate of all episodes



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Sons of Anarchy



55% of Season 1 'completers'
did so within one week

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Sons of Anarchy



90% of S1 Ep5 viewers were
still watching by series 7

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Sons of Anarchy



The average viewing period for
any season was 11 days

Source: Sky viewing panel (1 season = 13 episodes)

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Sons of Anarchy

The Opportunity

- Ideal for retail brands, accessing “stacked” content drives high frequency over a short period
- Premium Sky commissioned content across Sky Atlantic and Sky One
- Serving across big screens and clickable devices
- Opportunity to reach audiences harder to find in linear who like to consume content in Netflix binging fashion
- Access priced at £40 CPM for 30”
- Packages start at £20k for 500k impressions



Stacked Schedule

	JUL	AUG	SEP	OCT	NOV	DEC
Warrior	█					
Crashing	█					
Pagan Peak	█					
Brassic		█				
8 Days		█				
The Loudest Voice			█			
Reluctant Landlord			█			
Temple			█			
City on a Hill			█			
Frayed			█			
Catherine the Great				█		
In the Long Run				█		

Key Calendar Events	JUL	AUG	SEP	OCT	NOV	DEC
Wimbledon	↑					
Tour De France	↑					
School Hols start	↑					
Aug Bank Holiday		↑				
New car regs		↑				
Rugby WC			↑			
Oct Half Term				↑		
Halloween				↑		
Black Friday					↑	
Cyber Monday					↑	
Star Wars release						↑
Xmas Day						↑

