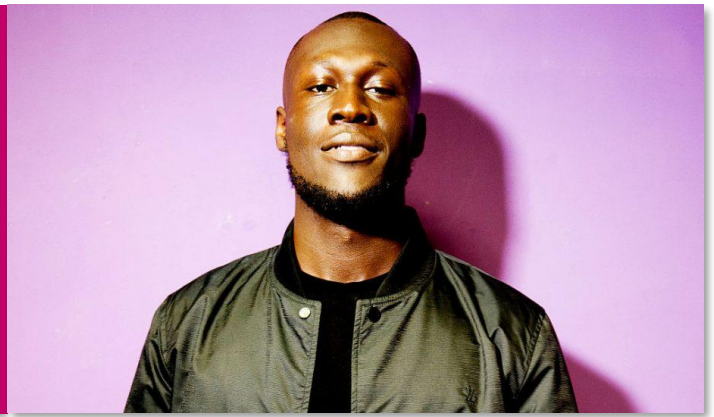


Opportunity

TRACE UK Launch

Brand new music TV sponsorship opportunity!



Channel

Investment

Start

Platforms



1st November 2019

On-air

The Opportunity

Sky Media and TRACE are excited to offer the opportunity to partner with the UK's newest family of music channels dedicated to all things Urban. Align your brand with a music genre which is now very much in the mainstream, alongside artists such as Stormzy, SKEPTA, AJ Tracy, Dave and Stefflon Don.

About TRACE

Urban is a mindset, not a fad. We aim to offer the most engaging, innovative, disruptive, chic and narrative driven brand and digital urban entertainment.

About TRACE URBAN

Urban culture is dominant among young people all over the world and deserves its own television network in the UK. TRACE Urban will showcase the best videos from these three music genres as well as interviews, shows and documentaries related to urban artists and culture.

About TRACE LATINA

TRACE Latina plays the biggest Latina videos from the top-rated artists and is predominantly back to back hits from Latin America that viewers know and love as well as well as music unheard of in the UK. TRACE Latina brings you a fresh, sexy and hot look in the music channel market and is the only channel to feature 100% Latina music that no other channel is playing.

About TRACE VAULT

TRACE Vault is an infectious rewind music channel focusing on hits from the late 90's and 00's. Alongside music, TRACE Vault plays iconic hit TV programs the late 90's and 00's including Sister Sister, Kenan and Kel and Moesha.

Mainstream nostalgic fun music, home of the biggest videos from the 90's and 00's & takeovers with lots of familiar faces. Hit driven, welcoming to all and always upbeat.

Scheduling & Accreditation

- Full channel launch across 3 channels
- Approx. 720 hours per month
- Approx. 5,824 sponsorship credits per month
- 8 x 10" per hour.

TRACE Music Fans

- TRACE's global community is cool, passionate, and bright.
- Aged 16 to 34, they like to party, they love music, dance and art. They are social, close to their friends who they choose to hang out with them.
- They only out in their latest Nike and sickest outfit.
- They like to show off and share their life on social media.

It's our driving force and our mission to give them a voice, allowing them to express themselves.



Contact Details

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