



Affluent

Audience £50k+

av income +(165)



Huge On Demand

Environment.

120m Imps/views



A Brand New

Premier

Every Single Day.



Over 1000

movies

On Demand



7.2m Ads

3.9m Abc1 Ads

14% Abc1 Ads



Magnify your brand with

activation, catered to

your brand



Quality.

Accessible.

World Class Movies.



'Always On'

THE

Biggest Movies.



"I buy products from

brands who sponsor

films on TV" (132)



Brand aware audience

Tech/retail/holiday.

Enthusiasts.

Opportunity

Must See Movies

The Latest Movies.
The Greatest Movies.
The Ultimate Cinematic Experience



Channel

sky cinema premiere

Investment

Available on request

Start

Available Now

Platforms

- Linear broadcast
- Big Screen VoD
- Clickable VoD
- Off-air Activation

Reach

8.8m Individuals
3.9m Abc1 Ads
14% Abc1 Ads

A

Brand New
Premiere Every
Single Day

Activate Around
THE
Biggest Movies

Hugely Engaged On
Demand Environment.
53.9m
impressions

Quality.
Sophistication.
Accessible.
World Class.

Media Value
£2.3m

The Opportunity

Partner with this year's **biggest** and **best blockbusters** before any other film subscription service - Must See Movies across Sky Cinema Premiere. Spread your brand across multiple platforms including **Broadcast, On Demand & Sky Go**.

sky cinema premiere

The home of blockbuster movies, scheduling the biggest Box Office titles before any other movie subscription service.

Watch Sky Cinema whenever with whoever and wherever! Making this a truly 'always on' opportunity.

A Brand New Premiere Everyday:

A Brand new premiere every single day! Some blockbuster titles coming to the service only 3 months after cinema release.

The Ultimate Movies Experience

- The latest blockbuster hits closest to cinema release!
- Brand new premiere each day of the week
- Over 1000 of the biggest ever films available on demand
- Premium Environment
- Quality and award winning environment

The Best Viewer Experience

With our innovation in technology, our exclusive relationships with world-class studios and our undeniable passion for movies, We bring the big screen cinematic experience straight into peoples home!

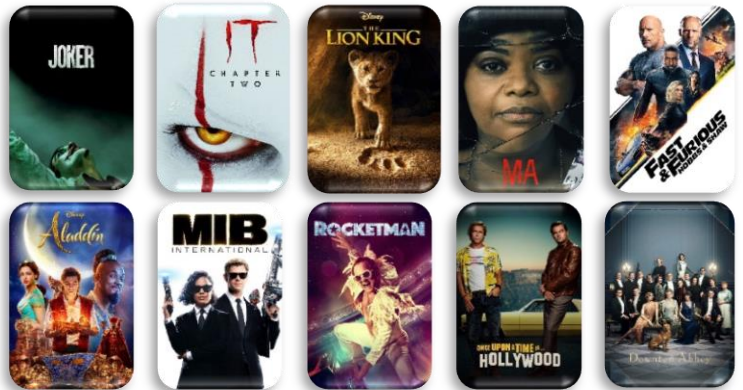
Bringing you movies just as the director intended!

TV
Mobile
Laptop
Online

UHD
3D
Surround sound

Only the best up coming movies...

*This illustrates some of the titles available across 2020



Quality Films With A List Talent

The talent list on Sky's portfolio gets bigger and better every year! Brands can become synonymous with A list and much loved talent:



Opportunity to Activate:

A range of activation opportunities can be designed to help a brand drive fame and engage with key audiences. Whether that be through in dealership/in store activities around **Sky Cinema's original films** or customer incentives.

sky | MEDIA

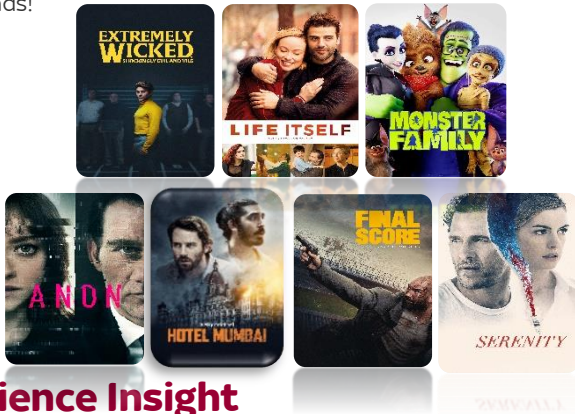
skymedia.co.uk

@skymediaupdates

skymedia

Sky Original Films

Sky shows its original films in cinemas at the same time as they become available for Sky Cinema customers! Sponsorship of Sky Cinema Premiere therefore allows a brand to associate with titles on the day of release and will open up increased activation opportunities for brands!



Audience Insight

Sky Cinema Premiere's audience are...

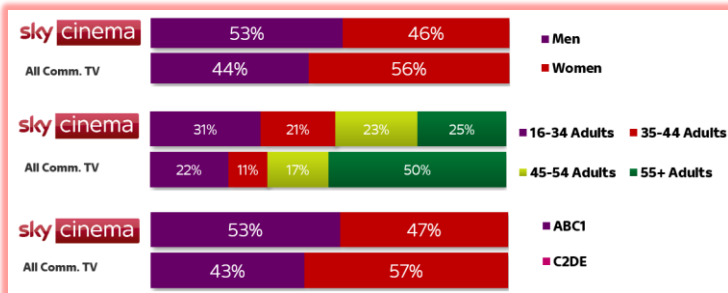


Affluent: Over indexing for families with a £50k +(165) combined income, & are most likely to spend £60k+ on their main car and £4k+ on a holiday



Influenced by advertising: Over index for "Advertising helps me choose what I buy" (132) and "I tend to buy products from companies who sponsor TV programmes and films" (132)

Sky Cinema Must See Movies is younger and more up market than commercial TV



Sponsorship Accreditation

Delivering an always on presence...

Linear: 20" opener and 10" closer on each sponsored movie Sky Cinema Premiere

Sky Go: 20" opener and 10" closer per Sky Cinema on Sky Go Linear (simulcast from linear TV)

20" opener per Premiere (recently added movie title) streamed on Sky Go

On Demand: 20" opener and 10" closer per Premiere (recently added movie title) watched On Demand, and across all Sky Cinema HD movies pushed on the On Demand service

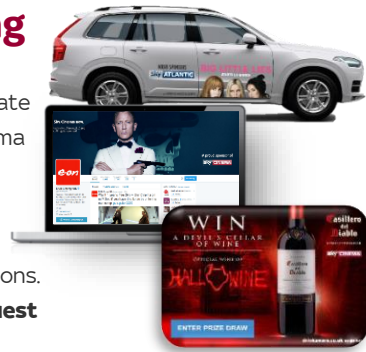
Online: Sponsors logo on *This Week's Premieres* on Sky Cinema webpage

Deliveries

Linear	Ads ABC1	Ads 16-34	HWCH
Actuals	99	129	141
30" equivs	67	87	95
Coverage %	14	19	21
Coverage 000s	3,965	2,733	1,462
OTS	7	7	7
VOD		30" equiv Impressions/views	
On Demand & Sky Go		53.9m	

Channel IP licensing

As part of the partnership a brand will have the ability to activate through licensing of the Sky Cinema logo. This will enable a sponsor to further cement the partnership across their own communications and for promotions and competitions. Investment: **Available Upon Request**



Making the Partnership Work Harder

Activation:

Sponsors can elevate the partnership through activation as pictured below. Opportunities include, but are not limited to, social media, content creation, events, experiential or competitions.



Making the Partnership Work Smarter

Sky Advance

We love Sky Advance. Its proven to further enhance sponsorships. Retarget those who have seen your sponsorship with more messaging. And, target people who haven't seen your sponsorship for maximum reach and impact!

Simple and effective.

Investment: **Available Upon Request**

Sky Analytics

Like Bond and M, sponsorship alongside spot make a great 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.

Investment: **Available Upon Request**

Opportunity T&C's

- The investment cost includes UK sponsorship of Sky Cinema linear, On Demand Push & Pull and Sky Go,
- Please note that the UK sponsorship of Sky Cinema on linear On Demand Push & Pull and Sky Go will be simulcast in ROI and cannot be split out.
- Sky Analytics & Sky Advance are subject to additional investment - see individual sections for details.
- Sky Analytics requires sharing 1st party data & signing a data sharing agreement.
- Licensing and Activation is subject to additional channel approval.
- Activation may require additional investment
- The final investment excludes creative production, logo changes, independent research and is subject to brand, channel and compliance approval.