

Opportunity

Sky Crime Partnership 2019



Channel



Investment

Available upon request.

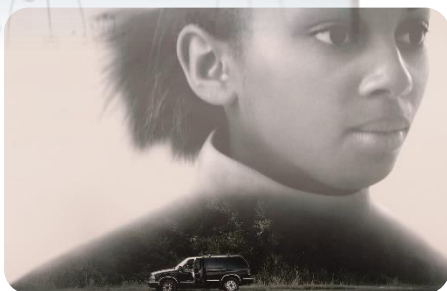
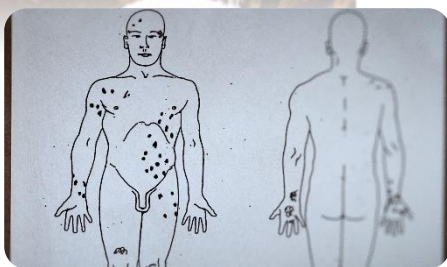
Start

Available now

Platforms

- Broadcast UK
- Sky Go
- On Demand
- Licensing

The New Home of Quality True Crime



Sky Crime is...

Immersive, Obsessive, Challenging and Direct ...

Your brand has the opportunity to align with Sky's newest channel, targeting highly engaged viewers as they become immersed in the best real life documentaries from the US and the UK including blue light, true crime and border control content. Watch as the evidence unfolds, suspects are whittled down and the criminals are brought to justice.

Upcoming content:

Key Premieres:

- The Clown & the Candyman
- The Disappearance of Natalee Holloway
- Smiley Face Killers
- Death at a Mansion
- The Atlantic Child Murders

Always on Programming:

- Banged Up Abroad
- Snapped
- Britain's Most Evil Killers
- Nothing to Declare
- Border Patrol
- Killer in my Village

Who will you align with?

With the rise in viewers watching real life crime, your brand will be connected to the most sought after genre of TV programming. Viewers become obsessed, seeking out quality investigations for the satisfaction of understanding complex stories. They go on a journey with the content, which your brand will sit closest to.

This type of content appeals to a female skewed audience, at it's heart targeting 25-35 year olds, with a wider reach of up to 54 years old.

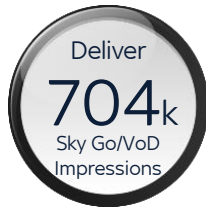
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Over one month you will...



What does a sponsor actually get?

Delivering an 'always on' presence...

Your brand will run across all Sky Crime content wherever it's consumed. Please be aware that some programmes may not be sponsorable due to current affairs.

Linear: 15" and 5" sponsorship idents across all content on linear TV. Logo accreditation on all Sky Crime promos 20" & over which run across our network – a great way to reach more people.

VOD & Sky Go: 15" & 5" idents across all Sky Crime content on catch up and streamed on Clickable or watched on Big Screen. 15" idents across all Sky Crime Box Sets streamed on Clickable or watched on Big Screen.

What else can I do with my sponsorship?

We can help bring your sponsorship to life off screen through screenings, competitions, events and much more! Think murder mystery parties around the latest premiere, or on pack promotions to win great prizes.

We will work with you to ensure activation meets your brand's objectives.



What about Sky Advance & Analytics?

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 investment available upon request.

Sky Analytics:

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 Crime linear, Big Screen (Push & Pull) and Clickable (Sky Go).

The ROI sponsorship of Sky Crime linear, Big Screen and Clickable VOD has not been included in the investment however is available for additional investment.

Activation, Sky Analytics & Sky Advance licensing 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.

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

