

Opportunity

Sky Documentaries

Channel Sponsorship Proposal

Tiger Woods: The Comeback

Channel	Investment	Start	Platforms
sky documentaries	£ 1,500,000 gross, excl credit production.	April 7 th 2020 *Estimated launch date.	<input checked="" type="checkbox"/> Broadcast UK <input checked="" type="checkbox"/> TV VOD <input checked="" type="checkbox"/> Sky Go

Channel overview

Brave, Empowering, Compelling, Expansive – Sky Documentaries will launch on April 7th on channel 114 on the EPG, as the brand-new home of world-class, real life stories from award-winning film makers, including HBO and SHOWTIME® documentaries and new Sky original docs.

With a mix of feature length documentaries and series that will challenge, provoke and entertain, the channel will explore a broad range of topics from sport and real-world controversies through to biographies of some of the world's most famous and infamous people.

Ahead of the channel's eagerly anticipated launch, Zai Bennett (Managing Director of Content at Sky) said; *"Premium documentaries are increasingly important to our customers, that's why we're launching Sky Documentaries as a new content brand. This channel will offer our customers an unrivalled destination for brand new, world class documentaries, as well as access to an extensive on demand library of programming"*.

Scheduling

With the launch of Sky Documentaries, Sky customers will have unrivalled access to;

First-Run Series

Immersive and definitive, stories that will challenge and provoke audiences taking them beyond their preconceptions.

Feature Documentaries

Intriguing stories from the famous to the infamous from the world's best filmmakers. These stories will take curiosity on a journey.

A library of critically acclaimed and world-renowned docs

From Scandal to Sport, Sky Documentaries will house a programming library designed to appeal to the broadest range of audiences, showcasing the latest and greatest documentaries to give the UK's avid documentaries fans their content fix!

Programming

Key content accessible on the channel from launch includes;

McMillions

A Six-part HBO series, executively produced by Mark Wahlberg which chronicles the stranger-than-fiction story of an ex-cop turned security auditor who rigged the McDonald's Monopoly game promotion for a decade.

Tiger Woods: The Comeback

This Sky original documentary tells the compelling and incredible story of one of sports' greatest ever comebacks.

After Truth: Disinformation and the Cost of Fake News

In the age of social media, this eye-opening HBO documentary examines the rising phenomenon of "fake news" and the impact that disinformation, conspiracy theories and false news stories have on the average citizen.

Sponsor inventory

Linear TV:

30 minute programme: 2 x 15", 2 x 5"

60 minute programme: 2 x 15", 6 x 5"

90 minute programme: 2 x 15", 8 x 5"

TV VOD:

Each downloaded or catch-up programme;

Programme Opener 1 x 15"

Centre Break Mid-Roll 1 x 5" (not guaranteed)

Programme Closer 1 x 15"

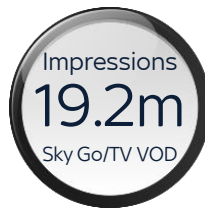
Sky GO:

Each downloaded or catch-up programme;

Programme Opener 1 x 15"

Centre Break Mid-Roll 1 x 5"

The 12 month sponsorship of Sky Documentaries is estimated to deliver...



Estimated sponsorship deliveries

Linear TV

Inds	11.2m reach / 647 total ratings / 299 30" equivs
Ads	10.6m reach / 740 total ratings / 342 30" equivs
Abc1 Ads	6.0m reach / 832 total ratings / 385 30" equivs
Abc1 Men	3.1m reach / 832 total ratings / 385 30" equivs
Abc1 Wmn	2.8m reach / 740 total ratings / 335 30" equivs

TV VOD & Sky Go

19.2m total estimated impressions across all Catch-Up and On-Demand content, for the channel sponsor brand.

Additional information

The investment detailed includes UK sponsorship of Sky Documentaries across linear, Big Screen (Push & Pull) and Clickable (Sky Go) VOD.

The UK linear sponsorship will be simulcast in the ROI.

The sponsorship investment excludes creative production and independent Sponsorship Effectiveness Research. All offers are subject to brand, channel and compliance approval.

The Sky Analytics & Sky Advance opportunities detailed below require additional investment. Opportunities can be tailored to a sponsor's specific budget.

Making the partnership work smarter...



Sky AdVance

Brand building vs sales activation? With our award-winning Sky AdVance technology, sponsorship at Sky enables our partners to benefit from both!

Sky AdVance is Sky's unique proposition which enables the extension of the Sky Documentaries sponsorship across multiple platforms. Using Sky's customer data to connect up our media landscape on and off-line, sponsors are able to serve consequential digital advertising (sales activation) to individuals exposed to the broadcast sponsorship (brand building), or target specific audience groups unexposed to of the sponsorship to efficiently build campaign reach.

Based on the size of the sponsorship property, the always-on inventory it delivers and the audience this reaches, we suggest the sponsor of Sky Documentaries invests an additional £100,000 gross for Sky AdVance sponsorship amplification.



Sky Analytics

When a sponsor enters into a data sharing agreement with Sky, matching 1st party data, we are able to report on sponsorship campaign deliveries and provide unparalleled analysis of the campaign performance relative to the sponsor's bespoke audience segments.

What about outcome data? Whilst the primary function for sponsorship is brand building, Sky Analytics enables us to analyse the role of sponsorship as a "primer", when it runs in conjunction with other media, reviewing the effectiveness of sponsorship and the call-to-action/response focused media in helping to drive specific outcomes for the sponsor.

The suggested Sky Analytics investment is dependant upon the sponsor's requirements for campaign analysis.

We realise it's a challenge to detail the technical capabilities of our AdVance and Analytics products in a few paragraphs, let alone tailor the offering to your brand specifically, so please speak with your Sponsorship Sales Manager to find out more about the award-winning products.