

Opportunity

# Sky Nature

## Channel Partnership Proposal



Channel



Investment

Available on request

Start

May 27<sup>th</sup> 2020  
\*Estimated launch date.

Platforms

- Broadcast UK
- Sky Go
- On Demand
- Licensing

## Channel overview

**Awe-inspiring, Optimistic, Empowering, Vivid...**

Your brand has the opportunity to align with a new Sky channel, launching on April 7<sup>th</sup>, targeting highly engaged viewers as they become immersed in high quality nature content, everyday.

Sky Nature is dedicated to exploring the beauty and wonder of the natural world and inspires us all to do more to look after it. The audience will be taken on a journey to learn more and be inspired. Programmes will take viewers to amazing places they might never get to see and gets them closer to the drama of the natural world. It provides a reminder that our world is worth saving.

The content appeals to a diverse and highly engaged audience, at its heart targeting 35-54 year olds with families. The opportunity delivers a high frequency sponsorship, positioning the brand's idents closer to the natural world than any other advertiser on Sky.

## Scheduling

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

### First-Run Series

Empowering and awe-inspiring, programmes that will unearth the beauty of the natural world and remind the viewer of the importance of taking care of our planet.

### Feature Documentaries

World-class commissions from renowned British production company, True to Nature (Attenborough production team). Sky have also signed up to be the exclusive UK broadcaster for Love Nature content, on linear TV and available on-demand.

### An exclusive library of shows

A dedication to the natural world, exploring the whole planet, from the sand to the sea to the sky, showcasing the greatest nature documentaries to inspire the UK's avid nature fans.

## Programming



\*all programming subject to change. Shark & Big Ice estimated 2021, Predators 2022

## 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 Nature is estimated to deliver...



## Estimated sponsorship deliveries

### Linear TV

Inds	6.6m reach / 553 total ratings / 252 30" equivs
Ads	5.7 reach / 608 total ratings / 277 30" equivs
Abc1 Ads	3.0 reach / 498 total ratings / 227 30" equivs
Abc1 Men	1.6m reach / 664 total ratings / 302 30" equivs
Abc1 Wmn	1.4m reach / 332 total ratings / 151 30" equivs
HWCH	935k reach / 664 total ratings / 302 30" equivs

### TV VOD & Sky Go

c.4.3m total estimated impressions across all Catch-Up and On-Demand content, for the channel sponsor brand.

## Extending the reach of your Sky Nature Sponsorship...



### Nat Geo Wild Sponsorship

Inspiring, authentic, and trusted; the National Geographic brand provides immersive storytelling across a robust portfolio. With primetime, and daytime opportunities available, on-air sponsorship of Nat Geo Wild provides brands and advertisers with the chance to market their product alongside extraordinary tales from the natural world that ignite the audience's passion for the wildest animals, and most exhilarating places.

**National Geographic and Nat Geo Wild sponsorship is available subject to additional investment and brand brief. More information available on request through the Channel Partners team, within Sky Media.**

## Making the partnership work smarter...



### Sky Advance:

Sky Advance is 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!

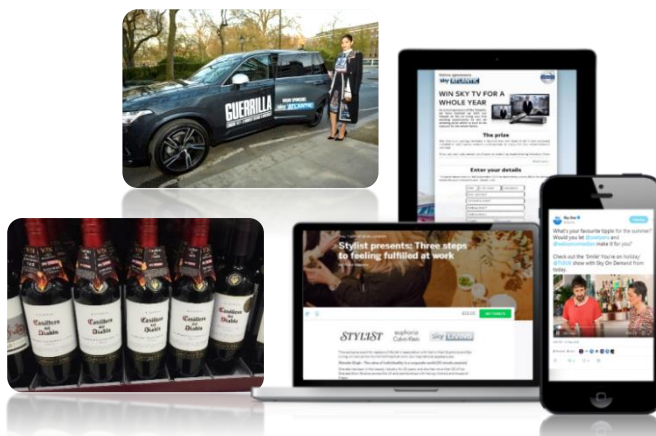
### Sky Analytics:

Sponsorship and spot go hand in hand. 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 Advance and Sky Analytics is available subject to additional investment and brand brief. More information available on request.**

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



## T&C's

The investment cost includes UK sponsorship of Sky Nature linear, Big Screen (Push & Pull) and Clickable (Sky Go).

The ROI sponsorship of Sky Nature linear, Big Screen and Clickable VOD has not been included, 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.

Investment excludes creative production costs, logo changes, independent research and is subject to brand, channel and compliance approval.