

Opportunity

Tiny POP

Sponsorship Opportunity 2020



Channel



Investment

Dates

June-July 2020

Platforms

✓ On-air

The Opportunity

Sky Media are excited to offer brands and advertisers the opportunity to sponsor **Tiny POP**. Throughout June & July reach young children and parents alike at an incredible value – this is an opportunity not to be missed!

About Tiny Pop

Branding itself as a safe, learning and imaginative platform, Tiny Pop is the home of magical entertainment aimed at children aged 4-6. With fun, captivating stories and lovable characters for young children to engage and interact with; Tiny Pop provides all manners of great content to inspire excitement, compassion and curiosity in its young audience.

- Tiny POP is part of the Sony Kids group who are the **#1 FTA Kids Commercial Channel Group**
- Reached over **3.3m Children** in the past 12 months
- Tiny POP is the only commercial kids channel on Freeview targeting 3-7 year olds.
- In the past 12 months, Tiny Pop has **reached 35% of HWCHs**.

Contact Details

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Example programming

- Super Wings
- Cookie Monster's Foodie Truck
- Ranger Rob
- Masha and the Bear
- PJ Masks
- Kody Kapow
- Zafari
- Molang
- Cat In The Hat

Scheduling & Accreditation

- June-July
- Monday-Sunday
- 3pm-8pm
- 4 x 5"s and 4 x 10"s per hour
- 305 total hours of sponsorship
- 2,440 total sponsorship credits

