

Opportunity

Sony Movies Christmas

Sponsorship Opportunity 2020



Channel



Investment

Start

Available Now

Platforms

On-air

The Opportunity

Sky Media & Sony Pictures Television are excited to be offering a Christmas Movies sponsorship that offers plenty of heart-warming holiday moments.

The package includes content on **Sony Movies Christmas** which reached over **7 million individuals** last Christmas! Featuring many a magical Christmas film, with Santa filled adventures that will keep this audience feeling festive throughout Christmas 2020.

This is an ideal opportunity for advertisers wanting to target Women 45+, **the person in the family that organizes the majority of the holiday festivities** and all that entails.

About Sony Movie Christmas

This festive period Sony Movies Classic re-brands to the much loved Sony Movies Christmas! The channel airs back to back feel-good Christmas movies, all day everyday, offering families the perfect Christmassy content to sit down and snuggle up to!

- The avg. time spent viewing for All Adults on Sony Movies Christmas is 85 minutes, this is **30% longer than the Movie Market** avg. in FTA
- Sony Movie Christmas ranks the **#2 movie channel for Women 45+** in FTA and All Platform
- 2020 will see **premiers** every **Monday and Friday** at **8pm**
- Example titles include: *Defending Santa*, *Holiday Road Trip*, *The Nine Lives of Christmas* and *My Dad is Scrooge*

Contact Details

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Scheduling & Accreditation

- Sony Movies Christmas
- Over the Christmas period
- Monday-Sunday
- Approx. 1,000 movies in total
- Approx. 10,000 sponsorship credits in total
- 10" opener/closers & 8 x 5" break bumpers per film

About The Audience

- **53%** of them agree that they like to give gifts that have the 'wow' factor
- **57%** of Sony Movie Classic viewers agree its worth paying extra for quality goods.
- **91%** purchase Christmas presents
- They are **17%** more likely than the average to start planning Christmas purchasing from September
- And are **62%** more likely than the average to buy for **more than 15** people at Christmas
- Their Average Christmas expenditure is **£1,073**

Source: TGI Q1; Based on those who viewed Sony Movies Classic in the last week/ said it was their favourite channel



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