

Opportunity

Sky HISTORY & Sky HISTORY 2

Sponsorship Opportunity 2021



Channel	Investment	Start	Platforms
 		Available now	<input checked="" type="checkbox"/> On Air <input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> TV VOD <input checked="" type="checkbox"/> Social <input checked="" type="checkbox"/> Sky Go

The Opportunity

Sky Media and A+E Networks UK are excited to offer a brand the opportunity to sponsor **Sky HISTORY** and **Sky HISTORY 2** channels which are available now. This opportunity goes beyond an ordinary sponsorship, as it offers a brand the chance to sponsor not only the coming together of two influential networks, who are creating a home for all things history, but it also allows a brand to fully integrate itself into the content through digital and social activations.

About The Channels

Sky HISTORY is a channel that is bursting with extraordinary, entertaining and ground-breaking stories. The channel is shown on NOW TV and has also moved up to 123 on the EPG, bringing it to the forefront for more consumers. Since the rebrand this channel's reach in 000's is up **25%**, Share % is up **26%** and average audience 000's is up **33% YoY**. Highlighting the channel's massive success since rebrand in May 2020.

Sky HISTORY 2 is the well-known sister channel of **Sky HISTORY**, a channel that invites viewers to delve even further into ancient cultures, famous figures and monumental historical events.

About The Audience

The **Sky HISTORY** core audience is largely male who are a little past middle aged (45-64) who enjoy activities like **DIY** and **home/garden** improvements. They are financially stable with no dependants, so have more to spend on things they enjoy, but are also starting to forward-plan for retirement.

- **49%** are 45+ and married
- **53%** are perfectly happy with their standard of living
- **51%** have some sort of investments (stocks, bonds, shares or ISAs)
- **31%** are heavy consumers of alcohol at home
- **59%** believe its important to be well-insured for everything
- **71%** have a garden or allotment and **56%** get great pleasure from them
- **48%** are always looking for ways to improve their home
- **59%** are good at fixing things around the home
- **23%** own more than one car

Source: TGI Q4 2020

Scheduling & Accreditation

- Sponsorship of **Sky HISTORY** and **Sky HISTORY 2**
- Daypart: 08:00-23:00
- Approx. **900** hours of content per month
- Approx. **7,200** sponsorship credits per month
- 2 x 15" openers/closers and 6 x 5" break bumpers

VOD

- 1 x 15" & 2 x 5" sponsorship ident per show on Sky Go (Pre-roll & mid only) - Sky Go idents can include clickable URL directing traffic to a website of the brands choice.
- 2 x 15" Opener/closers & 1 x 10" Mid roll Sponsorship ident per show on TV VOD - No mid roll for Boxsets

Example Programming

Coming up in 2021, **Sky HISTORY** has a great number of returning seasons and new productions with great celebrity talent;

- The Curse of Oak Island - Season 8
- River Hunters - Season 2
- Swamp People: Serpent Invasion
- Unexplained - Season 1 Continued
- Curse of Skinwalker Ranch - Season 2
- Al Murry: Why Do The Brits Win Every War?
- Great Escapes with Morgan Freeman
- Ancient Aliens Meets William Shatner

Activation

Along side the linear & VOD broadcast sponsorship, there is also the opportunity to extend this partnership into the sponsorship of some A+E Podcasts. A popular way to consume content for a younger audience, this partnership promises to reach an additional audience who are passionate about historical content. *Not What You Thought You Knew* is a **Sky HISTORY** podcast hosted by historian, author and broadcaster Dr Fern Riddell. This podcast series focuses on little-known events in history, with a fresh new perspective.

Sustainability

Sky HISTORY and the A+E Networks are also committed to the increasingly important sustainability movement with their membership to the Albert Consortium.



skymedia.co.uk

