

# Sky allows advertisers to reach specific audiences on TV.



Advertising from Sky is addressable TV, allowing advertisers to target specific audiences at a household level.

In traditional TV, every household sees the same ads. With AdSmart from Sky, these ads can change based on the characteristics of the household. A car brand could :

- Serve a sporty Hatchback ad to a young couple
- Serve an ad for a small SUV to a family with kids
- And serve an ad for an Estate to an older couple with pets

### Where do ads appear?

Ads appear on TV across a selection of Sky Media channels, in Sky and Virgin Media homes.

### What are the targeting capabilities?

There are over 1000 targeting attributes which cover:



Socio-demographics

Behavioural

Geographical

Custom

### How is performance measured?

- Delivery is measured in impressions by our viewing panel of 500,000 households. An impression is when at least 75% of an ad is viewed at normal speed.
- Brand uplift can be measured on selected campaigns with bespoke brand studies.
- Sales and web response can be measured by matching these actions to exposed audiences.

### Scale

There are **9.3m** Sky enabled households. This means 33% of all UK homes are available for addressable targeting via Sky, all in one place.

### Content

Sky with Comcast is a major global player in world class content. Advertisers have access to exclusive shows from HBO, Showtime, Channel 5, Paramount and award-winning Sky Originals.

### Targeted ads drive higher engagement

- Viewers are almost twice as likely to keep watching with channel switching dropping by 48% vs. non-targeted ads.
- Serving relevant ads to relevant audiences has also proven to increase emotional response to TV ads by +13%.
- Compelling ads are also more likely to be talked about. Campaigns including AdSmart alongside linear spot activity are +14% more likely to generate word of mouth.

### Wide adoption

Sky makes TV advertising more accessible and effective, for businesses of all sizes.



84 of the UK top 100 advertisers have adopted Sky including all 10 of the top 10 TV advertisers.



Sky has over 3,600 advertisers in total, with 57% new to TV.

Source: Nielsen, July 2022

**+18%**

Spontaneous Campaign Awareness

**+5%**

Prompted Brand Awareness

**+9%**

Spontaneous consideration

**+22%**

Ad Awareness

Source: Sky from Sky Norms, 2022