

The word "slay" is rendered in a large, 3D, metallic font with a blue and purple gradient. The letters are set against a dark blue background filled with vibrant, out-of-focus light trails in yellow, orange, red, and blue, creating a bokeh effect. A small, glowing orange sphere is visible in the upper left quadrant.

slay

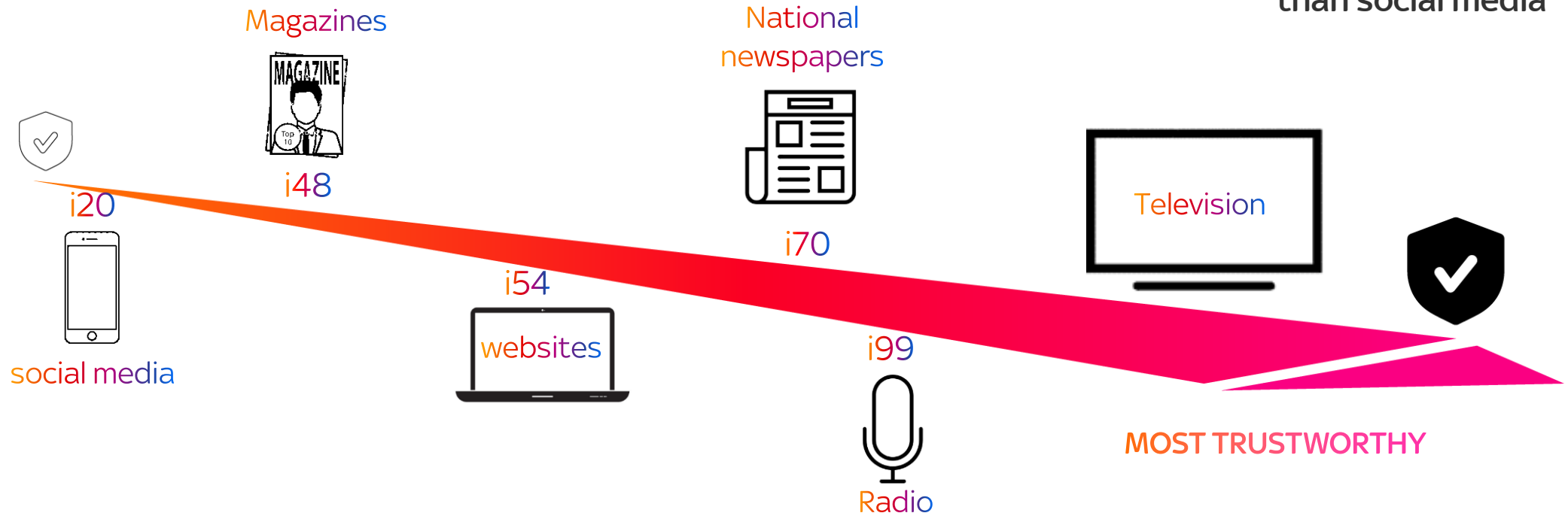
Addressable Media from Sky

ENGAGEMENT X REACH X VALUE = RESULTS

Believe in Better

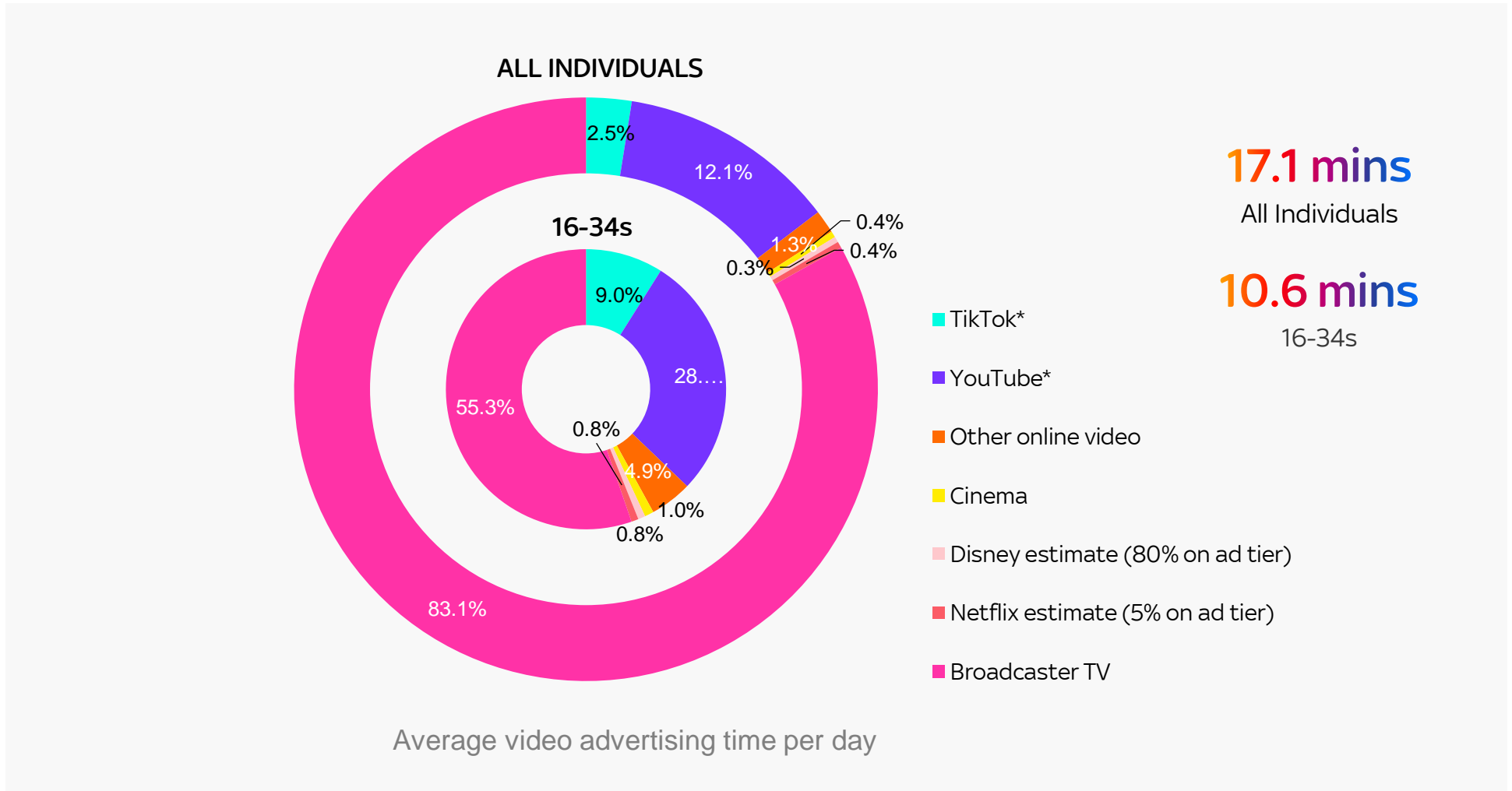
Higher trust than any other channel

5x
more trusted - TV
than social media



*Index compares the level of trust for each media type compared to trust of TV.
e.g. adults are 80% less likely to have any trust social media compared to TV.

More time spent watching ads on Broadcaster TV than other video



Source: 2022, Barb / comScore / Broadcaster stream data / IPA Touchpoints 2022 / Viewers logic to model OOH viewing time * YouTube ad time modelled at 4.1% of content time, TikTok ad time modelled at 3.4% of content time using agency and broadcaster data)

Enabling customers to discover more content they love

LIVE



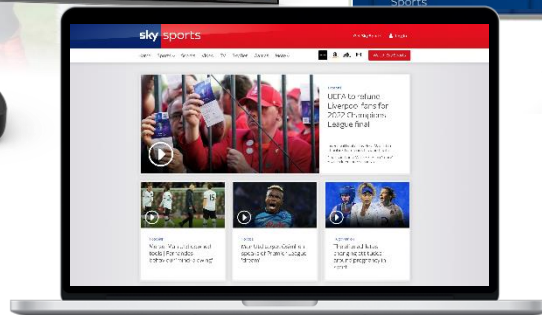
ON DEMAND



YOUTUBE



DIGITAL



SOCIAL & PODCASTS

SKY GO



...and target them at scale across our addressable media platforms

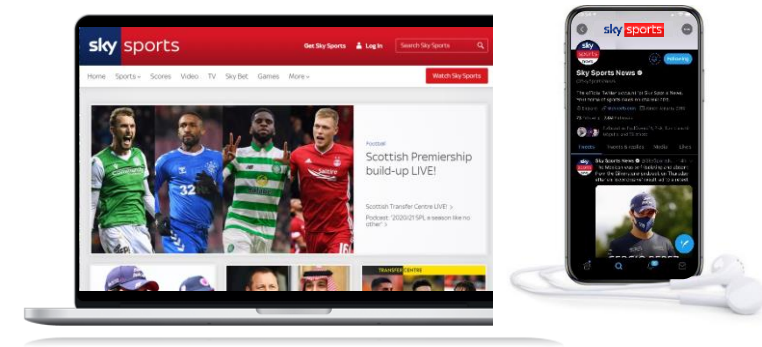
LIVE TV



ON DEMAND



DIGITAL



Building Our Best-in-class Digital Proposition



36m

A circular graphic containing the number "36m" in a stylized, multi-colored font.

Best of TV

Large audiences quickly

Highest quality content

Established measurement



adsmart

from **sky**

Best of Digital

Highly targeted

Accessible

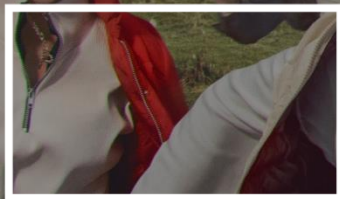
Customer response tracking





+4,000

Advertisers



75%

New to tv



75

*Of the UK's top
100 advertisers*



70%

Repeat business

Brassic 3

sky max

Herefordshire & Worcestershire Advertisers



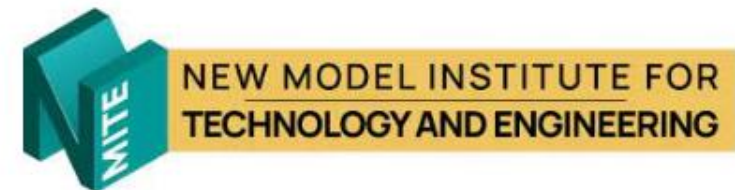
RIVERS

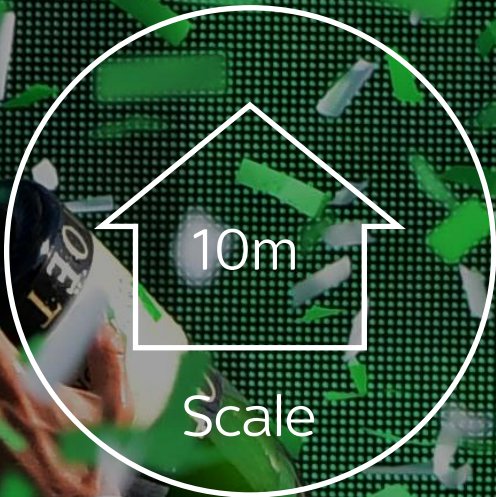


Seats & Sofas
Designed for comfort, built to last



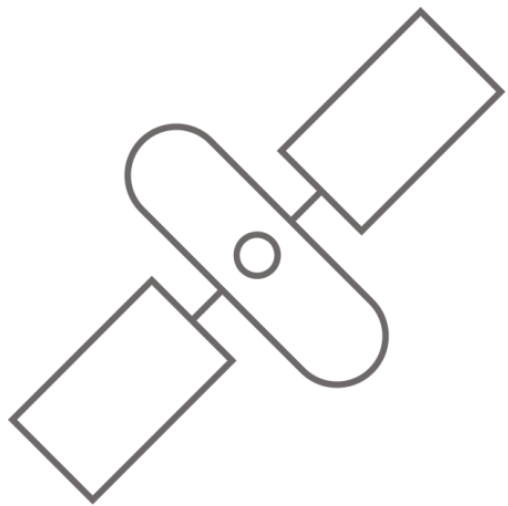
Elgar Kitchens





adsmart
from sky





1

Household data is stored on Sky viewing card



2

Relevant ads for that household get sent to the box via the satellite



3

When an AdSmartable spot is identified, the Sky box chooses the most relevant ad for that spot



4

That ad is seamlessly served over a linear ad in the broadcast stream



Home Moving = Pending Home Move



Affluent family with Kids = Yes

AdSmart enabled channels



* Sky Sports channels – excludes live programming

** Sky Sports News – excludes GSS and Transfer Deadline Reports

Data: a deep understanding of every household



Proprietary 1st party data



Mapped to market-leading 3rd party providers



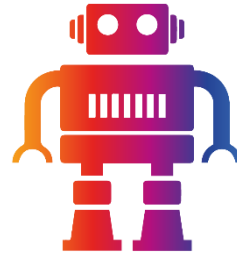
Targeting



Experian Mosaic



Business owners &
decision makers



Technology adoption



Category purchase



FMCG purchase



Demographics /
household composition



Financial



Home



Vehicle ownership



Moving home

Building an audience

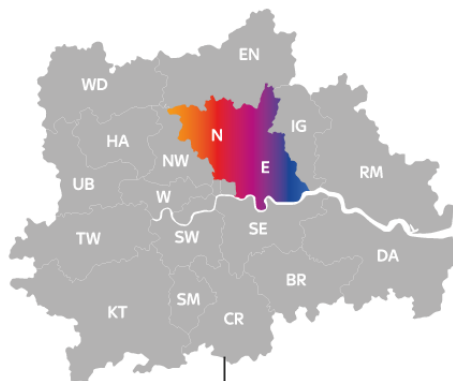
Geographical segments

AdSmart allows you to pick your ideal audience from hundreds of combinations, so you can be sure only the right households are seeing your ad at the right cost for you. You can combine by location and household attributes to best suit your needs.



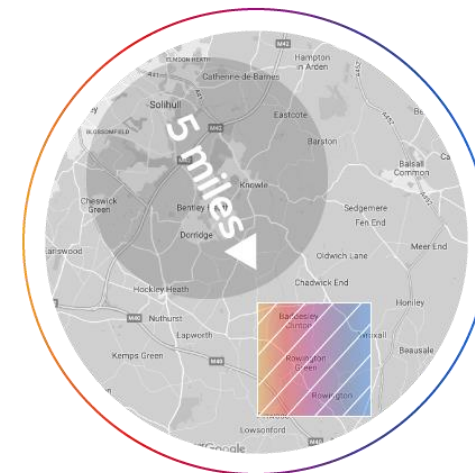
Area

- BARB Region
- Met Area
- Local Authority



Postcode

- Postcode Area(s)
- Postcode Sector(s)*
- Postcode District(s)*



Catchment area

- Selected box
- Radius*
- Drive Time*
- Delivery/service Area*

Delivery Measurement

75%+ Viewability



AdSmart Campaign Proposal

Client:	Herefordshire County BID	Proposal Date:	27 Jul 2023
Client Contact:		Advertiser:	Herefordshire County BID
Sky Contact:	Eleanor Salsbury	Proposal Name:	Herefordshire County BID - Autumn 23
Proposal ID:	49594	Proposal Type:	AdSmart

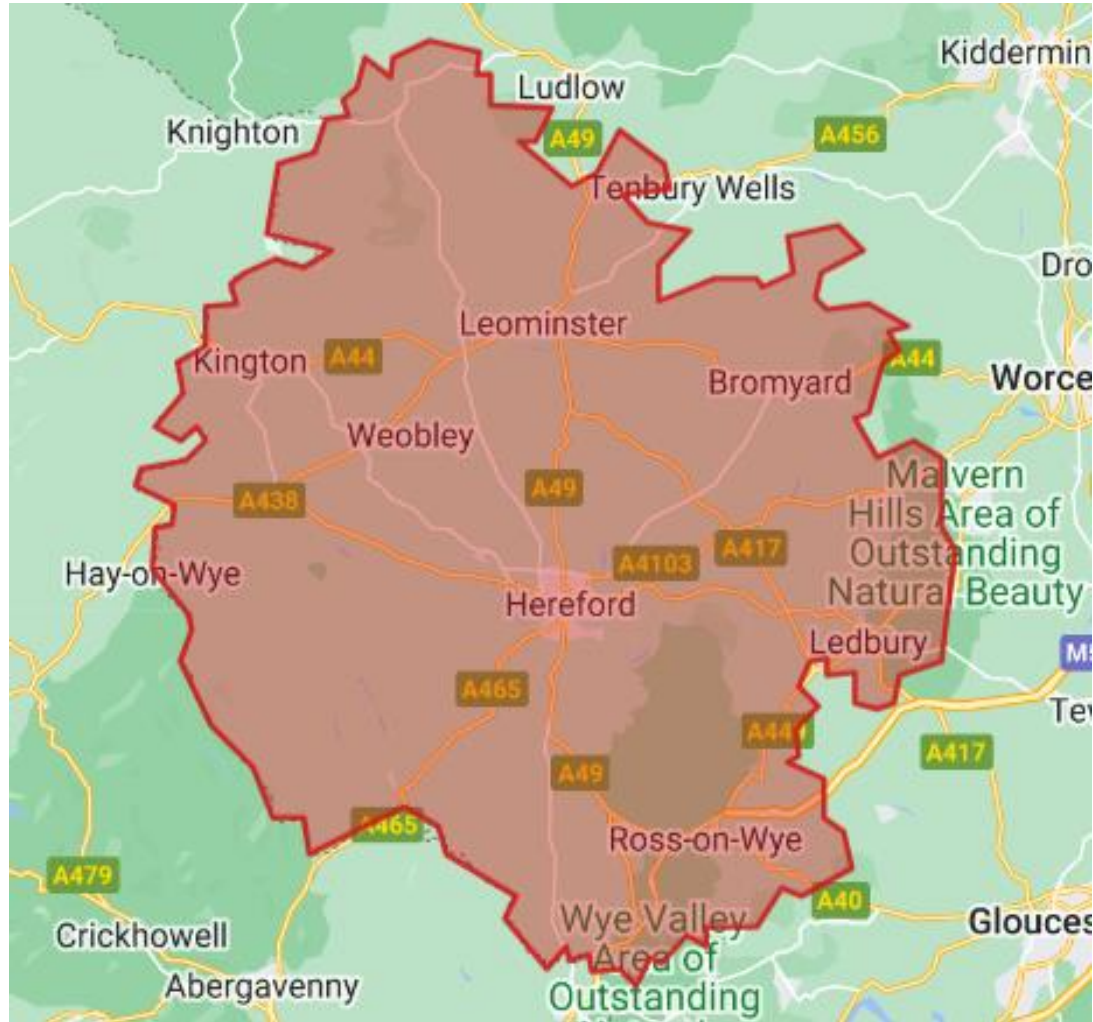
Opt.	Aud. Code	Audience Description	Dates	Household Universe	Target Impressions	Estimated 1+Reach	Average Frequency	Copy Length (Secs)	Cost per Impression (p)	Budget
	91131	Herefordshire County BID - All Herefordshire	03 Nov 23 - 04 Dec 23 (32 days)	19,775	120,707	87%	7.0	30	3.40	£4,104

Audience Definition

Local Authority is Herefordshire, County of

AdSmart Geographical Regions

All Herefordshire households



Households – **19,775**

Target impressions – **120,707**

Cost per impression – **3.4 pence**

Campaign Dates: 3rd November to 4th December 2023

£4104



Succession

adsmart

from **sky**

Succession 3
sky atlantic