





# Summer Transfer Window

## Partnership Opportunity 2019

- Own the Summer Transfer Window on Sky Sports News, as teams look to bolster their squads ahead of another action packed season of domestic football in the UK.
- Align with football transfer content across Sky Sports Digital, the number one commercial sports digital content provider in the UK that generates over 65+ million page views on Transfer Deadline.
- Access to three of the biggest Football social channels with a combined reach of over 46+ million.
- A £300k cross-platform package spanning broadcast, digital and social, delivering £494k in media value.

LIVERPOOL FOOTBALL CLUB  
sky sports news  
www.liverpoolfc.com



# What is the Transfer Window?

The Transfer Window, and specifically Transfer Deadline Day, is a truly cross platform opportunity for a brand to partner with Sky.

- The Transfer Window allows football clubs to buy and sell players.
- Across the Summer Transfer Window the cumulative spend in 2018 was in excess of £1.25bn in the English Premier League alone. £128m of that was spent on Deadline Day.
- Sky Sports News provides rolling coverage of the Transfer Window across broadcast, digital and social as the clock ticks down to when the window closes at 17:00 on 8<sup>th</sup> August.
- Only Sky Sports News have reporters at football grounds all over the country on Transfer Deadline Day to monitor player movements. In the studio the day is hosted by the legendary duo; Jim White and Hayley McQueen.
- The 2019/20 summer Transfer Window looks set to be the most eventful yet, with more Transfer Window programming scheduled than ever before.





# Summer Transfer Window

## Partnership Opportunity 2019

### Broadcast



Across Sky Sports News the Partner will receive in-programme integration, closely associating with premium sports news content throughout the summer Transfer Window. This includes:

- Sponsorship of a range of Transfer Window segments, including the Transfer Centre, Good Morning Transfers, Transfer Talk, Transfer Show and Transfer Wrap.
- Sponsorship of the Transfer Centre and Transfer Deadline Day countdown clocks.
- Sponsorship of Deadline Day with 'Supported By...' stings playing out each hour during the last critical moments of the Transfer Window.

### Digital



To further amplify the Partnership, the sponsor will align with high quality Transfer Window content across Skysports.com and the Sky Sports App with high impact display and video ad placements. This includes:

- Roadblock of the Transfer Centre on Skysports.com with a mix of display ad units.
- Sky Sports Home Page Takeover (date TBC, subject to availability) across Skysports.com and the Sky Sports App.
- Premium PC VOD inventory targeted to Football content.

### Social



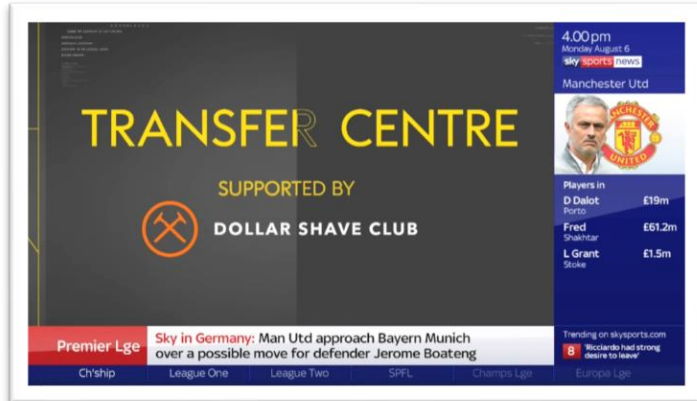
The Partner will be at the heart of the Transfer Window conversation across Sky Sports Social.

Through integration into linear Transfer Window clips posted on Facebook and Instagram, and creation of bespoke branded content, the Partner will gain access to three of the biggest football social platforms in the UK (Sky Sports, Soccer AM and Football Daily) with a combined reach of over 46 million.

\*Branded content ideation subject to brief.

# Broadcast

## Align with Sky Sports News' acclaimed Transfer Window coverage

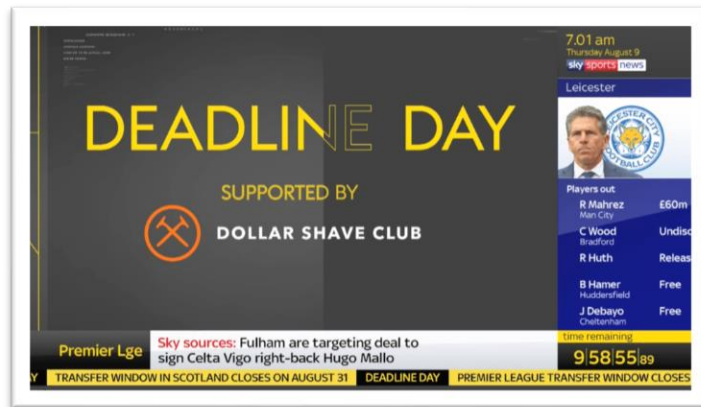


Broadcasting 800 logo exposures over 39 days...

Dedicated to bringing you the latest news, insight and analysis around the transfer stories that matter to you, Sky Sports News will be at the heart of this summer's business. Alongside the Transfer Centre, the Partner will align with a new series of must-watch transfer programmes from 1<sup>st</sup> July as this summer's transfer market hots up.

### Good Morning Transfers – from 9am...

Wake up each day to your early-morning transfer briefing as our team of reporters and pundit bring you the latest news and insight around the developing transfer news.



...the sponsorship is estimated to reach 2.9m Men

### Transfer Talk – from 12pm...

Join us for an essential midday update on the breaking news and transfer stories that matter to you.

### The Transfer Show – from 7pm...

The Sky Sports News reporters and guests will provide the definitive round-up of the day's transfer stories.

# Digital

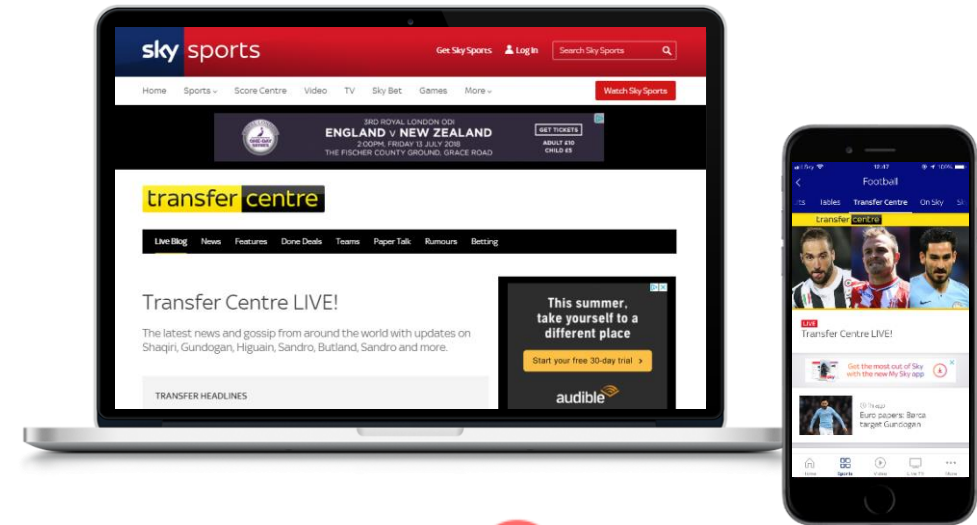
## Take ownership of the Transfer Window across Sky Sports Digital



Sky Sports Media is the No. 1 commercial digital sports network in the UK. Offering sports fans and advertisers a multi media and fully interactive experience showcasing the latest breaking news, videos, features, games, polls and chat, the Sky Sports digital estate delivers 10.1m multi-platform users per month across Desktop, Tablet and Mobile.

As a compliment to the in-programme sponsorship on Sky Sports News, the Partner will align with the latest, breaking Transfer Window stories with high impact ad placements across desktop and app.

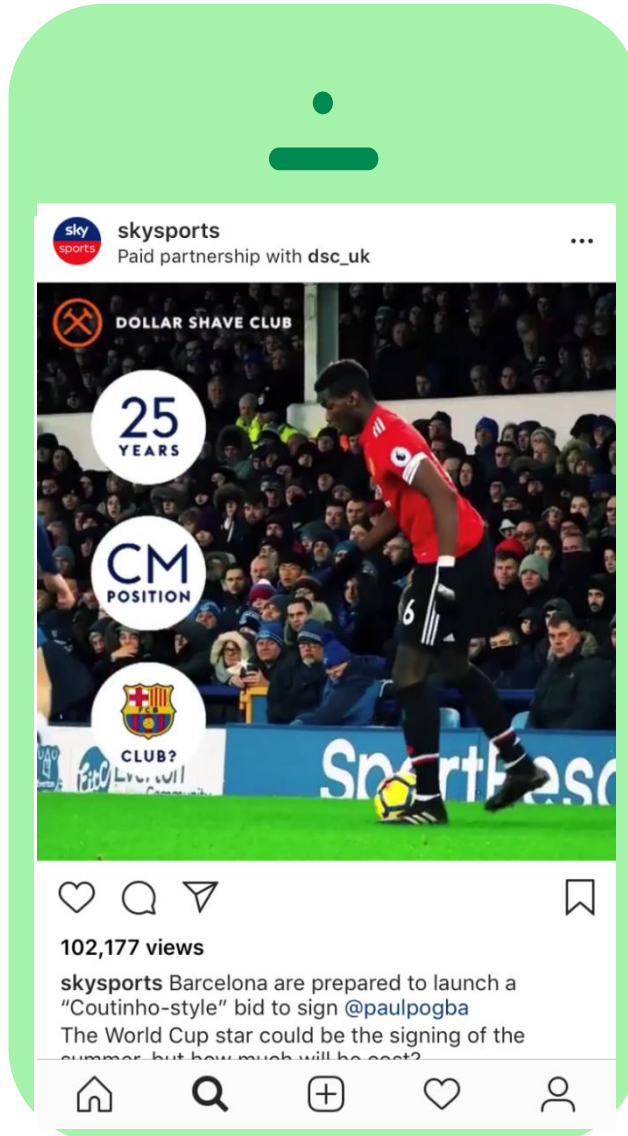
- A Sky Sports HPTO across web and app (Billboard, Leaderboard, MPU & Mobile Banner), delivering c. 8 million impressions.
- Roadblock of the Transfer Centre across web and app (Leaderboard & MPU), delivering c. 1.8m impressions.
- Premium PC VOD inventory targeting football content, delivering c. 250k impressions.



**10m**  
**Display & Video**  
**Impressions**

# Social

Reach a football obsessed Men 16-34 audience



Boasting in excess of 46m combined followers across Facebook, Twitter, Instagram, Snapchat and Youtube, Sky Sports social platforms reach a highly engaged male skewing 16-34 audience.

The Summer Transfer Window partnership opportunity allows your brand to align with premium Transfer Window content across the following areas:

- Sponsor integration into Transfer Window clips posted on Facebook and Instagram.
- Bespoke branded content that, subject to brief, could utilise Sky Sports talent, include live streamed content or branded social posts.





# Social

## Example executions

Below are some examples of bespoke executions that we could produce for our football obsessed 18-34 year old audience:

### Transfer Deadline Day Review Show

As soon as the window closes, our Football Daily hosts will be on hand to discuss the best and the worst of the transfer dealings from across the UK in this live review show.

### Transfer Tales

Have you ever wondered what actually happens behind the scenes on deadline day? Football Daily look to find out in this mini-documentary series what a typical transfer window is like from the viewpoint of a player, an agent and a sports reporter.

### How to Pass a Medical

**"A deal's been done, subject to a medical"** is a famous phrase heard throughout the transfer window, but what is actually involved? We'll send our talent to take part in their own medical to find out exactly what goes down.



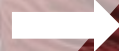


# Summer Transfer Window

A true cross platform opportunity

sky sports news

Investment\*  
**£300k**



Delivering  
**£494k**  
in Media Value

\*Investment includes Social Production up to the value of £10,000

# Appendix



# Summer Transfer Window

A true cross platform opportunity

Platform	Content	Estimated Delivery	Investment
BROADCAST	In-programme sponsorship of Sky Sports News Summer Transfer Window reporting	15.8 Men 16-34 30" equivs	<b>£300,000</b>
DIGITAL	1 x Sky Sports HPTO across web and app on Transfer Deadline Day	8m impressions	
	Roadblock of the Transfer Centre across web and app	1.8m impressions	
	PC VOD inventory targeting football content across web	250k impressions	
SOCIAL	Sponsorship of linear Transfer Window clips across Sky Sports Facebook and Instagram	5.8m views	
	Bespoke branded content (subject to brief)	TBC	
<b>TOTAL</b>			

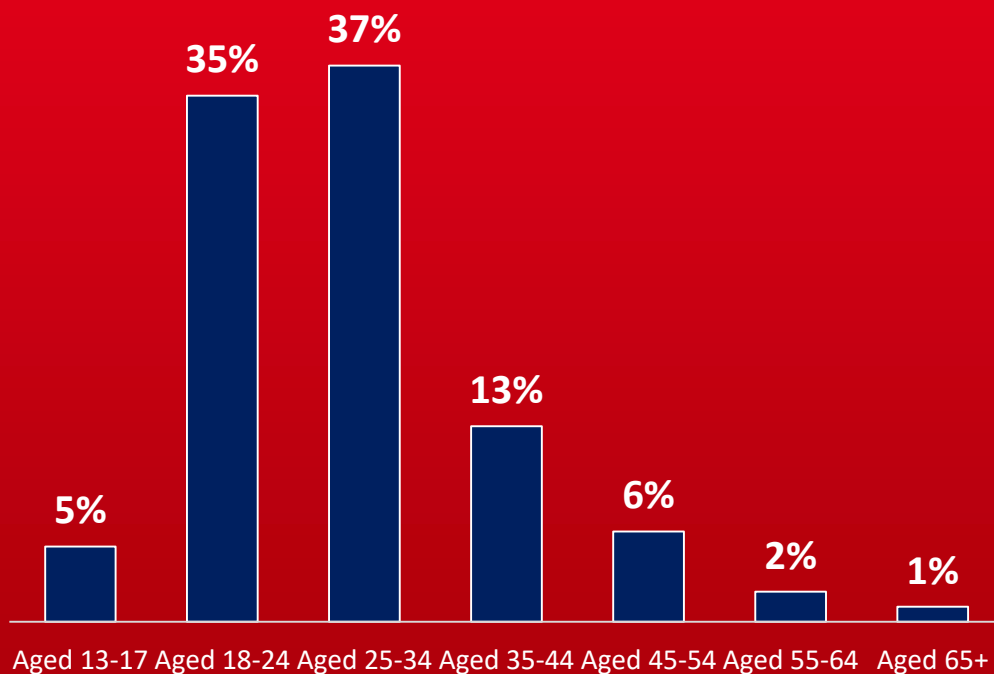
\*Investment includes Social Production up to the value of £10,000

Social

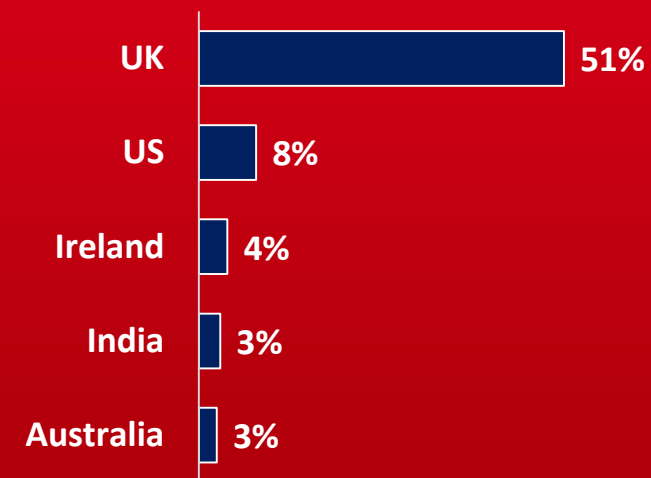
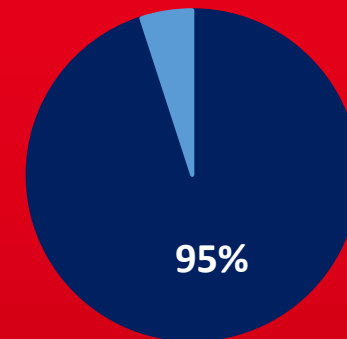


71.9m - Views  
4.7m - Hours viewed

Views



Male Female



 1m

 284k

 11.6m

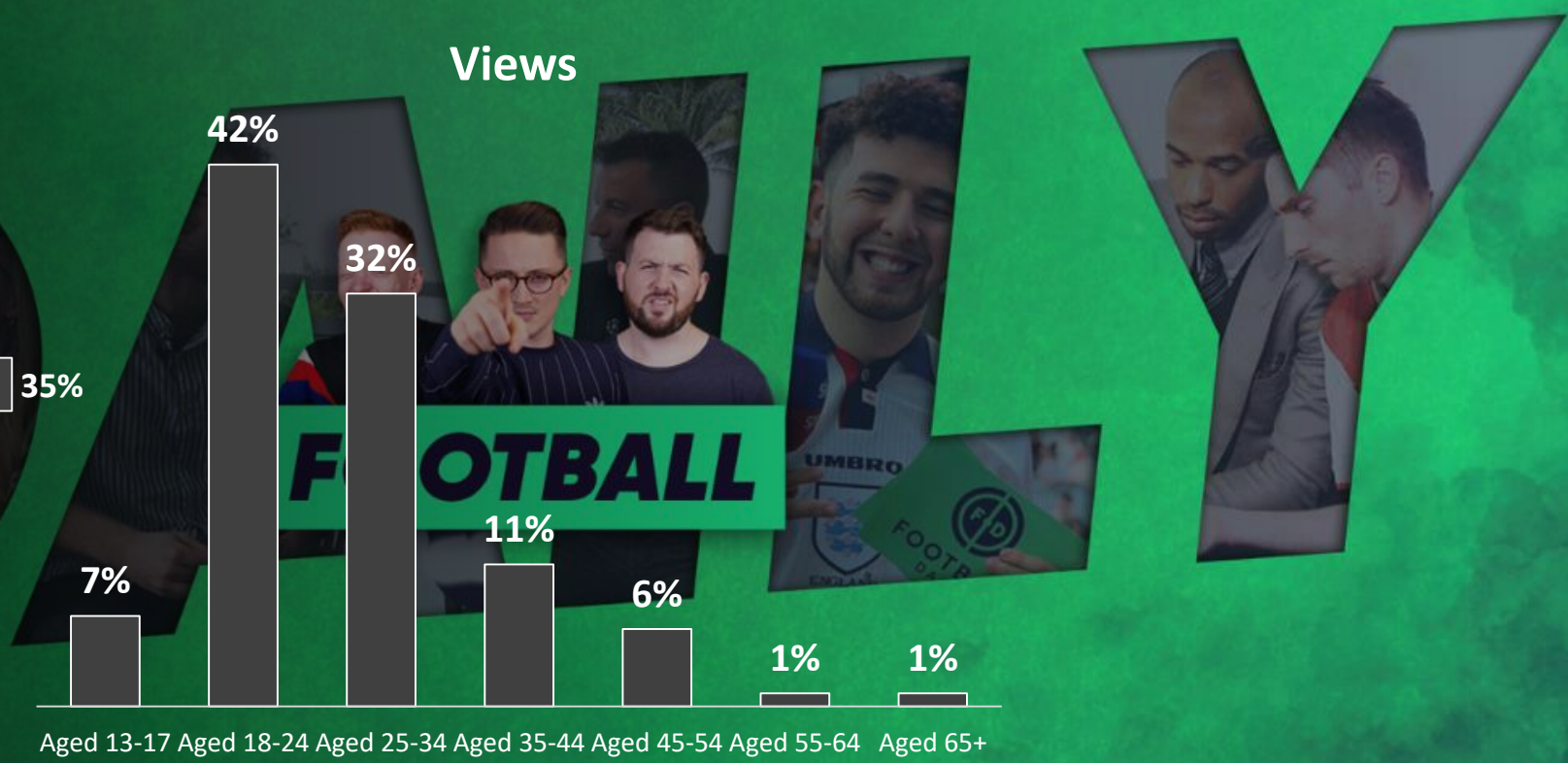
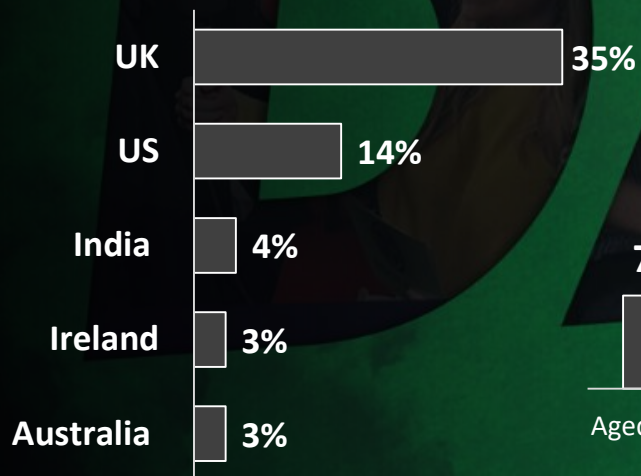
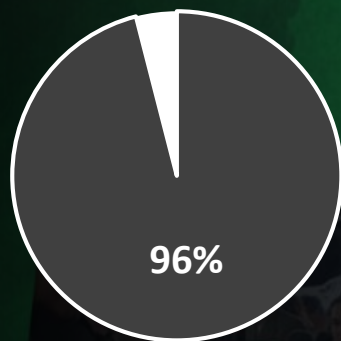
 3m





**23.7m - Views**  
**2.9m - Hours viewed**

□ Male ■ Female



**1.6m** | **66k** | **4.6m** | **450**

**k**