

# **Sky Credentials 2024**

***sky***

# Meeting Customers where they are for +30 years

2005

- 2005 - My Sky launches
- 2006 - Purchase of Prime TV
- 2007 - 700,000 customers
- 2008 - Sky Online and MYSKY HDi launches



2010

- 2011 - SoHo launches
- 2014 - Sky on Demand launched



2002

500,000 customers



2015

- 2015 - Neon and FanPass launched
- 2017 - 800,000 customers
- 2018 - FanPass re-launched as Sky Sport Now
- 2019 - Lightbox acquisition



2020

- 2020 - 900,000 Customers
- 2020 - Lightbox and Neon merge
- 2021 - Launch of Sky Broadband
- 2022 - Launch of Neon basic tier



2023

- 2023 - Launch of new Sky Box and Sky Pod
- 2023 - Launch of Sky Open
- 1 million+ customers



2024

- 2024 - Launch of Premium Digital Advertising on Neon



1995

- 1995 - 200,000 customers
- 1996 - First Super Rugby game

1987

- 1987 - Auckland transmission begins with 3 UHF channels - First movie: Space Camp
- 1992 - Broadcast of 1st All Blacks tour to South Africa
- 1993 - 100,000 customers



# Sky at a glance

**sky** | **skySPORT**

Multichannel Pay TV service. 29% of Kiwi households with a TV have a Sky Satellite TV subscription.

**sky** **OPEN**

Free to Air TV channel watched by over **1.5M Kiwis each week.\***

**sky****BUSINESS**

Helping Kiwi businesses get the very best from the extensive services Sky has to offer. Reaching countless Kiwi's in hotels, bars, gyms, retail stores, and more.

**sky****GO**

Sky subscribers can watch live streaming channels and on demand content from the Sky Go website and app.

**skySPORT** **NOW**

New Zealand's premiere sports streaming service with access to all 12 Sky Sport and ESPN channels.

**NEON**

Subscription video on demand (SVOD) services offering a range of TV shows and movies.

**sky****SOCIALS**

Multichannel social engagement. Capitalising on reels, posts, paid content, comments, videos, private messaging and more. A key and direct interaction with our passionate fans.

**sky****BROADBAND**

Launched Broadband into the New Zealand market.

**BELIEVE IT OR NOT?**  
QUIZ EVENTS

A Sky company since 2014, Believe it or Not Quiz Events are New Zealand's largest provider of weekly pub quizzes, trivia, quiz questions and quiz nights to the corporate and charity sectors.



# Sky at a Glance

Sky is an entertainment company that has been connecting New Zealanders to the stories and sport they love for over 30 years.

## Total Viewership 2023



**4.1 Million<sup>1</sup>**

OVER 60  
LINEAR CHANNELS

## Total Digital Streams 2023<sup>2</sup>



**+52.1 Million**

335,495  
TOTAL UNIQUE  
ACCOUNTS



**+51.3 Million**

297,504  
TOTAL UNIQUE  
ACCOUNTS



**+134.1 Million**

456,551  
TOTAL UNIQUE  
ACCOUNTS



# Sky World - Audience



**Sky Box and Sky Pod**

**1.5 Million**  
WEEKLY REACH<sup>1</sup>



**Free-to-air**

**1.2 Million**  
WEEKLY REACH<sup>2</sup>



**Streaming**

**802,000**  
WEEKLY VIEWERS<sup>3</sup>



**Sky Social Media**

**1.7 Million**  
FOLLOWERS ACROSS  
CHANNELS

**Commercial**  
**6,500 Businesses**

**2,000**  
Licensed Premises

**45,000**  
Hotel & Motel Rooms

**3,100**  
Gyms, Retail Stores, Corporate offices,  
Aged Care Lounges, and various Waiting  
rooms

Source 1: Nielsen TAM, AP 05+, Sky Pay, Average Weekly Reach, Weeks 1-52 2023, Consolidated data, Source 2: Nielsen TAM, AP 05+, Sky Open Network, Average Weekly Reach, Weeks 1-52 2023, Consolidated data, Source 3: Nielsen CMI, Q1 2023 - Q4 2023, AP15+, Online video/TV services used L7D = Sky Go, Neon, Sky Sport Now, Sky Open

# Sky Social Media

2023 vs 2022

## 1.7M followers across channels

Primary Platforms



**450K**

New followers  
in the last 12 months



**622M**

Reach  
(+105%)



**21.5M**

Engagements  
(+230%)



**1.1M**

Shares  
(+460%)



**521.5K**

Inbound messages  
(+55%)



**50K**

Private messages  
(-2%)



**342M**

Video views  
(+119%)



Positive sentiment increased from

**17% TO 23%** (62% Neutral)



### Audience Age



Instagram

**18 - 44**



Facebook

**25 - 54**



TikTok

**18 - 34**



Youtube

**25 - 44**



### Top Post

skysportnz



34.2M  
4.2M  
18.4K  
478K  
212.8K



# Sky Box

The best of satellite and streaming entertainment all in one.  
Now in a smaller, more refined box.



## All In One

The best of satellite TV, On Demand, and Streaming.



## Watch On Any Screen

With Sky Go, switch between screens from TV and Mobile.



## Voice Remote

Talk to Google to control your TV using your voice.



## Record More

Now record up to 5 shows while watching another live, with My Sky you can record and keep more of what you love.



## Personalised Experience

Discover more with 5 user profiles, continue watching on your Sky Box and personalised devices.

## What customers say

“

Thank goodness the new Sky Box can record 5 channels. So much brilliant sport I need every TB!

”

“

I think the new Sky Box is terrific. It has transformed my 10 year old TV. Thank you Sky. You have made an old man very happy.

”

“

Love the choices of programmes and now I can watch my online show through the new Sky Box.

”

“

Easy setup and more friendly than the old use.

”





# Sky Pod

Portable, plug in solution, a new way to watch and stream.



## Sky Without A Dish

Access Sky content via the internet and take your Sky Pod with you, wherever you are.



## Personalised Experience

Discover more with 5 user profiles, continue watching on your Sky Box and personalised devices.



## Voice Remote

Talk to Google to control your TV using your voice.



## Never Miss A Moment

Watch from start or scroll back 72 hours in the TV Guide.



## Watch On Any Screen

With Sky Go, switch between screens from TV and Mobile.

## What customers say



“

We love the Sky Pod, it's easy to use, features are great and we can still access all our favourite stuff.

”

“

Cause you can take with you, especially if you are visiting family or going on a holiday you can still watch Sky TV.

”

“

I don't need the recording capabilities because you are able to stream anything.

”

“

I like the idea of being able to move it to the bach or a holiday home big screens.

”

# Sky World: A Selection of Our Entertainment Channels

The biggest bundle of high value entertainment, news and sports.





# Sky World: A Range of Sport Channels and Broadcasts

The biggest bundle of high value entertainment, news and sports.

sky  
SPORT 1

sky  
SPORT 2

sky  
SPORT 3

sky  
SPORT 4

sky  
SPORT 5

sky  
SPORT 6

sky  
SPORT 7

sky  
SPORT

sky  
SPORT 9

sky  
SPORT  
SELECT



W.XV



ESPN ESPN 2



ATP  
TOUR



UFC



TOUR  
de  
france



sky



# Sky's Audience Segmentation



## Digital Trailblazer

**25% of Households**

- No kids at home
- Age under 45
- More likely than others to be Maori, Pasifika, or Asian ethnicities
- Progressive mind set



## Budget Conscious Families

**12% of Households**

- Kids at home
- Income <\$75k
- More likely than others to be single parent household
- Maori



## Aspiring Families

**27% of Households**

- Kids at home
- Income \$75k+
- More likely than others to be couples
- Of Asian ethnicities



## Connected Nesters

**13% of Households**

- No kids at home
- Age 45+
- Income \$75k+
- Aged between 55-64
- More likely than others to be couples
- Pakeha



## Heartland Champions

**23% of Households**

- No kids at home
- Age 45+
- Income <\$75k
- More likely than others to be aged 65+, singles living alone, pakeha
- Traditional mindset



# **Sky Advertising Opportunities**

*sky*

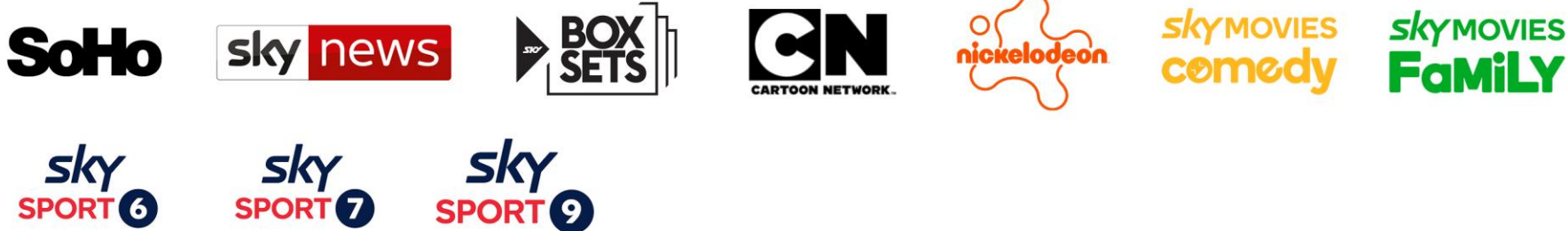
# Sky's Advertising Channels

## Linear

### Ratings Channels



### Specialist Channels



## Digital



Coming Soon:







## IT'S SKY THAT GOES WITH YOU.



### CAST TO YOUR TV

Use Chromecast or AirPlay to cast all the action to your big screen from the comfort of your home.



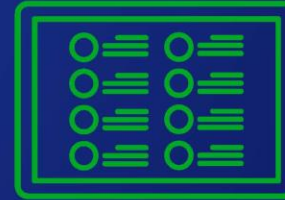
### REMOTE RECORDING

Remote record to your My Sky Box from anywhere in New Zealand so you can watch when you want.



### DOWNLOAD TO GO

Download selected shows and movies to your device when connected to WiFi, so you can watch anywhere.



### SEE WHAT'S ON

Browse the TV Guide on the go, so you can find out when your favourite show is on.



### FINDING CONTENT

Easy to explore content and continue watching where you left off.

## WHAT CUSTOMERS SAY

“

Sky Go is great and we really love recording with My Sky.

”

“

I can watch my favourite channel's on Sky and Sky Go also helps big time when I am not at home.

”

“

Great sport coverage, Sky Go for when i'm not at home and incredible internet.

”



## AUDIENCE SNAPSHOT

### AUDIENCE REACH



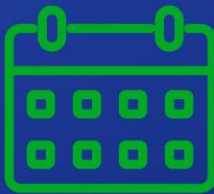
ANNUAL STREAMS

**+52.2M**<sup>2</sup>



TOTAL UNIQUE ACCOUNTS

**335,495**<sup>2</sup>



AVERAGE WEEKLY REACH

**267,000**<sup>1</sup>

### WHO'S WATCHING

AGE SPLIT<sup>1</sup>

■ Other ■ 18-64



GENDER SPLIT<sup>1</sup>



AVERAGE HOUSEHOLD INCOME

**\$125,800**<sup>1</sup>



## 12 DEDICATED SPORTS CHANNELS

Your Sport. Unrivalled. The 2024 sport season gets underway with the return of a number of heavy hitters! DHL Super Rugby Pacific, NRL and Sky Super Rugby Aupiki all kick off the oval ball action. Formula 1® and Supercars are back for more high octane racing. Plus, Premier League continues with the title race in full swing, and Ireland will be looking to go back to back in the Six Nations.

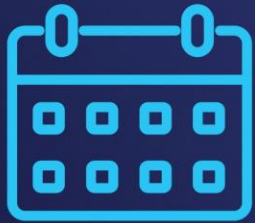




# skySPORT

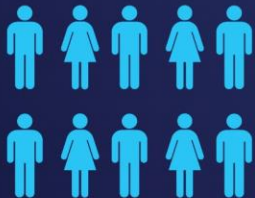
## AUDIENCE SNAPSHOT

### AUDIENCE REACH



AVERAGE MONTHLY REACH

**+1.41M<sup>1</sup>**



DIGITAL ANNUAL STREAMS

**+78.1M<sup>2</sup>**

(Includes 26.8M Streams on Sky Go)

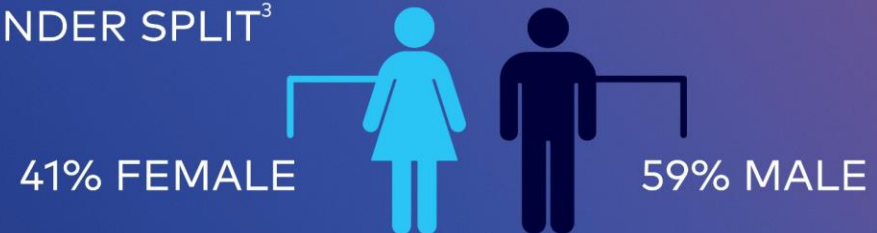
### WHO'S WATCHING

AGE SPLIT<sup>3</sup>

■ Other ■ 18-64



GENDER SPLIT<sup>3</sup>



AVERAGE HOUSEHOLD INCOME

**\$121,737<sup>4</sup>**

**sky**SPORT NOW

## ALL SPORT, NO DRAMA.

STREAM SKY SPORT AND ESPN LIVE AND ON DEMAND, ANYTIME, ANYWHERE.



### WORLD CLASS SPORT

Connecting you with the sports moments that matter, anytime and anywhere.



### NEVER MISS A GAME

Instant access, stream across multiple devices.



### STREAMING ON YOUR TERMS

In-App purchase and choose the way you pay with flexible plan and pricing options.



### LIVE AND ON DEMAND

All the sport content you need. 12 Live sports channels. Plus, replays, highlights, clips and documentaries all available on demand.



### STREAM ON MORE SCREENS

Watch however you want with our wide range of devices including all major Smart TVs, Chromecast, Playstation, Apple TV, Mobile and many more.

### WHAT CUSTOMERS SAY

“

Such an amazing app! Easy to use. No complaints at all from me and my husband!

”

“

Love it glad it was easy to get game sorted so I didn't miss the start of the haka go the abs!

”

“

Super easy to use and great to be able to sign up for a short period of time, being on a budget.

”

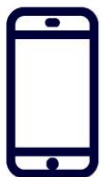
## AUDIENCE SNAPSHOT

### AUDIENCE REACH



ANNUAL STREAMS

**+51.3M**<sup>2</sup>



TOTAL UNIQUE ACCOUNTS

**297,504**<sup>2</sup>



AVERAGE WEEKLY REACH

**253,000**<sup>1</sup>

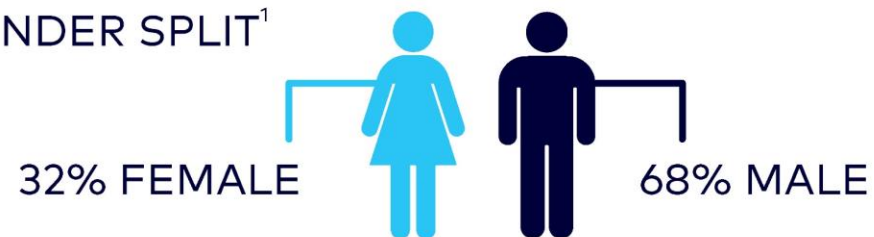
### WHO'S WATCHING

AGE SPLIT<sup>1</sup>

■ Other ■ 18-64



GENDER SPLIT<sup>1</sup>



AVERAGE HOUSEHOLD INCOME

**\$134,800**<sup>1</sup>





Your gateway to boundless entertainment, from the most loved sport to intriguing real-life shows, local drama and documentaries. Best of all its FREE TO VIEW and available to all New Zealanders.



### Free To View

Available to all New Zealanders.



### Premium Entertainment

Boundless entertainment with intriguing documentaries, premium drama and comedy.



### World Class Sport

Live and delayed coverage of the biggest sporting events from New Zealand and around the world.



### Watch On Any Screen

New Zealanders can stream shows for FREE on the Sky Go app.



### What customers say

“

Thank you Sky Open for bringing us live and free sport.

”

“

I am loving that the Rugby World Cup is available on Sky Open as not all of us can afford the more expensive sport channels.

”

“

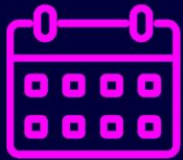
Sky Open = GOAT.

”



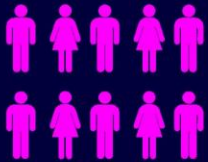
# Audience Snapshot

## AUDIENCE REACH



AVERAGE WEEKLY REACH

**+1.09M<sup>1</sup>**



ANNUAL STREAMS

**+2.4M<sup>2</sup>**



VIEWERS ARE MOSTLY FROM  
OUTSIDE OF METRO AREAS<sup>3</sup>

**45%**



OF SKY OPEN VIEWERS  
ARE SKY CUSTOMERS TOO<sup>3</sup>

## WHO'S WATCHING

AGE SPLIT<sup>4</sup>

■ 25-64

■ Other



GENDER SPLIT<sup>4</sup>

47% FEMALE



53% MALE



AVERAGE HOUSEHOLD INCOME<sup>5</sup>

**\$110,500**

# NEON

The biggest and best binge-worthy TV Shows & Movies to stream whenever you want, whatever you're into, we get you.



## THE BEST OF ENTERTAINMENT

The biggest and best binge-worthy TV shows and movies, handpicked for Kiwis by our local team.



## STREAM ON MORE SCREENS

Watch however you want with our wide range of devices including all major Smart TVs, Chromecast, PlayStation, Apple TV, mobile and many more.



## SAFE SPACE FOR KIDS

With Profiles and Parental Controls, kids can watch in a safe space designed just for them.



## PERSONALISED FOR YOU

Find your next favourite show with our personalised recommendations.



## STREAMING ON YOUR TERMS

Choose the way you pay with our flexible plan and pricing options.

## What customers say

“

I thoroughly enjoy Neon. Cancelled Netflix once I joined.

”

“

Neon has the best quality of TV shows and movies out of all the other streaming platforms.

”

“

Easy to use and has variety for the whole family.

”



# NEON - Audience Snapshot

## Audience Reach



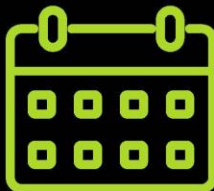
ANNUAL STREAMS

**+134.1M**<sup>2</sup>



TOTAL UNIQUE ACCOUNTS

**456,551**<sup>2</sup>



AVERAGE WEEKLY REACH

**374,000**<sup>1</sup>

## Who's Watching

AGE SPLIT<sup>1</sup>

■ 25-54 ■ Other



GENDER SPLIT<sup>1</sup>



AVERAGE HOUSEHOLD INCOME

**\$132,900**<sup>1</sup>

# PREMIUM ADVERTISING ON NEON

Neon has officially become the first SVOD platform in New Zealand to offer premium digital advertising.



**SVOD PLATFORM TO  
LAUNCH ADS IN NZ**



**LESS THAN 1MIN PRE  
ROLL PER HOUR**

## AD ON PAUSE EXAMPLES





# SoHo Audience Snapshot

SoHo showcases the best content the world has to offer - including HBO, Showtime and FX - and is the home of premium drama in New Zealand. Express from the US and UK, uncut and uninterrupted.

## Audience



LINEAR MONTHLY REACH

**344,000<sup>1</sup>**



DIGITAL ANNUAL STREAMS

**1.85M<sup>2</sup>**

48% FEMALE



52% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>





# sky 5 Audience Snapshot

Packed with television's biggest hits and more first-run series than ever before. Sky 5 is an unashamedly entertaining mix of top rating dramas, comedies and factual entertainment, available to all Sky subscribers.

## Audience



LINEAR MONTHLY REACH

**723,673<sup>1</sup>**



DIGITAL ANNUAL STREAMS

**696,826<sup>2</sup>**



## Most Watched Shows<sup>2</sup>

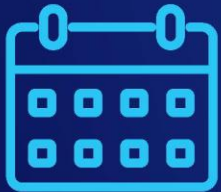




# vibe Audience Snapshot

On Vibe, your favourite crime shows sit alongside top drawer British drama and superb contemporary and period miniseries. Tune in for inspirational reality series, compelling specials, cherished movies and exclusive live events such as the Golden Globes and Emmy awards.

## Audience



LINEAR MONTHLY REACH

**542,156<sup>1</sup>**



DIGITAL ANNUAL STREAMS

**375,458<sup>2</sup>**

68% FEMALE



32% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>





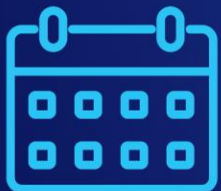
**Real  
Crime.**

\*formerly Crime+ Investigation

# Audience Snapshot

Real Crime shines a light on the darker recesses of human nature, while always siding with law enforcement. It's never focused solely on the act of crime but investigates the broader, universal themes of courage, morality, fear, truth and justice.

## Audience



LINEAR MONTHLY REACH

**382,428<sup>1</sup>**



DIGITAL ANNUAL STREAMS

**47,159<sup>2</sup>**

58% FEMALE



42% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>



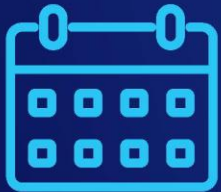




# Audience Snapshot

Combine lively chat-shows, quirky quiz-coms, big British events, hilarious comedies and a daily dose of drama and you get; UKTV. Spend time with unique larger than life characters, find out more about your favourite celebrities, get wrapped up in a murder mystery or indulge in a good laugh. On UKTV, a cracking good time is guaranteed.

## Audience



LINEAR MONTHLY REACH

**625,000**<sup>1</sup>



DIGITAL ANNUAL STREAMS

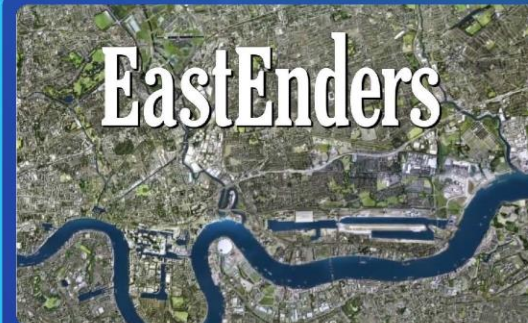
**+3.65M**<sup>2</sup>

59% FEMALE



41% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>







# Audience Snapshot

MTV brings you the best in youth entertainment with exclusive content including big hit titles from around the world as well as local productions, popular music, up to date pop culture news and annual tent pole MTV awards shows.

## Audience



LINEAR MONTHLY REACH

**391,824<sup>1</sup>**



DIGITAL ANNUAL STREAMS

**965,429<sup>2</sup>**

67% FEMALE



33% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>



**CATFISH**







# Audience Snapshot

Comedy Central is here in New Zealand, and here to keep you entertained! Be prepared for some of the funniest comedy and entertainment programmes from around the world – from fresh hit shows to comedy classics.

## Audience



LINEAR MONTHLY REACH

**466,987<sup>1</sup>**



DIGITAL ANNUAL STREAMS

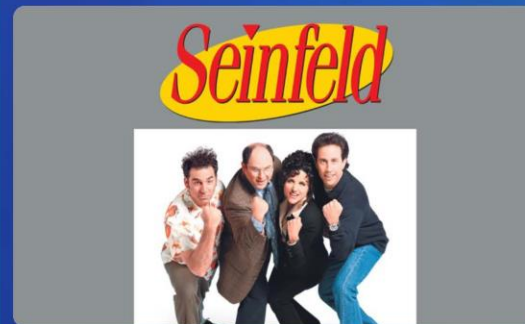
**582,598<sup>2</sup>**

52% FEMALE



48% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>



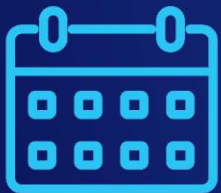




# Audience Snapshot

Get unrivalled access to extraordinary places, as the world's greatest explorers lead you on a thrilling adventure around the hidden wonders of the human world.

## Audience



LINEAR MONTHLY REACH

**387,523<sup>1</sup>**



DIGITAL ANNUAL STREAMS

**219,830<sup>2</sup>**

52% FEMALE



48% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>





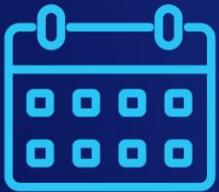
Real  
History.

\*formally History

# Audience Snapshot

Through uplifting & affirming accounts of our past, Real History takes you back on an incredible journey through time, uncovering the events that have shaped and continue to shape our world.

## Audience



LINEAR MONTHLY REACH

**432,889**<sup>1</sup>



DIGITAL ANNUAL STREAMS

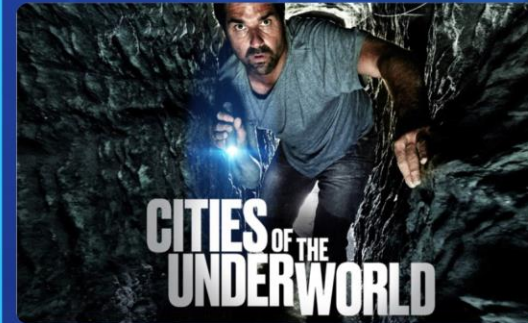
**312,548**<sup>2</sup>

42% FEMALE



58% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>







# Audience Snapshot

Cartoon Network reflects the spirit and energy of a kid's world. It is a multi-dimensional experience that animates kids' lives every time they engage. Celebrating friendship, adventure, action and above all comedy in uniquely animated environments, Cartoon Network delivers the most sought after commodity in a kid's life – fun.

## Audience



LINEAR MONTHLY REACH

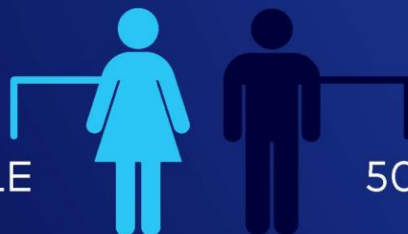
**168,839<sup>1</sup>**



DIGITAL ANNUAL STREAMS

**92,330<sup>2</sup>**

50% FEMALE



50% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>







# Audience Snapshot

Nickelodeon, the TV channel just for kids, is the widest distributed kids network in the world and the number one entertainment brand just for kids. It has built a diverse, global business by putting kids first in everything it does.

## Audience



LINEAR MONTHLY REACH

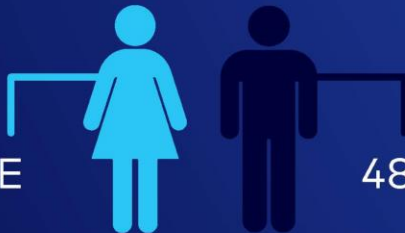
**185,963<sup>1</sup>**



DIGITAL ANNUAL STREAMS

**72,926<sup>2</sup>**

52% FEMALE



48% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>





# skyMOVIES Audience Snapshot

New Zealand's premium movie channel is the home of blockbuster movies featuring the biggest stars on the planet.

## Audience



LINEAR MONTHLY REACH

**531,279<sup>1</sup>**



DIGITAL ANNUAL STREAMS

**874,537<sup>2</sup>**

59% FEMALE



41% MALE<sup>1</sup>

## Most Watched Movies<sup>2</sup>







# Audience Snapshot

Home to Dick Wolf's iconic and successful franchises. Dick Wolf has been behind some of the longest running television shows. He has built some of the most successful, iconic brands by telling gripping, intelligent and thought-provoking stories.

## Audience



LINEAR MONTHLY REACH

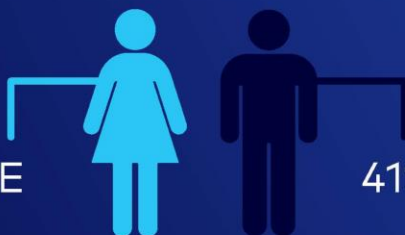
**329,000**<sup>1</sup>



DIGITAL ANNUAL STREAMS

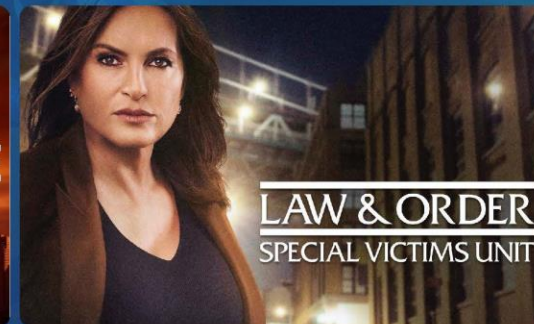
**+1.83M**<sup>2</sup>

59% FEMALE



41% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>







# Audience Snapshot

Binge on Sky Box Sets and discover a world of endless premium drama.

## Audience



LINEAR MONTHLY REACH

**339,447<sup>1</sup>**



DIGITAL ANNUAL STREAMS

**101,679<sup>2</sup>**

48% FEMALE



52% MALE<sup>1</sup>

## Most Watched Shows<sup>2</sup>



# **Sky Sponsorship, Integration and Branded Content Opportunities**

*sky*



# Sky's Integration Opportunity

Sky's Integration Team's vision is to maximise the commercial opportunities around Sky's audience and the depth of their attention and engagement through our content. We have a unique position around our programming to fully leverage key cultural moments and develop unique integration opportunities.



How are we going to do this?



**Maximise** our in programme opportunities through new products



**Create** new digital and social extensions



**Innovate** through branded content offerings



**Develop** new programming content for advertiser integration



**Increase** the capacity and capability of the Integration Team

# The Battle for Attention



**Interruptive advertising**



**Integrated opportunities within  
premium high attention and  
engagement environments**



# Content Integration

Deeper partnerships to embed brands into higher attention content

## Social Integration



## "In Content" Formats: Squeezebacks





# In-Content Integration - Examples



**In Studio Branding**



**Content Integration**



**Sponsorship Assets Billboards**



**Content Integration**



**In Content Graphics**



**In Studio Branding**



# Resources

*sky*

# **Current Advertising Packs**

<https://www.skyadvertising.co.nz/advertising>

# **Sky Open Ratecards**

<https://www.skyadvertising.co.nz/resources>



# Advertising Terms & Conditions

<https://skywebmedia.akamaized.net/advertising/docs/SKYAdvertisingTermsandConditionsupdated17Aug2023.pdf>

# Material Instructions and Deadlines

<https://static.sky.co.nz/advertising/docs/SKYAdvertisingMaterialdeliverydetailsupdated16Sep2021.pdf>

# Technical Specifications

<https://helpcentre.adstream.com/hc/en-us/articles/4822848083476-ANZ-Delivery-Specs>