



## Addressable Media from Sky

The Power of TV Advertising for All





AdSmart from Sky  
Ellie Salsbury– AdSmart Executive

Midwich Cuckoos  
**sky max**



# The Power of TV

TV's advertising power is legendary.

The average person watches for 4 hours a day.

Thousands of brands use TV because it works.

**TV delivers a better ROI than radio, online display, newspapers and outdoor.**

TV enhances the performance of other media.

adsmart

from **sky**

AdSmart is the revolutionary approach to TV advertising which levels the playing field, so businesses of all shapes and sizes can benefit from the advertising impact of TV.

With AdSmart different ads can be shown to different households watching the same programme. This means brands and businesses can now advertise on national channels, but to relevant audiences.



## Best of TV

Large audiences quickly

Highest quality content

Established measurement



adsmart

from **sky**

## Best of Digital

Highly targeted

Accessible

Customer response  
tracking

 YouTube Google f





**+3,000**

*Advertisers*



**75%**

*New to tv*



**75**

*Of the UK's top  
100 advertisers*



**70%**

*Repeat business*

Brassic 3

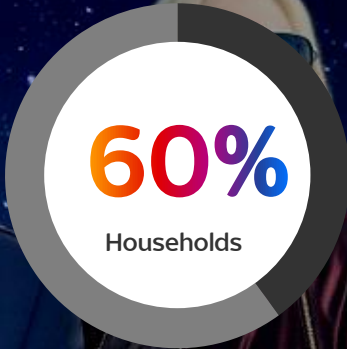
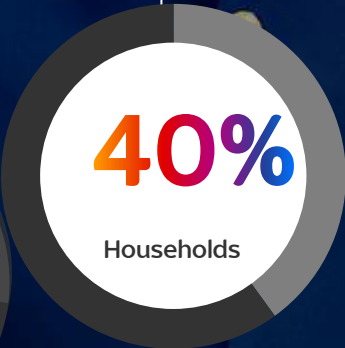
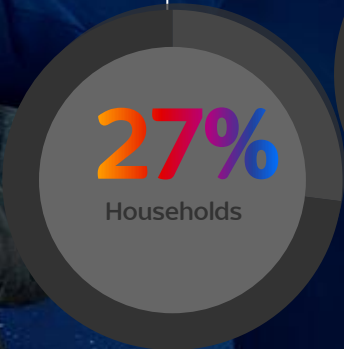
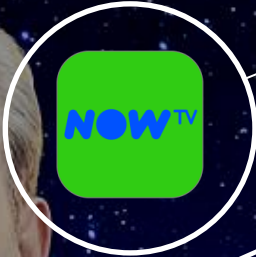
**sky max**



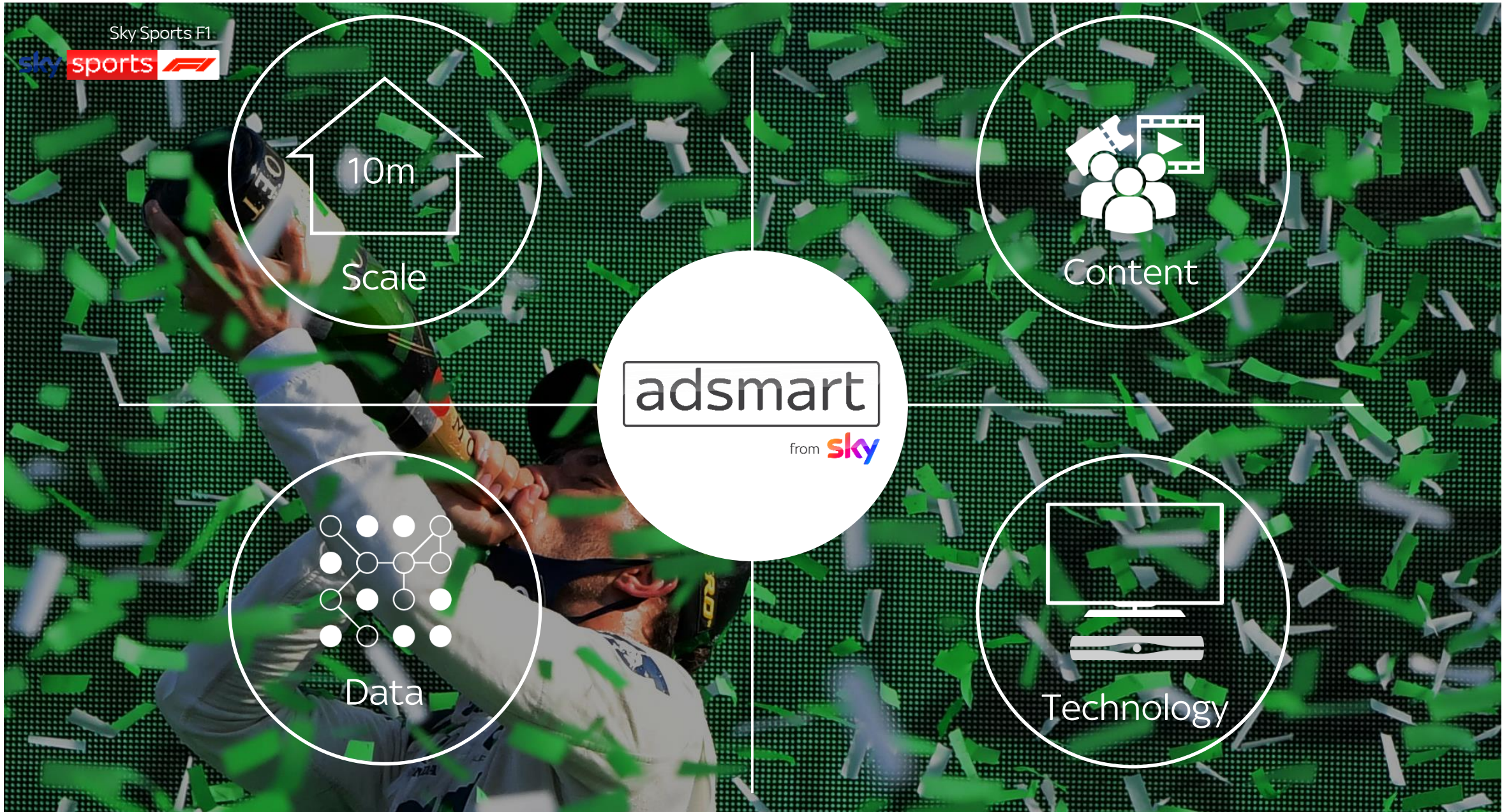


2018

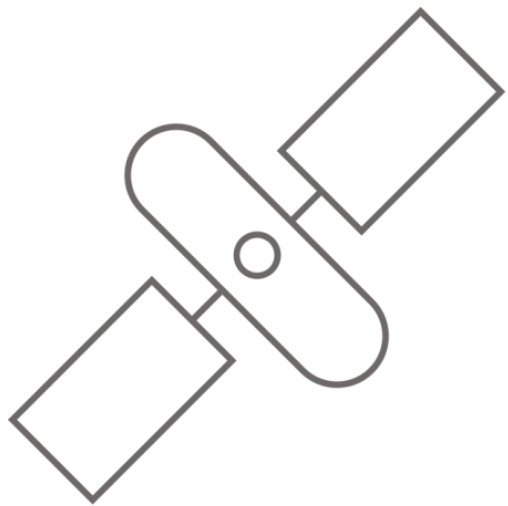
2022











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



**Kids** = Yes



# AdSmart enabled channels



\* Sky Sports channels – excludes live programming

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





sky



# Data: a deep understanding of every household



Proprietary 1<sup>st</sup> party data



Mapped to market-leading 3rd party providers





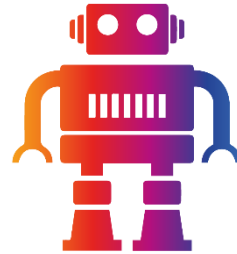
# Targeting



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

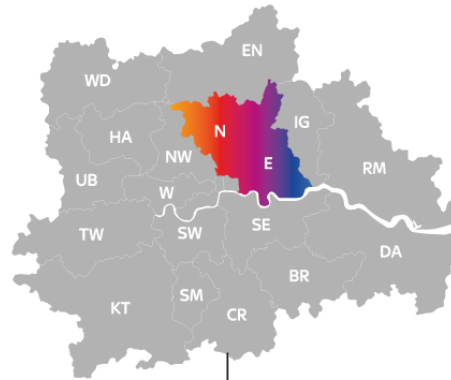
\*Custom-built segments

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.



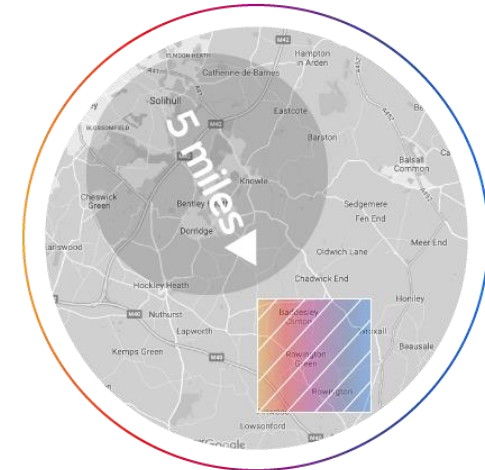
Area

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\*





# Adsmart with Complimentary SFVOD & BVOD

LIVE

ON DEMAND

YOUTUBE



DIGITAL

SKY GO

SOCIAL &  
PODCASTS

## Delivery Measurement

**75% Viewability on AdSmart**  
**100% Viewability on BVoD**









The power  
of TV

enhanced

Gangs of London  
sky atlantic