**TV Advertising on Sky Sports 1**

Sky Sports 1 facilitates television advertisers as a hub for sports broadcasting. Its audience base, which is predominantly male, consumes vast quantities of content on a daily basis, providing brands with an engaged and sizable target audience.

With exclusive broadcasting rights to the Barclays Premier League, La Liga, Twenty20 cricket and Rugby Super League, as well as extensive coverage of other sports such as golf, tennis, speedway and rugby union, Sky Sports 1 is one of the most popular sports channels on digital television. Because of this, brands such as William Hill, Coors, Google, Go Compare and Zoopla are regular advertisers. As a prominent general entertainment TV channel, Sky Sports 1 garners average audience figures ranging from 1,000 during breakfast, early peak, late peak and post peak, and up to 2 million viewers during daytime (see table below). Subsequently, the cost per spot can vary from between a minimum of around £10 and a maximum of approximately £7,000 per 30 second broadcast.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Breakfast**  **06:00-09:30** | **Daytime**  **09:30-17:30** | **Early Peak**  **17:30-20:30** | **Late Peak**  **20:30-23:30** | **Post Peak**  **23:30-06:00** |
| **Typical**  **Programming** | GOOD MORNING SPORTS FANS, | NETBUSTERS,  LIVE MASTERS TENNIS,  SPL: ROUND UP,  FIFA FUTBOL MUNDIAL,  CHAMPIONS YOUR GOLF | UEFA CHAMPIONS LEAGUE FOOTBALL,  LIVE MONDAY NIGHT FOOTBALL,  PREMIER LEAGUE PREVIEW | LIVE FOOTBALL LEAGUE,  TRANS WORLD SPORT,  REVISTA DE LA LIGA | PREMIER LEAGUE REVIEW,  CAPITAL ONE CUP,  FOOTBALL’S GREATEST,  RINGSIDE |
| **Average number of viewers watching** | Breakfast time viewing varies from a minimum of around 1,000 to a maximum of roughly 50,000. | Daytime viewing ranges from a low of approximately 10,000 to a high of around 2,000,000. | Early Peak has viewers of around 1,000 during early evening and up to approximately 1,750,000 for late evening. | Late Peak viewing ranges from a low of roughly 1,000 to a high of around 400,000. | Post peak viewing varies between a minimum of approximately 1,000 to a maximum of around 100,000. |
| **Typical**  **Audience Profile** | All adults,  Slight ABC1 bias,  Male bias | All adults,  Slight ABC1 bias,  Male bias | All adults,  Slight ABC1 bias,  Male bias | All adults,  Slight ABC1 bias,  Male bias | All adults,  Slight ABC1 bias,  Male bias |
| **Approximate Cost Per Spot (CPS)** | The cost per spot during the Sky Sports 1 breakfast slot ranges from a low of around £10 to a high of roughly £150.00. | The cost per spot during the Sky Sports 1 daytime slot ranges from a low of roughly £50 to a high of approximately £6,500. | The cost per spot during the Sky Sports 1 early peak slot ranges from a low of around £20 to a high of approximately £7,000. | The cost per spot during the Sky Sports 1 breakfast slot ranges from a low of approximately £20 to a high of roughly £1,500. | The cost per spot during the Sky Sports 1 breakfast slot ranges from a low of roughly £10 to a high of around £250. |
| **Regular**  **Advertisers** | BELGRAVIA CENTRE,  E-HARMONY,  EXPEDIA,  GO COMPARE,  LOVE FILM | POUNDS 2 POCKET,  ZOOPLA,  CLAIMS 4 REFUNDS,  TOURISM IRELAND,  CAR TAKE BACK | HISCOX,  CARLSBERG,  BATHSTORE,  VICTOR CHANDLER,  LIVERPOOL VICTORIA | HANCOOK TYRES,  MONEY SUPERMARKET,  WILLIAM HILL,  1&1,  SAMSUNG | LADBROKES,  GOOGLE,  COORS,  AVIVA,  MONEY SUPERMARKET |

**Advertising on ITV**ITV offers advertisers a large and varied audience base, and is particularly popular among adults, especially women, in the C2DE demographic. The channel is comprised of 13 regions  local programming to each area in tandem with national scheduling.

ITV has gained its considerable mainstream appeal as an entertainment based broadcaster. Its adult and family-orientated programming consists of some of the highest-rated shows in Britain, such as X Factor and Britain’s Got Talent – both of which regularly attract in excess of 10 million viewers. Brands such as Love Film, Specsavers, Go Compare, Zoopla and Virgin Media regularly seek to maximise the profitability of advertising on ITV with ads positioned throughout each time slot. As the leading commercial terrestrial TV channel, ITV achieves average audience figures ranging from 3,000 during post peak and up to 10 million viewers during late peak (see table below). Subsequently, the cost per spot can vary from between a minimum of around £20 and a maximum of approximately £60,000 per 30 second broadcast.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **http://televisioncampaign.co.uk/Portals/8/ITV1.jpg** | **Breakfast**  **06:00-09:30** | **Daytime**  **09:30-17:30** | **Early Peak**  **17:30-20:30** | **Late Peak**  **20:30-23:30** | **Post Peak**  **23:30-06:00** |
| **Typical**  **Programming** | DAYBREAK,  LORRAINE | THE JEREMY KYLE SHOW,  LOOSE WOMEN,  THIS MORNING | CORONATION STREET, EMMERDALE,  THE CHASE | THE X FACTOR, BRITAIN’S GOT TALENT, DOWNTON ABBEY,  ITV NEWS AT TEN | JONATHAN ROSS, JOANNA LUMLEY,  COPS WITH CAMERAS |
| **Average number of viewers watching** | Breakfast time viewing varies from around 15,000 for early morning talk shows to a high of around 1,000,000. | Daytime viewing rests between a minimum of 83,000 viewers and a high of approximately 2,000,000. | Early Peak has viewers of around 1,100,100during early evening and up to around 8,000,000 for late evening | Late Peak viewing varies from around 600,000 viewers to approximately 9,500,000. | Post Peak viewing ranges from approximately 3,000 to around 1,700,000. |
| **Typical**  **Audience Profile** | All Adults,  C2DE bias,  Female bias,  Housewives | All Adults,  C2DE bias,  Female bias,  Housewives | All Adults,  C2DE bias,  Female bias,  Housewives | All Adults,  C2DE and ABC1  Female bias,  Housewives | All Adults,  C2DE bias,  Men and Women  Housewives |
| **Approximate Cost Per Spot (CPS)** | The cost per spot during the ITV 1 breakfast slot ranges from a low of roughly £80 to a high of approximately £6,000. | The cost per spot during the ITV 1 breakfast slot ranges from a low of roughly £450 to a high approaching £11,000. | The cost per spot during the ITV 1 breakfast slot ranges from a low of approximately £7,000 to a high of around £50,000. | The cost per spot during the ITV 1 breakfast slot ranges from a low of roughly £4,000 to a high of approximately £60,000. | The cost per spot during the ITV 1 breakfast slot ranges from a low of around £20 to a high of approximately £10,000. |
| **Regular**  **Advertisers** | WEETABIX,  DISNEYLAND PARIS,  COLGATE PALMOLIVE,  MONEYSUPERMARKET,  ALDI | TESCO,  WONGA,  CLAIM4REFUNDS,  NATIONAL ACCIDENT HELPLINE,  GO COMPARE | SPECSAVERS,  TRAINLINE.COM,  ZOOPLA,  EXPEDIA,  BRITISH GAS | LOVE FILM,  AXA SUN LIFE,  BATHSTORE,  VIRGIN MEDIA,  GOOGLE | AUTOTRADER,  32RED,  AVIVA,  WILLIAM HILL,  COORS |

**TV Advertising on Dave**

Dave offers television advertisers an expansive audience base of generally younger adults, many of whom are professionals tuning into the later time slots. The daytime slot is also particularly popular amongst students, whilst, overall, the channel holds more appeal to male viewers.

Dave, known as ‘The Home of Witty Banter’, specialises in British comedy and general entertainment, such as Mock the Week, QI XL and Top Gear, with much of its content emanating from terrestrial television archives. Brands such as Love Film, Match.com, Google, William Hill and Heineken are regular TV advertisers on the channel.

As a prominent general entertainment TV channel, Dave achieves average audience figures ranging from 1,000 during breakfast, daytime, late peak and post peak, and up to 500,000 viewers through post peak (see table below). Subsequently, the cost per spot can vary from between a minimum of around £10 and a maximum of approximately £2,000 per 30 second broadcast.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Breakfast**  **06:00-09:30** | **Daytime**  **09:30-17:30** | **Early Peak**  **17:30-20:30** | **Late Peak**  **20:30-23:30** | **Post Peak**  **23:30-06:00** |
| **Typical**  **Programming** | BANG GOES THE THEORY  TOP GEAR  EXTREME DREAMS  FIFTH GEAR | THE GADGET SHOW  DRAGONS DEN  SEASIDE RESCUE  TOP GEAR | RED DWARF  DRAGONS DEN  JAME MAY’S BIG IDEAS  WOULD I LIE TO YOU? | MEN BEHAVING BADLY  QI XL  MOCK THE WEEK  JO BRAND’S BIG SPLASH | MOCK THE WEEK  MEN BEHAVING BADLY  JO BRAND’S BIG SPLASH  TELESHOPPING |
| **Average number of viewers watching** | Breakfast time viewing varies from a low of around 1,000 to a high of roughly 120,000. | Daytime viewing ranges from a low of approximately 6,000 to a high of around 200,000. | Early Peak has viewers of around 1,000 during early evening and up to roughly 250,000 for late evening | Late Peak viewing ranges from a low of approximately 25,000 to a high of around 500,000, | Post peak viewing ranges from a low of roughly 1,000 to a high of around 400,000. |
| **Typical**  **Audience Profile** | All adults,  C2DE bias,  Male bias | Slight 16-34 bias,  C2DE bias,  Male bias | All adults,  C2DE bias,  Male bias | All adults,  C2DE & ABC1  Male bias,  Housewives | All adults,  C2DE & ABC1,  Men & Women,  Housewives |
| **Approximate Cost Per Spot (CPS)** | The cost per spot during the Dave breakfast slot ranges from a low of around £10 to a high of approximately £350. | The cost per spot during the Dave daytime slot ranges from a low of around £20 to a high of approximately £750. | The cost per spot during the Dave early peak slot ranges from a low of around £20 to a high of approximately £1,000. | The cost per spot during the Dave late peak slot ranges from a low of around £100 to a high of approximately £2,000. | The cost per spot during the Dave post peak slot ranges from a low of around £10 to a high of approximately £1,000. |
| **Regular**  **Advertisers** | WONGA,  MAZUMA MOBILE,  NATIONAL ACCIDENT HELPLINE,  VIRGIN MEDIA,  GO COMPARE | BT,  POUNDS TO POCKET,  CARTAKEBACK.COM,  LOVE FILM,  GLADSTONE BROOKES | DYSON,  DFS,  QUICKQUID,  MONEY SUPERMARKET,  GOOGLE | COORS,  MICROSOFT,  LADBROKES,  HEINEKEN,  MATCH.COM | WILLIAM HILL,  INTEL,  ENTERPRISE,  EHARMONY,  NETPLAY |