



## F1 HAS A BRAND NEW HOME



### **Formula 1 on Sky Sports F1 HD** **A new and exclusive cross platform sponsorship opportunity**

The much hyped and eagerly anticipated Formula 1 channel is launching on Sky Sports in March 2012, bringing the high-octane, nail biting drama from the world's most popular motorsport live to Sky Sports' avid race fans.

With a channel dedicated to Formula 1, Sky Sports F1 can now tell the whole story of the season, covering the race action from each and every GP, in addition to in-depth review and analysis programming focusing on the finer details of what promises to be a spectacular year of racing.



**THE CONTENT:**

Launching on channel 408 from March 2012, Sky Sports very own Formula 1 channel will enable motorsport fans to get closer, get under the skin and feel more immersed in the thrilling world of F1 than ever before.

*Every Race Live:* Sky Sports will be on-hand to cover race action, qualifying and practice sessions from all 20 GP's throughout the 2012 race season, sharing coverage with the BBC as follows:

	Australia	March 18 <sup>th</sup>	sky SPORTS F1 HD		Hungary	July 29 <sup>th</sup>	sky SPORTS F1 HD
	Malaysia	March 25 <sup>th</sup>	sky SPORTS F1 HD		Belgium	Sept 2 <sup>nd</sup>	Shared with BBC
	China	April 15 <sup>th</sup>	Shared with BBC		Italy	Sept 9 <sup>th</sup>	sky SPORTS F1 HD
	Bahrain	April 22 <sup>nd</sup>	sky SPORTS F1 HD		Singapore	Sept 23 <sup>rd</sup>	Shared with BBC
	Spain	May 13 <sup>th</sup>	Shared with BBC		Japan	Oct 7 <sup>th</sup>	sky SPORTS F1 HD
	Monaco	May 27 <sup>th</sup>	Shared with BBC		Korea	Oct 14 <sup>th</sup>	Shared with BBC
	Canada	June 10 <sup>th</sup>	sky SPORTS F1 HD		India	Oct 28 <sup>th</sup>	sky SPORTS F1 HD
	Europe	June 24 <sup>th</sup>	Shared with BBC		Abu Dhabi	Nov 4 <sup>th</sup>	Shared with BBC
	Great Britain	July 8 <sup>th</sup>	Shared with BBC		United States	Nov 18 <sup>th</sup>	sky SPORTS F1 HD
	Germany	July 22 <sup>nd</sup>	sky SPORTS F1 HD		Brazil	Nov 25 <sup>th</sup>	Shared with BBC

During all 20 race weeks throughout the 2012 season, the channel will be on-air for 63 hours, with a schedule as follows:

Monday to Thursday: 20:00 - 23:00  
 Friday – Sunday: 07:00 - 24:00

Race specific coverage will run as detailed below:

Fridays: Practice 1: 2:05 hrs, Practice 2: 1:55 hrs.  
 Saturdays: Practice 3: 1:30 hrs, Qualifying 2:45 hrs.  
 Sundays: Live Race action: 4:30 hrs.

*Non race-weeks:* Between March 9<sup>th</sup> and November 30<sup>th</sup>, non-race week F1 coverage will be running for 32 hours each week, transmitting at the following times:

Monday to Thursday: 20:00 – 23:00  
 Friday: 19:00 – 23:00  
 Saturday & Sunday: 15:00 – 23:00

*Additional content:* In addition to the live race coverage, Sky Sports F1 HD has invested heavily in content, to provide Formula 1 fans with in-depth race analysis, insight/preview and documentary programming, ensuring every aspect of F1 past and present is covered and available to the sports aficionados.



**The F1 Show:** Sky Sports brand-new F1 magazine show, shot on location at race weekends to cover the latest race action, and discuss the major talking points as they unravel throughout the season.

**F1 Legends:** A series of new interviews with some of the greatest names in F1 past and present, including; drivers, commentators, team owners and team managers.

## THE TALENT:

Sky Sports will have a stellar cast of dedicated F1 talent to bring the channel to life, including:

*Martin Brundle:* Having made his F1 debut in 1984, and seamlessly moved across to the commentating in 1997, Martin Brundle is now the widely acclaimed as the face of F1 coverage and will bring his knowledge to Sky Sports F1, on air every day of each and every Grand Prix, dividing his time between paddock, pit-lane and commentary box.

*David Croft:* The critically acclaimed voice of F1, having worked on F1 radio for the past 6 seasons. David will be joining Martin Brundle in the commentary box for all qualifying sessions and races.

*Anthony Davidson:* Yet another F1 guru! Having had a successful career in F1, Anthony, who was part of the BBC's radio commentary team for F1 and works with Peugeot and Mercedes as a test driver, will be re-united with David Croft to commentate on all the qualifying sessions.

*Simon Lazenby:* Simon has worked with Sky Sports for the past 12 years, most recently heading up our domestic, European and International Rugby Union coverage. Simon will be tapping into his vast sporting knowledge, to guide SSF1 viewers through each enthralling F1 weekend.

*Georgie Thompson:* The current host of a range of live sports on Sky, and Sky Sports News most familiar face will be presenting the new weekly F1 magazine show.

*Steve Rider:* The broadcasting veteran will host a series of A-List interviews with the sport's most iconic stars past and present.

*Ted Kravitz:* The man in-the-know. If there is a mechanical failure, Ted will know About it first! Ted has worked on F1 with both the BBC and ITV and will bring news, interviews and insight from the pit-lane and paddock, whilst also co-hosting the F1 Show.

*Natalie Pinkham:* Formerly BBC Radio's F1 presenter, Natalie will provide F1 viewers with key race insight from the most technologically advanced sport in the world.



**SPONSOR ACCREDITATION:**

*Opening & Closing credits (15")*

The sponsor will be featured both visually and verbally in a title sequence lasting up to 15". There are 2 x 15" opening/closing credits per showing of Friday Fight Night (both Live & Repeat/Highlights)

*Break Bumpers (5")*

These will feature the sponsor visually and verbally on a full frame bumper for 5" entering and leaving the commercial break.

*On-Air Promotions*

The sponsor will be featured visually, and where possible verbally, on all promotional trailers specific to Sky Sports Formula 1 coverage.

**ESTIMATED AUDIENCE DELIVERY:**

AUDIENCE	INDS	ADS	ABC1 ADS	ABC1 MEN	MEN
Ave TVR Live Race (Exclusive)	1.34	0.93	0.96	1.42	1.37
Ave TVR Live Race (Shared)	0.5	0.35	0.36	0.53	0.52
Ave TVR Qualifying (Exclusive)	1.12	0.78	0.8	1.18	1.15
Ave TVR Qualifying (Shared)	0.42	0.29	0.3	0.44	0.43
Ave TVR Practice	0.37	0.26	0.26	0.39	0.38
Ave TVR F1 Show	0.29	0.2	0.21	0.31	0.3
Ave TVR Rpts & Highlights	0.03	0.03	0.04	0.05	0.04
Total Ratings (All content)	1,226	969	1,107	1,526	1,375
30" Equivs (All content)	509	405	465	639	574
Reach 000's	11,208	9,670	6,532	3,518	5,633
Reach %	19.4	19.7	25	28	23

\* Please note that these figures are estimates and not guaranteed

**BEYOND BROADCAST:**





## SKYSPORTS.COM

New and improved dedicated F1 channel within skysports.com with specific “mini microsites” for each team, driver and race. Each “mini microsite” will feature news and related video content

### The Sponsorship Opportunity:

Headline Sponsor integrated positions will consist of a sponsorship masthead and/or secondary Sponsor Strip/Placement, which will appear on all pages of F1 section. We will also create an integrated sponsorship placement within F1 Score Centre.

We will supplement this with a sponsored roadblock of the F1 Home Page throughout the 2012 season. The sponsorship will also include a bank of additional Mixed Format impressions to run throughout the F1 site (blend of Leaderboard, MPU and Skyscraper).

## SKYSPORTS MOBILE APP

We will run circa 12m Mobile banners across F1 pages of the market leading Sky Sports News app. This will entail a 50-50 split across static and rich media executions (This is not a roadblock – additional impressions can be purchased if required)

### VOD:

We estimate circa 450,000 F1 video views across the season. We are proposing running 5” Sponsor pre rolls across all F1 video content

PLATFORM	MEDIA	IMPRESSIONS	CPM
ONLINE	Skysports.com - F1 Sponsorship Masthead and/or secondary Sponsor Strip/Placement (All pages on F1 section plus integrated placement on F1 Score Centre)	12,596,055	£7.00
ONLINE	Skysports.com - F1 Homepage Roadblock (MPU& Leaderboard)	8,052,000	£13.00
ONLINE	Skysports.com - F1 section inventory (mixed formats - MPU, Leaderboard & Skyscraper)	4,675,500	£13.00
ONLINE	Skysports.com - F1 section 5” Sponsor Pre Roll	450,000	£19.00
ONLINE	Skysports.com - Standard competition page (assumes 3 during the term/one every 3 months, execution of these is reliant on sponsor wanting to take up the option)	-	£0.00
MOBILE	Mobile Banners - F1 Pages of Sky Sports News App (static)	5,935,500	£7.00
MOBILE	Mobile Banners - F1 Pages of Sky Sports News App (rich)	5,935,500	£15.00
<b>TOTAL IMPRESSIONS (OUR GUARANTEED NUMBER FOR THE 2012 SEASON)</b>		<b>37,644,555</b>	

Creative production and ad serving not included. Prize fund and fulfilment to be provided by Sponsor.



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For more information:

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