

adsmart

from sky

im  
ad.

[iomad.com](http://iomad.com)



Jumanji: The Next Level

sky cinema

# Welcome to 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 unrivalled power of TV exposure.

Sky AdSmart Attributes	Sky AdSmart Households	Adults (2.14 avg)	Campaign Duration	Average Frequency	Target Reach	AdSmart Impressions	AdSmart CPV	Copy Length	Campaign Budget
Isle of Man	11,051	23,649	4 weeks	9.0 per day	80%	115,000	£0.030	30"	£3,500

## Household Universe

Number of Households that fit the target audience within the designated area. Each household has an average of 2.8 adults across the UK so you can safely double the household universe to get viewers.

## Average Frequency

The average number of times each household will view the advert from the target audience, the advert is only played out when the target is watching, content matches and there are no clashes with other advertisers of the same kind. **Only when the advert is played 75% or more of the way through does this count as a view.** If they fast forward, turn over, switch off or have not interacted with the box 30 minutes prior it is not classed a view. All boxes report back accurate view figures every night.

## Impressions

The number of views your campaign will receive as a minimum, any over delivery is not charged but under delivery would generate a credit to the customer.

## CPM 30"

Cost per thousand household view based on 30 second advert

## Budget

What this campaign would cost, clients normally set a budget that determines all other aspects of the campaign.



# AdSmartable Channels

## sky

sky one

sky two

sky atlantic

sky arts

sky witness

sky crime

sky comedy

sky nature

sky documentaries

sky **HL** HISTORY

sky **H** HISTORY

## Movies

sky cinema

sky cinema premiere

sky cinema hits

sky cinema greats

sky cinema drama

sky cinema thriller

sky cinema comedy

sky cinema sci-fi

sky cinema family

sky cinema Disney

sky cinema action

sky cinema animation

MOVIES24

## Docs

SCI DISCOVERY SCIENCE

Discovery

Discovery HISTORY

NATIONAL GEOGRAPHIC

WILD

animal planet

CRIME INVESTIGATION

ID INVESTIGATION DISCOVERY

## Sports

sky sports

sky sports

sky sports football

sky sports

sky sports golf

sky sports cricket

sky sports

sky sports news

## MTV

MTV ROCKS

MTV MUSIC

MTV HITS

MTV CLASSIC

MTV BASE

MTV OMG

club MTV

## Lifestyle

5

5 STAR

5 USA

5 SELECT

COMEDY CENTRAL

EXTRA

BET

SYFY

Pick

FOX

TLC

QUEST

QUEST RED

DISCOVERY turbo

home&health

E

Shed

challenge

LIFETIME

67 Channels!



# How it works



**[ 1 ]**

Household data is stored on Sky Viewing Card

**[ 2 ]**

Relevant ads for that household are sent to the box via satellite

**[ 3 ]**

When an 'AdSmartable' slot is identified during an ad break, the sky box will choose the most relevant stored ad for that spot

**[ 4 ]**

That ad is then served seamlessly over the linear broadcast stream