

**Sky News** [www.skynews.com.au](http://www.skynews.com.au)



SKY NEWS is Australia's undisputed leader in 24 hour television news.

When breaking news happens, Australians know to turn to SKY NEWS for non stop coverage of the events that shape the nation and the world.

Featuring news on the hour – every hour and headlines every 15 minutes, SKY NEWS has changed the way people get their tv news.

An outstanding line up of journalists present a wide selection of news, business, sport and weather programs including: Agenda, Sunday Agenda, Eco Report, Sportsline, Business Report, Sunday Business, Showbiz as well as the best international news programming such as Sky News London, Nightline, 20/20 and CBS News.

SKY NEWS gives viewers choice with the revolutionary SKY NEWS ACTIVE, featuring 8 separate channels for dedicated coverage and special events.

The channel also offers a wide variety of digital services such as its new SKY NEWS ON DEMAND online service as well as 3G mobile, podcasting and SMS alerts.

## Profile

Sky News reaches 1.3 million different people on average each week

51% of Sky News viewers are Grocery Buyers  
Sky News fans are 38% more likely to travel overseas in the next 12 months, compared to the general population

Source: OzTAM, National STV Homes, Wks 1-13 2010, 0600-2400, Reach, Profile. NMR, Panorama, Jan-Dec 2009.

## Online statistics

Page Impressions: 756,995  
Average Session Duration: 6m 28s

Unique Browsers: 127,286

Source: Nielsen Site Census April 2010

## Key programs



### FIRST EDITION

Daily - 0530 to 0930

First Edition Block is regularly the No.1 timeslot on Sky News, reaching over 1.1 million people. First Edition is Australia's first and only 7 day per week breakfast news programme - news, business, sport, weather plus headlines every 15 minutes. First Edition covers local and international events, as they happen, with continual updates, interviews and analysis.



### SKY NATIONAL NEWS

Mon- Fri 1800 to 2030

Join the authority and credibility of Sky National News and their team of award winning journalists as they reflect on the news of the day.



### AUSTRALIAN AGENDA

Sundays 0830 to 0900

This premium property takes an in-depth look at the week in politics. Co-hosted with the Australian newspaper, Australian Agenda features interviews with all the key political figures from the weeks news. Presented by the award winning Sky News team of journalists including Paul Kelly, Dennis Shanahan, Peter Van Onselen and David Speers; Australian Agenda sets the agenda for national affairs.

