



Welcome
Aboard!

New Starters Guide

sky | MEDIA



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Welcome to Sky Media! We are really pleased you made the choice to work with us and we look forward to supporting you in your new position.

To get you off to a flying start, we've put this guide together to help your transition into our business. It covers all the main points you need to know in your starting period and guides you to the most appropriate solutions. At Sky we encourage our staff to be proactive, so please don't be afraid to ask questions and use the resources around you to get the most from this new experience.

Sky Media Ireland

Fifth Floor
One Burlington Plaza
Burlington Road
Ballsbridge
Dublin 4

What We Do

We are a team of 24 who look after all media agencies and clients wishing to advertise in the Republic Of Ireland. We sell advertising opportunities on 35 TV channels (including sponsorship) which have dedicated Irish ad feeds or “opt-outs” and are also able to geo-target across Sky Media’s digital portfolio.

Channels that have Irish “opt-outs” have the exact same programme content and follow the same schedule as the UK feeds but have localised ad breaks ie. different ads are seen in Ireland than the UK.

What We Sell

Linear TV

TV across 35 well known TV channels. While famous for Sky One, Sky Sports and Sky News, we also represent channel partners including Discovery, MTV, Dave, Gold, Universal, Nickelodeon, Comedy Central, TLC, E! and many more.

Online Display

Sky Media’s premium online portfolio allows advertisers to reach over 1.7m users every month. From Sky Sports homepage takeovers to native placements, these online touchpoints can help strengthen an advertising campaign by reaching a desired audience when they are not watching TV.

On Demand/TV VOD

Sky’s On Demand service offers the very best in current programming and an extensive library of content providing advertisers with a great way of reaching a desirable audience through exclusive pre, mid and post-roll slots.

Sky Go

Sky Go lets audiences watch their favourite movies, sports and entertainment programming on the move on a range of devices. It offers advertisers a great opportunity to reach people consuming content whilst out and about through streamed content with pre, mid & post roll opportunities.

AdSmart

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 Sky AdSmart different ads can be shown to different households watching the same programme through location and lifestyle targeting.

Useful To Know

- Sky has over 640,000 subscribers in Ireland.
- Sky has an Irish contact centre employing over 850 people in Dublin.
- There are 1.59 million TV homes (92%) in Ireland.
- The average time spent watching TV is 3 hours 6 minutes.
- On average people see 39 TV ads per day.
- Of all the TV viewing in Ireland, 91% is live with 9% ‘time shifted’.

Spot the difference

Sky Media Ireland is **similar** to Sky Media UK because;

- We’re part of the same Sky Media team, even though we work in a different location.
- We work closely with all departments in London including the TV & Digital Sales Teams, Inventory Planning, Commercial Operations and Finance.
- Our structure is the same: Director, Head Of, Controller, Group Manager, Executive and Assistant.
- Our revenue is part of the Sky Media success.
- We use the same systems across TV and Digital to book and fill our Ireland breaks.
- We deal with UK agencies (who want to advertise in Ireland).

Sky Media Ireland is **different** to Sky Media UK because;

- Ireland is not part of the UK.
- Our everyday currency is the euro (€).
- We negotiate our own trading deals, optimise and fill our own breaks.
- We have Media Partner representation deals that extend beyond the UK e.g. we represent UKTV channels (Dave, Gold, Alibi, W, Really & Drama) in Ireland.
- Sky Media Ireland does not have separate Sales departments to sell individual platforms, we are a generalist Sales company where people have responsibilities to multi-sell across all products; Spot, Sponsorship, Digital and Sky AdSmart.

Revenue Generation

Sky Media Ireland’s delivers over €45M in total revenue with 95% coming from Spot, of which close to 85% is traded with the six main buying Groups (GroupM, Core Media, Aegis, OMG, Mediabrands & Havas Media). In 2017 the Irish TV Market is estimated to be worth just over €200M gross

Day 1		
Time	Topic	Delivered By
1000 - 1015	Welcome, Meet & Greet	Sales Manager
1015 - 1130	Intro To Sky Media	Sales Manager
1130 - 1300	Your Role	Sales Executive
1300 - 1400	Lunch With Your Manager & Exec	
1400 - 1500	Tech Set Up (If Laptop Has Arrived)	Office Manager
1500 - 1700	Shadowing/On The Job Training	Sales Exec
1700 - 1730	Catch Up with Manager	Sales Manager

Staff Passes

You will be issued with a staff pass and a building pass which allows you access to One Burlington Plaza. Your building pass is required to pass through the security barrier on the ground floor. Once through, you can get a lift directly to the 5th floor.

A photo will be required as soon as possible. Your photo and employee details will be passed on to Security and if all is in order, you should receive your passes within a few days.

Replacement Sky passes can be requested through **People@Sky**.

Logging On To Your Laptop

This requires a bitlocker passcode. For most machines it's 1234567 – unless you're told otherwise. Further logging on requires a username and password. Your manager will give you your details.

today@sky – Sky's intranet homepage

Sky's intranet is your way to experience working life at Sky. It can be found by clicking the 'home' icon. From the homepage you can access the other facilities described in this guide.

People@Sky

This is your gateway to the many HR tools available: E-payslips (info below), My Sky Rewards (your Sky benefits – also available through apps@sky and from home), Performance Development Plan, pension, holiday bookings, plus so much more. To access the People@Sky portal, click the button on the Sky intranet (your default homepage). When you log on (and for the first time only) your Employee ID is your username and your National Insurance Number is your password

Contact the People+@Sky team: Via the people@sky app on the Sky intranet (your default homepage) or Email peopleplus@sky.uk or Call **+44 333 100 1111**

Payslips

You are paid monthly on the 27th and payslips are issued electronically through E-payslips (found on the People Portal). If the 27th falls on a weekend or Bank Holiday, you will be paid on the last working day prior.

IT Service Desk

If you're having IT difficulties, you can find the IT Service Desk portal via the Sky homepage and log your issues using the Spark Request Centre. You can also call IT by dialling **+44 333 100 6000**

Sky Media Website

Sky Media has its own website (www.skymedia.ie/www.skymedia.co.uk) and this should be used as your reference guide for many of our services. It is updated regularly and gives you all sorts of useful information – from our best audiences to our latest sponsorship opportunities.

Phone System

Skype is a great system for instant messaging colleagues, hosting interactive online meetings, and making and receiving phone calls via your laptop. Click on this link for help on how to use Skype.

<https://learning.sky.com/course/view.php?id=925>

Security

Your staff pass should be visible at all times. Your laptop and any personal belongings should be placed in your locker every evening. Keep all confidential information securely in your locker also.

Share Drive

This is the common drive for all Sky Media staff. This should already be set up for you. If for some reason you do not have access to it, set up an IT request via the Spark Request Centre. Provide this drive info :\\HHEFS12\\Vol12\\Victoria

Group Email Addresses

Lots of areas and departments within Sky Media have their own email groups. Ask your manager which ones you need to belong to.

You will definitely need to be added to the following two groups:

All Sky Media Sky Media Ireland

Flexible Working

When you're up to speed, flexible working can become an option. All Sky staff can work from home one day per week. It cannot be the same day every week. Check with your manager to ensure there is sufficient cover in the office within your hub on the day you wish to work from home. You will need to register for Sky remote access, otherwise known as Sky Connect.

Go to <https://our.intranet.sky/sky-remote-access/sky-connect/> to find out more about the registration process.

Annual Leave

Check the People Portal to see what your annual holiday entitlement is. The holiday year runs from July 1st to June 30th. You can apply for leave approval via the People Portal. On the share drive, within the Dublin folder there is a spreadsheet that keeps track of who is on annual and when to ensure there is sufficient cover in the office at all times. The spreadsheet also includes a "working from home" grid for the same purpose.