

# This Morning announces Sky Mobile as new headline sponsor

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## Commercial

This Morning today announces that [Sky Mobile, recently voted by Uswitch customers as Network of the Year](#) will be their new headline programme sponsor for the next twelve months.

The sponsorship, which launches to coincide with Phillip Schofield and Holly Willoughby's return to screens on 1st September, will be a fully integrated on and off-air partnership, with the deal comprising of broadcast, catch-up, digital, app, social media, content, experiential and licensing elements.

The partnership is a collaboration between ITV, Sky Mobile and MediaCom.

Having continued its live broadcast throughout the COVID19 pandemic, the nation's multi-award-winning daytime show has almost doubled its share of viewers, and in March recorded peak ratings of almost 2 million viewers.

This year, This Morning extended its running time, going out live for two and a half hours every weekday, offering more exclusive interviews, topical discussions, breaking news, cookery segments and showbiz gossip. The show celebrated its 30th anniversary in October 2018.

Sky Mobile is the award-winning network that lets you roll and keep your spare data for three years, share it with your family, or cash it in for rewards. Swap your phone at any time for a shiny new one, enjoy unlimited streaming of Sky Apps without using your data and switch to Sky Mobile by texting PAC to 65075 to get your switching code.

Claire Heys, Creative Partnerships and Content Director, ITV said *“This Morning remains one of the jewels in ITV’s daytime crown, and it’s exciting as we embark this new commercial era for this iconic show by partnering with Sky Mobile.”*

*“Earlier this year, Sky Mobile was named Network of the Year, after only launching 4 years ago. To support our next phase of growth we needed an iconic partner and This Morning being one of the nation’s most beloved shows felt like an amazing fit with our brand. We’re thrilled be part of the family and bring the shows loyal audience exciting, engaging and fun content.”* said Pierre Coppin, Director of Marketing, Sky Mobile

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