



## SEVENS MAGIC

In 2019, the New Zealand leg of the HSBC World Rugby Sevens Series will once again be hosted by Hamilton City.

For two massive days from 26 - 27 January, sixteen of the top rugby nations will come together to battle it out in the exciting Rugby Sevens format.

All of the action will be broadcast LIVE on SKY Sport, and Prime will have LIVE free-to-air coverage across both days of the competition.

Put your campaigns amongst the action with a combined advertising pack. Covering both SKY and Prime, this pack will speak to all fans around the country and because Rugby Sevens is so popular with New Zealand viewers it provides great value for money to advertisers.

## EXCITING

Exploding with talent and exciting game play, viewers absolutely love watching Sevens Rugby.

928,000 people (5+) watched the 2 days of LIVE Sevens coverage in Hamilton, across SKY Sport and Prime in 2018.

Combined SKY Sport 2 and Prime quarter hour ratings went as high as 6.4 TARPs.

2018 was the first time that Hamilton hosted the event. New Zealand's progress was stopped by Fiji in the semi-finals, with Fiji progressing to beat South Africa in the final.

The 2019 tournament in Hamilton is set to be a thriller. With New Zealand winning the recent Dubai tournament, everyone will be keen to see if they can retain that dominance to win in Hamilton.

Research Source: Nielsen TAM

## ADVERTISING PACK

	SKY SPORT LIVE	PRIME LIVE	TOTAL
RATECARD VALUE	\$3,750	\$7,500	\$11,250
NUMBER OF SPOTS	3	12	15
<b>PACK PRICE</b>	<b>\$6,300</b>		

**PACK MANDATORIES:** Bookings must be confirmed in writing • Packs remain subject to availability • Rates are based on 30" duration • Standard duration loadings apply • 15" and 45" durations on application & are subject to availability • SKY reserves the right to be flexible in the placement of spots due to the changeable nature of live coverage • Schedule and content is subject to change • Pack buys will contribute to VID commitments. No other terms of VID contract are applicable • No specific break requests are available • All prices quoted are GST exclusive and are fully-agency commission bearing • SKY's standard terms and conditions apply.

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