



SKY

ALL BLACKS END OF YEAR TOUR
27 OCTOBER - 2 DECEMBER 2018

ALL BLACKS ON A NORTHERN MISSION

The All Blacks are the current back-to-back World Champions. Wherever they go, they create a buzz and attract a crowd. The End of Year Tour is set to be epic, with four big All Blacks games that will draw in the crowds.

The All Blacks kick-off their End of Year Tour with the third and final game for the Bledisloe Cup against the Wallabies in Yokohama, Japan. They then head to Europe where they take on England in London, Ireland in Dublin and Italy in Rome. Amazing teams in amazing locations.

SKY has LIVE coverage of other great international teams including: South Africa, Wales, Scotland, Argentina, Japan, Fiji and a Barbarians team. 14 stunning international games in total. (incl four All Blacks games).



KIWI AUDIENCES LOVE RUGBY

The End of Year Tour typically attracts an audience of **1.3 million NZ viewers**

Live games on SKY Sport and delayed games on Prime

The third Bledisloe Cup Test has averaged **7.7 TARP for M25-54** over the past 2 years

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SKY AND PRIME COMBINED ADVERTISING PACK

Ratecard	\$27,750
Discount	30%
Pack Price	\$19,425
Number of Spots	17

PACK MANDATORIES: • Purchase of Airtime packages must be confirmed in writing. Packages are limited in number and will be sold on a first in first served basis. • All airtime is subject to availability • Pack rates are based on 30sec durations. 60 and 90 sec durations will be priced on multiples of the 30 sec rate. 15 sec standard duration loading will apply. Other durations will be considered on application with loadings to be advised. • No specific break requests are available • Spot falls are at the sole discretion of SKY Network Television and subject to broadcast sponsor obligations. • Coverage dates and transmission are subject to change and at the sole discretion of SKY's Programming department • Pack buys will contribute to VID commitments • No other terms of VID contract are applicable • All prices quoted are GST exclusive and are fully-agency commission bearing • 100% cancellation penalty applies.

NZ Date 2018	Home Team	Away Team	SKY Sport	Prime
27/10	All Blacks	Australia	✓	✓
4/11	England	South Africa	✓	
4/11	Wales	Scotland	✓	
11/11	England	All Blacks	✓	✓
11/11	Italy	Georgia	✓	
11/11	Scotland	Fiji	✓	
18/11	England	Japan	✓	
18/11	Ireland	All Blacks	✓*	✓
18/11	Italy	Australia	✓	
18/11	Wales	Tonga	✓	
25/11	England	Australia	✓	
25/11	Italy	All Blacks	✓	✓
25/11	Scotland	Argentina	✓	
2/12	Barbarians	Argentina	✓	

*The Ireland v. All Blacks game is in non-commercial time on SKY, but in commercial time on Prime.

NB: Game schedule information updated as at 8/8/18. Italy v Georgia & Wales v Tonga added. Ireland v Italy & Scotland v South Africa have been removed due to now being in non commercial time.



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