



SKY



INTERNATIONAL RUGBY
20 JULY - 7 SEPTEMBER 2019

GET AMONGST IT!

New Zealand, Australia, South Africa and Argentina will be taking it up a level for the Rugby Championship in 2019.

The Rugby Championship this year is a six game series and is slightly earlier, due to the upcoming World Cup.

SKY Sport proudly presents three other international games, including the second Bledisloe Cup match, ABs vs. Tonga and a game between South Africa and Argentina.

Prime will have free-to-air coverage of the All Blacks games to reach a broader audience.

Kiwi viewer interest will be very high as fans check out the different teams' form, especially the All Blacks.

Advertise in these high interest games by buying a SKY Advertising pack.



AUDIENCES ON SKY SPORT & PRIME

1.8 million people

(5+) watched coverage* of the 2018 Rugby Championship on SKY Sport and Prime.

That is 41% of Kiwis!

For All Blacks games on SKY Sport and Prime combined, the 2018 Rugby Championship averaged an outstanding 14.8 rating for M25-54 (10.2 on SKY Sport and 4.6 on Prime)

Source: Nielsen TAM. Includes live, replays and highlights. The 2018 Rugby Championship was 9 games.

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ADVERTISING PACKS

	SKY SPORT AND PRIME COMBINED PACK	SKY SPORT PACK	PRIME PACK
Pack Price	\$44,407	\$35,591	\$11,153
Ratecard Value	\$64,550	\$46,900	\$17,650
Number of Spots	14	9	5

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 2019	Home Team	Opponent	Rugby Champs	Bledisloe Cup	LIVE on SKY Sport	FTA on Prime
Sunday, 21 July	South Africa	Australia	✓		✓	
Sunday, 21 July	Argentina	New Zealand	✓		✓	✓
Saturday, 27 July	New Zealand	South Africa	✓		✓	✓
Saturday, 27 July	Australia	Argentina	✓		✓	
Saturday, 10 August	Australia	New Zealand	✓	✓	✓	✓
Sunday, 11 August	Argentina	South Africa	✓		✓	
Saturday, 17 August	New Zealand	Australia		✓	✓	✓
Sunday, 18 August	South Africa	Argentina			✓	
Saturday, 7 September	New Zealand	Tonga			✓	✓



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skysport

Prime