

Investec Super Rugby 2020

31 JANUARY - 20 JUNE 2020

FANS LOVE INVESTEC SUPER RUGBY

The excitement and drama of the Investec Super Rugby series is back. The current Investec Super Rugby Champions, The Crusaders, will be looking to retain their dominance and defend their title.

In 2020, 15 amazing teams will compete through 21 weeks to win the Investec Super Rugby title. All games will be live on Sky Sport with select games delayed and free-to-air on Prime.

The Investec Super Rugby season kicks off earlier in 2020.

Starting in January and going through to mid-June, the season will be uninterrupted and dovetail nicely into the mid-year tours by northern hemisphere international teams.

Fans will see Investec Super Rugby games kick off at the slightly earlier times of 7.05pm in New Zealand and 7.15pm in Australia (on air at 9.15pm in New Zealand) making viewing very family friendly and a great advertising environment to place your campaign.

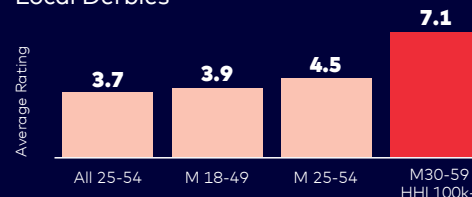


The Crusaders made 3 home appearances in the final series (a QF, SF and Final). The average rating across these 3 games was a strong 7.1 for M25-54

Local Derbies achieved solid ratings around the 4.5 TARP mark for M25-54, with the slightly older, higher income group of M30-59 HHI 110K+ increasing to 7.1.

Source: Nielsen TAM, No. of games: 2019 = 21.

2019 Super Rugby Ratings Local Derbies



2.1 M

People (5+) watched coverage of the 2019 Investec Super Rugby on Sky or Prime.

Source: Nielsen TAM, *15 Feb to 11 Aug 2019. Live, pre, post, H/L, replays, delayed, review, Rugby Nation etc

Sky Sport and Prime Combined Advertising Packs

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Sky offers advertising packages with flexibility and M25-54 guaranteed ratings. Monthly packs to suit your campaign or a full pack with a spot in every game. These packs offer a long-term sustained presence for advertisers to reach their targeted customers in a great environment.

	Full Pack	Jan/Feb	Mar	Apr	May	Jun
Rate Card	\$179,850	\$36,550	\$32,650	\$42,200	\$40,700	\$27,750
Discount	47%	43%	43%	43%	42%	48%
Pack Price	\$95,148	\$20,968	\$18,613	\$24,115	\$23,410	\$14,483
Guaranteed M25-54 TARPs	187	39	34	45	43	26
CPT	\$510	\$539	\$547	\$539	\$543	\$561
Indicative Number of Spots on Prime	21	5	4	5	4	3
Indicative Number of Spots on Sky Sport	118	30	26	27	26	9
EB Discount (Book before 20 Dec '19)	\$85,633	All Games LIVE on Sky, One game a week, free-to-air (delayed) on Prime. Prime spot buys also available.				
EB CPT	\$459					



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PACK MANDATORIES: Packs will be sold on a first come, first served basis • Pack buys will receive preference over spot buys • Spot placement is at the discretion of Sky TV and is subject to broadcast sponsor obligations • All airtime is subject to availability • Purchase of Airtime packs must be confirmed in writing • Ratings and CPTs guaranteed against Males 25-54 demographic • Standard Sky cancellation penalties apply • The schedule of games is subject to change • All prices quoted are G.S.T exclusive and agency commission bearing • V.I.D discounts and CPTs are not applicable • Early Booking Discount applies only to bookings confirmed by 20 December 2019 for the Full Pack • Pack rates are based on 30 second airtime durations. 60 and 90 second durations will be priced on multiples of the 30 second rate, 15 second standard duration loadings will apply (i.e. 60%).

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sky SPORT

