

NRL Telstra Premiership

12 MARCH - 4 OCTOBER 2020

The NRL season is back with all 192 NRL and 3 State of Origin games live on Sky Sport. Prime has delayed free-to-air coverage of all 24 Vodafone Warriors games and the 3 State of Origin games.

An advertising pack is available for all 24 Vodafone Warriors games and the 3 State of Origin matches that screen live on Sky Sport. Spot buys are also available for all other games on Sky Sport and free-to-air on Prime. NRL Finals Series advertising packs are released closer to time.

Some spectacular season highlights for viewers will

include: The Vodafone Warriors kicking off their season with a historic double header on 21 March at Eden Park in Auckland.

The Vodafone Warriors will take on the Canberra Raiders and the Blues take on the Brumbies to play back to back games and excite fans of both codes.

The "Magic Round" returns again this season with all 16 teams going to Brisbane to compete over a 3 day period, May 1-3.

With all of this excitement, viewers will be glued to their screens and highly engaged for games, making this a fantastic environment to place your advertising campaign.

**4.1 TARPs
M25-54**

was the highest rating Warriors game of the 2019 season.

Source: Nielsen TAM

1.4 M

people (5+) watched the Warriors games on Sky Sport (live) and Prime (delayed) in 2019. This is a reach of 31%.



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ADVERTISING OPPORTUNITIES ON SKY SPORT AND PRIME



	Advertising Packs - Sky Sport		Spot Buys
	Warriors Round Robin 14 Mar - 5 Sept	NRL Finals Series 11 Sept - 3 Oct Live	Prime Delayed
Pack Price	\$45,782	To buy an NRL Finals Series pack, talk to your Sky Advertising Business Director	24 Warriors Games State of Origin I - Jun 3 State of Origin II - Jun 21 State of Origin III - Jul 08
Estimated Ratings M25-54	93		
Estimated CPT	\$490		
Number of Spots	27	9	Sky Sport - Live
Spot Placement	24 x Warriors Games 1 x State of Origin I 1 x State of Origin II 1 x State of Origin III	4 x Qualifying Finals 2 x Semi-finals Games 2 x Preliminary Finals 1 x Grand Final	192 Round Robin Games (includes 24 Warriors games) State of Origin I - Jun 3 State of Origin II - Jun 21 State of Origin III - Jul 08 9 Games in Final Series

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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. Rates are based on 30-second durations. Standard duration loadings will apply. All airtime is subject to availability. 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. Ratings & CPTs are provided as estimates only and do not constitute a guarantee. All prices quoted are GST exclusive and are fully-agency commission bearing. Standard Sky cancellation penalties apply.

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