

INTERNATIONAL RUGBY LEAGUE

22 JUNE 2019

Get ready for an epic Rugby League clash on 22 June. Four massive games including a double header at Mt Smart in Auckland featuring, the Women's National Rugby League team, Kiwi Ferns, who will take on Fetu Samoa and then our Men's National Rugby League team, the Kiwis have an exciting Oceania Cup match against Mate Ma'a Tonga. With these two games both going out LIVE on Prime and SKY Sport, advertisers have the prospect of reaching a big, broad audience. Last year's double header against Australia, drew 400,000 viewers* (AP5+) with AP25-54 ratings of 2.8 for the Kiwi Ferns and 4.8 for the Kiwi's.

Across the ditch on the same day we have Fiji v. Lebanon and Papua New Guinea take on Samoa. SKY Sport has LIVE coverage of all 4 games and Prime will have LIVE free-to-air coverage of the Kiwis and Kiwi Ferns matches.

Source: Nielsen TAM. * Live games on SKY Sport and delayed on Prime.

SKY & PRIME ADVERTISING PACK	
Pack Price	\$4,778
RATECARD VALUE	\$7,350
NUMBER OF SPOTS	1 spot in each LIVE game 4 x SKY Sport 2 x Prime

NZ DATE	NZ TIME	HOME TEAM	AWAY TEAM	LOCATION	MATCH	LIVE ON	
						SKY SPORT	PRIME
22 June	1430	Kiwi Ferns	Fetu Samoa	Auckland	Women's Teams	✓	✓
22 June	1700	Kiwis	Mate Ma'a Tonga	Auckland	Oceania Cup	✓	✓
22 June	1930	Fiji	Lebanon	Australia	Pacific Test	✓	
22 June	2130	Papua New Guinea	Samoa	Australia	Pacific Test	✓	



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 • All prices quoted are GST exclusive and are fully-agency commission bearing • Standard SKY cancellation penalties apply.



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