

SKY

SUMMER OF CRICKET

27 OCTOBER 2019 - 4 APRIL 2020

EPIC MATCHES THIS SUMMER

The Summer of Cricket promises to offer some high-quality international cricket to thrill fans.

SKY Sport will have LIVE coverage of the Australia vs. BLACKCAPS Boxing Day test. The BLACKCAPS have a long tradition of playing great nations in a Boxing Day test and this will be a very special occasion as it will be our first one against Australia in 32 years.

The English team will also be touring New Zealand, October to December. With the BLACKCAPS returning home as World Cup heroes, Kiwi fans will be glued to their viewing seats to see if we can win this series.

SKY Sport will also have LIVE coverage of other great international match-ups between teams such as: Australia, Pakistan and Sri Lanka.

The New Zealand women's team the White Ferns take on South Africa and we will also have coverage of some great domestic Twenty20 cricket matches in both the Super Smash - Men's and Women's matches in New Zealand as well as the KFC Big Bash in Australia.

Prime will have select free-to-air coverage. Exact schedule to be announced. Spot buys available.

**1.6 MILLION
PEOPLE (5+)
WATCHED THE
BLACKCAPS AND
THE WHITE FERNS
LIVE ACROSS SKY
SPORT AND PRIME
FOR THE 2018/19
SEASON**

**T20'S AVERAGED
2.8 RATINGS,
ODI'S 1.7 RATINGS &
TESTS 0.8 RATINGS FOR
AP25-54 ON SKY SPORT,
FOR BLACKCAPS GAMES
PLAYED IN NZ**

Source: Nielsen TAM



PRINTED JULY 2019

**SUMMER OF CRICKET
2019/20**

SKY SPORT ADVERTISING PACKS

Choose the size of the cricket advertising pack you want and the months you want to be on SKY Sport from the options below.

	FULL SEASON PACKS		NOV		DEC		JAN		FEB		MAR	
	OCT 27 - APR 4		OCT 27 - NOV 30		DEC 1 - 28		DEC 29 - FEB 1		FEB 2 - 29		MAR 1 - APR 4	
Pack Size	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large
Price	\$38,610	\$72,510	\$10,400	\$20,160	\$6,728	\$12,510	\$7,865	\$13,920	\$7,833	\$14,730	\$5,785	\$11,190
M25-54 Est TARP	91	181	17	34	16	32	26	49	19	39	13	28
AP25-54 Est TARP	66	133	12	25	11	22	19	36	14	28	10	22

TOURNAMENT	5 DAY TEST	ODI	T20	WEEK COMMENCING																									
				OCT					NOV					DEC				JAN			FEB				MAR				
				27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	1	8	15	22	29			
Australia vs. Sri Lanka			3																										
BLACKCAPS vs. England	2		5																										
Australia vs. Pakistan	2		3																										
Australia vs. BLACKCAPS	3																												
Super Smash - Men's & Women's*			41																										
KFC Big Bash			61																										
White Ferns vs. South Africa		3	5																										
BLACKCAPS vs. India	2	3	5																										
Australia vs. BLACKCAPS		3																											
BLACKCAPS vs. Australia			3																										

PACK MANDATORIES:

• Bookings must be confirmed in writing • Packs remain subject to availability • Pack rates are based on 30sec durations. Standard duration loadings apply. • SKY reserve the right to be flexible in the placement of spots due to the changeable nature of live cricket • TARPs are provided as estimates only and are not guaranteed • Exclusive of GST • Agency commission bearing • VID discounts and CPT's are not applicable • SKY's standard terms and conditions also apply. • The schedule of events is subject to change



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* Number of games televised by SKY Sport.