



THE RUGBY CHAMPIONSHIP

18 AUGUST - 7 OCTOBER 2018



THE COMPETITION

2017 saw the All Blacks finish top of the table and take out the Investec Rugby Championship title with some absolutely superb rugby.

The New Zealand All Blacks, South African Springboks, Australian Wallabies and the Argentinian Los Pumas are set to ignite viewing screens around the country as they go head-to-head in the 2018 Investec Rugby Championship.

The competition consists of 12 games, (11 in commercial time) with each team playing the other for a home match, as well as an away match.

Get ready for an action packed series as these elite sports teams compete for the 2018 Investec Rugby Championship.

The All Blacks and Wallabies compete for the Bledisloe Cup across three matches each year. Two of these matches are also part of the Investec Rugby Championship, the third is part of the All Blacks End-of-Year Tour.

The All Blacks have retained a very strong hold over this much-coveted trophy since 2003. It has been 15 long years since the Australian Wallabies have had it in their trophy cabinet.

Australia are looking for any opportunity they can to get their hands on this prestigious trophy.

The All Blacks will be looking to continue their dominance throughout 2018 as they move towards their Rugby World Cup title defense in 2019.

HUGE AUDIENCE

NEARLY 2 MILLION PEOPLE (5+) WATCHED COVERAGE OF THE 2017 RUGBY CHAMPIONSHIP ON SKY SPORT & PRIME

HUGE RATINGS & SHARE

In 2017, the average rating for AB games in The Rugby Championship was an excellent 11.6 with a huge share of 43% (M25-54).

All Blacks games in the Rugby Championship consistently provide top sport ratings. In 2016, 5 of the Top 10 Sport ratings went to the Rugby Champs (incl the top 2).

In 2017, 4 of the Top 10 were Rugby Champs games, with British & Irish Lions Test taking the top 2 spots.

Source: Nielsen CMI Q3 16 to Q2 17. 2 SKY's Rugby Fans = AP 15+ with SKY interested in watching Rugby on TV. Nielsen TAM 2017 Rugby Championship. 1,987 million, includes live games, pre, post, replays and highlights. 19 Aug to 14 Oct.

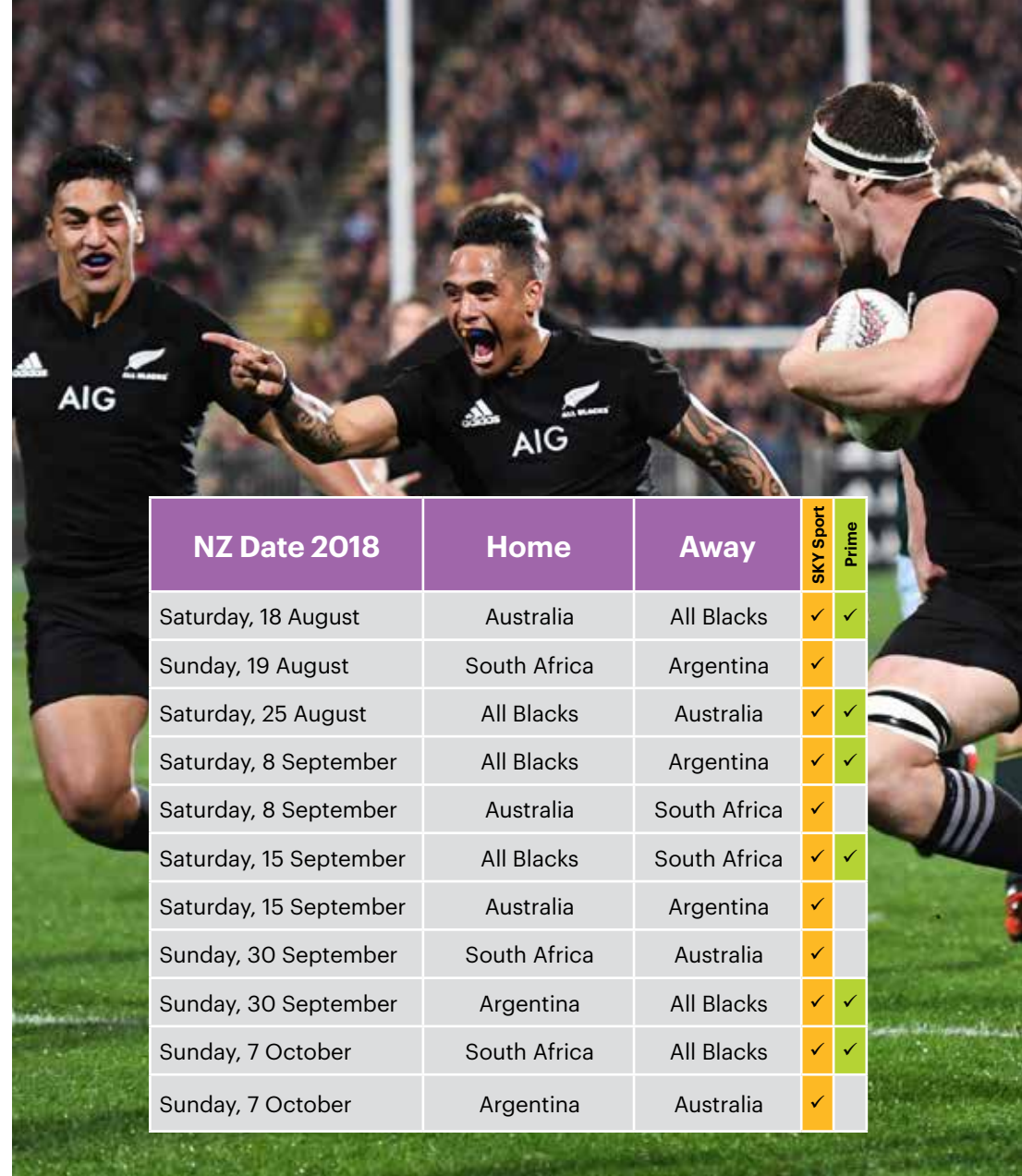
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ADVERTISING PACKS

	SKY AND PRIME COMBINED PACK	SKY PACK	PRIME PACK
Ratecard	\$75,350	\$49,800	\$25,550
Discount	32%	24%	37%
Pack Price	\$51,300	\$37,850	\$16,150
Number of Spots	17	11	6

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 2018	Home	Away	SKY Sport	Prime
Saturday, 18 August	Australia	All Blacks	✓	✓
Sunday, 19 August	South Africa	Argentina	✓	
Saturday, 25 August	All Blacks	Australia	✓	✓
Saturday, 8 September	All Blacks	Argentina	✓	✓
Saturday, 8 September	Australia	South Africa	✓	
Saturday, 15 September	All Blacks	South Africa	✓	✓
Saturday, 15 September	Australia	Argentina	✓	
Sunday, 30 September	South Africa	Australia	✓	
Sunday, 30 September	Argentina	All Blacks	✓	✓
Sunday, 7 October	South Africa	All Blacks	✓	✓
Sunday, 7 October	Argentina	Australia	✓	



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