

Birmingham 2022 Commonwealth Games

28 JULY - 8 AUGUST 2022

Sky and Prime are proud to bring New Zealand audiences the Birmingham 2022 Commonwealth Games.

This year's Commonwealth Games will be the first major international multisport event with spectators since the start of the pandemic, which will create a special buzz of excitement.

New Zealand ranked 5th in the 2018 Commonwealth

Games in the Gold Coast with a total of 46 medals including 15 Gold, 16 Silver and 15 Bronze.

How many will we take out this year?

The Beijing Winter Olympic Games 2022 generated a huge buzz with kiwi audiences and Sky and Prime saw a spike in audience share during the games. We anticipate the same for Birmingham 2022.



Commonwealth Games 2014
2.4 million people (5+) watched coverage of the Commonwealth Games 2014 on Sky and Prime reaching 58% of all people 5+.

Sky/Prime AP25-54 share increased from 30.4% to 40.7%, with our free-to-air broadcaster Prime increasing its share from 3.1% to 8.3%.

Source: Nielsen TAM. CWG Programmes and timeslots
24 Jul to 4 Aug 2014 and 25 Jul to 5 Aug 2013

Beijing 2022 Winter Olympic Games

Over 2 million (44%) Kiwi's caught some of the action from the Beijing 2022 Winter Olympic Games over the 18 days it aired on Sky and Prime.

Source: Nielsen TAM, AP05+, Cumulative Reach 2,046,300,
Cumulative Reach % (43.8%), Feb 02-20, Consolidated up to 13/02/2022



Sky Sport and Prime Combined Advertising Packs

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	Kōura	Hiriwa	Parahi
Rate Card Value	\$109,091	\$50,000	\$23,077
Discount	45%	40%	35%
Pack Price	\$60,000	\$30,000	\$15,000
Guaranteed Ratings AP25-54 provided on Ratings Channels	95	38	14
Number of spots provided on Sky Sport Environmental Channels	65	38	23



sky
SPORT



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- Bookings must be confirmed in writing.
- Rates are based on 30-second durations.
- Other durations are available and will incur the appropriate loading percentage fee from the 30-second rate.
- Packs will be sold on a first come, first served basis.
- Pack buys will receive preference over spot buys.
- Pack buys will contribute to VID commitments.
- No other terms of VID contract are applicable.
- Spot placement is at the discretion of Sky and is subject to broadcast sponsor obligations.
- No specific event placements are available.
- All airtime is subject to availability.
- Ratings makegoods within the event are subject to availability.
- The schedule of events and coverage details are subject to change.
- All prices quoted are GST exclusive and are fully-agency commission bearing.
- Sky's standard terms and conditions and cancellation penalties apply.
- Ratings & CPTs guaranteed against AP25-54.

Ratings delivery:

The event schedule provided is indicative only, and may be subject to change due to a force majeure event or otherwise. The Advertiser acknowledges that any changes to the event schedule are wholly outside of Sky's control and Sky will not have any liability for any such changes.

If, as a result of a change in the event schedule, the Advertiser does not achieve 95% or more of the total pack ratings objective on a guaranteed TARP or CPT deal, Sky will provide make-good airtime in accordance with clause 11 of Sky's Advertising Terms and Conditions. If, despite a change in the event schedule, the Advertiser has achieved 95% or more of the total pack ratings objective on a guaranteed TARP or CPT deal, Sky will have no further obligation to the Advertiser and will not be obliged to provide any make-good airtime. For the avoidance of doubt, if a set number of spots have not been reached, but at least 95% of the total pack ratings objective has been reached, no make-good airtime is due.

Cancellation of the Sporting Event:

- In the event that a sporting event is not broadcast live on Sky Sport, Sky shall not be liable for any breach of its obligations herein that arise due to any event beyond Sky's reasonable control, including an act of God, national emergency, earthquake, epidemic, pandemic, act of terrorism or cyber terrorism, or unavoidable accident.
- Where an event or events are not broadcast live on Sky Sport or Prime as per the broadcast schedule of events, the pack fee payable will be reduced proportionate to the loss of matches and/or the loss of guaranteed ratings.
- In consultation with the Advertiser or Agent, Sky may either replace the affected value into a similar environment within the campaign parameters originally briefed or should this not be possible Sky may either refund or give credit for the proportionate fee payable.

