



End of Year Tour 2024

26 OCTOBER – 1 DECEMBER

The All Blacks start their Northern Tour in the land of the rising sun and finish it off in true European style for their final tour of the year. Going head-to-head against Japan, England, Ireland, France, and Italy. Scott Barrett led the All Blacks to victory against England when they visited us on home soil earlier this year. Will England have a home field advantage as the match takes place at Twickenham Stadium in London?

The 2022 tour saw the All Blacks clinch dramatic victories with nail-biting finales, including their heart-stopping win over Wales and the dazzling display of skill and power against England. This year's extended tour sees the ABs play World No.2 Ireland, No.4 France and No.5 England amongst their 5x game tour. Prepare for an epic showdown of rugby prowess and passion as the All Blacks continue to impress us across global arenas.



End of Year Tour 2024

Combined audience estimate of over **1.57M+**

LINEAR

sky SPORT sky OPEN

1.1M¹

Viewers

DIGITAL

sky SPORT NOW

+ 270K³

Viewers

(Includes 3.0x co-viewing factor on CTV)

107K²

Unique Accounts

590K³

Streams

*(Linear estimate based on 2022 End of Year Tour linear reach 1.021M extended to longer 2024 Tour)

DIGITAL

sky GO

CURRENTLY FREE BONUS WITH LINEAR SPEND

65K²

Unique Accounts

200K³

Viewers

(Includes 3.0x co-viewing factor)

270K³

Streams



Source 1: Nielsen TAM, 05+ Cume. Reach, Full coverage incl. HLs and Replays

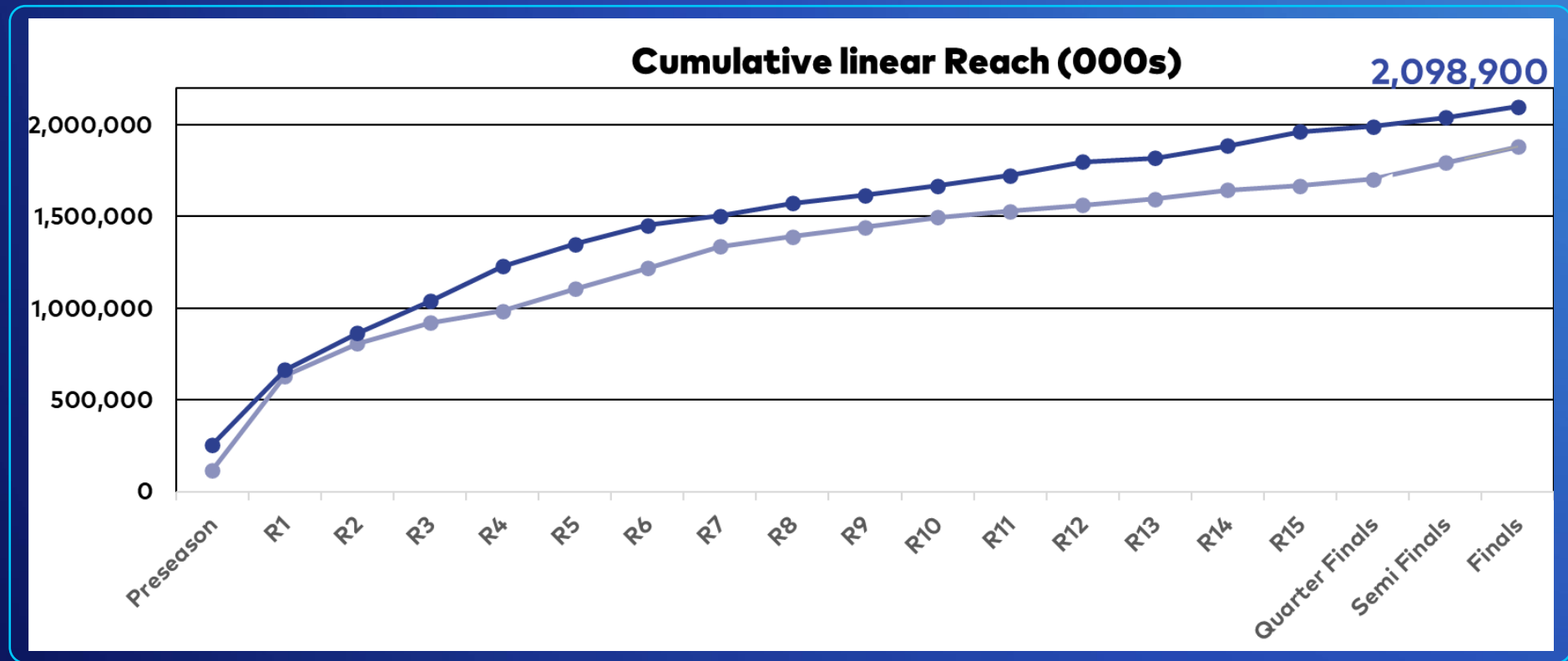
Source 2: Sky Internal Data

Source 3: Sky Internal Data and co-viewing Glasshouse Consulting. Online survey 24th June to 16th August 2024. n = 3,133 (Sky Sport account holders) based on 3 times co-viewing for All Black Test matches. Note data is preliminary and indicative only, based on 7 weeks data as part of an ongoing survey, final weighting not yet applied.



Interest in Rugby Has Been Strong Throughout 2024 Starting with Super Rugby

Super Rugby Pacific 2024 concluded with a 12% increase in linear audience compared to last season. The Growth in linear reach is due to more people watching on Sky Sport and increased free-to-air viewership because of our live-to-delayed broadcasts on Sky Open.



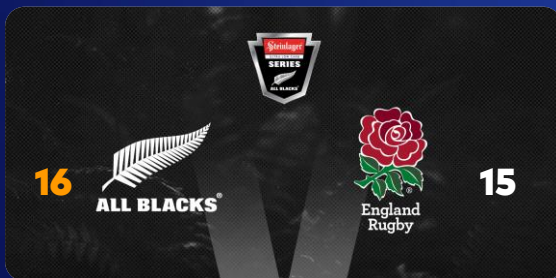
Source: Nielsen eTAM, Data: AP05+ for Super Rugby Pacific 2023 & 2024, Sky Sports 1-9 & Select & Sky Open
* Additional reach may be achieved by future broadcasts played later in the week



Why We're Predicting Strong Viewership in 2024...

New coach, new team, and some old scores to settle... with most games starting at more reasonable times than in 2022.

After two nail-biters in NZ, the trilogy will be decided @ the home of Rugby: Twickenham Stadium. November 3rd 4.10am



Our last match against our old RWC foe, France, ended in a humiliating loss on French soil. Back with a new coach and new-look All Blacks team, fans are keen to see this loss avenged at the heart of French National Rugby – Stade de France. November 17th 9.10am



Ireland have leapfrogged The All Blacks in the global rugby rankings. For a country that expects to be No.1 every single year, they'll have a point to prove when they get to Dublin on November 9th 9.10am

Position	Teams
1	South Africa
2	Ireland
3	New Zealand

Live Sport is Proven to be One of the Most Impactful Sources for Advertising

28%¹

Sports fans are 28% more likely to pay attention to ads than average adults

2nd²

Most trusted channel in advertising (after brand website themselves)

74%²

Are more loyal to brands involved in sporting events

81%²

Sports fans are 28% more likely to pay attention to ads than average adults

10%²

Recent analysis of 100 sponsorships across 7 markets in 20 industries saw Sports sponsorship drove an average of 10% increase in purchase intent

End of Year Tour – Combined Pack 2024

Linear and Digital Combined Pack includes a further 15% discount off the Linear-only or Digital-only packs

LINEAR AND DIGITAL COMBINED PACK skyOPEN skySPORT skySPORT NOW

Linear + Digital Pack	Linear	Digital	Combined
No. of Spots	23	44	67
Ratecard	\$52,420	\$168,000	\$220,420
Discount	41%	88%	77%
Pack Price	\$31,190	\$19,954	\$51,144

- Linear and Digital Combined Pack available now
- Expressions of interest for Linear-only or Digital-only Packs will be confirmed from **27/09/24**



ALL BLACKS® *Linear and digital pricing in gross



End of Year Tour – Linear and Digital Packs 2024

LINEAR skyOPEN skySPORT

Games in Commercial Zone	Sky Open Only pack	Full Pack
No. of Spots	5	23
Ratecard	\$7,200	\$52,420
Discount	30%	30%
Pack Price	\$5,040	\$36,694

- Combined Linear and Digital packs available now
- Expressions of interest for Linear-only Pack will be confirmed from **27/09/24**

DIGITAL skySPORT NOW

Including Sunday Morning and all Replays	Sky Sport Live + Replays	Launch Price based on device roll out (60%+)*
No. of Spots	44	
Ratecard	\$168,000	
Discount	77%	
Pack Price	\$39,128	\$23,476

*Digital Pack price pro-rated based on DAI device rollout plan (see slide 10)

- Combined Linear and Digital packs available now
- Expressions of interest for Digital SSN-only Pack will be confirmed from **27/09/24**



ALL BLACKS® *Linear and digital pricing in gross

End of Year Tour - Schedule Spotfall 2024

NZ date	KO time NZDS	Teams	Sky Sport	Sky Open	SSN
Saturday, 26 October 2024	14:30	Japan v New Zealand	LIVE	DELAYED	LIVE & REPLAY
Sunday, 3 November 2024	4:10	England v New Zealand	LIVE & REPLAY	DELAYED	LIVE & REPLAY
Sunday, 3 November 2024	6:40	Scotland v Fiji			LIVE & REPLAY
Saturday, 9 November 2024	9:10	Ireland v New Zealand	LIVE	DELAYED	LIVE & REPLAY
Sunday, 10 November 2024	4:10	England v Australia	LIVE		LIVE & REPLAY
Sunday, 10 November 2024	6:40	Italy v Argentina			LIVE & REPLAY
Sunday, 10 November 2024	9:10	France v Japan			LIVE & REPLAY
Monday, 11 November 2024	2:40	Wales v Fiji	LIVE		LIVE & REPLAY
Monday, 11 November 2024	5:10	Scotland v South Africa	LIVE		LIVE & REPLAY
Saturday, 16 November 2024	9:10	Ireland v Argentina	LIVE		LIVE & REPLAY
Sunday, 17 November 2024	3:10	Scotland v Portugal	LIVE		LIVE & REPLAY
Sunday, 17 November 2024	6:40	England v South Africa			LIVE & REPLAY
Sunday, 17 November 2024	9:10	France v New Zealand	REPLAY	DELAYED	LIVE & REPLAY
Monday, 18 November 2024	2:40	Italy v Georgia	LIVE		LIVE & REPLAY
Monday, 18 November 2024	5:10	Wales v Australia	LIVE		LIVE & REPLAY
Saturday, 23 November 2024	9:10	France v Argentina	LIVE		LIVE & REPLAY
Sunday, 24 November 2024	4:10	Ireland v Fiji	LIVE		LIVE & REPLAY
Sunday, 24 November 2024	6:40	Wales v South Africa			LIVE & REPLAY
Sunday, 24 November 2024	9:10	Italy v New Zealand	REPLAY	DELAYED	LIVE & REPLAY
Monday, 25 November 2024	2:40	Scotland v Australia	LIVE		LIVE & REPLAY
Monday, 25 November 2024	5:10	England v Japan	LIVE		LIVE & REPLAY
Sunday, 1 December 2024	4:10	Ireland v Australia	LIVE		LIVE & REPLAY



Digital Extension on Sky Sport Now

- **Estimated Sky Sport Now streaming audience of over 270K* viewers**
- **x1 spot in every live match + replays on Sky Sport Now (total 22 Games, including all x5 ABs games)**
- **Bespoke creative can be run on Sky Linear vs Sky Sport Now digital**
- **Sky Go extension included for free on Linear packs**
- **Digital ads guaranteed on Sunday morning including all x5 ABs games**
(Sunday advertising restrictions not applicable on digital platforms)



Source: *Sky Internal Data and co-viewing Glasshouse Consulting. Online survey 24th June to 16th August 2024. n = 3,133 (Sky Sport account holders) based on 3 times co-viewing for All Black Test matches. Note data is preliminary and indicative only, based on 7 weeks



SSN Digital Ad Insertion Device Roll Out in October and November

	Device	% VHRs Total	Oct	Nov
Phase 1 (web/mobile/native TV/new web TV) ~62% total VHRS	Web	12%	✓	
	iOS Mobile/Tablet	7%	✓	
	Android Mobile/Tablet	4%	✓	
	Android TV	21%	✓*	
	Apple TV	6%	✓*	
	Fire TV	1%	✓*	
	Samsung TV 2022+	5%	✓*	
	LGTV 2020+	6%	✓*	
	Total Phase 1	62%		
Phase 2 (Chromecast, older web TV, PSX) ~38% total VHRS	Chromecast	15%		✓*
	Samsung TV ('17-'21)	13%		✓*
	Panasonic Native	5%		✓*
	Total Phase 2	38%		
	Totals	100%		

- Digital Ad insertion capability is being rolled out on SSN throughout Sept – Nov
- As at Oct 26th when the Northern Tour commences 62% of devices/audience will be enabled for DAI as per the chart at left
- Remaining devices will be enabled for DAI throughout November with all devices enabled by November 30th
- To ensure that advertisers are getting what they pay for the pack price for Northern Tour will be based on 60% of the full pack price

Terms & Conditions

Pack Mandatories

- Only the combined linear & digital pack will be available on release to market, for the first two weeks.
- Expressions for linear or digital packs only will be confirmed on or after 27th September 2024.
- 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, based time of email.
- All airtime is subject to availability.
- Pack rates are based on 30sec durations. Durations longer than 30 will be priced on multiples of the 30 sec rate. 15 sec duration loading of 60% applies.
- 15" packs available only when 2x confirmed 15" packs are waitlisted.
- Only 15" and 30" durations are available for digital payout.
- 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.

Force Majeure

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.

