



sky

FIFA World Cup Qatar 2022™

Monday 21 November - Sunday 18 December 2022

The most prestigious tournament in the world.

The FIFA World Cup Qatar 2022™ will be the 22nd edition of the competition, and the first played in the Middle East. The World Cup brings fans together globally with their passion and love for the game.

32 teams will compete in the World Cup. The group phase will be played from 21 November to 2 December. The knockout phase will begin with the Round of 16 from 3-6 December. The quarter-finals will be played on 9 and 10 December, with the semi-finals on 13 and 14 December. The play-off for the third place will unfold on 17 December, one day before the final.*

All 64 games will be LIVE on Sky Sport and 22 games will be LIVE on Prime.

*Local time



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	Sky	Prime	Combined
No of Spots	61	21	82
Ratecard	\$31,400	\$16,500	\$47,900
Discount	35%	35%	40%
Pack Price	\$20,410	\$10,725	\$29,500



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Terms & Conditions

- 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 buys will receive preference over spot buys
- Pack rates are based on 30 second durations. Standard duration loadings apply.
- No specific break requests are available.
- Spot falls are at the sole discretion of Sky Network Television and subject to broadcast sponsor obligations.
- The schedule of events is subject to change
- VID discounts and CPT's are not applicable
- All prices quoted are GST exclusive and are fully-agency commission bearing.
- Standard Sky cancellation penalties apply.

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.



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