



# Formula 1 2024

**28 FEBRUARY – 08 DECEMBER 2024**

Catch all the heart-racing action on Sky - the home of Formula 1 - as it kicks off in Bahrain early this year. The highest class of international racing is scaling new heights in 2024 with a record schedule length, for the first time in history.

Despite the game changing length of the competition, the races will see some familiar faces as the Driver Grid remains unchanged. The winter stability is highly unusual, and not likely to last long, as 15 of the field are out of contract at the end of 2024. It's a chance to see fan-favourites, legendary rookies, and redeeming stars steal the show the season.

Tune in to Sky Sport and Sky Open for all the races, from Bahrain to Belgium to Brazil and more, for all 24 races.



# 1,253,100

Kiwis tuned in to the 2023 Formula 1 Series<sup>1</sup>

Equating to 26% of all New Zealanders AP5+

## DIGITAL BREAKDOWN<sup>2</sup>

skyGO

53,000

Unique Accounts

skySPORT NOW

123,000

Unique Accounts



Overall reach was higher amongst male viewers

**29% Of all Males<sup>1</sup>**



## The Las Vegas Grand Prix

was the most watched race<sup>1</sup>

Rated 1.7% for M25-54 and 1.3% for AP25-54



sky

# Formula 1 Packs 2024

Formula 1 Round Packs *				
Round	Event	Round Pricing	Rated card	Spots Per Round
1	Bahrain Grand Prix	\$1,770	\$2,533	7
2	Saudi Arabian Grand Prix	\$1,770	\$2,533	7
3	Australian Grand Prix	\$5,320	\$7,599	9
4	Japanese Grand Prix	\$1,770	\$2,533	7
5	Chinese Grand Prix	\$1,770	\$2,533	7
6	Miami Grand Prix	\$1,010	\$1,448	6
7	Emilia Romagna Grand Prix	\$1,770	\$2,533	7
8	Monaco Grand Prix	\$1,770	\$2,533	7
9	Canadian Grand Prix	\$1,010	\$1,448	6
10	Spanish Grand Prix	\$1,770	\$2,533	7
11	Austrian Grand Prix	\$1,770	\$2,533	7
12	British Grand Prix	\$1,770	\$2,533	7
13	Hungarian Grand Prix	\$1,770	\$2,533	7
14	Belgian Grand Prix	\$1,770	\$2,533	7
15	Dutch Grand Prix	\$1,770	\$2,533	7
16	Italian Grand Prix	\$1,770	\$2,533	7
17	Azerbaijan Grand Prix	\$1,770	\$2,533	7
18	Singapore Grand Prix	\$1,770	\$2,533	7
19	United States Grand Prix	\$1,010	\$1,448	6
20	Mexican Grand Prix	\$1,010	\$1,448	6
21	Sao Paulo Grand Prix	\$1,010	\$1,448	6
22	Las Vegas Grand Prix	\$1,770	\$2,533	7
23	Qatar Grand Prix	\$1,770	\$2,533	7
24	Abu Dhabi Grand Prix	\$1,770	\$2,533	7

Formula 1 Full Pack	
Spots of Sky Sport	115
Spots on Sky Open	50
Total Spots	165
Ratecard Value	\$60,435
Discount	30%
Pack Price	\$42,230



\* Spots will be placed across Sky Sport & Sky Open, ratings not guaranteed



# Terms & Conditions

## 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 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
- 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.
- 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 Sky Open 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.

