



ICC Women's T20 World Cup 2024

03 – 21 OCTOBER

The highly-anticipated ninth edition of the tournament will now take place in the United Arab Emirates (UAE) with Bangladesh Cricket Board (BCB) continuing to host the event. The biennial international event continues to grow from eight teams to ten in 2024.

Australia – who are known for their formidable batting and bowling prowess – took out the competition in the 2023 World Cup. As New Zealand was in the top six teams from the T20 World Cup in 2023 in South Africa, we've earned direct qualification for the 20-over showcase. Alongside Australia, South Africa, England, India, and the West Indies. It's sure to be an epic battle to kick off a summer of cricket.



ICC Women's T20 World Cup 2023

Audience Performance

LINEAR

sky OPEN sky SPORT

392K¹

Viewers

DIGITAL

136K²

Streams

sky GO

12,064²

Unique Accounts

sky SPORT NOW

24.5K²

Unique Accounts

56.3K³

Viewers

(Includes 2.3x co-viewing)



Source 1: Nielsen TAM, AP05+, full coverage including highlights and replays, Sky Sport 1-4 and Sky Open
Source 2: Sky Internal Data, Source 3: Sky Internal Data and Glasshouse Consulting. Online survey 24th
June to 16th July 2024. n = 1,333 (Sky Sport account holders). Note data is preliminary and indicative only
based on 4 weeks data as part of an ongoing survey, final weighting not yet applied.



ICC Women's T20 World Cup 2024 - Packs

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ICC Women's T20 World Cup 2024 – Full Pack

Total Spots	46
Ratecard	\$14,600
Discount	32%
Price	\$9,950

ICC Women's T20 World Cup 2024 – Half Pack

Total Spots	23
Ratecard	\$7,300
Discount	29%
Price	\$5,150



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.
- Rates are based on 30-second durations
- Standard duration loadings will apply
- All airtime is subject to availability
- Sky reserve the right to be flexible in the placement of spots due to the changeable nature of live cricket
- 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.
- Standard Sky cancellation penalties apply
- Ratings delivery not guaranteed

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.

