



Isuzu Ute A-League 24-25

19 OCTOBER 2024 – 1 JUNE 2025

For the first time ever, New Zealand will have two local men's teams competing in the A-League 24-25 season. Following a record-breaking season that saw huge crowds, memberships and TV viewers, the 2024/25 season will kick off on the weekend of 18-20 October 2024. The season has been extended to a 23-game regular season as the league continues to expand to meet international standards.

This year is especially electrifying for Black Knights fans, as it marks the debut season of Auckland FC. The team is set to play 26 matches during the 2024-25 season, with 13 of those matches unfolding at their home ground, GO Media Stadium. Auckland FC kicked off their journey with a solid pre-season draw against the reigning champions, Central Coast Mariners, setting the stage for what promises to be an epic inaugural season.

Sports on Sky VOD are proven to capture and hold attention better than anything else!

13.8s

Sky leads all VOD in capturing 'active attention' on 30s ads!

And live sports lead on Sky VOD... outperforming entertainment by

34%

More active attention

17.1s

Combine this with engaged viewers and you're looking at an average Active Attention of 17.1s when watching Sports

Sky VOD 13.8s

FTA VOD 10.4

Live FTA TV 6.7

Live Paid TV 6.2

Video Platform 4.9

Social Media B 3.4

Social Media C 2.4

General Web 1.6

Growing Interest & Coverage

Multiple factors are driving interest in the 2024-25 A-League Season

- Huge success of **the 2023 FIFA Women's World Cup** in NZ – great ground attendance and TV viewership
- Amazing performance from the **Wellington Phoenix** in the 2023-24 A-League Season making it through to the Final Playoffs
- **New Auckland FC franchise** entering the League delivering new audiences, driving domestic rivalry and leveraging the star power of the owners

2024-25 Broadcast Coverage:

All games will be live on Sky Sport and Wellington Phoenix and Auckland FC domestic games will be shown live to delayed on Sky Open.



Interest in Football is on the Rise!

1/3¹

Of New Zealanders age 15+ are interested in watching Football on TV

10%¹

Rise in interest in watching football among all NZ Football Fans

30%¹

Rise in interest in watching Football among Kiwi Football Fanatics. Spike coincided with the announcement of the addition of the Auckland FC

3.7x¹

Auckland, with its diverse population, has more than 3 and a half times as many 'Football Fanatics' as Wellington

1.4M²

Almost 1.3m Kiwi Football fans turned into Sky and Sky Open to watch the 23'/24' A-League season. With the substantial rise in interest and the introduction of a new club in New Zealand's biggest, most diverse city, we're only expecting numbers to Skyrocket!

Football is the Future

Football is the fifth most watched sport in New Zealand, almost neck and neck with NRL... and growing!

ISUZU UTE A-LEAGUE

Estimated combined audience 24-25



¹
2.15M+

NRL TELSTRA PREMIERSHIP

NRL combined audience 2023 Full Season



²
2.43M+

It has international appeal³

1/3 of Kiwis live in Auckland and 50.7% of Aucklanders weren't born in New Zealand. Making Auckland (and New Zealand) one of the most culturally diverse places on the planet!

The League is expanding

The addition of Auckland FC shows confidence in the growing appeal of professional football in New Zealand

Grassroots⁴

Football is the most popular participation sport in New Zealand

Going Beyond the Game: Auckland's Football Fever!



Birth of a Rivalry

Wellington has long felt overshadowed by their larger neighbor to the north. But they've always been able to claim the crown as the home of NZ Football. Coming off the back of their most successful season in history, their crown is being challenged by the introduction of Auckland FC. With 3x local derbies scheduled this season. Let battle commence!



Car Boot Festival Atmosphere

Auckland is the fourth most diverse city in the world and for many communities football is their number one sport. Auckland FC are celebrating that diversity by hosting ethnic food stalls at all their home games. Creating a welcome sense of home for Auckland's Asian football fans and a tasty, festival like atmosphere for all the team's supporters



The Chamberlain

will serve as Auckland FC fans dedicated home away from home. Screening all Auckland FC games on Sky and providing the atmosphere for fans when the team is on the road

Competition Highlights



Opening Weekend

Auckland FC debut game; Auckland, 19th Oct – 5pm

Wellington Phoenix season opener; Wellington, 20th Oct - 4pm

1st Ever A-League Local NZ Derbies

Wellington Phoenix V Auckland FC; Wellington, 2nd Nov – 5pm

Auckland FC V Wellington Phoenix; Auckland, 7th Dec – 5pm

Auckland FC V Wellington Phoenix; Auckland, 22nd Feb 2025 - 5pm



Isuzu Ute A-League 2024-25

Combined audience estimate of **2.150M+**

LINEAR

skySPORT skyOPEN

1.7M¹ + 300K³+

Viewers

DIGITAL

skySPORT NOW

Viewers

(Includes 2.3x co-viewing factor on CTV)

135K²

Unique Accounts

1M³

Streams

DIGITAL

skyGO

CURRENTLY FREE BONUS WITH LINEAR SPEND

65K²

Unique Accounts

150K³

Viewers

(Includes 2.3x co-viewing factor)

500K³

Streams



LEAGUES

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 = 2,133 (Sky Sport account holders). Note data is preliminary and indicative only, based on 7 weeks data as part of an ongoing survey, final weighting not yet applied.



Isuzu Ute A-League 2024-25 - Pricing

19 October 2024 – 1 June 2025

LINEAR  skySPORT

Full Pack Sky and Sky Open	
Number of spots on Sky Open	30
Number of spots on Sky Sport	173
Ratecard	\$70,060
Discount	55%
Pack Price for the Season	\$31,527

Sky Open Only	
Number of spots on Sky Open	30
Ratecard	\$10,260
Discount	49%
Pack Price for the Season	\$5,280




DIGITAL 

Sky Sport Now	
Number of spots	176
Ratecard	\$79,402
Discount	72%
Pack Price for the Season	\$22,454

Isuzu Ute A-League 2024-25 - Pricing

19 October 2024 – 1 June 2025

LIMITED TIME ONLY

LINEAR & DIGITAL COMBINED PACK   	
Number of spots	379
Ratecard	\$149,462
Pack price totals	\$53,981
Additional discount	26%
Linear & digital pack price	\$40,000

- The offer of the Linear and Digital Combined Pack at the discounted rate is only available until **COB 11th October 2024**
- The offer is limited to **5 packs only** on a first come first served basis
- All spots are guaranteed to be placed in the half time breaks
- Must be confirmed in writing
- 100% cancellation fee applies to the combined pack

Isuzu Ute A-League 2024-25 – 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.
- The combined linear and digi season pack offer expires COB 11th October 2024. This pack carries a 100% cancellation fee.
- 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 sport
- No specific break requests are available.
- Ratings delivery is not guaranteed
- 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.

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.