



July International Rugby

06 JULY – 20 JULY

STEINLAGER ULTRA LOW CARB SERIES

The All Blacks Tour 2024 schedule is here and it's kicking off this July with the Steinlager Series. England returns to New Zealand soil after 10 years to take on the All Blacks in the Steinlager Series. Kicking off the epic globe-trotting All Blacks tour in front of home fans at Forsyth Barr Stadium in Dunedin for the first of three tests.

MĀORI ALL BLACKS V JAPAN

The Māori All Blacks will play two matches against the Japan XV as part of the Lipovitan-D Challenge Cup 2024, marking the fourth time the Māori All Blacks have played Japan.

INTERNATIONAL GAMES

Whilst the All Blacks start their tour on home grounds, Argentina, Australia, Fiji, France, Georgia, Ireland, Portugal, South Africa, Uruguay, and Wales take the international stage in a series of test matches throughout the month.



Steinlager Series Audience 2022

LINEAR



1.44M¹

Viewers tuned in

DIGITAL

Close to

1M²

streams

sky GO

99,142²

Unique Accounts

sky SPORT NOW

114,295²

Unique Accounts



sky

Source 1: Nielsen TAM, reach includes all coverage on Sky/Sky Open including replays and highlights.
Source 2: Sky Internal Data

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Combined Pack*			
	Sky Sport	Sky Open	Combined
No. of Spots	11	3	14
Ratecard Price	\$63,270	\$14,615	\$77,885
Pack Price	\$44,289	\$10,231	\$54,520

Sky Open Only Pack	
No. of Spots	3
Ratecard Price	\$14,615
Pack Price	\$10,231



*Sky Sport only packs **not** available. In order to buy Sky Sport, Sky Open **must** be included.



July International Rugby Schedule 2024

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JULY INTERNATIONAL RUGBY SCHEDULE*

Sunday 29 June	Japan XV vs Māori All Blacks	Japan
Saturday 6 July	Argentina vs France	Argentina
Saturday 6 July	Australia vs Wales	Australia
Saturday 6 July	Japan XV vs Māori All Blacks	Japan
Saturday 6 July	South Africa vs Ireland	South Africa
Saturday 6 July	New Zealand vs England	New Zealand
Saturday 13 July	Argentina vs France	Argentina
Saturday 13 July	Australia vs Wales	Australia
Saturday 13 July	South Africa vs Ireland	South Africa
Saturday 13 July	New Zealand vs England	New Zealand
Friday 19 July	New Zealand vs Fiji	United States
Saturday 20 July	Australia vs Georgia	Australia
Saturday 20 July	South Africa vs Portugal	South Africa
Saturday 20 July	Argentina vs Uruguay	Argentina

*Times, schedule, and location tbc



Terms & Conditions

Pack Mandatories:

- Packs will be sold on a set date of sale.
- Packages are limited in number and will be sold on a first come first served basis.
- Purchase of Airtime package must be confirmed in writing to your business director from 9am, Friday 3rd May 2024.
- Confirmed packs attract a 100% cancellation penalty
- Packages are based on 30 second duration and will be charged in multiples of the 30 second rate.
- Any durations that are not multiples of 30 secs will be waitlisted and only accepted if there is a suitable match. E.g., a 45 sec duration will need to be matched with 15 sec duration.
- Packs are non-transferable.
- No split duration packs.
- Sky Sport only packs not available. In order to buy Sky Sport, Sky Open must be included.
- All airtime is subject to availability.
- 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 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.

