

# NRL 2022

The NRL and Warriors are back this March LIVE on Sky Sport.

The 2021 season saw a massive year-on-year increase in NRL audiences after a Covid affected 2020.

1,289,700 people (5+) watched the NRL in 2021 across Sky and Prime, at 57% YOY increase.

Viewership of the Top Eight Finals Series 2021 increased 100% compared to 2020.

Source: Nielsen TAM



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## MARCH - OCTOBER 2022

There was a massive increase in the NRL audience in 2021 after a Covid affected 2020. After such a popular season, viewers are sure to tune in to see what's in store for 2022.

	Full Pack
Pack Price	\$95,000
Rate Card	\$254,150
Guaranteed Ratings M25-54	254
CPT	\$374
Number of Spots	188



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## **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
- 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:**

- The event schedule provided is indicative only, and may be subject to change due to a force majeure event or otherwise. The Advertiser acknowledges that any changes to the event schedule are wholly outside of Sky's control and Sky will not have any liability for any such changes.
- If, as a result of a change in the event schedule, the Advertiser does not achieve 95% or more of the total pack ratings objective on a guaranteed TARP or CPT deal, Sky will provide make-good airtime in accordance with clause 11 of Sky's Advertising Terms and Conditions. If, despite a change in the event schedule, the Advertiser has achieved 95% or more of the total pack ratings objective on a guaranteed TARP or CPT deal, Sky will have no further obligation to the Advertiser and will not be obliged to provide any make-good airtime. For the avoidance of doubt, if a set number of spots have not been reached, but at least 95% of the total pack ratings objective has been reached, no make-good airtime is due.

## **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.

