

NRL TELSTRA PREMIERSHIP 2021

11 March - 5 September 2021

BETTER. FASTER. STRONGER.

After enduring a shortened, COVID-19-affected season, the 2021 Telstra Premiership draw has been finalised with a full 25-round schedule once again.

The Warriors will start their campaign against the Titans at Mt Smart Stadium, where they've won nine of 12 clashes at home between the two sides, followed by another home game hosting the Knights six days later. The Raiders and Roosters (both away) complete a tough first month.

Sky packs include one spot in every Live NRL round game played in commercial time with alcohol packs based on a spot in every live game where there are breaks post 20:30, played in commercial time.

We anticipate NZers will be keen to tune in to the 2021 NRL season after a tumultuous year and see The Warriors back on home soil once again.

907k

people (5+) watched coverage of the 2020 NRL season on Sky Sport (live) and Prime (delayed) in 2020. With a reach of 20.7%.

Source: Nielsen TAM

Live Warriors games on Sky Sport had an average rating of

2.2

for Males 25-54.



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Sky Monthly Round Packs (30 sec Gross)								Full Round Pack
	Mar	Apr	May	Jun	Jul	Aug	Sep	
Pack Price	\$10,440	\$11,960	\$13,640	\$11,000	\$11,680	\$12,960	\$3,880	\$68,004
Rate Card	\$26,100	\$29,900	\$34,100	\$27,500	\$29,200	\$32,400	\$9,700	\$188,900
Estimated ratings M25-54	26	30	34	28	29	32	10	189
No of Spots	27	31	32	28	28	32	10	188
Est CPT	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$360

Sky Alcohol* Monthly Round Packs (30 sec Gross)								Full Round Alcohol Pack
	Mar	Apr	May	Jun	Jul	Aug	Sep	
Pack Price (Gross)	\$8,008	\$9,240	\$8,536	\$6,732	\$7,084	\$7,788	\$1,760	\$44,233
Rate Card	\$18,200	\$21,000	\$19,400	\$15,300	\$16,100	\$17,700	\$4,000	\$111,700
Estimated ratings M25-54	18	21	19	15	16	18	4	112
No of Spots	21	22	20	17	18	20	5	123
Est CPT	\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$396

*Only 2 alcohol packs available, all pricing is 30 sec Gross

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. Ratings & CPTs are provided as estimates only and do not constitute a guarantee. All prices quoted are GST exclusive and are fully-agency commission bearing. Standard Sky cancellation penalties apply

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.

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