



# NRL Telstra Premiership 2024

**3 MARCH – 8 SEPTEMBER 2024**

The Warriors return to the field in 2024, looking to build on last season's fourth placed finish. This year they hope to go one further and bring the NRL Grand Final trophy home to Kiwi shores.

Off the field, attention will be on the fan communities and tribal rivalries that NRL brings – "Up the Wahs".

17 teams. 204 games. 27 regular season rounds and 4 'Final' weekends.

# 2.1M<sup>1</sup>

Kiwis watched the NRL Premiership 2023 on Sky and Sky Open

# 12M+<sup>2</sup>

streams across Sky Go & Sky Sport Now

## DIGITAL BREAKDOWN<sup>3</sup>

**skyGO**

### 135,775

Unique Accounts

**skySPORT NOW**

### 196,042

Unique Accounts



sky

# State of Origin 2024

**5 JUNE – 17 JULY 2024**

Australian Sport's most infamous rivalry returns.

The Maroons have been riding the wave of their back-to-back series wins but will The Blues come in hot this year with a new coach and a hunger to win?

The dual action will also be making a return to Melbourne, for the first time since 2018, the iconic MCG will play host to the thrilling Game II. With the competition kicking off in Sydney The Blues will have a home field advantage, leaving Melbourne to settle the score.



sky SPORT



The reach of State of Origin continues to grow outside of NSW and QLD.

573,000

Kiwis watched State of Origin 2023 on Sky and Sky Open

## DIGITAL BREAKDOWN

skyGO

42,874

Unique Accounts

skySPORT NOW

24,240

Unique Accounts



AMPOL STATE OF  
ORIGIN

Source 1: Nielsen TAM, AP5+ coverage across Sky Sports, Three, all coverage including live, pre and post and replays.  
Source 2: Sky Internal Data



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# Full Ad Packs

## NRL Including State of Origin 2024

### NRL Premiership

3 MARCH - 8 SEPTEMBER 2024

Combined Full Round Pack	
Pack Price	\$157,100
Ratecard	\$420,300
Guaranteed M25-54	334
Guaranteed AP25-54	265
No. of spots	226
M25-54 CPT	\$471
AP25-54 CPT	\$592

Combined Full Round Alcohol Pack	
Pack Price	\$109,850
Ratecard	\$267,150
Estimated M25-54	212
Estimated AP25-54	169
No. of spots	152
M25-54 CPT	\$518
AP25-54 CPT	\$650

No guaranteed ratings for alcohol packs.  
Limit of 2 alcohol packs

### State of Origin

5 JUNE – 17 JULY 2024

State of Origin Sky Sport & Sky Open	
Pack Price	\$5,650
Ratecard	\$15,400
Guaranteed M25-54	12
No. of spots	7
M25-54 CPT	\$459



Note: Excludes the finals series. Finals packs will be available later in 2024.



# Monthly Ad Packs

## NRL including State of Origin 2024

Combined Monthly Round Packs	MAR	APR	MAY	JUN	JUL	AUG	SEP
Pack Price	\$24,633	\$28,833	\$33,495	\$27,510	\$33,453	\$28,245	\$6,825
Ratecard	\$58,650	\$68,650	\$79,750	\$65,500	\$79,650	\$67,250	\$16,250
No. of spots	30	36	45	34	42	35	11

No guaranteed ratings for monthly packs.

Combined Alcohol Monthly Round Packs	MAR	APR	MAY	JUN	JUL	AUG	SEP
Pack Price	\$21,988	\$18,216	\$19,297	\$19,159	\$26,197	\$21,206	\$3,910
Ratecard	\$47,800	\$39,600	\$41,950	\$41,650	\$56,950	\$46,100	\$8,500
No. of spots	23	25	30	23	29	23	6

No guaranteed ratings for alcohol packs.  
Limit of 2 alcohol packs



\*CPT's are estimates and not guaranteed. Excludes the finals series. Finals packs will be available later in 2024.



# NRL Telstra Premiership & State Of Origin 2024

## 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 & CPTs guaranteed against M25-54 and AP25-54 for full packs only (ratings are not guaranteed for Alcohol packs or monthly packs).

## 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.
- Ratings & CPTs guaranteed against M25-54 and AP25-54 for full packs only (ratings are not guaranteed for Alcohol packs or monthly packs).
- 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 (full pack only), 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 and/or Sky Open, 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 and/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.

