



sky

NRL Telstra Premiership Finals 2024

13 SEPTEMBER – 06 OCTOBER

There are less than 10 rounds to go in the 2024 NRL season, and the race to the finals is well and truly on. A log jam on the ladder sees only four points separate the 4th spot and 12th spot, only a few more able to claim they are realistically not going to miss out. It's a true fight to the finish.

Will we see the Melbourne Storm stake their claim at the top of the ladder or will they be eagerly replaced in the coming weeks?



With or without the Wahs – Your brand is the winner in the NRL Finals

NRL popularity is sky high, and kiwis love the footy finals!

Even without the Warriors in the finals, NRL audience share nearly doubles compared to the regular season

3.1x¹

With the Warriors (23')

1.9x¹

Without the Warriors (23')

Despite the Warriors shaky performance, Kiwis are still tuning in in record numbers, even when compared even with the 23' stellar year

25%² 

24' regular season has seen a 25% increase on NRL05+ Viewership

NRL Telstra Premiership Finals 2024 - Pack

Ratecard	Full Pack Price	No. of Spots
\$41,498	\$25,729	9

**Does not include spots on Sky Open*



NRL Telstra Premiership Finals 2024 – Dates

Round	Date	Fixture
Finals week 1	13-15 September 2024	Qualifying Final 1: 1st (Home) vs. 4th (Away)
Finals week 1	13-15 September 2024	Elimination Final 1: 5th (Home) vs. 8th (Away)
Finals week 1	13-15 September 2024	Elimination Final 2: 6th (Home) vs. 7th (Away)
Finals week 1	13-15 September 2024	Qualifying Final 2: 2nd (Home) vs. 3rd (Away)
Semi final 1	20-22 September 2024	Semi final 1
Semi final 2	20-22 September 2024	Semi final 2
Prelim final 1	27-29 September 2024	Prelim final 1
Prelim final 2	27-29 September 2024	Prelim final 2
Grand final	Sunday, 6 October 2024	Grand final

NRL Premiership 2023

Audience Performance

LINEAR

skySPORT skyOPEN

2.1M¹

Viewers

DIGITAL

12M+²

Streams

skySPORT NOW

136K³

Unique Accounts

skyGO

196K³

Unique Accounts



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.
- 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

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.