



Rugby Championship 2024

10 AUGUST – 28 SEPTEMBER

Gear up for an exhilarating showdown as the All Blacks aim for their fifth consecutive Rugby Championship crown, seeking their eighth win in nine years.

Following the gripping Rugby World Cup in 2023, fans are eagerly anticipating the clash between the All Blacks, Pumas, Springboks, and Wallabies in this year's Rugby Championship.

Rugby Championship 2023 - Audience

LINEAR

sky OPEN sky SPORT

1.67M¹

Viewers tuned in

DIGITAL

1.25M²+

streams

sky GO

sky SPORT NOW

83,469²

126,368²

Unique Accounts

Unique Accounts



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



Rugby Championship 2024 Packs

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Rugby Champs Sky Sport & Sky Open	
Spots on Sky Open	6
Spots on Sky Sport	9
Total Spots	15
Ratecard	\$107,143
Discount	30%
Price	\$75,000

Rugby Champs Sky Open	
Spots on Sky Open	6
Total Spots	6
Ratecard	\$20,700
Discount	27%
Price	\$15,200



Terms and Conditions

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- Airtime packs will be sold on a set date of sale.
- Purchase of airtime packs must be confirmed in writing from Friday 21st June, 9am.
- Packs are limited in number and confirmed bookings will be advised by COB Tuesday 25th June.
- All airtime is subject to availability
- Pack rates are based on 30sec durations. Durations longer than 30 will be priced on multiples of the 30 sec rate. 15 sec standard duration loading will apply.
- 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
- No specific break requests are available.
- Packs are non-transferable.
- 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.
- There are no ratings guarantees.
- All prices quoted are GST exclusive and are fully-agency commission bearing.
- 100% cancellation penalty applies.



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 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.

