



Olympic Games Paris 2024

Friday 26 July – Monday 12 August 2024



Olympic Games Paris 2024

Paris 2024 is coming to Sky.

In 2024 the Olympic Games will scale new heights, with the competition taking place at iconic landmarks including the Palace of Versailles, the Eiffle Tower, Stade de France.

The games are expected to be a spectacular event. Imagine the Opening Ceremony playing out on the Seine **with over 300,000 people expected to line the banks of the river.**

Captivating and enthralling audiences from all over the world.

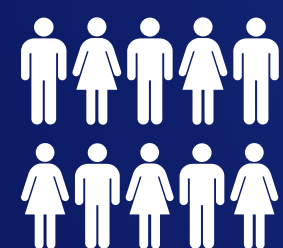


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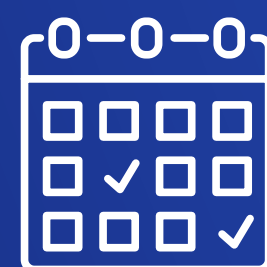


Paris will play host to the **33rd edition of the Olympic Games** along with over 16 other French centres including Tahiti



10,500

Athletes competing



32

Events



Over 200 Kiwi athletes across more than 20 sports will look to build on their **20 medal** haul from Tokyo 2020



Winning the Attention of Kiwis



**Over
3 million**

Kiwis tuned in
for Olympic Games in
Tokyo in 2021



**68%
of AP 5+**

Watched the
Olympic Games in
Tokyo in 2021



26%

The average time spent
watching television
during Olympic Games in
Tokyo in 2021 increased
by 26% when compared
to 2021 YTD



48%

Olympic Games Tokyo
2020 channels had 48%
of all viewing during the
Olympic Games period

Source Nielsen TAM, AP5+, total reach across all Olympic coverage

Sky is the Home of Olympic Games Paris 2024

Sky will be the exclusive New Zealand broadcast partner of the Olympic Games Paris 2024

Extensive coverage across

*sky*SPORT *sky*SPORT NOW *sky*OPEN *sky*GO *sky*BUSINESS



Daily Live coverage 7pm-9am

Key Event Times



6pm to midnight and 6am to 9am



Rowing | 1900-2300



Canoe Sprint | 1930/2030-0030



Swimming | 2100-2300 and 0630-0830



Golf | 2000 start



Equestrian | 2000/2100 start



Athletics | 2000-2300 and 0500-0800



Rugby Sevens 2nd Sessions | 0600-0900

The Gold Channel

skySPORT skySPORT NOW skyOPEN skyGO skyBUSINESS

- Includes live Studio Show with a diverse range of presenters and guest personalities bringing all the Olympic action to viewers in a fun and vibrant tone.
- New Zealand event focus + 'Best of the Best'.
- Athlete reactions live from the 'Mixed Zone'.
- 7am – 8am: Breakfast Review Show.
- 6pm – 7pm : Evening Highlights Show.
- 71% of Tokyo 2020 viewers on Sky watched on the Gold Channel.

Source: Nielsen TAM, AP5+, internal streaming data, internal surveys.

Extensive Coverage - Broadcast



- ✓ Gold Channel; Live Studio Show.
- ✓ Daily LIVE coverage 7pm - 9am.
- ✓ Breakfast Review Show approx. 7am – 8am.
- ✓ Evening Highlights Show approx. 6pm – 7pm.
- ✓ Selected VOD content free-to-air on Sky Sport Now and Sky Go.



- ✓ 12x Olympics Channels:
 - Gold Channel (Sky Sport 3).
 - 5x Olympics commercial channels (Sky Sport 4 -7 and 9).
 - 6x Non-commercial (no-advertising) Olympics channels.
- ✓ Daily LIVE coverage 7pm - 9am.
- ✓ Breakfast Review Show approx. 7am – 8am.
- ✓ Evening Highlights Show approx. 6pm – 7pm.
- ✓ Replays & Highlights during non-live coverage. Special features, "Colour Stories".

Audience Appeal Olympic Games Tokyo 2020

Digital

skyGO

**+5 million
streams**

tvnz+

**+4 million
streams**

Source: Sky Internal Data and TVNZ+ (TVNZ website '2021: A Massive Year of Television')

Linear

**+3 million
viewers**

Across all Olympic channels¹

**48%
Share**

Across all Olympic channels

Source 1: Nielsen TAM, AP5+ total reach across all Olympic coverage

Source 2: Nielsen TAM, AP25 54 All Day Channel Share 23 rd July to 8 th August, 2021.



Audience Estimates Olympic Games Paris 2024

Digital

skySPORT NOW skyGO

14M+
Total Streams

5.5M+
Hours Viewed

400K+
Unique Viewers

Linear

skySPORT skyOPEN

2.8 million viewers



@SPORTSFILE

Advertising Pack 2024

	L'OR 	L'ARGENT 	LE BRONZE 
PACK SPEND	\$95,000	\$80,000	\$40,000
RATECARD	\$172,927	\$133,388	\$66,693
DISCOUNT	45%	40%	40%
GUARANTEED RATINGS AP25-54	147	114	57
PEAK RATINGS	103	68	23
PEAK RATINGS DELIVERY	70%	60%	40%
NO OF SPOTS NON-RATINGS SPORT CHANNELS	136	105	53

All packs include equivalent SOV on our digital channels, Sky Sport Now and Sky Go, as well as across Sky Business.

TERMS AND CONDITIONS: OLYMPIC GAMES PARIS 2024

- All packs and airtime are subject to availability at time of booking.
 - Packs will be sold on a first booked/first served basis. This will require written confirmation via a signed receipt provided by Sky Sales.
 - All requests for airtime and sponsorship pack purchases are subject to final approval by the IOC. Sky will confirm request.
 - Rates specified are for 30 second duration. Other durations may be available (on request) and below loadings will be applied. There will be limited 15 second packs available. Standard Loadings apply.
 - No split duration packs.
 - All cancellations (post Sky confirmation), at any time, will incur a 100% charge.
 - Spot lists are subject to change on notice from Sky at any stage.
 - Once a package has been confirmed duration cannot be changed.
- Spot Placements are at the discretion of Sky.
 - No specific break requests will be available.
 - Packs cannot be split across multiple clients.
 - All schedule and coverage details are subject to change.
 - All prices are GST exclusive, and fully agency commission bearing.
 - Alcohol Packs (Post 20:30) will be available, subject to category exclusivity, applicable terms and limited availability.
 - Category exclusivity restrictions may apply. Please talk to your Sky Account Director for details.
 - All broadcast sponsorship arrangements are subject to the terms of Sky's Paris 2024 Broadcast Sponsorship Agreement.
 - All rights, benefits, activations and terms are subject to IOC and Sky approval.










Pricing

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NO OF SPOTS NON-RATINGS SPORT CHANNELS	136	105	53
CPT	\$605	\$660	\$660

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Indicative spots

SKY OPEN	COVERAGE TYPE	NO. OF HOURS PER ZONE	L'OR 	L'ARGENT 	LE BRONZE 
06:30 to 10:00 tbc	Opening Ceremony	3.5	1	1	0
06:00 to 09:30 tbc	Closing Ceremony	3.5	1	1	0
19:30 to 22:59	Curated Live/del.	3.5	17	11	4
23:00 to 23:59	Curated Live/del.	1	4	4	3
24:00 to 25:59	Curated Live/del.	2	7	8	7
26:00 to 29:59	Curated Live/del.	4	15	15	12
06:00 to 08:59	Curated Live/del.	3	8	9	6
SKY SPORT 3 (GOLD)	COVERAGE TYPE	NO. OF HOURS PER ZONE	L'OR 	L'ARGENT 	LE BRONZE 
06:30 to 10:00 tbc	Opening Ceremony	3.5	1	1	0
06:00 to 09:30 tbc	Closing Ceremony	3.5	1	1	0
19:30 to 22:59	Curated Live/del.	3.5	17	12	4
23:00 to 24:00	Curated Live/del.	1	4	3	3
24:00 to 25:59	Curated Live/del.	2	9	8	5
26:00 to 29:59	Curated Live/del.	4	11	16	7
06:00 to 08:59	Curated Live/del.	3	8	6	6
09:00 to 11:59	Replays	3	5	6	5
12:00 to 14:59	Replays	3	4	4	5
15:00 to 17:59	Replays	3	4	4	5
18:00 to 18:59	Highlights	1	2	1	0
19:00 to 19:29	Highlights/replays	0.5	1	1	0
SKY SPORT 4, 5, 6, 7, 9	COVERAGE TYPE	NO. OF HOURS PER ZONE	L'OR 	L'ARGENT 	LE BRONZE 
19:00 to 22:59	Curated Live/del.	4	15	11	6
23:00 to 24:00	Curated Live/del.	1	4	3	1
24:00 to 25:59	Curated Live/del.	2	7	6	3
26:00 to 29:59	Curated Live/del.	4	14	11	6
06:00 to 08:59	Curated Live/del.	3	9	7	3
09:00 to 11:59	Highlights/Replays	3	22	17	9
12:00 to 14:59	Highlights/Replays	3	28	21	11
15:00 to 17:59	Highlights/Replays	3	28	21	11
18:00 to 18:59	Highlights/Replays	1	9	8	3

Terms and Conditions

Olympic Games Paris 2024 Pack Mandatories:

- Bookings must be confirmed in writing.
- Rates are based on 30-second durations.
- Other durations are available and will incur the appropriate loading percentage fee from the 30-second rate.
- Packs will be sold on a first come, first served basis.
- Pack buys will receive preference over spot buys.
- Pack buys will contribute to VID commitments.
- Packs cannot be split across multiple clients.
- No other terms of VID contract are applicable.
- Spot placement is at the discretion of Sky and is subject to broadcast sponsor obligations.
- No specific event placements are available.
- All airtime is subject to availability.
- The schedule of events and coverage details are subject to change.
- All prices quoted are GST exclusive and are fully-agency commission bearing.
- Sky's standard terms and conditions and cancellation penalties apply.
- Category exclusivity restrictions may apply. Please talk to your Sky Business Director for details.

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, 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 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.

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Olympic Games Paris 2024 Schedule

SPORT	24 07 D-2	25 07 D-1	26 07 DO	27 07 D1	28 07 D2	29 07 D3	30 07 D4	31 07 D5	01 08 D6	02 08 D7	03 08 D8	04 08 D9	05 08 D10	06 08 D11	07 08 D12	08 08 D13	09 08 D14	10 08 D15	11 08 D16
Ceremonies																			
Athletics																			
Archery																			
Artistic Gymnastics																			
Artistic Swimming																			
Badminton																			
Basketball																			
3x3 Basketball																			
Beach Volleyball																			
BMX Freestyle																			
BMX Racing																			
Boxing																			
Breaking																			
Canoe Slalom																			
Canoe Sprint																			
Cycling Road																			
Cycling Track																			
Diving																			
Equestrian																			
Fencing																			
Football																			
Golf																			
Handball																			

SPORT	24 07 D-2	25 07 D-1	26 07 DO	27 07 D1	28 07 D2	29 07 D3	30 07 D4	31 07 D5	01 08 D6	02 08 D7	03 08 D8	04 08 D9	05 08 D10	06 08 D11	07 08 D12	08 08 D13	09 08 D14	10 08 D15	11 08 D16
Hockey				🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🏅	🏅		
Judo				🏅	🏅	🏅	🏅	🏅	🏅	🏅	🏅								
Marathon Swimming																🏅	🏅		
Modern Pentathlon																🕒	🕒	🏅	🏅
Mountain Bike					🏅	🏅													
Rhythmic Gymnastic																🕒	🏅	🏅	
Rowing				🕒	🕒	🕒	🕒	🏅	🏅	🏅	🏅								
Rugby Sevens	🕒	🕒		🏅	🕒	🕒	🏅												
Sailing					🕒	🕒	🕒	🕒	🏅	🏅	🕒	🕒	🕒	🏅	🏅	🏅			
Shooting				🏅	🏅	🏅	🏅	🏅	🏅	🏅	🏅	🏅	🏅						
Skateboarding				🏅	🏅									🏅	🏅				
Sport Climbing													🕒	🕒	🏅	🏅	🏅	🏅	
Surfing				🕒	🕒	🕒	🏅												
Swimming				🏅	🏅	🏅	🏅	🏅	🏅	🏅	🏅	🏅							
Table Tennis				🕒	🕒	🕒	🏅	🕒	🕒	🕒	🏅	🏅	🕒	🕒	🕒	🕒	🏅	🏅	
Taekwondo															🏅	🏅	🏅	🏅	
Tennis				🕒	🕒	🕒	🕒	🕒	🕒	🏅	🏅	🏅							
Trampoline Gymnastic										🏅									
Triathlon							🏅	🏅					🏅						
Volleyball				🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🏅	🏅	🏅
Water Polo				🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🏅	🏅
Weightlifting															🏅	🏅	🏅	🏅	🏅
Wrestling													🕒	🏅	🏅	🏅	🏅	🏅	🏅