



# DHL Super Rugby Pacific

**23 February to end June 2024\***

After a heart-pumping Rugby World Cup, attention turns to the region's leading professional club competition: Super Rugby Pacific; with fresh faces, renewed rivalries and a third title being eyed up by the Crusaders.

The 12 elite club teams across New Zealand, Australia and the Pacific will play in 15 regular season games with the top 8 sides playing off in a final series that includes quarter finals, semis and a grand final.

\*Final dates yet to be confirmed



# Sky Super Rugby Aupiki 2024

**2 March to 13 April 2024**

The top women's rugby players, many who are now household names, return to the field in 2024 to build on their first two seasons of Sky Super Rugby Aupiki.

The competition will see the four teams, including Matatū, Blues, Chiefs Manawa and Hurricanes Poua, play each other twice with a final between the top two placed teams.

**sky SPORT**



# 1,885,000

Viewers tuned in to the **Super Rugby Pacific 2023** on Sky and Sky Open

Source: Nielsen TAM, AP5+ all coverage including highlights and replays

## DIGITAL BREAKDOWN

sky GO

# 127,000

Total Unique Accounts

Source: Sky Go and SSN, Sky Internal Data

sky SPORT NOW

# 129,000

Total Unique Accounts

Source: Sky Go and SSN, Sky Internal Data



# 409,500

Viewers tuned in to the **Super Rugby Aupiki 2023** on Sky and Sky Open

Source: Nielsen TAM, AP5+ all coverage including highlights and replays

## DIGITAL BREAKDOWN

**sky GO**

### 21,000

Total Unique Accounts

Source: Sky Go and SSN, Sky Internal Data

**sky SPORT NOW**

### 42,000

Total Unique Accounts

Source: Sky Go and SSN, Sky Internal Data



**sky**

# DHL Super Rugby Pacific & Sky Super Rugby Aupiki 2024

Friday 23 February – End June 2024\*

Full Ad Pack Sky & Sky Open		Alcohol Pack Sky & Sky Open	
No. of spots on SKY OPEN	37	No. of spots on SKY OPEN	27
No. of spots on SKY	101	No. of spots on SKY	65
Total spots	138	Total spots	92
Guaranteed M25-54	162	Estimated M25-54	118
Guaranteed AP25-54	146	Ratecard	\$170,150
Ratecard	\$233,850	Discount	42%
Discount	50%	Price	<b>\$98,687</b>
Price	<b>\$116,925</b>	No guaranteed ratings for alcohol packs. Limit of 2 alcohol packs.	

Monthly Packs Sky & Sky Open	FEB	MAR	APR	MAY	JUN
Spots on SKY OPEN	4	12	8	10	3
Spots on SKY SPORT	12	31	21	30	7
Total spots	16	43	29	40	10
Ratecard	\$21,400	\$57,400	\$42,750	\$65,950	\$46,350
Discount	40%	40%	40%	40%	40%
Price	<b>\$12,840</b>	<b>\$34,440</b>	<b>\$25,650</b>	<b>\$39,570</b>	<b>\$27,810</b>



No guaranteed ratings for monthly packs.

\*final dates yet to be confirmed



# Terms and Conditions

## Pack Terms & Conditions:

- Bookings must be confirmed in writing
- Pack rates are based on 30 second airtime durations. 60 and 90 second durations will be priced on multiples of the 30 second rate
- Limited packages are available. Packs will be sold on a first come, first served basis
- Pack buys will receive preference over spot buys
- Spot placement is at the discretion of Sky and is subject to broadcast sponsor obligations
- All airtime is subject to availability
- The schedule of events is subject to change
- VID discounts and CPT's are not 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.

- 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 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.



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