

Opportunity

Home Nations Summer International Tours Sponsorship Opportunity



Channel



Investment

Available on request

Start

July 2022

Platforms

- Broadcast
- Sky Go Linear
- VOD
- Digital
- Social

The Opportunity

Sky Sports will once again be the exclusive home of the best international rugby union in the summer of 2022. Sky sports will be showing England's three-test tour to in Australia this summer, as well as Ireland's three-Test tour of New Zealand, Wales' three-Test tour of South Africa and Scotland's three-Test tour of Argentina.

The Content

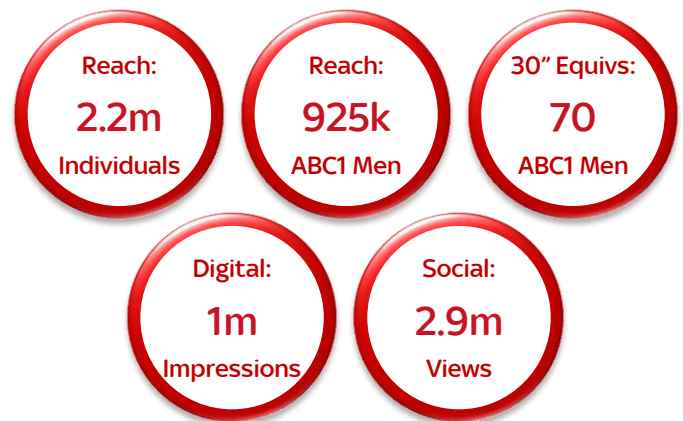
In July, England head to Australia to take them on in a three-test series, with each test taking place in a different Australian city. England have won the last 8 meetings with Australia and will be looking to add to their impressive record against the Wallabies this summer in what's set to be a red-hot, partisan atmosphere down under.

Wales head to South Africa to take on the current World champions. South Africa have won the last 2 meetings between the two sides, including a win in the World Cup semi-final in 2019.

Scotland are heading to South America to take on Argentina in a 3-test series. Argentina haven't beaten the Scots since the World Cup in 2011 so will be eager to use their home field advantage to come away with the series victory.

Lastly with perhaps the hardest matchup of any home nation, Ireland are heading to New Zealand to face the famous All Blacks. Ireland got their first ever win against the All Blacks in 2016, and since then have beaten them a further 2 times. This is set to be a fiery contest with world class rugby on display.

Key Deliverables



Scheduling & Accreditation

- 12 live games
- c. 24 highlight/magazine shows

Across the sponsorship period, the sponsor(s) will receive an average of 2 x 15" & 6 x 5" credits per live game.

*All scheduling and accreditation is estimated and subject to change.

Fixtures



Australia vs. England

- Test 1 – 2nd July 2022, Perth
- Test 2 – 9th July 2022, Brisbane
- Test 3 – 16th July 2022, Sydney



South Africa vs. Wales

- Test 1 – 2nd July 2022, Pretoria
- Test 2 – 9th July 2022, Bloemfontein
- Test 3 – 16th July 2022, Cape Town

Argentina vs. Scotland

- Test 1 – 2nd July 2022, San Salvador
- Test 2 – 9th July 2022, Salta
- Test 3 – 16th July 2022, Santiago



New Zealand vs. Ireland

- Test 1 – 2nd July 2022, Auckland
- Test 2 – 9th July 2022, Wellington
- Test 3 – 16th July 2022, Dunedin



skymedia.co.uk



UK Broadcast – Estimated Audience Delivery

Audience	Individuals	Adults	ABC1 Men	ABC1 Adults
Ave TVR – Live Matches	0.81	0.93	1.64	1.16
Ave TVR - Highlights/Repeats	0.05	0.06	0.12	0.08
Total Actuals	87	101	180	127
Total 30" Equivs	34	39	70	49
Coverage (000's)	2,157	2,023	925	1,323
Coverage (%)	4	4	7	5
OTS	22	25	26	25

Sky Sports Digital

The very best of broadcast coverage available across websites, apps and YouTube channels. Every try from the international summer rugby tours available in highlight form, for both Sky and non Sky subscribers.

Sky's digital properties enable cross screen ownership of Rugby, allowing access to younger, hard to reach audiences as well as multi-screen presence and messaging. All formats are clickable and highly viewable, with content driving dwell times of over an hour.

The sponsor of the 2022 Home Nations Summer International Tours will receive the following placements on Skysports.com and the Sky Sports YouTube Channel:

- **6-30" Pre-Roll** on Skysports.com, YouTube and Facebook, est. 1m impressions

These impressions will be served across rugby video content across Sky Sports web, app, YouTube and Facebook, targeting engaged rugby fans on all platforms.

Terms & Conditions

- The opportunity excludes on-air production
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- Excludes ad serving costs & online creative production
- Scheduling subject to change
- Sponsorship will run across the ROI feed by default
- Estimations based on average programme TVR's
- VOD impressions are based on 100% viewability

Sky Sports Social

Sky Sports Social are excited to offer a unique opportunity to become the first ever social partner of our exclusive international rugby content.

This opportunity enables the partner to raise brand awareness by associating with international rugby content to reach Sky Sports' highly engaged, and passionate organic audience.

Throughout July we will attach your brand to the biggest and best match action from a whole host of players from England, Scotland, Wales, Ireland, Australia, New Zealand, South Africa and Argentina,, perfectly showcasing the elite level of skill it takes to compete at the highest level of international rugby.

Distributed across Sky Sports YouTube and Facebook accounts, as well as Sky Sports Instagram account which have a combined **23m subscribers**, this content is perfectly placed to reach a core 16-44-year-old male audience.

The social sponsor of 2022 Home Nations Summer International Tours will be integrated into the content through:

- 5" co-branded title sequence on all YouTube posts
- 5" co-branded end board on all Facebook & Instagram posts
- Branded logo watermark on all content
- @Sponsored tagging on all relevant Facebook & Instagram posts

Platform	Channel	Volume	Est Views
YouTube		X 12 Posts	1.14m
Facebook	Sky Sports	X 12 Posts	1.02m
Instagram		X 6 Posts	750k
Total		X 30 Posts	2.91m