

Opportunity

Rugby Union on Sky Sports in 2024 Sponsorship Opportunity



Channel



Start

23rd February –
31st December
2024

Platforms

- Broadcast
- Digital
- Social
- Sky Go
- On Demand

Estimated Deliveries

The Opportunity

Sky Sports will once again be the exclusive home of the best international and southern hemisphere club rugby union in 2024. With exclusive live coverage of the Home Nation Summer Tours, The Rugby Championship and Super Rugby Pacific as well as the Currie Cup and NPC.

An exciting opportunity presents itself to a brand to align with these premium rugby union properties that have high reach and frequency amongst the affluent ABC1 Men audience, across Sky Sports' acclaimed broadcast, VOD, digital and social platforms.



Rugby Union on Sky in 2024

Home Nations Summer Tours (June – July 2024)

- Australia vs. Wales x 2 Tests
- New Zealand vs. England x 2 Tests
- South Africa vs. Ireland x 2 Tests
- Argentina vs. France x 2 Tests

This July will feature massive test matches with four of the 'Six Nations' teams travelling to the southern hemisphere to take on the teams from The Rugby Championship. Wales will travel to Australia to play the Wallabies, England will travel to New Zealand to play the All Blacks, Ireland will travel to South Africa to play the Springboks and France will travel to Argentina to play Los Pumas.

The Rugby Championship (August – October 2024)

- 12 Test Matches

Formally the tri-nations, an annual international men's rugby tournament consisting of Argentina, Australia, New Zealand, and South Africa (reigning World Cup Champions). The 2023 Rugby Championship was won by the All Blacks, their exciting and hard-fought victory against South Africa (35 – 20) proving to be the decisive fixture.

Super Rugby Pacific (February – August 2024)

- 68 fixtures

Super Rugby is a men's professional rugby union club competition involving 12 teams from Australia, Fiji, New Zealand, and the Pacific Islands.. It previously included teams from South Africa, Argentina, and Japan, and has been called Super 12 and Super 14 in the past. New Zealand's Crusaders were victorious in an entertaining season last year – besting the Chiefs (also from New Zealand) in a closely contested final.

Currie Cup (July – September)

- 8 fixtures

South Africa's premier domestic rugby competition featuring 14 of South Africa's provincial club sides. Last year's winners were the Free State Cheetahs.

NPC (August – October)

- 24 fixtures

New Zealand's 14 provincial unions divided into the Premiership and Championship divisions. The winners of the 2023 competition were Taranaki.

Audience insight



Rugby Union fans are affluent

- 65% of the audience are ABC1 (i107)
- 53% more likely to have a personal income of £75k+ (i153)



They are homeowners

- 45% own their own home outright
- 61% more likely to own a second home (i161)



67% of the Sky Sports Rugby Union audience are ABC1 Men (i219)

- 46% more likely to expect to enter retirement next year (i146)



Accreditation

Your brand will receive the following accreditation across each competition:

Competition	Live Games	Highlights/Repeats
Rugby Championship	2 x 15s & 8 x 5s	2 x 15s & 4 x 5s
Super Rugby	2 x 15s & 6 x 5s	2 x 15s & 4 x 5s
Summer Tours	2 x 15s & 16 x 5s	2 x 15s & 4 x 5s
Currie Cup	2 x 15s & 4 x 5s	2 x 15s & 4 x 5s
NPC	2 x 15s & 4 x 5s	2 x 15s & 4 x 5s

*All scheduling and accreditation is estimated and subject to change

*All broadcast is simulcast on Sky Go, making Rugby Union accessible whenever & wherever



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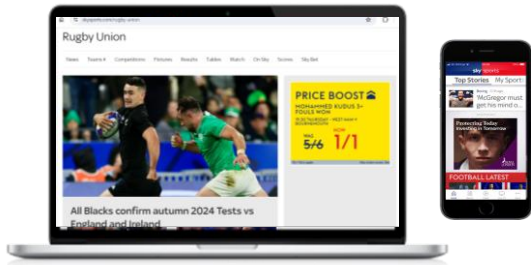


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Sky Sports Digital



Sky Sports Rugby Union delivers the very best rugby content across Sky's websites, apps and YouTube page (for both Sky and non-Sky subscribers).

- Sky Sports is the largest commercial online sports brand across web & apps in the UK with a **+24% greater audience** than our next biggest competitor
- The average Sky Sports App user spends **60 mins** across the month consuming content (Average of 13 mins for skysports.com)
- **Incremental reach** vs TV and VOD of **over 25%**

The sponsor of 2024's Rugby Union on Sky Sports will receive:

- 2,500,000 Premium Display impressions – Run of Site of Sky Sports Rugby pages
- 100% SOV Sponsorship Video Bumper – all SANZAAR Rugby content on Web & App
- 800,000 SFVOD impressions (6-30s Pre-Roll) – targeting Rugby Union content on YouTube
- 4 x Skysports.com HPTOs (dates TBC and subject to availability)
- 2,500,000 (5-10s Pre-Roll) – targeting Rugby Union content on X (Twitter)

Terms & Conditions

- The opportunity excludes on-air production
- Opportunity subject to event partner obligations
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- Excludes ad serving costs & online creative production
- UK only - ROI opportunity available upon request
- Sponsorship will run in ROI until the ROI feed has been sold to a separate sponsor
- Estimated linear deliveries are modelled from average programme TVR

Sky Sports Social



Highlights will be posted across the Sky Sports social channels, reaching a highly engaged audience.

With **84%** of our audience between 18-44 years of age, our coverage is perfectly placed to satisfy our audiences desire for live-action highlights and news coverage.

The Social sponsor of Rugby Union on Sky Sports 2024 will receive the following:

- Sponsorship of all social content pertaining The Rugby Championship matches as well as the Home Nations Summer Tours across Sky Sports social channels and other selected clips.
- Branded logo watermark, providing 100% exposure
- Co-branded title sequence on YouTube posts
- Co-branded end board on Facebook and Instagram posts
- We will tag @brand as a paid partner on all associated Instagram and Facebook posts

Event	Estimated Views (YouTube, Instagram & Facebook)
Home Nations Tours	6,550,000
The Rugby Championship	
Super Rugby	
Currie Cup & NPC	6,550,000
Total	