



AUTUMN NATIONS SERIES

Autumn Nations Series 2024: One Year Package



Investment

Dates

Platforms

Oct - November 2024

- Linear & discovery +
- Social
- Digital
- Marketing

Rugby Union on TNT Sports

Over the last decade, **TNT Sports** has become a home of the Rugby Union coverage. Over this period, the channel has supercharged their coverage to boast a top punditry team who work to connect the audience with the in-depth coverage of games from across the country, and now Europe. Now, we're going beyond the domestic leagues and going international, by becoming broadcaster of the **Autumn Nations Series**.

Likely featuring seasoned internationals & global superstars such as *Finn Russell, Maro Itoje, Marcus Smith, Jac Morgan, Caelin Doris* and many more, **TNT Sports** will be the true home of world-class live & highlights coverage of this year's series that sees the southern hemisphere travel north of the equator to battle against old foes.

The Opportunity

Sky Media & TNT Sports are excited to offer the opportunity to sponsor the **Autumn Nations Series** fixtures in November 2024. Across 5-weeks, the northern hemisphere *Six Nations* giants of **France, England, Ireland, Wales, Scotland** and **Italy** will host their southern hemisphere rivals; **New Zealand, Australia, Argentina** and current World Champions - **South Africa**. Emerging European teams **Portugal** and **Georgia** will also feature, with **Japan** and **Fiji** bolstering the presence of the touring sides.

Following one of the most competitive World Cups to date, this will be the first time that many of these nations have played each other since the tournament last year in Paris.

TNT Sports will be showing all **21 Matches live from 2nd - 30th November 2024**. Beyond this, we'll also be packaging a host of highlights across social and digital for your brand to align with, expanding the reach beyond our linear broadcast and delivering naturally engaging sports coverage across our TNT Sports socials (Meta, X, TikTok & YouTube) combined with further presence on the TNT Sports website.

All platforms will be a gateway for your brand to partner with our brilliant coverage, and your brand will be further implemented across our **TNT Sports marketing campaign** leading up to the fixtures from later October through until the close of the final game. This will be across AV, out-of-home, biddable media and also partnerships & digital assets.



skymedia.co.uk



World Class Presenters & Pundits Across our Coverage



Craig Doyle



Ugo Monye



Orla Chennaoui



Emily Scarratt



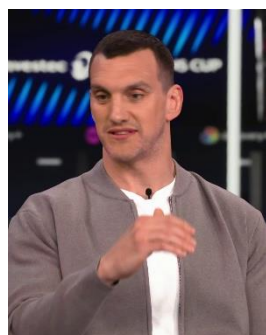
Brian O' Driscoll



Lawrence Dallaglio



Nick Mullins



Sam Warburton



Ben Kay



Austin Healey

A Male-Skewing Premium Audience

74%

ABC1 Adults

i176

ABC1 Index vs. Total TV



47%

Are homeowners



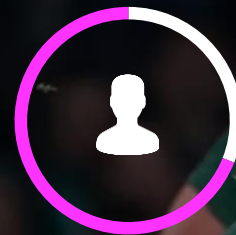
i161 index

HH incomes £75K



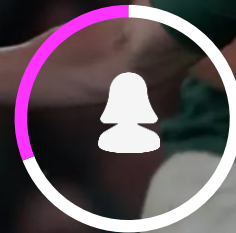
1 in 4

Are frequent flyers



69%

Male



31%

Female

GB TGI - 2024 May (April 2023 - March 2024) - © Kantar Media

Please contact **Ollie Shires** for further details.

oliver.shires@sky.uk

Content & Partnerships Manager



Fixtures: November 2024

WEEK 1

SATURDAY 2 NOVEMBER

ENG – NZL

15:10 (BST)

SCO – FIJ

17:40 (GMT)

WEEK 2

FRIDAY 8 NOVEMBER

IRE – NZL

20:10 (GMT)

SATURDAY 9 NOVEMBER

ENG – AUS

15:10 (GMT)

ITA – ARG

17:40 (GMT)

FRA – JAP

20:10 (GMT)

SUNDAY 10 NOVEMBER

WAL – FIJ

13:40 (GMT)

SCO – RSA

16:10 (GMT)

WEEK 3

FRIDAY 15 NOVEMBER

IRE – ARG

20:10 (GMT)

SATURDAY 16 NOVEMBER

SCO – POR

15:10 (GMT)

ENG – RSA

17:40 (GMT)

FRA – NZL

20:10 (BST)

SUNDAY 17 NOVEMBER

ITA – GEO

13:40 (GMT)

WAL – AUS

16:10 (GMT)

WEEK 4

FRIDAY 22 NOVEMBER

FRA – ARG

20:10 (GMT)

SATURDAY 23 NOVEMBER

IRE – FIJ

15:10 (BST)

WAL – RSA

17:40 (GMT)

ITA – NZL

20:10 (GMT)

SUNDAY 24 NOVEMBER

SCO – AUS

13:40 (GMT)

ENG – JAP

16:10 (GMT)

WEEK 5

SATURDAY 30 NOVEMBER

IRE – AUS

15:10 (GMT)

35+ Live Hours

TNT SPORTS

