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Sky secures exclusive Olympic Games rights

Sky has today announced that it has secured the exclusive New Zealand broadcast rights for the Olympic Games through to 2032, under a renewed long-term agreement with the International Olympic Committee (IOC).

This agreement reflects Sky's commitment to delivering world-class sport to New Zealanders and includes the Milano Cortina 2026 Winter Olympic Games, Los Angeles 2028 Olympic Games, French Alps 2030 Winter Olympic Games and the Brisbane 2032 Olympic Games.

Speaking to the extended partnership, Sky Chief Executive Sophie Moloney said: "We're absolutely thrilled to continue our long-term partnership with the IOC and to be the home of the Olympic Games in New Zealand through to Brisbane 2032.

"As was demonstrated with the strong viewership of Paris 2024, the Olympic Games are incredibly important to New Zealanders. Sky is uniquely placed to deliver to fans across the country, with an unmatched combination of multiple live channels, curated digital experiences, and award-winning Olympics coverage.

"The recent acquisition of Three and ThreeNow was a game-changer in securing these rights. Our significantly strengthened free-to-air offering means we can reach more New Zealanders than ever before, across more platforms, with more choice – as well as creating more opportunities for our advertising clients to partner with us on these iconic events to connect with audiences at scale."

The agreement includes exclusive broadcast rights which Sky will utilise across its platforms, including Sky Sport, streaming app Sky Sport Now, free-to-air channels Sky Open and Three, and broadcast video on demand platform ThreeNow.

Ends

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