End Of Year Tour 2025

Advertising Pack

ALL BLACKS®
XV





End of Year Tour 2025

01 – 29 November

Packs go on sale
Friday 25 July, 12.00PM

The All Blacks are set to kick off a historic and rare Grand Slam tour, a 13-test series with Ireland, Scotland, England and Wales.

The All Blacks are looking to lock in their fifth Grand Slam – defined as a touring national team from the Southern Hemisphere playing Tests against each of the four home nations. The tour is set to kick off at Soldier Field in Chicago against Ireland. The first match of the Grand Slam schedule has been dubbed the 'Rematch' following the team's 2016 showdown at the same venue.

We'll see back-to-back weeks of world-class rugby, with Tests against Scotland, England and Wales on consecutive weeks, in what will be the first time the All Blacks have attempted a Grand Slam since the 2010 team achieved the feat under the captaincy of Richie McCaw.

ALL BLACKS® XV

sky

End Of Year Tour 2025

Combined audience estimate of over 2.5M viewers

LINEAR

sky SPORT sky OPEN

1.8M[1]

Viewers

DIGITAL

sky SPORT NOW

445K[2]

Viewers

(Includes 2.3x co-viewing factor on CTV)

1.4M[3]

Streams

sky GO

325K[2]

Viewers

(Includes 2.3x co-viewing factor on CTV)

850K[3]

Streams



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Source 1: Predictions for Nielsen TAM, 05+ Cume. Reach, including replays/highlights for Sky Sport/Sky Open
Source 2: Viewers based on Sky internal Unique Account data and a co-viewing factor of 2.3 (Source Glasshouse Consulting streaming co-viewing study. Source 3: Predictions for Sky Internal Data.
Overall reach is an estimate only.

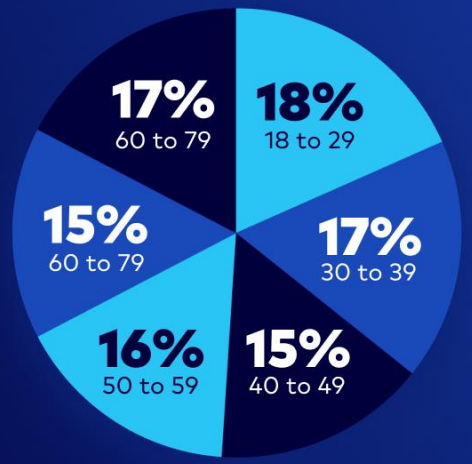
A Mass Fanbase Intersecting The Breadth Of All Kiwi

2.4M
Kiwi are interested in watching the All Blacks

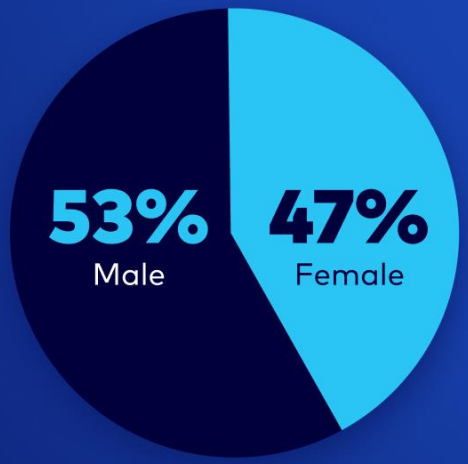
56%
of All Kiwi are interested in the All Blacks

65%
Sky & Sky Sport Now subscribers interested in All Blacks

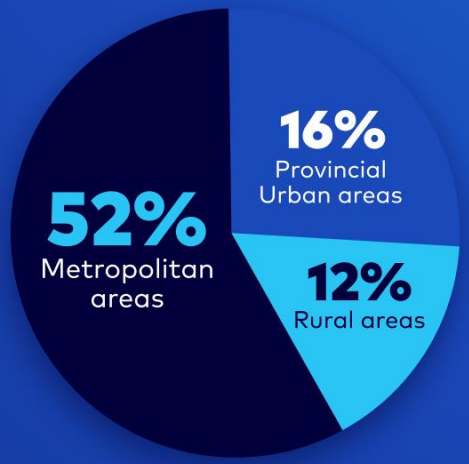
AGE BREAKDOWN



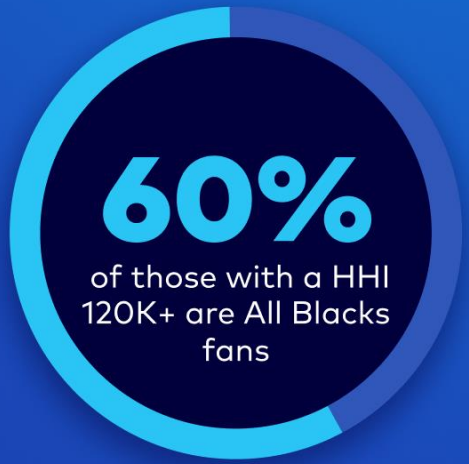
GENDER BREAKDOWN



LOCATION SPLIT



HHI BREAKDOWN



Nielsen CMI Q4 23 - Q3 24 Oct 24 Fused - SKYTVNC

sky

The All Blacks Audience Represent A Modern NZ

59%
of Māori & Pasifika Kiwi
are All Blacks Fans

49%
of Asian (incl Indian) Kiwi
are All Blacks Fans

28% **speak 2nd language** at home

7% speak **Te Reo Maori**

Women now make up
47%
of total
All Blacks Fans



Nielsen CMI Q4 23 - Q3 24 Oct 24 Fused - SKYTVNC

A Fanbase Who Are Looking To Spend



285K

are planning to take out an Owner/Occupier Mortgage in the next 12 months



+34%

More Likely to

Purchase Home Insurance in the next 12 months



+14%

More likely to

Purchase Motor Insurance in the next 12 months



Over 1/3

Of the total All Black Audience on Sky planning DIY in the next 12 months



47%

Of total AB Audience on Sky planning an overseas trip in the next 12 months



380K

All Black fans with Sky likely to buy a car in the next 12 months



75K

All Black fans with Sky eat out at least once a week



355K

Of All Black fans with Sky have eaten Fast Food in last month

Nielsen CMI Q4 23 - Q3 24 Oct 24 Fused – SKYTVNC. GWI "All Black fans with a Sky or Sky Sport Now subscription"

End Of Year Tour 2025 - Pricing

Packs go on sale
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LINEAR & DIGITAL COMBINED

Cross platform Pack	
No of games across digital platforms	22
No of games on Sky Open	4
No of games on Sky Sport	22
Ratecard	$125,460
Digital pack (Sky Sport Now)	$30,000
Linear Sky and Sky Open pack	$24,822
Total	$54,822
Additional discount	5%
Cross platform pack price	**$52,081**
Overall discount	58%
15" pack	$44,269

ALL BLACKS XV | sky

End Of Year Tour 2025 - Pricing

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Friday 25 July, 12.00PM

LINEAR sky OPEN sky SPORT

Full Pack Sky Sport and Sky Open	
No of spots on Sky Sport	22
No of spots on Sky Open	4
Ratecard	$35,460
Pack price	**$24,822**
Discount	30%
15" pack price	$21,099

sky OPEN

Sky Open Pack	
No of spots on Sky Open	4
Ratecard	$5,940
Pack price	**$4,158**
Discount	30%
15" pack price	$3,534

DIGITAL sky SPORT NOW sky GO

Sky Sport Now Pack	
30" pack price	**$30,000**
Guaranteed Impressions	375,000
Pack CPM	$80
Specific Competition Ratecard CPM	$240
Ratecard price	$90,000
Discount	67%
15" pack price	$25,500

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End of Year Tour 2025 – Terms & Conditions

Pack Mandatories

- Packs will be available on set date of sale Friday 25 July, midday.
- Purchase of Airtime packages must be confirmed in writing.
- Packages are limited in number and will be sold on a first in first served basis, based time of email.
- Pack buys will receive preference over spot buys.
- Pack rates are based on 30 second airtime durations. 60 and 90 second durations will be priced on multiples of the 30 second rate. 15 second loading is 85% for both digital and linear.
- No split duration packs.
- Packs cannot be split across multiple clients.
- Pack buys will contribute to VID commitments.
- No other terms of VID contract are applicable.
- 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 and coverage details are subject to change.
- All prices quoted are GST exclusive and are fully-agency commission bearing
- 100% cancellation penalty applies.

Force Majeure

Cancellation of the Sporting Event:

- If 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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