
NRL TELSTRA
PREMIERSHIP



NRL Telstra Premiership 2026

28 February – 04 October

The 2026 season kicks off in the entertainment capital of the world, Las Vegas! The Bulldogs will take on St George Illawarra Dragons followed by the Newcastle Knights vs Cowboys.

With a core group of rising Kiwi stars, seasoned leadership, and a renewed hunger for finals footy, the Warriors are poised to take things to the next level. Fans can look forward to electric home games at Mt Smart, fierce trans-Tasman rivalries, and key matchups that could define the season. With the league doubling down on international appeal and fan experience, and the Warriors leading the charge for New Zealand, 2026 promises to be a year of gripping NRL games.

NRL TELSTRA PREMIERSHIP

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The NRL Audience

+2.7M

Kiwi are expected to watch NRL in 2026

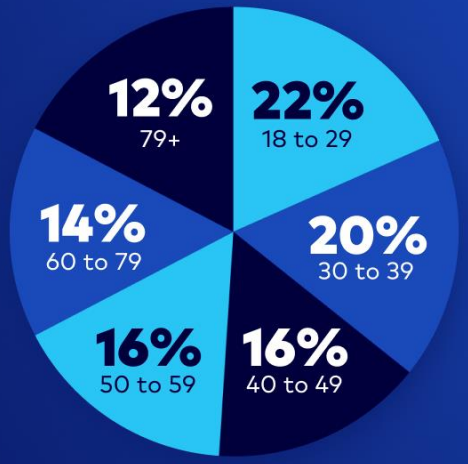
32%

of Kiwi are interested in NRL

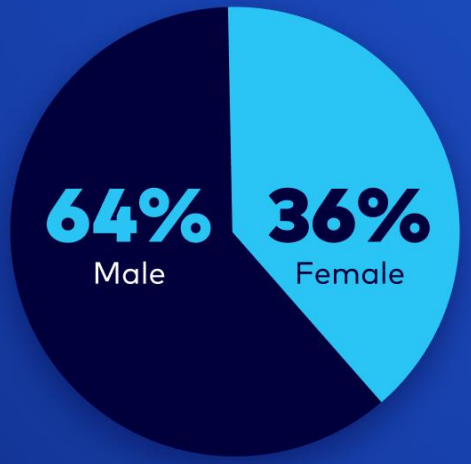
40%

of Sky & Sky Sport Now subscribers are interested in NRL

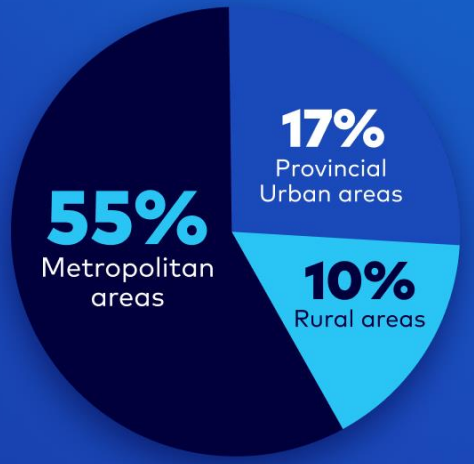
AGE BREAKDOWN



GENDER BREAKDOWN



LOCATION SPLIT



Source, Predictions based on Nielsen TAM AP5+ all coverage including repeats and highlights and Sky Sport and FTA channel, digital viewership based on Sky Internal data, includes a co-viewing factor of 2.3 based on Glasshouse Consulting streaming co-viewing study. Aggregated Audience is non unduplicated across platforms.Nielsen CMI Q3 24 - Q2 25 August 25 Fused - SKYTVNC

NRL Viewership Extends Well Beyond The Warriors

Reach Per Club



NZ WARRIORS
1,196,548



DOLPHINS
735,962



MELBOURNE STORM
677,718



SOUTH SYDNEY RABBITOHS
622,694



PENRITH PANTHERS
860,214



NEWCASTLE KNIGHTS
730,872



MANLY SEA EAGLES
673,383



SYDNEY ROOSTERS
596,313



CANBERRA RAIDERS
788,902



ST GEORGE ILLAWARRA DRAGONS
729,595



CRONULLA SHARKS
670,221



NTH QUEENSLAND COWBOYS
591,412



BRISBANE BRONCOS
782,962



WESTS TIGERS
703,798



BULLDOGS
648,023



GOLD COAST TITANS
686,620



PARRAMATTA EELS
642,688

Nielsen TAM, Sky Sport + Sky Open, 2025, Live Games

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NRL Continues To Deliver Record Breaking Seasons

↑6.6%

Growth in reach across total Linear 2024 vs 2025

↑9.3%

Growth in reach across total Digital 2024 vs 2025



Sky Sports and Sky Opne Source: Nielsen TAM, 05+ Reach, Sports Sub-genre content on Sky Open/Sky Sport Sky Go and SSN Source: Sky Internal, includes co-viewing factor of 2.3 source Glasshouse Consulting streaming co-viewing study.

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Aggregated Audience Estimate Of 2.7M Viewers

LINEAR

Sky Sport

2M
Viewers

Sky Open

DIGITAL

Sky Sport Now	Sky Go
400K	**+320K**
Viewers	Viewers
(Includes 2.3x co-viewing factor on CTV)	(Includes 2.3x co-viewing factor on CTV)
11.5M	**+7.8M**
Streams	Streams



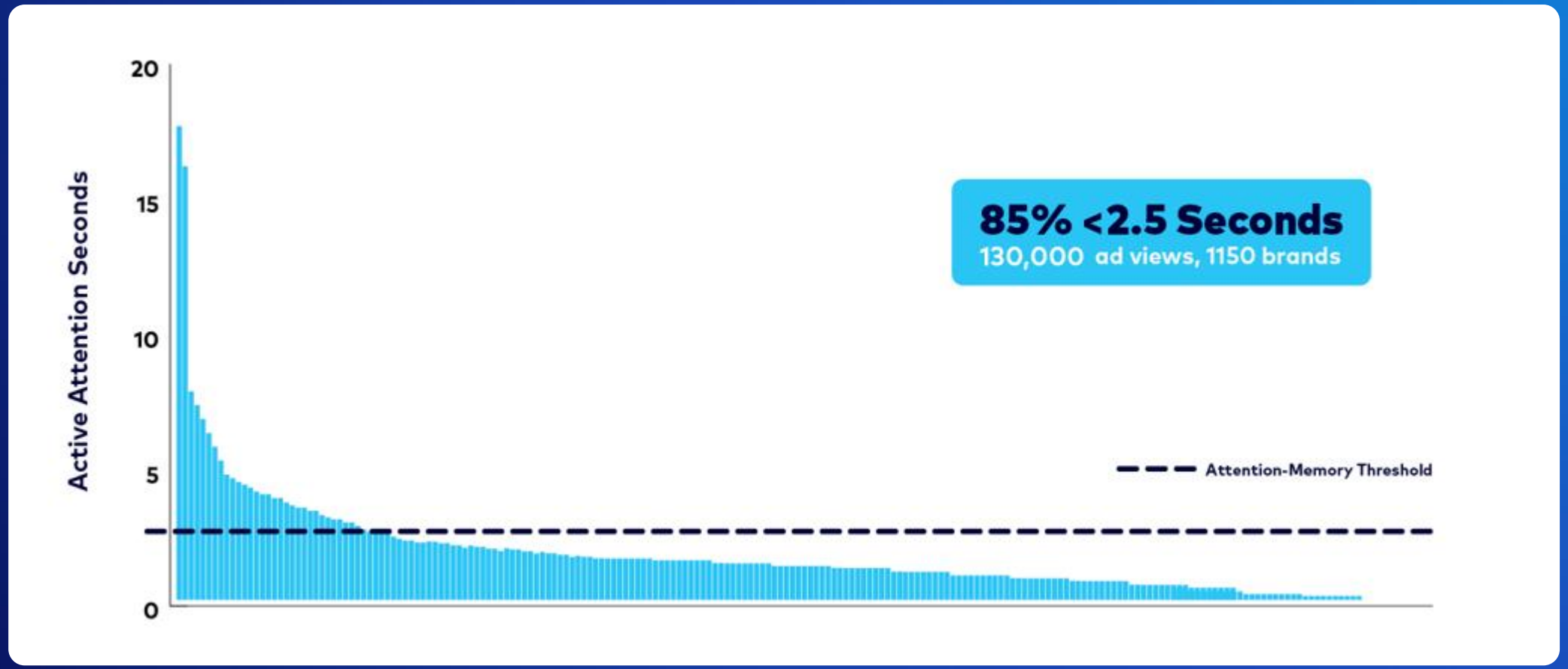
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Sky Sport

The Crucial 2.5” Attention-Memory Threshold

85% Of Advertising Sits Below The Attention-Memory Threshold



Source: Sky x Amplified Research 2024



Sport On Sky Delivers Unrivalled Audience Attention

17.7s

Total Attention on ads during Sport on Sky Streaming

10.6s

Total Attention on ads during Sport on Sky Linear

Source: Sky x Amplified Research 2024 – average total attention on 30sec ad creative

NRL Telstra Premiership 2026 - Packs

LINEAR sky SPORT sky OPEN

Full Pack (Rounds)*	
Pack price	**$183,375**
Ratecard	$407,500
Discount	55%
Estimated AP18+	276
Estimated M25-54	326
Estimated AP25-54	280
No. of spots on Sky Sport	204
No. of spots on Sky Open	51
Total no. of spots	255
15” pack price	**$110,025**

Half Pack (Rounds)*	
Pack price**	**$112,487**
Ratecard	$203,750
Discount	45%
Estimated AP18+	138
Estimated M25-54	162
Estimated AP25-54	140
No. of spots on Sky Sport**	102
No. of spots on Sky Open**	25
Total no. of spots	127
15” pack price	**$67,492**

*Does not include finals series
** Number of spots and price may fluctuate depending on availability

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NRL Telstra Premiership 2026 - Pricing

DIGITAL sky SPORT NOW sky GO

Digital NRL Rounds Pack*	$70,000	$35,000
No of games	204	204
No of impressions	823,529	375,279
Pack CPM	$85	$93
Ratecard CPM	$283	$283
Discount	70%	67%
Pack price	$70,000	$35,000
15" pack price	$59,500	$29,750

*Does not include finals series

NRL Telstra Premiership 2026 - Pricing

CROSS PLATFORM

Cross platform NRL rounds packs*	Full pack	Half pack**
No of games Digital	204	204
No of games Sky Sport	204	102
No of games Sky Open	51	25
Ratecard	$640,833	$310,079
Digi Pack Price	$70,000	$35,000
Linear Pack Price	$183,375	$112,487
Total	$253,375	$147,487
overall discount	60%	52%
15" Pack Price	$169,525	$97,242

* Does not include finals series
** Number of spots and price may fluctuate depending on availability

NRL Telstra Premiership 2026 – Terms and Conditions

Pack Terms & Conditions:

- Bookings must be confirmed in writing
- Rates are based on 30” duration.
- Standard duration loadings for linear and digital apply. Standard duration loading for digital 15” is 85%.
- Digital packs are limited to 15” and 30” durations
- Limited packages are available. Packs will be sold on a first come, first served basis
- Pack buys will receive preference over spot buys
- 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 is subject to change
- VID discounts and CPT’s are not applicable
- All prices quoted are GST exclusive and are fully-agency commission bearing
- 100% cancellation penalty applies
- Audience numbers are estimates only and do not constitute any guarantees.

Digital Advertising Delivery Terms

- Digital advertising impressions are delivered differently from traditional linear television advertising. Unlike linear campaigns that guarantee placement in every game regardless of audience size, digital advertising is delivered on an impression-guarantee basis.
- The advertiser is guaranteed a specified number of impressions to be delivered across the scheduled games of the tournament. Impressions will be served until the guaranteed total (to at least ninety percent [90%]) is reached, subject to frequency capping, pacing settings, and available inventory.
- While Sky will use reasonable efforts to pace delivery evenly across the tournament, actual delivery may vary by game due to factors such as viewership fluctuations, concurrent live events, and user behaviour. As a result, the guaranteed impressions may be fulfilled prior to the final game of the tournament.
- If at least ninety percent (90%) of the guaranteed impressions are delivered, the campaign will be deemed to have met its delivery obligations in full, and no makegood, credit, or additional inventory will be provided. Any impressions delivered beyond the guaranteed total will be provided at no additional cost to the advertiser.
- In the event total delivery falls below ninety percent (90%) of the guaranteed impressions, Sky may, at its sole discretion, deliver the shortfall as makegood impressions in comparable inventory within thirty (30) days of campaign completion or issue a pro-rata credit.

Cancellation of the Sporting Event:

- In the event that 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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