

# DHL Super Rugby Pacific 2025



# Sky Super Rugby Aupiki 2025





# Super Rugby Pacific 2025

14 February – 22 June 2025

In 2025, Sky will provide LIVE and exclusive access to all matches across an action-packed schedule.

The 2024 DHL Super Rugby Pacific trophy returned to its original home after a long-awaited 21 years. Last season marked the first-ever final between the two teams, with the Blues claiming victory over the Chiefs at a sold-out Eden Park.

The 2025 season promises an action-packed schedule, fierce rivalries, and fan-focused initiatives. This season we'll see an expanded 16-round regular season, where teams will play four opponents twice, focusing on rivalry match-ups. From there, we'll see a six-team finals system that will raise the stakes, leading to a thrilling finale.



# National Rivalries To Heat Up The Competition – DHL Super Rugby Pacific

## NEW 2025 SEASON FORMAT

The competition will move to a six-team playoff format to produce highly competitive matchups and feature more afternoon and evening games making it easy for fans to experience the excitement!

This new format will also mean that NZ teams will play NZ teams more often – heating up the national regional rivalry! Will the Chiefs avenge their 2024 final loss, or will the Blues secure the championship for a second year running?

11 TEAMS (NEW ZEALAND, AUSTRALIA AND THE PACIFIC) | 16 REGULAR SEASON ROUNDS | 4 FINALS ROUNDS (TOP 6 SERIES – FINALS WEEK, QUARTERS, SEMI'S, GRAND FINAL)



# Sky – The Home of DHL Super Rugby Pacific

**sky**SPORT

All **83** games live with multiple replays and highlights.

**sky**OPEN

**23** live-delayed games and **2** games delayed.  
Final matches TBC.  
Highlights in Rugby Nation (Sun 5pm).

**sky**SPORT  
**NOW**

All **83** games live.  
Games & Highlights available OnDemand.



**1.7M Followers**

Facebook, Twitter, YouTube, Instagram icons

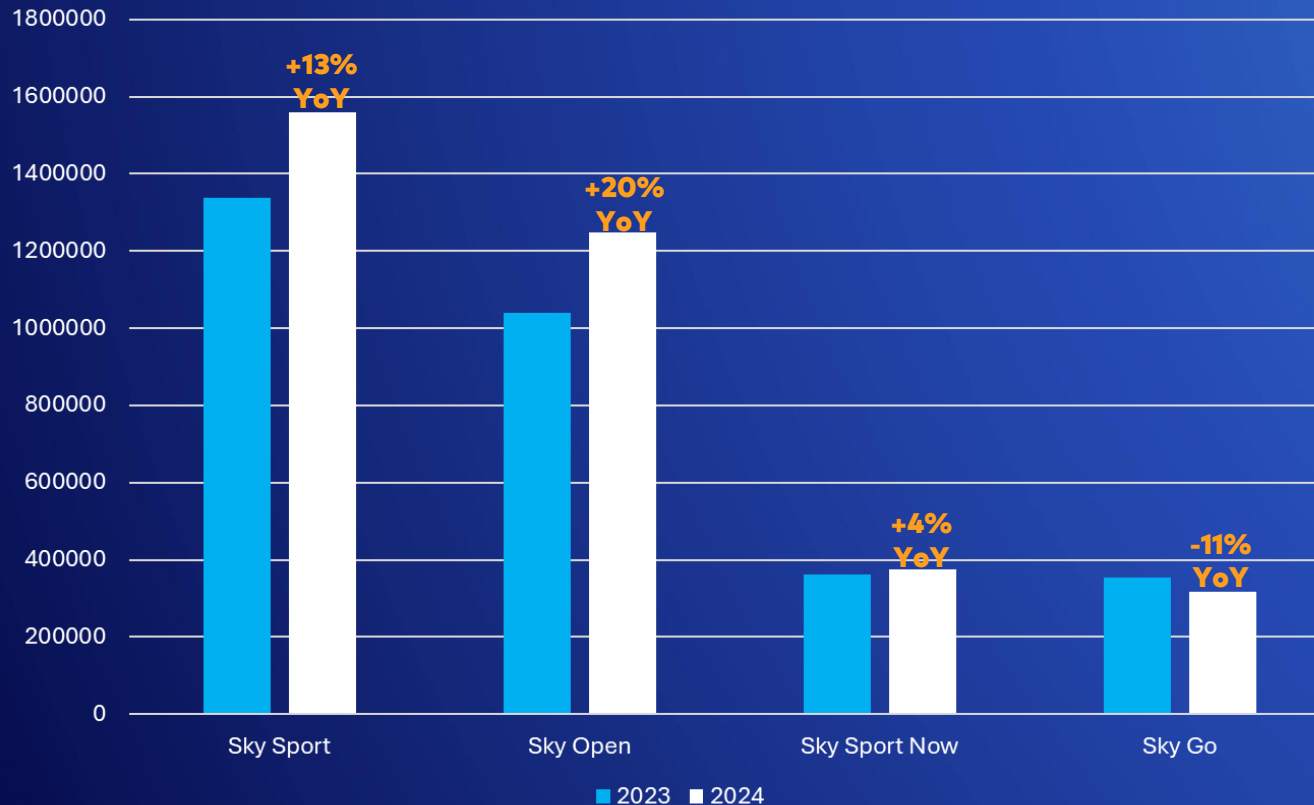


All game information is subject to change.



# Super Rugby Pacific Appeal Is On The Rise!

Super Rugby Pacific – Reach YoY across platforms



Super Rugby Pacific saw strong year on year growth in 2024, with the biggest boost coming from linear channels Sky Sport and Free-to-air Sky Open.



Source - Linear: Nielsen ETAM, Data : AP5+ For Super Rugby Pacific 2023 & 2024, Sky Sport 1-9 & Select & Sky Open  
Source - Digital: Sky Internal Co-viewing: Sky X Glasshouse Consulting Co-viewing | August 2024



# Super Rugby Pacific 2025

Combined audience estimate of over 2.4M

**LINEAR** skySPORT skyOPEN

**2.1M**<sup>1</sup>

Viewers

**DIGITAL** skySPORTNOW

**340K**<sup>2</sup>

Viewers

(Includes 2.3x co-viewing factor on CTV)

**5M**<sup>3</sup>

Streams



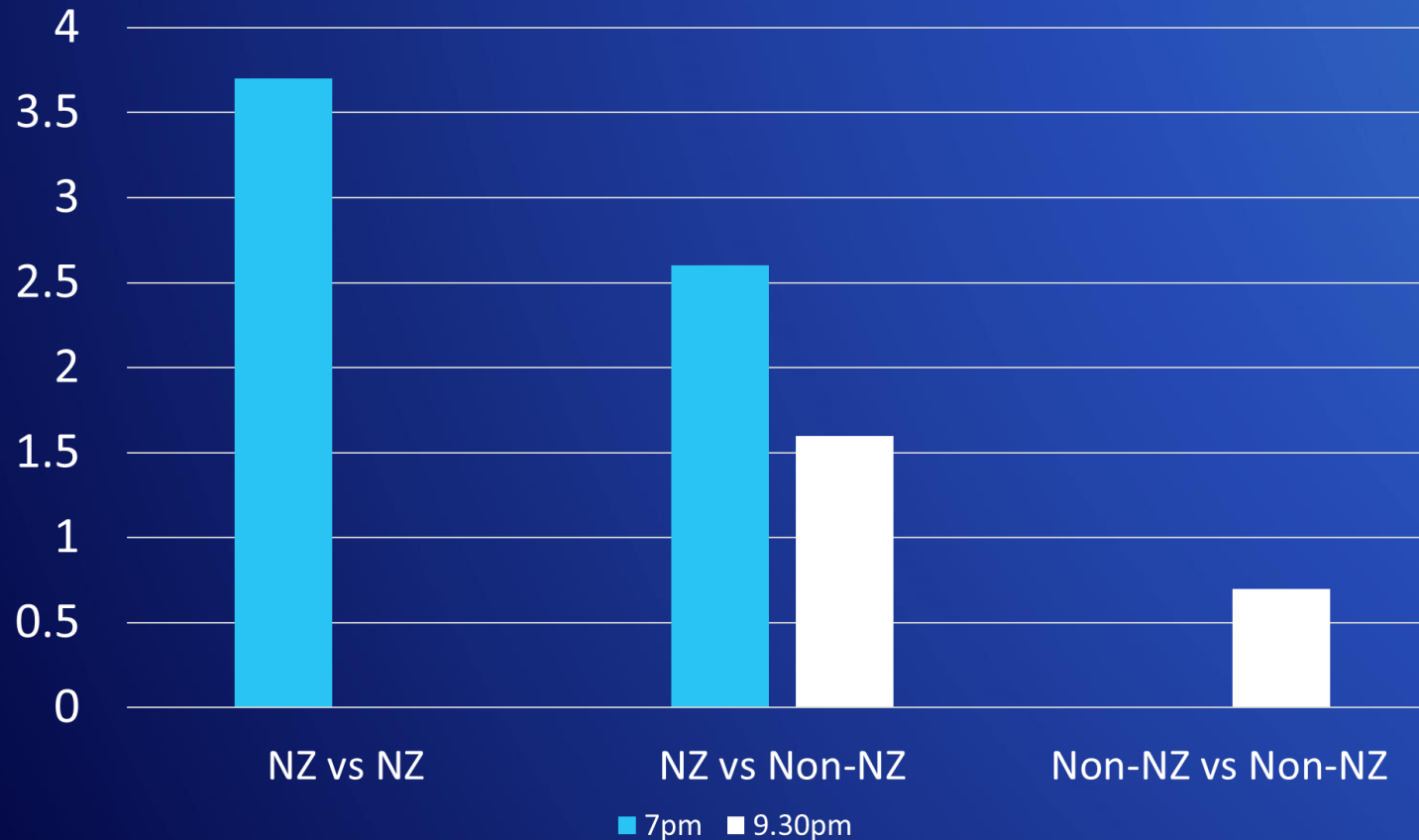
Source 1: Nielsen TAM, 05+ Cume. Reach, Full coverage incl. Pre-season, Hls and Replays

Source 2: Viewers based on Sky internal Unique Account data and a co-viewing factor of 2.36 (Source Glasshouse Consulting streaming co-viewing study). Note Sky Ad Sales estimates based on previous year's performance, linear viewership and Sky Go flat YOY, and SSN projecting a 5.9% increase YOY. Combined Audience estimate assumes 10% duplication of Sky Go audience on linear.

Source 3: Sky Internal Data

# More Local Super Rugby Pacific Matches Means Higher Ratings... And Better Viewing Times!

AP18+ % Audience Share



NZ vs NZ rivalries consistently rate higher than other match ups. With the new format, every NZ team will play each other twice in 2025!

This means this season will have more viewers and larger potential reach than ever before!



Source: NZ TAM, 2024



# Why Super Rugby Pacific Is The Perfect Environment For Brands Looking For That Broad Kiwi Reach



## Rugby Is One Of NZ's Top<sup>1</sup> Co-viewing Events

A study by Glasshouse Consulting showed the 2024 Super Rugby Final had a **co-viewing factor of 2.6+**. Equaled only by NRL and beaten only by the All Blacks.



## Great Urban/Rural Share<sup>2</sup>

Super Rugby audience split evenly between major metropolitan/Urban **(48%)** and rural NZ **(48%)**.



## Representative Audience<sup>2</sup>

- **51%** of NZ Europeans are interested in Super Rugby
- **52%** of Māori
- **60%** of Pacific Islanders
- **38%** of Asian (Inc Indian)

Super Rugby is very much a game for modern New Zealand.



Source 1: Sky TV NC. Glasshouse Consulting. Online Survey.  
Source 2: Nielsen CMI Q3 23 – Q2 24 July Fused





# Sky Super Rugby Aupiki

2 MARCH – 14 APRIL (Dates TBC)

The country's leading female players will once again set the rugby landscape alight in 2024 with the return of Super Rugby Aupiki. The Blues, Chiefs, Hurricanes & Matatū (a combined South Island team governed by the Crusaders & Highlanders) will play a six round home and away regular season before a final between the top two qualifying teams.

In the 2025 Sky Super Rugby Aupiki season, fans can look forward to an exciting competition featuring an expanded lineup and revamped scheduling that highlights regional rivalries. The 2024 champions, The Blues, will be aiming to defend their title amid heightened competition and a focus on showcasing young talent. Enhanced broadcasting options will provide greater access to matches, ensuring that fans don't miss any of the action. With these developments, the upcoming season promises to be thrilling for both dedicated supporters and newcomers alike.



# Sky Super Rugby Aupiki 2025

Combined audience estimate of **830K**

**LINEAR** skySPORT skyOPEN

**710K**<sup>1</sup>  
Viewers

**DIGITAL** skySPORTNOW

**120K**<sup>2</sup>  
Viewers  
(Includes 2.3x co-viewing factor on CTV)

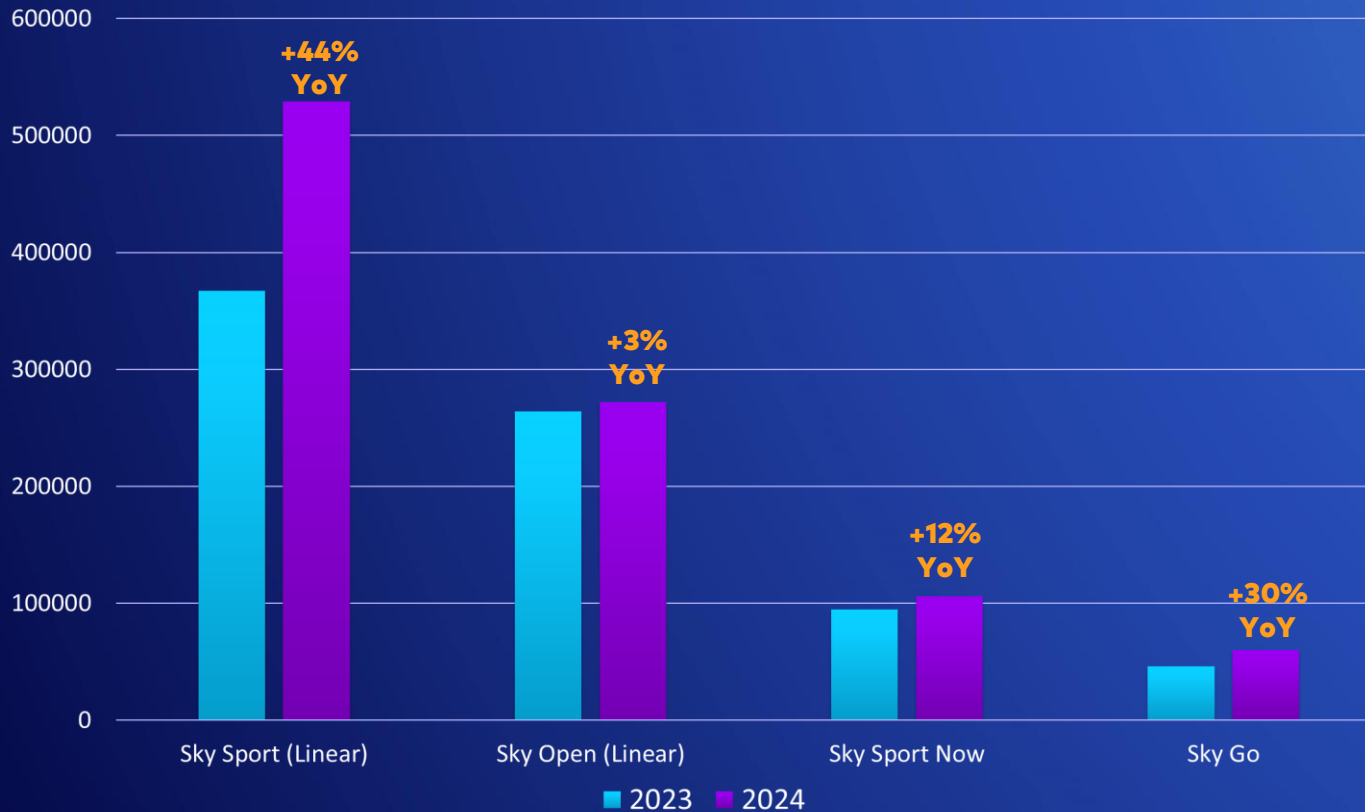
**190K**<sup>3</sup>  
Streams



Source 1: Nielsen TAM, 05+ Cume. Reach, Full coverage incl. Pre-season, HLs and Replays  
Source 2: Viewers based on Sky internal Unique Account data and a co-viewing factor of 2.36 (Source Glasshouse Consulting streaming co-viewing study). Note Sky Ad Sales estimates based on previous year's performance, linear viewership and Sky Go flat YOY, and SSN projecting a 5.9% increase YOY. Combined Audience estimate assumes 10% duplication of Sky Go audience on linear.  
Source 3: Sky Internal Data

# Super Rugby Aupiki Saw Fantastic YoY Growth Across Both Linear And Digital

## Percentage increase in Reach YoY



Super Rugby Aupiki saw the biggest growth in 2024 on Sky Sport with a 44% YoY rise in reach



# Women Are Watching A Lot More Sport Than Traditionally Thought

The traditional understanding of sports audience in NZ, particularly rugby audiences, has been that it's older, male dominated and traditional. But we see Kiwi women make up a bigger percentage of viewers than traditional assumptions may suggest.

**40%**

Of all NZ Rugby fans are women

**30%**

Of all Kiwi women are rugby fans



That amounts to  
**640,000+**  
Kiwi women who consider themselves rugby fans



# Women's Sport Is Not Just Ready For Growth, The Growth Has Begun!

- 3/5 of the top 5 most popular national teams in NZ are women's teams, up from 1 in 2022
- 45% of sport fans are watching women's sport, up from 35% in 2022
- ½ of Kiwis say they've advocated for women's sport in the past year
- Growth has been driven by younger audiences (16 – 44)
- Marketability of female athletes and teams has risen by 21% in past year



<https://www.nzherald.co.nz/sport/rugby/black-ferns/womens-sport-in-new-zealand-how-do-sports-maintain-the-momentum-gained-in-2023/JANVLZBWMJF4HHE5ZZHDZL7CXM/>



# Drive Brand Memorability With Live Sport On Sky!

Brand memorability is essential for campaign effectiveness

## Attention

**17.7s**<sup>1</sup>

Total attention on ads during sport on Sky VOD

**10.6s**<sup>1</sup>

Total attention on ads during sport on Sky Linear

+

## High Emotion

**758**<sup>2</sup>

Emotional Impact Score (EIS) on first ad break

+

## Loyalty

**74%**<sup>3</sup>

Are more loyal to brands involved in sporting events

=

An advertising environment that delivers brand memorability and loyalty like no other

sky

# Super Rugby Pacific & Super Rugby Aupiki – Pricing

14 February – 22 June



## Full Pack (all prices are gross)

**COMBINED** sky OPEN sky SPORT sky SPORT NOW

Linear & Digital Combined Pack	
Number of games on Sky Sport Now	96
Number of games on Sky Open	32
Number of games on Sky Sport	96
Ratecard	\$376,400
Digital Pack (SSN)	\$35,000
Linear Pack (Sky Open + Sky Sport)	\$128,250
<b>Total</b>	<b>\$163,250</b>
Additional Discount	10%
<b>Linear &amp; Digital Pack Price</b>	<b>\$146,925</b>
Total Discount	61%
<b>15" Pack Price</b>	<b>\$96,030</b>

**LINEAR** sky OPEN sky SPORT

Full Pack Sky and Sky Open	
Number of spots on Sky Open	32
Number of spots on Sky Sport	96
<b>Total Spots</b>	<b>128</b>
Guaranteed M25-54	168
Guaranteed AP25-54	133
Ratecard	\$256,400
Discount	50%
<b>Price</b>	<b>\$128,250</b>
CPT M25-54	\$765
CPT AP25-54	\$966
<b>15" Pack Price</b>	<b>\$76,950</b>

**DIGITAL** sky SPORT NOW

Sky Sport Now	
Number of Games	96
Guaranteed Impressions	500,000
Estimated CPM	\$70
Ratecard	\$120,000
Discount	71%
<b>Pack Price for the Season</b>	<b>\$35,000</b>
<b>15" Pack Price</b>	<b>\$29,750</b>

- **Deadline for these pack sales is 5pm 16th December 2024**
- **First in first served. May sell out before 16<sup>th</sup> December**
- Pack spot placements are across the whole season
- Duration loading for 15" is 85%
- All prices are in gross



# Super Rugby Pacific & Super Rugby Aupiki – Pricing

14 February – 22 June



## Half Pack (all prices are gross)

**COMBINED** skyOPEN skySPORT skySPORT NOW

Linear & Digital Combined Pack	
Number of games on Sky Sport Now	96
Number of games on Sky Open	16
Number of games on Sky Sport	48
Ratecard	\$184,950
Digital Pack (SSN)	\$18,750
Linear Pack (Sky Open + Sky Sport)	\$66,250
<b>Total</b>	<b>\$85,000</b>
Additional Discount	10%
<b>Linear &amp; Digital Pack Price</b>	<b>\$76,500</b>
Total Discount	59%
15" Pack Price	\$50,119

**LINEAR** skyOPEN skySPORT

Half Pack Sky and Sky Open	
Number of spots on Sky Open	16
Number of spots on Sky Sport	48
<b>Total Spots</b>	<b>64</b>
Guaranteed M25-54	82
Guaranteed AP25-54	64
Ratecard	\$124,950
Discount	47%
<b>Price</b>	<b>\$66,250</b>
CPT M25-54	\$810
CPT AP25-54	\$1,030
15" Pack Price	\$39,750

**DIGITAL** skySPORT NOW

Sky Sport Now	
Number of Games	96
Guaranteed Impressions	250,000
Estimated CPM	\$75
Ratecard	\$60,000
Discount	69%
<b>Pack Price for the Season</b>	<b>\$18,750</b>
15" Pack Price	\$15,938

- **Deadline for these pack sales is 5pm 16<sup>th</sup> December 2024**
- **First in first served. May sell out before 16th December**
- Half pack does not include spots in the final
- Half pack spot placements are across the whole season
- Duration loading for 15" is 85%
- All prices are in gross



# Super Rugby Pacific & Super Rugby Aupiki – Pricing

14 February – 22 June



Alcohol Pack (all prices are gross)

**COMBINED** skyOPEN skySPORT skySPORT NOW

Linear & Digital Combined Pack	
Number of games on Sky Sport Now	96
Number of games on Sky Open	20
Number of games on Sky Sport	62
Ratecard	\$242,750
Digital Pack (SSN)	\$18,750
Linear Pack (Sky Open + Sky Sport)	\$106,000
<b>Total</b>	<b>\$124,750</b>
Additional Discount	10%
<b>Linear &amp; Digital Pack Price</b>	<b>\$112,275</b>
Total Discount	54%
15" Pack Price	\$71,584

**LINEAR** skyOPEN skySPORT

Half Pack Sky and Sky Open	
Number of spots on Sky Open	20
Number of spots on Sky Sport	62
<b>Total Spots</b>	<b>82</b>
Guaranteed M25-54	120
Guaranteed AP25-54	97
Ratecard	\$182,750
Discount	42%
<b>Price</b>	<b>\$106,000</b>
CPT M25-54	\$886
CPT AP25-54	\$1,093
15" Pack Price	\$63,600

**DIGITAL** skySPORT NOW

Sky Sport Now	
Number of Games	96
Guaranteed Impressions	250,000
Estimated CPM	\$75
Ratecard	\$60,000
Discount	69%
<b>Pack Price for the Season</b>	<b>\$18,750</b>
15" Pack Price	\$15,938

- **Deadline for these pack sales is 5pm 16<sup>th</sup> December 2024**
- **First in first served. May sell out before 16th December**
- Half pack does not include spots in the final
- Half pack spot placements are across the whole season
- Duration loading for 15" is 85%
- All prices are in gross



# Super Rugby Pacific & Super Rugby Aupiki – Pricing

14 February – 22 June



## Monthly Packs (all prices are gross)

### COMBINED sky SPORT

Linear & Digital Combined Pack	
Number of games on Sky Sport Now	96
Number of games on Sky Open	32
Number of games on Sky Sport	96
Ratecard	\$376,400
Digital Pack (SSN)	\$35,000
Linear Pack (Sky Open + Sky Sport)	\$128,250
<b>Total</b>	<b>\$163,250</b>
Additional Discount	10%
<b>Linear &amp; Digital Pack Price</b>	<b>\$146,925</b>
Total Discount	61%
<b>15" Pack Price</b>	<b>\$96,030</b>

### LINEAR sky SPORT

Full Pack Sky and Sky Open	
Number of spots on Sky Open	32
Number of spots on Sky Sport	96
<b>Total Spots</b>	<b>128</b>
Guaranteed M25-54	168
Guaranteed AP25-54	133
Ratecard	\$256,400
Discount	50%
<b>Price</b>	<b>\$128,250</b>
CPT M25-54	\$765
CPT AP25-54	\$966
<b>15" Pack Price</b>	<b>\$76,950</b>

### DIGITAL

Sky Sport Now	
Number of Games	96
Guaranteed Impressions	500,000
Estimated CPM	\$70
Ratecard	\$120,000
Discount	71%
<b>Pack Price for the Season</b>	<b>\$35,000</b>
<b>15" Pack Price</b>	<b>\$29,750</b>

- **Deadline for these pack sales is 5pm 16th December 2024**
- **First in first served. May sell out before 16<sup>th</sup> December**
- Pack spot placements are across the whole season
- Duration loading for 15" is 85%
- All prices are in gross



# Super Rugby Pacific & Aupiki - Pricing

14 February – 22 June



Monthly Packs (all prices are in gross)

LINEAR  

Sky Open				
Super Rugby Pacific & Aupiki	February	March	April	May
Number of Spots	5	11	10	6
Ratecard	\$4,000	\$6,600	\$7,850	\$6,600
Discount	40%	40%	40%	40%
<b>Pack Price</b>	<b>\$2,400</b>	<b>\$3,960</b>	<b>\$4,710</b>	<b>\$3,960</b>

Sky Sport					
Super Rugby Pacific & Aupiki	February	March	April	May	June
Number of Spots	12	32	23	23	6
Ratecard	\$28,950	\$59,150	\$47,700	\$53,950	\$39,350
Discount	40%	40%	40%	40%	40%
<b>Pack Price</b>	<b>\$17,370</b>	<b>\$35,490</b>	<b>\$28,620</b>	<b>\$32,370</b>	<b>\$23,610</b>

Combined Sky Sport & Sky Open					
Super Rugby Pacific & Aupiki	February	March	April	May	June
Number of Spots	17	43	33	29	6
Ratecard	\$32,950	\$65,750	\$55,550	\$60,550	\$39,350
Discount	40%	40%	40%	40%	40%
<b>Pack Price</b>	<b>\$19,770</b>	<b>\$39,450</b>	<b>\$33,330</b>	<b>\$36,330</b>	<b>\$23,610</b>



# Sky Sport Now

## DIGITAL ADVERTISING RATECARD 2024

	DIRECT IO / GROSS		PROGRAMMATIC / NET	
DIGITAL AUDIENCE BUYS	15"	30"	15"	30"
PREMIUM SPORT	POA	POA	POA	POA
SPECIFIC EVENT	\$230	\$270	\$184	\$216
SPECIFIC COMPETITION	\$204	\$240	\$163	\$192
SPECIFIC SPORT	\$191	\$225	\$153	\$180
SPECIFIC CHANNEL	\$179	\$210	\$143	\$168
RUN OF SPORT	\$153	\$180	\$122	\$144
RUN OF NETWORK (INCL. NEON)	\$128	\$150	\$102	\$120

### ADDITIONAL TARGETING

Time of the day	FREE
Geo-targeted	FREE
Device targeted	+20%
Audience Targeted	+20%

All Pricing in NZD

# Super Rugby Pacific & Super Rugby Aupiki – Terms & Conditions

## Pack Terms & Conditions:

- Bookings must be confirmed in writing
- Pack rates are based on 30 second airtime durations. 60 and 90 second durations will be priced on multiples of the 30 second rate for linear packs. 15 seconds is standard duration loading of 60%
- Standard duration loadings apply for Digital buys. 15" loading is 85%.
- 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 CPTs/CPMs are not applicable
- All prices quoted are GST exclusive and are fully-agency commission bearing
- 100% cancellation penalty applies
- Ratings & CPTs are guaranteed against M25-54 and AP25-54 for full packs only (ratings are not guaranteed for Alcohol packs or monthly packs)

## Ratings delivery:

- The event schedule provided is indicative only and may be subject to change due to a force majeure event or otherwise. The Advertiser acknowledges that any changes to the event schedule are wholly outside of Sky's control and Sky will not have any liability for any such changes.

- If, as a result of a change in the event schedule, the Advertiser does not achieve 95% or more of the total pack ratings objective on a guaranteed TARP or CPT deal, Sky will provide make-good airtime in accordance with clause 11 of Sky's Advertising Terms and Conditions. If, despite a change in the event schedule, the Advertiser has achieved 95% or more of the total pack ratings objective on a guaranteed TARP or CPT deal, Sky will have no further obligation to the Advertiser and will not be obliged to provide any make-good airtime. For the avoidance of doubt, if a set number of spots have not been reached, but at least 95% of the total pack ratings objective has been reached, no make-good airtime is due.

## 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.

