



# ANZ Premiership Netball 2025

10 May – 27 July 2025 (Final Dates TBC)

The competition takes on a different format in 2025 which will consist of two full rounds over a 10-week period (previously three rounds) – a total of 30 round robin games leading into a two-match Finals Series to be played at the conclusion of the regular season. It promises to be an intense 12 weeks of netball following on from last year's league which produced its most competitive tussle for points since the ANZ Premiership's inception in 2017.

Netball fans will only have to wait until Round 2 for a re-match of this year's Grand Final thriller between the Mystics and the Pulse – will the Mystics go on to claim their third back-to-back crown?



# ANZ Premiership 2025

Combined audience estimate of 1.2M

LINEAR *skySPORT* *skyOPEN*

**1.1M**<sup>1</sup>

Viewers

DIGITAL *skySPORT* **NOW**

**123K**<sup>2</sup>

Viewers

(Includes 2.3x co-viewing factor on CTV)

**345K**<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 2.3  
(Source Glasshouse Consulting streaming co-viewing study. Note Sky Adsales estimates based on previous year's performance, linear viewership flat YOY, and SSN projecting a 5.9% increase YOY.  
Source 3: Sky Internal Data

# Netball Action All Year Long



## Beginning of a new era?

NZ Silver Ferns dominated the Constellation Cup for the first time since 2021 setting up 2025 to be a year of red-hot action on the court.



## Northern Dynasty?

It was a year filled with drama for Auckland's Northern Mystics, securing their third win and first back-to-back title. Will they continue their national dominance on becoming ANZ Premierships most-winning team ever in 2025, or will the loss of veteran Grace Nweke signal the end of their time at the top?



## Not just for the girls

2/5 Netball fans in New Zealand are male. Dispelling the notion that it's only a female audience watching.

So much so, that New Zealand added a men's competition to the Fast5 format in 2022!

# The Strength of Women's Sport Continues in 2025

- 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 the 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

# ANZ Premiership Netball 2025 - Pricing

10 May – 27 July 2025 (Final Dates TBC)

LINEAR  sky SPORT

Full Pack Sky and Sky Open	
Number of spots on Sky Open	2
Number of spots on Sky Sport	32
<b>Total Spots</b>	<b>34</b>
Ratecard	\$30,390
Discount	40%
<b>Pack Price</b>	<b>\$18,290</b>

DIGITAL 

Sky Sport Now – \$6,000 Pack		Sky Sport Now – \$3,000 Pack	
<b>Pack Price</b>	<b>\$6,000</b>	<b>Pack Price</b>	<b>\$3,000</b>
CPM	\$67	CPM	\$72
Impressions	89,286	Impressions	41,667
15" Price	\$5,100	<b>15" Price</b>	<b>\$2,550</b>
<b>Discount</b>	<b>72%</b>	Discount	70%

- 15" length factor for digi is 85%
- **Specific competition** cpm Ratecard \$240
- All pricing in gross
- Can be booked via Direct IO or Programmatic Guaranteed



# Sky Sport Now

## DIGITAL ADVERTISING RATECARD

	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

# ANZ Premiership Netball 2025 – Terms & Conditions

## Pack Mandatories

- 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.
- All airtime is subject to availability
- Pack buys will receive preference over spot buys
- Pack rates are based on 30 second durations. Standard linear and digital duration loadings apply (see ratecard for specifics as these are different for linear and digital).
- No specific break requests are available.
- Spot falls are at the sole discretion of Sky Network Television and subject to broadcast sponsor obligations.
- The schedule of events is subject to change
- Pack buys will contribute to VID commitments.
- No other terms of VID contract are applicable
- All prices quoted are GST exclusive and are fully-agency commission bearing.
- Standard Sky cancellation penalties apply.

## Force Majeure

### 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.

