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Sky announces long-term partnerships with NRL and New Zealand Rugby League

Sky has confirmed partnerships with the NRL and New Zealand Rugby League (NZRL) through to the end of 2027.

The agreements ensure that Sky will continue to bring sports fans every match of the NRL and State of Origin, and all NZRL-run matches involving the Kiwis and the Kiwi Ferns, for many years to come. The 'week in, week out' nature of the Rugby League season, with more than 250 matches available in the last year, delivers a steady and exciting diet of sports content to Sky Sport customers.

An important part of the agreement is a new digital partnership with NRL and NZRL, seeking to deliver great fan moments and experiences to all New Zealanders in ways that work for them. This is particularly important to engage young New Zealanders who live in the digital world.

As part of the partnership Sky has also committed to working even more closely with NRL and NZRL to grow the game of Rugby League in New Zealand.

A priority is to attract and develop the next generation of Rugby League fans and players from grassroots to high performance, along with a special focus on the women's game.

Sky Chief Executive Sophie Moloney says: "We love Rugby League and so do many New Zealanders. More than 1.1 million New Zealand fans¹ have tuned into the NRL this year already. In 2020 League lovers and occasional sport fans alike enjoyed 276 matches across NRL, the Kiwis and Kiwi Ferns, State of Origin, the NSW and QLD Cups and the National Premiership Men's and Women's.

"We look forward to continuing to support the game in New Zealand and to delivering superb Rugby League content to our customers."

Ends

Authorised by Sophie Moloney, Chief Executive Officer.

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¹ Source Nielsen TAM, 2021 Year To Date 22/06/21, AP5+ including Prime