



## NINE SECURES NRL & NRLW BROADCAST RIGHTS THROUGH TO 2034

**7 July 2026:** Nine Entertainment Co. (ASX:NEC, Nine) has today announced the execution of an agreement for National Rugby League (NRL) and National Women's Rugby League (NRLW) broadcast rights for the 2028 to 2034 seasons (seven years), ensuring all Australians can continue accessing NRL and NRLW games for free.

From 2028, live broadcast of NRL matches on Channel 9 and 9Now will be broadly in line with the current contract. Nine has acquired the exclusive Free-to-Air and free streaming rights to broadcast three live NRL games a week, on each of Thursday and Friday evenings and Sunday afternoons, as well as the Finals series and Test Matches played in Australia. The Grand Final and State of Origin will continue to be exclusively shown on Channel 9 and 9Now, with the State of Origin matches continuing to be broadcast on Wednesday evenings.

The acquired rights also include the exclusive Free-to-Air and free streaming rights, to broadcast 33 live NRLW weekly games, as well as the Finals series. The Women's State of Origin will continue to be exclusively shown on Channel 9 and 9Now.

The annual cost to Nine will be \$145m in cash, offset by \$10m of committed annual spend by the NRL on advertising or other services, plus a further \$15m per annum of contra to be provided.

Across all formats of the men's competition, Nine's streaming and broadcast audiences have consistently increased, while broadcasting the women's game, free and accessible to all Australians, has helped to build a loyal audience for the NRLW. Moreover, in what has been a challenging advertising market, rugby league continues to perform strongly for Nine, with double-digit revenue growth in Season 2025 on 2024.

Nine Entertainment Chair Peter Tonagh said: "Rugby League is part of Nine's DNA, and it is one of Australia's most important sporting and cultural assets, uniting the nation. This new agreement extends our partnership with rugby league into its fourth decade, and during that time we have delivered consistent audience growth, while deepening connections with consumers and advertisers. This multi-year agreement is not just a major milestone for our business; it is a testament to the commitment, innovation and passion that has defined Nine's relationship with the game for decades.

"The Board is delighted that Nine has secured this long-term partnership for our sports portfolio, which ensures Nine remains the undisputed home of live and free rugby league for many years to come. We look forward to continuing our work with the NRL to deliver an unparalleled experience for fans right across the country" Mr Tonagh said.

Nine CEO Matt Stanton said: "Rugby league is one of Australia's great sporting institutions, and we're proud to continue our long-standing partnership with the NRL. As the Home of Rugby League's biggest moments, our focus is on ensuring the game remains accessible to all Australians, continuing our commitment to bring the action live and free.



"Given the performance of rugby league on Nine over the past three decades and what we're seeing globally with premium sports rights, we are pleased to secure this contract for what is effectively an annual CPI increase.

"For Nine, the NRL and NRLW competitions represent premium, culturally significant content that drives immense value across our entire ecosystem. Nine's relationship with the NRL offers a significant opportunity for us to engage with both our audiences and advertisers, deepening fan engagement, and ensuring the game remains at the heart of Australian culture.

"This agreement further strengthens Nine's premium sport offering alongside all four Tennis Grand Slams, the Olympic Games, the Premier League, Rugby Union, the NBL and WNBL, Netball and more. Together, these partnerships reflect Nine's long-term strategy of investing in premium live sport and delivering the sporting moments that matter most to Australians" Mr Stanton said.

This announcement was authorised for lodgment by the Chief Executive Officer of Nine.

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