

NINE'S  
RUGBY LEAGUE 2017

THE BEST  
SEAT IN THE  
HOUSE



WIDE WORLD OF  
SPORTS

**4** OF THE **5**  
TOP

PROGRAMS ON  
TV IN 2016 WERE

**NINE'S  
RUGBY  
LEAGUE**

**10** OF THE **30**  
TOP

PROGRAMS ON  
NINE WERE

**RUGBY  
LEAGUE**



# THE BEST SEAT IN THE HOUSE

## 2016 RATINGS HIGHLIGHTS

**HIGHEST  
RATING**



**GRAND FINAL  
IN HISTORY**

**2,620,712**

TOTAL PEOPLE - 5 CITY METRO



**EVERY  
GAME  
OF NRL**

**IS A TIMESLOT**

**WINNER**

IN SYDNEY & BRISBANE

TOTAL PEOPLE - 5 CITY METRO



EVERY GAME

**FREE IN HD**

**TOP 3 x GAMES**

**EACH WEEK**

THURSDAY, FRIDAY, SUNDAY  
& SATURDAY (LAST 5 ROUNDS)

**NRL DELIVERED 4 OF THE  
TOP 5 PROGRAMS**



TOTAL PEOPLE - 5 CITY METRO & REGIONAL COMBINE



**10 OF THE TOP**

**30 PROGRAMS**

**WERE NRL IN SYDNEY & BRISBANE**

TOTAL PEOPLE - 5 CITY METRO & REGIONAL COMBINED



**UNRIVALLED REACH  
BUILDING CAPACITY  
ACROSS SYD AND BRIS**

**6.7 MILLION**

**THAT'S 82% OF THE POPULATION**

TOTAL PEOPLE - SEASON CUME. REAC



**LARGEST  
STATE OF ORIGIN  
AUDIENCE EVER**

**2,735,000**

TOTAL PEOPLE - 5 CITY METRO



**STRONG YOY GROWTH**

**IN GRAND FINAL**

**+4.8%**  
PPL 25-54

**+10%**  
PPL 16-39

TOTAL PEOPLE - 5 CITY METRO 2015 V 2016.

# 2016 HIGHEST RATING IN HISTORY

STATE OF ORIGIN  
**2.73 MILLION**  
VIEWERS

GRAND FINAL  
**2.67 MILLION**  
VIEWERS

# BENEFITS FOR NRL ADVERTISERS

**SOLUS AD  
BREAKS IN  
LIVE NRL**

**8 MINUTES  
OF CONTENT  
PER HOUR vs.  
13 MINUTES**

**LESS COMMERCIALS =  
GREATER CUT-THROUGH**

**INTEGRATION INCREASES IMPACT**

**NRL DELIVERS A HIGHLY ENGAGED AUDIENCE  
& STRONG BRAND RECALL**

**NRL DOMINATES REGULAR PROGRAMMING**

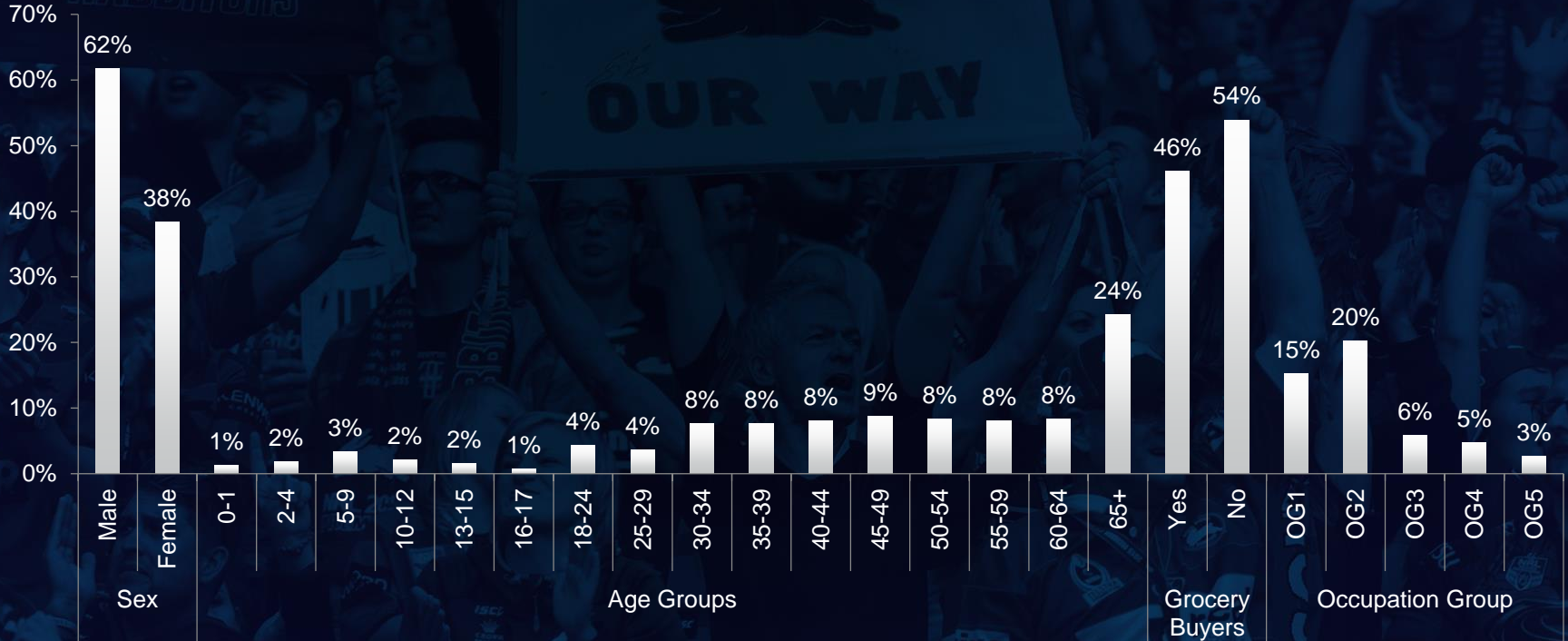
**CONSISTENT RATINGS, HUGE REACH AND DOMINANT SHARE**

QUALITY



QUANTITY

# AUDIENCE PROFILE



# NRL SEASON 2017



**ANZAC MATCH**

APR 25

**AU V NZ**

MAY 5

**CITY V COUNTRY**

MAY 7

**FINALS**

SEP 11 - OCT 1  
(10 GAMES)

**STATE OF ORIGIN**

MAY 31, JUN 22, JUL 12  
(3 GAMES)

**SATURDAY**

AUG 5 - SEP 2 (5 GAMES)

**SUNDAY**

MAR 5 - SEP 3 (26 GAMES)

**FRIDAY**

MAR 3 - SEP 1 (27 GAMES)

**THURSDAY**

MAR 2 - AUG 31 (18 GAMES)

THURSDAY NRL FOOTY SHOW

SUNDAY NRL FOOTY SHOW

NINE'S WIDE WORLD OF SPORTS

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

A background image of a rugby team lined up on a field, with a blue color overlay. The players are wearing dark jerseys with "CORP" and "XXXX" visible on them.

# THURSDAY NIGHTS

A MASSIVE LINE UP DELIVERS A  
CONSISTENT AUDIENCE EACH AND EVERY WEEK

**424,000**

Total People Average Audience  
Across Sydney and Brisbane

**#1**

Most watched program in Timeslot  
Across Sydney and Brisbane

**5.3M**

People reached across the season  
(Nine Network inc pre/post, 5CM)





# FRIDAY NIGHTS

LET'S GET THE PARTY STARTED  
DELIVERS A CONSISTENT AUDIENCE EACH AND EVERY WEEK

**435,000**

Total People Average Audience  
Across Sydney and Brisbane

**#1**

Most watched program in Timeslot  
Across Sydney and Brisbane

**6.2M**

People reached across the season  
(Nine Network inc pre/post, 5CM)



# SUNDAY AFTERNOON

THE ARMCHAIR FAN

DELIVERS A CONSISTENT AUDIENCE EACH AND EVERY WEEK

**320,000**

Total People Average Audience  
Across Sydney and Brisbane

**#1**

Most watched program in Timeslot  
Across Sydney and Brisbane

**4.9M**

People reached across the season  
(Nine Network inc pre/post, 5CM)

GUESS WHAT?  
MANLY HATE  
YOU TOO

PUSH IT UP!

# SATURDAY NIGHTS

ROCK

THE ENTERTAINMENT EPICENTRE  
THE RACE FOR THE FINALS PLAYS OUT ON NINE

LAST 5 ROUNDS BROADCAST  
ON NINE FOR THE FIRST TIME

A background image of several rugby players in action on a field, wearing various team jerseys. The image is overlaid with a blue tint and a dark, textured effect.

# STATE OF ORIGIN

THE SUPERBOWL OF AUSTRALIAN TELEVISION

**3 OF THE TOP 5 PROGRAMS IN 2016** - THE HIGHEST 5 CITY METRO AUDIENCE IN HISTORY

Game 1:

**3.946 Million**

Total People Average Audience  
5 City Metro & Regional combined

Game 2:

**3.559 Million**

Total People Average Audience  
5 City Metro & Regional combined

Game 3:

**3.108 Million**

Total People Average Audience  
5 City Metro & Regional combined

**9.94 Million**

People reached across Australia  
5 City Metro & Regional combined

# FINALS SERIES & GRAND FINAL

ALL GAMES LIVE AND EXCLUSIVE ON NINE  
THE RACE FOR THE FINALS PLAYS OUT ON NINE

**ELIMINATION FINAL**  
**1,119,939**

Total People Average Audience  
5 City Metro & Regional combined

**QUARTER FINAL:**  
**999,952**

Total People Average Audience  
5 City Metro & Regional combined

**SEMI-FINAL:**  
**1,355,377**

Total People Average Audience  
5 City Metro & Regional combined

**PRELIMINARY FINAL:**  
**1,292,785**

Total People Average Audience  
5 City Metro & Regional combined

**GRAND FINAL HIGHEST RATING IN HISTORY - 3.794 MILLION VIEWERS**

TOTAL PEOPLE AVERAGE AUDIENCE 5 CITY METRO & REGIONAL COMBINED

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