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Sky secures strategically important exclusive Premier League football rights in NZ

Sky New Zealand is delighted to announce that it has secured the exclusive rights for the Premier League for the next six years, starting with the upcoming 2022/23 season.

The Premier League joins Sky's strong international and domestic football line-up, including the A-Leagues featuring the Wellington Phoenix, a wide range of top-tier European club football, the FIFA World Cup later this year and the FIFA Women's World Cup hosted in New Zealand and Australia next year.

Paul Molnar, Premier League Chief Media Officer, said: "The Premier League is pleased to announce our new partnership with Sky NZ. We are very happy that Sky NZ views the Premier League and our clubs as a vital part of their live sports offering. They will be an outstanding home for the Premier League and we look forward to working together to showcase the League to new and existing fans throughout New Zealand."

Sophie Moloney, Sky's Chief Executive, said: "Securing the content that matters most to our customers is a key part of our strategy. Our customers know that there is always great sport to watch on Sky, every month of the year, with the best of New Zealand and global competition."

Football is the most watched sport in the world, and the Premier League is the most viewed league, attracting a global cumulative audience of 3.2 billion viewers. In recent years football has grown exponentially in New Zealand, both in terms of participation (most popular team sport for 5–17 year olds) and fan interest.

Sophie Moloney added: "We are therefore delighted to have secured the Premier League for our customers, in a six-year deal that begins this August with the 2022/23 season."

"Those of our Sky Sport customers who are fanatical football fans have had to purchase a second service to watch the Premier League in recent years, and it's great to now be able to offer them the Premier League as part of their wide range of sport and entertainment viewing options on Sky."

"And for those football fans who don't currently have Sky, particularly those who like to stream their sport, Sky Sport Now will offer them all 380 live matches of the Premier League each year, along with access to our huge range of other great sport, with no contracts, and weekly and monthly rates."

Commercial terms of the partnership are confidential to the parties, and more details on the customer experience will be provided closer to the August season launch.

ENDS

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