

**Upfront Business Update  
& Quarterly Content Slate**

**sky**

**Unrivalled**

# Sky Upfront 2026

Bringing together advertisers, agencies, and industry stakeholders, Sky marked an important milestone following the integration of the Three team into our business.

Sophie Moloney, together with members of our exec and leadership team plus special guests, unveiled our unrivalled 2026 content slate across Sky's entertainment and sport offering.

The night was brought to life through branded activations that kept the evening vibes high.



# **With Our Combined Portfolio, We Can Unlock:**

**More  
Reach**

**More  
Audiences**

**More  
Choice**

**More  
Opportunities**

# A Reset And An Invitation

“Today is both a reset and an invitation, a reset of what Sky is about and an invitation to all of you to change the way we work for you.”

- Sophie Moloney

Tell us what you like.

Tell us what you don't like.

Tell us how we can better serve, you.

And let's co-create together.

Less time wrestling process.

More time shaping strategy, ideas and results.

Because we like getting results at Team Sky;  
and we like to win, together



# Sky Means Reach, Scale and Attention

Easier. Faster. Built for Kiwi Business

- Scale audience reach
- Premium Local Content Strategy
- Integrated Media Ecosystem
- Expansion of commercial platforms



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# Sky Means Reach, Scale and Attention

## Expansion of ThreeNow enrich

Currently available:

- 1PD data matching
- Signal View – our proprietary audience interest-based segmentation
- Attribution

And coming soon:

- Viewer insights – who is watching what
- Brand impact measurement
- Enhanced interest-based segmentation
- And.. rollout of all these products across the entire Sky digital portfolio



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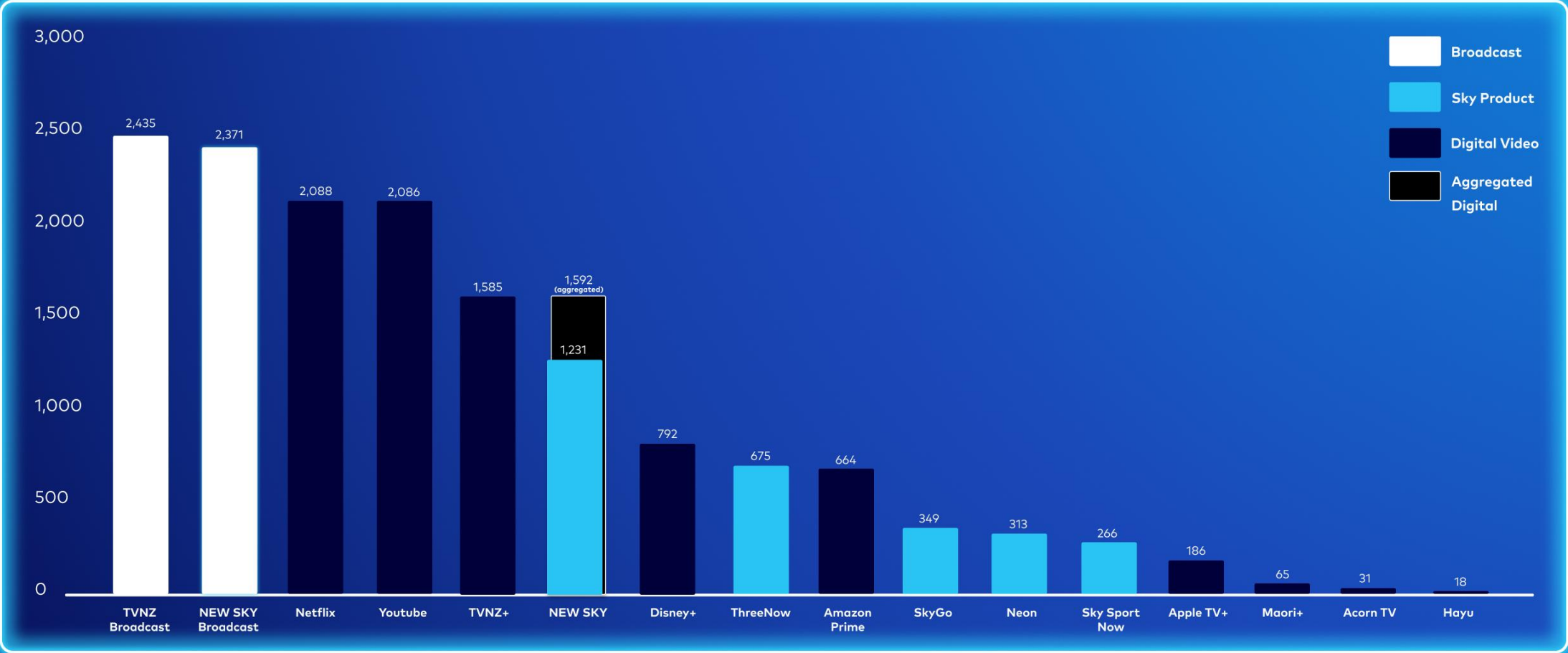
# Sky Means Reach, Scale and Attention

## The next wave of advertising innovation

- Targeted broadcast ads
- Digital ads on broadcast TV
- Sky Venue



# Unmatched Reach Across Aotearoa



Source: Broadcast - Nielsen TAM. Average weekly reach AP5+, Jan-Dec 2025, Digital - Nielsen CMI. Average weekly reach AP15+, Q1-Q4 2025

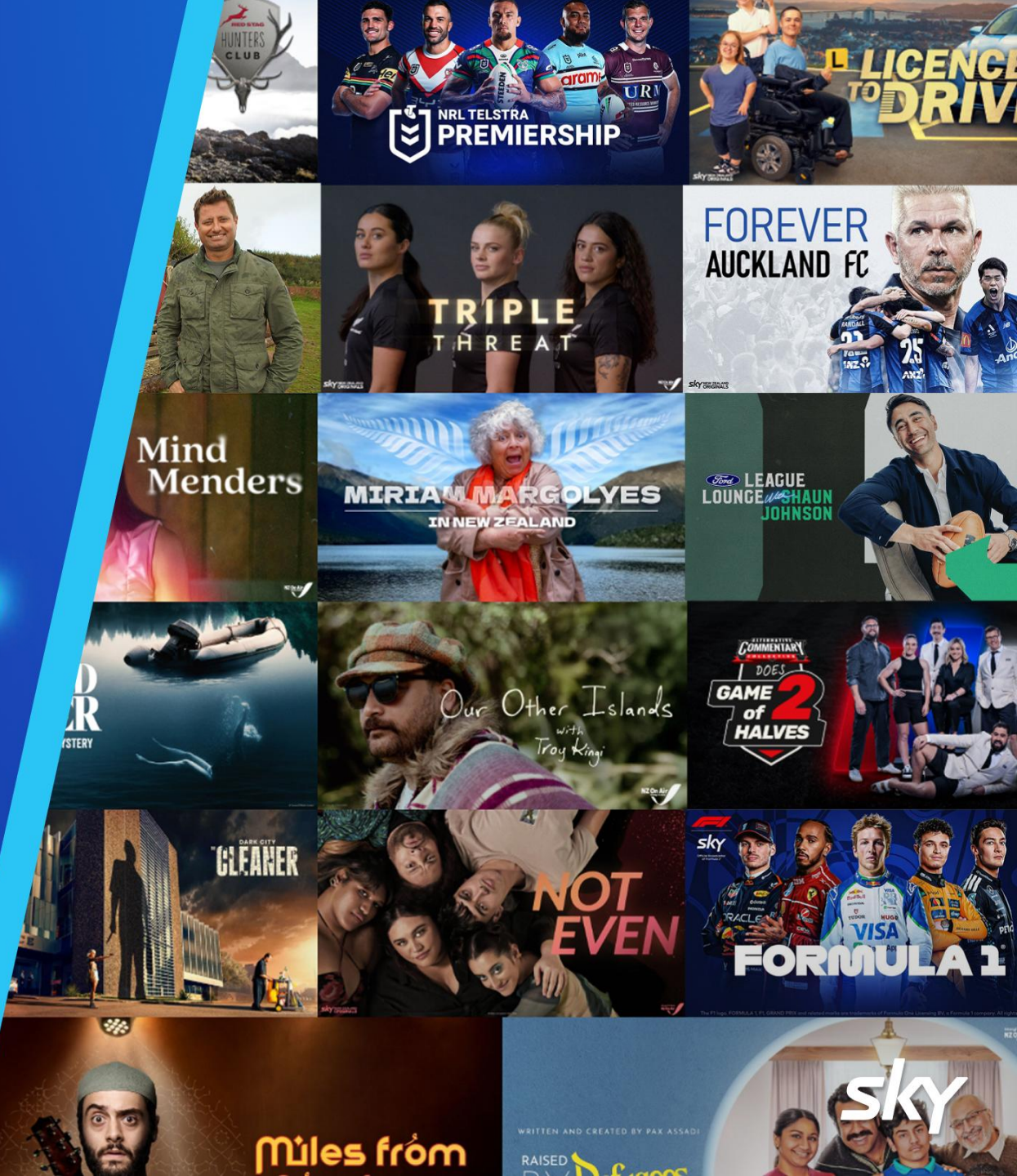


# Sky Open Now streaming live on ThreeNow

## +383K

### More Livestreams On ThreeNow Since Launched

### Top 3 ThreeNow Channels For Weekly Reach



# Sponsorship Works!

Brand new findings from Peter Hammer, Marketing Scientist Group

We've collected data from **almost 4,500 NZ'ers** across free-to-air, pay TV and streaming using purpose-built gaze technology.

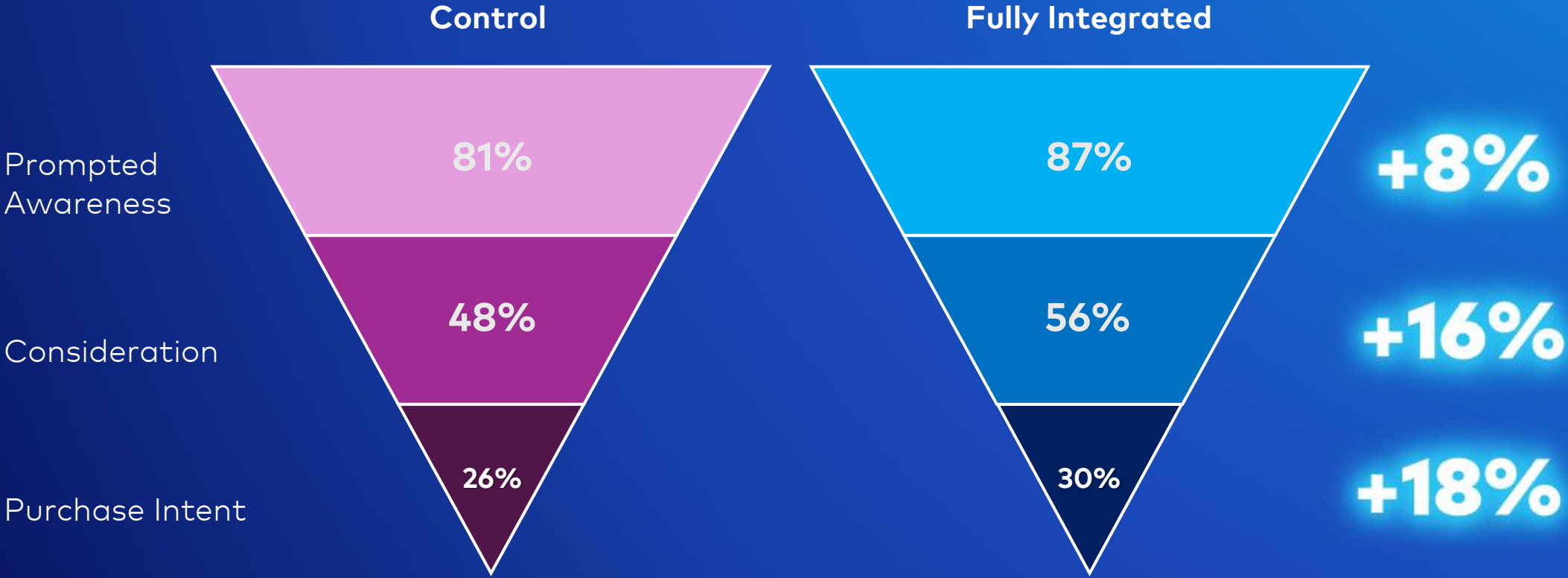
We now have a deeper understanding of what captures attention and how this works for sponsorships and brands.



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# The Power Of Partnerships

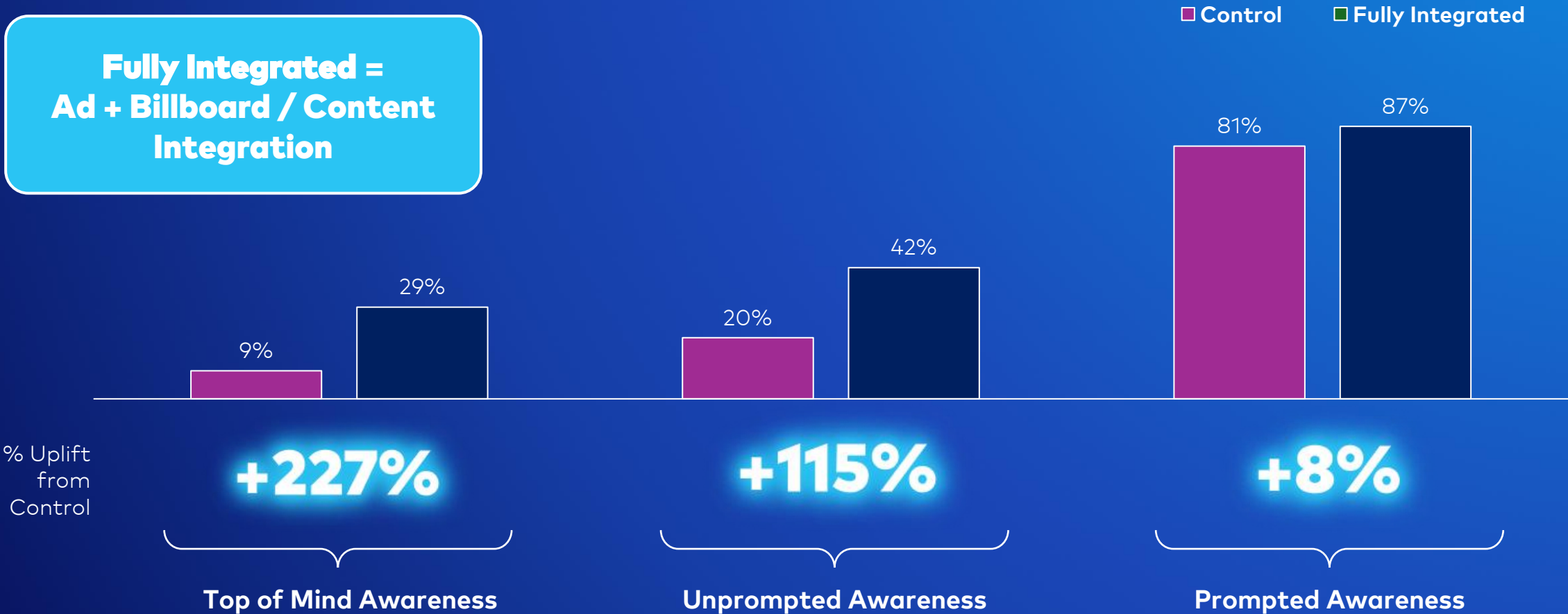
Exposure to fully integrated sponsorships drives purchase uplift



# Integrated Sponsorships Work

Strong positive uplift across memory metrics

**Fully Integrated =  
Ad + Billboard / Content  
Integration**



SOURCE : SKY FREE NZ Sponsorship Research, 2022 - 2025. Average of 10 studies



# Opportunities Currently In Market

Sponsorship, Integration, and Ad Pack Opportunities



**My House My Castle**

Sponsorship Opportunity



**Celebrity Escape**

Sponsorship Opportunity



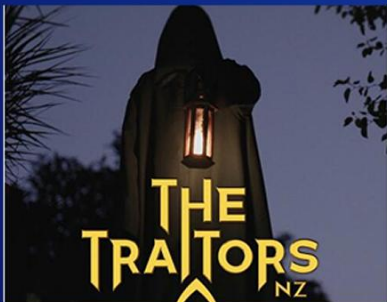
**MAFS AU**

ThreeNow AOP Targeting Pack Still Available



**Crowd Goes Wild**

Sponsorship + Integration Opportunities



**The Traitors NZ**

Sponsorship Opportunity



**The Floor AU**

Sponsorship Opportunity



**League Lounge**

Integration Opportunity



**The Breakdown**

Sponsorship and Integration Opportunities

# Opportunities Currently In Market

Sponsorship, Integration, and Ad Pack Opportunities



## Super Rugby Pacific

Sponsorship and Integration Opportunities



## Commonwealth Games

Integration Opportunities



## NRL Premiership

Custom Packs Still Available



## State of Origin

Advertising Pack



## Super Rugby Pacific

Custom Packs Still Available



## Commonwealth Games

Advertising Pack



## Supercars

Broadcast Partnership Opportunity



## Pacific Four Series

Advertising Pack

# Content Created And Curated for Kiwi Tastes

Scale, certainty and real momentum

Rangiatea Sky now has the largest free-to-air footprint in Aotearoa:

6

hugely popular channels

10

fast-growing streaming channels

1

giant home in

more now

Local content sits at the heart of our strategy. In 2026 we're commissioning over

30

Local Primetime Titles

A 20% Increase On Last Year

sky OPEN

bravo

HGTV

*Rush*

eden



sky



# RYAN BRIDGE **TODAY**

Watch live 7am  
weekdays

The New Zealand Herald



## Ryan Bridge TODAY expands to Three & ThreeNow

Our strategic partnership with NZME has soon the weekday online news show hosted by Ryan Bridge streaming via ThreeNow. It will also air on Three in the second half of the year.

# 20,050

Livestreams

# 820

Daily Average Streams

# 33 Mins

Daily Average Duration



# More light. More momentum. More opportunity.

## NEON's strategy refresh

- Brighter. Warmer. Still Premium. Still Confident. More Inviting. The NEON you know and love, but with a brighter outlook
- Delivering a steady drumbeat of premium titles across the year
- Content focus shifts to premium mainstream with broader appeal
- Enabling more consistent and predictable performance

**2026:**  
**The Year NEON Lights Up.**



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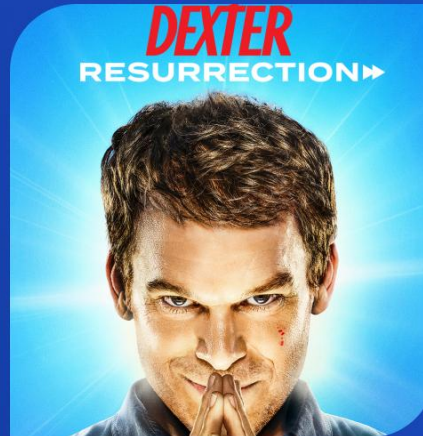
# Exclusive Content Rights Secured With Paramount

Bringing an exceptional lineup of premium drama, procedurals, kids, and comedy content to Sky and NEON audiences.



## MARSHALLS: A YELLOWSTONE STORY

With the Yellowstone Ranch behind him, Dutton joins an elite unit of U.S. Marshals, combining his skills as a cowboy and Navy SEAL to bring range justice to Montana. Kayce and his teammates -- Pete Calvin, Belle Skinner, Andrea Cruz, and Miles Kittle -- must balance the high psychological cost of serving as the last line of defense in the region's war on violence with their duty to their families.



## DEXTER: RESURRECTION

Ten weeks after the events of Dexter: New Blood, Dexter Morgan, who has recovered from his near-fatal gunshot wound, traces a missing Harrison to New York City. But when Captain Angel Batista tracks him from Miami, Dexter realizes that his past is catching up with him faster than he realized.



## THE AGENCY: CENTRAL INTELLIGENCE

CIA officer "Martian" is ordered to abandon his undercover life and return to London Station. A past love unexpectedly reappears, putting his mission and his real identity against his heart, hurling them both into a deadly game of international intrigue and espionage

# We've Deepened Our Partnership with Sony Pictures Television

Bringing premium drama, blockbuster films, and much-loved library titles first to Sky and NEON.



## THE LADY

The series is a partly fictionalised drama that depicts the true-life story of the rise and fall of former royal dresser Jane Andrews, who rose from humble beginnings to work for Sarah, Duchess of York, prior to being convicted of the murder of her boyfriend Thomas Cressman in 2001.



## OUTLANDER: BLOOD OF MY BLOOD

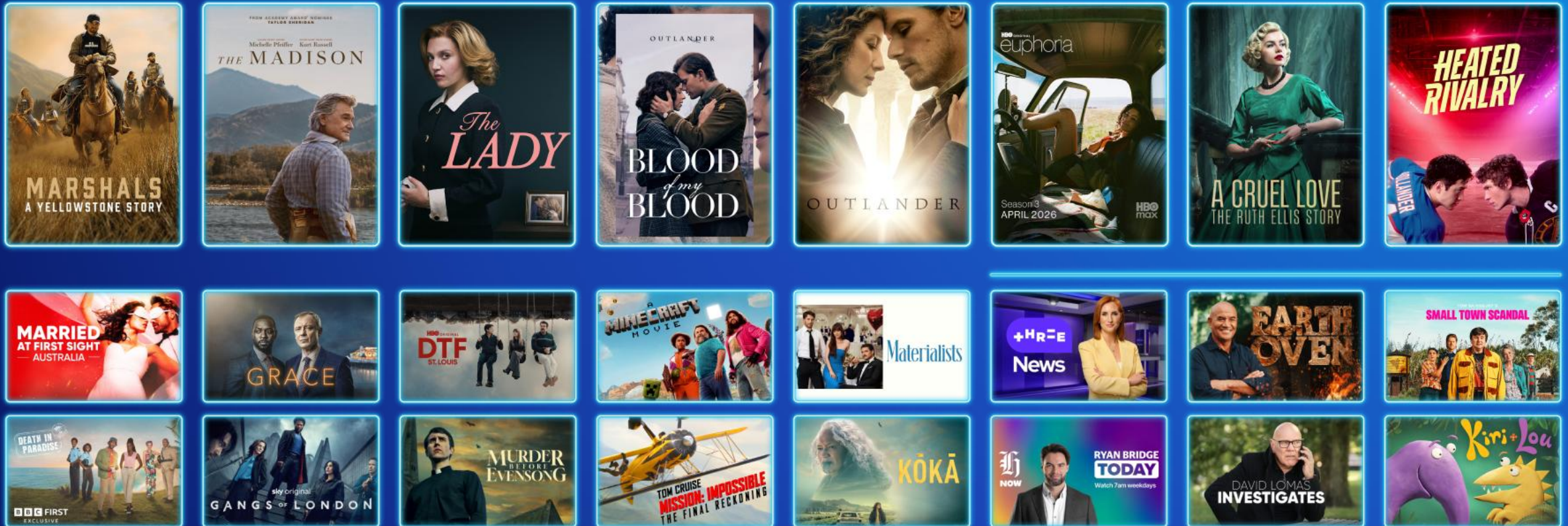
Outlander: Blood of My Blood is a love story that tells the tales of how the parents of Jamie Fraser came together in 18th century Scotland and how the parents of Claire Beauchamp met during World War I in England.



## 28 YEARS LATER

It's been almost three decades since the rage virus escaped from a biological weapons laboratory. Still living in a ruthlessly enforced quarantine, some have found ways to exist amid the infected. One such group of survivors lives on a small island connected to the mainland by a single, heavily defended causeway. When one of them decides to venture into the dark heart of the mainland, he soon discovers a mutation that has spread to not only the infected, but other survivors as well.

# Must See Entertainment Delivered Consistently



Homegrown Kiwi Content

sky

# Sport Strategy

We have an unrivalled position in sport

- Sky has an unrivalled **quality and depth** of sport available
- Secured through long term agreements and hedged by **content breadth** and staggered renewals
- Underpinned by **deep viewership insights** that guide disciplined decisions
- Best choice for **content partners and brands** to engage with NZ's sport fans



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DEC

## PACIFIC CHAMPIONSHIPS

**PREMIER LEAGUE****ALL BLACKS: NATIONS CHAMPIONSHIP (AWAY)**

### FORMULA 1

## PRESIDENTS CUP

# World-class Sport Alongside The Best Of Local



Local Season Long Competitions

Sky Sport Shows | Beyond The Whistle

sky

**Content Update**

**sky**

**Unrivalled**



+HRE

+HRE  
**now**



**MILLIONAIRE HOT SEAT  
AUSTRALIA**

**Hosted By Rebecca Gibney**  
**Weeknights 7:00pm**



**THE FLOOR  
AUSTRALIA S2**

**10x 1hr Episodes**  
**Sunday And Monday's 7:30pm**



**BREAKTHROUGH  
WITH DAVID LOMAS**

**8x 1hr Episodes**  
**Tuesday's 7:30pm**



**THE TRAITORS NZ S3**

**10x 1hr Episodes**  
**Sunday And Monday's 7:30pm**



**MY HOUSE MY CASTLE**

**10x 30min Episodes**  
**Wednesdays 7:30pm**

**+HRE**

**+HRE  
now**

+H R=E

April-June  
2026

Peak Schedule

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

18:00

18:30

19:00

19:30

20:00

20:30

21:00

21:30

22:00











+H R=E News

Live at 6

A background image of a rugby match. In the foreground, a player in a white jersey with 'one.nz' and 'sky' logos is running with the ball, being tackled by a player in a blue jersey with 'ALAN' and '12' on the back. Another player in a white jersey is visible in the background on the left.

# Sky Open

NOW STREAMING ON 

sky **OPEN**

# Sport



## SUPER RUGBY PACIFIC

Friday Night Footy  
6:30pm (Live to Delayed)



## NRL PREMIERSHIP

Saturday Night NRL  
7:00pm (Live to Delayed)



## SUPER RUGBY AUIKI

Weekly (Live to Delayed)  
Draw TBC



## STATE OF ORIGIN MENS

Begins 27 May



## STATE OF ORIGIN WOMENS

Begins 30 April



## SUPERCARS CHAMPIONSHIP

Taupo 12 April  
Christchurch 19 April

# Entertainment



**RUNNING WILD WITH  
BEAR GRYLLS S9**



**ALAN CUMMING'S MOST  
LUXURIOUS TRAIN  
JOURNEYS: SCOTLAND**



**BUST UP S2**



**THE RISE AND FALL OF  
MICHAEL JACKSON**



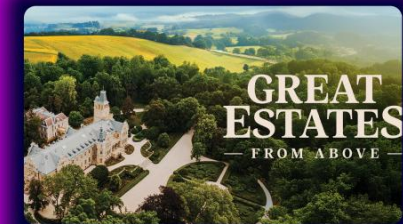
**AMERICAN PRINCE:  
JFK JR**



**A GIRL'S GUIDE TO  
HUNTING, FISHING AND  
WILD COOKING S2**

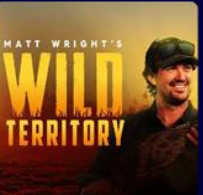


**SECRETS OF BRITAIN'S  
HISTORIC HOUSES &  
GARDENS S2**



**GREAT ESTATES FROM  
ABOVE S1**

# Q2 Peak Schedule

|       | SUNDAY                                                                              | MONDAY                                                                                                                                                                                                                                                     | TUESDAY                                                                               | WEDNESDAY                                                                             | THURSDAY                                                                              | FRIDAY                                                                                | SATURDAY                                                                              |
|-------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 18:00 |    |    |                                                                                       |                                                                                       |                                                                                       |    |                                                                                       |
| 18:30 |    |                                                                                                                                                                          |                                                                                       |                                                                                       |                                                                                       |   |    |
| 19:00 |                                                                                     |                                                                                                                                                                           |                                                                                       |                                                                                       |    |                                                                                       |                                                                                       |
| 19:30 |    |                                                                                                                                                                           |    |    |    |                                                                                       |                                                                                       |
| 20:00 |                                                                                     |                                                                                                                                                                                                                                                            |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
| 20:30 |   |                                                                                                                                                                         |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
| 21:00 |                                                                                     |                                                                                                                                                                                                                                                            |                                                                                       |   |   |                                                                                       |                                                                                       |
| 21:30 |  |                                                                                                                                                                         |  |  |  |  |  |
| 22:00 |                                                                                     |                                                                                                                                                                                                                                                            |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |

## A large, vibrant collage of professional athletes from various sports, including basketball, soccer, tennis, and rugby, posed against a dark blue background. The athletes are wearing their respective team jerseys and gear, with some holding their sports equipment like a basketball, tennis racket, and soccer ball. The collage is densely packed, showcasing a wide range of international sports talent.

# Sport: Continues in Q2



**ENGLISH PREMIER LEAGUE**  
15 August – 24 May 2026 (tbc)



**A-LEAGUE**  
17 October 2025 – 26 May 2026



**FORMULA 1**  
06 March 2026 - 06 December 2026



**SUPERCARS**  
20 February 2026 - 29 November 2026



**SUPER RUGBY PACIFIC**  
13 February - 20 June



**NRL Premiership**  
01 March - 04 October



**SVNS SERIES**  
30 November 2025 – 8 June 2026



**NSW CUP**  
07 March - 27 September

# Sport: New In Q2



**THE MASTERS**  
9-12 April



**PACIFIC FOUR SERIES**  
11-25 April



**SUPER RUGBY AUPIKI**  
13 June - 1 August



**MEN'S STATE OF ORIGIN**  
27 May - 8 July



**WOMEN'S STATE OF ORIGIN**  
30 April - 28 May



**WOMENS 6 NATIONS**  
11 April - 17 May



**ROLAND GARROS**  
18 May - 7 June



**SALS NBL**  
Begins 9 April



**GOLF: MEN'S US OPEN**  
18-21 June



**GOLF: WOMEN'S US OPEN**  
4-7 June



**PGA CHAMPIONSHIP**  
11-17 May

NEON

# ENTERTAINMENT HIGHLIGHTS



## GAME OF 2 HALVES S2

The ACC does Game of 2 Halves is back delivering the ultimate sport quiz show through a blend of Kiwi sporting humour and pub quiz trivia.



## BUST UP

Unexpectedly thrown together after a decade apart, former romantic partners Deb Brighton and Mihi Renata are forced to partner up again as cops on the beat in the fictional town of Waitote, in the north of New Zealand, when Mihi returns to her hometown.



## STALKED

In an in-depth look at a modern-day issue, Jazz Thornton - influencer, mental health advocate and herself a target of stalking - hosts Stalked which follows three individual stories about Aotearoa's stalking epidemic and discusses the need for stronger laws.



## EUPHORIA S3

Five years have passed for the former students of East Highland High, and life for them has underwent significant yet unexpected changes.



## THE AUDACITY

In a world of jaded billionaires, psychiatrist-gurus, bio-hacked tech bros, AI labs and disillusioned teens being optimized in elite private schools, an audacious data-mining CEO strives to turn insight and influence into profit and power.



## ROOSTER

A comedy revolving around an author's intricate bond with his daughter, set against the backdrop of a college campus.



## MARSHALS: A YELLOWSTONE STORY

With the Yellowstone Ranch behind him, Dutton joins an elite unit of U.S. Marshals, combining his skills as a cowboy and Navy SEAL to bring range justice to Montana. Kayce and his teammates must balance the high psychological cost of serving as the last line of defense in the region's war on violence with their duty to their families.



## OUTLANDER S8

Fan favourite returns for the final season of Claire and Jamie's epic love story.

NEON

bravo



bravo



# April - June

Peak Schedule

|        | SUNDAY                | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|-----------------------|--------|---------|-----------|----------|--------|----------|
| 6.30PM |                       |        |         |           |          |        |          |
| 7PM    | Celebrity Family Feud |        |         |           |          |        |          |
| 7.30PM | Movie                 |        |         |           |          |        |          |
| 8PM    |                       |        |         |           |          |        |          |
| 8.30PM |                       |        |         |           |          |        |          |
| 9PM    |                       |        |         |           |          |        |          |
| 9.30PM |                       |        |         |           |          |        |          |
| 10PM   |                       |        |         |           |          |        |          |



# Think TV Attention Campaign



# Subscribe to our newsletter

Stay up to date by subscribing to our trade eDM



## Announcement: Exclusive Content Rights Secured With Paramount

We are proud to announce an exclusive partnership with Paramount that will deliver an exceptional line up of premium U.S. drama, procedurals, children's programming, and comedy to Sky and Neon audiences.

This partnership means more shows that our customers love, including new premium series from Showtime, Paramount+, and CBS, plus thousands of hours of iconic library content, including all future Taylor Sheridan (co-creator of shows like Yellowstone) projects. Some content highlights include

- **Marshals**  
(Yellowstone spinoff with Luke Grimes as Kayce Dutton)
- **Dutton Ranch**  
(Yellowstone sequel with Beth Dutton and Rip Wheeler)
- **The Madison**  
(Yellowstone spinoff starring Michelle Pfeiffer and Kurt Russell)
- **Dexter: Resurrection**
- **The Agency: Central Intelligence**

Sky and Neon customers will continue to have access to their favourite CBS, SHOWTIME® and Paramount+ shows such as



## MAFS AU Is Back!

The phenomenon that is Married at First Sight Australia is back for Season 13. Episode 1 launched on Three and ThreeNow, Monday 9 Feb and thousands of fans tuned in to meet the latest newlyweds who are promising fireworks and jaw-dropping moments.

Sky celebrated the launch on Monday 9 Feb with some of media's MAF-a-holics and Special Guest John Aiken who provided some insight into what is going to be MAFS biggest season yet.

Watch weeknights Sun-Wed on Three & ThreeNow streaming, and each week-day from 12 on ThreeNow VOD



[VIEW GALLERY](#)



## Sky Upfront 2026

On Tuesday, we were proud to host our first combined Sky Upfront at the New Zealand International Convention Centre, bringing together advertisers, agencies, and industry stakeholders to mark an important milestone following the integration of the **Three** team into our business.

We opened with an incredible performance by Te Wehi Haka Experience, before hearing from our **CEO Sophie Maloney**, and members of our Executive and Leadership team, **Juliet Peterson**, **Nikki Goodman** and **Gary Burchett**. They were joined by an outstanding line-up of talent across our platforms and partners, including **Samantha Hayes**, **Shaun Johnson**, **John Aiken**, **Storm Purvis**, **Andrew Mulligan** and **Peter Hammer**. Together, we unveiled our unrivalled 2026 content slate across Sky's entertainment and sport offering.

## A Few Key Highlights

With our combined portfolio, we can unlock:

- More reach
- More audiences
- More choice
- More opportunity

In 2026, we've got some exciting things in the pipeline, including, but not limited to:

# Business Update: Need to Know

## Four things to remember

1. **We're big:** The new combined Sky is a scale network - both broadcast & digital
2. **We're growing:** Across audiences, platforms and products
3. **We're innovating:** Market-leading innovation to come:
  - Digital data enrichment
  - Turnkey sponsorship measurement
  - Broadcast audience targeting
  - Digital ad insertion on broadcast audiences
4. **We're partnering:** Ready and willing to co-create

*"Tell us what you like.  
Tell us what you don't like.  
Tell us how we can better serve, you.  
And let's co-create together."*

*-Sophie Maloney, Sky CEO*

The Sky logo, featuring the word "sky" in a white, lowercase, italicized sans-serif font. The letters are closely spaced, with the 'y' having a long descender. The logo is centered on a dark blue background that features a diagonal split into a lighter blue section on the right.

**Unrivalled**