

itv

Rugby Nations Championship 2026



**NATIONS
CHAMPIONSHIP**
2026



An amazing new tournament for Rugby!

The Nations Championship is set to launch in July 2026, overhauling the international rugby calendar. This biennial tournament pits two conferences against each other across six rounds. It all culminates in a thrilling, first-of-its-kind Finals Weekend to crown the inaugural champion.

Played out over 42 matches, and featuring the world's 12 biggest international rugby teams and the best players in the sport, every single match and result in the Nations Championship matters. This is rugby's newest, most competitive title, and it is an event you won't want to miss.

Every match will be broadcast across linear and simulcast in the UK on ITV and ITVX, all exclusive and all free to air. We offering the unique opportunity to sponsor our coverage of the inaugural tournament, aligning your brand with amazing sporting content and millions of fans!



The Format

Nations Championship Explained

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NATIONS
CHAMPIONSHIP
2026



The Format

Teams and Conferences

The tournament features 12 international teams.

The teams are split into two geographic conferences:

Northern (6 Nations)

England, France, Ireland, Italy, Scotland, Wales

Southern (SANZAAR + Guests)

Argentina, Australia, New Zealand, South Africa, Fiji, Japan

Rounds

Round 1–3 (July)

Northern teams travel South, playing three matches each against different Southern opponents.

Round 4–6 (November)

Southern teams travel North, playing the remaining three opponents from the other conference they have not yet met.

Finals Weekend (All at Allianz Twickenham 27–29 Nov)

Ranking Matches

The remaining teams play ranking matches (2nd vs. 2nd, 3rd vs. 3rd, and so on, down to 6th vs. 6th).

Grand Final

The 1st place team in the North plays the 1st place team in the South to crown the champion.

NATIONS CHAMPIONSHIP **EXPLAINED**

HOW RUGBY'S NEW GLOBAL COMPETITION WORKS



Why Sponsor Nations Championship on ITV?

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Why Sponsor Nations Championship Rugby on ITV?

1

International Rugby
has found its home
on ITV!

2

Every match matters
to viewers -and to us

3

Not one but two
huge festivals of
rugby!

4

Light Viewers
& Valuable Fans

International Rugby has found its home on ITV!

At a time when sporting rights are often fragmented across multiple media owners, at the expense of the fans and to the detriment of the sport itself, **ITV is now the undisputed home of international rugby, free and accessible to all.**

In getting top class rugby into the nation's living rooms and back into the thick of popular culture, **the Nations Championships will breathe new life into the game.**

This is the perfect opportunity for the right partner to show their affinity for the sport and win the heart of millions of fans.



ITV is the new home of Rugby

91%

*Of all Home Nations
Rugby shown in the UK in
2026 will appear free to
air on ITV!*

79%

*Of **all International
Rugby** shown in the UK
in 2026 will appear
free to air on ITV!*

Every match matters to viewers and us

For 70 years, ITV has brought the best in sport to captive audiences. Our experienced production team, experts, and pundits deliver the very best coverage, from national events to global tournaments.

It'll be a tournament of high quality from start to finish - and competitive from the very first kick off to the last play.

There is nothing like sport for bringing audiences together...it provides must-watch moments that need to be enjoyed in the moment: 99% of sporting events are watched live!

And with every match contributing to the standings as to who plays who in the final weekend, every single match matters - to us, and our viewers.



Coverage of Nations Championship Rugby is just part of ITV's *biggest* sport investment for over a decade!

FIFA
WORLD CUP
2026

WOMEN'S
EURO
2025

LIVE
EFL

BRITISH
TOURING CARS
LIVE

FORMULA
E LIVE 2025

itv SPORT

GUINNESS MEN'S
SIX NATIONS

LIVE PDC
DARTS

ITV HORSE
RACING

LIV
GOLF

CARABAO
CUP

WOMEN'S ENGLAND
INTERNATIONALS

LIVE
SNOOKER

MEN'S ENGLAND
INTERNATIONALS

Not One But Two Huge Festivals of Rugby

High reach & engagement across two key periods of high consumer expenditure

All-action weekends across July, as matches are played in the cooler Southern hemisphere, while we sit back and enjoy a Summer of sporting excitement with holidays, BBQs and socialising on our minds...

More **rugby fireworks light up November weekends**, fuelling consumer appetites in the lead up to Black Friday and peak pre-Xmas spend.





Light Viewers & Valuable Fans

International Rugby delivers volume (20m+ reached by ITV's 6 Nations in 2025) but also highly valuable light viewing audiences too.

Millions of hard to reach AB / 1634 fans spending their weekends with ITV's high attention and highly stimulating live clashes of rugby's elite.

International Rugby Union appeals to high earners, high value homeowners, senior business decision makers and premium purchasers, making this a valuable opportunity to engage prime audiences

The Opportunity



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Linear and Streaming Sponsorship

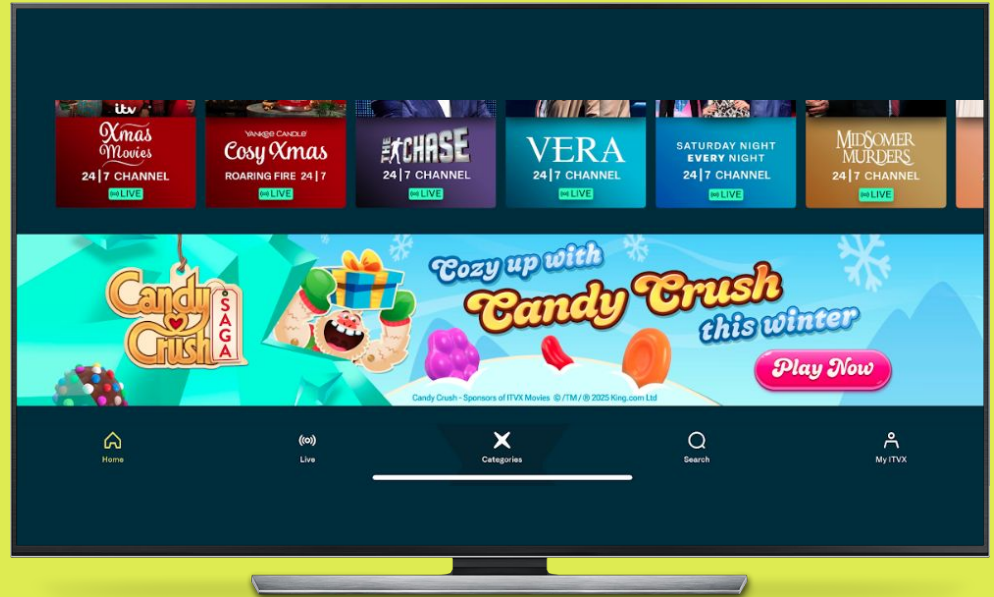
Sponsor accreditation across all of ITV's coverage of Nations Championship 2026:

- All 42 matches across ITV and STV
- All streaming and simulcast on ITVX and STV Player
- Branding on promotional marketing (where available)



Digital Activation

- Takeover Showcase Banner Format on ITVX homepage
- Bespoke Format production



Social Support

7 social posts from the ITV Rugby official social platforms. Content to be mutually agreed between ITV and the sponsor and is subject to approval

Huge followings will bring all the excitement and biggest moments to fans

Twitter Amplify package with curated clips delivered to a specified audience with sponsor accreditation.

168 clips across the tournament

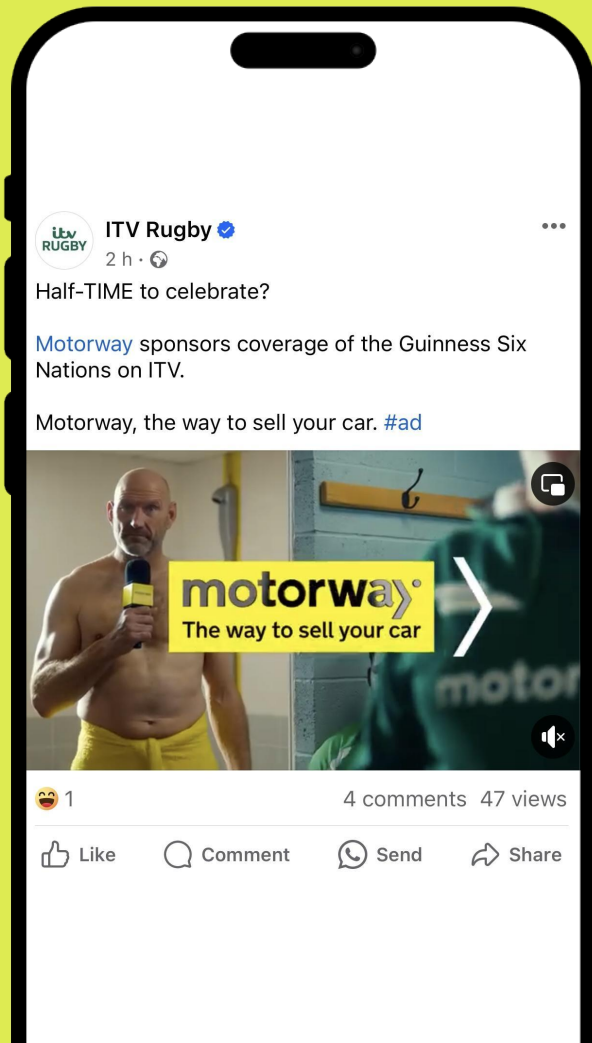
44k



52k



112k



Research

To gain as much insight as possible from a sponsorship of this scale, we will include a bespoke research project with our chosen research partner, Savanta, up to a value of £30k net.

Large archive of data means excellent benchmarking of both programme and product categories.



Package overview 100% Sponsorship

Scheduling (Indicative & Subject to change)

- ITV and ITV HD and STV & STV HD
- Weekend daytime and peak
- July and November 2026
- 42 x live matches

Broadcast & Streaming

ITV accreditation

- A minimum 180" sponsorship accreditation per match
- Sponsor logo on broadcast promos longer than 10 seconds

ITVX accreditation

- 10" idents around free programme streaming content on the ITVX website and STV Player website, mobile app, and connected TVs (excluding Virgin and Sky)
- Est 9m impressions

Digital

- 4 x ITVX Homepage Takeovers (including 1 x production)

Social

- 7 x social posts from the ITV Rugby official social platforms. Content to be mutually agreed between ITV and the sponsor and is subject to approval
- X Amplify Package 168 clips
- 12.5m impressions

Research

- A pre and post wave sponsorship effectiveness study up to the value of £30k net (carried out by ITV's preferred Sponsorship research agency; Savanta).

£6,500,000 gross + VAT

Excluding production, subject to contract

Package overview 50% Sponsorship

Scheduling (Indicative & Subject to change)

- ITV and ITV HD and STV & STV HD
- Weekend daytime and peak
- July and November 2026
- 42 x live matches

Broadcast & Streaming

ITV accreditation

- A minimum 80" sponsorship accreditation per match
- Sponsor logo on broadcast promos longer than 10 seconds

ITVX accreditation

- 10" idents around free programme streaming content on the ITVX website and STV Player website, mobile app, and connected TVs (excluding Virgin and Sky)
- Est 4.5m impressions

Digital

- 2x ITVX Homepage Takeovers (including 1 x production)

Social

- 4 x social posts from the ITV Rugby official social platforms. Content to be mutually agreed between ITV and the sponsor and is subject to approval
- X Amplify Package 168 clips
- 12.5m impressions

Research

- A pre and post wave sponsorship effectiveness study up to the value of £30k net (carried out by ITV's preferred Sponsorship research agency; Savanta).

£3,500,000 gross + VAT

Excluding production, subject to contract

Appendix

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EXTRA OPPORTUNITY

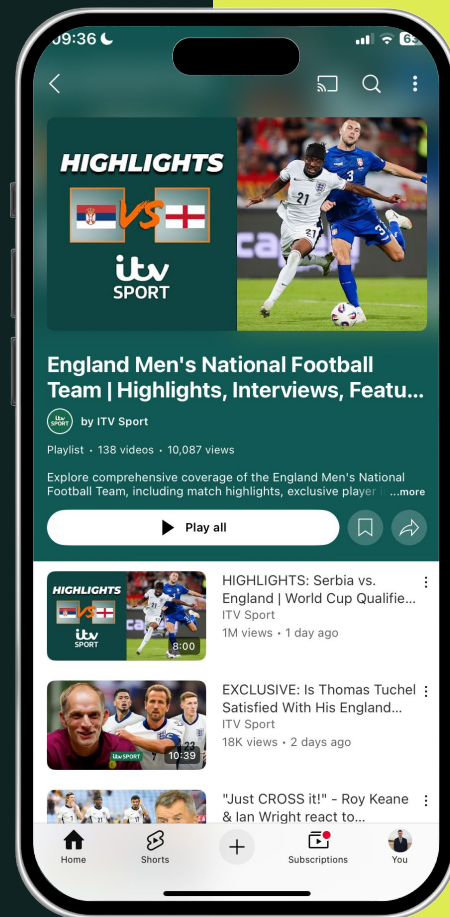
Nations Championship on YouTube

Sponsor pre/mid roll on YouTube content on the available advertising slots on the ITV Sport YouTube page.

- High SOV of Nations Championship Rugby content on ITV YouTube with an advertiser owning all ad slots for maximum presence
- Copy - skippable and non skippable required
- Estimated 2.5m impressions total

ADDITIONAL COST

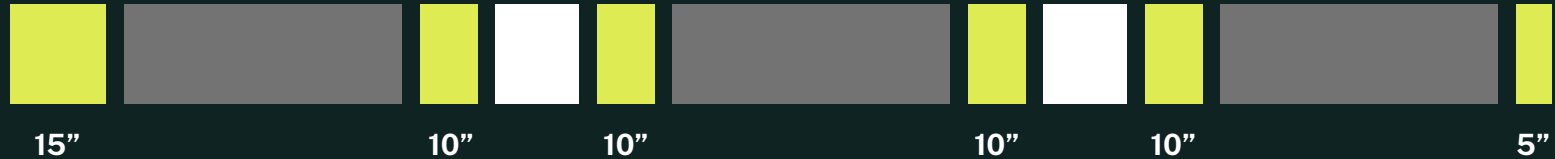
£100,000 GROSS / **£85,000** NET



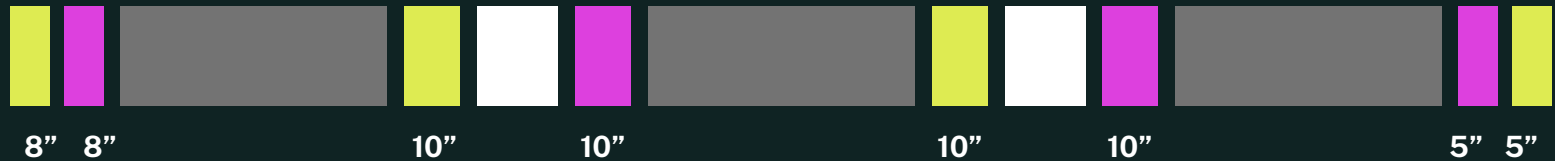
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Sponsor accreditation

1 BRAND / SINGLE SPONSOR



2 BRANDS / TWO SPONSORS (Alternating order per match)



Predicted Performance

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Est Avg Viewing per match

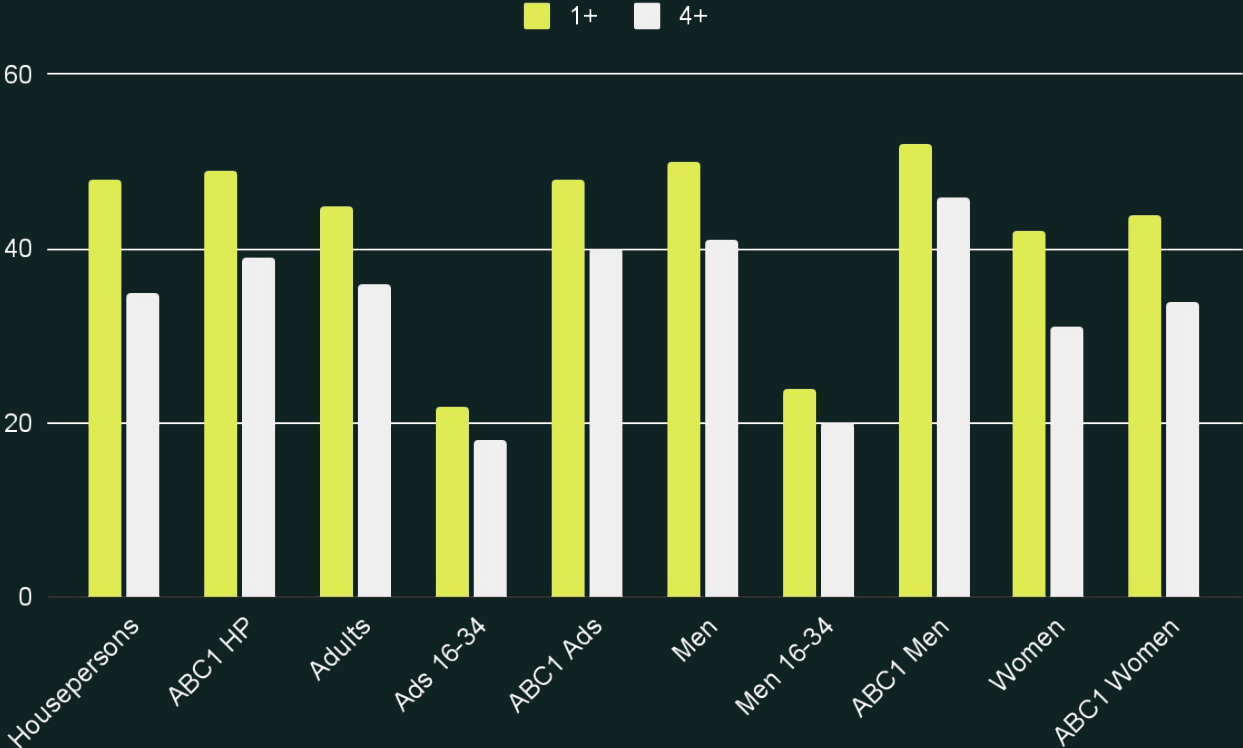
	Pre 1200 KO 000s	Pre 1200 KO TVR	Post 1200 KO 000s	Post 1200 KO TVR
Individuals	726	1.30	1,456	2.37
Adults	696	1.47	1,400	2.69
Housepers	352	1.42	724	2.64
Housew/Ch	46	0.72	92	1.33
HouseABC1	183	1.38	411	2.75
Ads1634	79	0.62	155	1.08
AdsABC1	399	1.51	837	2.86
Men1634	50	0.77	90	1.25
MenABC1	259	2.01	509	3.61
Women	254	1.05	571	2.13
WomenABC1	142	1.05	323	2.13

Predicted Total TVRs and Avg Freq

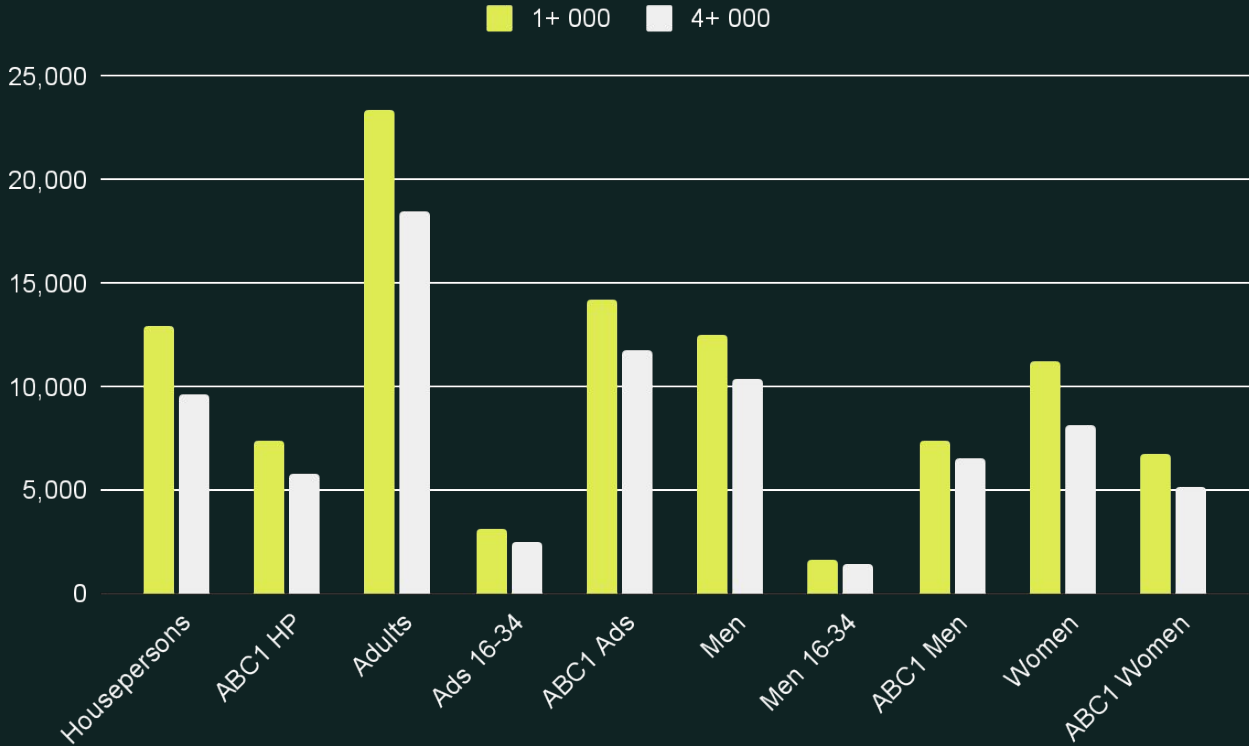
Demo	TVR 100%	Freq 100%	TVR 50%	Freq 50%
Housepersons	921	19.4	460	10.4
ABC1 HP	954	19.3	477	10.3
Adults	944	20.8	472	11.0
Ads 16-34	385	17.3	192	8.8
ABC1 Ads	1004	20.9	502	10.9
Men	1177	23.6	588	12.5
Men 16-34	456	19.2	228	9.6
ABC1 Men	1284	24.6	642	12.7
Women	729	17.2	364	9.4

Est Streaming Delivery: 100% 9m impressions, 50% 4.5m impressions

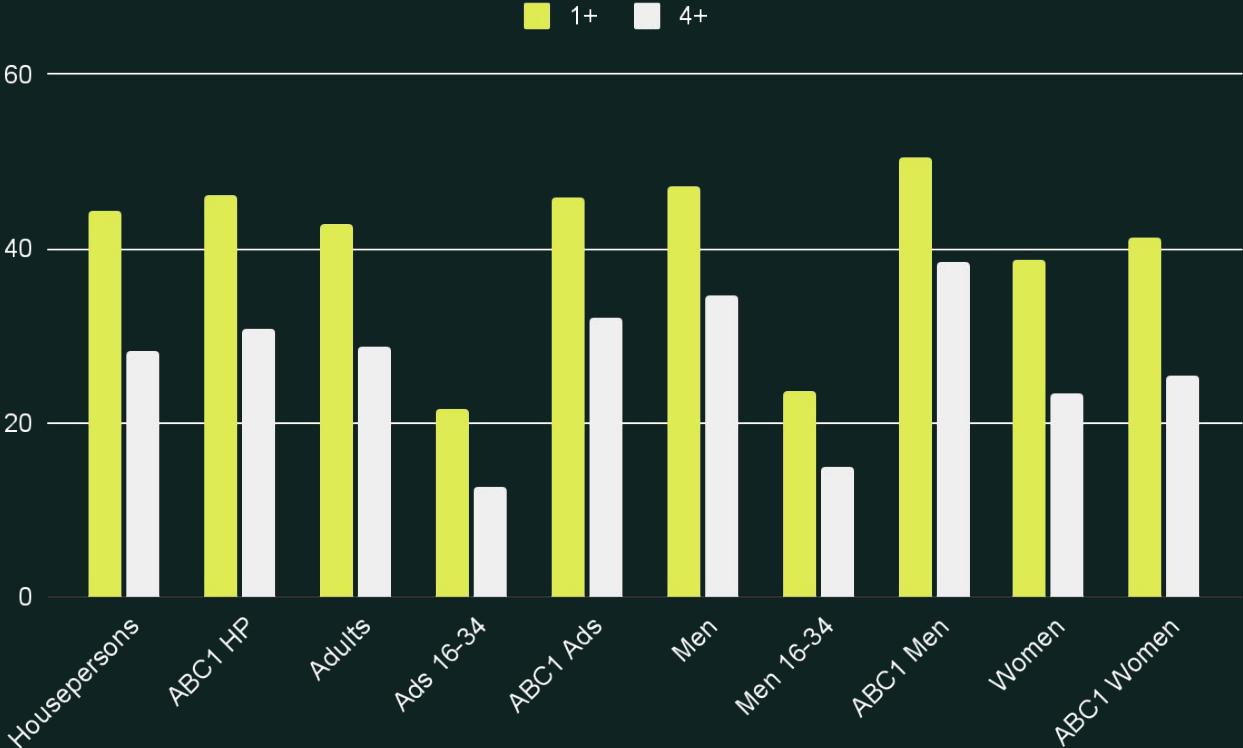
Predicted Reach % (100% Sponsor)



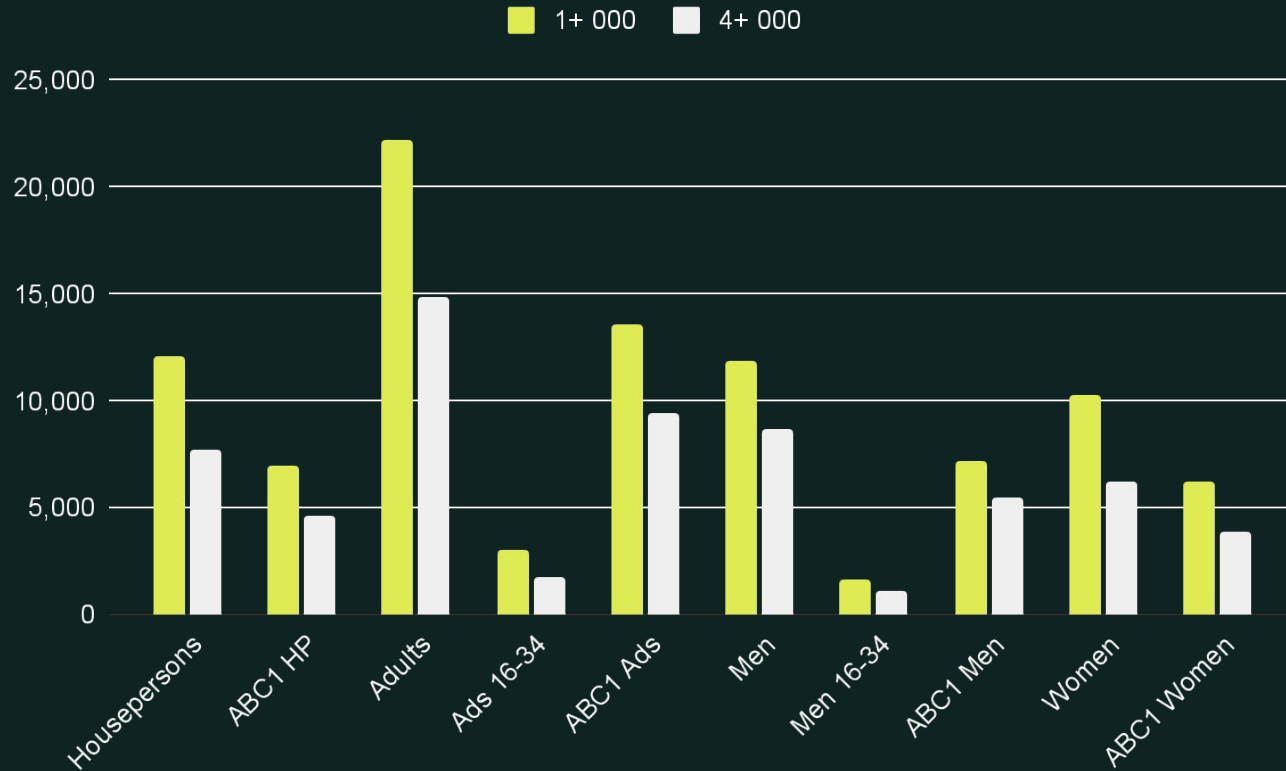
Predicted Reach 000s (100% Sponsor)



Predicted Reach % (50% Sponsor)



Predicted Reach 000s (50% Sponsor)



Tournament Schedule

(Dates/Times TBC)



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Match	Date	Ko time			
New Zealand v France	4/7/2026	0740-1020	Japan v France	18/7/2026	0540-0820
Australia v Ireland	4/7/2026	1020-1250	New Zealand v Ireland	18/7/2026	0820-1040
Japan v Italy	4/7/2026	1250-1520	Australia v Italy	18/7/2026	1040-1340
Fiji v Wales	4/7/2026	1340-1620	Fiji v Scotland	18/7/2026	1340-1620
South Africa v England	4/7/2026	1610-1840	South Africa v Wales	18/7/2026	1610-1840
Argentina v Scotland	4/7/2026	1940-2220	Argentina v England	18/7/2026	1940-2220
New Zealand v Italy	11/7/2026	0540-0820	Italy v South Africa	7/11/2026	1110-1340
Australia v France	11/7/2026	0820-1040	Scotland v New Zealand	7/11/2026	1340-1610
Japan v Ireland	11/7/2026	1040-1340	Wales v Japan	7/11/2026	1610-1910
Fiji v England	11/7/2026	1340-1620	France v Fiji	7/11/2026	1940-2220
South Africa v Scotland	11/7/2026	1610-1840	England v Australia	8/11/2026	1940-2220
Argentina v Wales	11/7/2026	1940-2220	Ireland v Argentina	8/11/2026	1310-1610

France v South Africa	13/11/2026	1610-1840
Italy v Argentina	14/11/2026	1940-2220
Wales v New Zealand	14/11/2026	1110-1340
England v Japan	14/11/2026	1340-1610
Ireland v Fiji	14/11/2026	1610-1910
Scotland v Australia	14/11/2026	1940-2220
England v New Zealand	21/11/2026	1440-1710
Scotland v Japan	21/11/2026	1340-1610
Ireland v South Africa	21/11/2026	1340-1610
Italy v Fiji	21/11/2026	1610-1910
France v Argentina	21/11/2026	1610-1910
Wales v Australia	21/11/2026	1940-2220
France v South Africa	13/11/2026	1610-1840

FINALS TBD	27/11/2026	1610-1910
FINALS TBD	27/11/2026	1940-2220
FINALS TBD	28/11/2026	1250-1520
FINALS TBD	28/11/2026	1610-1910
FINALS TBD	29/11/2026	1250-1520
FINALS TBD	29/11/2026	1610-1910

Rugby Audience Insights: 2026 6 Nations Championship



We know the Six Nations brings in huge audiences! The Six Nations 2026 reached...

19m

Individuals

17.8m

Adults

10.2m

ABC1 Adults

9.2m

Men

6.2m

25-54 Adults

2.1m

16-34 Adults

Exploring our biggest matches of the Six Nations on TV



Scotland

v



England

4.0m Coverage
4.7m Match
5.2m Peak



England

v



Wales

3.4m Coverage
4.5m Match
5m Peak



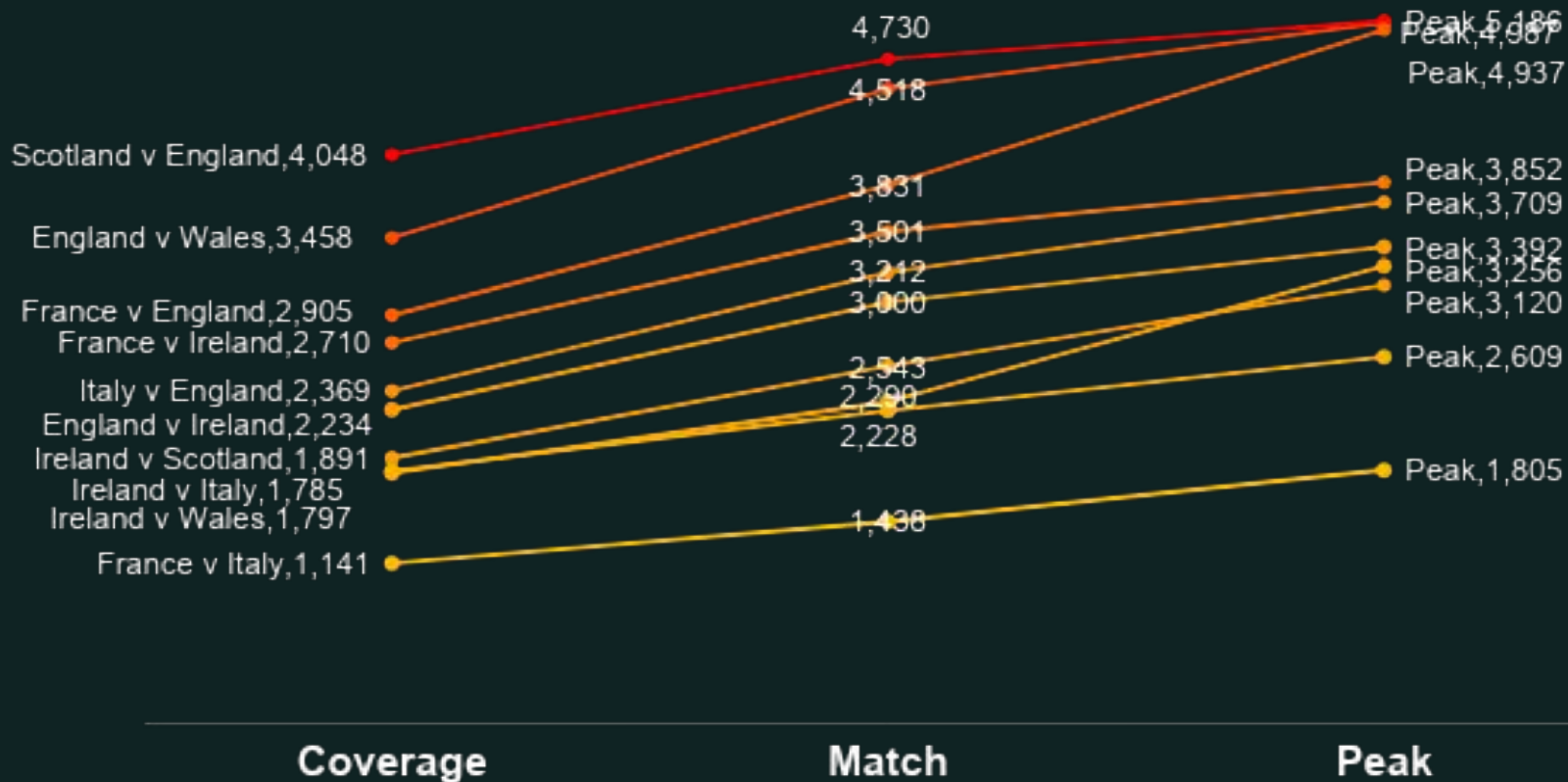
France



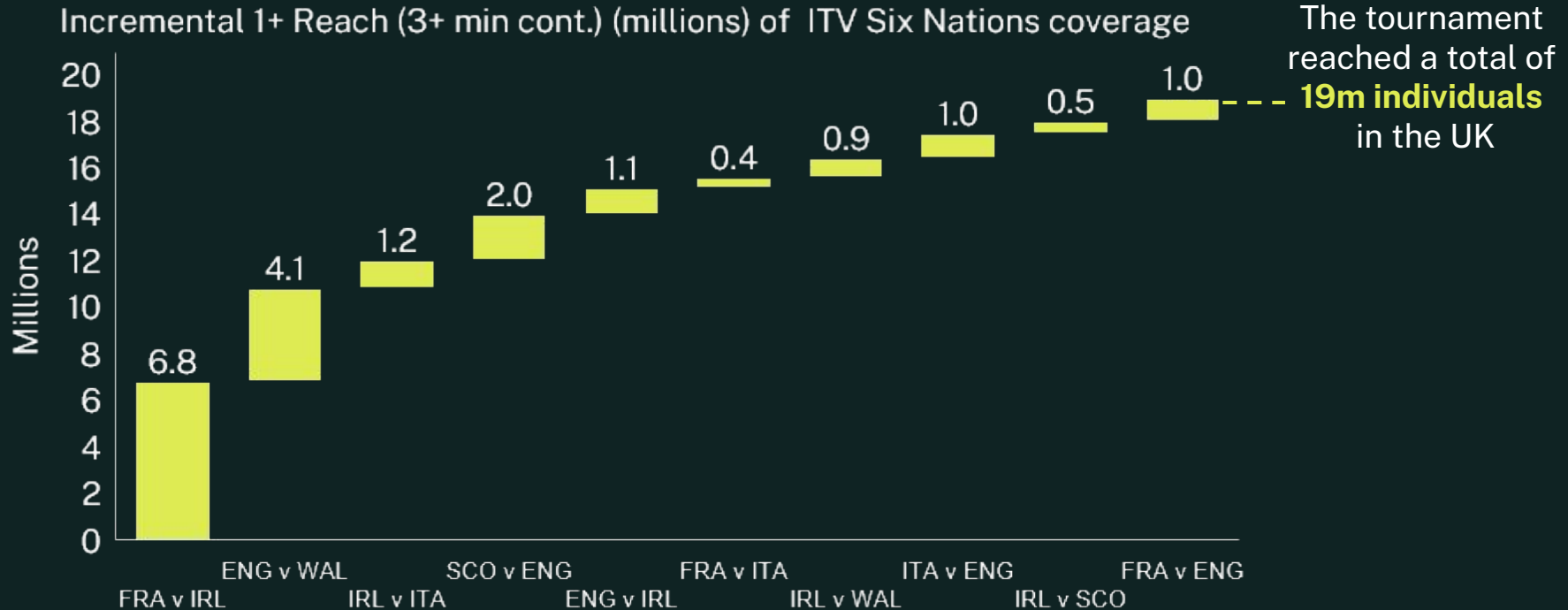
England

2.9m Coverage
3.8m Match
4.9m Peak

ITV Six Nations 2026 by Match

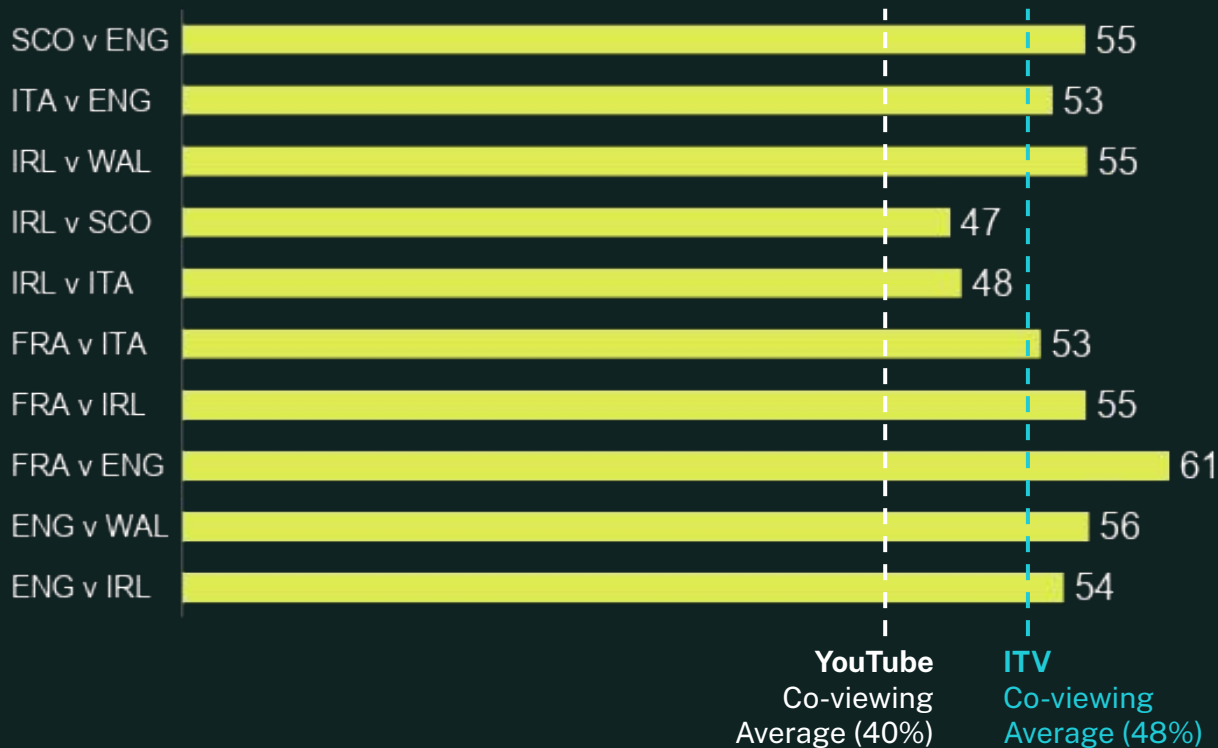


Each match reached new viewers on ITV



Watching Together boosts Ad recall

Co-viewing levels of Six Nations matches (%) (TV set only)

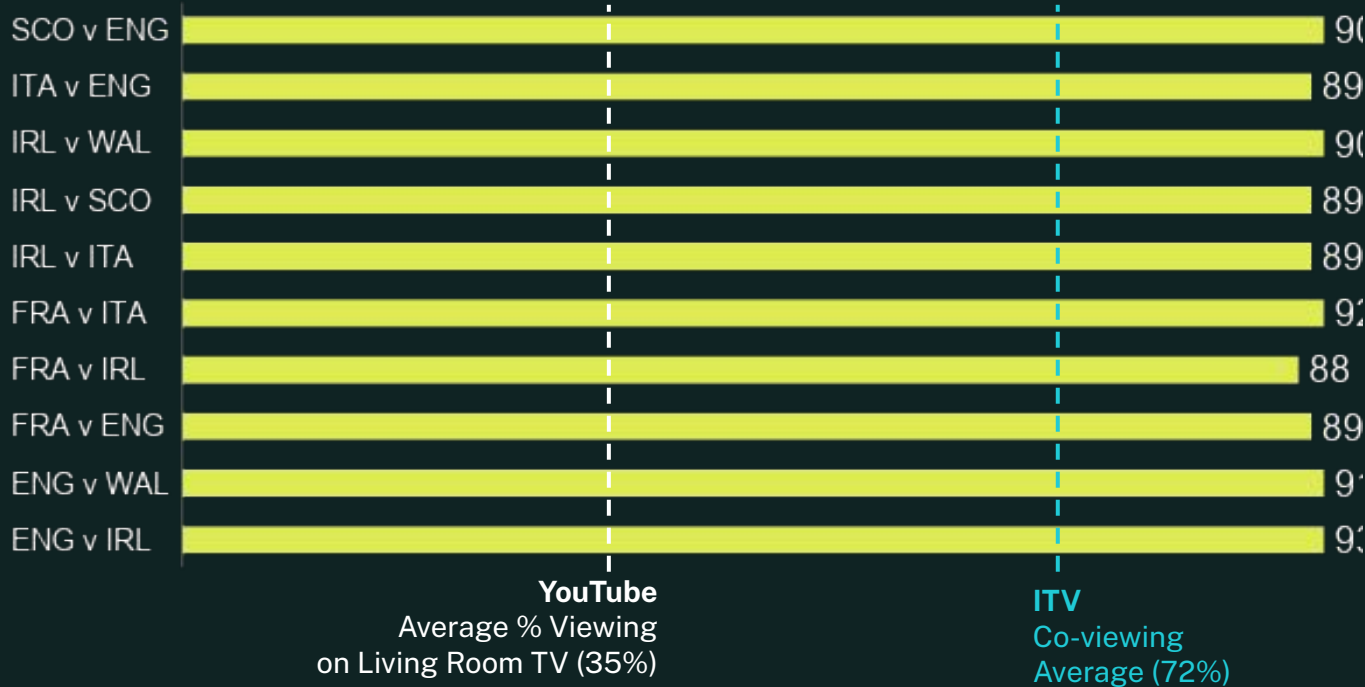


Ad recall
increases
by 28%
when
watching
with others
vs alone

Watching Together on a Living Room TV dials up the Ad recall

All the Six Nations matches were primarily watched in the living room, on a TV and with other people which constitutes **the optimum in-home environment for advertising effectiveness**

Living Room TV set % total viewing



Living Room
+22% higher
ad-recall vs
other rooms in
the home

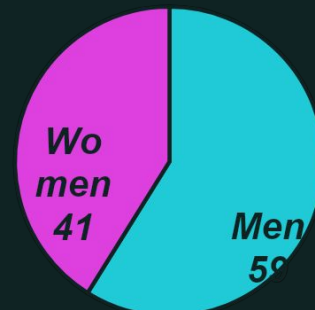
TV Sets +60%
higher ad-recall
vs Mobile
devices

25-54 Adults are major contributors to matchday

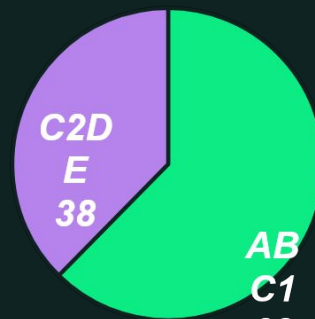
Age Profile of The Six Nations 2026 (%)



Tournament Avg. (%)



SEG (%)



Source: Barb / As-Broadcast, Six Nations Championship, 2026. C7. All ITV. Profile 16+

Six Nations on ITV delivered 8 of Top 20 episodes for ABC1 Men YTD



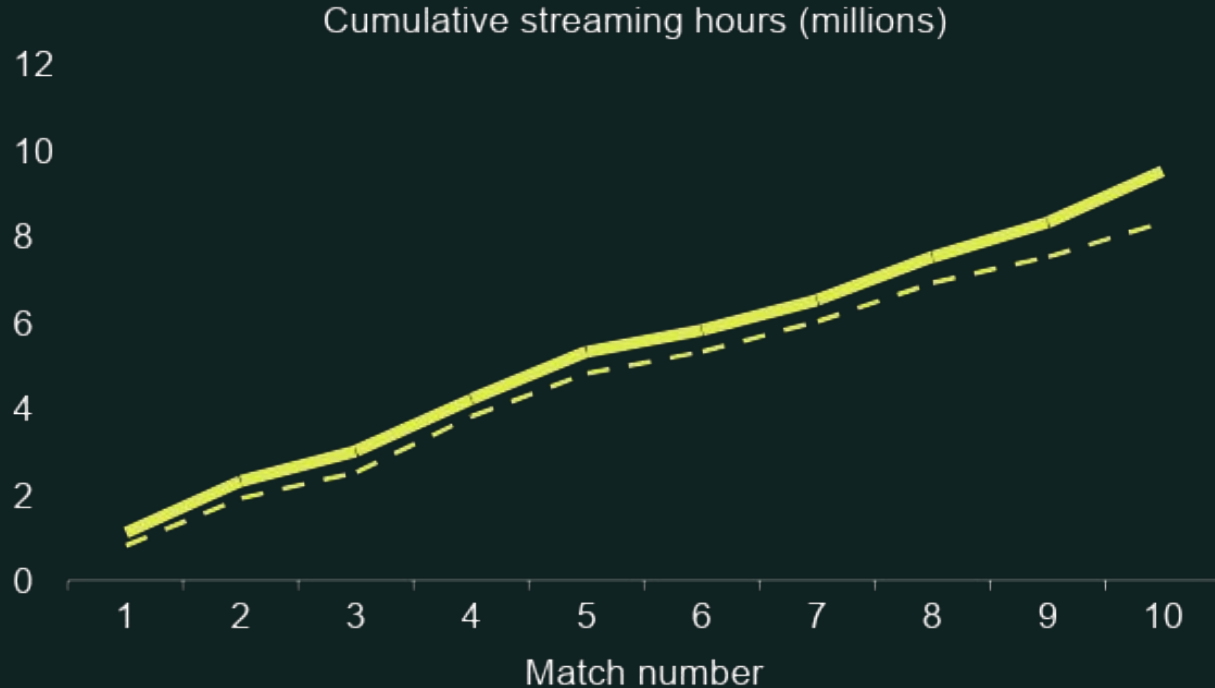
Rank	Channel	Programme Title	Date	ABC1 Men Average 000s
1	ITV1	Six Nations Championship: SCO v ENG	14-Feb-26	1,449
2	ITV1	Six Nations Championship: ENG v WAL	07-Feb-26	1,225
3	ITV1	Six Nations Championship: FRA v ENG	14-Mar-26	1,051
4	ITV1	Six Nations Championship: FRA v IRL	05-Feb-26	941
5	ITV1	Gone: Series 1, Episode 1	08-Mar-26	839
6	ITV1	Six Nations Championship: ITA v ENG	07-Mar-26	833
7	ITV1	Six Nations Championship: ENG v IRL	21-Feb-26	786
8	ITV1	Coronation Street: Series 67, Episode 6	05-Jan-26	738
9	ITV1	Gone: Series 1, Episode 2	09-Mar-26	725
10	ITV1	The 1% Club: Series 5, Episode 10	07-Feb-26	720
11	ITV1	Britain's Got Talent: Series 19, Episode 3	07-Mar-26	712
12	ITV1	The 1% Club: Series 5, Episode 6	10-Jan-26	691
13	ITV1	Six Nations Championship: IRL v SCO	14-Mar-26	685
14	ITV1	The 1% Club: Series 5, Episode 8	24-Jan-26	680
15	ITV1	Betrayal: Series 1, Episode 1	08-Feb-26	674
16	ITV1	Carabao Cup Live: ARS v CHE	03-Feb-26	667
17	CH4	Taskmaster's New Year Treat: Series 12, Episode 1	02-Jan-26	667
18	ITV1	The 1% Club: Series 5, Episode 7	17-Jan-26	662
19	ITV1	Six Nations Championship: IRL v ITA	14-Feb-26	656
20	ITV1	The 1% Club: Series 5, Episode 9	31-Jan-26	651

ITVX and the 2026 Six Nations Championship



The Six Nations helped to drive streaming hours

ITVX is proving an evermore popular place to watch the Six Nations



The Six Nations kicked off on 4th February and has helped drive huge viewing figures on ITVX.

In 2026, the Six Nations tournament accumulated 9.5 million streaming hours, marking a 14% year-on-year increase despite having the same number of games as 2025.

66% of those who
watched the Six
Nations went on to
watch **other ITVX**
content

The Six Nations delivered huge volumes for ITVX, beating our soaps over the tournament dates!

Top Titles

	Programme Title	No. of Series Viewed	No. of Episodes Viewed	Streaming Hours ▾
1.	LOVE ISLAND ALL STARS	3	112	29.022m
2.	SIX NATIONS CHAMPIONSHIP	1	10	9.396m
3.	CORONATION STREET	6	383	9.079m
4.	EMMERDALE	5	579	8.288m
5.	GOOD MORNING BRITAIN	2	39	6.573m

**Category
Insights**

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Travel

Our Six Nations audience are

49% more likely

than the average U.K. 18+ Adult
to travel for business 4-5
times a year

39% more likely

than the average U.K. 18+
Adult to travel for leisure 4-5
times a year

33% more likely

than the average U.K. 18+
Adult have spent £2,500+ on
their most recent holiday

Top 3 Transportation choice influences

Convenience

74% of the Six Nations
Audience

Travel Time

53% of the Six Nations
Audience

Cost

52% of the Six Nations
Audience

Finance

Our Six Nations audience are

12% more likely

than the average U.K. 18+ Adult to be the primary decision maker for purchasing financial and investment services

22% more likely

than the average U.K. 18+ Adult to hold an investment account

49% more likely

than the average U.K. 18+ Adult to hold a Self Invested Personal Pension (SIPP)

Top 3 Influences for Insurance

Low Price

57% of the Six Nations Audience

Coverage

34% of the Six Nations Audience

Service

26% of the Six Nations Audience

Automotive

Our Six Nations audience are

19% more likely

than the average U.K. 18+ Adult to own 2 or more cars

35% more likely

than the average U.K. 18+ Adult to have purchased a new car

24% more likely

than the average U.K. 18+ Adult to choose a full electric engine for their next vehicle

Top Car Brands *(in terms of positive quality)*

Mercedes

50% of the Six Nations Audience

Audi

48% of the Six Nations Audience

BMW

47% of the Six Nations Audience

Fashion

Our Six Nations audience

56% more likely

than the average U.K. 18+ Adult to state they prefer to pay more for luxury clothes and apparel

26% more likely

than the average U.K. 18+ Adult state they do their clothes and shoes shopping all offline

20% more likely

than the average U.K. 18+ Adult to purchase luxury goods as a birthday gift to somebody

Top High Street Fashion Brands *(based on positive rating)*

Clarks

73% of the Six Nations Audience

Levi's

72% of the Six Nations Audience

Dr. Martens

70% of the Six Nations Audience

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itw