

RTÉ 2 | RTÉ **PLAYER**



GUINNESS SIX NATIONS CHAMPIONSHIP
Airtime Market Opportunity



6 NATIONS RUGBY 2026

RTÉ Two will have live and exclusive coverage of 7 matches in the 2026 Six Nations Rugby Championship — In 2025 on RTÉ, the Men's Six Nations attracted huge audiences across TV and Player:

- 2.1m (54%) Adults 15+ and 574k (47%) Adults 25-44 watched the 2025 Men's Six Nations on RTÉ TV
- Ireland's 5 Six Nations matches rank among the 10 most-watched TV programmes from Jan-Oct for Adults 15+
- 1.2m streams across the tournament on the RTÉ Player

Source: TV: TAM Ireland/Nielsen, Consolidated data. Player: Piano, Ireland only

SIX NATIONS FIXTURES

7

FEB

ENGLAND v WALES

ALLIANZ STADIUM | KICKOFF 16.40

15

FEB

WALES v FRANCE

PRINCIPALITY STADIUM | KICKOFF 15.10

21

FEB

ENGLAND v IRELAND

ALLIANZ STADIUM | KICKOFF 14.10

22

FEB

FRANCE v ITALY

DÉCATHLON ARENA | KICKOFF 15.10

6

MAR

IRELAND v WALES

AVIVA STADIUM | KICKOFF 20.10

14

MAR

WALES v ITALY

DÉCATHLON ARENA | KICKOFF 16.40

14

MAR

FRANCE v ENGLAND

STADE DE FRANCE | KICKOFF 20.10

AVAILABLE PACKAGES

RTÉ 2 | **PLAYER**

AV TOTAL PACKAGES

HALF TIME PACKAGE €85,000

7 SPOTS
475K IMPRESSIONS ON RTÉ PLAYER

SOLUS WHISTLE PACKAGE €113,000

7 SPOTS
475K IMPRESSIONS ON RTÉ PLAYER

IN/OUT MATCH PACKAGE €60,500

7 SPOTS
475K IMPRESSIONS ON RTÉ PLAYER

AV IRELAND ONLY PACKAGES

HALF TIME PACKAGE €80,000

2 SPOTS
600K + ADDED VALUE IMPRESSIONS ON RTÉ PLAYER

SOLUS WHISTLE PACKAGE €102,000

2 SPOTS
600K + ADDED VALUE IMPRESSIONS ON RTÉ PLAYER

IN/OUT PACKAGE €60,750

2 SPOTS
600K + ADDED VALUE IMPRESSIONS ON RTÉ PLAYER

NEW MARKET OFFER

€330,000

IN-GAME, ON-SCREEN ADVERTISING OPPORTUNITY - SCRUM SQUEEZE BACK



For further information, please contact:



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TERMS & CONDITIONS

RTÉ 2 | **PLAYER**

- If advertisers wish to secure their booking in highly demanded categories, a Caria booking must be received by RTÉ before close of business Tuesday Jan 6th 2026 – in the event of oversubscription RTÉ will confirm allocation by 12pm Wednesday Jan 7th.
- Priority will be given to full packages, followed by Ireland packages.
- Whistle to whistle breaks on TV and Player Packages will not be available to the Bookmaker Category.
- PIB 30% - request must be in writing at time of booking and included on Caria.
- Break Selectivity 20% - only available on TV .
- Direct IO bookings only for Player.
- Six Nations & specific package must be mentioned in sales house notes for Player.
- AV Ireland only package – Player element is based on a minimum of 600k impressions, value added impressions will be allocated by adops at their discretion.
- Advertisers purchasing AV Ireland only package accept additional ad serving costs that may apply due to extra value.
- RTÉ Player packages will not be available to alcohol or bookmaker categories.
- RTÉ Player packages include live & VOD with live as the majority element.
- 1st party copy & tags required for RTÉ Player.
- Copy deadline is 30th January 2026 for RTÉ Player.
- TV rates are based on 30 seconds and RTÉ Player rates are based on 0-30 seconds. Rate conversions will apply to 30"+.
- Once a booking has been confirmed, 100% cancellation fee will apply to any cancellations.
- Costs are fixed and non-reconcilable.
- Matches are subject to editorial scheduling.
- Squeeze back opportunity to be offered to the broadcast sponsor for first refusal.
- Max 4 scrum squeeze backs per game. Excludes 5 metre scrums. Squeeze back 10" in duration, no audio included.

