

AGAINST THE HEAD

On RTÉ 2 and RTÉ Player



About the Show

Against the Head is RTÉ's popular weekly sports analysis show, delivering expert commentary and comprehensive insight into the world of rugby. Hosted by a panel of esteemed rugby legends and analysts, the show covers key moments

from the rugby season, player performances, and interviews with coaches, all wrapped in engaging, informative discussions. It's a must-watch for rugby fans, delivering in-depth coverage of both international and domestic rugby.

2024 SERIES OVERVIEW

Audience Reach

1 Million Total TV Reach*

Weekly Viewership (Average)

All Adults: 57,100 (5.45% Share)

Men 15+: 35,000 (7.45% Share)

Sponsorship Impact

All Adults: Reach: +120% / +4 9.4%

Men 15+: Reach: +121.6% / +4 11.3%**

RTÉ Player (Digital Streaming)

68,085 total streams (live and on-demand)

SPONSORSHIP PACKAGE

Sponsorship Timeline

Start Date: 3rd February 2025

Broadcast Slot: Mondays at 8:00 PM on RTÉ2

Episodes: 16 (1-hour each)
Potential extension to be confirmed (TBC)

Sponsorship Inclusions

On-Screen Stings: 2 x 10-second stings per episode
4 x 7-second stings per episode

RTÉ Player: Episodes available live and on-demand

PRICE: €47,000

*Source: TAM Ireland / Nielsen Indvs 4+ (C)

**Source: TAM Ireland, Arianna, TV Items Feb-June 2024