

# AUTUMN INTERNATIONALS ON RTÉ

Live sporting events have been greatly missed by fans and players alike, so we're delighted to be broadcasting the Autumn Internationals this season as part of RTÉ's strong Rugby line-up! These matches will be played in front of a live audience once again, with the exciting atmosphere and edge-of-your-seat action that Rugby always delivers! The Guinness Series in 2020 had an average audience of 398K for each of the matches\*, with a 50.3% share for Men aged 15-34. This opportunity offers a unique chance to be part of what promises to be an epic return to live sport, with high-visibility and exposure for your brand or client.

\*Live play only  
Source: TAM Ireland / Nielsen (consolidated) Individuals 4+

## 2021 Fixtures

Day	Date	Time	Teams
Saturday	06/11/2021	13:00	Ireland v Japan
Saturday	13/11/2021	15:15	Ireland v New Zealand
Sunday	21/11/2021	14:15	Ireland v Argentina

## OFFER

### RTÉ TV Spot Package

Day	Date	Teams	KO	30" Half-time cost
Saturday	06/11/2021	Ireland v Japan	13:00	€12,000
Saturday	13/11/2021	Ireland v New Zealand	15:15	€36,000
Sunday	21/11/2021	Ireland v Argentina	14:15	€17,000

1 x half-time break in all 3 matches €55,000 (30 sec spot price)

### RTÉ Player Package

100,000 impressions	€5,375
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### AV T's & C's

- PIB will incur an additional cost of 25% and the Caria must include PIB request
- Break selectivity available at an additional 20%
- Costs are fixed and non-reconcilable
- Limited availability of Digital Packages
- Digital Packages include live and VOD
- Full Package bookings will take priority over spot buys for individual games until September 27th at 12 noon.

## Contact

To discuss availability and to book your package, please contact:

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