

SPONSORSHIP
OPPORTUNITY

Drama Boxset Collection

on RTÉ **PLAYER**



RTÉ Media Sales



#RTÉMediaSales



For more information, please contact:

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Your Brand, our content - A powerful Connection

Place your brand at the heart of captivating stories, edge-of-your-seat moments, and unforgettable characters.

Sponsorship of the Drama Boxset Collection aligns your brand with premium content that resonates deeply with audiences across Ireland. From gripping crime series like Love/Hate to the latest bingeable series like Under the Banner of Heaven, this collection has something for everyone. RTÉ Player is where viewers come to indulge in the best drama series.

Reasons to sponsor the Drama Boxset Collection:

• High Engagement:

Drama lovers binge-watch their favourite shows, ensuring prolonged exposure to your brand. Each episode is another opportunity for you to connect and engage with attentive viewers.

• Prime Audience:

RTÉ Player's drama content attracts a diverse yet targeted audience. This sponsorship places your brand in front of our most influential viewers.

• Multi-Platform Reach:

RTÉ Player is accessible across various devices and platforms, meaning your sponsorship will reach audiences wherever they choose; CTV, laptop or mobile device.

Benefits:

- High Impact Content
- Exclusive Brand Positioning
- Be the brand that drama lovers associate with quality content

The Power of RTÉ Player

RTÉ Player is Ireland's go-to destinations for on-demand viewing, with millions of streams per month. Sponsorship of the Drama Boxset Collection means you'll not just be placing your brand on a platform - you're becoming part of the story.

Don't Miss Out

Secure your spot as the exclusive sponsor of RTÉ Player's Drama Boxset Collection and watch your brand's presence grow. This is your chance to connect with audiences in a meaningful, impactful way.

Details:

3 month sponsorship €35k per month

6 month sponsorship €30k per month

12 month sponsorship €25k per month

The fantastic value of this sponsorship makes this offer even more attractive with **over 800k estimated streams per month**.

10" stings can deliver up to **3 times this amount** (2.4m).

*Delivery is estimated and can vary from month to month

Love/Hate

5 seasons

Kin

2 seasons

Normal People

1 season

Happy Valley

3 seasons

The Split

3 seasons

Time

2 seasons

Line Of Duty

6 seasons

Luther

5 seasons

Doctor Foster

2 seasons

Guilt

3 seasons

Sherlock

4 seasons

Crossfire

1 Season

Mr. Robot

4 seasons

The Full Monty

1 Season

The Bold Type

1 Season

Under the Banner of Heaven

1 Season

TERMS & CONDITIONS

- Boxsets must be sponsored as a group and not individually.
- Category restrictions: Alcohol, Gambling. Select title restrictions on HFSS, unhealthy products.
- Creative copy, subject to copy clearance and editorial approval.
- Editorial Approval: RTÉ reserves the right to refuse a creative which is deemed inappropriate and/or harmful to our users at any time.
- Creative must be delivered one working week prior to go-live date.
- Reporting Metrics: ad impressions & clicks only, CTR rates.
- Reporting delivery: RTÉ Media Sales will provide first party delivery reports once monthly on an agreed calendar date and time.

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