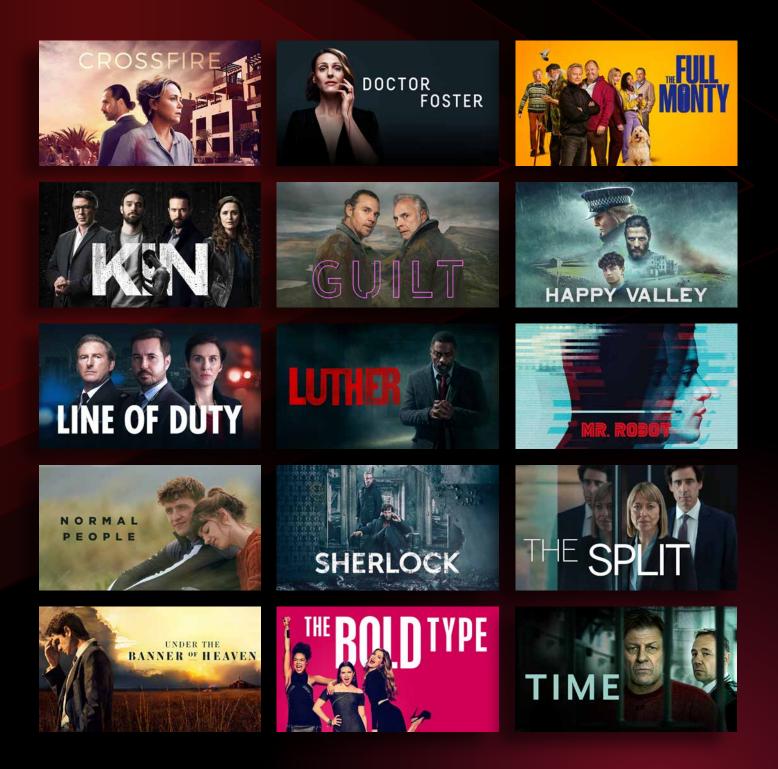
SPONSORSHIP **OPPORTUNITY**

Drama Boxset Collection

on RTÊ PLAYER









For more information, please contact: Rachael Best | rachael.best@rte.ie

Your Brand, our content - A powerful Connection

Place your brand at the heart of captivating stories, edgeof 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 you 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	The Split	Doctor Foster	Mr. Robot
5 seasons	3 seasons	2 seasons	4 seasons
Kin	Time	Guilt	The Full Monty
2 seasons	2 seasons	3 seasons	1 Season
Normal People	Line Of Duty	Sherlock	The Bold Type
1 season	6 seasons	4 seasons	1 Season
Happy Valley 3 seasons	Luther 5 seasons	Crossfire 1 Season	Under the Banner of Heaven 1 Season
	5 seasons Kin 2 seasons Normal People 1 season Happy Valley	5 seasons3 seasonsKinTime 2 seasons2 seasons2 seasonsNormal PeopleLine Of Duty 6 seasons1 season6 seasonsHappy ValleyLuther	5 seasons3 seasons2 seasonsKin 2 seasonsTime Guilt 3 seasonsGuilt 3 seasonsNormal People 1 seasonLine Of Duty 6 seasonsSherlock 4 seasonsHappy ValleyLutherCrossfire

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.

RTÉ Media Sales



- 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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