## RTÉ ONE PLAYER

# SONG CONTEST BASEL 2025



## RTÊ ONE PLAYER



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# **Spot Offer**

### The 69th Eurovision Song Contest 2025 will take place in Basel, Switzerland, following the country's victory at the 2024 contest with the song "The Code" by Nemo.

24-year-old Norwegian singer EMMY will represent Ireland at the Eurovision Song Contest in Switzerland this May with her song 'Laika Party'. Sweden shares the record for most Eurovision wins together with Ireland - with a tally of seven victories each at the contest. Ireland first entered the Eurovision Song Contest in 1965 and famously won four out of five contests in the 1990s and became the first country to win three years in a row.

#### **TV Offer**

2024 Eurovision in numbers

Adults 15+			Individual Spot Costs			
	000s	Share	Based on 1x30" spot	Channel	Date	Cost
Semi-final (without Ireland)	396,000	34.97%	Semi Final (without Ireland)	RTÉ2	13th May	€6,300
Semi-final (with Ireland)	171,400	17.59%	Semi-Final (with Ireland)	RTÉ2	15th May	€10,600
Final (with Ireland)	618,100	51.93%	Final (with Ireland)	RTÉ One	17th May	€17,200
			Final (without Ireland)	RTÉ One	17th May	€10,600

\* Placement within the centre breaks is subject to availability and scheduling constraints. Centre breaks are strictly limited to 2 minutes 30 seconds per break.

### **RTÉ PLAYER Offer**

- RTÉ Player has had an impressive start to 2025, achieving record-breaking performance metrics. YTD streams are up 25% and live is performing well at **33% (+10%) YOY.**
- This is an unparalleled opportunity for advertisers, promising a spectacular showcase of music and culture. The theme "Unity Shapes Love" emphasises the unifying power of music, making it a perfect platform to connect with viewers.

Spend	СРМ	Impressions
€3,000	39	76,923
€5,000	35	142,857

2024

88%

12%

124k

323k (+159%)

**Broadcast Type** Live **On Demand** 

Device	
Mobile Phone	
TV Set	
Desktop	
Tablet	

#### TV Offer

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