

RTÉ

THE 2026 FIFA WORLD CUP EUROPEAN QUALIFIERS - MARKET OFFER





THE 2026 FIFA WORLD CUP TAKES PLACE FROM JUNE 11 TO JULY 19, 2026 & THE TOURNAMENT WILL BE HELD ACROSS 16 CITIES IN THREE NORTH AMERICAN COUNTRIES: THE UNITED STATES, CANADA AND MEXICO.

16 European countries will qualify, and the Republic of Ireland's World Cup qualifying campaign will start on the 6th September, 2025 with a home match against Hungary in the Aviva Stadium. The other teams in the Republic of Ireland's four-team group are Portugal & Armenia.

The Republic of Ireland will also play two friendlies in June. They will host Senegal for the first match at the Aviva Stadium before travelling to Luxembourg for another friendly on the 10th June as preparation for the World Cup Qualifiers.

RTÉ will have live coverage of all 8 games on RTÉ 2 and on the RTÉ Player.

INTERNATIONAL FRIENDLIES

06-JUN	REP. OF IRELAND V SENEGAL	19:45
10-JUN	LUXEMBOURG V REP. OF IRELAND	19:45

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06-SEP	REP. OF IRELAND V HUNGARY	19:45
09-SEP	ARMENIA V REP. OF IRELAND	17:00
11-OCT	PORTUGAL V REP. OF IRELAND	19:45
14-OCT	REP. OF IRELAND V ARMENIA	19:45
13-NOV	REP. OF IRELAND V PORTUGAL	19:45
16-NOV	HUNGARY V REP. OF IRELAND	14:00



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TV OFFER

Full Package - 8 Matches	
Half-time break	€120,000
Whistle break	€168,000
In/out match break	€78,000
Studio/eb programme	€48,000
Alcohol Package - 6 Matches TV	
Out match break	€75,000
Studio/eb programme	€45,000

RTÉ PLAYER OFFER

European Qualifiers for FIFA World Cup 2026 & International Friendlies - RTÉ Player		
Spend	CPM	Imps
€5,000	€55	90,909
€10,000	€50	200,000
€15,000	€45	333,333

PLAYER ALCOHOL PACKAGE

Men's World Cup Qualifiers 2026 & International Friendlies - RTÉ Player (Alcohol x2)		
Spend	CPM	Imps
€4,000	€80	50,000



TERMS & CONDITIONS AV

- Bookings from the general market will be open from 1st May once the window for Official Partners has passed
- If advertisers wish to secure their booking in highly demanded categories, a Caria booking must be received by RTE before close of business Wednesday 14th May, 2025 – in the event of oversubscription RTE will confirm allocation by 12noon Thursday 15th May
- Full Package bookings will take priority over individual match bookings until 5:30pm, Monday 19th May
- Alcohol brands must purchase the Alcohol Package
- Limited availability of 2 alcohol advertisers post 21:00 RTÉ TV & RTÉ Player Alcohol Packages
- Alcohol RTÉ Player packages will be run of tournament, post 21:00 for live and post 10am for on demand
- On RTÉ Player, alcohol advertisers must run across all match dates. On the 9th September & 16th November, where alcohol brands will be excluded due to the Alcohol Legislation, alcohol brands will run on demand
- Caria must specify RTÉ Player Men's World Cup Qualifiers & International Friendlies – Standard or Alcohol
- PIB (Position in Break) available at an additional 30%
- Break Selectivity on TV, where available, at an additional 20%
- Costs are fixed and non-reconcilable
- Digital Packages include live and VOD, with the majority of impressions delivered in live
- Direct IO only for Digital Packages
- CPM rates valid on incremental spends only
- Bespoke packages may be available on request. In the case of digital, targeting premiums will apply
- Once a booking has been confirmed, 100% cancellation fee will apply to any cancellations
- TV rates are based on 30 seconds and RTÉ Player rates are based on 0-30 seconds
- Matches are subject to editorial scheduling



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