

# FAIR CITY

## PRODUCT PLACEMENT OPPORTUNITY 2025

### CONVENIENCE STORE ON FAIR CITY

RTÉ Drama is developing a storyline which will see the current branded shop change in 2025.

Since the very first episode in 1989 the convenience store has been a cornerstone for activity in Carrickstown.

Many dramatic moments have unfolded while the characters are shopping instore.

The shop on Fair City replicates real life as a destination for people within the community to purchase household items while catching up on what is happening in the neighbourhood.

PRODUCT  
PLACEMENT  
WORTH  
**€624K**  
IN 2023  
(ADULTS 15+)

### PRODUCT PLACEMENT PACKAGE

An external branded set on the Fair City

An internal set in RTÉ's Studio A which replicates a typical store in real life.

Opportunity to run an internal competition for franchise owners, the winner of which could appear as an extra actor shopping or perhaps standing in behind the counter for Mairead.

Branded external competition - winners to visit the Fair City set and get a pint/burger or similar activity.

A cast member to visit a franchisee's shop to serve customers.

## PERFORMANCE

### QUARTER 1

Average audience '000s have increased vs. same period 2023 with Tx1 averaging 331K viewers per episode.

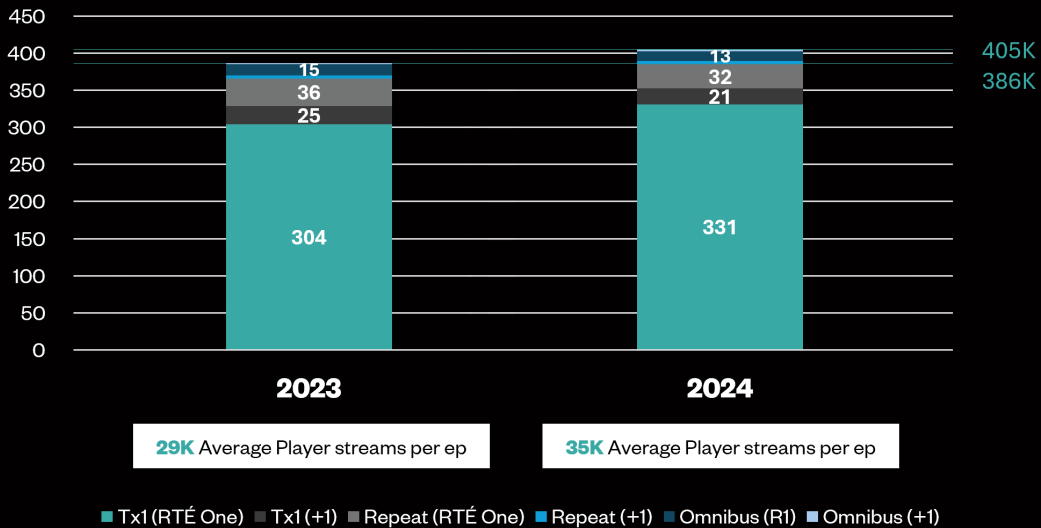
RTÉ Player viewing has also increased with over 6 million streams of Fair City delivered in 2023. YTD, RTÉ Player streams for Fair City are also up vs. same period 2023.

### KEY EVENTS

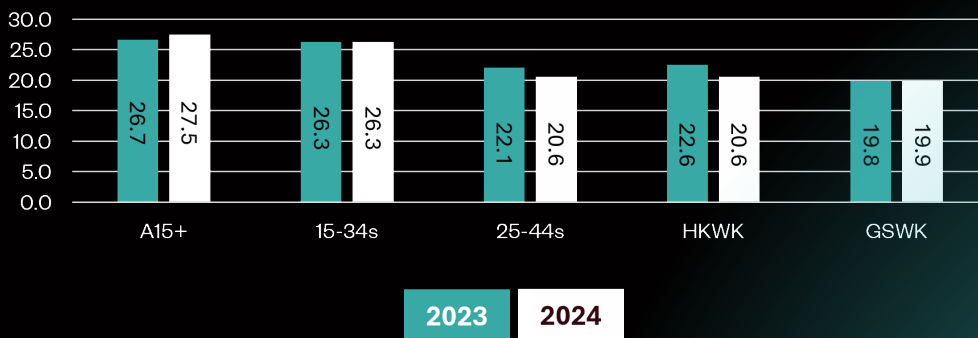
Soaps' Schedule change in 2022 (Changes for each of Fair City, Coronation Street and Emmerdale).

Reduction in number of Fair City episodes with 4 episodes per week in 2023 being reduced to 3 episodes per week in 2024.

Average '000s per Episode (A15+)  
(1st Jan – 17th Mar)



TX1 – Share % x Demo  
(1st Jan – 17th Mar)



# FAIR CITY

## EXPRESSIONS OF INTEREST

RTÉ is inviting expressions of interest for this product placement opportunity to be submitted in writing to RTÉ (by e-mail to [gerry.mcguinness@rte.ie](mailto:gerry.mcguinness@rte.ie)) by 5.30pm on 5th June 2024.

RTÉ intend to then meet interested parties individually from 10th June 2024 to 14th June 2024.

RTÉ reserve the right to decide at that point to exclude people from going on to the bidding stage for editorial reasons.

RTÉ intend that following such meetings there will be an invitation to submit written bids to RTÉ (by e-mail to [gerry.mcguinness@rte.ie](mailto:gerry.mcguinness@rte.ie)) by 5.30pm on 21st June 2024.

## TERMS AND CONDITIONS

### It should be noted as regards any bidding stage that:

- Bid amounts will need to be expressed as a fixed cash amount in Euros and exclusive of VAT and will need to be a net amount without any deductions of any nature (including without limitation any agency fee).
- RTÉ will also expect that bid amounts will be incremental additional spend by the proposed sponsor and not in substitution for any existing or expected advertising and/or sponsorship spend by the sponsor with RTÉ.
- Referential bids will not be permitted.
- RTÉ will not be willing to consider joint bids by two (2) or more bidders.
- Bids may not be conditional or variable upon a particular event or condition occurring.
- Each bidder may be required by RTÉ to confirm to RTÉ's satisfaction the arrangements which the bidder is proposing to make in order to provide security to RTÉ for the discharge of the bidder's proposed payment obligations and other obligations.
- RTÉ will reserve the right to discuss each bid with the bidder of that bid.
- RTÉ will also reserve the right to go to further round(s) of bidding, in which case such round(s) will be within time periods specified by RTÉ. If RTÉ does elect to go to further round(s) of bidding, each bidder agrees that the bid which was submitted by that bidder in any

previous round shall automatically carry forward to (and shall be capable of acceptance by RTÉ at) the next round of the bidding process unless that bidder submits a higher bid in the next round.

- It will be the responsibility of each bidder to check any information given by or on behalf of RTÉ in this invitation for expressions of interest and any subsequent discussions and correspondence, and to make any necessary further enquiries, before submitting a bid. Bidders will be deemed to have made themselves fully aware of any matters which might affect or influence their bids. No claim due to lack of knowledge or understanding will be entertained.
- RTÉ will make a decision on the successful bidder based upon a range of factors, including but not limited to, bid amount, proposed duration, and RTÉ's view as regards brand fit and creative concepts fit. For the avoidance of doubt, RTÉ decision on which bid to accept or whether to accept or reject a bid will be final.
- No bid will be deemed accepted by RTÉ until and unless RTÉ has signed a broadcast product placement sponsorship contract issued by RTÉ to the bidder. Bidders acknowledge that the form of product placement will be subject to compliance with all applicable laws, codes (including Coimisiún na Meán codes) and RTÉ final editorial approval.

- This invitation for expressions of interest (and any subsequent discussions RTÉ personnel may have with interested parties and bidders following in from this invitation for expressions of interest) do not contain any representation upon which any person is entitled to rely at any time in order to bring any claim, action or proceedings against RTÉ (whether for misrepresentation or otherwise).
- RTÉ shall not be liable for any cost(s), loss(es) or expense(s) howsoever incurred by anyone in respect of this process.
- RTÉ reserves the right to circulate any information updates or clarifications that RTÉ may elect to provide at any point during this process.
- This invitation for expressions of interest (and any subsequent discussions RTÉ personnel may have with interested parties and bidders following in from this invitation for expressions of interest) constitutes neither a contract nor an offer which is capable of acceptance by any person.
- RTÉ is not obliged to award the sponsorship and RTÉ may in its absolute discretion withdraw from this process at any time.