



GAA | CHAMPIONSHIP PACKAGE 2025

AIRTIME OFFER

The GAA Championship is back again in spring, building towards the thrilling final showdowns in July.

Armagh are the current All Ireland Football Champions with Clare holding the title in Hurling.

One of the talking points this season will no doubt be the introduction of the new rule changes to football and their impact on the game. RTÉ will deliver all the action to viewers across the country as the teams battle it out to raise the Sam Maguire and Liam McCarthy Cups.

2024 CHAMPIONSHIP IN NUMBERS

| ADULTS 15+ | | |
|------------|-------------------|-------|
| | 000s | Share |
| Football | 286,000 | 38% |
| AI Final | 836,000 | 75% |
| ADULTS 15+ | | |
| | 000s | Share |
| Hurling | 394,000 | 47% |
| AI Final | 965,000 | 76% |
| RTÉ PLAYER | 3.6M LIVE STREAMS | |

Sources:

TAM Ireland / Nielsen. Adults 15+ (consolidated) - live play only.

AT Internet (Piano)



CHAMPIONSHIP PACKAGE 2025

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TV PREMIUM PACKAGE

FOOTBALL & HURLING

Semi Finals & Final **€135,000**

(6 spot package - 4 x semi-finals & 2 x finals)

TOTAL TV PACKAGE:

Football & Hurling (35 matches) **€325,000**

Football Only (18 matches) **€190,000**

Hurling Only (17 matches) **€175,000**

DIGITAL RTÉ PLAYER PACKAGES

RUN OF TOURNAMENT

HURLING & FOOTBALL PACKAGE - 35 MATCHES

Impressions **500,000**

CPM **€40.00**

Cost **€20,000**

SEMI FINALS & FINALS PACKAGE - 6 MATCHES

Impressions **250,000**

CPM **€50.00**

Cost **€12,500**

TERMS & CONDITIONS AV

- Available for bookings from official Sponsors of the GAA Football & Hurling All-Ireland Championship immediately and then open to all other advertisers from Thursday 13th March;
- If advertisers wish to ensure their package/ bookings - for TV a Caria booking must be received by RTÉ & for Digital a booking must be received via email to digital.bookings@rte.ie by 12 noon, Friday 21st March;
- If advertisers wish to ensure their bookings in highly demanded categories, a Caria booking must be received by RTÉ & for Digital a booking must be received via email to digital.bookings@rte.ie by 12 noon, Wednesday 19th March. RTÉ will confirm

- advertiser break allocation for highly demanded categories by 12 noon, Thursday 20th March;
- Full Packages will be given priority over individual spot requests - cut off for Total TV Package requests will be 12 noon Friday 21st March and the cut off for Premium 6 Spot Package requests will be 12 noon Tuesday 25th March;
- Individual spot requests will be accepted from 5:30 pm Tuesday 25th March;
- Whistle to whistle breaks and VOD packages will not be available to the Bookmaker Category
- PIB will incur an additional cost of 30% and the Caria must include PIB request;

- Break selection on TV available at an additional 20%;
- TV Package Costs will include replays;
- Relevant contracted discount will be applied to TV packages/bookings and spend will contribute towards GED as per trading policy. This offer only applies to clients with run of day deals;
- Costs are fixed and non-reconcilable;
- RTÉ Player costs based on 0-30 seconds and additional premiums will be applied to copy length over 30". TV costs based on 30 seconds;
- Matches are subject to editorial scheduling
- Once a booking has been confirmed, 100% cancellation fee will apply to any cancellations