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RTÉ
PLAYER

RTÉ
RADIO 1

GAA Championship Package 2019



Dublin are hot favourites in 2019 to retain the Sam Maguire and if they do, they will make history by becoming the first team to win five All-Ireland titles in a row. Kerry and the other teams in the Championship will certainly do their best to stop them!

2018 was one of the most exciting summers of hurling in recent memory and no doubt the 2018 hurling champions, Limerick, will be back to defend their title. But in a competitive field, anything could happen.

THE GAA CHAMPIONSHIP IN 2018

38 live games

with an average

audience of **338K**

Individuals (**39.4% share**)



841K watched the
Football Final (70.5% share)



854K watched the
Hurling Final (73.0% share)

There were **1.6 million streams** on the RTÉ Player (up 4% YoY)

Source: Nielsen/TAM, Arianna, Consolidated, Live Play Only

CONTACT: To discuss availability and to book your package, please contact:
Laura Lester E: laura.lester@rte.ie T: (01) 208 2562

RTÉ Media Sales



AV PACKAGES

AV Premium Package

FOOTBALL & HURLING

Quarter Finals, Semi Finals & Final

12 spot package -

6 x quarter-finals, 4 x semi-finals; 2 x finals

€140,000

Total TV Package

FOOTBALL & HURLING

30 matches

€250,000

FOOTBALL ONLY

13 matches

€110,000

HURLING ONLY

17 matches

€140,000

RTÉ Player Package

HURLING & FOOTBALL 30 Matches

500,000 Impressions

CPM - €50.00

€25,000

T&C's - AV

- If advertisers wish to ensure their TV package/bookings, a Caria booking must be received by RTÉ by 12 noon, Friday 12th April.
- If advertisers wish to ensure their RTÉ Player package/bookings, a Caria booking must be received by RTÉ by 12 noon, Tuesday 23rd April;
- In the event of clash category over-subscription, RTÉ will confirm advertiser break allocation by 12 noon, Wednesday 17th April;
- Full packages will be given priority over individual spot requests - cut-off for Total TV Package requests will be Tuesday 23rd April and the cut-off for Premium 12 Spot Package requests will be Tuesday 30th April;
- PIB will incur an additional cost of 25% and the Caria must include PIB request;
- TV Package Costs will include replays;
- Relevant contracted discount will be applied to these 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;
- Matches are subject to editorial scheduling.



TOTAL RADIO PACKAGE PACKAGES

FOOTBALL & HURLING (54 Matches)

€17,500

FOOTBALL ONLY (30 Matches)

€9,300

HURLING ONLY (24 Matches)

€8,300

T&C's - Radio

- If advertisers wish to purchase a radio advertising package a booking with PO must be received by radio.bookings@rte.ie by 12 noon, Tuesday 23rd April;
- Packages include 1 spot in 30 football matches and/or 24 hurling matches;
- PIB available at an additional 25%;
- Matches are subject to editorial scheduling, 54 matches minimum;
- Matches at the beginning of the season may not be broadcast in full and may be interrupted for sports updates across Saturday & Sunday Sport;
- Packages will be given priority over individual spot buys.

