



CHAMPIONSHIP 2024

AIRTIME OPPORTUNITY

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

The 2023 season culminated in a captivating Football final at Croke Park with Dublin emerging victorious, dethroning defending champions

Kerry. Meanwhile in Hurling, Limerick took on and defeated Kilkenny, securing a fourth consecutive championship win. Who will come out on top this year? RTÉ will deliver all the action to sports fans across the country as the teams battle it out!

RTÉ Media Sales



#RTÉMediaSales

To discuss availability and to book your package, please contact:



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CHAMPIONSHIP 2024

2023 CHAMPIONSHIP IN NUMBERS



Average live play viewing
(All Championship Matches)*

Hurling
364,000
46.3% share
Football
291,000
38.4% share



Final Viewership

Hurling
(Kilkenny v Limerick)
839,000
69.9% share
Football
(Dublin v Kerry)
977,000
76.4% share



1.6M
total streams
of live play on
RTÉ Player

Sources:
TAM Ireland / Nielsen. Individuals 4+ (consolidated) - live play only.
AT Internet (Piano)



TV PREMIUM PACKAGE

FOOTBALL & HURLING

Semi Finals & Finals **€125,000**

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

TOTAL TV PACKAGE:

Football & Hurling (35 matches) **€300,000**
Football Only (20 matches) **€185,000**
Hurling Only (15 matches) **€145,000**

DIGITAL RTÉ PLAYER PACKAGES

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**

AV T'S & C'S

- Available for bookings from official Sponsors of the GAA Football & Hurling All-Ireland Championship immediately and then open to all other advertisers from Thursday 21st 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 29th 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 27th March. RTÉ will confirm advertiser break allocation for highly demanded categories by 12 noon, Thursday 28th March;
- Full Packages will be given priority over individual spot requests - cut off for Total TV Package requests will be 12 noon Friday 29th March and the cut off for Premium 6 Spot Package requests will be 12 noon Tuesday 2nd April;
- Individual spot requests will be accepted from 5pm Tuesday 2nd April;
- 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 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 & 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

