

RTÉ TOY SHOW

Friday December 5th

Christmas begins here!
On December 5th, 2025, Patrick Kielty returns to host the nation's favourite festive celebration –
The Late Late Toy Show.

Year after year, the Toy Show stands as Ireland's most-watched TV event, unmatched in its reach, engagement, and the deep emotional bond it creates with audiences and this year is set to be his best yet!

Kielty wowed audiences yet again last year, with The Late Late Toy Show's unforgettable Home Alone theme, captivated **1.7 million** viewers over the weekend. Online, **#LateLateToyShow** lit up social media, generating **26.2 million** video views and **2.2 million** interactions.

On YouTube, 2024 highlights from the Toy Show drew over half a million views, while the Toy Show Appeal raised an **over €5 million** in support of children's charities across Ireland.



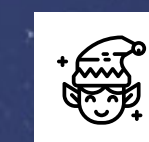
RTÉ ONE | **PLAYER**

THE LATE LATE TOY SHOW 2024 AUDIENCE FIGURES

Individuals	76% Share
HKWK	88% Share
Children	94% Share
RTÉ Player	A record breaking 683,000 streams from 100 countries.

Linear TV Source: TAM Ireland/Nielsen, based on National, Individuals 4+. RTÉ1, Average 000's and Share, Consolidated. RTÉ Player Source: Piano Analytics.

For more information please contact:



Laura Lester

208 2562

laura.lester@rte.ie



Emer O'Connell

208 2326

emer.oconnell@rte.ie

RTÉ TOY SHOW

Friday December 5th

Individual Spot Bookings

TV

Individual Spot Cost €45,000 (30 seconds)

DIGITAL

RTÉ Player, ROI Streams	€12,000
RTÉ Player Impressions	200,000
RTÉ Player, International Streams Only	€5,000
RTÉ Player International Impressions	83,333

PRINT

Full page in RTÉ Guide Toy Show Issue €2,500

+150,000 Impression MPU on RTÉ.ie

AUDIENCE GIVEAWAY

€15,000

- All prizes subject to editorial approval.
- Once prize is approved, the prize sponsor must provide 240 prizes at a value of €150 each (in addition to the media fee).
- The on-air script for the giveaway is approx 25 seconds duration, and will be subject to RTÉ approval and changes.
- The mechanic of the giveaway (Prop/Images) are also subject to RTÉ approval. The positioning of the giveaway is subject to editorial discretion and cannot be guaranteed.

TERMS & CONDITIONS

- TV costs are based on 30 second copy. RTÉ Player costs based on 0-30 second copy.
- PIB on Television: second or penultimate in break, +15% (limited availability).
- Break selection on Television: +20% .
- RTÉ Player: Direct IO bookings only, with ads to be served by RTÉ.
- Player packages must run for 7 days post live episode (until Dec 12th).
- Player copy deadline is Friday November 28th, 2025.
- Once bookings have been confirmed they are non – cancellable and non – transferrable.