



# ON DEMAND MOBILE TAKEOVER

Takeover the breaks on mobile devices and be **THE ONLY** ad in the break!

Smartphones are the **second most popular device** for RTÉ Player after CTV, with **24% of streams** attributed to **Mobile** and **9% to Tablets\***. Our new **RTÉ Player research with RED C\*\*** also shows that fewer ad breaks results in **greater attention**, so this is an unmissable opportunity for a brand to stand out from the crowd.

This offer is **only available across on-demand content**. We can accommodate any creatives from **10"** to **60"** and apply a **frequency cap** of between **1 – 3**, depending on the client's needs. The recommendation for this campaign is to run for **at least 2 weeks** and it can be booked through **IO** or **programmatically**.

## OFFER DETAILS:

**Mobile devices only** (Phone & Tablet) Pre/ mid

**€100 cpm** (based on 30" rate)

**10" – 60"** lengths

Run across **all on demand content**

**Frequency cap 1 - 3**

**IO** or **Programmatically**

**Specific Targeting** available at a premium

### Sources:

\*Piano/ATI data, Jan 1-28, 2024

\*\* Red C/RTÉ, RTÉ Player: Real People Behind 4 Screens Research Report 2023

### TERMS & CONDITIONS

- Min. spend €3k - Budget to be reconciled & billed post TX
- Solus ad based on number of imps
- Min. campaign length 2 weeks
- Programmatic bookings – Separate tag required
- IO – "On Demand Mobile Takeover" noted in campaign name & sales house notes
- Once bookings have been confirmed they are non-cancellable & non-transferable

