



RTÉ ONE | RTÉ 2 | **PLAYER**

PRIMETIME MOVIES

BROOKLYN INTERMISSION LEGALLY BLONDE GLADIATOR BRIDGET JONES'S DIARY A MAN CALLED OTTO THE MENU A QUIET PLACE PART II DUNE
WHERE THE CRAWDADS SING SALT BURN OASIS: SUPERSONIC JURASSIC WORLD: DOMINION
DON'T WORRY DARLING BELFAST CREED THE HURT LOCKER KNIVES OUT MISSION IMPOSSIBLE: FALLOUT AMERICAN FICTION



Primetime movies – Sponsorship Opportunity

Primetime Movies on RTÉ showcase a selection of blockbuster movies and audience favourites aired during peak viewing hours on RTÉ One and RTÉ2.

These movies cater to a wide audience, featuring a mix of Hollywood hits, Irish cinema, and comedies.

Over the past 12 months each of the movies that ran in the slot were watched by an average of **55K Individuals / 9.39% Share**. Among Adults the average share of viewing is **9.38%** and for Housekeepers is **9.62%**.

The sponsorship reached **85%** of Housekeepers with **75.6%** of them seeing the sponsorship at least 4 times.

Brooklyn was the highest rating movie in this slot, for Adults it achieved an average audience of **239.2K / 26.72%** share and for Housekeepers it achieved an average audience of **141.8k / 27.09%** share.

In 2024, Primetime Movies achieved a total of **1.7M** streams on RTÉ Player, with Brooklyn being the most popular film among viewers.

Primetime Movie titles to come in 2025

- Brooklyn
- Intermission
- Legally Blonde
- Gladiator
- Bridget Jones's Diary
- Dune
- A Man Called Otto
- The Menu
- A Quiet Place Part II
- Where the Crawdads Sing
- Jurassic World: Dominion
- Saltburn
- Oasis: Supersonic
- Don't Worry Darling
- Belfast
- Creed
- The Hurt Locker
- Knives Out
- Mission Impossible: Fallout
- American Fiction

Sponsorship Package

Minimum **2 x 10"** and **4 x 7"** sponsor stings (repeated on RTÉ One +1 and RTÉ2 +1, estimated 300 movies in total)

RTÉ Player Live sponsorship
10" pre-roll and **2 x 10" mid-roll** on all catch-up movies (when available)

Primetime movie sponsorship excludes the following dates **21st December - 3rd January (this period is sold as Christmas Movies package)**

Previous sponsor:



Price:
€300,000 (12 Months)

For more information contact: ruth.kennedy@rte.ie

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*Tam Ireland, Arianna TV Items, Jan - Dec 2024

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