

# BEST OF U.S PACKAGE

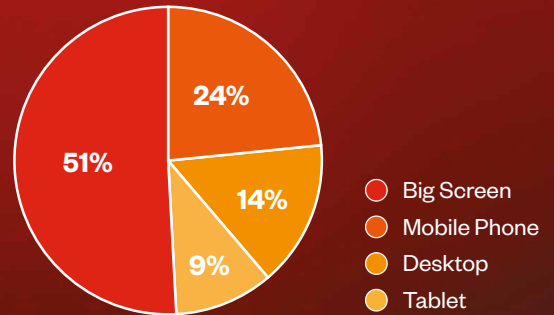


Saddle up and discover a new frontier of sponsorship with our **Best of U.S** strand on RTÉ Player - a specially lassoed collection of top performing content from the land of the brave and free! **Boxsets are a huge draw for RTÉ Player viewers, accounting for 27% of time spent\*.**

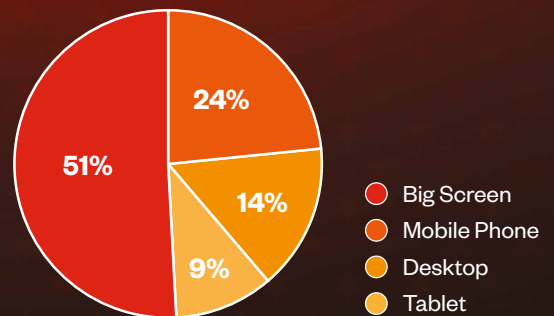
This new package includes **100s of hours of premium, on demand drama (621 episodes)** including Yellowstone, Dopesick and The Good Fight - titles that have been dominating our most-watched list.

We're seeing huge growth in **Big Screen viewing on RTÉ Player** but our Best of U.S content actually over performs in this category, climbing from **51% to 64%**!

## RTÉ PLAYER OVERALL DEVICE SPLIT



## BEST OF U.S DEVICE SPLIT



## BEST OF U.S TITLES

Billy The Kid	Love and Death	The O.C.	Yellowstone
Colin From Accounts	Our Miracle Years	The Sex Lives of College Girls	The Good Fight
Dopesick	The First	The West Wing	The Loudest Voice
Killing Eve	The Good Wife		

# 2023 A RECORD-BREAKING YEAR FOR RTÉ PLAYER

**105**  
MILLION  
STREAMS

↑ **UP 27% YOY**

**36**  
MILLION  
TOTAL HOURS  
STREAMED

↑ **UP 37% YOY**

# 2024 OFF TO A STRONG START

**11.4**  
MILLION  
STREAMS

**3.7**  
MILLION  
HOURS STREAMED

**3.5**  
MILLION  
BOXSET STREAMS

▶ **32% OF ALL STREAMS**

# RTÉ PLAYER DEMOGRAPHICS\*

RTÉ Player users are more likely to be:



**WOMEN**



**UNDER 35**



**ABC1S**



**LEINSTER BASED**

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

## VIEWING HABITS \*

Those watching with a partner tend to look for “neutral viewing” - content that will be enjoyed by both parties. Drama, Documentaries and Lifestyle perform strongly.

- **1 in 3** or **36% of users** view RTÉ Player most often with a partner
- **68% of users** view most often in the Living Room
- **60% of users** claim to view most often on big screen

## STRONGER ADVERTISING IMPACT \*

- Brands that advertise **on both linear and RTÉ Player** not only benefit from higher recall levels but also from the legitimacy of the RTÉ brand.

## HIGHER REACH AND RECALL \*

- RTÉ Player builds on **TV Recall** as well as **Reach**.
- **Average brand recall** uplift of **+26%** amongst users that watch RTÉ TV and RTÉ Player (vs TV alone)

## BRAND LEGITIMACY \*

- **PREMIUM** - Brands advertising on RTÉ are perceived to be successful.
- **TRUSTWORTHY** - Users believe RTÉ would not promote brands posing a risk.

## CAPTURES HARD TO REACH GSWKS AND ABC1S

- Hard to reach audiences engage with **On Demand**. Busy lifestyles make on-demand offerings the perfect screen solution.\*\*
- **On Demand is the primary means of engaging** with content on screen and via audio\*\*\*

Sources

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

\*\*ABC1 Audience Research - RedC/RTÉ 2023

\*\*\*QSWK Audience Research - RedC/RTÉ

### Programme information

Show	Episode count
Billy The Kid	8
Colin From Accounts	8
Dopesick	8
Killing Eve	32
Love and Death	7
Our Miracle Years	12
The First	8
The Good Wife	156
The O.C.	92
The Sex Lives of College Girls	20
The West Wing	156
Yellowstone	47
The Good Fight	60
The Loudest Voice	7

### Terms & Conditions

- Titles in this offer are available for sponsorship on RTÉ Player only.
- Boxsets must be sponsored as a group and not individually.
- Category restrictions: Alcohol, Gambling. Select title restrictions on HFSS, unhealthy products.
- Creative copy, subject to copy clearance and editorial approval.
- Editorial Approval: RTÉ reserves the right to refuse a creative which is deemed inappropriate and/or harmful to our users at any time.
- Creative must be delivered one week working week prior to live date.
- Reporting Metrics: ad impressions & clicks only, CTR rates.
- Reporting delivery: RTÉ Media Sales will provide first party delivery reports once monthly on an agreed calendar date and time.

For further information on VOD creative specifications see the RTÉ Media Sales website

[CLICK HERE](#)