

RTÉ

Unmissable Drama

Significant year for Irish drama with
37 hours of original production
coming to RTÉ

RTÉ ONE | **PLAYER**

Unmissable Drama on RTÉ

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- **7 major RTÉ dramas** will be shot in 2025
- 37 hours of high-quality, **homegrown storytelling**
- International sales secured in 27 territories and regions **worldwide**
- **Investment in Irish talent**, culture, and the broader creative economy
- Filming taking place across Ireland's city streets and coastal towns, featuring the beauty of our native landscapes

RTÉ is offering a unique opportunity for your brand to partner with 7 major Irish dramas airing in 2025/2026.

We will deliver 37 hours of premium storytelling filmed across Ireland's stunning landscapes, with international distribution already secured in 27 territories. This sponsorship positions your brand at the heart of world-class content that celebrates Irish talent and culture, while delivering powerful multi-platform exposure across RTÉ One, RTÉ Player, and global streaming platforms.

Drama's universal appeal ensures your message resonates with a diverse, emotionally engaged audience, and aligns your brand with creativity, authenticity, and cultural impact.

Working with a number of national and international co-production partners, this significant level of original RTÉ drama production represents a sizable investment in Irish talent, culture, and the broader creative economy.





Seven major RTÉ dramas will be shot in 2025, all featuring emerging and established Irish acting talent with filming taking place across Ireland's city streets and coastal towns, showcasing the range and reach of Irish storytelling and featuring the beauty of our native landscapes. Productions are also underway in international locations in Spain, Belgium, and Tenerife.

Together with our broadcast partners, currently in production are Hidden Assets Series 3, The Walsh Sisters, These Sacred Vows, The Dry Series 3, Obituary Series 2 and SisterS Series 2.

Director of Video at RTÉ, Steve Carson, said;

"Irish drama is making an impact on the world stage, and RTÉ is delighted to play our part in this surge of Irish creative talent. The range and quality of Irish drama in production this year is driven by our new direction strategy, working with partners across the creative sector to develop and showcase the Irish stories for audiences at home and abroad."

A background image of autumn leaves in shades of yellow, orange, and brown. A bright light source from the upper left creates a rainbow-colored lens flare that streaks across the lower right portion of the image.

Autumn 2025

RTÉ ONE | **PLAYER**



The Walsh Sisters

6 X 1 HOUR EPISODES

RTÉ ONE | **PLAYER**

Set in their suburban Dublin hometown, *The Walsh Sisters* follows the lives of Claire, Rachel, Maggie, Anna and Helen as they navigate the peaks and troughs of their 20s and 30s. Following a weekend of drama, Rachel is sequestered away in Cloisters to try to get clean and sober, away from her family as each tries to navigate their own dramas.

We follow single mother Claire struggling and juggling the maternal load, Maggie tracking her ovulation and her husband's ambivalence about having a baby. Helen is stuck in her childhood box room, navigating college and craving freedom from her family and Anna is reeling from heartache.

The Walsh Sisters is a comedy about serious things – it is a pacey, brutally honest and uncompromisingly funny expose of the realities of being an Irish woman, but more importantly, an Irish sister. Based on the hilarious and heart-breaking books of Marian Keyes, *The Walsh Sisters* captures the beloved family and feeling of those bestsellers we all know and love.



Obituary (Season 2)

6 X 1 HOUR EPISODES

RTÉ ONE | **PLAYER**

Struggling with the death of her beloved father, Elvira seeks relief in killing, but is beaten to the act by a mysterious new murderer in town. Ironically, Detective Rose (Noni Stapleton) suspects Elvira of the crime she hasn't committed, pressurising Elvira to solve the murder and meet these potential kindred spirit.

But her secret life is under threat when the eccentric new editor Vivienne (Máiréad Tyers) pits her against boyfriend Emerson (Ronan Raftery) in the newsroom, the disgraced former editor Hughie (David Ganly) sets out to reveal her as a killer, and Emerson is on the cusp of unravelling an investigation that could tear them apart.



Hidden Assets (Season 3)

6 X 1 HOUR EPISODES

RTÉ ONE | **PLAYER**

In Bilbao, investigative reporter Olatz Alzola and her family are attacked by a lone gunman, only her young daughter survives. In Dublin, DS Claire Wallace deals with the fallout when the death of Portfolio Manager, Nick Heaslip during a CAB raid shatters the lives of his wife, Alice and her sister Dr. Niamh Bennett.

The hunt for €27 million that Heaslip embezzled from his clients leads Claire and her team to the Basque country and reformed ex-con, Anto Pearse now a successful restaurateur.

When the discovery of yet another body connects CAB's case to Inspector Jon Beitia's investigation into Olatz Alzola's murder, Claire and Jon endeavor to decipher disturbing evidence indicating a sophisticated scheme using Niamh Bennett's charity, Tar Le to mask human trafficking and the transport of drugs: a story about shady people in sunny places.

A close-up, low-angle shot of a lit sparkler against a dark night sky. The sparkler is the central focus, with bright, colorful sparks (yellow, orange, green, blue, and purple) radiating outwards. The background is dark, with some blurred light sources visible, creating a bokeh effect. The overall mood is festive and celebratory.

Coming 2026

RTÉ ONE | **PLAYER**



These Sacred Vows

6 X 1 HOUR EPISODES

RTÉ ONE | **PLAYER**

The morning after an Irish wedding in Spain, the body of an Irish priest is found floating face-down in the swimming pool. Over the course of six episodes, we jump back in time and revisit the events of that chaotic week from the perspective of six different characters.

These Sacred Vows is a dramedy about the pressure cooker of a boozy week-long Irish wedding in the sun, and how chasing the dream of “happy ever after” can kill you stone dead.



SisterS (Season 2)

6 X 30 MIN EPISODES

RTÉ ONE | **PLAYER**

The second series of SisterS two picks up in Dublin, eighteen months after Sare (Sarah Goldberg) had abandoned her sister Suze (Susan Stanley), who has just discovered she can't have the biological child she has just figured out she wants.

Meanwhile in Canada, Sare realises she is floating in the dreamy haze of denial about who she is but thinks she has managed to board the 'perfect life' train, just in the nick of time. When an invite to Sare's wedding lands on Suze's doorstep, Suze travels to Canada in the hope of reconnecting with her sister. Then, the sisterly drama ensues.



The Dry

8 X 30 MIN EPISODES

RTÉ ONE | **PLAYER**

The Sheridan's are back and they're about to face their biggest challenge yet. The third series unearth a huge family secret that throws everyone off kilter. Will this shocking revelation upend already fragile relations for good, or could this be the missing piece that will finally fix the Sheridans' broken puzzle? Amongst all this emotional upheaval, the Sheridan's must face the fact that change is inevitable.

As the family desperately try to forge new lives amidst the betrayals of the past, destructive patterns start to emerge, and soon it's Shiv who might not want to face some hard truths. As the family gathers for the series finale, Shiv realises there's only so long she can blame her family, her bad ex and even the drink: what if the real problem in Shiv's life is just...herself?

Tall Tales & Murder

6 X 1 HOUR EPISODES

RTÉ ONE | **PLAYER**



This darkly comedic crime drama will star Ella Lily Hyland (Black Doves, Towards Zero, Silent Roar), Aidan Gillen (Love/Hate, Game of Thrones, Kin), Philippa Dunne (Amandaland, Derry Girls, The Woman in the Wall) and Packy Lee (Peaky Blinders).

Co-commissioned by RTÉ and BBC Northern Ireland, in association with Screen Ireland, filming began this week in Dublin, with the first series set to premiere in 2026. Tall Tales & Murder will be distributed internationally by Avalon.

Package Cost

Drama Series

Autumn 2025

The Walsh Sisters: 6 × 1 hour
Obituary (Series 2): 6 × 1 hour
Hidden Assets (Series 3): 6 × 1 hour

Early 2026

These Sacred Vows (1): 6 × 1 hour
Sisters (2): 6 × 30 mins

Spring 2026

Tall Tales and Murder (1): 6 × 1 hour
The Dry (3): 8 × 30 mins

Sponsorship Information

Date	End September 2025 (Date TBC)
Channel	RTÉ One
RTÉ PLAYER	Live and On Demand
Stings	Stings : 1 hour drama : 2 x 10", 4 x 7" 30 minute drama : 2 x 10", 2 x 7" (Total Stings 487 in the package)
Sponsor Logo	Sponsor Logo on all promo's for the series on TV and Social Media
Package Price	€400,000



Terms & Conditions

- **Sponsorship Process**

Interested advertisers must send their expressions of interest in writing to Caroline.Mills@rte.ie by Monday 21st July. RTÉ will then respond once this deadline has passed.

- **Bidding Process**

If more than one expression of interest is received that meets the reserved price, RTÉ will inform all parties in writing as to the next stage process to award the Sponsorship.

- RTÉ will make a decision on the successful bidder based upon a range of factors, including but not limited to, bid amount and RTÉ's view as regards brand fit and creative concepts fit. For the avoidance of doubt, RTÉ's decision on which bid to accept or reject will be final.
- Bids in gross fixed amounts in euro.
- RTÉ will also expect that bids amounts will be incremental additional spend by the proposed sponsor and not in substitution for any existing or expected advertising and/or sponsorship spend by the sponsor with RTÉ.
- Any offers received will be binding.