



PREMIUM DRAMA TARGETING

Into November RTÉ Player will feature a host of premium smash hit international and Irish dramas that viewers can binge, and brands can target.

Irish Fan favourites such as crime hits Kin, Love/Hate, The Fall and Hidden Assets, BBC big hitters such as Luther, Unforgotten, Line Of Duty and the phenomenal Happy Valley. Also, the best of USA with Yellowstone, Billy The Kid, Blue Bloods and Damages.

Boxsets 2023 Streams
+60% vs 2022

Time Spent +54%*

Special Offer CPM
€55

Minimum 100,000
Impressions

Highlights This Winter

Luther SERIES 1-5

Idris Elba stars as maverick detective John Luther in this gripping, smart and entertaining series.

The Gone BRAND NEW SERIES

New six-part thriller set in New Zealand written by Anna McPartlin and Michael Bennett. It sees a young Irish couple Ireland go missing with a potential Irish crime family involved in their disappearance.

Sherlock SERIES 1-4

Sherlock Holmes is reimagined as edgy, contemporary, difficult and dangerous by Benedict Cumberbatch in this award-winning series, with support from his trusty sidekick Dr. Watson, portrayed by Martin Freeman.

Doctor Foster SERIES 1&2

The award-winning ratings hit that got everyone talking. Doctor Gemma Foster is a talented and respected family doctor at the heart of her village - a woman people can trust and a loving mother. But Doctor Foster's life is about to explode.

Premium Drama 15.6 Million Streams YTD 2023*

Device Viewing 2023 Instant Boxsets - top 20 titles**



Set Top Box
37%



C-TV
30%



Mobile
13%



Tablet
7%



Desktop
13%

Player Demo Breakdown (last 30 days)*

Male	Female	18-34	35-54	55+
53%	47%	21%	54%	24%

Drama Title	Availability
A Spy Among Friends	Available Now
Acceptable Risk	Available Now
Amber	Available Now
Bloodlands	Available Now
Blue Lights	Available Soon
Clean Sweep	Available Now
Crime	Available Soon
Dead Still	Available Now
Guilt	Available Soon
Happy Valley	Available Now
Harry Wild	Available Now
Hidden Assets	Available Now
I May Destroy You	Available Now
Killing Eve	Available Now
Kin	Available Now
Line of Duty	Available Now
Love and Death	Available Soon
Love/Hate	Available Now
Luther	Available Now
Maxine	Available Now
North Sea Connection	Available Now

Drama Title	Availability
Obituary	Available Now
Peaky Blinders	Available Now
Riptide	Available Now
Safe Home	Available Now
Six Four	Available Now
Smother	Available Now
Strike	Available Now
Stuck	Available Now
The Fall	Available Now
The Gone	Available Soon
The Little Drummer Girl	Available Now
The Newsreader	Available Now
The Night Manager	Available Now
The Responder	Available Now
The Secret	Available Now
The South Westerlies	Available Now
The Split	Available Now
Time	Available Now
Unforgotten	Available Now
Vanishing Act	Available Now
Viewpoint	Available Now



Package Details

Run of Player Premium Drama

30" Copy

100,000 Impressions € 5,500

200,000 Impressions € 11,000

300,000 Impressions € 16,500

- Subject to availability
- Incremental RTÉ Player spend only
- Prices quoted on 30" copy, for other lengths please contact your sales representative or mediasales@rte.ie

