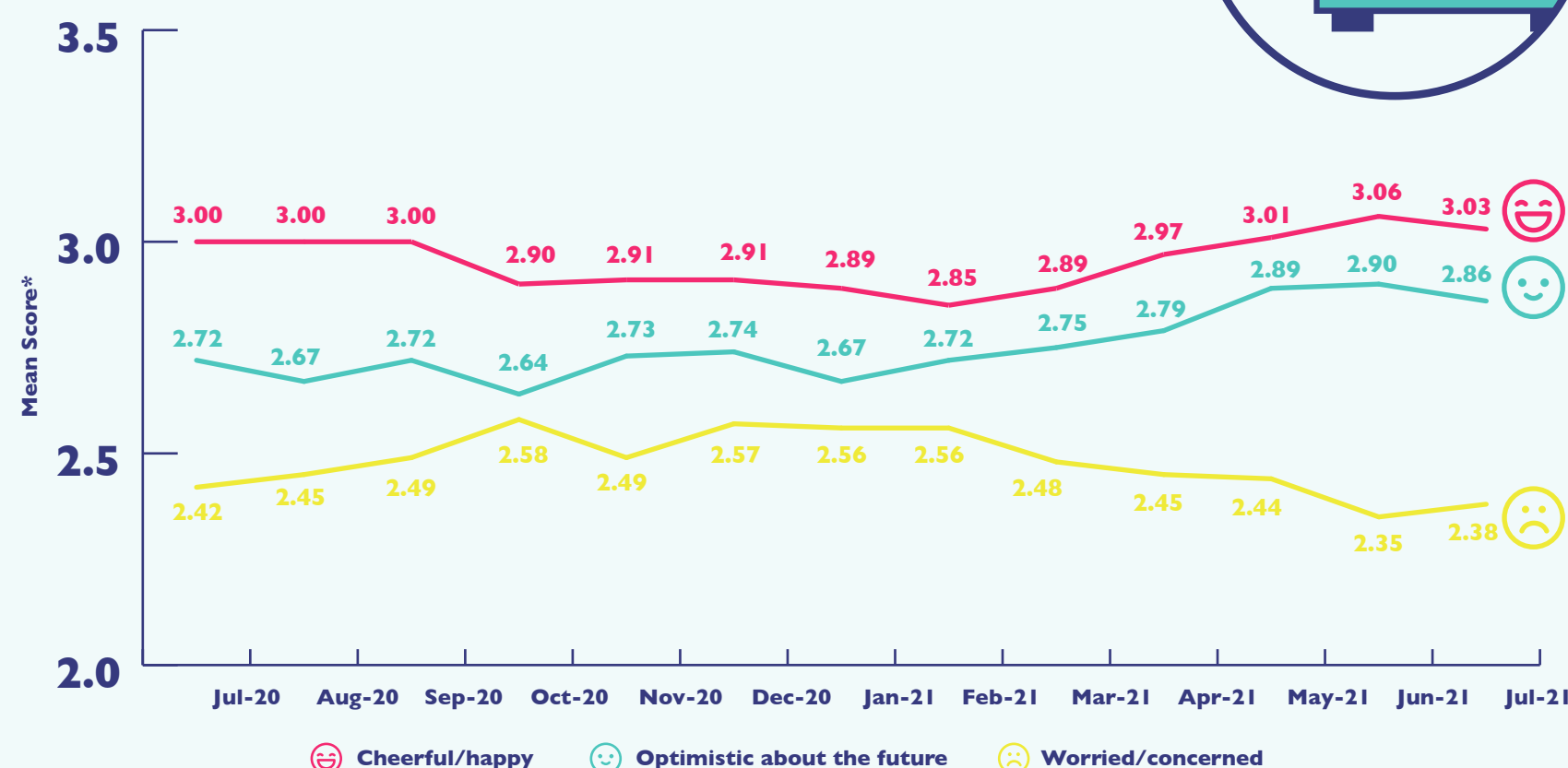


2021



In the first half of 2021 RTÉ continued to meet the needs of Irish audiences across TV, Radio, Digital and Print, providing entertainment, education and information to the public. TV and online audiences **exceeded 2019 levels** and we've seen a marked growth in optimism. **The mood of the nation climbed as the summer months approached** with the promise of plenty of great content and sporting events to keep audiences engaged!

Mood of the Nation Tracker



Source: TRP Research (online)

RTÉ Media Sales

AV YTD Performance A Summer of Sport

RTÉ2 was #1 channel of choice among 15-34's and 25-44's in June and July



All Day Share %

Consolidated. 1st June - 31st July 2021. +1 Channels included

○ Adults 15-34's
○ Adults 25-44's



Source: TAM Ireland / Nielsen

The Euros

The Euros captivated the nation with multiple audiences tuning in. Altogether **2.93 million people were reached** over the course of the tournament.



Average TV audience of 308,000 per match.



2.5 million streams on RTÉ Player over 46 matches.



Final: 941,000 viewers, 55% share, 280,000 streams.

Source: TAM Ireland / Nielsen. Individuals 4+. Consolidated figures - Total Reach (1 minute) of all Olympic & match coverage including pre & post match analysis and live Player figures - AT Internet



The Olympics

18 days of coverage culminating in Kellie Harrington's gold medal win.



2.6 million* people reached on RTÉ Television



850,000 streams on RTÉ Player



Today at the Games - Average nightly TV audience of 141,000*

GAA Championship

The GAA Championship is in full swing as it builds towards two exciting finals!



Hurling

Kilkenny vs. Cork*

475,000 / 61%



Limerick vs. Waterford*

452,000 / 43%

Football

Dublin vs. Kildare

425,000 / 51%



Kerry vs. Cork

431,000 / 57%

* L+V



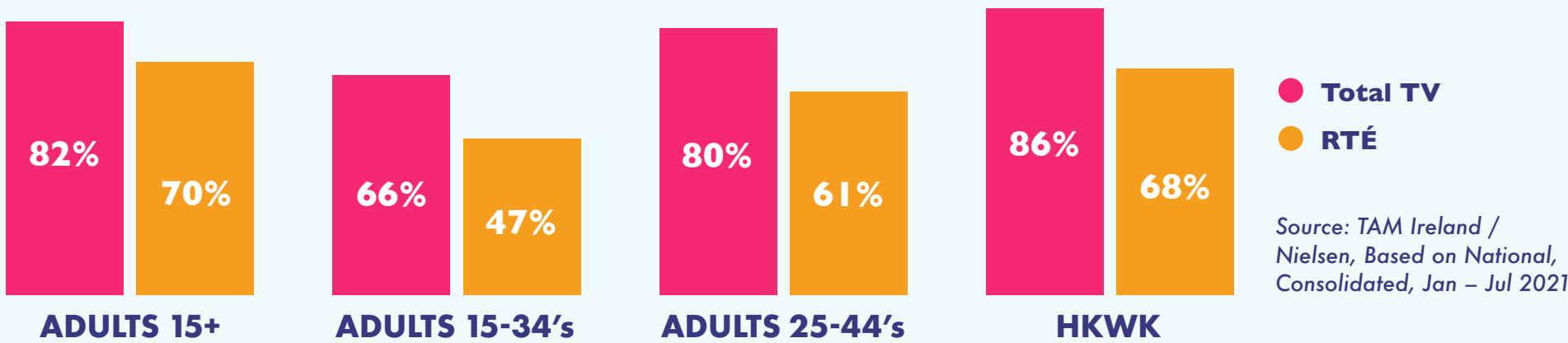
AV YTD Performance

Great Content

Attracting Large Audiences - both Young & Old

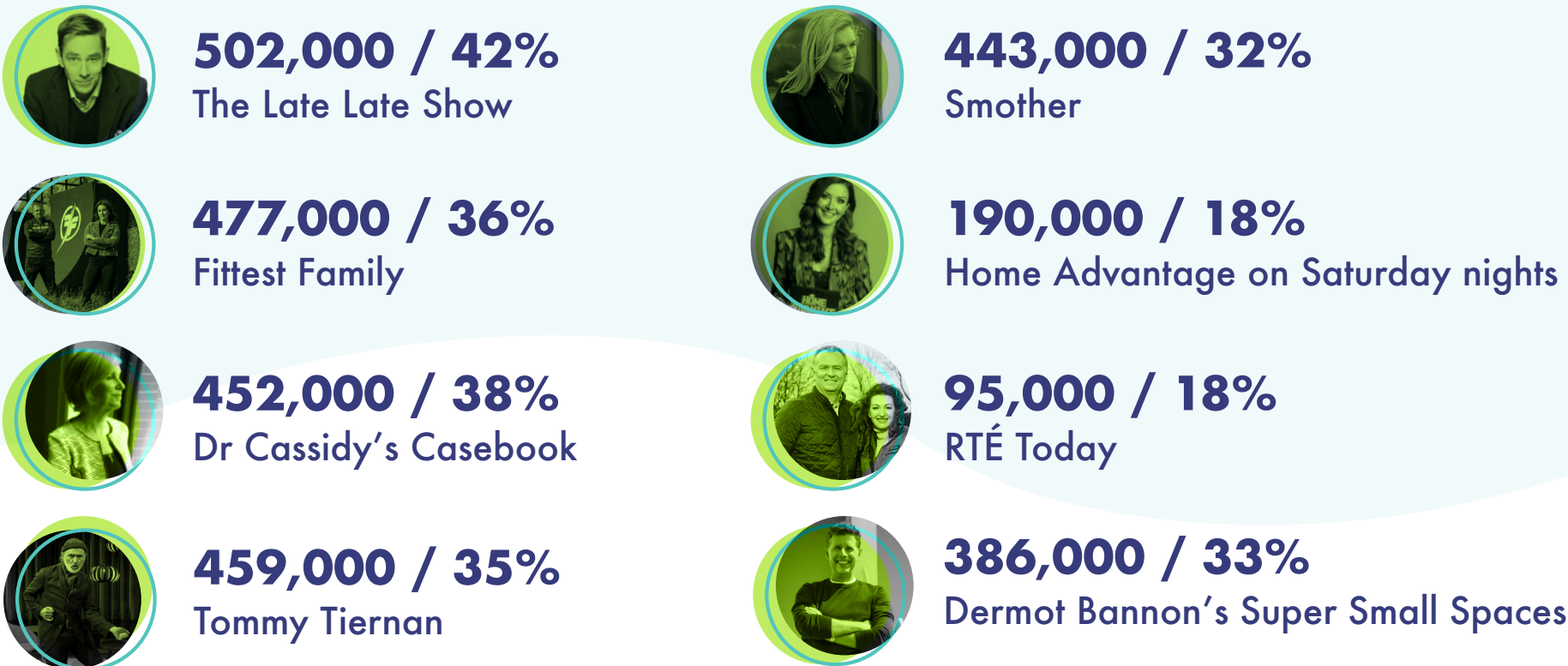
Total TV continues to reach at least 8 in 10 Adults 15+ every week.
RTÉ also reaches 7 in 10 Adults 15+, including nearly 5 in 10 15-34's.

Average weekly reach



Series Average Audience & Share % (Adults 15+)

Homegrown hit **Reeling in the Years** proved to be extremely popular across all ages, with an **average audience of 454,000 over ten episodes!**
Amongst 15-34's it had an impressive 48% share.



Our News & Current Affairs programming continues to draw in large audiences and remain above 2019 levels. Growth among younger audiences too with a 25% share among 15-34's for Six One News, and a 28% share for 15-34's for Claire Byrne Live.



RTÉ Player

Top 10 Programmes H1 Jan-June (by series)

Popular TV series like **Line of Duty** and **The Tommy Tiernan Show** along with the **Euros** and other great content saw time spent on the RTÉ Player climb by **55% vs. 2020**.

TITLE #1 - #5	STREAMS	TITLE #6 - #10	STREAMS
Home and Away	2,510,000	UEFA Euro 2020	1,288,000
Line of Duty	2,099,000	Fair City	1,246,000
EastEnders	1,729,000	The Tommy Tiernan Show	820,000
RTÉ News: Six One	1,293,000	Love/Hate	815,000
RTÉ News: Nine O' Clock	1,291,000	The Good Wife	680,000

Weekly RTÉ Player Streams

Strong growth since 2019

