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**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheerful/happy</td>
<td>2.00</td>
<td>2.00</td>
<td>2.06</td>
<td>2.90</td>
<td>2.91</td>
<td>2.89</td>
<td>2.95</td>
<td>2.89</td>
<td>2.97</td>
<td>2.91</td>
<td>2.95</td>
<td>2.91</td>
</tr>
<tr>
<td>Optimistic about the future</td>
<td>1.73</td>
<td>1.72</td>
<td>1.72</td>
<td>1.64</td>
<td>1.67</td>
<td>1.71</td>
<td>1.72</td>
<td>1.75</td>
<td>1.80</td>
<td>1.80</td>
<td>1.85</td>
<td>1.86</td>
</tr>
<tr>
<td>Worried/concerned</td>
<td>1.48</td>
<td>1.45</td>
<td>1.44</td>
<td>1.44</td>
<td>1.44</td>
<td>1.44</td>
<td>1.44</td>
<td>1.44</td>
<td>1.44</td>
<td>1.44</td>
<td>1.44</td>
<td>1.44</td>
</tr>
</tbody>
</table>

Sources: **TRP Research (online)**

**GAA Championship**

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

- **Kilkenny vs. Cork**: 475,000 / 61%
- **Limerick vs. Waterford**: 452,000 / 43%
- **Dublin vs. Kildare**: 425,000 / 51%
- **Kerry vs. Cork**: 431,000 / 57%

**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.**

**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**

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**

**2.6 million**

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

<table>
<thead>
<tr>
<th>All Day Share %</th>
<th>Consolidated, 1st June - 31st July 2021.</th>
<th>+1 Channels included</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults 15-34’s</td>
<td>12.0</td>
<td></td>
</tr>
<tr>
<td>Adults 25-44’s</td>
<td>11.3</td>
<td></td>
</tr>
<tr>
<td>RTÉ One</td>
<td>16.9</td>
<td></td>
</tr>
<tr>
<td>RTÉ2 #1</td>
<td>15.3</td>
<td></td>
</tr>
<tr>
<td>VM One</td>
<td>12.6</td>
<td></td>
</tr>
<tr>
<td>RTÉ2</td>
<td>10.8</td>
<td></td>
</tr>
</tbody>
</table>

Source: **TAM Ireland / Nielsen**

**AV YTD PERFORMANCE 2021**
**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**

- **ADULTS 15+**
  - Total TV: 81%
  - RTÉ: 70%
- **ADULTS 15-34’s**
  - Total TV: 66%
  - RTÉ: 47%
- **ADULTS 25-44’s**
  - Total TV: 80%
  - RTÉ: 61%
- **HKWK**
  - Total TV: 86%
  - RTÉ: 68%

**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.

- **502,000 / 42%**
  - The Late Late Show
- **477,000 / 36%**
  - Fittest Family
- **452,000 / 38%**
  - Dr Cassidy’s Casebook
- **459,000 / 35%**
  - Tommy Tiernan
- **502,000 / 42%**
  - The Late Late Show
- **443,000 / 32%**
  - Smother
- **477,000 / 36%**
  - Fittest Family
- **443,000 / 32%**
  - Smother
- **452,000 / 38%**
  - Dr Cassidy’s Casebook
- **459,000 / 35%**
  - Tommy Tiernan

**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.

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

**Weekly RTÉ Player Streams**

Strong growth since 2019

- **BRETTON WOODS DISCOUR**
- **NORMANDY PROTEST 1968**
- **EURO 2020**
- **2020 USA CHAMPIONSHIP**
- **TOY SHOW**

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.