



RTÉ Media Sales

REELING IN THE YEAR

A look back at RTÉ AV in 2021

2021 Average Weekly Reach

Total TV continues to reach a massive audience every week with RTÉ's weekly reach averaging **70%** (A15+).

That's equivalent to over 2,500,000 people!

Total TV



A15+	3,058,200	83%
15-34s	733,200	67%

RTÉ Television



A15+	2,586,600	70%
15-34s	520,000	48%



RTÉ
PLAYER

Average Weekly Streams

1,300,000

Six One News
5th Jan
762,000 TV Viewers
16,600 Streams

The Late Late Show
8th Jan
673,000 TV Viewers
42,300 Streams

Operation Transformation
10th Feb
456,000 TV Viewers
33,800 Streams

Oprah with Meghan & Harry
7th Mar
800,000 TV Viewers
269,500 Streams

Ireland's Fittest Family
21st Nov
467,000 TV Viewers
18,500 Streams

**Newsworthy, noteworthy,
entertaining, thrilling and dramatic....
across 2021 RTÉ delivered it all.**

RTÉ Media Sales

*Includes Euro 2020, Tokyo 2020 & The Sunday Game / Saturday Game Live
Sources: TAM Ireland / Nielsen Consolidated Adults 15+. Player streams AT Internet

Tommy Tiernan Show
3rd April
526,000 TV Viewers
34,700 Streams

Ireland vs. New Zealand Rugby Match
13th Nov
648,000 TV Viewers
130,200 Streams

Home of the Year
6th Apr
410,000 TV Viewers
26,300 Streams

Hidden Assets
7th Nov
506,000 TV Viewers
144,700 Streams

Kin
31st Oct
601,000 TV Viewers
193,600 Streams

Ultimate Hell Week the Professionals
8th Sep
351,000 TV Viewers
42,300 Streams

Summer of Sport*
(1 min reach)
2,988,800 TV Viewers
4,342,000 Streams

Culminating in the Highlight of the Year!

The Late Late Toy Show *Average '000s on TV*



2nd Highest Late Late Toy Show on record!



€6.6m raised for charity



An average audience of over **1.8m** when all viewing is taken into account



RTÉ
PLAYER

Player Streams

353,000

- 1st Transmission (Friday)
- RTÉ One +1
- Repeat (Saturday)
- RTÉ One +1