



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



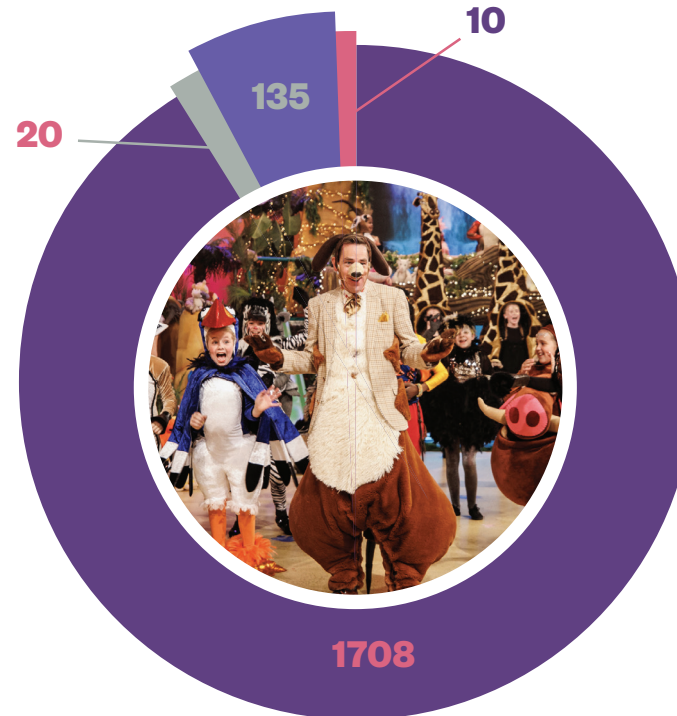
2nd Highest Late Late Toy Show on record!



€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**