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

<table>
<thead>
<tr>
<th>Segment</th>
<th>Total</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>A15+</td>
<td>3,058,200</td>
<td>83%</td>
</tr>
<tr>
<td>15-34s</td>
<td>733,200</td>
<td>67%</td>
</tr>
</tbody>
</table>

### RTÉ Television

<table>
<thead>
<tr>
<th>Segment</th>
<th>Total</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>A15+</td>
<td>2,586,600</td>
<td>70%</td>
</tr>
<tr>
<td>15-34s</td>
<td>520,000</td>
<td>48%</td>
</tr>
</tbody>
</table>

### Average Weekly Streams

**1,300,000**

RTÉ includes RTÉ One & RTÉ2 and +1s

Source: TAM Ireland / Nielsen. 1 minute reach. Jan - Nov 2021
Six One News
5th Jan
762,000 TV Viewers
16,600 Streams

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

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

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

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

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

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

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

Player Streams
353,000

Source: TAM Ireland / Neilsen. Inds 4+ Consolidated.