



**RTÉ Media Sales
Sponsorship Opportunity
Resistance**



Resistance

Resistance is a thriller that unfolds at the height of what became known as the War of Independence (August to December 1920).

The War of Independence was a guerilla war, led by Michael Collins, aimed at making British rule of large parts of Ireland unworkable by the setting up of a counter state. Everything is double - two states, two armies, two judicial systems – and with each of those states working overtly and covertly to destabilise the other, parents and children, brothers and sisters, husbands and wives are all forced to live double lives themselves, and can no longer trust each other. The destruction and collapse of the state is echoed in that of the families and the relationships of our protagonists. Everyone is fighting for their lives, and for the future.

Our thriller follows those caught up in the vicissitudes of history. Through the experiences of Frances, Jimmy, Arthur, Dolly, Harry, Ursula and Agnes, we will experience the visceral fear of a defining moment in Irish history.

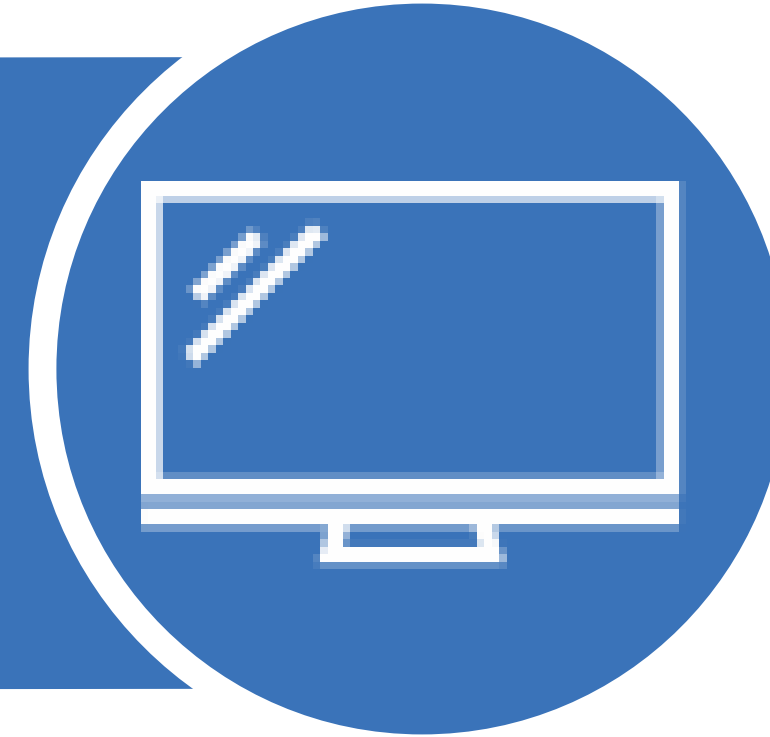
	RTÉ One	RTÉ Player
TX	8 th January 2019	8 th January 2019
STATION	RTÉ ONE	--
TX TIME	21:30	--
NO. OF EPISODES	5	5 x Live Stream+ Catch-Up
STINGS	30 RTE One 30 RTÉ One +1	10" Pre-Roll on Catch Up
RATINGS ESTIMATES BASED ON 'LIVE' ONLY	330 Adult 15+ TVRs 264 Adults 25-44 TVRs	--
PROMOS ESTIMATE	400 Adults 15+ TVRs	--
RTE PLAYER STREAMS ESTIMATE	--	300,000

THE SPONSORSHIP PACKAGE

TOTAL COST
€80,000

AV ELEMENTS

5 episodes
2 x 10" & 4 x 7" Stings per episode on RTÉ One
90 (including RTE One +1 and repeat)
Sponsor logo on all dedicated TV Programmes






DIGITAL ELEMENTS

10" Pre-roll and companion MPU on RTÉ Player
21 Day Catch up



FOR MORE INFORMATION, PLEASE CONTACT:

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