

RTÉ ONE | **PLAYER**

# THE BIG BIG MOVIE







# Sponsorship Opportunity

The BIG BIG Movie on RTÉ One is RTÉ's flagship family movie slot for over 20 years and it's now available for sponsorship.

Over the past 12 months each of the movies that ran in the slot were watched by an average of **125.5k Individuals./12.46% Share.** Among **Adults** the average share of viewing is **13.5%** and for **Housekeepers is 22.59%.** The sponsorship reached **69.3%** of **Housekeepers**, with **53.5%\*\*** of them seeing the sponsorship sting at least 4 times. The sponsorship reached **57.1% of Housekeepers** with Kids, with **42.1%** of them seeing the sponsorship sting at least **4 times.**

A Dog's Way Home was the highest rating movie in this slot for Adults achieving an audience of **224.2k./23.3% share.** Call of The Wild was the highest rating movie in this slot for **Housekeepers** achieving an average audience of **20,700 / 26.5% share.** In 2024, The Big Big Movie achieved a total of **516,984 streams** on RTÉ Player, with Charlie and the Chocolate Factory being the **most popular film among viewers.**

## Some Big Big Movie titles to come in 2025

- Puss in Boots: The Last Wish
- The Super Mario Bros. Movie
- The Bad Guys
- Lyle, Lyle Crocodile
- DC League of Superpets
- Roald Dahl's Matilda the Musical
- The Railway Children Return
- Cheaper By The Dozen
- Sonic the Hedgehog 2
- The Addams Family 2
- Sing 2
- Boss Baby The Family Business
- Mitchells Vs The Machines
- Peter Rabbit 2
- Spiderman: No Way Home
- Trolls World Tour

## Sponsorship Package

### Saturday's on RTÉ One

Time: **18.30**

Sponsorship Stings : **2 x 10, 4 x 7" per movie ( repeated on RTÉ One +1)**

RTÉ Player Live and Catch up movies available

Approx **650 Stings** across **12 months**

6 or 12 Month Option

**Available Now**

Sponsor logo included on promo's for The Big Big Movie on RTÉ One.

Price:

**€330,000 (12 Months)**

**€180,000 (6 months)**

For more information contact:

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\*Tam Ireland, Arianna TV Items, Jan - Dec 2024

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