



THE DRY

SERIES 2

★★★★

'A bare-boned and honest portrayal of recovery'

The Standard

★★★★

'Painfully funny dramedy is like an Irish Fleabag' 'Throw all the awards at this comedy!'

The Guardian

'Raise a glass for a fun tale of a recovering alcoholic'

Irish Examiner

After a smash-hit first season, comedy drama **The Dry** is making its eagerly awaited return to RTÉ One and RTÉ Player on **May 15th 2024**. Written by BAFTA-nominated screenwriter Nancy Harris, directed by Paddy Breathnach and produced by the Oscar-nominated Element Pictures (*Poor Things*, *Normal People*), series 1 saw thirty-something Shiv Sheridan return home to Ireland after years of partying in London, aiming to live a sober life.

In series 2 we find **Shiv** and the dysfunctional **Sheridan family** relatively content 7 months on, but how long will it stay that way? After all, how normal is it for three grown adults to still be living at home with their parents?

Series 1 resonated strongly with Irish audiences with a **22% share of All Adults** and **800,000 streams** to date on RTÉ Player.

Harris had the following to say about the upcoming season: *"The characters are all deepening and developing and they all have challenges - it's going to be quite the rollercoaster, and not just for those who are trying to stay sober..."*

Executive Producer, Emma Norton at Element Pictures added: *'We all fell in love with the Sheridan family in season one and it is such a treat to get to spend more time in their chaotic company.'*

SERIES 1 – Delivery

Average Adult Audience

234,000* per episode, 22.65%* Share

Sponsorship Reach and Frequency:

+1 :21.9%** +4 :14.5%**

RTÉ Player impressions so far for Series 1 over **800,000*****

SPONSORSHIP PACKAGE

Date:	May 15th on RTÉ One
Slots:	Wednesdays, 21.35
Episode:	8 x half hour
Stings:	2 x 10", 2 x 7" around every episodes on TV
RTÉ Player:	Live and On Demand and will include Series 1 (Boxset Series 1 and 2 for 12 months)

Price: €80,000

*Tam Ireland, Arianna, TV Items March 2023,

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***Piano March 2023 - February 2024

