



PERFORMANCE HEADLINES

1.3 MILLION TUNE IN TO SEE ENGLAND DEFEATED BY SPAIN IN UEFA EURO 2024 FINAL

918,000 watched the UEFA EURO 2024 final on RTÉ2, with an additional 426,000 live streams on RTÉ Player

UEFA Euro 2024 scored 7.7 million total streams on RTÉ Player, up from 2.5 million for UEFA Euro 2020

74 million streams on RTÉ Player so far in 2024, up +42% on the same period in 2023

59% of UEFA EURO 2024 streams came from mobiles, allowing viewers to catch the action anywhere



TOP 3 PERFORMING MATCHES

SPAIN V ENGLAND

Friday July 14th

Average audience, live play only:

918,000 / 54% share

RTÉ Player Streams: **426,218**

PORTUGAL V FRANCE

Friday July 5th

Average audience, live play only:

571,400 / 43.2% share

RTÉ Player Streams: 457,508

ENGLAND V SWITZERLAND

Saturday July 6th

Average audience, live play only:

500,300 / 45.5% share

RTÉ Player Streams: 350,911



TOP 5 MATCHES RTÉ PLAYER

PORTUGAL V FRANCE	457,508 STREAMS
SPAIN V ENGLAND	426,218 STREAMS
ENGLAND V NETHERLANDS	356,841 STREAMS
ENGLAND V SWITZERLAND	350,911 STREAMS
PORTUGAL V SLOVENIA	331,157 STREAMS

7.7 Million Streams on RTÉ Player!

RTÉ Player Streams Tripled
vs. Euros 2020 (2021)
QFs Total: 1.4 Million Streams

General Coverage Up
vs. equivalent stage in 2021

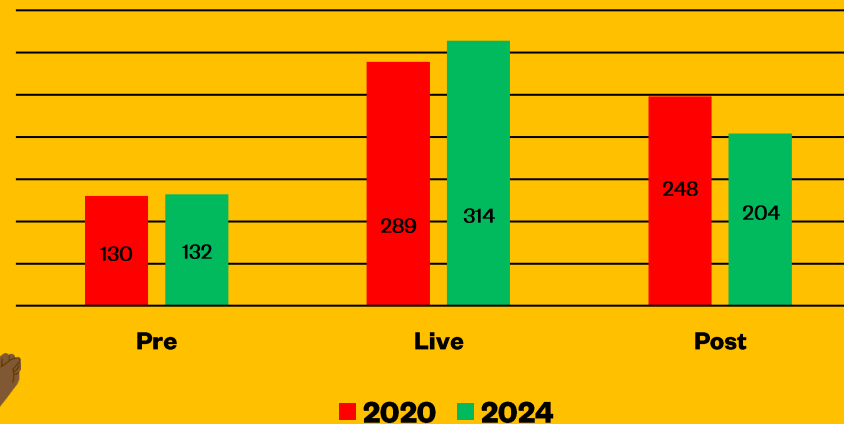
**Most popular among Men,
children & / or 15-34s**

**7.7
MILLION
STREAMS
OVERALL***

vs.
2.5M for Euro 2020
(full tournament)

* As of 15th July

45 Matches – Average '000s



Live, pre & post coverage
L+V Share %

Inds	29.8
Kids	40
15-34s	40.6
35-54s	35.6
55+s	24.2
M15+	36.2
W15+	22.3

Linear TV Source: TAM Ireland / Nielsen, Based on National, Individuals 4+, RTÉ2, Average 000s & Share, Live+VOSDAL. RTÉ Player Source: Piano Analytics

RTÉ