

RTÉ



UEFA EUROPEAN QUALIFIERS - FIFA WORLD CUP 2026 MARKET OFFER



TM

EUROPEAN QUALIFIERS



FIFA WORLD CUP 2026

THE 2026 FIFA WORLD CUP TAKES PLACE FROM JUNE 11 TO JULY 19, 2026 & THE TOURNAMENT WILL BE HELD ACROSS 16 CITIES IN THREE NORTH AMERICAN COUNTRIES: THE UNITED STATES, CANADA AND MEXICO.

16 European countries will qualify, and the Republic of Ireland's World Cup qualifying campaign will start on the 6th September, 2025 with a home match against Hungary in the Aviva Stadium. The other teams in the Republic of Ireland's four-team group are Portugal & Armenia.

The Republic of Ireland will also play two friendlies in June. They will host Senegal for the first match at the Aviva Stadium before travelling to Luxembourg for another friendly on the 10th June as preparation for the World Cup Qualifiers.

RTÉ will have live coverage of all 8 games on RTÉ 2 and on the RTÉ Player.

INTERNATIONAL FRIENDLIES

| | | |
|--------|------------------------------|-------|
| 06-JUN | REP. OF IRELAND V SENEGAL | 19:45 |
| 10-JUN | LUXEMBOURG V REP. OF IRELAND | 19:45 |

EUROPEAN QUALIFIERS FOR FIFA WORLD CUP 26

| | | |
|--------|----------------------------|-------|
| 06-SEP | REP. OF IRELAND V HUNGARY | 19:45 |
| 09-SEP | ARMENIA V REP. OF IRELAND | 17:00 |
| 11-OCT | PORTUGAL V REP. OF IRELAND | 19:45 |
| 14-OCT | REP. OF IRELAND V ARMENIA | 19:45 |
| 13-NOV | REP. OF IRELAND V PORTUGAL | 19:45 |
| 16-NOV | HUNGARY V REP. OF IRELAND | 14:00 |



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TV OFFER

| Full Package - 8 Matches | |
|--------------------------------|----------|
| Half-time break | €120,000 |
| Whistle break | €168,000 |
| In/out match break | €78,000 |
| Studio/eb programme | €48,000 |
| Alcohol Package - 6 Matches TV | |
| Out match break | €75,000 |
| Studio/eb programme | €45,000 |

RTÉ PLAYER OFFER

| European Qualifiers for FIFA World Cup 2026 & International Friendlies - RTÉ Player | | |
|-------------------------------------------------------------------------------------|-----|---------|
| Spend | CPM | Imps |
| €5,000 | €55 | 90,909 |
| €10,000 | €50 | 200,000 |
| €15,000 | €45 | 333,333 |

PLAYER ALCOHOL PACKAGE

| Men's World Cup Qualifiers 2026 & International Friendlies - RTÉ Player (Alcohol x2) | | |
|--------------------------------------------------------------------------------------|-----|--------|
| Spend | CPM | Imps |
| €4,000 | €80 | 50,000 |



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TERMS & CONDITIONS AV

- Bookings from the general market will be open from 1st May once the window for Official Partners has passed
- If advertisers wish to secure their booking in highly demanded categories, a Caria booking must be received by RTE before close of business Wednesday 14th May, 2025 – in the event of oversubscription RTE will confirm allocation by 12noon Thursday 15th May
- Full Package bookings will take priority over individual match bookings until 5:30pm, Monday 19th May
- Alcohol brands must purchase the Alcohol Package
- Limited availability of 2 alcohol advertisers post 21:00 RTE TV & RTE Player Alcohol Packages
- Alcohol RTE Player packages will be run of tournament, post 21:00 for live and post 10am for on demand
- On RTE Player, alcohol advertisers must run across all match dates. On the 9th September & 16th November, where alcohol brands will be excluded due to the Alcohol Legislation, alcohol brands will run on demand
- Caria must specify RTE Player Men's World Cup Qualifiers & International Friendlies – Standard or Alcohol
- PIB (Position in Break) available at an additional 30%
- Break Selectivity on TV, where available, at an additional 20%
- Costs are fixed and non-reconcilable
- Digital Packages include live and VOD, with the majority of impressions delivered in live
- Direct IO only for Digital Packages
- CPM rates valid on incremental spends only
- Bespoke packages may be available on request. In the case of digital, targeting premiums will apply
- Once a booking has been confirmed, 100% cancellation fee will apply to any cancellations
- TV rates are based on 30 seconds and RTE Player rates are based on 0-30 seconds
- Matches are subject to editorial scheduling



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