

# Barclays Premier League 2010/11

TV, Radio & Online



**RTÉ media sales**

# Cross Platform Opportunity

**RTE SPORT**



This August the Premier League is back and for the first time ever, advertisers have the incredible opportunity to own the Premier League across all platforms on RTE:

**TV:** Premier Soccer Saturday

**Online:** Sponsorship of soccer site with live simulcast of Premier Soccer Saturday\*

**Radio:** Live reports from all the games each Sat/Sun

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# Detail

## Sponsorship of Premier League on TV:

- 40 programmes over 32 weeks covering every Saturday and the key Sunday fixtures
- Darragh Maloney and Peter Collins, along with panellists Ray Houghton, Johnny Giles, Graeme Souness and Trevor Steven will present a comprehensive round-up and analysis of all the day's Premier League action

## Sponsorship of Premier League on Radio:

- Stings every weekend of the Premier League season on RTÉ Radio 1
- John Kenny and Con Murphy will be going around the grounds each Saturday & Sunday, getting all the best action and updates across England

## Sponsorship of the Soccer section on RTE.ie:

- Pre roll on live streamed coverage of Premier Soccer Saturday on [www.rte.ie](http://www.rte.ie)
- 3 x exclusive ad formats on <http://www.rte.ie/sport/soccer>



# Online streaming of PPS

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**Sport** English Soccer Updated: 21 Jun 2010 15:04

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**McCarthy brings Hunt to Wolves**

21 Jun 2010 15:03  
Wolves have announced the signing of forward Stephen Hunt from Hull, for an undisclosed fee.



**Possible Gerrard exit concerns Kuyt**

20 Jun 2010  
Dirk Kuyt was disappointed to see Rafael Benitez leave his post as Liverpool boss and hopes the Spaniard will not be followed out of Anfield by captain Steven Gerrard.



**Inter move mooted by Mascherano**

19 Jun 2010  
Liverpool midfielder Javier Mascherano has hinted he would be open to a move to Inter Milan should former Reds coach Rafael Benitez wish to be reunited with him.



- › Reina worried about Anfield exits 18 Jun
- › No South Africa return for Ferdinand 17 Jun
- › Cesc reunion would be 'special' - Messi 17 Jun
- › Premier League fixtures released 17 Jun
- › Peter Beardsley backs Kenny Dalglish 16 Jun
- › Benayoun nearing Anfield exit 15 Jun
- › Mutu ordered to pay Chelsea €17.17m 14 Jun
- › Capello confident as King fears grow 14 Jun

**Stephen Alkin's World Cup Digest**



We touched down on African soil only a week ago. It's an even longer time at the World Cup than it is in politics!

[MORE](#)

**Sport at 7 - Graeme Souness**

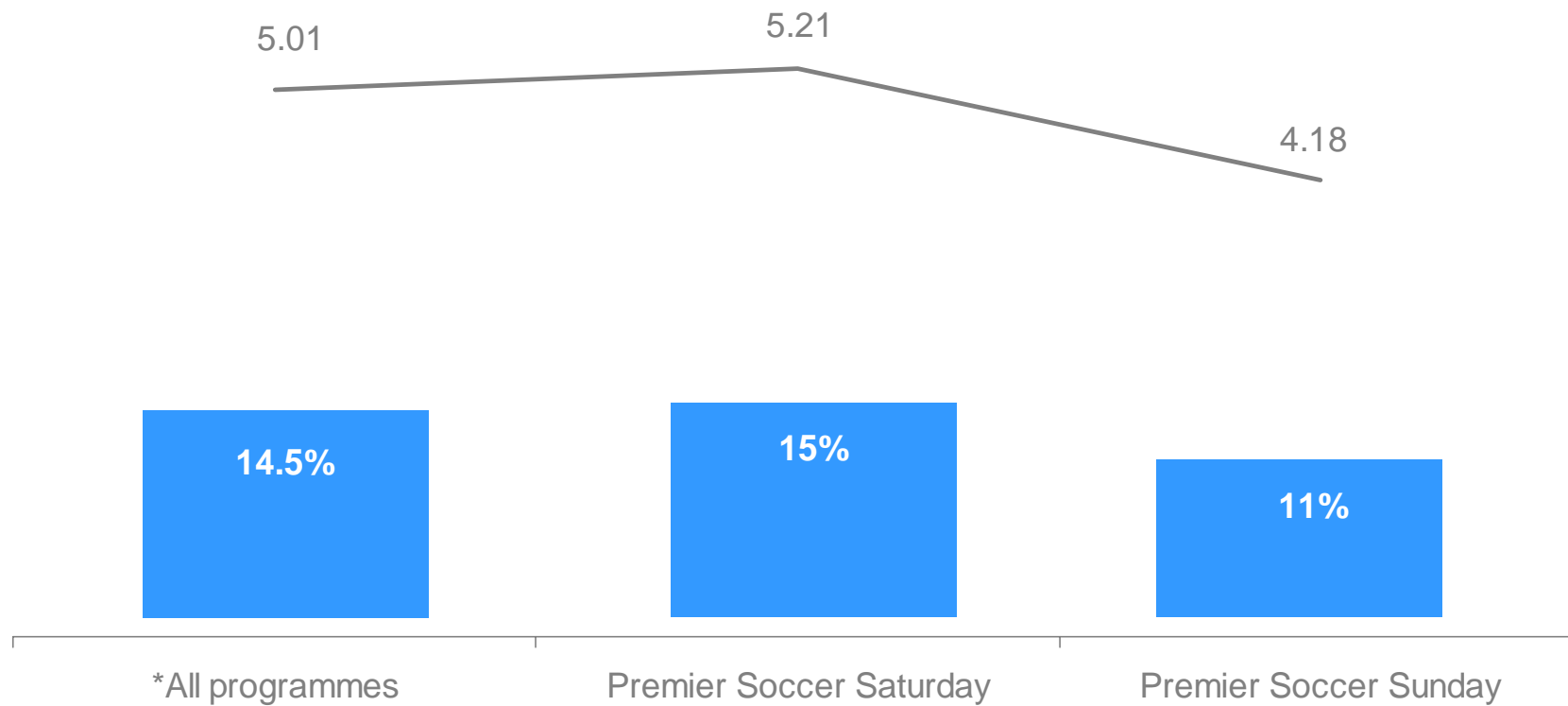


Graeme Souness comments on the World Cup 2010 opening match between South Africa and Mexico; the atmosphere at the World Cup in general;

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# Programme Averages: Men 15+

— Average TVR  
■ Average Share



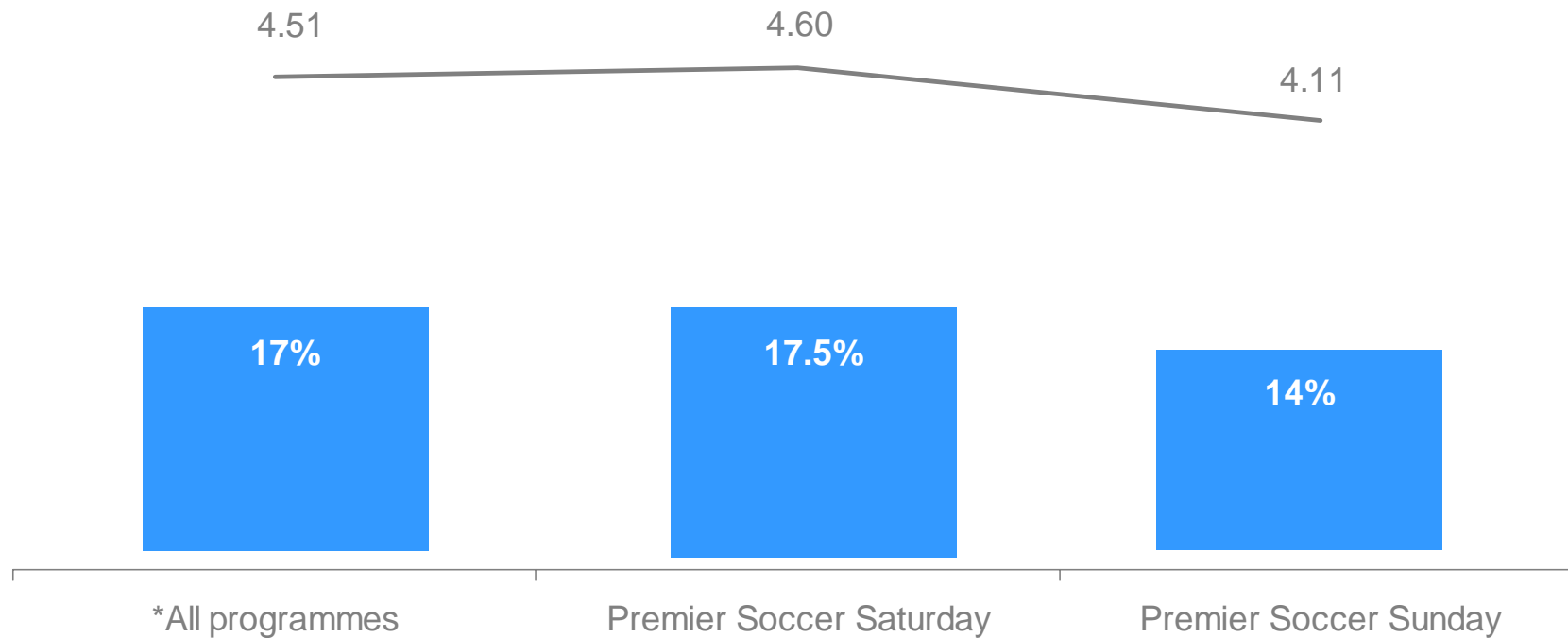
Source: Nielsen Television Audience Measurement

\* Based on average of 40 Programmes, August 2009 – May 2010

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# Programme Averages: Men 15-34

— Average TVR  
■ Average Share



Source: Nielsen Television Audience Measurement

\* Based on average of 40 Programmes, August 2009 – May 2010

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# TV Sponsorship Details:

Based on August 2009 to May 2010, there were a total of 40 programmes shown on RTÉ Two (across Saturday and Sunday)

## Reach:

Across approximately 280 stings, a sponsorship campaign spanning the 10-month period would have reached 63% of Men aged 15-34 and 68% of Men overall

## Total Ratings:

Men 15+	1,296
Men 15-34	1,158

# Detail continued..



## Television:

Stings: Average of 4/6 per programme  
Channel: RTÉ Two



## Radio:

Stings: 8 over the weekend  
Channel: RTÉ Radio 1



## Online:

Soccer site: Full sponsorship of soccer section  
Live streaming: Pre roll\*  
Key locations: Banner, bespoke & tile

*\* Simulcast subject to rights approval*



# RTÉ Client Sales

For further details and commercial queries for RTÉ Sport, please contact:

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*Please note:*

Schedule details are subject to change. All sponsorship agreements are subject to contract and clearance of suitability

Expenditure, or part thereof, from Sponsorship, Cross-Media or advertiser funded programming will not be counted as part of the overall Television spot revenue deal

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