



## RTÉ Radio 1 Lions Tour Podcast Series

### Overview

A series of professionally produced 30 minute RTÉ Radio 1 podcasts presented LIVE from South Africa by RTÉ's rugby commentator Michael Corcoran.

### Concept

Podcasting offers the ideal means through which fans of rugby can access extended coverage of the 2009 Lions tour while also providing RTÉ Radio 1 and *the sponsor* with a vehicle through which they can copperfasten the strong working relationships built up with the best players that the home nations have produced.

On top of providing programming specific to the test matches it would be intended to produce specialist programming aimed at giving Lions' fans in Ireland an insight into the squad's attempt to overcome the world champions.

**Timing:** May 25<sup>th</sup> – July 6<sup>th</sup> 2009

### Phase 1: Preview/Review Shows

Presented by Michael Corcoran and scheduled around Lions events these downloads will be primarily panel driven providing quality analysis of the 2009 tour. Constructed in such a way to represent the views of leading experts from the countries represented by the Lions these would be produced in such a way to accommodate the **inclusion of sponsor mentions at junction points between thematic sections of the show**. Audio of Lions management and players reflecting on results or team selections would be an integral part of the podcast, again to offer listeners something unique that other broadcasters cannot rival.

### Phase 2: Special Editions

With unrivalled access available to members of the Lions travelling party it would be intended to compile special once off programmes featuring members of the Lions party.

#### **Example of possible Special Editions:**

- Separate half hour specials where Paul O'Connell and Brian O'Driscoll answer questions solicited from members of the public.
- A special 'ahead of the tour' with Gerald Davies & Ian McGeechan on their hopes/expectations etc.
- Pre-Tour guides for fans travelling from Ireland to South Africa.



### Production Schedule

Each programme would be presented as live from South Africa and recorded via ISDN in Dublin. Editing and postproduction would take place immediately upon the conclusion of recording and the podcast made available through iTunes and the RTÉ website for download later that day for listeners. A draft schedule of possible podcasts is included below.



## Key Lions Tour Dates & Complimentary Podcast Opportunities

Tues, April 21 <sup>st</sup>	Squad & Captain Announced
Sat, May 23 <sup>rd</sup>	Heineken Cup Final
<b>Mon, May 25<sup>th</sup></b>	<b><i>Podcast 1 – Preview Part 1 Lions History Squad Analysis</i></b>
<b>Mon, June 1<sup>st</sup></b>	<b><i>Podcast 2 – Preview Part 2 Fan Guide to South Africa Tour Preview</i></b>
<b>Mon, June 8<sup>th</sup></b>	<b><i>Podcast 3 – Specialist Show Extended Interview with Lions Coach Ian McGeechan</i></b>
<b>Fri, June 12<sup>th</sup></b>	<b><i>Podcast 4 – Specialist Show Extended Interview with Brian O’Driscoll</i></b>
<b>Mon, June 15<sup>th</sup></b>	<b><i>Podcast 5 – Specialist Show Extended Interview with Paul O’Connell</i></b>
Thu, June 18 <sup>th</sup>	Lions Team Announcement
<b>Thu, June 18<sup>th</sup></b>	<b><i>Podcast 6 – Match Preview</i></b>
Sat, June 20 <sup>th</sup>	First Test
<b>Sun, June 21<sup>st</sup></b>	<b><i>Podcast 7 – Match Review</i></b>
Thu, June 25 <sup>th</sup>	Lions Team Announcement
<b>Thu, June 25<sup>th</sup></b>	<b><i>Podcast 8 – Match Preview</i></b>
Sat, June 27 <sup>th</sup>	Second Test
<b>Sun, June 28<sup>th</sup></b>	<b><i>Podcast 9 – Match Review</i></b>
Thu, July 2 <sup>nd</sup>	Lions Team Announcement
<b>Thu, July 3<sup>rd</sup></b>	<b><i>Podcast 10 – Match Preview</i></b>
Sat, July 4 <sup>th</sup>	Third Test
<b>Sun, July 5<sup>th</sup></b>	<b><i>Podcast 11 – Match Review</i></b>
<b>Mon, July 6<sup>th</sup></b>	<b><i>Podcast 12 – Review Special</i></b>

## Possible Panel Guests (3 per preview/review show)

### **Former Irish Internationals**

- Donal Lenihan
- Trevor Brennan
- Mick Galwey

### **Irish Media**

- Gerry Thornley – The Irish Times
- Dave Kelly – The Irish Independent
- Jim Neilly – BBC Radio Ulster
- Charlie Mulqueen – The Irish Examiner



### English Media

- Ian Robertson – BBC Radio Five Live
- Mark Souster – The Times
- Mick Cleary – The Daily Telegraph
- Richard Williams – The Guardian

### Welsh Media

- Eddie Butler – BBC

### Scottish Media

- Tom English – Scotland On Sunday

### South African Media

- John Robbie

### HSBC Lions Ambassadors

- Jason Robinson
- Gareth Edwards
- Gavin Hastings

## Podcast sponsorship includes

### 1. Sponsorship stings

- 4 sponsor credited stings per podcast x 14 = 56 sponsor credited stings.

### 2. Sponsor credited promos

- 2 sponsor credited podcast promos every day.
- Promos will run across the top RTÉ Radio 1 Prime Times Shows between 7am – 7pm Monday to Sunday.
- 2 x sponsor credited promos per day x 43 days = 86 primetime spots on RTÉ Radio 1

### Audience Delivery:

**RTÉ Radio 1 Weekly Audience Delivery: 14 PT spots per week**

	Reach	Audience	Ave Freq
All Adults	23.6%	834,000	4
Male	24.2%	422,000	4
ABC1	28.6%	416,000	4
C2DE	18.7%	334,000	4
25 – 44	15.3%	221,000	4

Source: Mediastar Jan – Dec 2008

### 3. Web / on-line sponsorship

- Sponsor Podcast Microsite which links off the main [rte.ie/sport/rugby/lions](http://rte.ie/sport/rugby/lions) website.
  - Will contain all of Michael Corcoran's podcasts in one easy to access portal
  - Strong **sponsor** branding, special offers and possibly a competition mechanism.
  - Additional related content from our sports journalists

**Sample microsite:** [www.rte.ie/colgate](http://www.rte.ie/colgate) ; [www.rte.ie/drinkaware](http://www.rte.ie/drinkaware)

- Drive traffic to access the podcasts through:
  - Permanent link from Lions website
  - Supporting banner advertising on other main websites including

Business, Homepage, News, Sport etc – 300,000 banners, 300,000 skyscrapers plus 300,000 islands

## Total Sponsorship Fee

€6,000



## Summary

Overall package includes sponsorship of podcasts with **sponsor stings, sponsor credited primetime radio promos, micro-site design, hosting, maintenance, fixed placement on Lions website and ROS advertising.**

In addition, the Lion's Tour podcast series will also be verbally cross promoted by RTÉ Radio 1's Des Cahill on Drivetime Sport every weekday and right across Saturday & Sunday Sport.

*RTÉ Radio Sales, April 2009*