

RTÉ ONE | **PLAYER**

RTÉ
TOY
SHOW

FRIDAY DECEMBER 4TH

Individual TV spots, VOD Packages
and Audience Giveaways

RTÉ TOY SHOW

FRIDAY DECEMBER 4TH

Christmas begins here! On December 4th, 2026, Patrick Kielty returns to host the nation's favourite festive celebration – **The Late Late Toy Show.**

Year after year, the Toy Show stands as Ireland's most-watched TV event, unmatched in its reach, engagement, and the deep emotional bond it creates with audiences and this year is set to be his best yet!

Kielty wowed audiences yet again last year, with The Late Late Toy Show's unforgettable Grinch Who Stole Christmas theme, captivating **1.7 million** with 73% share and was the most-watched TV programme in 2025. Online, **#LateLateToyShow** lit up social media, generating **36 million** video views and **2.8 million** interactions cross RTÉ's social media channels (TikTok, Instagram, and others).

While the **Toy Show Appeal** raised an **over €4.7 million** in support of children's charities across Ireland.



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THE LATE LATE TOY SHOW 2025 AUDIENCE FIGURES

Individuals	79.2% Share
HKWK	88.6% Share
Children	96.7% Share
RTÉ	A record breaking 592,275 streams from (ROI) +11% YoY

Linear TV Source: TAM Ireland/Nielsen, based on National, Individuals 4+. RTÉ1, Average 000's and Share, Consolidated. RTÉ Player Source: Piano Analytics.

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RTÉ TOY SHOW

Friday December 4th

Individual Spot Bookings

TV

Individual Spot Cost €55,000 (30 seconds)

DIGITAL

RTÉ Player, ROI Streams	€12,000
RTÉ Player Impressions	200,000
RTÉ Player, International Streams Only	€5,000
RTÉ Player International Impressions	83,333

PRINT

Full page in RTÉ Guide Toy Show Issue €3,000
+150,000 Impression MPU on RTÉ.ie

AUDIENCE GIVEAWAY

€20,000

- All prizes will be subject to editorial approval.
- Once the prize is approved, the prize sponsor must provide 240 prizes at a value of minimum €150 each (in addition to the media fee plus VAT).
- The on air script for the giveaway is approx. 25 sec duration, and will be subject to RTÉ approval and changes.
- The mechanic of the giveaway (prop/images) are also subject to RTE approval, no footage will be used.
- The positioning of the giveaway is subject to editorial discretion and cannot be guaranteed.
- Deadline for expressions of interest will be **Friday, October 9th.**

TERMS & CONDITIONS

- TV costs are based on 30 second copy.
- RTÉ Player costs based on 0-30 second copy.
- RTÉ Player: Direct IO bookings only, with ads to be served by RTÉ.
- PIB on Television +30% (limited availability)
- Break selection +30%
- Once bookings have been confirmed they are non – cancellable and non – transferrable.
- Player only copy due on Friday Nov 27th.
- Player package must run for 7 days after live show to Friday Dec 11th.