

RTÉ ONE | **PLAYER**

RTÉ
TOY
SHOW

FRIDAY DECEMBER 4TH

AV Packages 2026

RTÉ TOY SHOW

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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

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BREAK ONE PACKAGES

PACKAGE ONE (FIB on TV & FIB on Player, one available) €112,000

TV First in Break €92,500	Player First in Break €19,500
TV :30 sec spot in LLTS	Break One, FIB
TV :30 sec spot in LLTS Repeat	Break One, FIB
RTÉ Player :0 to :30 sec preroll spot, 250k impressions	FIB

PACKAGE TWO (LIB on TV only, one available) €95,000

TV Last In Break €80,000	RTÉ Player €15,000
TV :30 sec spot in LLTS	Break One, LIB
TV :30 sec spot in LLTS Repeat	Break One, LIB
RTÉ Player :0 to :30 sec preroll spot, 250k impressions	no positioning

BREAK TWO PACKAGES

(2 available, FIB & LIB on TV only)

€95,000

TV €80,000	RTÉ Player €15,000
TV :30 sec spot in LLTS	Break Two, FIB or LIB
TV :30 sec spot in LLTS Repeat	Break Two, FIB or LIB
RTÉ Player:0 to :30 sec preroll spot, 250k impressions	no positioning

BREAK THREE & FOUR PACKAGES

(4 available, FIB & LIB on TV only)

€85,000

TV €73,000	RTÉ Player €12,000
TV :30 sec spot in LLTS	Break Three or Four, FIB or LIB
TV :30 sec spot in LLTS Repeat	Break Three or Four, FIB or LIB
RTÉ Player:0 to :30 sec preroll spot, 200k impressions	no positioning

IN BREAK PACKAGE

(1 available, LIB on TV only)

€82,500

TV Last In Break €70,500	RTÉ Player €12,000
TV :30 sec spot in LLTS inbreak	Inbreak, LIB
TV :30 sec spot in LLTS inbreak	Inbreak, LIB
Player :0 to :30 sec preroll spot, 200k impressions	no positioning

AUDIENCE GIVEAWAY

€20,000

- All prizes will be subject to editorial approval.
- Once the prize is approved, the prize sponsor must provide approx. media fee plus VAT).
- The suggested 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.
- Player delivery will be across live and on-demand.
- Player campaigns will go live the week commencing 30th November.
- RTÉ Player: Direct IO bookings only, with ads to be served by RTÉ.
- Banking advertisers cannot avail of these packages, due to the FIB/LIB positioning element in the offer, which clashes with the current programme sponsor.
- If advertisers wish to ensure their AV packages, a Caria booking must be received by RTÉ by 12.30pm on Friday 11th September.
- In the event of over subscription, RTÉ will confirm whether applicants have been successful in securing airtime by Tuesday 15th September.
- Priority for remaining packages will be offered to non- successful Break One Package applicants based on the allocation criteria.
- Allocation Criteria will include overall GED commitment and YOY expenditures, etc.
- Individual spot bookings will not be taken until package allocation has been finalised.
- Please note that once bookings have been confirmed by RTÉ they are non-cancellable and non-transferable.