



BVOD OVERVIEW 2026

June 2026



**NOT ONLY DOES BVOD
DRIVE INCREMENTAL REACH
ACROSS LIGHT TV VIEWERS,
IT ALSO CAPTURES DIVERSE
AUDIENCES WHO ARE
HIGHLY ENGAGED AND
PROVIDES ADVANCED
TARGETING CAPABILITIES**

RTÉ PLAYER BVOD OVERVIEW



RTE PLAYER AUDIENCE PROFILE

From RTE's latest audience sampling report, we found out that overall, RTE Player's audience skews comparatively younger, more female centric & ABC1s heavy vs only TV users where there is an equal gender ratio split of 50/50 and almost 48% of viewers are 55+.

73%

Of the RTE Player viewers are Women vs Linear TV which has a 50/50 split

69%

Of the RTE Player viewers belong to ABC1s

49%

Of the RTE Player viewers fall in the 35-54 age bracket followed by 39% being 18-34

44%

Of the RTE Player viewers live in Leinster followed by 14% in Munster

RTÉ PROVIDES INTEREST-BASED TARGETING, ALLOWING US TO TAP INTO MANY DIFFERENT AUDIENCES DEPENDING ON THE FILM GENRE

**TOP 20
PLAYER
PROGRAMMING**



AGRICULTURE
& FARMING



BEER
& CIDER DRINKERS



BUSINESS
& FINANCE



CHRISTMAS
ENTHUSIASTS



COOKING
ENTHUSIASTS



CULTURE



ENTERTAINMENT
& CELEBRITY NEWS



FASHION
& BEAUTY



FOODIES



GAA
FOOTBALL



GAEILGEOIRS
& IRISH SPEAKERS



HEALTH
& FITNESS



HOME, GARDEN
& DIY ENTHUSIASTS



HOMEBUYERS
/MORTGAGE SEEKERS



HORSE
RACING



JOBS
& EMPLOYMENT



LIFESTYLE



LIVING
& HOMES



MOTORS



MOVIE
FANS



MUSIC
LOVERS



NEWS
WATCHERS



RUGBY
ENTHUSIASTS



SHOPPING



SOAP
LOVERS



SOCCER



SPORTS
ENTHUSIAST



SUSTAINABILITY



TECHNOLOGY



TRAVEL
ENTHUSIASTS



TV DRAMA
FANS

RTE OFFERS A MIX OF BESPOKE, PREMIUM & TARGETED OPPORTUNITIES WHEN IT COMES TO THEIR ON-DEMAND CONTENT OFFERINGS

01.	02.	03.	04.
CTV ONLY TARGETING	BESPOKE PRESENCE	SEIZE THE SPOTLIGHT	TARGETED SOLUS SPECIAL
Across RTÉ, we can connect Warner with prime audiences, giving a big screen experience. Unlock the power of Connected TV with RTÉ's exclusive offer, designed to place Warner directly in front of engaged viewers. With more audiences choosing to stream their favourite content on smart TVs, now is the perfect time to ensure our films are seen in high-quality, immersive environments. Minimum spend: €5k	Through RTE's Bespoke Presence Targeting, our ads can be seen where, when and how we want, and only in the shows we want. We can choose to target by Time, Day, Location, Show, Platform, Device and Genre or if we want to drive reach at a broader scale, we can simply target the Top 20 RTE Player shows, as this option is only available on On-Demand content. 30% Premium to choose up to 4 bespoke targeting options. Minimum spend: €5k	Take your brand to new heights with our exclusive Seize the Spotlight package, designed to maximize your visibility and impact on RTÉ Player. By securing either the coveted first or last position in the ad break, your brand will stand out and command the attention it deserves. Live & On-demand Min Spend €3K Sep - Dec	This offer allows brands to be the sole ad in the break, ensuring undivided attention from viewers. With the Targeted Solus Special, we can select from various categories on RTÉ Player, including boxsets, genres, or hand-selected programming, to precisely target your desired audience. First ad at the beginning of selected content (1 Pre-roll, no mid-rolls) Frequency: One solus ad per user per selected content CPM: €125 (based on 30" rate) Min Spend €7K Content Type: On-demand Min period: 1 month / 4 weeks

TRAITORS RETURNS WITH SEASON 2

A phenomenal **2.1M Irish Adults** tuned in to RTÉ One to keep up with all the plotting and backstabbing, with RTÉ Player delivering **5.2M streams** across live and on demand. The series reached **47% of all 25–44-year-olds** across the run.



AV Packages

Centre Break Package		
8x spots including Opening & Final Episodes	500K RTE Player Imp	€190,000

In Break Package		
8x spots including Opening & Final Episodes	500K RTE Player Imp	€125,000

Out Break/Uncloaked CB Package		
8x spots including Opening & Final Episodes	500K RTE Player Imp	€90,000

Individual TV Spot Costs

Centre Break	30" Spot Rate
Opening / Final Episode	€26,000
Episodes 10 & 11	€23,000
Other Episodes	€21,000

In Break	30" Spot Rate
Opening / Last 3 Episodes	€16,000
Other Episodes	€12,000

Out Break	30" Spot Rate
Opening / Last 3 Episodes	€10,500
Other Episodes	€7,500

VOD Packages

First / Semi / Last Episode	Cost
200,000 Imps	€14,500
250,000 Imps	€18,000

Other Episodes	Cost
250,000 Imps	€15,000
500,000 Imps	€30,000

SKY BVOD OVERVIEW



SKY ALLOWS US TO EXTEND IMPACT AND AUDIENCES ACROSS EVERY SCREEN

TV VOD



STREAMERS

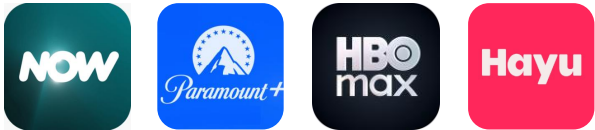


APPS



AND TARGET A VARIETY OF AUDIENCES WITH THEIR PORTFOLIO OF CHANNELS AND PLATFORMS

ALL VOD OFFERING INCLUDES:



+

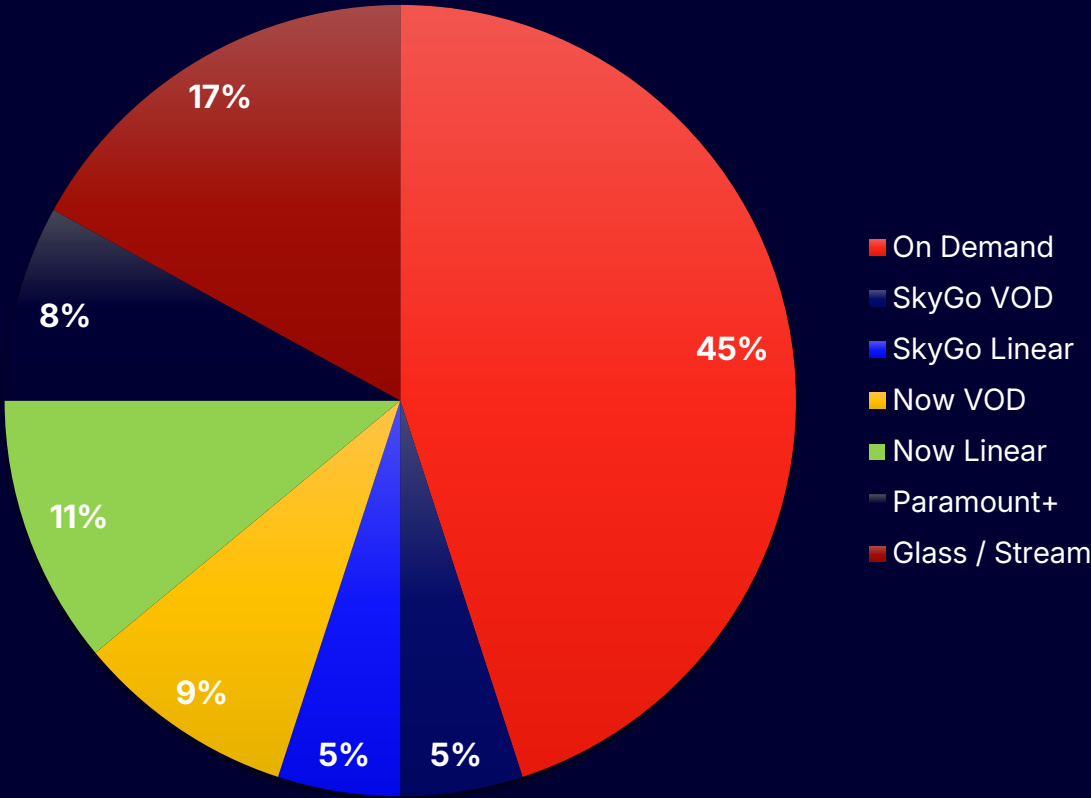


+

ON-DEMAND:



% of Impressions by Platform



SKY ALLOWS US TO BE PRESENT IN PREMIUM PROGRAMMING ACROSS ITS EXTENSIVE OFFERINGS

Top 20 HBO Max Programmes

1. The Pitt
2. Euphoria
3. Friends
4. Game of Thrones
5. The Big Bang Theory
6. The Sopranos
7. House of the Dragon
8. Sex and the City
9. Rick and Morty
10. The Wire
11. The White Lotus
12. Succession
13. Regular Show
14. A Knight of the Seven Kingdoms
15. Pretty Little Liars)

Top 20 Non-HBO Max Programmes

1. No Series - Sports
2. No Series - Movies
3. Under Salt Marsh
4. A Knight Of The Seven Kingdoms
5. Love Island - Season 13
6. Landman (ViacomCBS Production)
7. Love Island: All Stars
8. Coronation Street
9. The Dyers' Caravan Park
10. Dutton Ranch (ViacomCBS Production)
11. Euphoria*
12. Marshals: A Yellowstone Story (ViacomCBS Production)
13. The Rookie
14. Prisoner
15. House of the Dragon*

Linear TV

Based on average Monthly reach, Sky's total audience is 3.4M individuals (1+ minute)

All VOD

All VOD reach for platforms combined is 1.1M*.

This includes Sky On Demand Including VMS Catch-Up in Sky HH, Glass / Stream (Again with VMS Catch-up), NOW, Paramount+ HBO Max and Sky News In feed on App.

**Not unique as there will be crossover which can't be determined just yet.*

SFVOD

2.5M Irish Adults across all platforms, Sky O&O platforms & apps, YouTube assets from The Overlap, Sky Sports and NBCU Channels.

**As part of the deal with HBO and Sky Atlantic, anything that started its initial run, will run on both Sky Atlantic and NOW*

[illegible]

Targeting available by:
Audience demographics, content genre,
historic viewing habits, exposure to
advertisement, device, geographical
location, Socio-economic profile, media
choices

A collection of five streaming service logos arranged in a circle. At the top left is the 'NOW' logo in white on a dark teal background. At the top right is the 'Paramount+' logo, featuring a mountain peak under a starry arc on a blue background. In the center is the 'sky' logo, with the word 'sky' in blue above a white play button icon on a blue-to-white gradient background. At the bottom left is the 'HBO max' logo in white on a dark blue background. At the bottom right is the 'Hayu' logo in white on a bright pink background.

*This is where we can activate Blipverts through sports content on SkyGo

sky news

sky

sky sports & sky news website & app

DISPLAY

PODCASTS

YouTube

12

TAKING A CLOSER LOOK AT SKY'S ONLINE VIDEO PLATFORM OFFERINGS



YouTube

Up to 20" Non Skippable



Sky Publisher Player (50+ Partner Sites)

Up to 30" Non Skippable



Sky Sports & Sky News Websites and Apps

ALL4 BVOD OVERVIEW



ALL4 USER DEMOGRAPHICS

Channel 4 Streaming offers audiences a seamless way to discover and enjoy their favourite shows.

From catch-up programming straight from the TV to free box sets and a rich archive of our popular series, the platform offers a wide range of high-quality content.

2.6M

total streams in May 2026

60%

of overall streams were from Big Screens

56%

of All4 users are Female

78%

of users are under 55

ALL4 PRECISION TARGETING POWERED BY 1ST PARTY DATA



DEMOGRAPHIC

Gender
Age
Social Grade



CONTEXTUAL

Entertainment
Drama
Youth
Comedy
Factual
Lifestyle
Films on 4
Modern love
Classic Nostalgia
Reality
Boxsets



INTEREST

Film Fans
Foodies
Holiday Lovers
House Prouds
Gamers



DEVICE



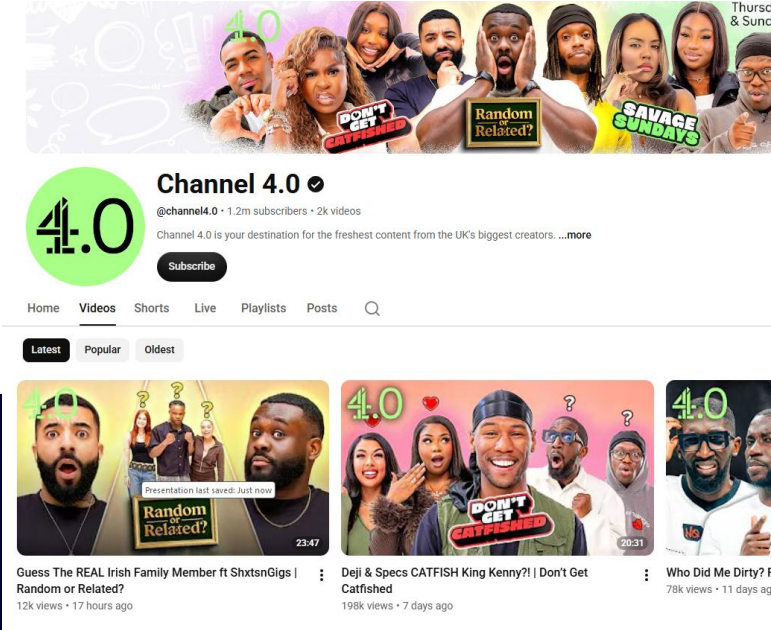
TIME OF DAY

HIGH IMPACT PLACEMENTS THAT OFFER MAXIMUM VISIBILITY



Ad Pause

Offers full-screen, non interruptive visibility on Desktop, Mobile, and CTV.



C4 YouTube

Reaches a younger audiences through 10,000+ videos, offering authentic engagement. Brand-safe, advanced targeting ensuring maximum visibility and seamless execution.



Boost

1 day ROS takeover to drive awareness through high impact pre roll and mid roll placements.

CONTENT IN Q4 TO LOOK OUT FOR



	Top Programmes
1.	Married at First Sight Australia
2.	Celebs go Dating
3.	Virgin Island
4.	Taskmaster
5.	Gogglebox
6.	Made in Chelsea
7.	Dance Moms – Box Set
8.	Hollyoaks
9.	Falling
10.	Frasier - Archive



Q4 will offer some amazing content opportunities with a wide range of new shows premiering



VIRGIN PLAY BVOD OVERVIEW



VIRGIN MEDIA USER DEMOGRAPHICS

Virgin Media offers its audiences premium television viewing through their various channels and player.

They cater to everyone providing a mix of genres and programming.

53%

of Virgin Media users are Female.

28%

of users are aged 25-34

27%

of users are based in either Munster
or Dublin

16%

of users favourite genre is either
Comedy or Drama

IDENT SPONSORSHIPS CREATE OPPORTUNITY FOR AWARENESS AND EXPOSURE ON ONE OF IRELAND'S MOST TRUSTED PLATFORMS



IDENT SPONSORSHIP

Running at the top of every programme, these 20" branded idents provide exposure and can strategically be placed around high impact programming that align with movie releases.

Media Fee: €20,000 per week per station
Production: Min €5k Net per asset per station



CHARACTER LED IDENT

Running at the top of every programme, these 20" character led idents provide exposure and can strategically be placed around high impact programming that align with movie releases.

Media Fee: €20,000 per week per station
Production: Min €5k Net per asset per station



MOVIE RELEASE COUNTDOWN

These are 10" dynamic VTs that run across the main channels x4 a day in promotional airtime

Media Fee: €20,000 per week per (7 days)
Production: Min €7k Net (Approx)

USING PAUSE ADS AND CTV OVERLAY HELP MAXIMISE VIEWABILITY



Pause Ads

Leverage Pause Ads to drive action using QR to ticketing or trailers with character led visuals and countdown messaging.

Increasing viewability, prolonged ad exposure and brand recall.



CPM – ROS rate of €49.50 CPM, with special rates available for Premium Content

CTV Overlays

The CTV overlay would be placed solely on catch up content on connective tv, allowing for prolonged ad exposure due to the 10" screen time.

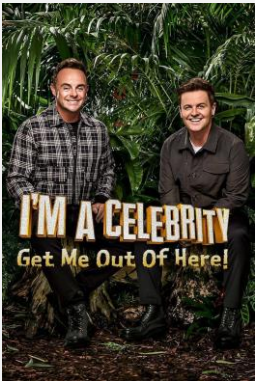
TWO OF VIRGIN MEDIAS KEY Q4 MOMENTS

GET OUR FILM INTO THE JUNGLE

1.8M+ streams across VM PLAY & On-Demand in 2025.

- **Most streamed** show across Q4 2025.
- Returning for another standout series!

2026 pricing TBC | 2025 rates as a guide below



Budget	CPM	Impressions
€10,000	€30	333,334
€20,000	€28	714,286
€30,000	€26	1,153,847

RUGBY REMAINS CENTER STAGE IN Q4

Following July's action, the tournament moves closer to home.

- Northern Hemisphere Series across November
- Premium rugby moments across the month

PACKAGES AVAILABLE



Budget	CPM	Impressions
€30,000	€50	600,000
€20,000	€55	363,636
€15,000	€60	250,000

TWO OF VIRGIN MEDIAS KEY Q4 MOMENTS

TOP 10 CATCH UP PROGRAMMES BY TOTAL STREAMS

1. Love Island
2. Emmerdale
3. Coronation Street
4. Love Island: All Stars S2
5. I'm a Celebrity... Get Me Out Of Here!
6. Celebrity Big Brother
7. Ireland AM
8. Love Island: All Stars S1
9. Heartbeat
10. Red Rock

TOP 10 LIVE PROGRAMMES BY TOTAL STREAMS

1. Love Island S12
2. Love Island: All Stars S2
3. Ireland AM
4. I'm a Celebrity... Get Me Out Of Here!
5. Coronation Street
6. Emmerdale
7. The Chase
8. News at 7
9. The Morning
10. Heartbeat



omd

WE *Create*
WHAT'S NEXT