

COMMERCIAL OPPORTUNITIES



SPOT

Full November Package (24 Games)		COST
HT		€130,000
IN/OUT		€95,000
Ireland Only November Package (4 Games)		COST
HT		€100,000
IN/OUT		€80,000
Individual Ireland November Games		COST
HT		€30,000
IN/OUT		€22,000

DIGITAL

Full November Package (24 Games)		
Budget	CPM	Impressions
€30,000	€50	600,000
€20,000	€55	363,636
€15,000	€60	250,000
Ireland Only November Package (4 Games)		
Budget	CPM	Impressions
€20,000	€60	333,333
€15,000	€65	230,769
€10,000	€70	142,857



**BRAND
& OTHER COMMERCIAL
OPPORTUNITIES**



**OTHER NON-SPOT
COMMERCIAL OPPORTUNITIES**

Rugby Replay Sponsorship of In-studio match coverage analysis	€117,000
Have Your Say! Sponsorship of In-studio interactive polls	€88,000
Competition (Ireland Game)	€20,000
Competition (Non-Ireland Game)	€7,200
Picture-in-Picture - Natural Stoppage Squeeze	€180,500

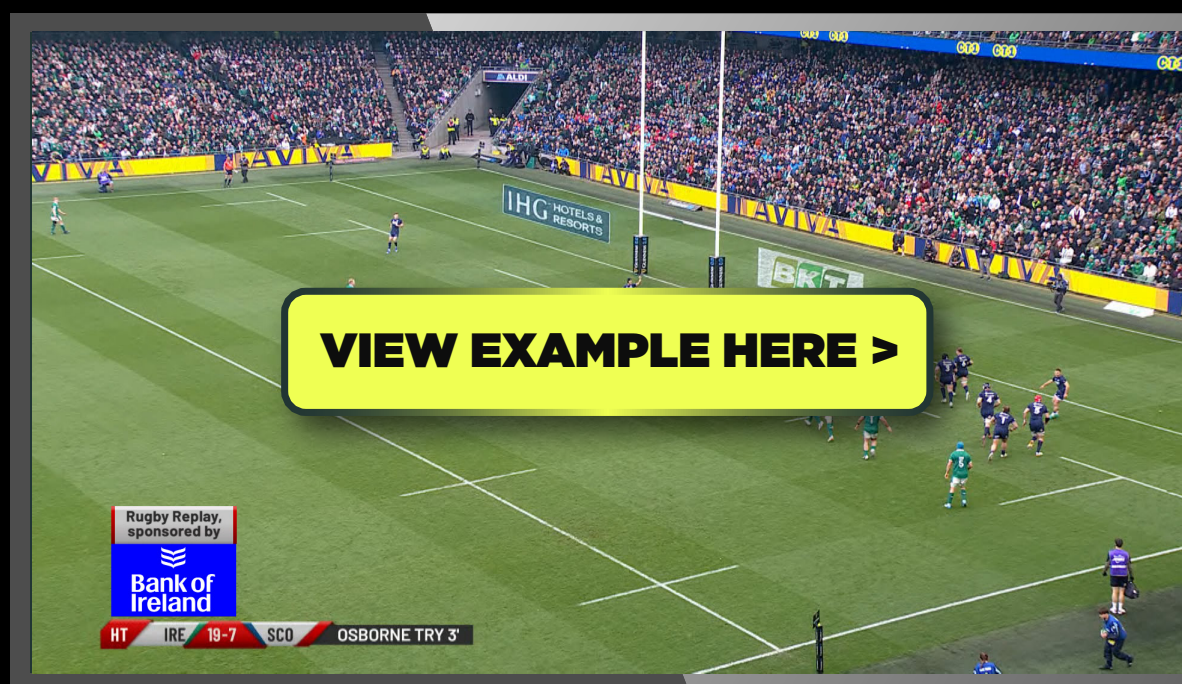


COMMERCIAL OPPORTUNITIES



RUGBY REPLAY

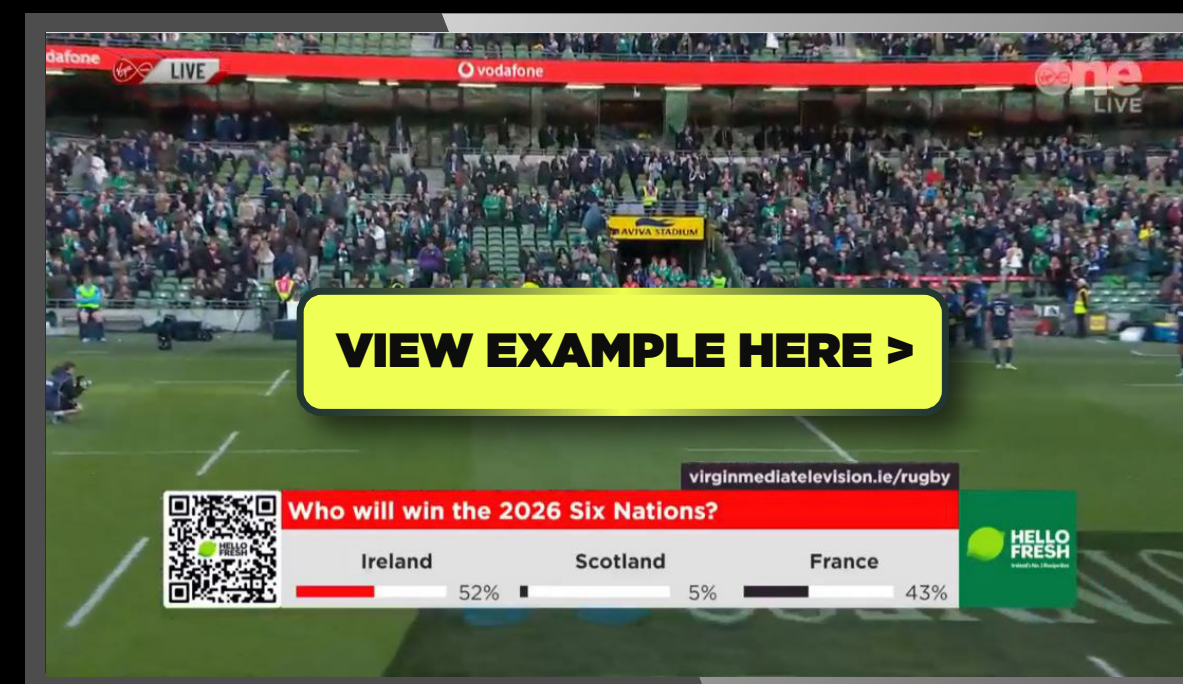
Sponsorship of In-studio Match Analysis



- Branded into or exit swipes.
- Logo presence during replay clips.
- Featuring across pre match, half time & full-time game play analysis.

HAVE YOUR SAY

Sponsorship of In-studio Interactive Polls



Virgin Media Televisions Live Viewer Interaction Tool

- In-studio during match analysis.
- Questions and polls are created by the Virgin Media sports producers relevant to the content.
- Viewers are then able to interact live with the questions/polls via QR code. With the results show on air.
- Within the interaction viewers are served client ad content and redirected to brand pages.

PICTURE-IN-PICTURE

Stoppage Squeeze



- A sting will air during a natural break in play.

FIXTURES

ROUNDS 4-6 NOVEMBER 2026

NORTHERN
HEMISPHERE
SERIES

ROUND 4 FRI 6 - SUN 8 NOV

 IRE vs  ARG	 ITA vs  RSA
 SCO vs  NZL	 WAL vs  JPN
 FRA vs  FIJ	 ENG vs  AUS

ROUND 5 FRI 13 - SUN 15 NOV

 FRA vs  RSA	 ITA vs  ARG
 WAL vs  NZL	 ENG vs  JPN
 IRE vs  FIJ	 SCO vs  AUS

ROUND 6 SAT 21 NOV

 ENG vs  NZL	 SCO vs  JPN
 IRE vs  RSA	 ITA vs  FIJ
 FRA vs  ARG	 WAL vs  AUS

FINALS WEEKEND LONDON 2026

FRI 27 NOV DOUBLE HEADER

MATCH 1 6TH PLACE NORTH vs 6TH PLACE SOUTH
MATCH 2 3RD PLACE NORTH vs 3RD PLACE SOUTH

SAT 28 NOV DOUBLE HEADER

MATCH 1 5TH PLACE NORTH vs 5TH PLACE SOUTH
MATCH 2 2ND PLACE NORTH vs 2ND PLACE SOUTH

SUN 29 NOV DOUBLE HEADER

MATCH 1 4TH PLACE NORTH vs 4TH PLACE SOUTH
MATCH 2 1ST PLACE NORTH vs 1ST PLACE SOUTH

COMMERCIAL OPPORTUNITIES



CONTACT:

Linear & Digital Packages

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Sponsorship and Activations

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TERMS & CONDITIONS:

- Booking priority will operate on a first-come, first-served basis within each allocation window.
- Priority access to TV inventory will be allocated in the following order:
 - Full November Package advertisers will receive priority booking access until **11th August 2026**.
 - Ireland Only Package advertisers will receive priority booking access from **12th August to 18th August 2026**.
 - All remaining inventory will be released to the market from **25th August 2026**, subject to availability.
- In the event of oversubscription, Full November Package advertisers will receive first allocation priority.
- Half-time breaks on TV are not available to advertisers in the Bookmaker category.
- PIB requests will incur a 30% premium. All PIB requirements must be clearly stated on the Caria booking.
- Break selectivity will incur a 20% premium.
- All TV rates are fixed and non-negotiable.
- TV rates are based on 30-second durations.
- Once a booking has been confirmed, a 100% cancellation fee will apply in the event of cancellation.
- Digital packages include both Live and VOD placements and must be booked on a Direct IO basis only.
- All additional commercial opportunities outside of Spot and VOD packages are subject to approval and will first be offered to official event partners. Any remaining opportunities will then be made available to the wider market. Early registration of interest is strongly advised.

