RTÉ

GUINNESS

6NATIONS



Men's Six Nations 2027

TV AND RTÉ PLAYER AV MARKET OFFER

RTÉ 2 | PLAYER

Guinness Men's Six Nations 2027

Overview

The drama, rivalry and passion of Six Nations Rugby returns to RTÉ in 2027. Catch the action from RTÉ's live matches as the biggest names in northern hemisphere rugby go head-to-head for one of the sport's most coveted titles.

2026 Performance on RTÉ

2.2m

Adults 15+ Reach (55% reach)

863k

Average Adults 15+ for the two Ireland matches (67% share)

1.2m

Streams across seven matches, up 11% per match on 2025

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2027 Fixtures on RTÉ

Ireland matches

Date	Fixture	Venue	Kick-off
Sat, 13 February	Italy v Ireland	Stadio Olimpico, Rome	14:10
Fri, 5 March	Scotland v Ireland	Scottish Gas Murrayfield, Edinburgh	20:10
Sat, 13 March	Ireland v France	Aviva Stadium, Dublin	20:10

Other matches

Date	Fixture	Venue	Kick-off
Sat, 6 February	Scotland v Italy	Scottish Gas Murrayfield, Edinburgh	14:10
Sat, 6 February	France v Wales	Stade de France, Paris	16:40
Sat, 20 February	England v Italy	Allianz Stadium, Twickenham	16:40
Sun, 21 February	France v Scotland	Stade de France, Paris	15:10
Sat, 13 March	England v Scotland	Allianz Stadium, Twickenham	16:40

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AV Total Package

Your brand across RTÉ's live Championship coverage on TV and RTÉ Player. Every package includes 8 spots and 485k impressions on RTÉ Player across all breaks.

Half-time

€136,500

TV €105,000

RTÉ Player €31,500

8 spots · 485k RTÉ Player impressions

Solus Whistle

€178,500

TV €147,000

RTÉ Player €31,500

8 spots · 485k RTÉ Player impressions

In/Out Match

€99,750

TV €68,250

RTÉ Player €31,500

8 spots · 485k RTÉ Player impressions

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AV Ireland Only Package

Your brand across Ireland's three live matches on TV and RTÉ Player. Every package includes 3 spots and 450k impressions on RTÉ Player across all breaks.

Half-time

€123,750

TV €90,000

RTÉ Player €33,750

3 spots · 450k RTÉ Player impressions

Solus Whistle

€159,750

TV €126,000

RTÉ Player €33,750

3 spots · 450k RTÉ Player impressions

In/Out Match

€92,250

TV €58,500

RTÉ Player €33,750

3 spots · 450k RTÉ Player impressions

Guinness Men's Six Nations 2027

Key Dates

6 Jan

Caria booking deadline for highly demanded categories, close of business

7 Jan

Allocation confirmed by 12pm if oversubscribed

29 Jan

Copy deadline for RTÉ Player

For further information, please contact:

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RTÉ Commercial

Guinness Men's Six Nations 2027

Terms & Conditions

- To secure a booking in highly demanded categories, a Caria booking must be received by RTÉ before close of business Wednesday 6 January 2027.
- In the event of oversubscription, RTÉ will confirm allocation by 12pm Thursday 7 January 2027.
- Priority will be given to full packages, followed by Ireland packages.
- Once a booking has been confirmed, a 100% cancellation fee will apply to any cancellations.
- Costs are fixed and non-reconcilable.
- Matches are subject to editorial scheduling.
- Whistle to whistle breaks on TV will not be available to the bookmaker category.
- RTÉ Player packages will not be available to alcohol or bookmaker categories.
- RTÉ Player impressions are estimates and are non reconcilable.
- PIB 30%: request must be in writing at the time of booking and included on Caria.
- Break Selectivity 20%: only available on TV.
- TV rates are based on 30 seconds and RTÉ Player rates on 0-30 seconds. Rate conversions will apply to 30"+.
- Direct IO bookings only.
- Six Nations and the specific package must be mentioned in sales house notes.
- Packages include live and VOD, with live as the majority element.
- 1st party copy and tags are required.