

First-ever Live Ad on RTÉ

11850, Munster v All Blacks, 18th November 2008



DON'T MISS
IRELAND'S FIRST LIVE AD - NIFTY
TUESDAY 18TH NOVEMBER 2008

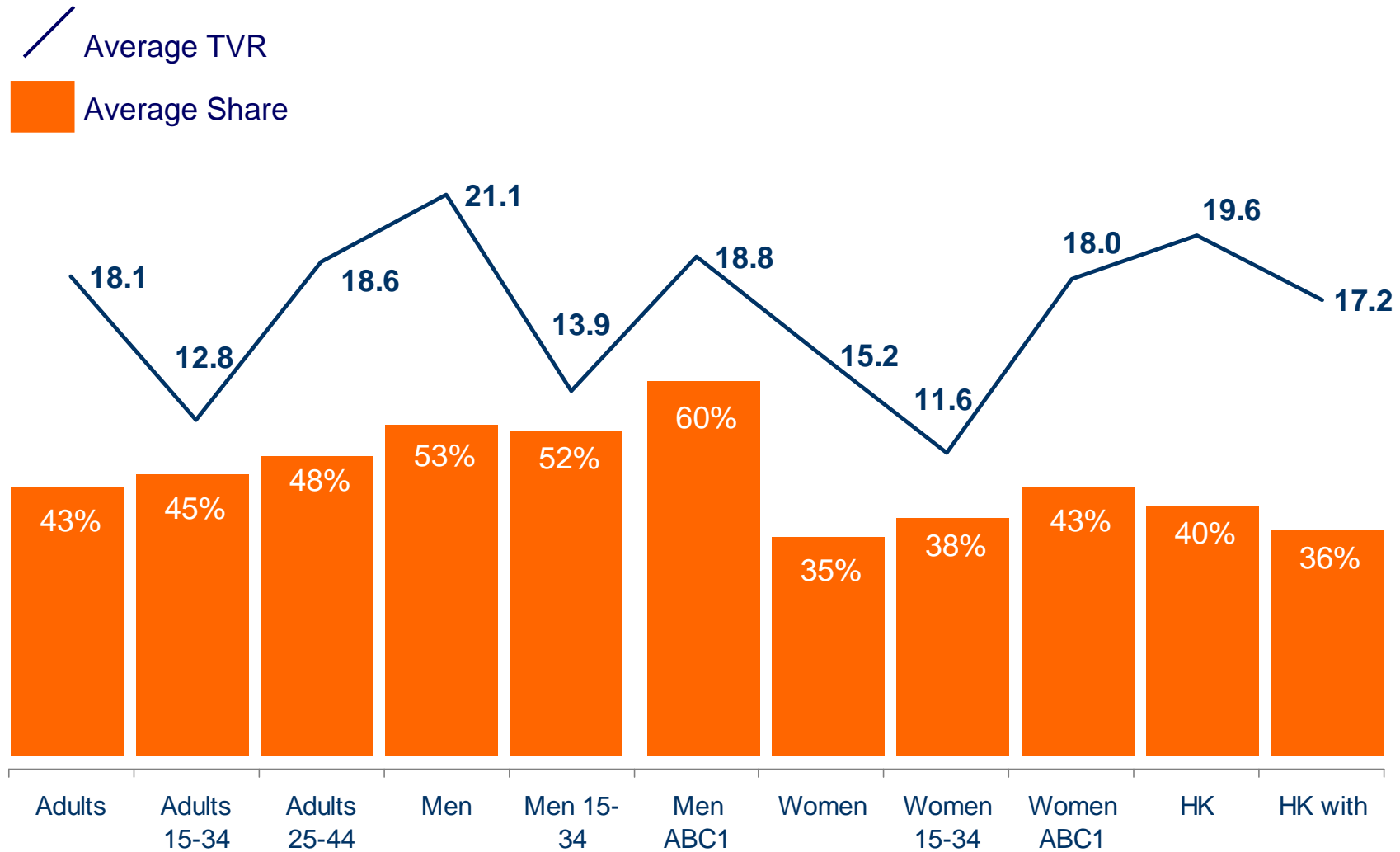


RTÉ Cross Media Solutions

Munster v All-Blacks Match

- The match coverage, which ran from 7.00 – 9.34pm on RTÉ Two attracted an average of 689,000 viewers*
- It ranks among the Top 10 programmes across all channels this year-to-date, both for Individuals and Adults (Based on any day, any time, best episode)
- It was the highest audience achieved for any rugby match this year
- The average rating achieved for Men 15+ was 21.1, which makes the coverage the third most popular programme this year for this particular demographic, beaten only by the All-Ireland Hurling and Football Finals
- At one particular point during the match, the audience peaked at 1,033,000 (9.16pm)
- 53% of Men who were watching TV from 7.00 – 9.34pm on Tuesday night were tuned into the action from Thomond Park on RTÉ Two

Munster v All-Blacks Match



Source: AGB Nielsen Media Research

Average Ratings & Share based on entire programme, 19:00 – 21:34

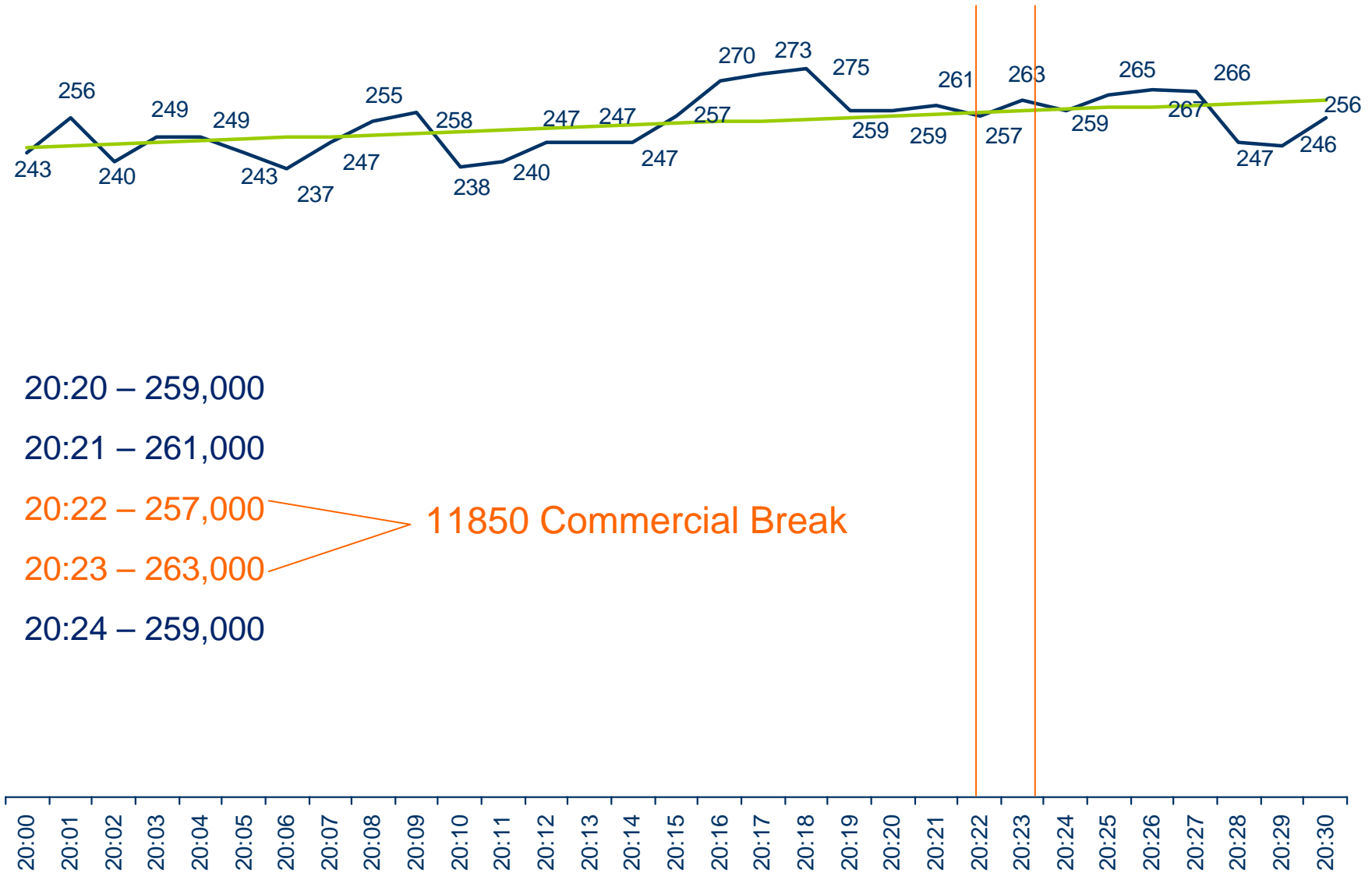
11850 Live Ad

- The first commercial break during half-time of the match coverage ran from 20:22 – 20:23 and featured Ireland's first ever live ad, a 90" ad for 11850
- 627,000 people watched the break. This was the highest audience achieved by any commercial break that day across all channels
- The break ranks as the 8th highest break in terms of overall audience (Individuals 4+) on RTÉ Two for this year-to-date*. This is a phenomenal achievement, considering there were a total of 12,660 commercial breaks on the channel from 1st January – 18th November
- The average break rating for Adults 25-44 was 18.6, which was exactly the same rating as the overall programme achieved. The break rating for Men 15-34, at 14.8 was actually 7% higher than the programme achieved
- The average break ratings achieved for Adults, Men and Adults 25-44 rank the break as 5th, 5th and 10th highest breaks on RTÉ Two this year* (again out of 12,660 breaks)

Source: AGB Nielsen Media Research

*Break ranking based on 1st January – 18th November 2008

Min-by-Min 000's, Adults 25-44

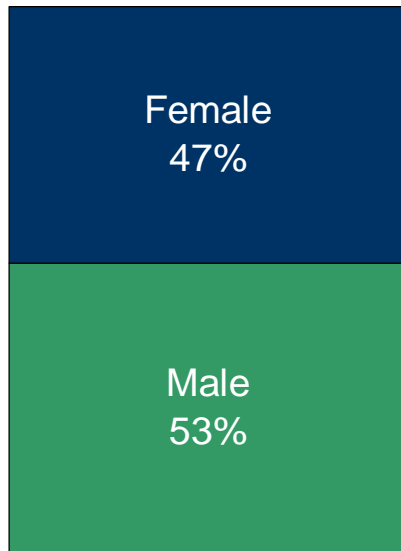


Source: AGB Nielsen Media Research / * Based on Individuals... Green line indicates average 000's for half-hour

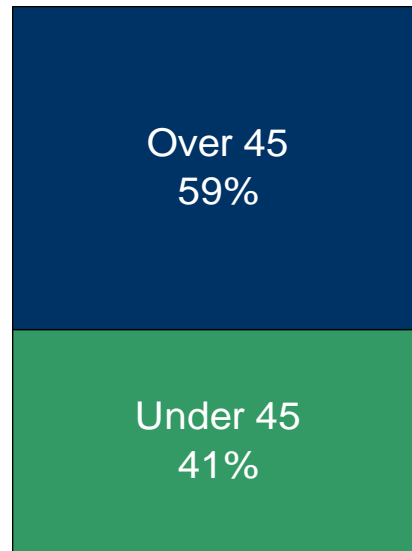
Further Research: Methodology

- Ad-Hoc survey conducted by RedC Research on behalf of RTÉ Television Sales
- Sample of 200 Individuals aged 18+ recruited who watched the Munster v All Blacks rugby match live on Tuesday 18th November 2008
- Random digit dial national sample used to achieve sample
- Fieldwork conducted on Wednesday, 19th November
- Respondents were asked a number of questions regarding TV coverage of Sport in general; specific questions on the Munster v All Blacks Rugby match and finally some questions regarding the 11850 Live Ad

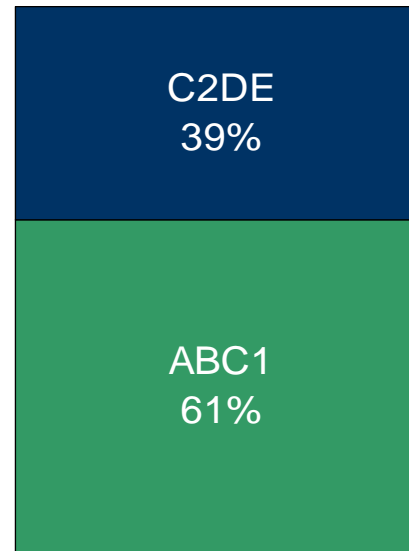
Sample Profile



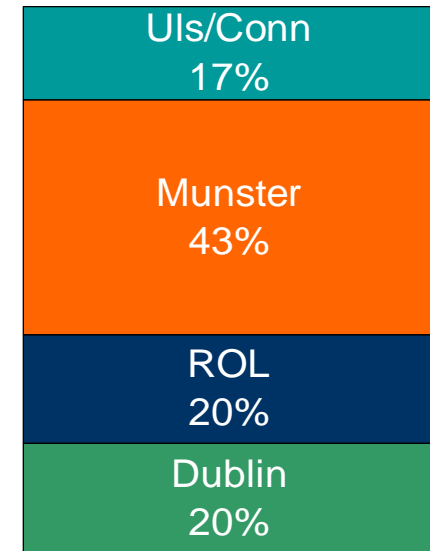
Gender



Age



Social Class



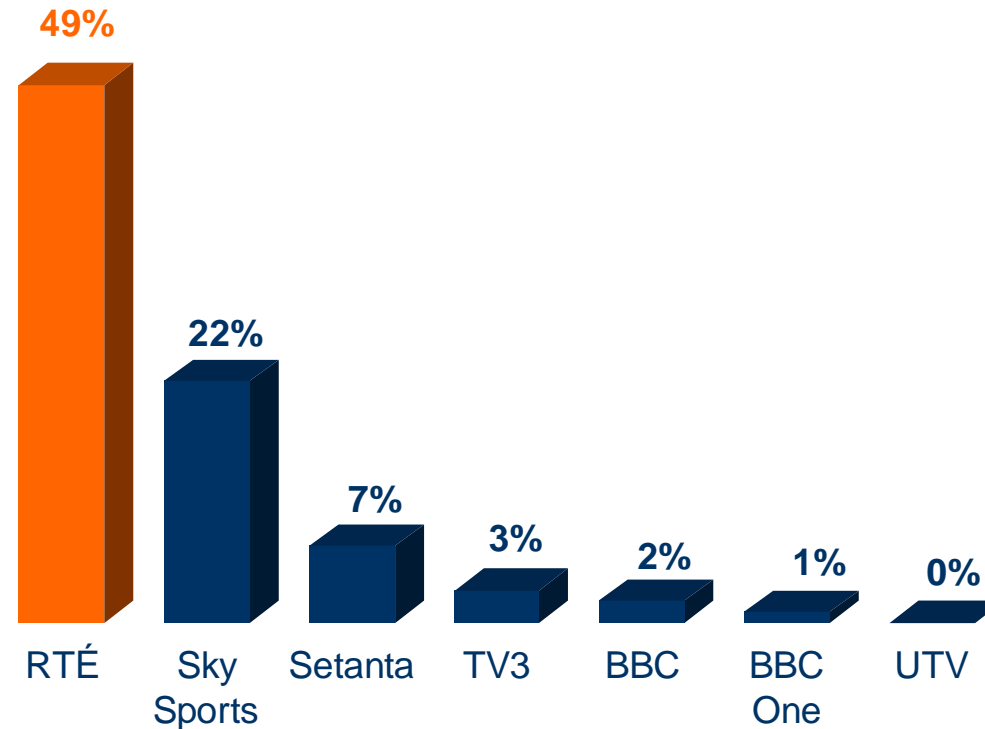
Region

Source: RedC Research

*Social Class ABC1 includes F50+ / Social Class C2DE includes F50-

RTÉ – Number 1 for Sport

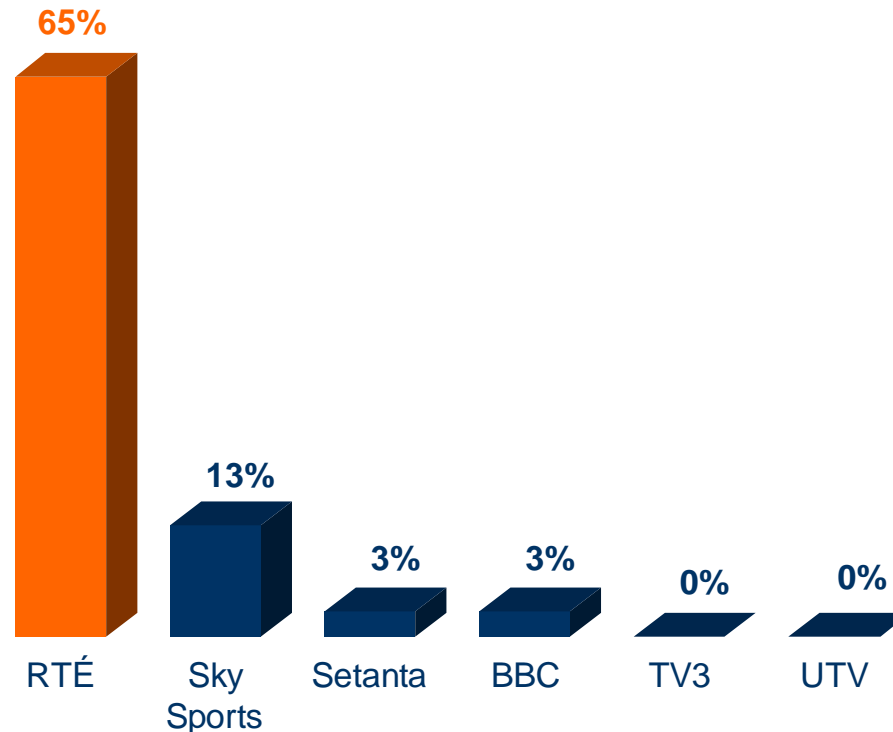
Q: When thinking about watching sport on TV, which is your favourite channel to watch sport on overall?



- Just under half of those interviewed said RTÉ was their favourite channel to watch sport on
- This was reflective both of Men and Women with 50% and 49% of them mentioning RTÉ Television as their Number 1 channel for sport respectively

RTÉ – Number 1 for Rugby

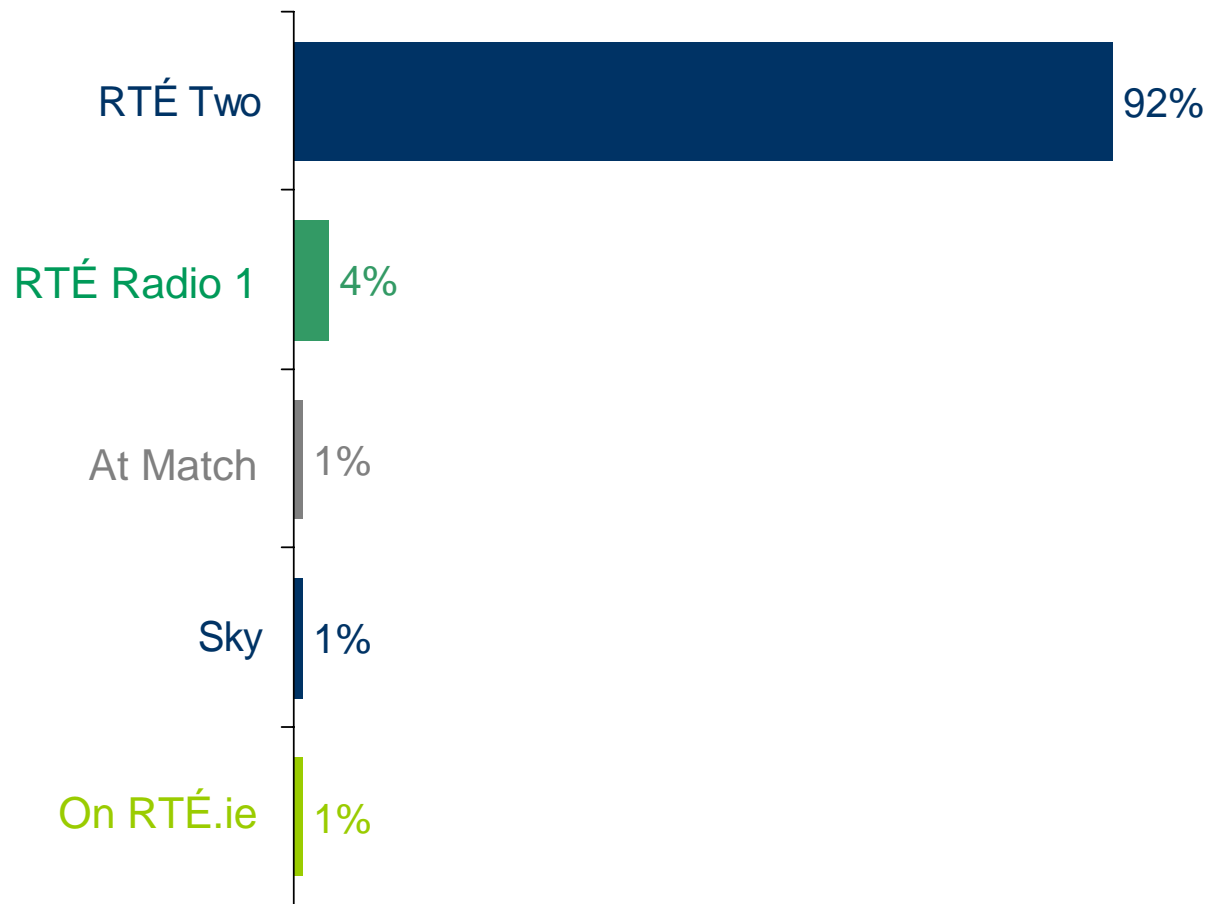
Q: When thinking about watching rugby on TV, which is your favourite channel to watch it on?



- When asked specifically about rugby, RTÉ ranked even higher than sport in general
- RTÉ was by far the most popular channel with 65% of Respondents ranking RTÉ as their channel of choice for Rugby coverage... 5 times as many as the next biggest channel

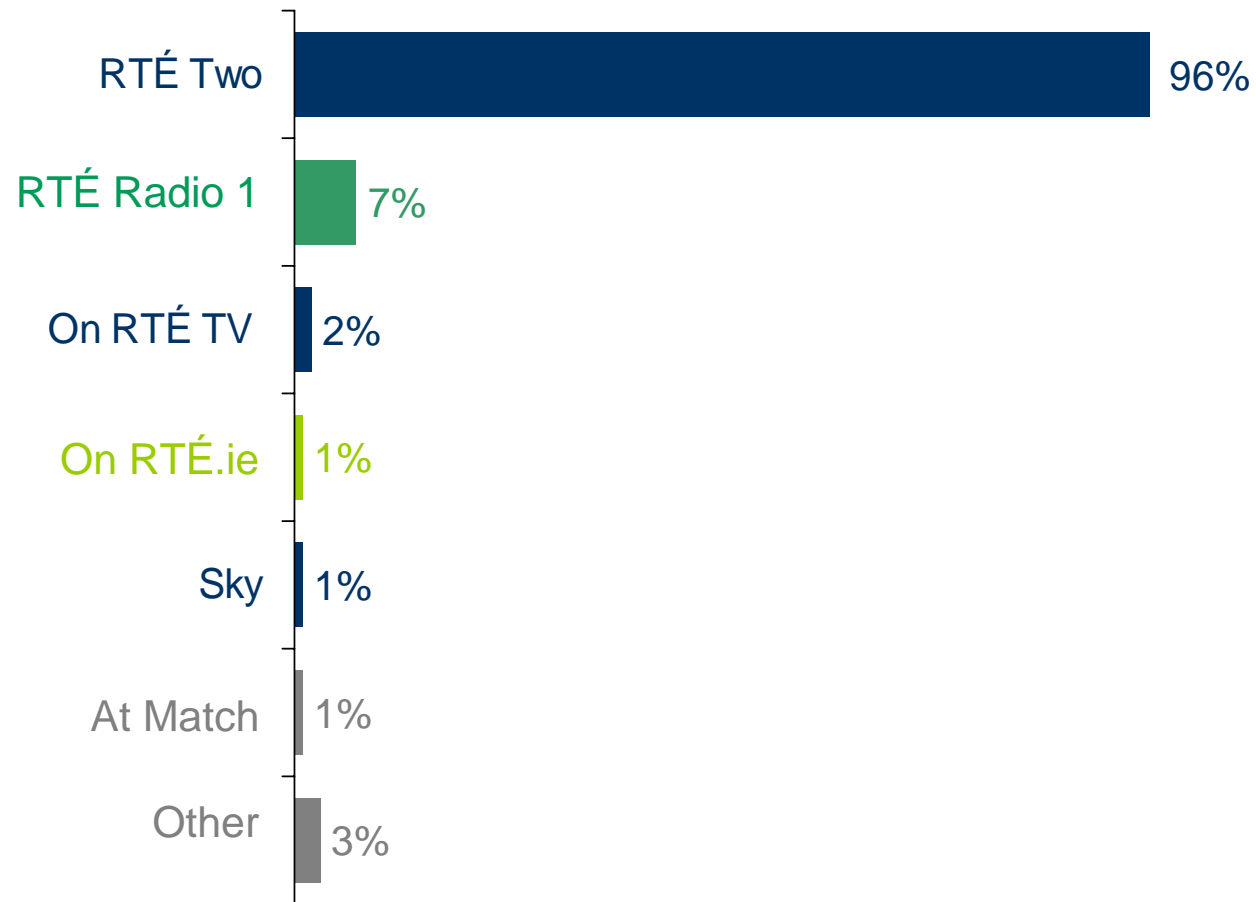
Coverage by Media

Q: In which of the following locations did you watch or listen to the Munster v All Blacks Rugby Match? First Mention



Coverage by Media

Q: In which of the following locations did you watch or listen to the Munster v All Blacks Rugby Match? Total Mentions



Source: RedC Research / Base: All Respondents

* Respondents were allowed to give more than 1 answer

- When asked initially about the live ad during the match, just under a quarter of respondents claimed to have seen it
- Spontaneous recall of the ad was higher among Men (29%) and Adults living in Dublin (31%)
- Two thirds of all Adults who saw the live ad spontaneously attributed the advert to 11850
- A further 11% recalled that it was for a Directory Enquiries company but couldn't name the company
- Of those who could not spontaneously recall seeing the live ad, 42% recalled it when prompted with the fact that it was for 11850. 48% of Men recalled it when prompted.

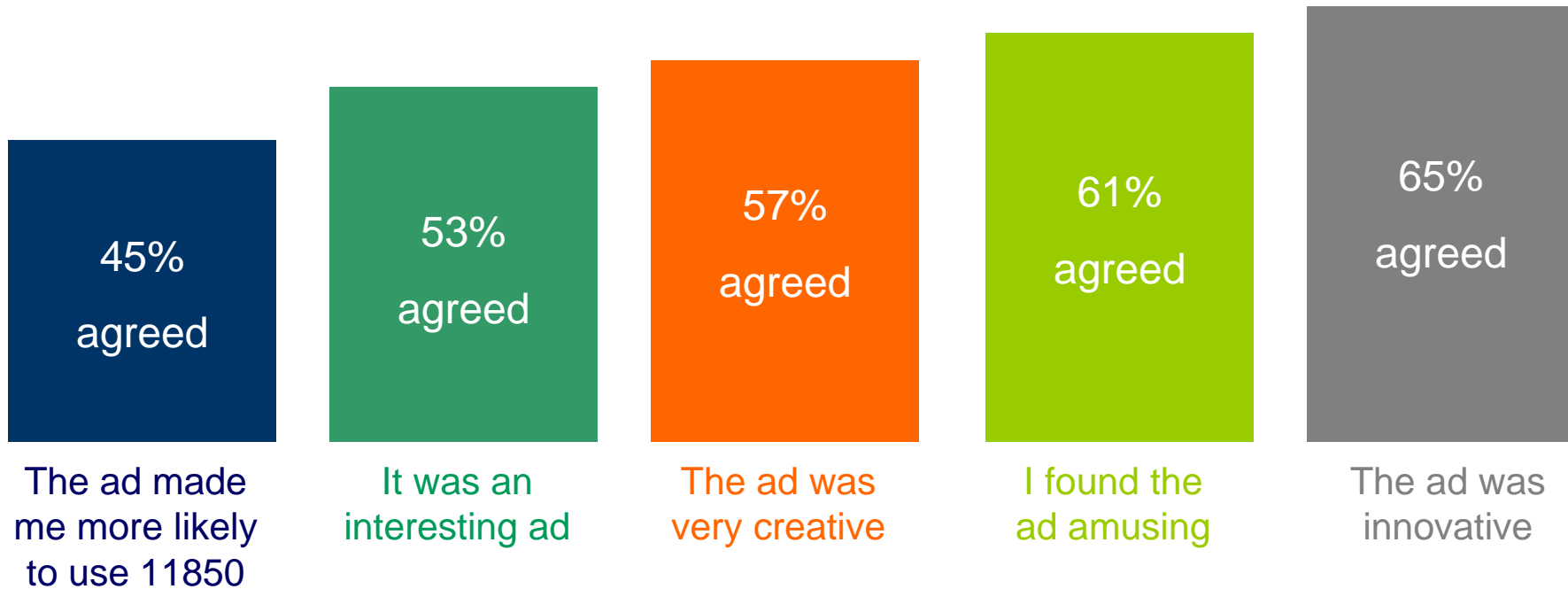
Live Ad – Total Recall

Total Recall of the live ad by demographic was:

Adults	52%
Men	58%
Women	45%
Under 45	51%
Over 45	52%
ABC1	54%
C2DE	52%
Dublin	49%
Rest of Leinster	54%
Munster	62%
Connacht / Ulster	38%

86% of those who recalled the live ad for 11850 said it was the first live ad they had ever seen

Statements – 11850 Live Ad



The ad was innovative

- 65% of all Respondents who recalled the live ad agreed that the ad was innovative
- Of the 5 statements presented to Respondents, this achieved the highest level of agreement
- Agreement with this particular statement was highest among Men (74%), Adults in Munster (73%) and Adults aged under 45 (71%)
- 70% of Adults who could spontaneously recall seeing the live ad agreed that it was innovative

Live Ad - Publicity

Media

Tuesday, 18 November 2008

Irish TV's first ever live ad tonight

RTÉ is to broadcast the first ever live commercial on Irish TV and the first ever cross-media live ad in Europe this evening.

The 90 second ad for 11850 will be performed and transmitted live on RTÉ Two, RTÉ Radio 1 LW and RTÉ.ie during half time of the clash of Munster and the All Blacks on Tuesday, 18 November.

RTÉ Cross-Media Manager Gavin McCauliffe said: "There have been live TV commercials in other markets, However we're taking this to another level by leveraging the strength of our cross-platform offering



Brent Pope with the 11850 actors

Today's Top Headlines

- › David ...
- › Mark ... Friday, November 21 2008
- › Ruth ...
- › Terry ...
- › Mary ...

Independent.ie

TODAY'S PAPER

8° Dublin Hi 8°C / Lo 2°C

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LIVE AD
When 90
seconds
seems like
an eternity
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discovernorthernireland.com



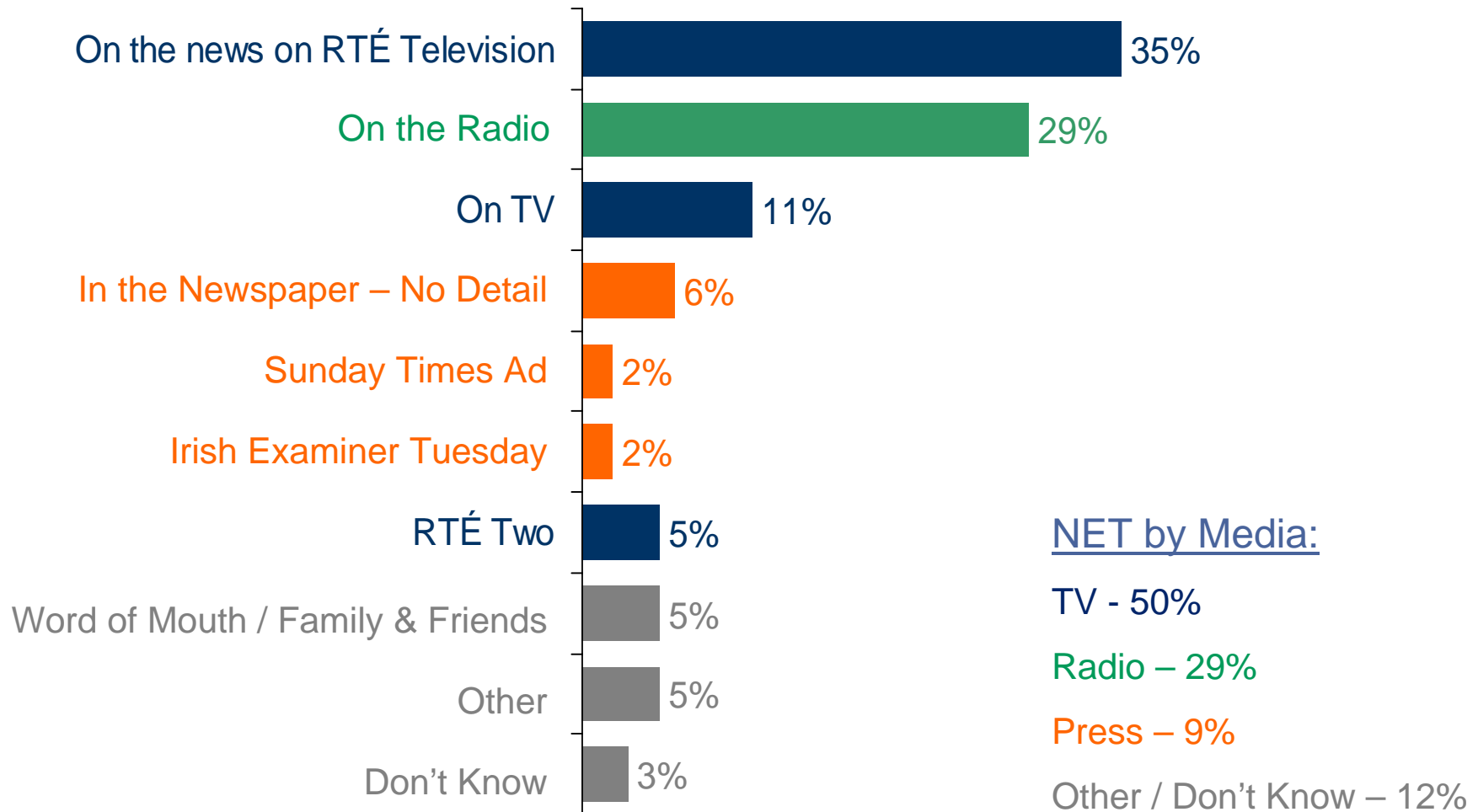
Ballykeel Dolmen, County Armagh

- A third of all respondents said they had seen or heard publicity for the live ad for 11850
- 46% of those aged under 45 and 40% of those in the ABC1 social class claimed to have seen publicity regarding the live ad
- Of those who spontaneously recalled seeing the live ad, 53% recalled seeing or hearing publicity about it

Publicity – Spontaneous Recall

RTÉ Cross Media Solutions

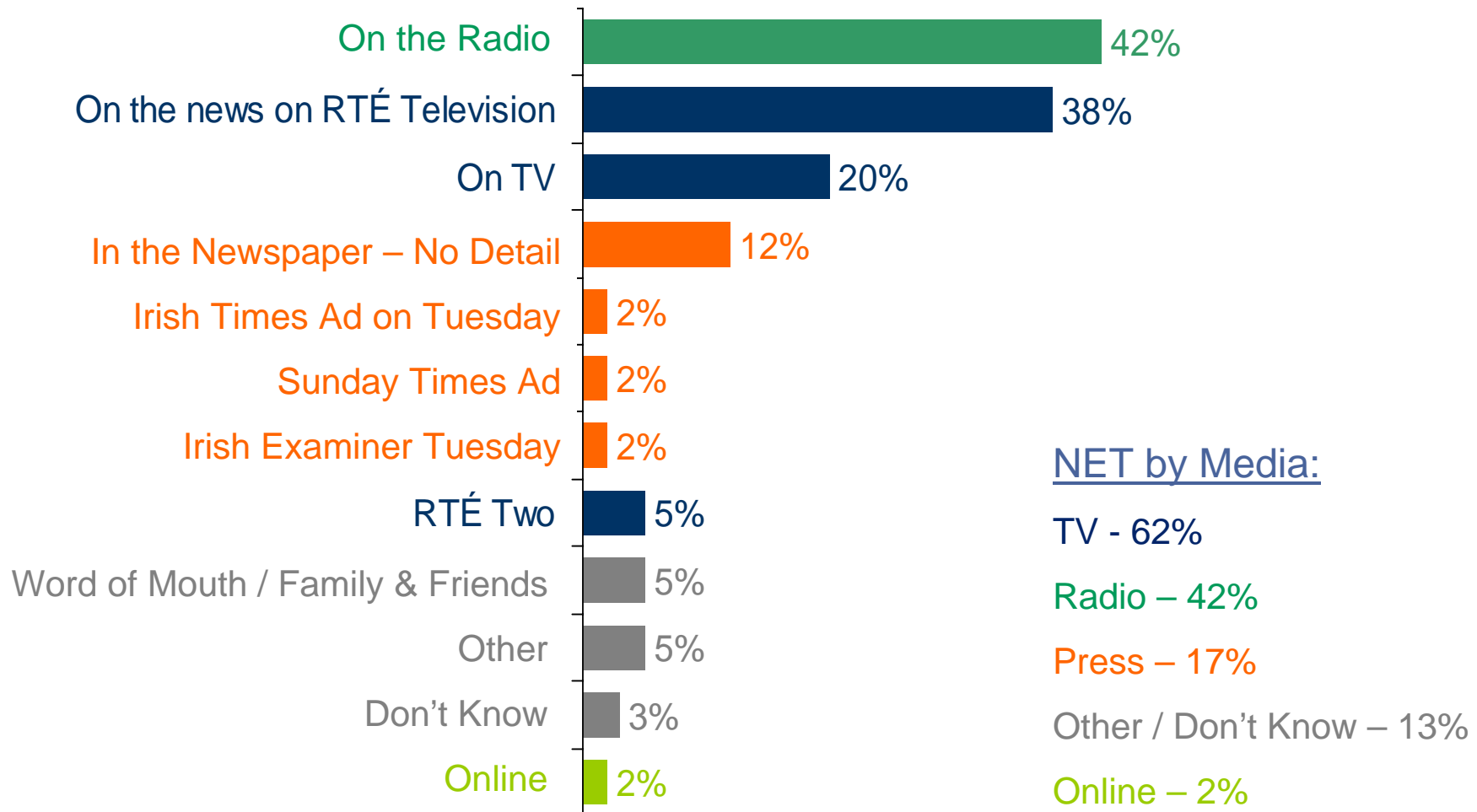
First Mention



Source: RedC Research / Base: All Respondents who saw or heard publicity for the Live Ad

Publicity – Spontaneous Recall

Total Mentions



Press Ads – Prompted Recall

When prompted:

- 8% of Respondents said they had seen the ad in the Irish Examiner on Tuesday. Recall of this particular press ad was highest among Men (12%) and Adults living in Munster (14%)
- 6% of Adults and 9% of Men had seen the Irish Times Advert on Tuesday
- 6% of Adults and 12% of Men had seen the Sunday Times Advertisement
- In total, 15% of Respondents had seen one of the 3 press ads

Recall of the press ads was much higher among Men with 24% claiming to have seen one or more of the ads. 21% of Adults living in Munster saw at least one of the press ads

RedC Research - Summary

- Just under half of those interviewed claimed a preference for watching sport on RTÉ.
Two thirds claimed RTÉ was their preferred channel for Rugby coverage
- *TV was the most popular choice of coverage for the Munster v All Blacks rugby match on 18th November with 96% of Adults claiming to watch it on RTÉ Two. 7% said they listened to the coverage on RTÉ Radio 1 and 1% watched it online on www.rte.ie
- In total, 52% of respondents recalled the Live Ad
- A third of those who saw the match saw or heard publicity for the Ad
- 6 out-of 7 of those who recalled seeing the live ad had never previously seen a live ad.
Among those who claimed they had, there was very little genuine recall of such live ads
- Reaction to the advert was very positive with 2 in every-3 respondents agreeing that it was innovative, 60% finding it amusing and over half agreeing that it was interesting or creative
- 45% of the live ad viewers agreed that the ad would make them more likely to use 11850

Contact Details

RTÉ Cross Media Solutions

For further information on any of the research regarding the 11850 live ad, please contact:

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