

TV IS FOR EVERYONE

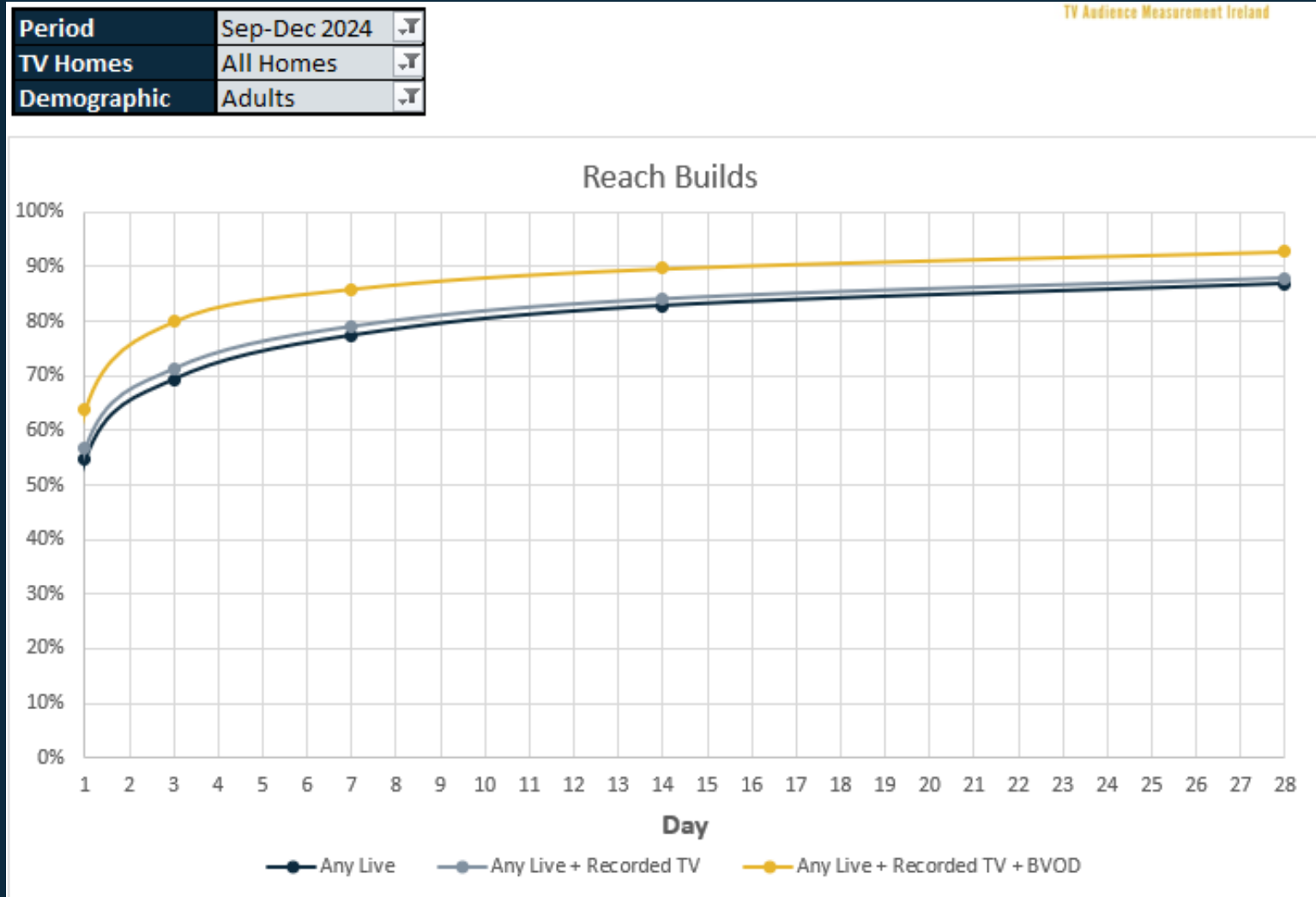
TV is for everyone, in every sense: every advertiser, every marketing budget, every audience, and every need state.

*TV reaches almost everyone. In 2024, linear TV and broadcaster VOD (BVOD) combined reached 92.8% of the adult population each month.

*We watch TV and other forms of video for a variety of reasons (or need states), from the desire to unwind to our need for comfort or distraction. Unlike some forms of video, TV is fundamental to almost all of these viewing need states. It has something for everyone.

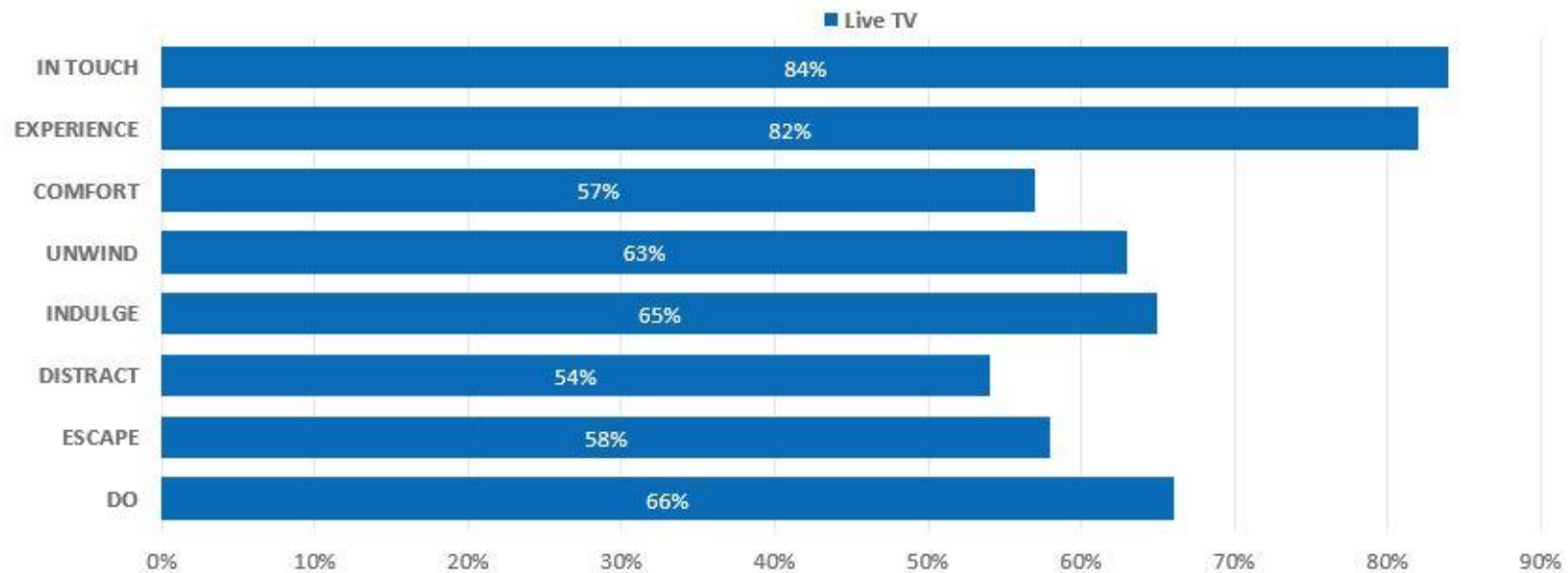
*TV appeals to businesses of all sizes. Looking at the make-up of TV advertisers in 2024, 32% of all advertisers spent under €25,000 . TV offers value to large and small brands

Linear TV and BVOD reaches over 90% of adults every month

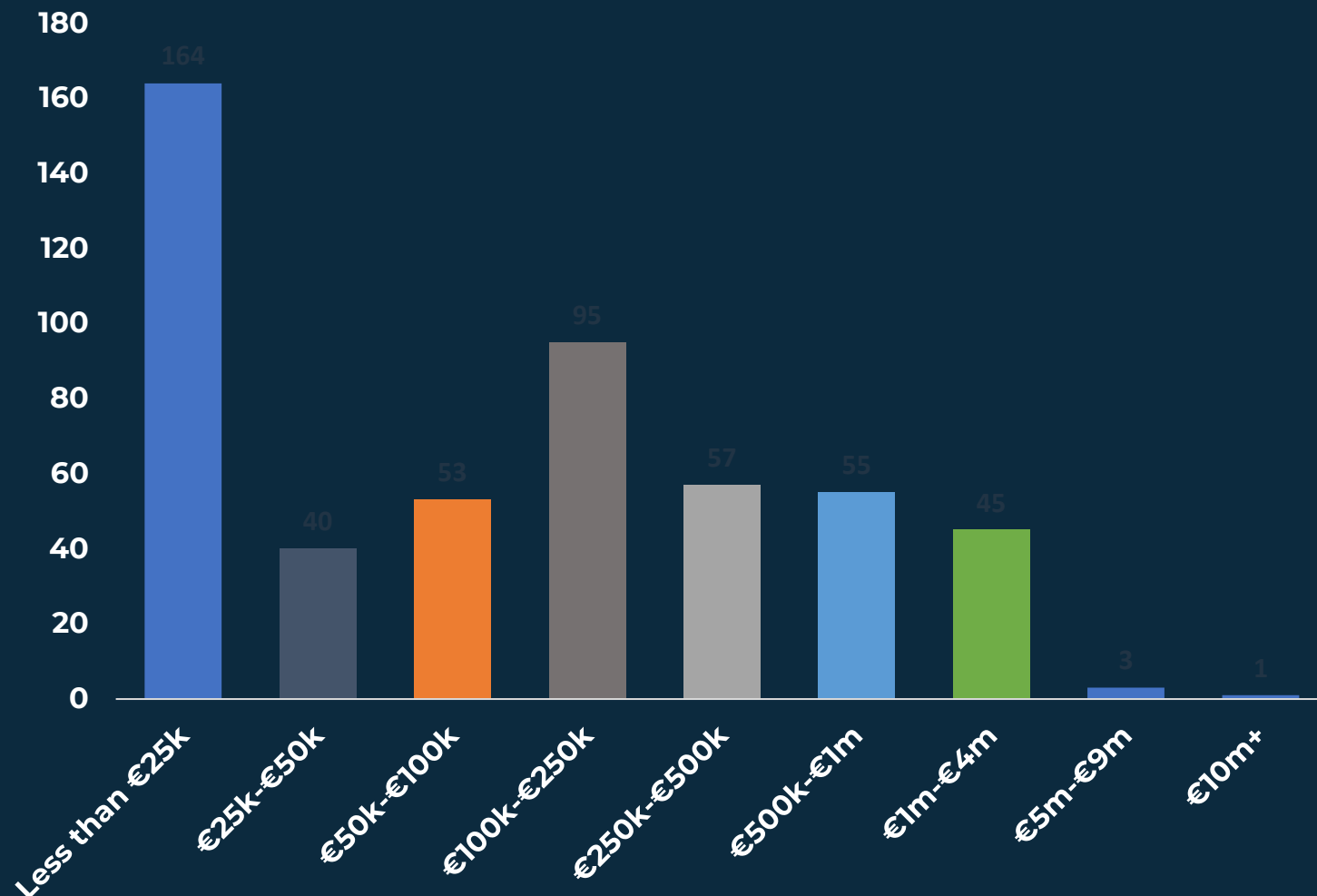


Live TV is key in all viewing need states

Live TV viewing is driven by need to keep in touch and experience viewing with others



TV offers value to smaller brands



When you look at the make-up of TV advertisers in Ireland across 2024 in terms of spend, 32% fall within the <€25,000 spend bracket.