

Reference ID: PAC18

PAC Letter Reference: S1399 PAC33

Query: Whether the national lottery, or any other people who had major advertising expenditure with RTÉ, benefitted from the barter accounts

Response:

The barter account was used strategically by RTÉ Commercial in fulfilment of commercial sales targets activities - this included hospitality invitations to advertising agencies and significant clients.

Attendance records available do not contain any details of attendance from representatives from the National Lottery, but the possibility that representatives may have received an invitation over the past few years cannot be excluded.