

Reference ID: JOC22

JOC Letter Ref: JCM-1-1436 and JCM-1-1451

Query: 1) Number of RTÉ advertising slots that Toy Show the Musical received, and 2) the estimated advertising value of Toy Show the Musical

Response:

Promotional airtime is distinct from commercial airtime.

The BAI Code of Commercial Communications (“the Code”) allows for self-promotions whereby a broadcaster is permitted to promote its own programmes and products. There is no monetary figure assigned to the “value” of promotions. For clarity promotions air outside of commercial minutage restrictions and do not impact on commercial revenue.

If a notional assessment were to be made using the RTÉ advertising rate card as a reference point, then the promotional value of Toy Show the Musical between May and December of 2022 would be approximately €1.3 million.