

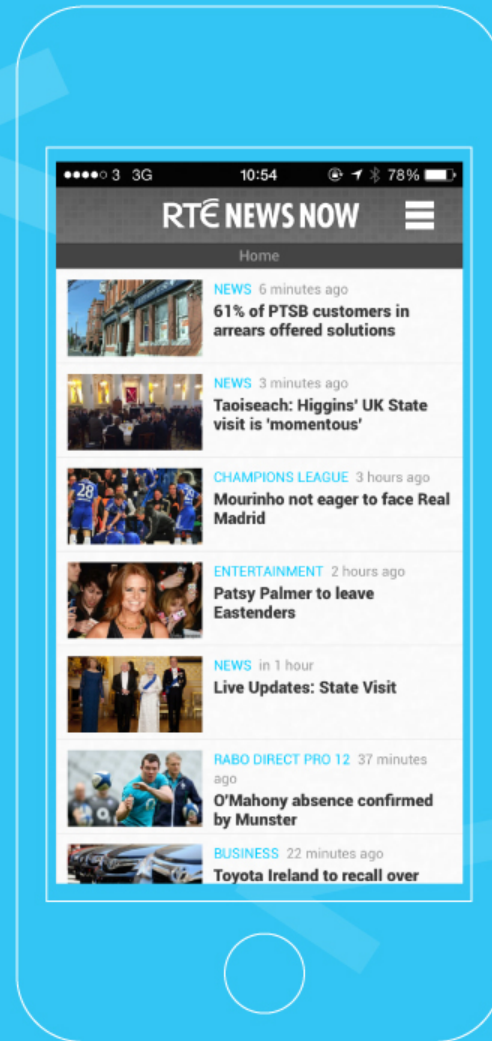
# RTE NEWS NOW

## INTRODUCING THE NEXT GENERATION NEWS NOW APP

Available now on iPhone \*

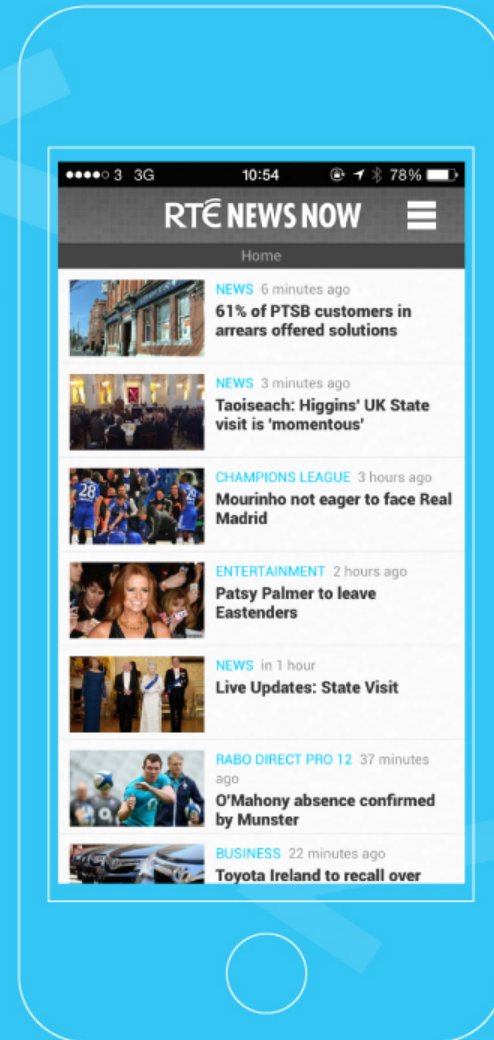


\* Coming soon to Android and iPad



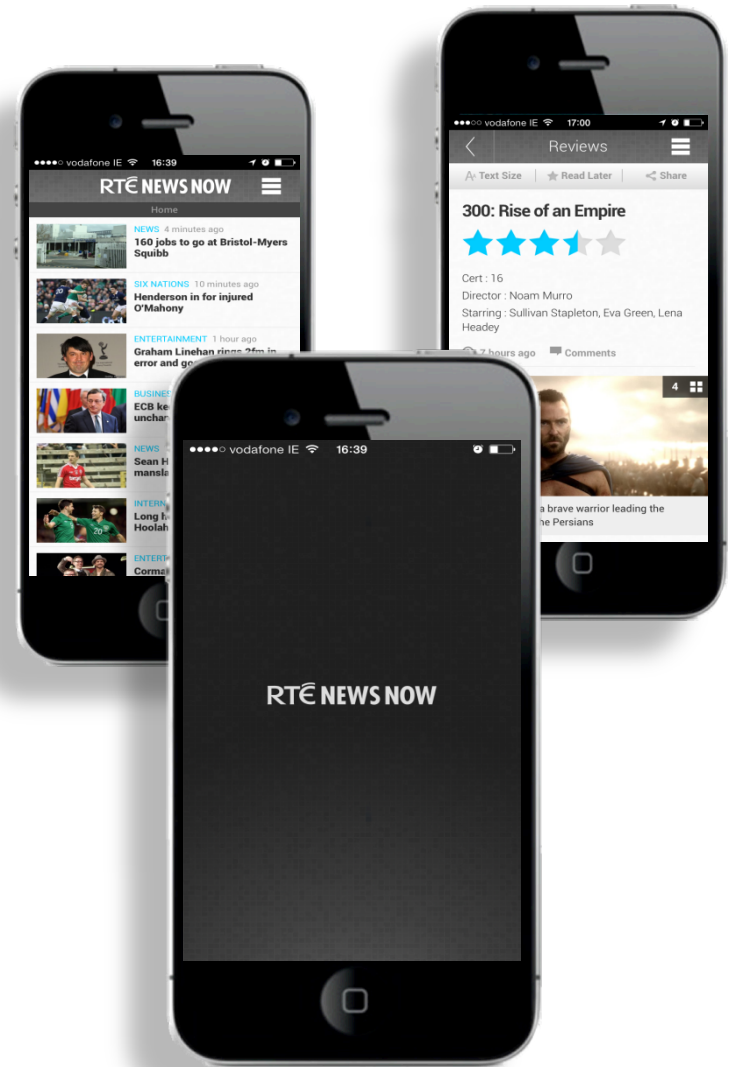
# RTÉ NEWS NOW LAUNCHES ON IPHONE:

- New Content
- New Ad Formats
- Sponsorship Opportunities
- Branded Content Opportunities



## WHAT'S NEW?

- Fresh modern design
- Navigation
- Customised menu
- New sections
- Push notifications
- New ad formats



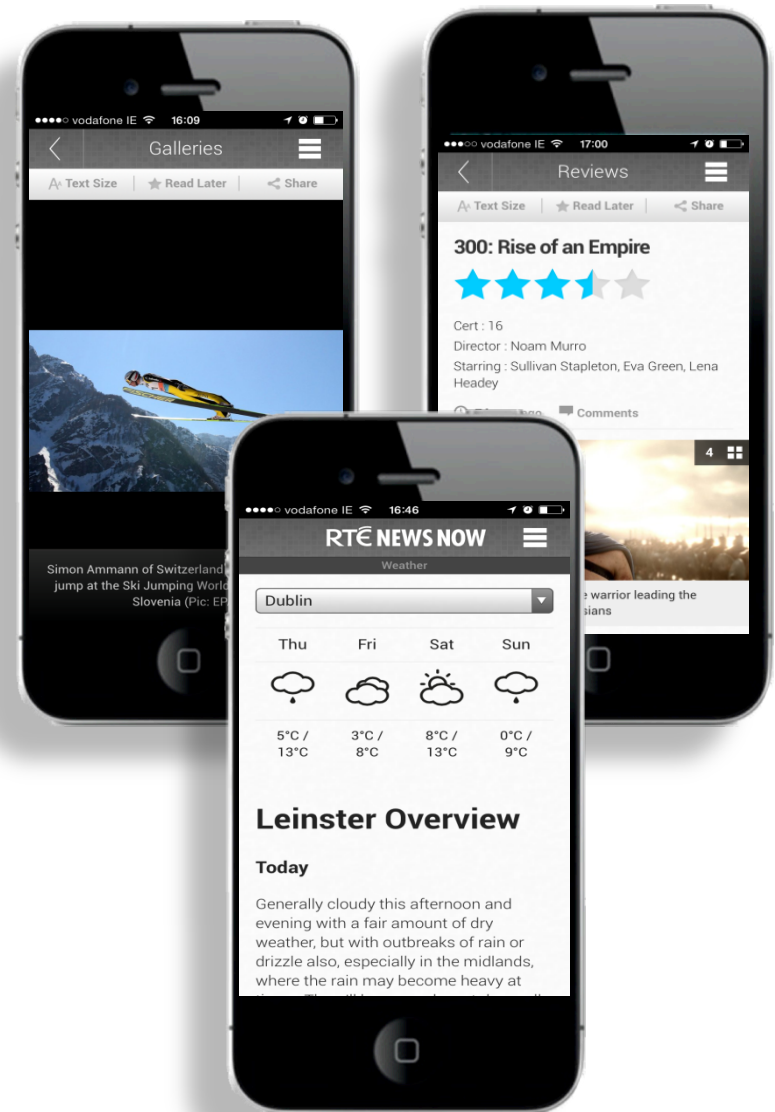
## NEW FEATURES

- Navigation: swipe & tap
- Customise your app



## NEW SECTIONS

- **News:** Ireland, World, Politics, Economy
- **Entertainment:** Television, Movies, Music, Reviews
- **Weather**
- **Multimedia:** Latest Video, Galleries, Video clips



## NEW AD FORMATS: SPLASH PAGE



- Full screen rich media ad automatically triggered at the start of the app
- **Features available:** video, add to calendar, interactive gallery, social media sharing buttons, animation, 360-degree demo, etc.
- **Size:** 320x480

## NEW AD FORMATS: SWIPE



- Full screen rich media triggered while user 'swipes' the articles, showing in between 2<sup>nd</sup> and 3<sup>rd</sup> article page
- **Features available:** video, add to calendar, interactive gallery, social media sharing buttons, animation, 360-degree demo, etc
- **Size:** 320x480

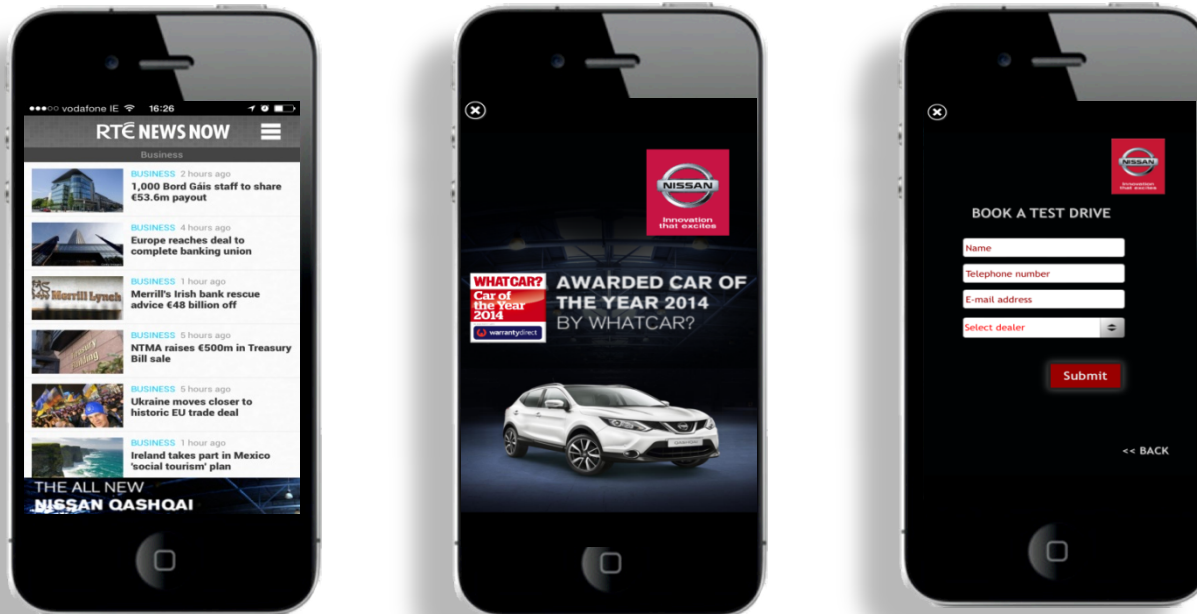
## NEW AD FORMATS: INTERSTITIAL



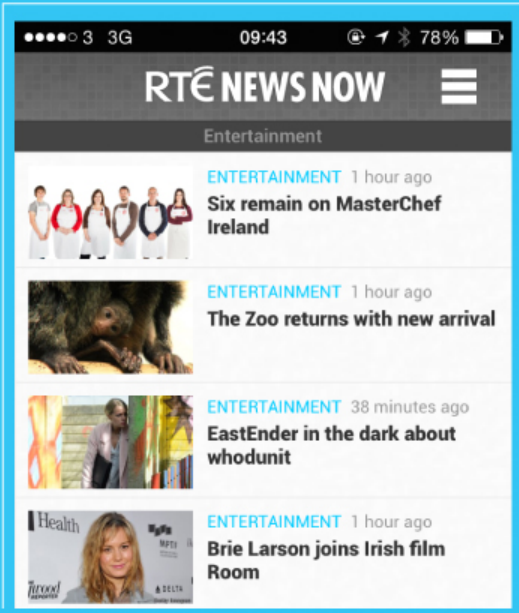
- Full screen rich media triggered while user 'taps' the article on the listing.
- **Features available:** video, add to calendar, interactive gallery, social media sharing buttons, animation, 360-degree demo, etc
- **Size:** 320x480



## AD FORMATS: EXPANDABLE BANNER



- Rich Media Banner expanding to full screen rich media
- **Features available:** video, add to calendar, interactive gallery, social media sharing buttons, animation, 360-degree demo, etc
- **Size:** 320x50 < 320x480

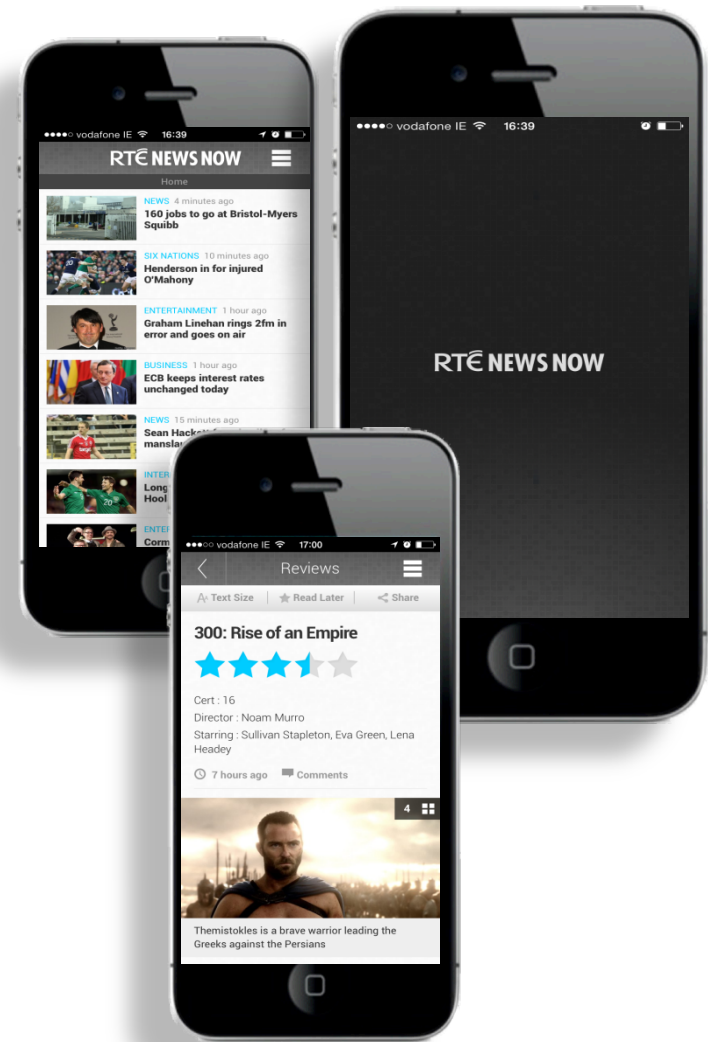


# RTE NEWS NOW

## SPONSORSHIP PACKAGES

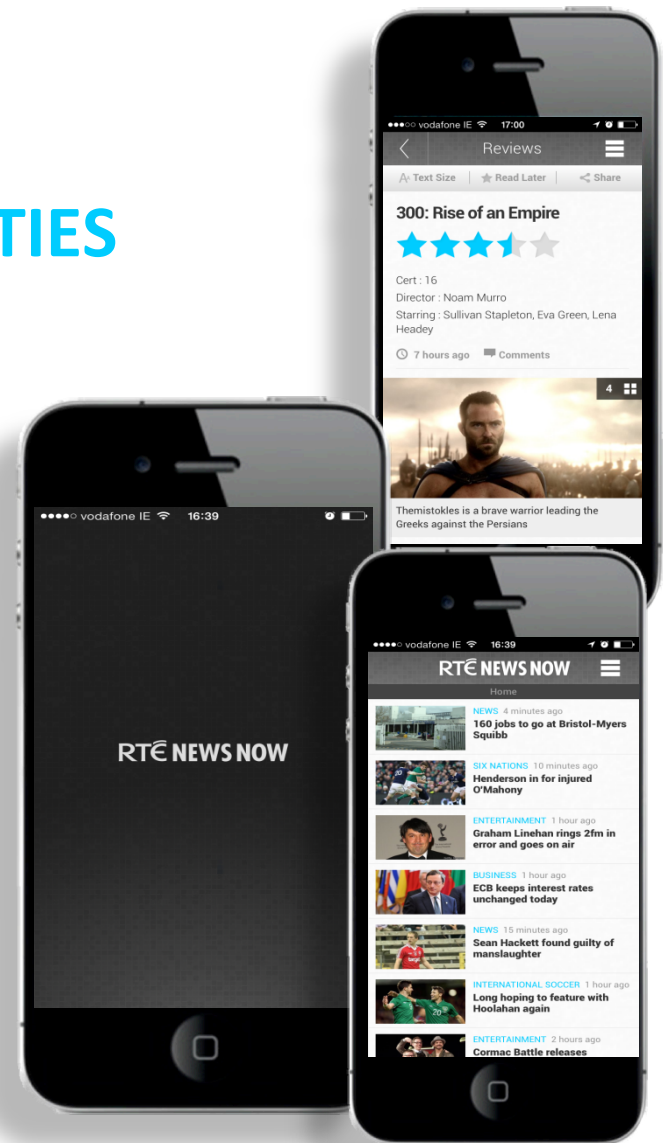
- Movies
- Reviews
- Weather
- GAA
- Soccer
- Golf
- Racing
- Rugby
- Business

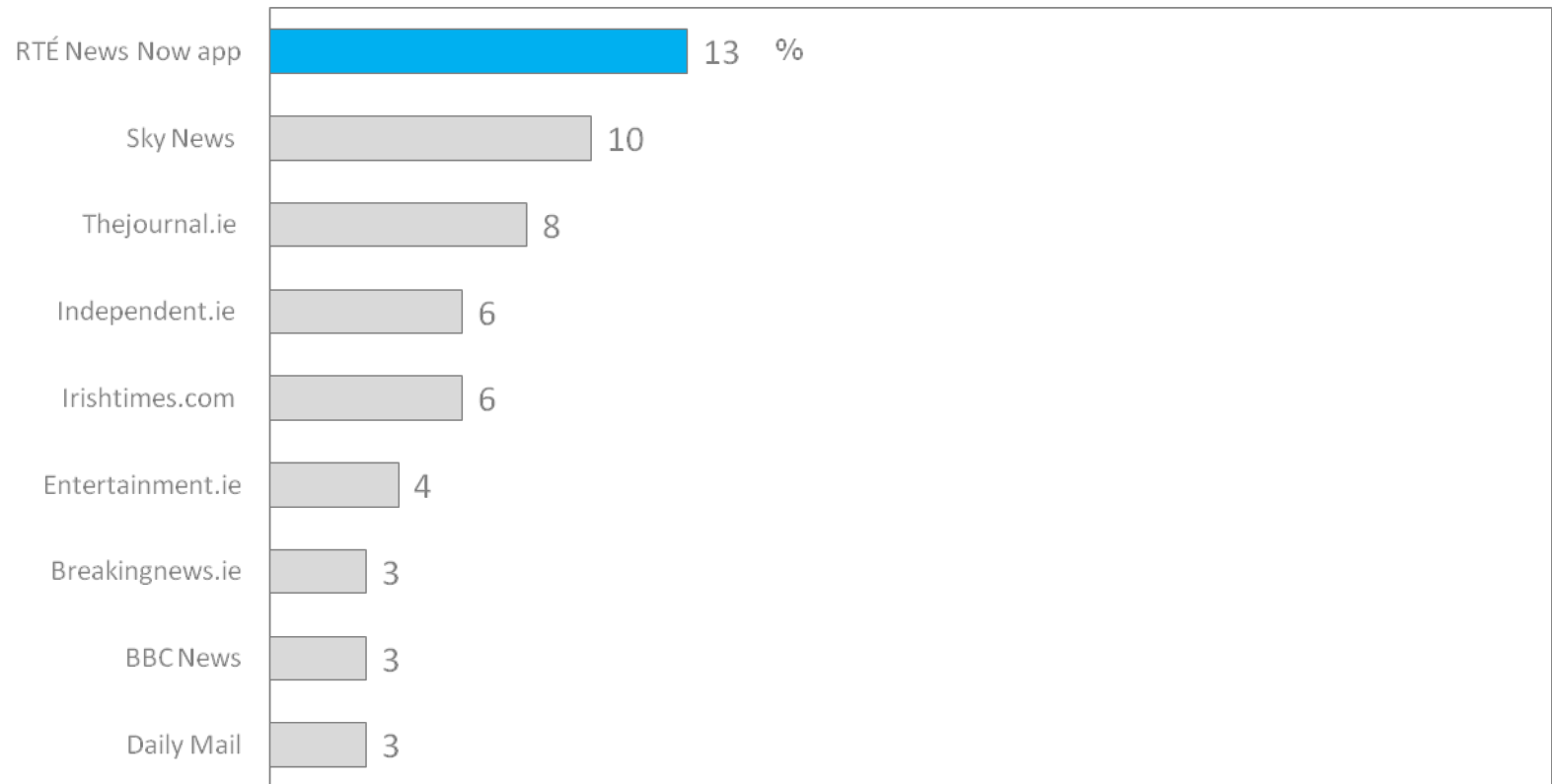
*And much more.....*



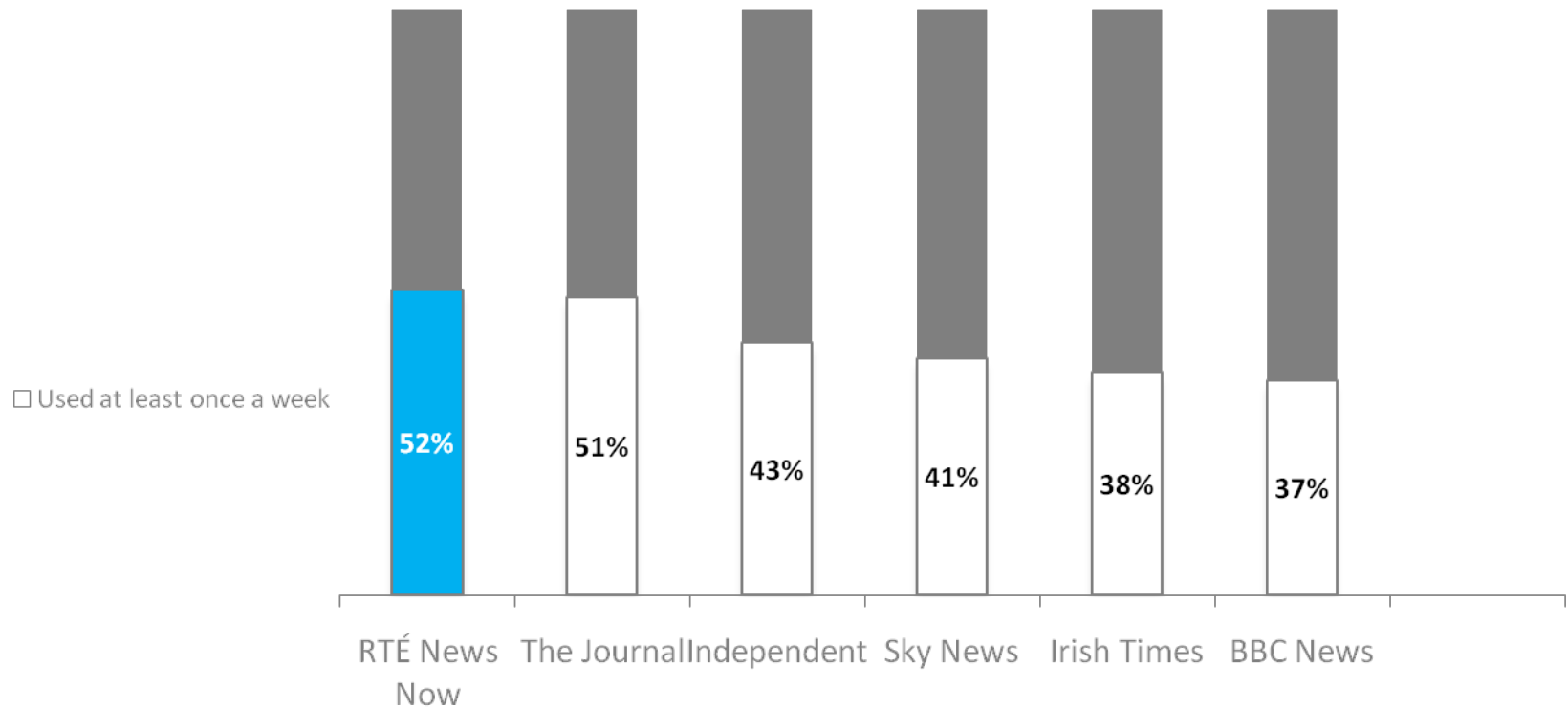
## BRANDED CONTENT OPPORTUNITIES

- We can build your content
- Target your audience
- Deliver your message
- In the No. 1 News & Entertainment app





Source: B&A 2014 - % of National Population Ever Used/Downloaded a News App , Sample Size: 972



Source: Gfk 2014 - At least once per week frequency of use, Sample Size: 438

# TO ADVERTISE CONTACT:

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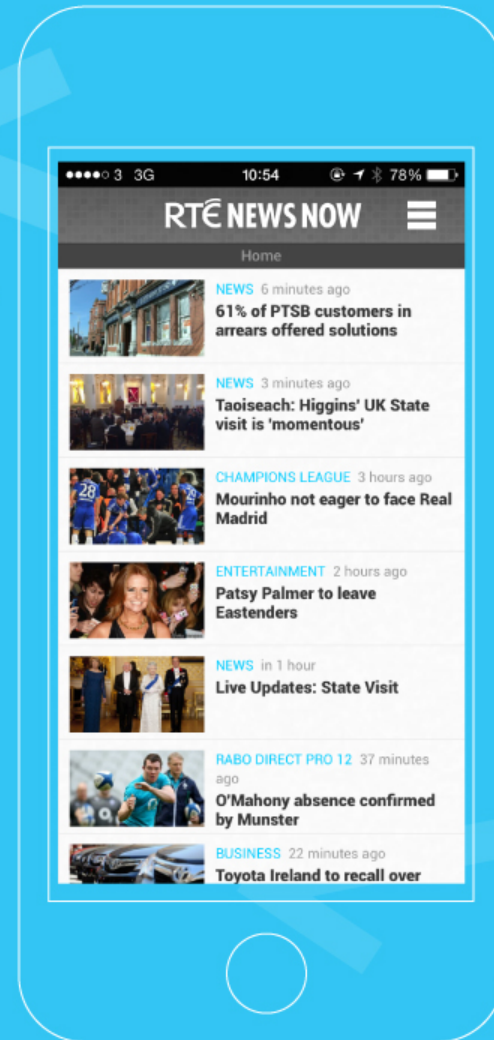
Email: [treasa.maguire@rte.ie](mailto:treasa.maguire@rte.ie)

Take a tour to find out more:

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For more information visit:

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