

RTÉ digital

imaginemore



“Display ads are a crock of shit...I don’t  
even click on them”

~Anon

**8%**

Of Internet Users

**85%**

Of All Clicks

# 30%

of Irish internet users have searched for a brand prompted by advertising on Irish Content Sites

# 36%

25-34 Year Olds

# 11%

**think that ads on international sites  
are aimed at them**

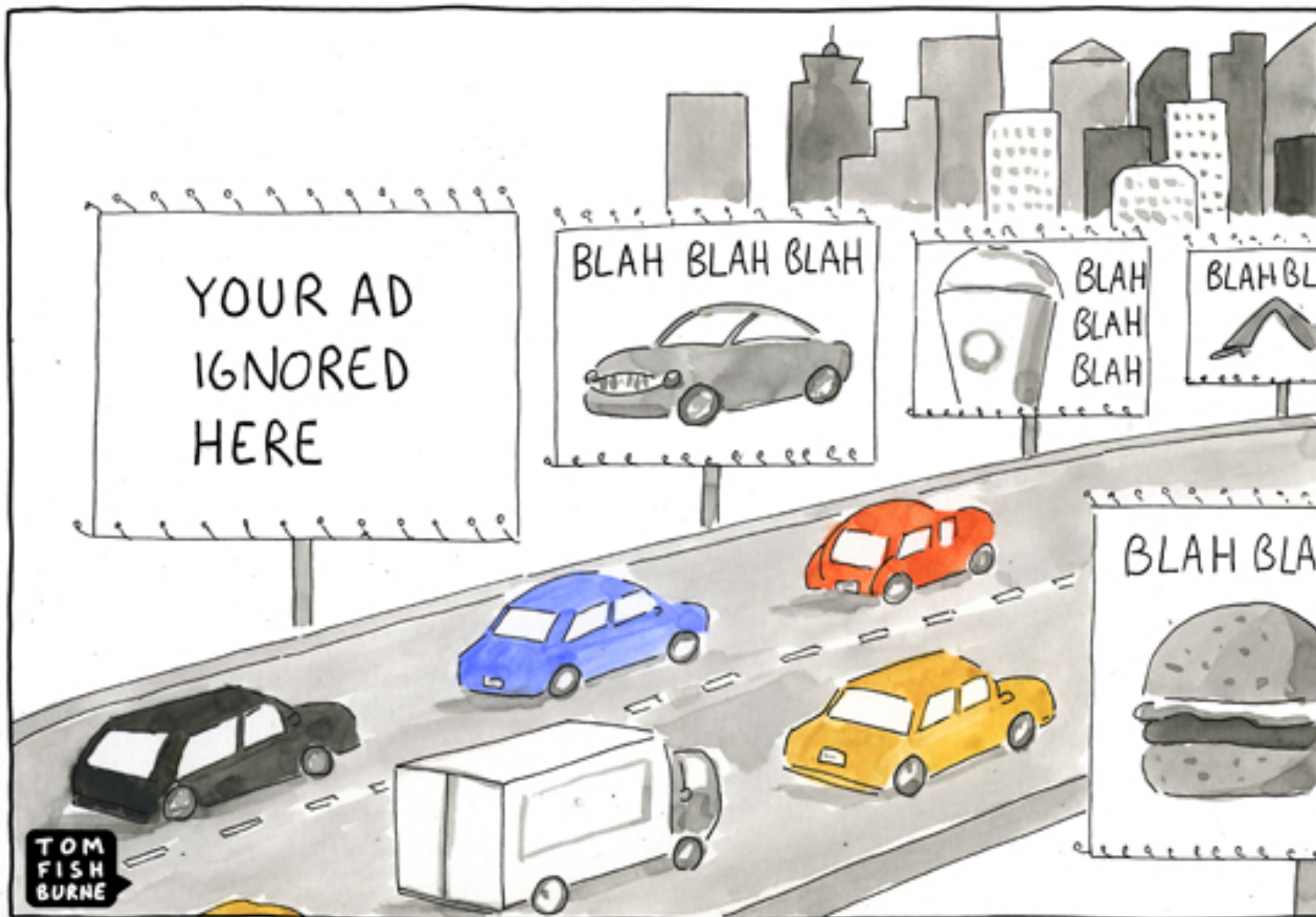
# 78%

**of Irish internet users recognise  
that ads on Irish premium content sites are relevant to them**



**Viewability:**  
**viewable, capable of  
being viewed.**

*essence.*



TOM  
FISH  
BURNE

# 54%

of ads are never seen by website visitors



# 40%

improvement in ad viewability

# 75%

increase in sales life from digital advertising





# 72%

of users **recall** online ads on Irish content sites



**REALITY  
CHECK  
AHEAD**

# Automated Trading



# 17 Billion

Number of Ad Impressions Available in Ireland

# 1 Billion

Number of YouTube Views on Mobile DAILY



# 634



# Banner Blindness



A photograph of a wooden cabinet with many small drawers, some of which are open, set against a dark background. The drawers are arranged in a grid pattern, and some are painted in various colors like green, blue, and brown. The lighting is dramatic, highlighting the textures and colors of the drawers.

The audience is  
looking for **Content**

**WARNING**

**CONTENT**

**UNFIT**

**FOR HUMAN**

**CONSUMPTION**

You Might Be A Zombie! Field Guide to Monsters Superhero HQ iPad App Write For Us Login or Register

# CRACKED.COM

Images You Won't Believe Aren't Photoshopped

Get The Cracked iPad Application!

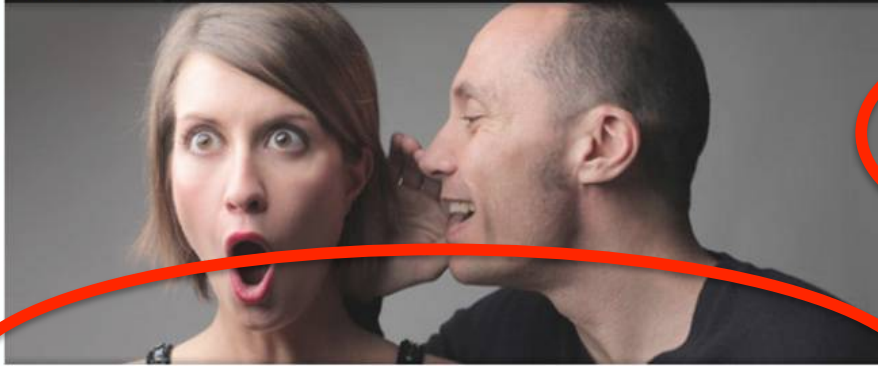
Articles Videos Columnists Forums Quick Fixes Photoplasty More

Categories: Movies & TV Video Games Music Sports Tech History Science Celebrities Weird World

up to -50% Sale Deaigal Shop now!

Home > Sex >

## Recent Sex



Irish Childcare Service

### 4 Surefire Ways to Ruin the Mood During Any Sexual Encounter

By: Felix Clay | June 18th, 2013 | 564,490 views

Content blocked by your organization

Reason: This Websense category is filtered: Adult Material.

URL:

Options:

If Hollywood Was Honest About Sex 5 Baffling Uses of Sex Toys That Reveal Humanity's... The 6 Worst Pieces of Sex Advice on the Internet The 7 Least Sexy Songs About Sex

Adult Material





**Leonard Burton**

@atomworks

 Follow

I didn't think that advertising on the web could sink lower than some of the stuff I've seen but they've managed it.

05/09/2013 21:49





GOOD INTENTIONS

bad results

# 42%

Irish Internet users agree that the way a brand communicates online is important



# Estimated Growth in Rich Media...Next 3 Years

52%




40%

Source:Forrester

# New Slant on Homepage Takeover?

Sign In or Sign Up f Like 30k ALWAYS FREE: [NEWSPAPER ADS](#) [SPECIAL SECTIONS](#) [JOBS](#) [RENTALS](#) [HOMES](#) [CARS](#) [HOME DELIVERY](#)

LIGHT FOR ALL  
**THE BALTIMORE SUN**  85° F AUG 26 **Bmore Bargains** Deal of the day

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AUG 30TH to SEP 2ND

up to... 12 Months Interest Free Financing! Save Up To \$1500 In Special Rebates!\*

4 Days Only! 1/2 PRICE DRYER SPECIAL

	Sales Hours	Friday: 8:00 AM to 8:00 PM	Saturday: 8:00 AM to 5:00 PM
		Sunday: 11:00 AM to 4:00 PM	Monday: 8:00 AM to 8:00 PM

















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**BREAKING NEWS** 

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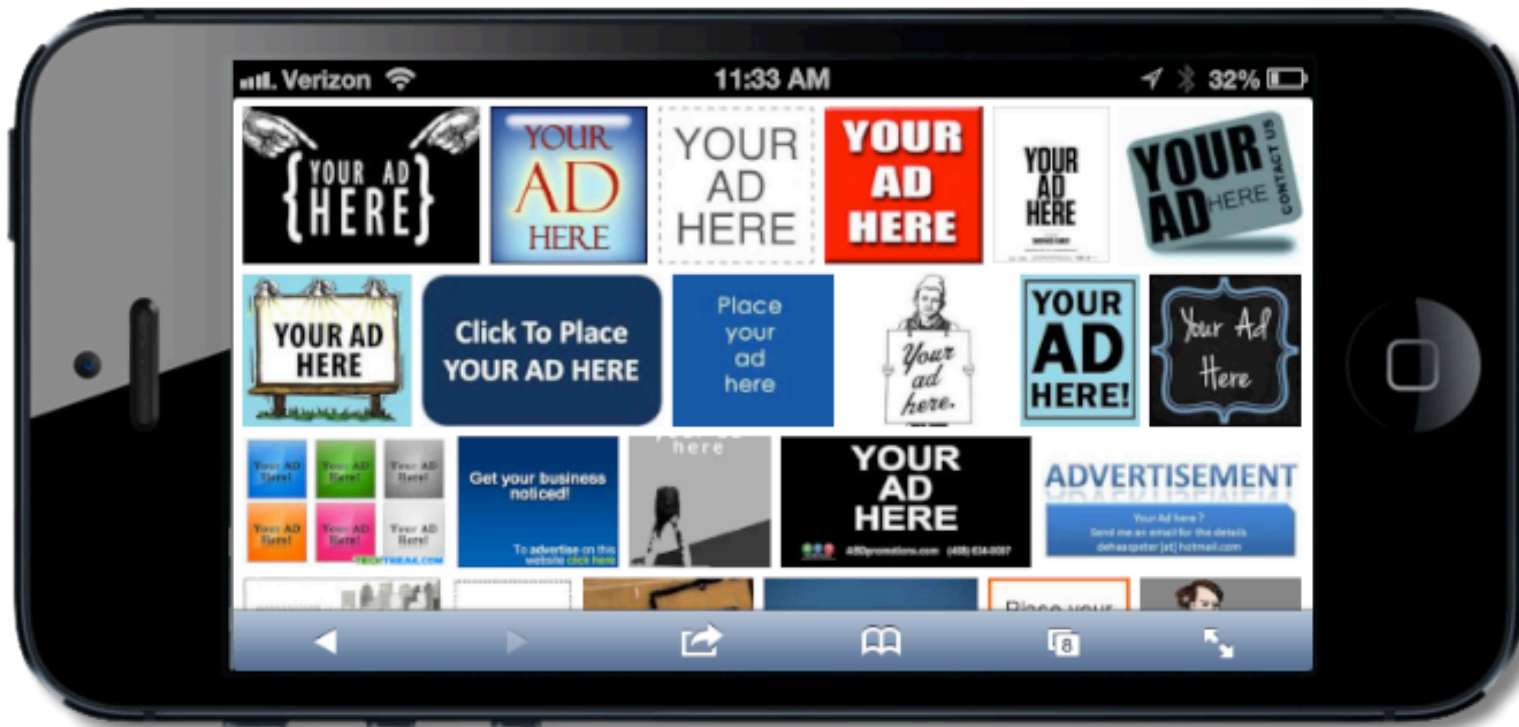
Woman shot in cheek survives

Maryland's #1 news site



SIGN UP FOR ONLY 99¢

# Mobile Homepage Takeover?



# Or You Could Do This...





## Rich Media Can be in Your Hand



WHEN YOU HAVE  
EXHAUSTED ALL  
POSSIBILITIES,  
REMEMBER THIS -  
**YOU  
HAVEN'T**

Thomas A. Edison

*Behappy.me*