

RTÉ Mobile

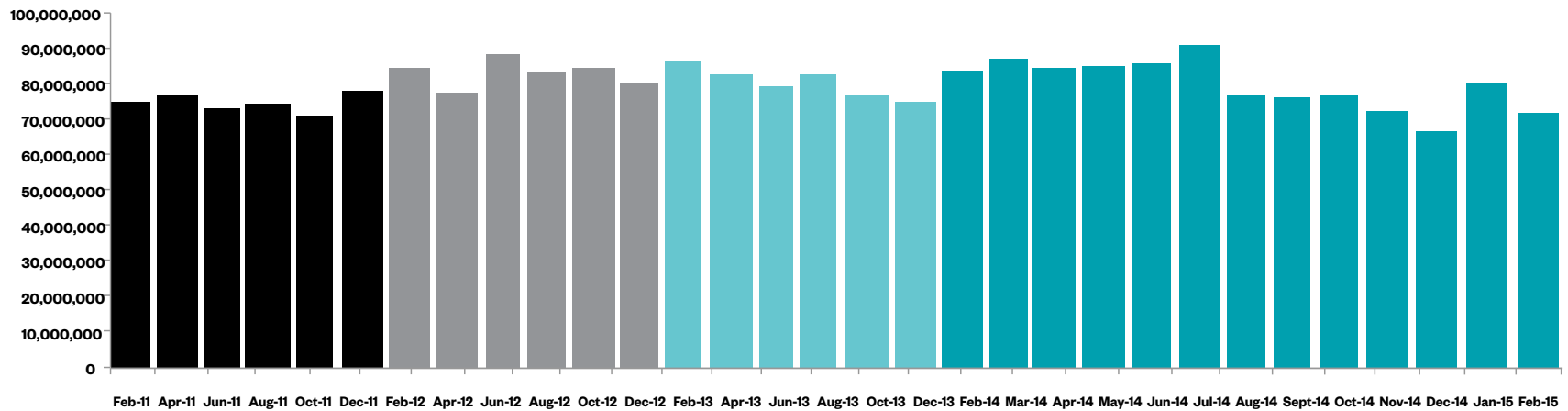
February 2015 Review

RTÉ Mobile

RTÉ Media Sales | Digital

Monthly Page Impressions – All Mobile Services

Page Impressions



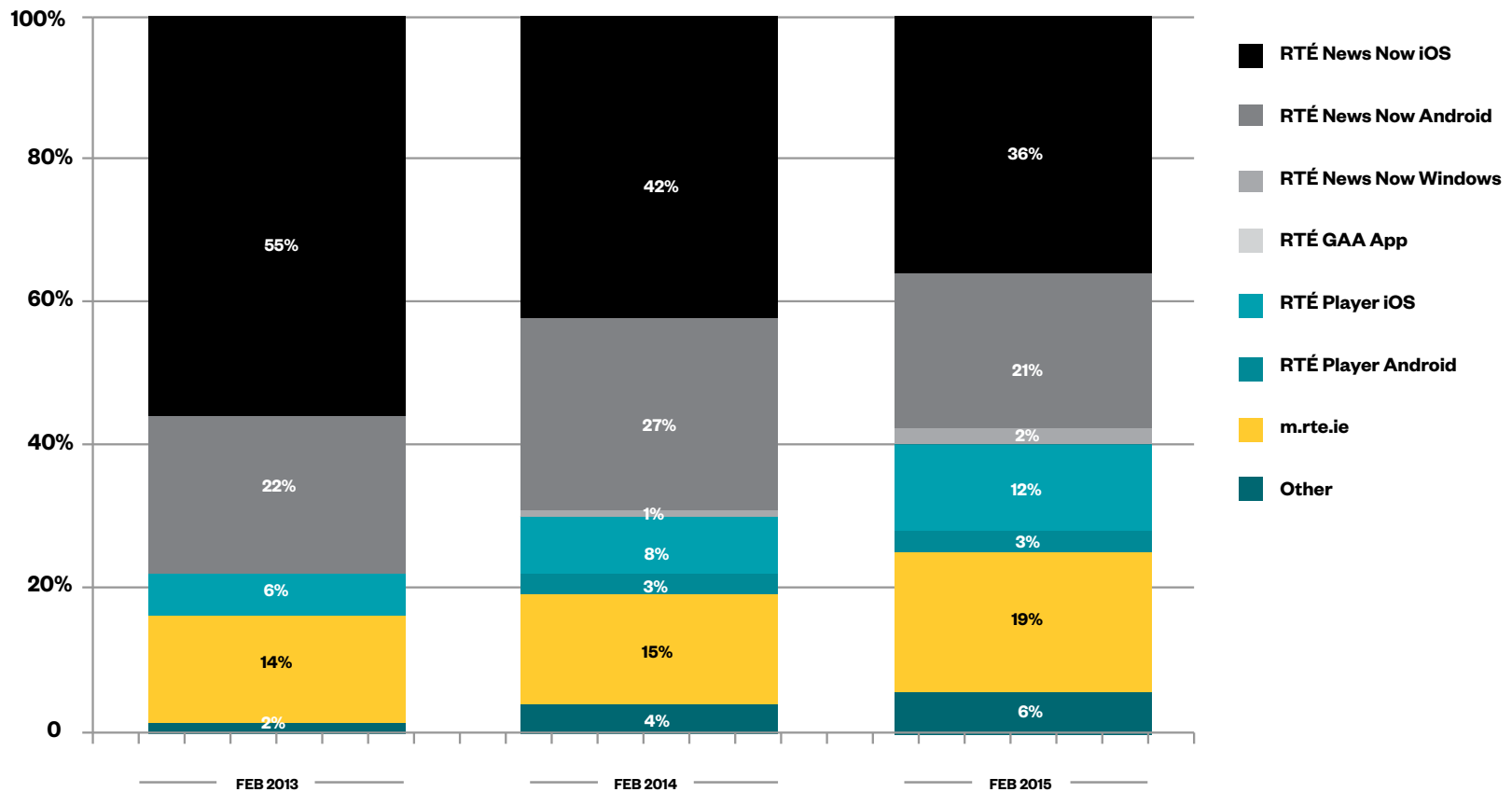
- There were 71 million page impressions delivered through RTÉ’s Mobile services in February

Source: comScore DAX; Google Analytics; Urchin Analytics;



RTÉ Mobile Page Impressions by Service & Platform

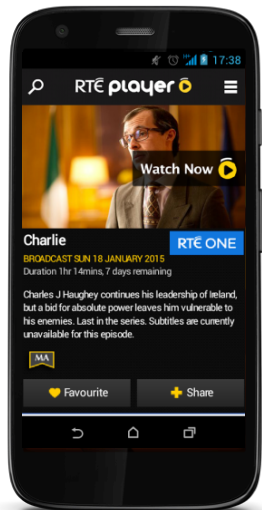
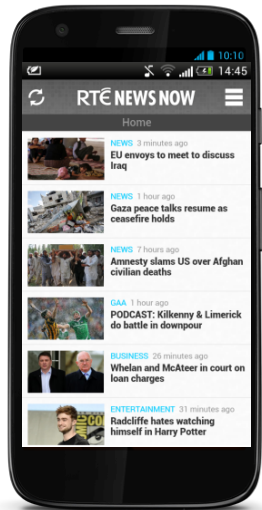
Share of Mobile Services Page Impressions



- m.rte.ie has grown to just under 20% share of mobile services in February 2015
- RTÉ Player app traffic has grown from 6% to 15% in 2 years



App Downloads at end of February



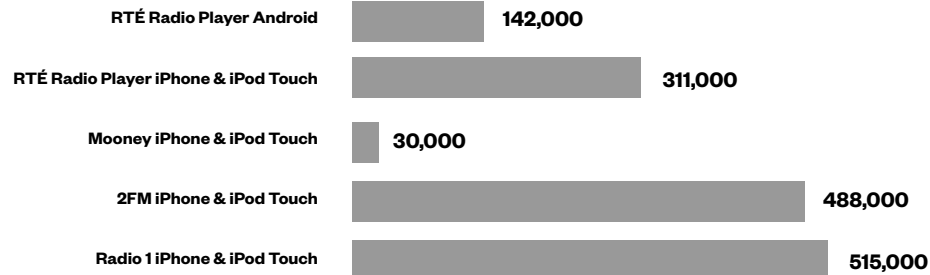
RTÉ Player



RTÉ News Now

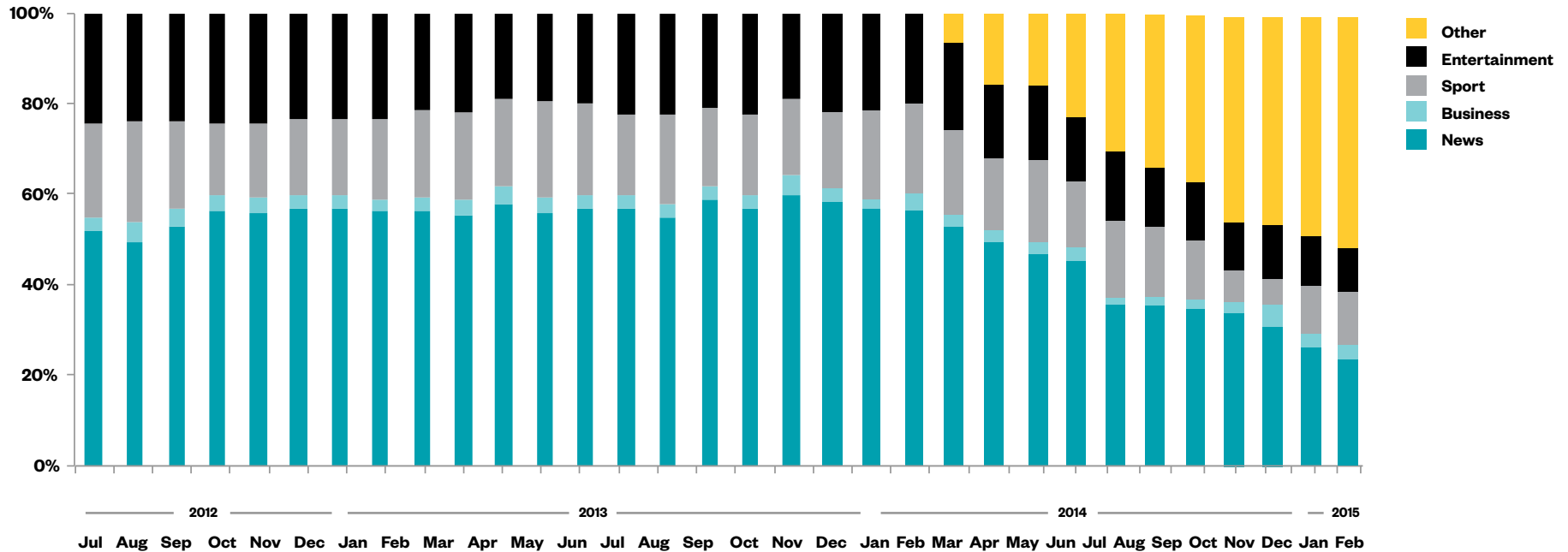


Radio Apps



Source: Apple & Android; Please note that the above refers to downloads of the app and not current users

RTÉ News Now Page Impression Analysis

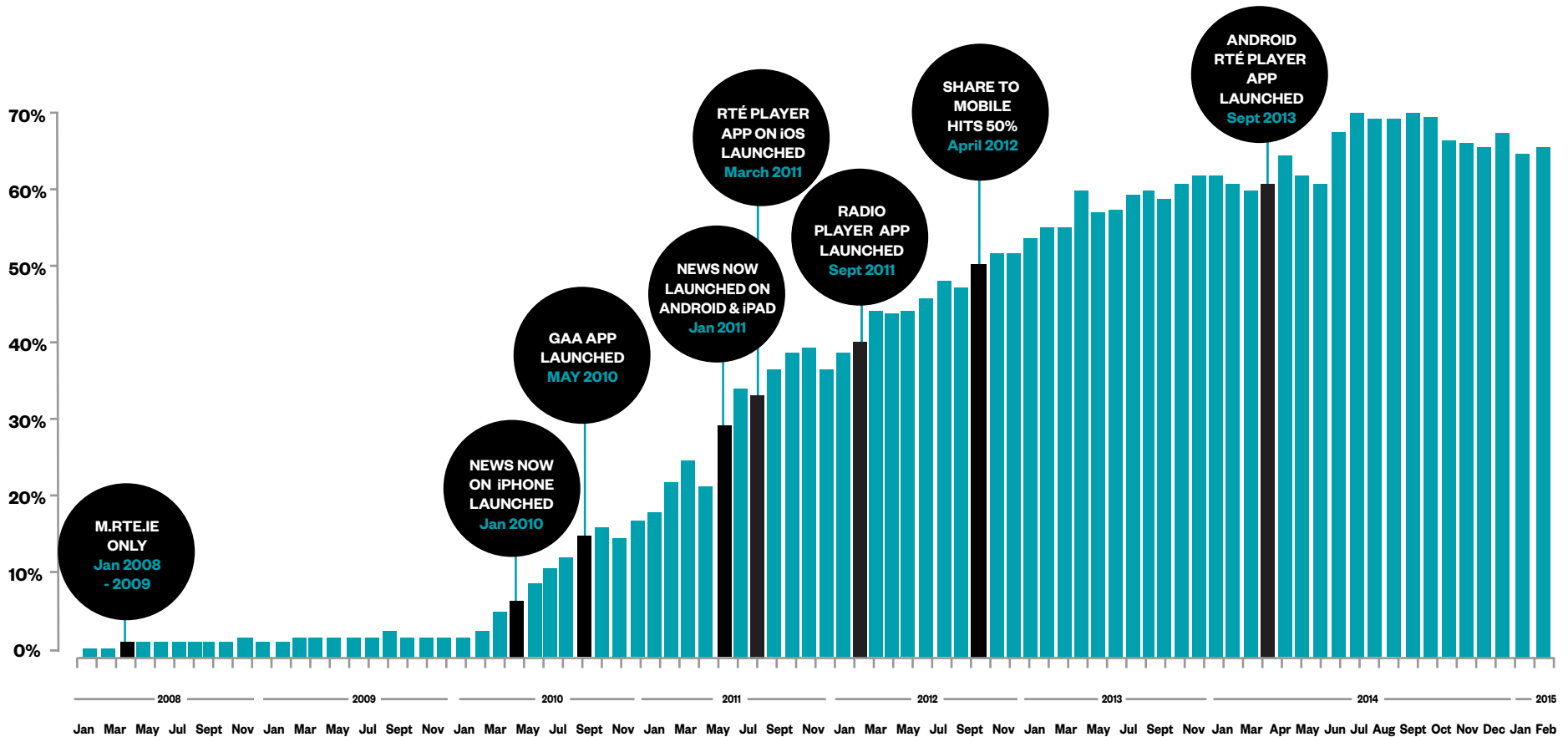


- The mixed content homepage and other new sections now account for around half of page views on the RTÉ News Now App
- News remains the key content area



Source: Urchin Analytics; comScore DAX

Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for 66% of traffic in February

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