

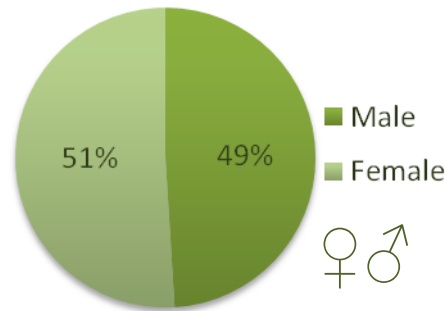
RTÉ Digital

TGI 2013 & RTÉ Digital Services

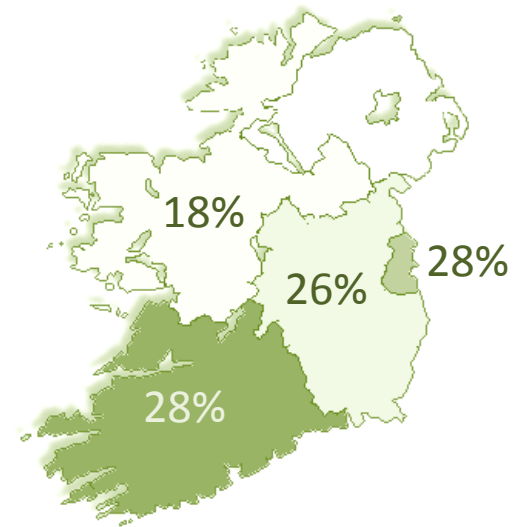
Key Statistics - Total TGI Universe Age 15+

- 3,594,000 Users in the R.O.I 15+ TGI Universe.
- TGI reports that there are slightly more females than males.
- Dublin and Munster have about the same population base.
- Largest user bracket would be 25-44 with 40% of the population within this grouping.
- The majority of people surveyed fell into the C2DE Socioeconomic bracket.

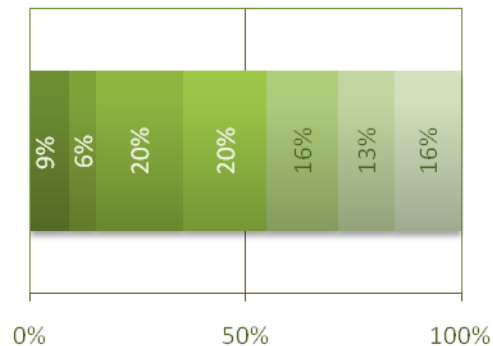
Gender



Geography

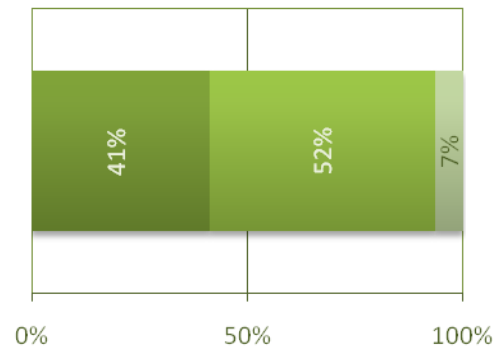


Age Groups



- Age: 15-19
- Age: 20-24
- Age: 25-34
- Age: 35-44
- Age: 45-54
- Age: 55-64
- Age: 65+

Socio-Economic

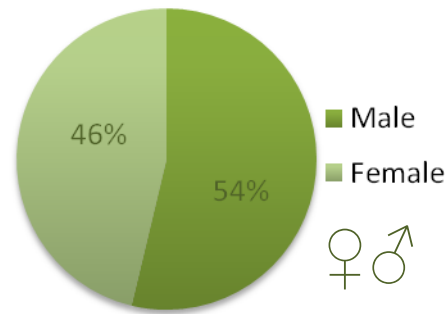


- ABC1
- C2DE
- F

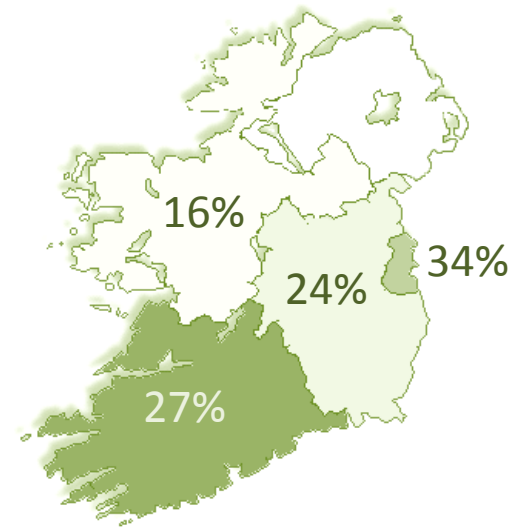
Key Statistics – Recent RTE.ie Users Age 15+

- 854,000 Users in the R.O.I. in the last four weeks.
- TGI reports that there are somewhat more Males than females visiting the desktop website overall.
- Dublin slightly over indexes in regard to site visitors.
- It also has a relatively even distribution of users across age groups.
- The majority of people surveyed fell into the ABC1 Socioeconomic bracket.

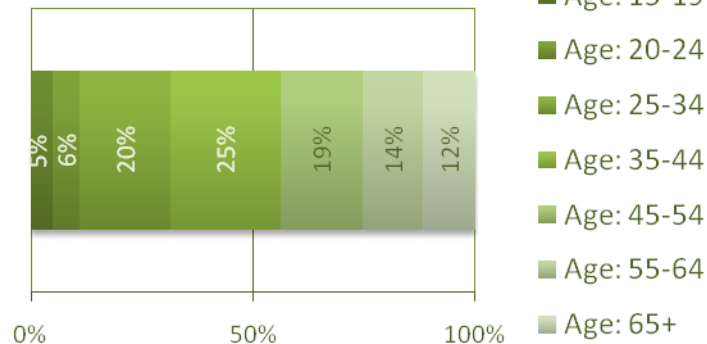
Gender



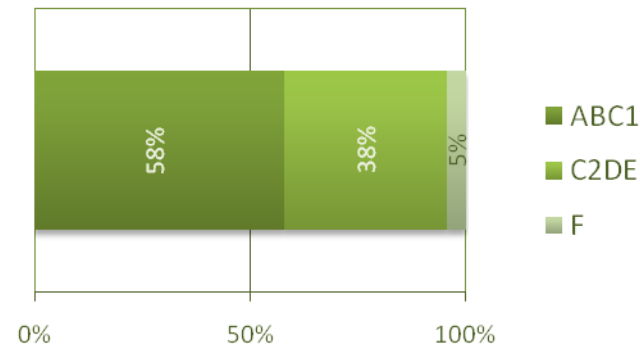
Geography



Age Groups



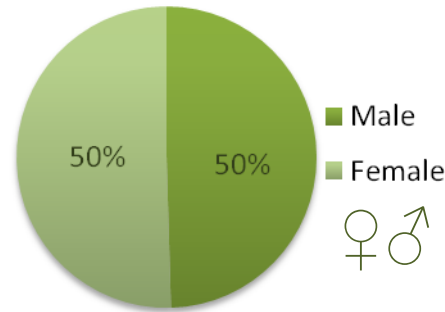
Socio-Economic



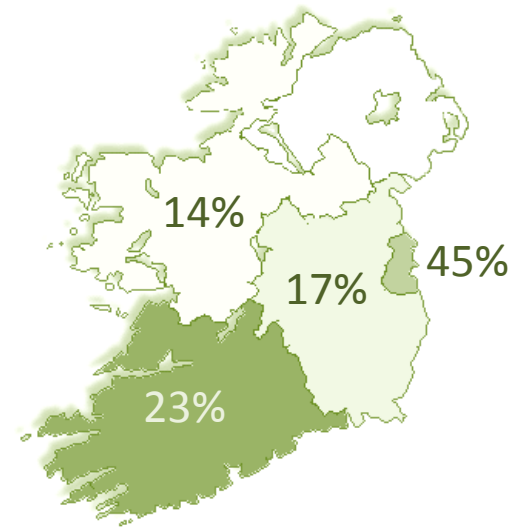
Key Statistics – RTE Player Users last year Age 15+

- 425,000 Users in the R.O.I aged 15+ TGI.
- TGI reports that equal numbers of males and females access the RTÉ Player.
- Player indexes heavily towards Dublin with 45% of the user base.
- It also has a somewhat younger user base with 45% aged 15-34
- The majority of people surveyed fell into the ABC1 Socioeconomic bracket.

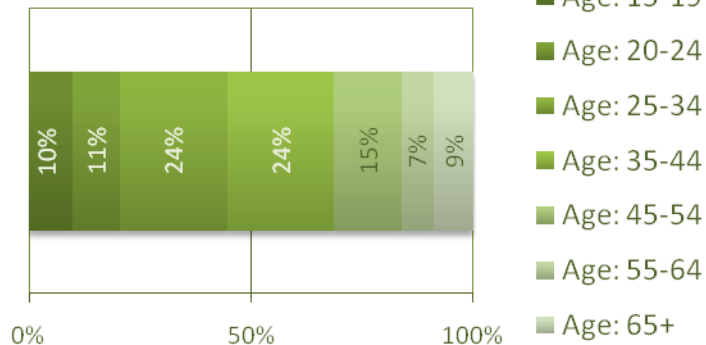
Gender



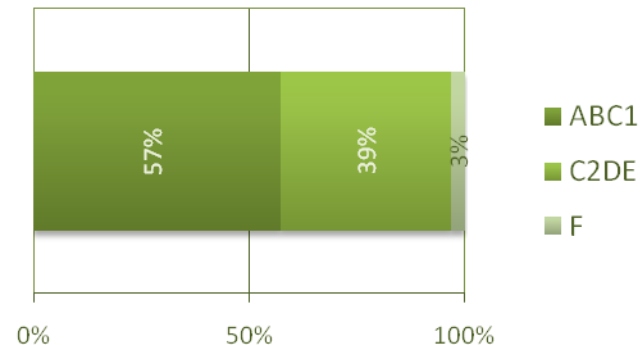
Geography



Age Groups



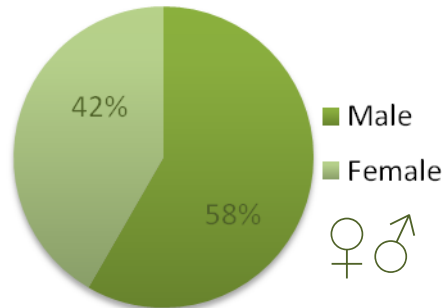
Socio-Economic



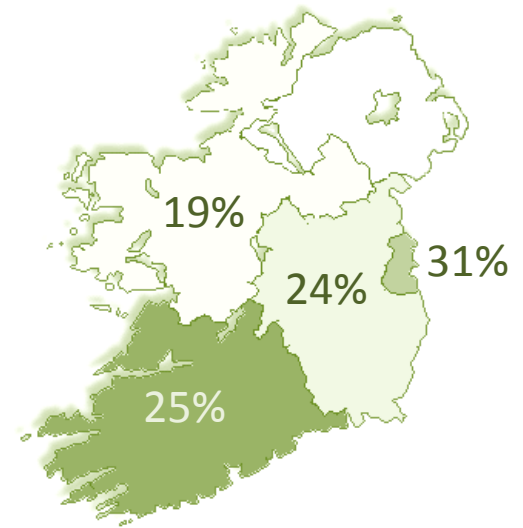
Key Statistics – Recent RTE GAA App Users Age 15+

- 50,000 Users in the R.O.I aged 15 in the last four weeks.
- TGI reports that there are more Males than Females accessing this app.
- Geographic distribution is somewhat even throughout the R.O.I.
- It also has a relative young user base with 60% aged 15-34
- The majority of people surveyed fell into the ABC1 Socioeconomic bracket.

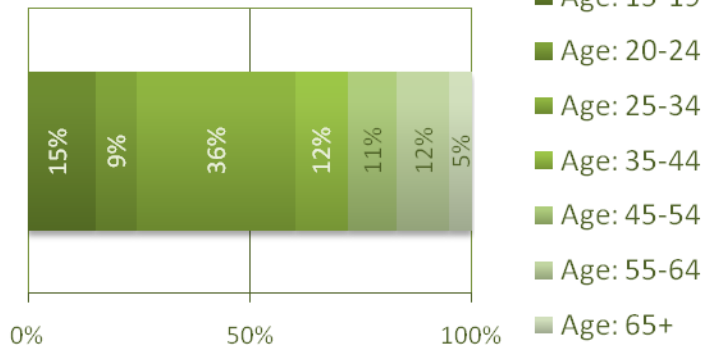
Gender



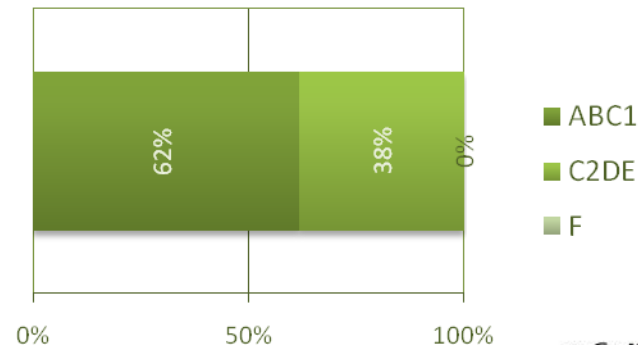
Geography



Age Groups



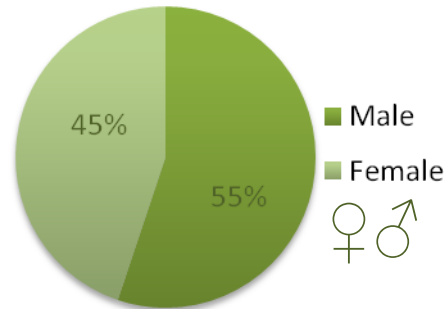
Socio-Economic



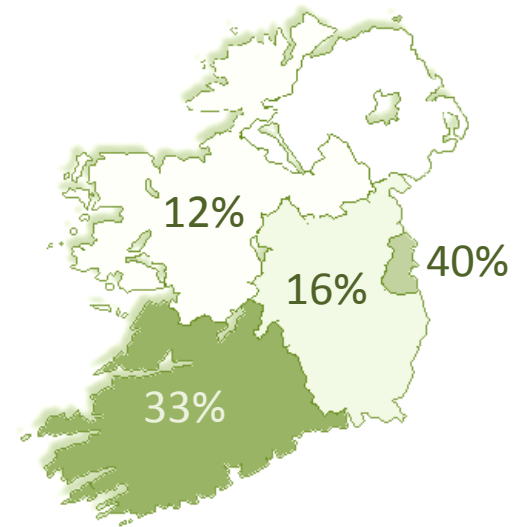
Key Statistics – Recent RTE Radio Player Users Age 15+

- 111,000 Users in the R.O.I aged 15 in the last four weeks.
- TGI reports that there are more Males than Females accessing this app.
- 73% of the user base lies in Dublin or Munster.
- It also has a relative older user base with 58% being older than 34 years,
- The majority of people surveyed fell into the ABC1 Socioeconomic bracket.

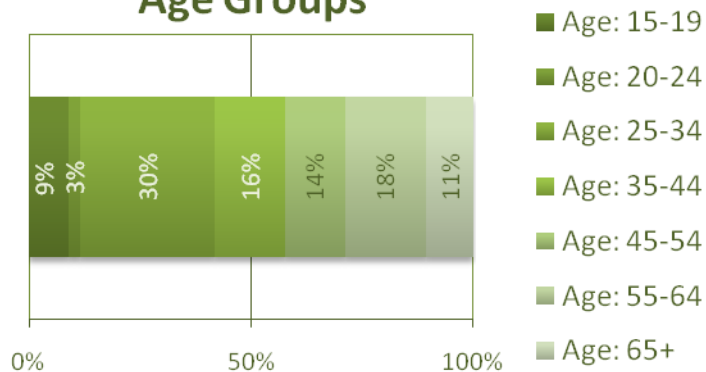
Gender



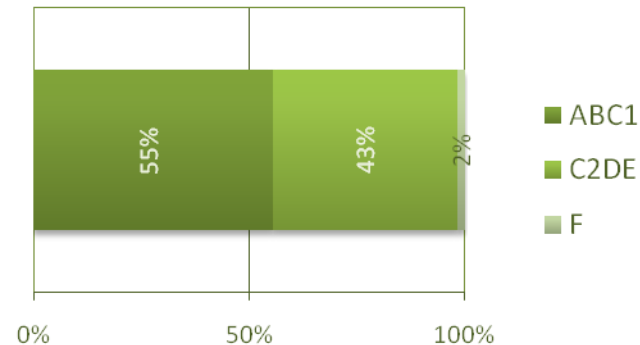
Geography



Age Groups



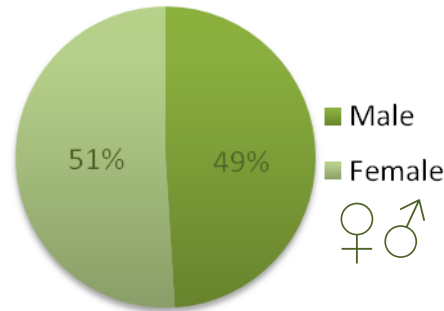
Socio-Economic



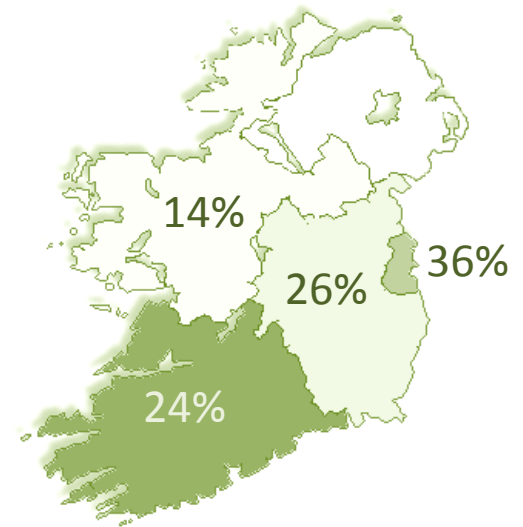
Key Statistics – Recent RTE Newsnow Users Age 15+

- 261,000 Users in the R.O.I aged 15 in the last four weeks.
- TGI reports that there are slightly more females than males.
- 35% of Users access from Dublin.
- 57% of Users are between 25 and 44 years old.
- The majority of people surveyed fell into the ABC1 Socioeconomic bracket.

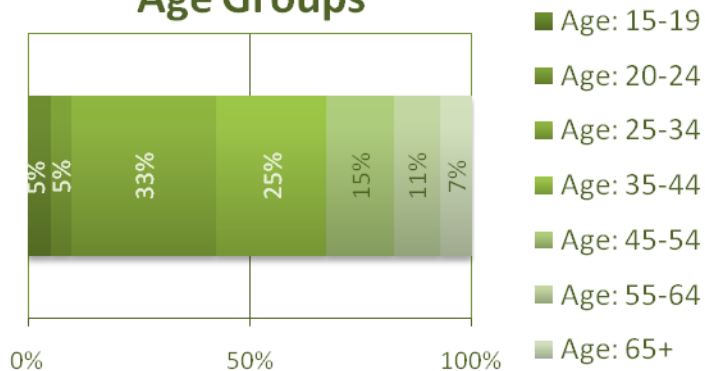
Gender



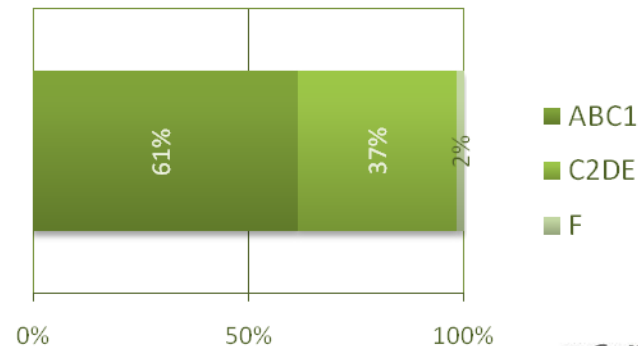
Geography



Age Groups



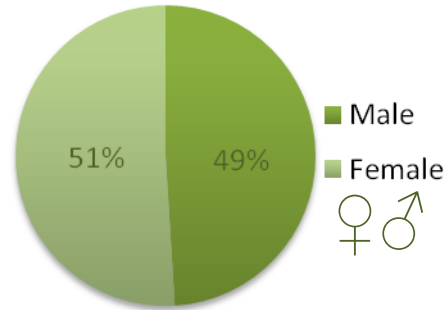
Socio-Economic



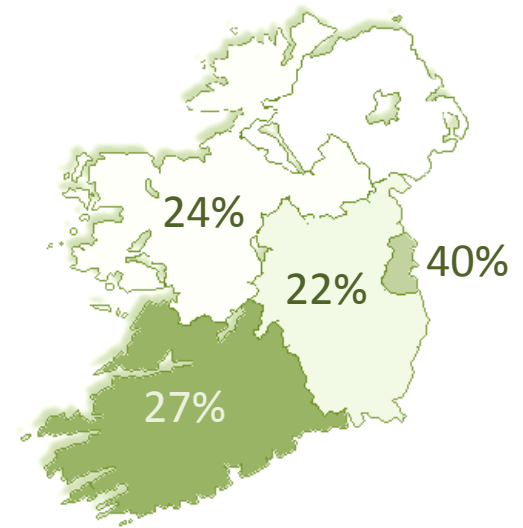
Key Statistics – Recent RTE Player App Users Age 15+

- 178,000 Users in the R.O.I aged 15 in the last four weeks.
- TGI reports that there are slightly more females than males.
- 40% of Users access from Dublin.
- It also has a relative young user base with 50% aged 15-34
- The majority of people surveyed fell into the ABC1 Socioeconomic bracket.

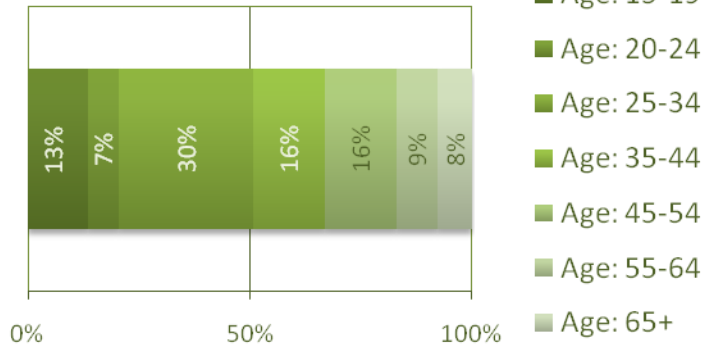
Gender



Geography



Age Groups



Socio-Economic

