

RTÉ Mobile

April 2014 Review

RTÉ Mobile

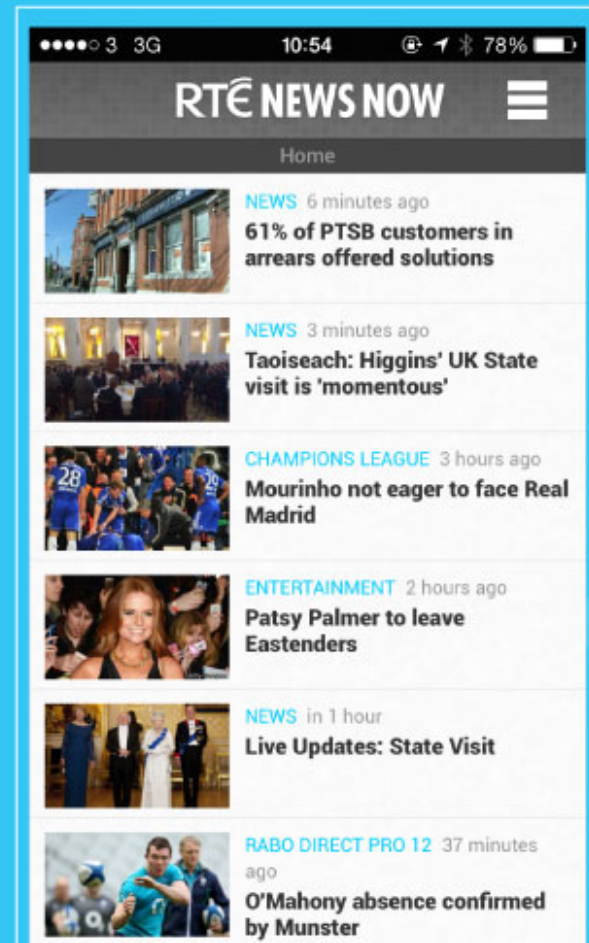
RTÉ digital
imaginemore



RTÉ NEWS NOW

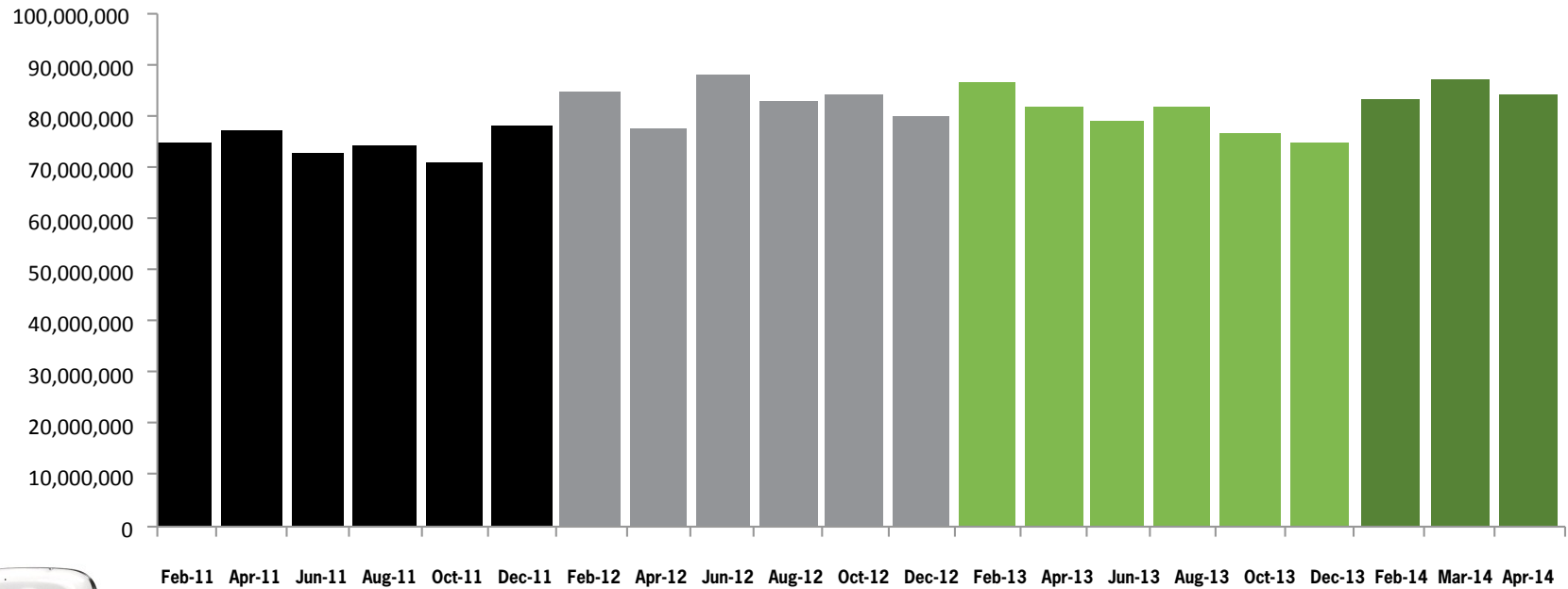
INTRODUCING THE NEXT GENERATION NEWS NOW APP

Ireland's No.1 News & Entertainment App
New advertising & content opportunities



Monthly Page Impressions – All Mobile Services

Page Impressions

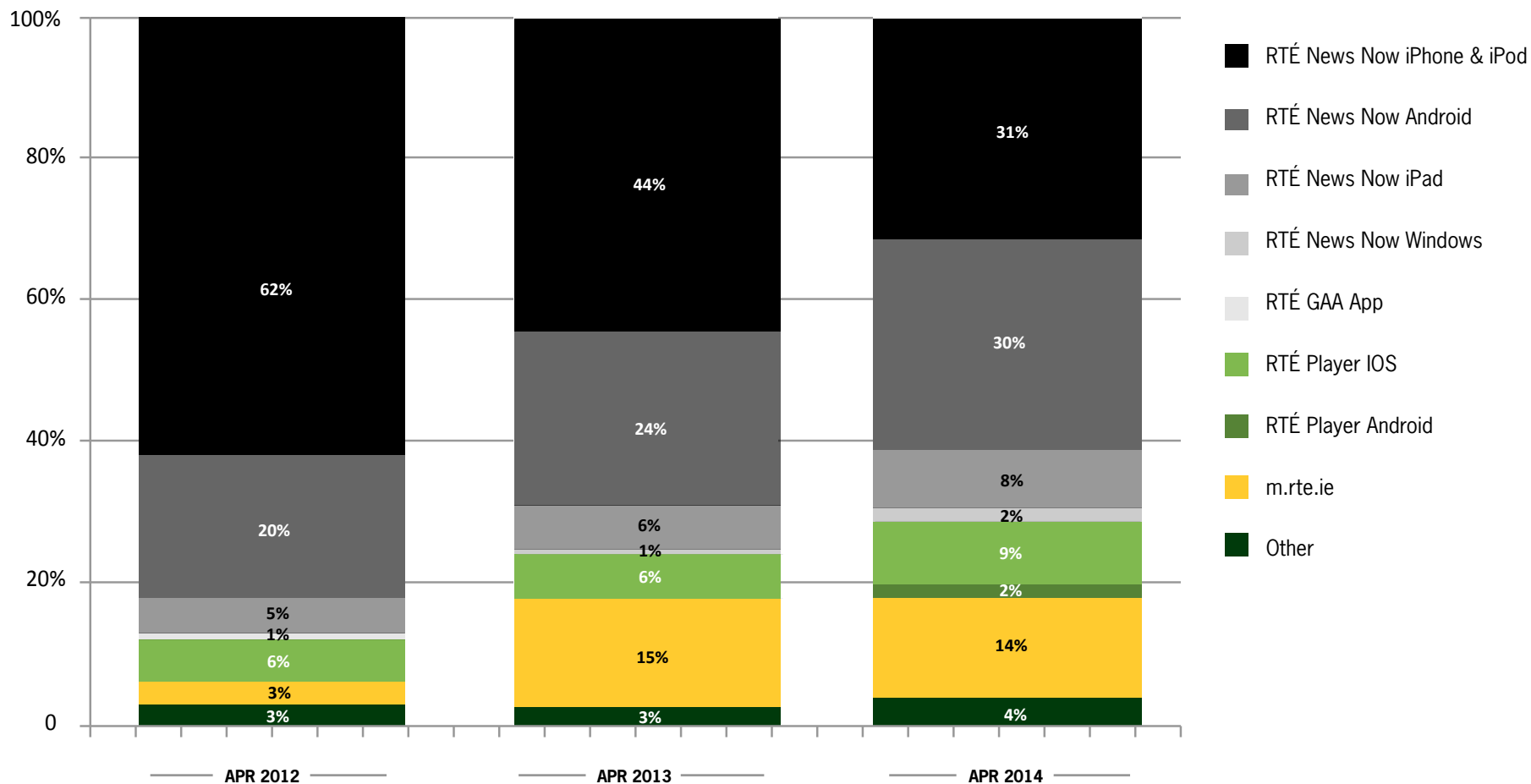


- There were 83 million page impressions delivered through RTÉ's Mobile services in April

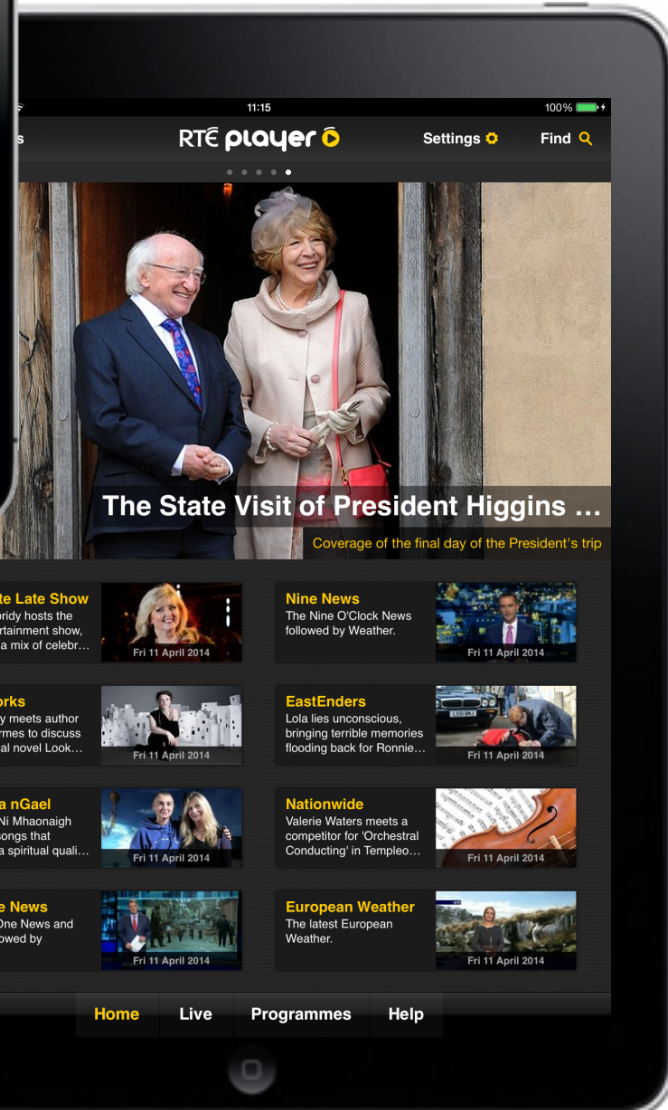
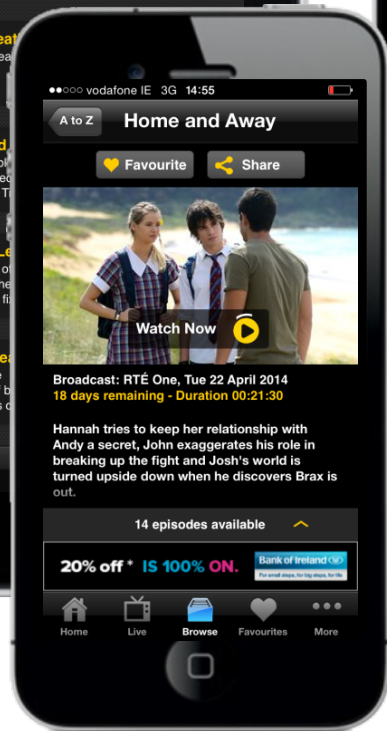
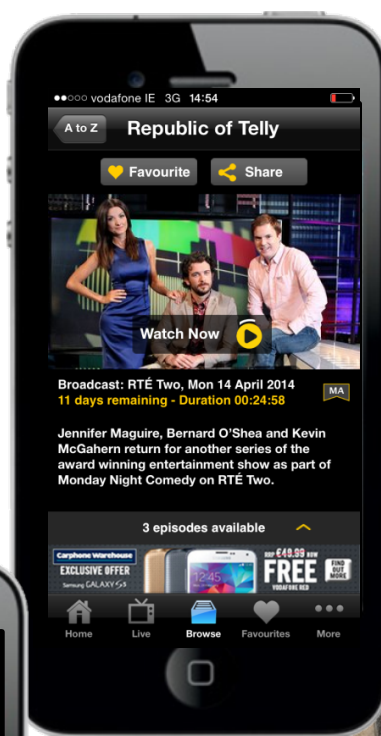


RTÉ Mobile Page Impressions by Service & Platform

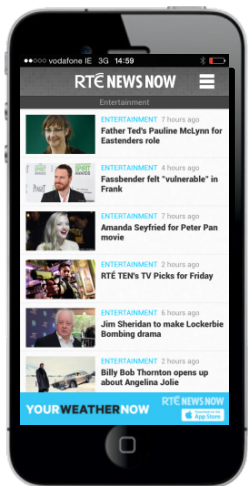
Share of Mobile Services Page Impressions



- The RTÉ News Now app accounts for 70% of RTÉ App traffic
- The iPhone / iPod Touch version has the most traffic but newer versions continue to gain share News Now page impressions



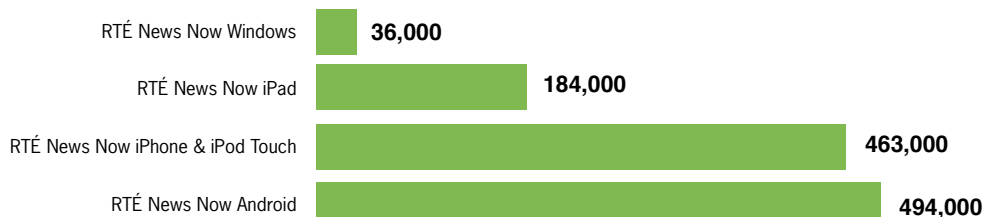
App Downloads at end of April



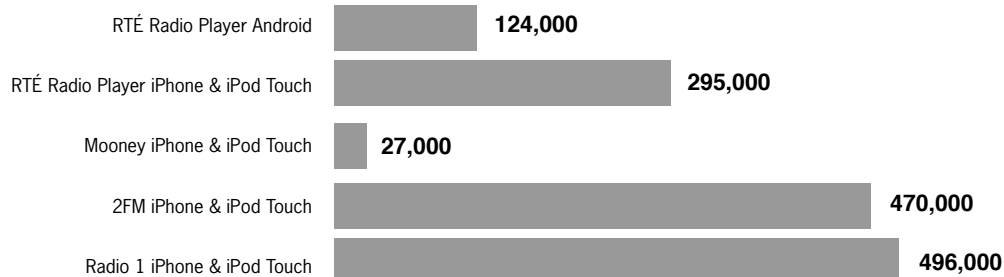
RTÉ Player



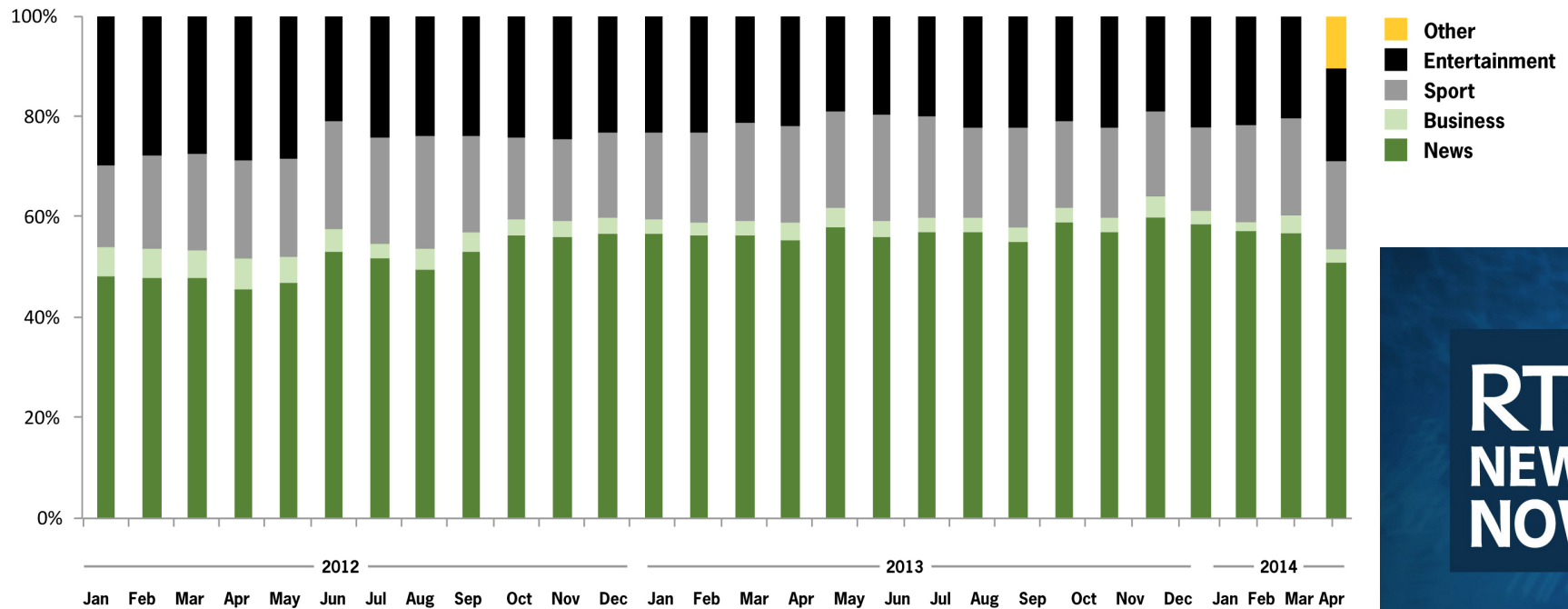
RTÉ News Now



Radio Apps

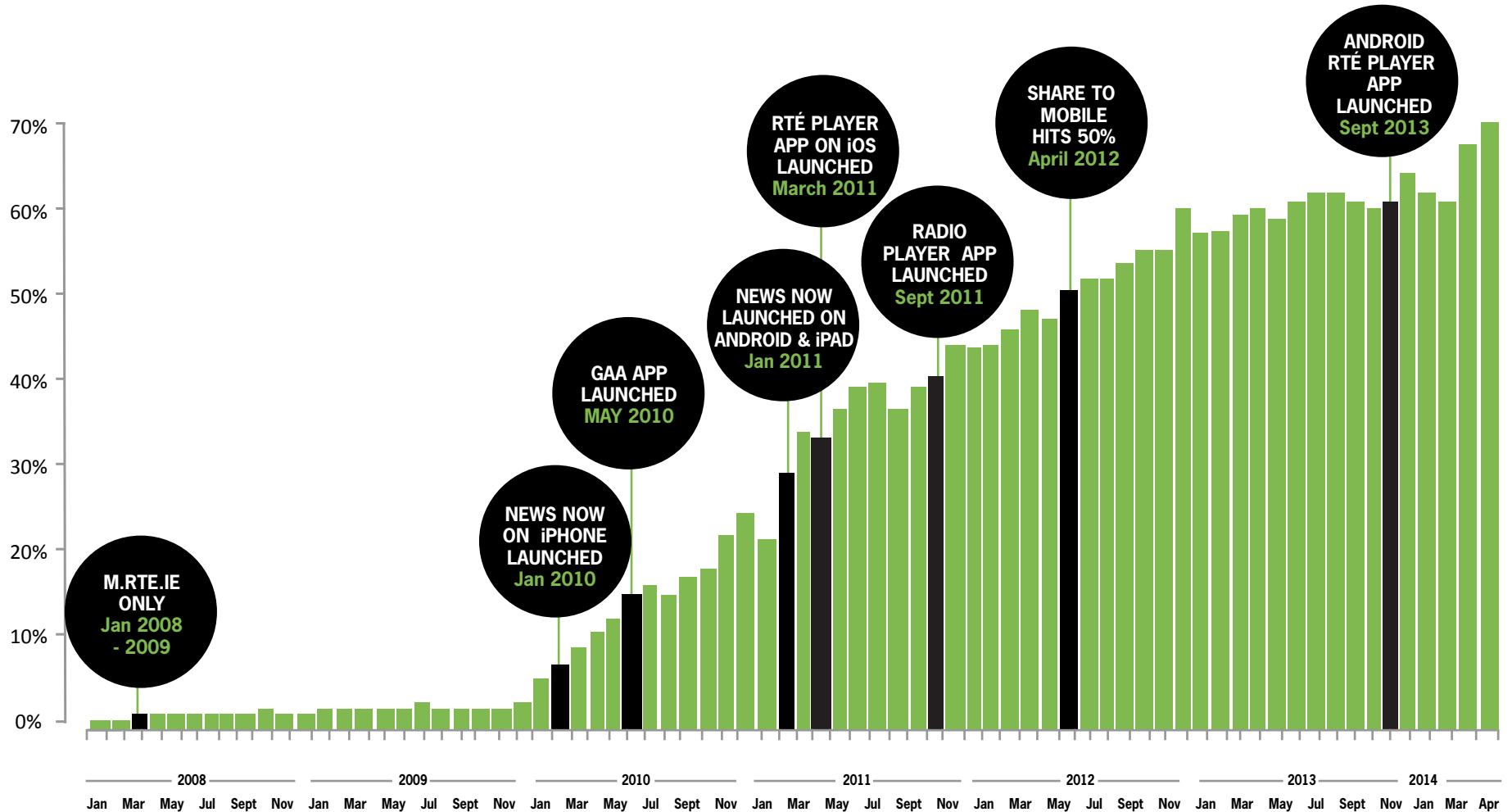


RTÉ News Now Page Impression Analysis



- News remains the most popular content category on the RTÉ News Now App

Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for a new high of 70% of traffic in April

INTRODUCING THE NEXT GENERATION NEWS NOW APP

Available now on iPhone.
Coming soon to Android and iPad.

Take a tour to find out more:
www.rte.ie/yournewsnow

