

RTÉ Mobile

February 2014 Review

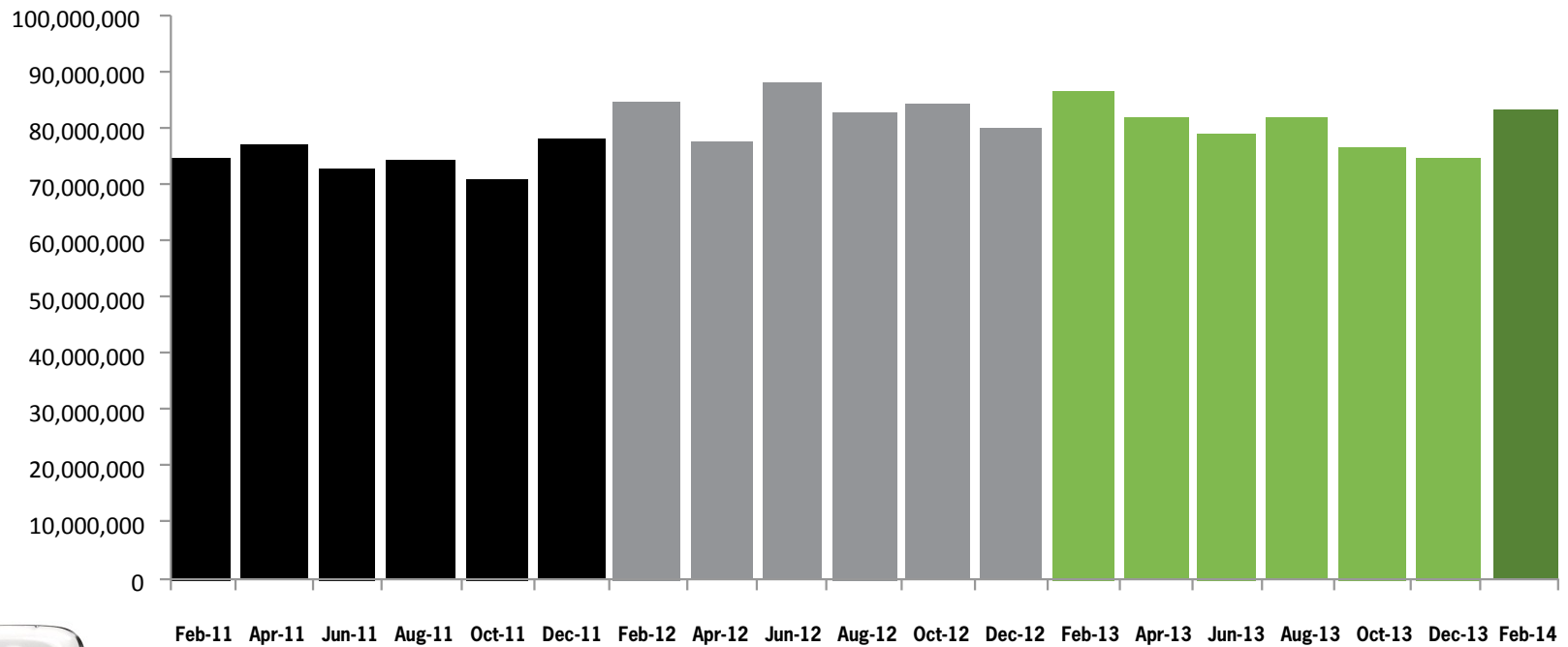
RTÉ Mobile

RTÉ digital
imaginemore



Monthly Page Impressions – All Mobile Services

Page Impressions

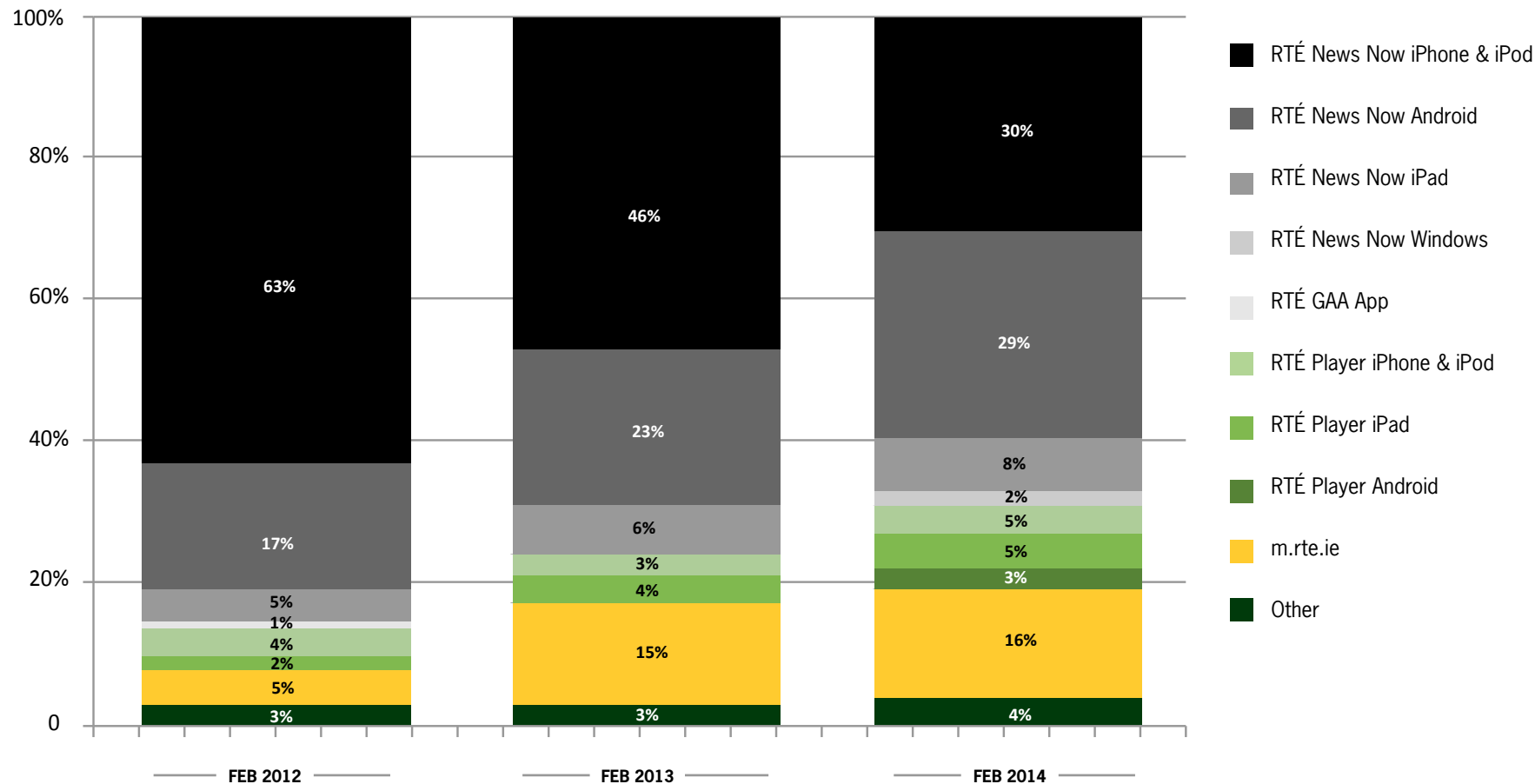


- There were 73 million page impressions delivered through RTÉ’s Mobile services in February

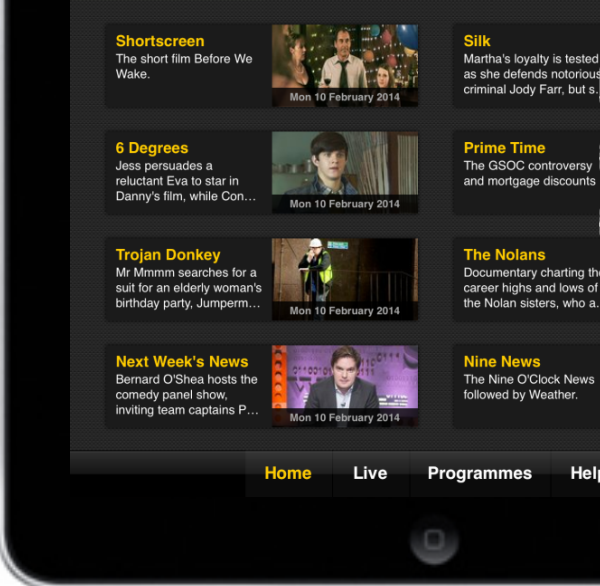
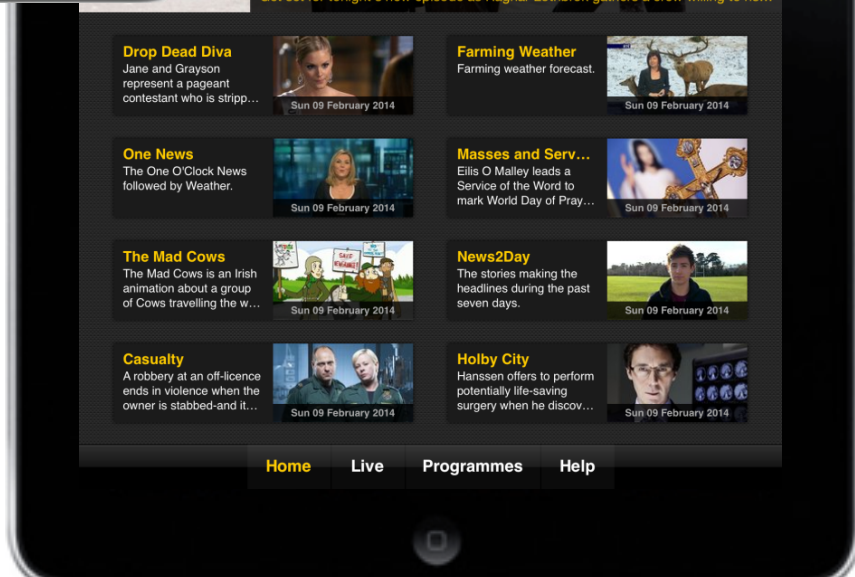
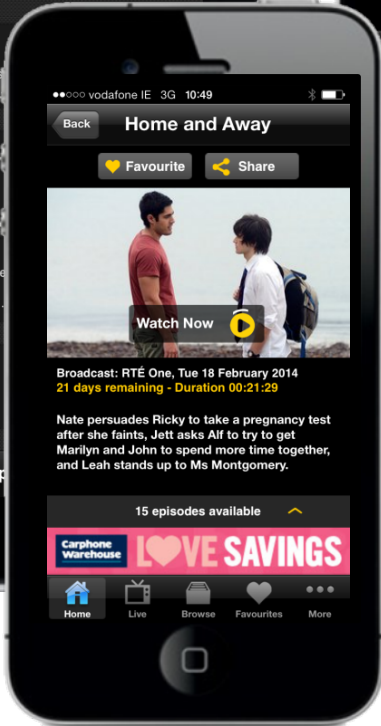


RTÉ Mobile Page Impressions by Service & Platform

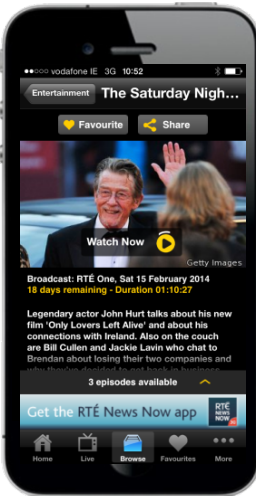
Share of Mobile Services Page Impressions



- The RTÉ News Now app remains the best performing service
- iPhone / iPod Touch has the most traffic but newer versions continue to gain share News Now page impressions



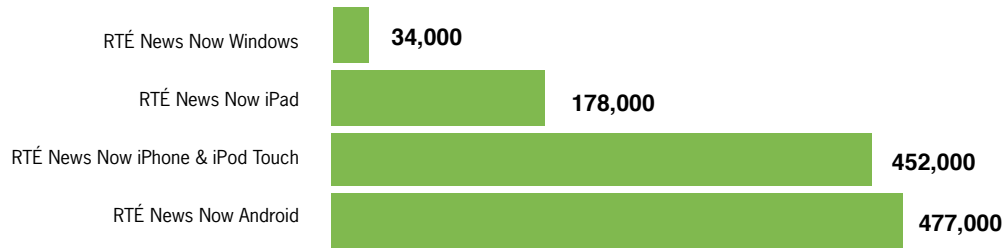
App Downloads at end of February



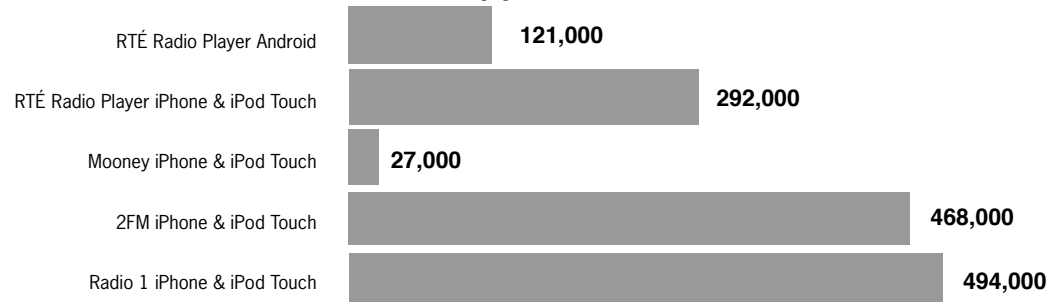
RTÉ Player



RTÉ News Now



Radio Apps

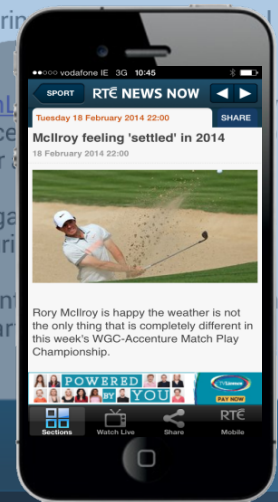
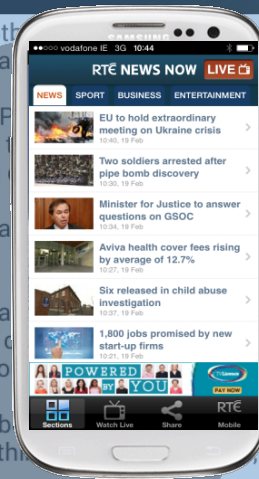


Source: Apple & Android; Please note that the above refers to downloads of the app and not current users

RTÉ NEWS NOW

ACK

RTÉ NEWS NOW



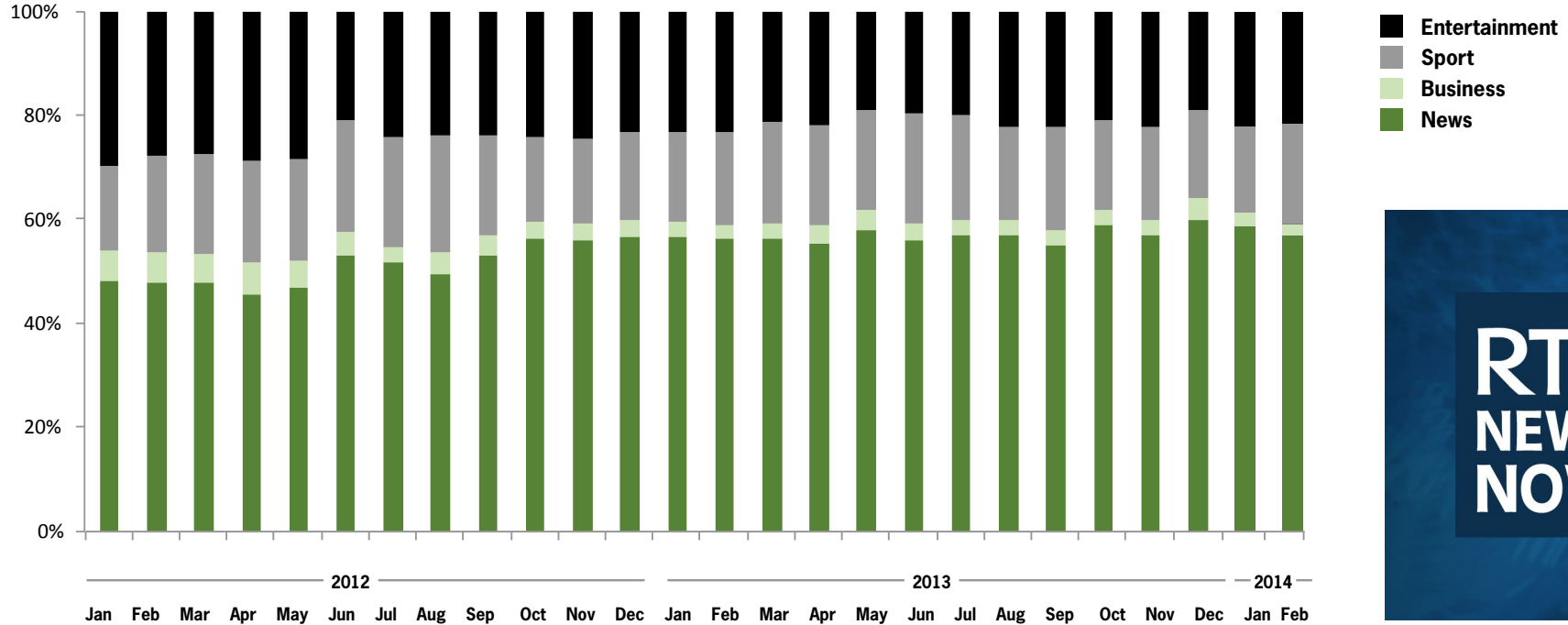
Share



Text Size



RTÉ News Now Page Impression Analysis



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

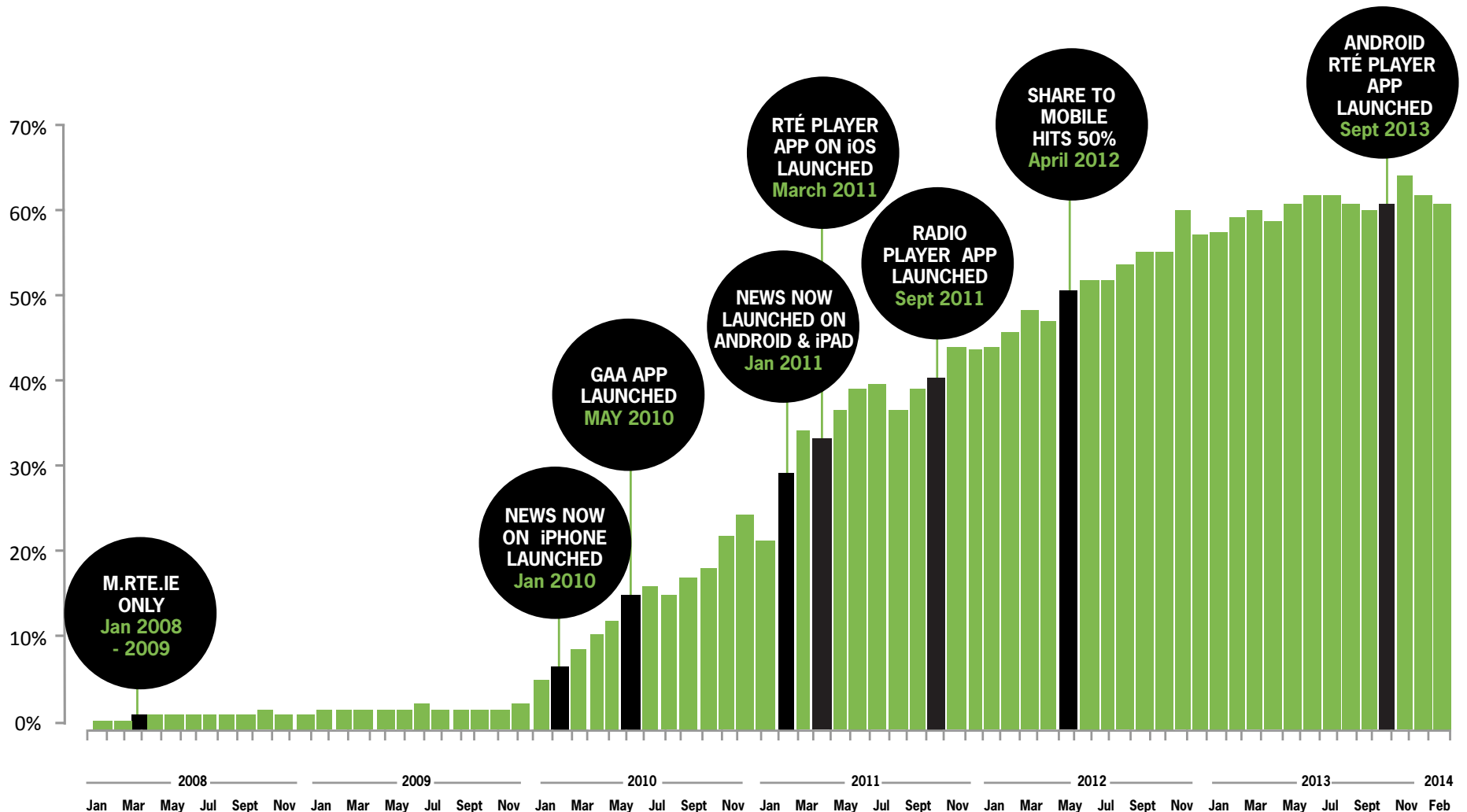
999,999
Thanks a 1,000,000
1,000,001

One million mobile
downloads & still growing

RTÉ **player** 

see what you're missing

Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for 64% of traffic in February