RTÉ Mobile January 2014 Review

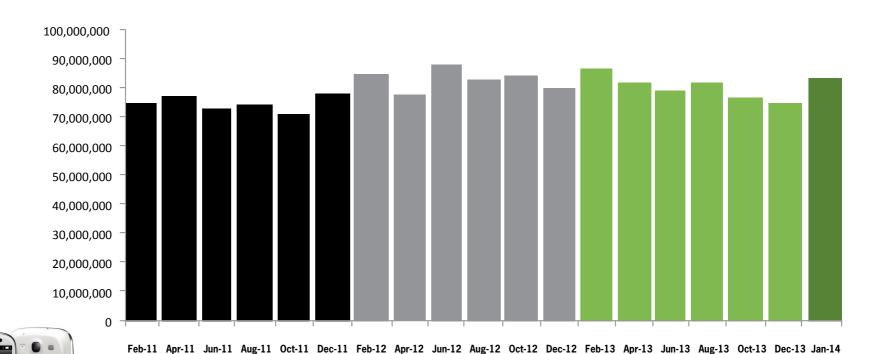
RTÉ Mobile





Monthly Page Impressions – All Mobile Services

Page Impressions



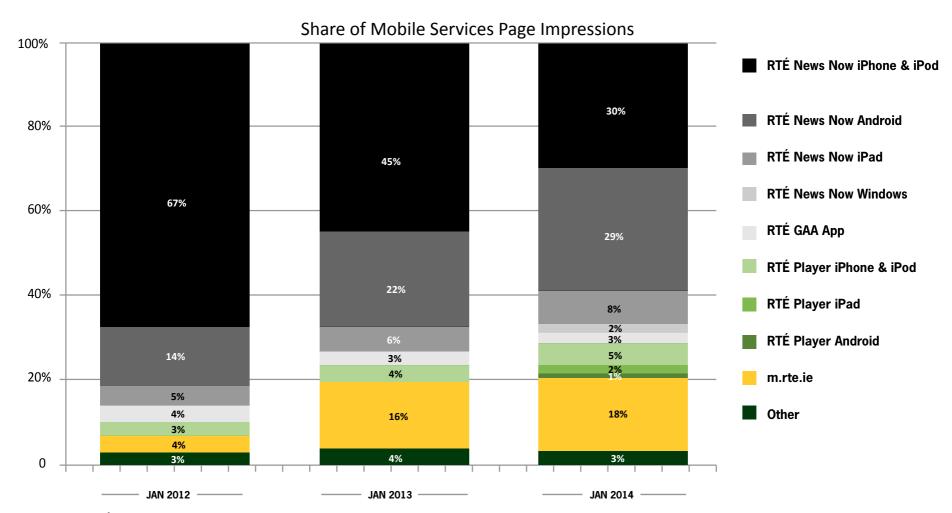
There were 84 million page impressions delivered through RTÉ's Mobile services in January

Source: Urchin Analytics; RTÉ Radio





RTÉ Mobile Page Impressions by Service & Platform



- 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



RTÉ Mobile





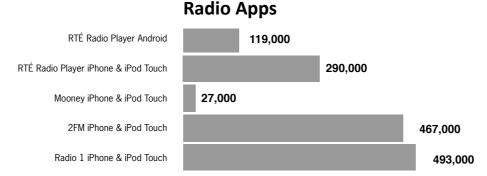
App Downloads at end of January











RIE NEWS NOW

22:19

RTÉ NEWS NOW



blin footb as work to do at club level first. land char RTÉ NEWS NOW LIVE TO e 2011 PI -Ireland ti mstring c Kildare's NFL opene e 31-year Mayo. ceased referee eaking at ınkett's cl

am]. I wou

was harbou

art of the Dublin panel that won their second iled to see any action due to pelvis and

he would love to make a comeback for the All-

ng website Run "It would be nice ay the last year

of seeing some ga uple of things wern against the, a few of the injuri

probably hadn't played enough football to warran tting me into the game. But it was great to be par nning Sam Maguire again.









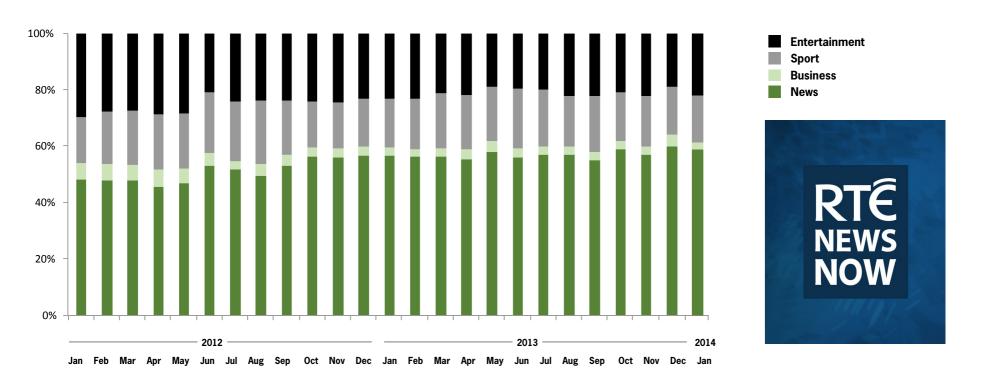






RTÉ News Now Page Impression Analysis

Share of Page Impressions by Service



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

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

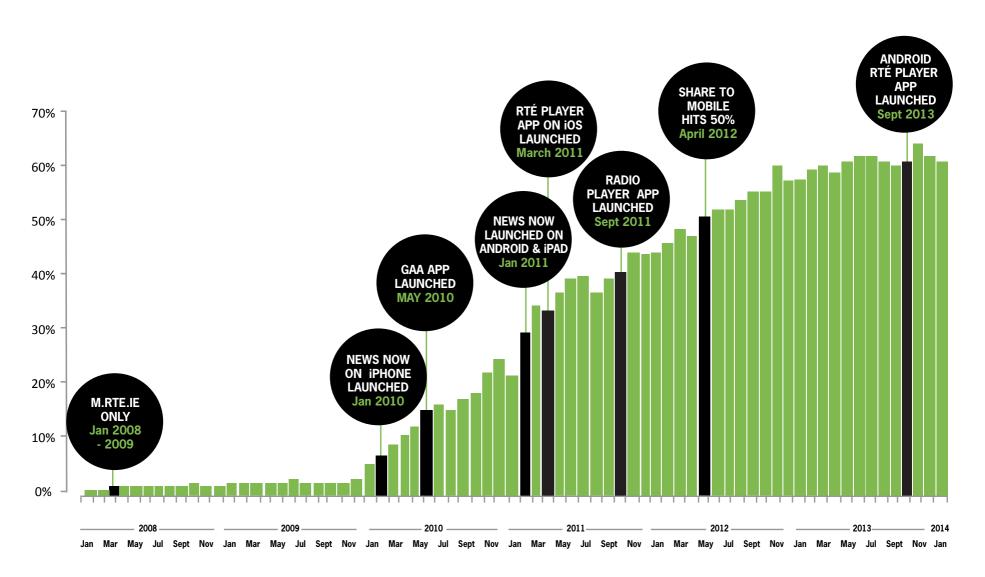
One million mobile downloads & still growing

RTÉ player 6

see what you're missing



Share of Total RTÉ Page Impressions from Mobile Services



Mobile services accounted for 65% of traffic in January