

RTÉ Mobile

March 2014 Review

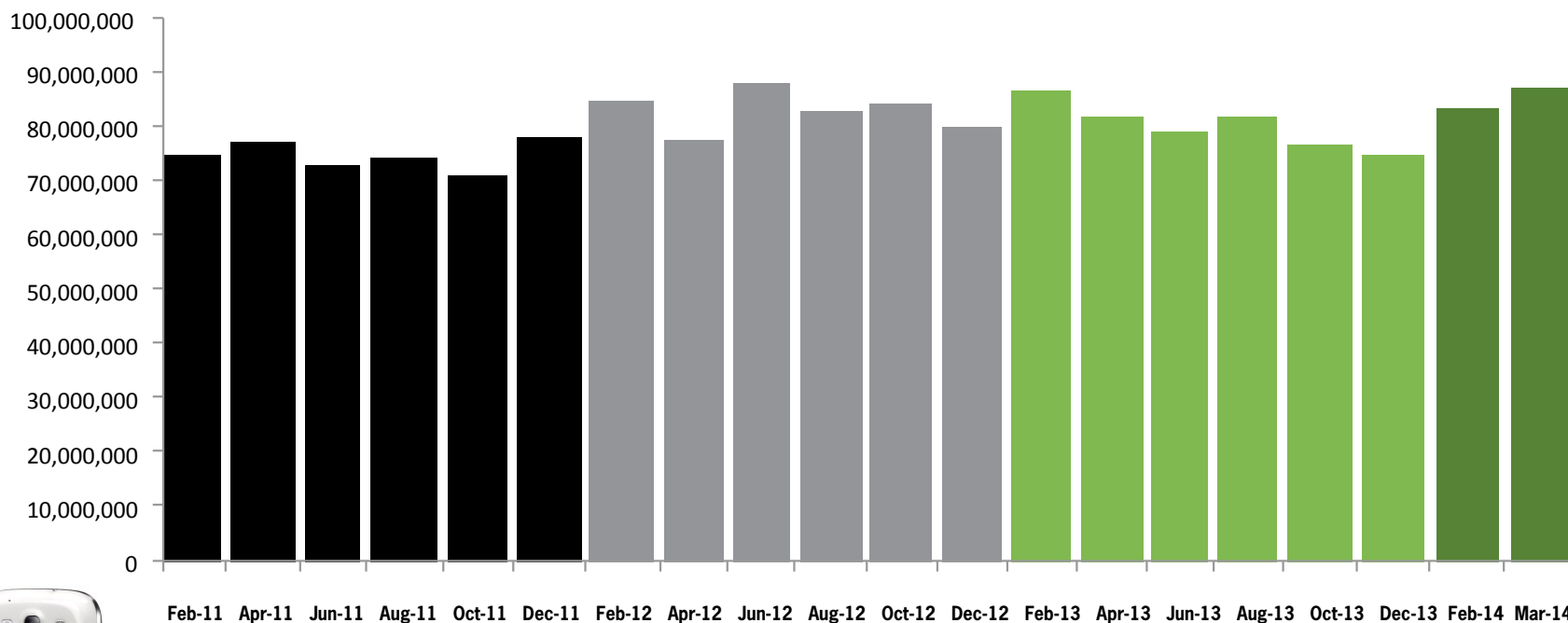
RTÉ Mobile

RTÉ digital
imaginemore



Monthly Page Impressions – All Mobile Services

Page Impressions

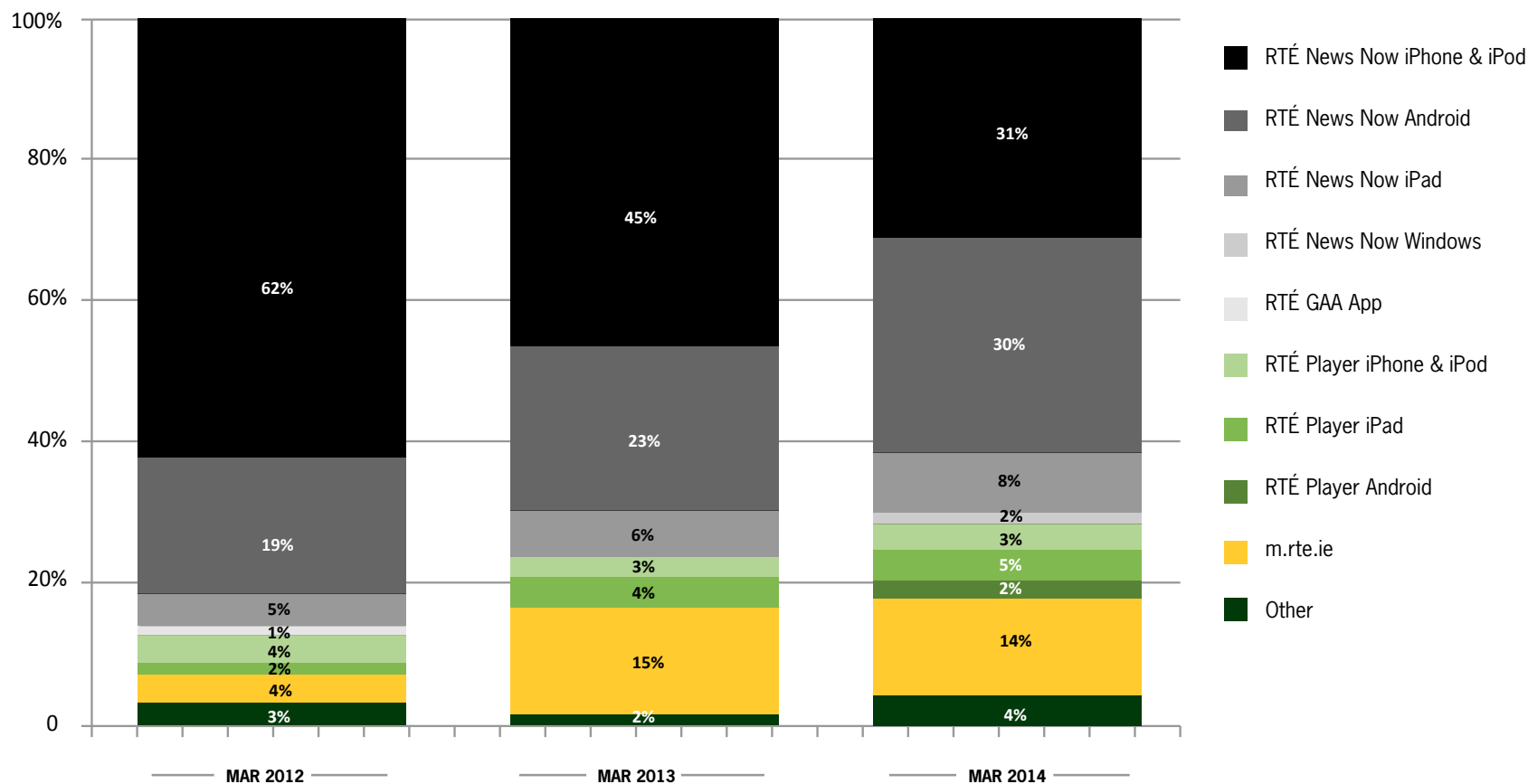


- There were 73 million page impressions delivered through RTÉ’s Mobile services in February

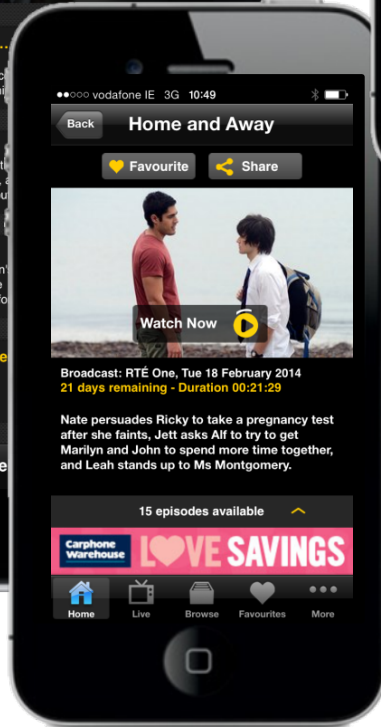


RTÉ Mobile Page Impressions by Service & Platform

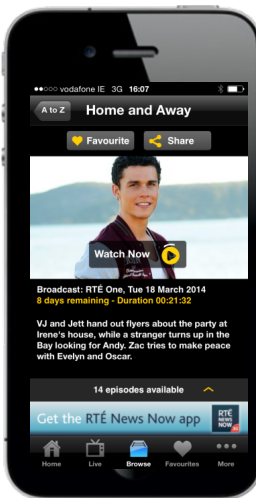
Share of Mobile Services Page Impressions



- 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



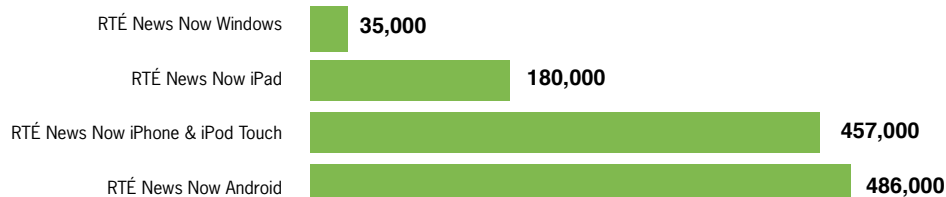
App Downloads at end of February



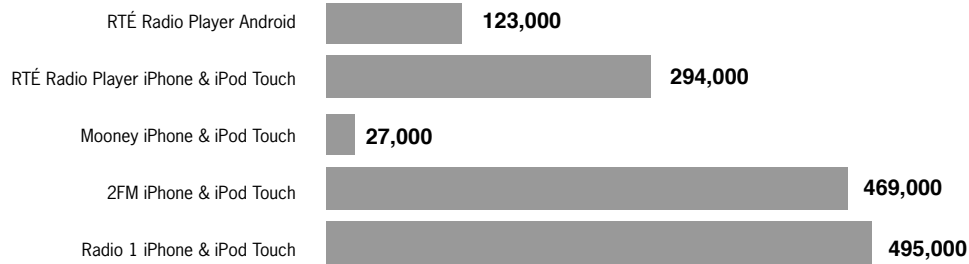
RTÉ Player



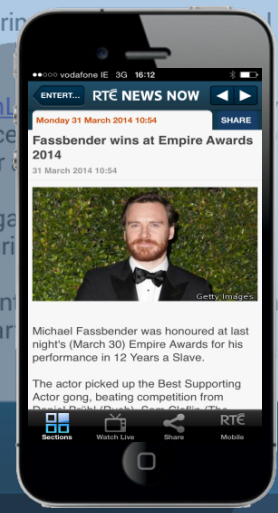
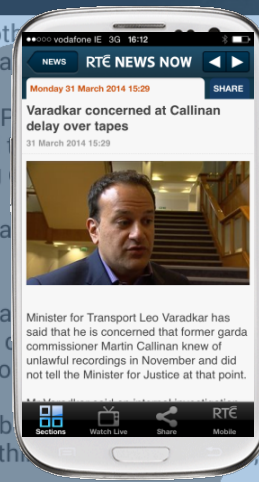
RTÉ News Now



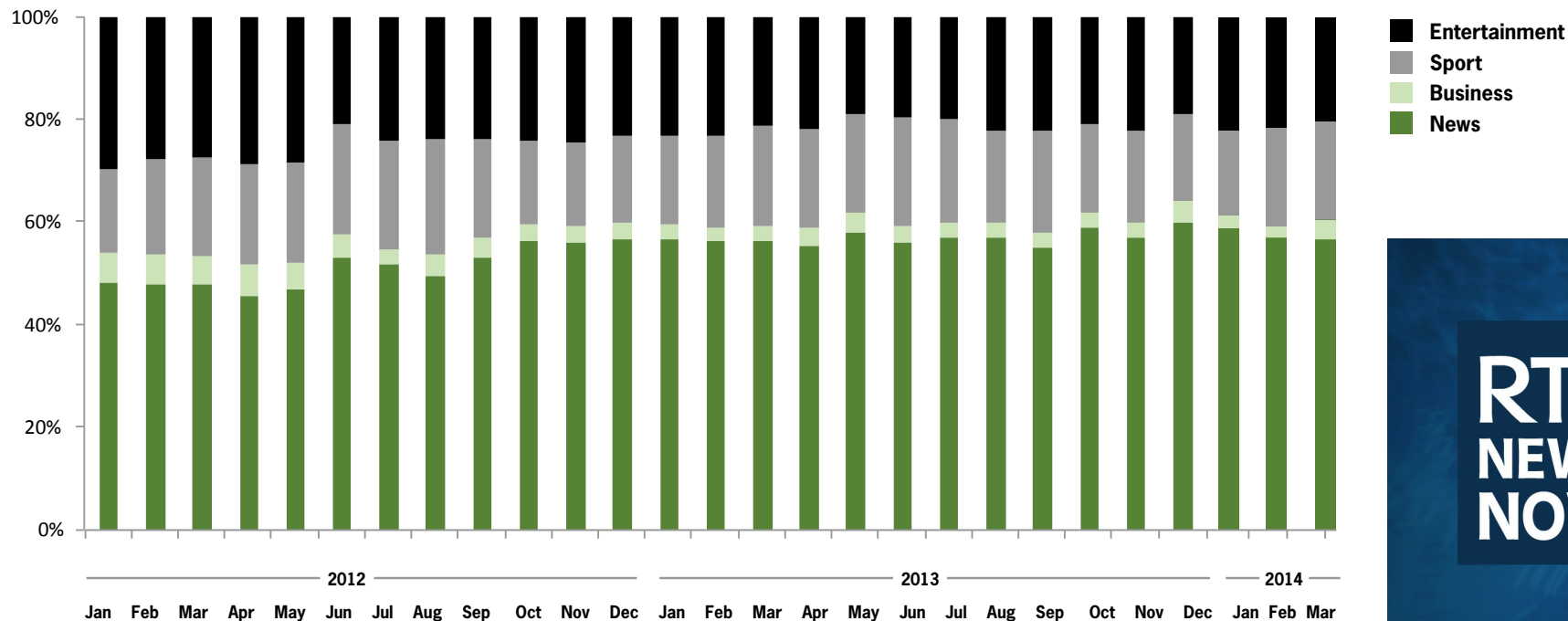
Radio Apps



RTE NEWS NOW

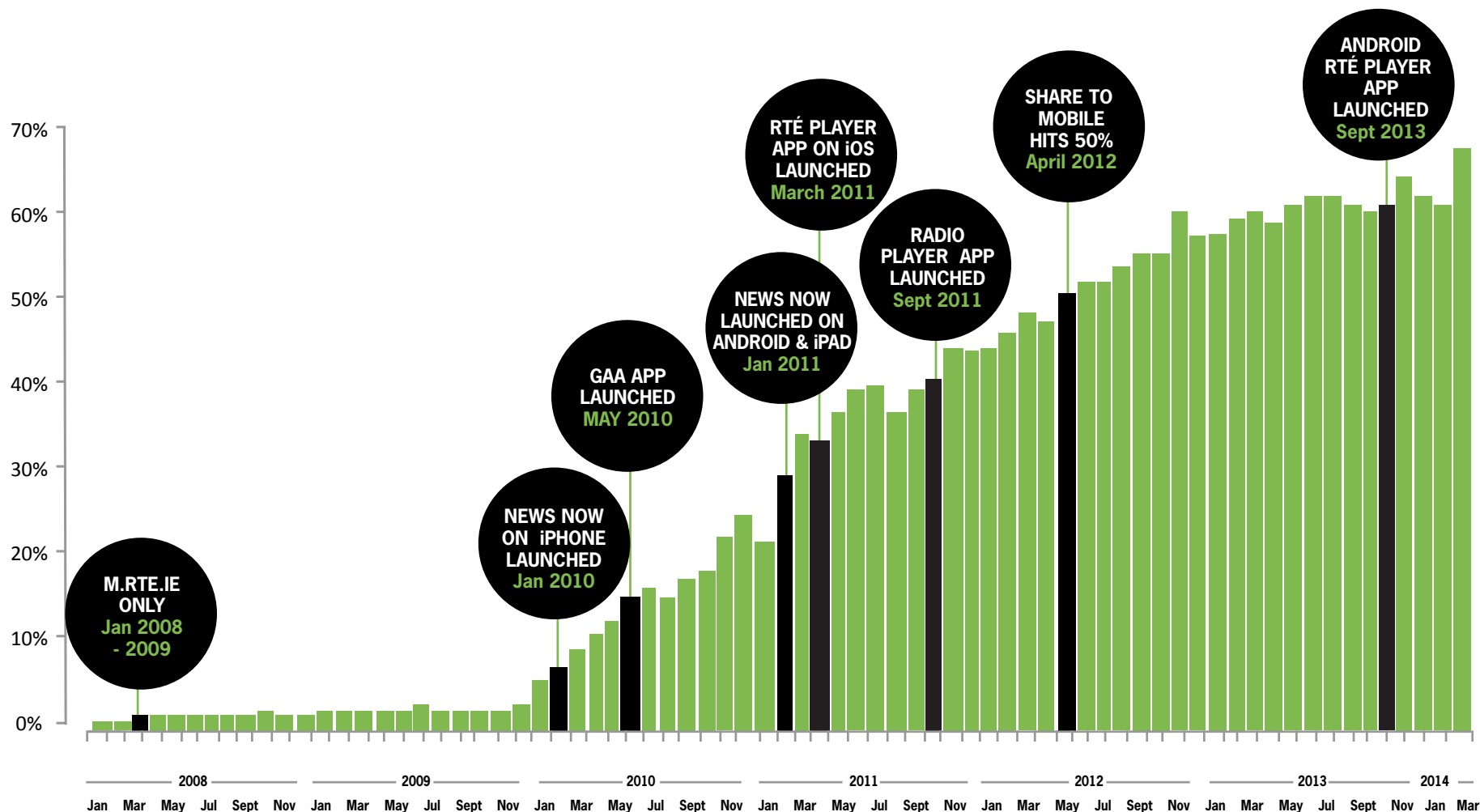


RTÉ News Now Page Impression Analysis



- 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 64% of traffic in February