# RTÉ Mobile October 2014 Review

# RTÉ Mobile

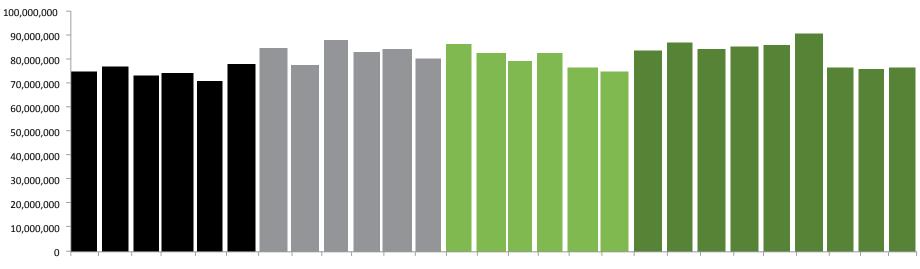




### RTE Mobile

#### **Monthly Page Impressions – All Mobile Services**

Page Impressions



Feb-11 Apr-11 Jun-11 Aug-11 Oct-11 Dec-11 Feb-12 Apr-12 Jun-12 Aug-12 Oct-12 Dec-12 Feb-13 Apr-13 Jun-13 Aug-13 Oct-13 Dec-13 Feb-14 Mar-14 Apr-14 Jun-14 Jul-14 Aug-14 Sept-14 Oct-14



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There were 77 million page impressions delivered through RTÉ's Mobile services in October

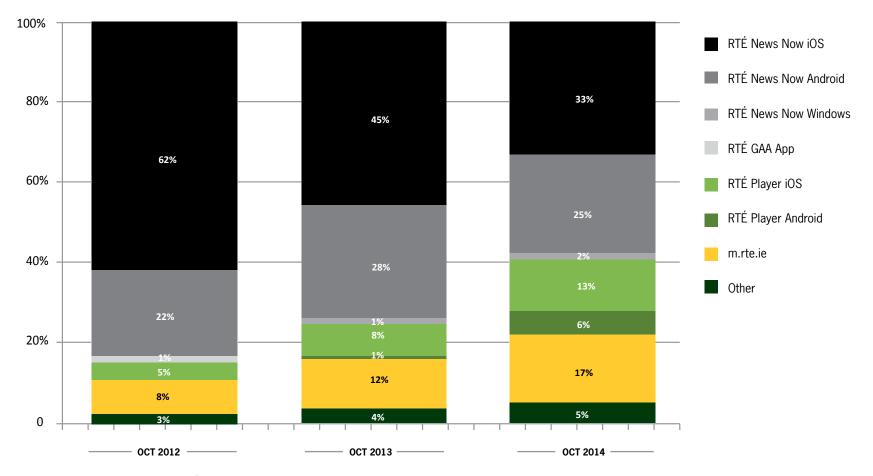
Source: comScore DAx; Google Analytics; Urchin Analytics;





### **RTÉ Mobile Page Impressions by Service & Platform**

Share of Mobile Services Page Impressions



Page views from the RTÉ Player Mobile Apps have grown from 9% to 19% year on year

Source: Urchin Analytics; comScore DAx; Google Analytics

### RTE digital

## RTÊ Mobile

Settings 🐽

The Late Late Show

Sat 18 October 2014

Sat 18 October 2014

Sat 18 October 2014

Sat 18 Octobe

Ryan's guests include Boris Becker, Gay Byrne and Emily Ratajkowski

The Polar Bear F... Gordon Buchanan returns

to Svalbard in Septembe

to find the bears struggli.

**European Weather** 

The latest European Weather.

Father Brown

The mayor is electrocuted

while speaking at the Kembleford village fete.

One News The One O'Clock News

Help

followed by Weather

Programmes

0

Sat 18 October 2014

Sat 18 October 2014

Sat 18 October 201

Sat 18 October 2014

Live

Home

🗦 100% 🛑 :

Find O

21:11

RTÊ player 6

Top Gear

Jeremy Clarkson, Richard Hammond and James

May put a trio of superc.

Six One News

Weather.

programme.

The Six One News and Sport followed by

News with Signing News with Signing, Irish

Sign Language (ISL)

Keeping Up App Hyacinth makes

expensive vacation plans

and discovers that volun.





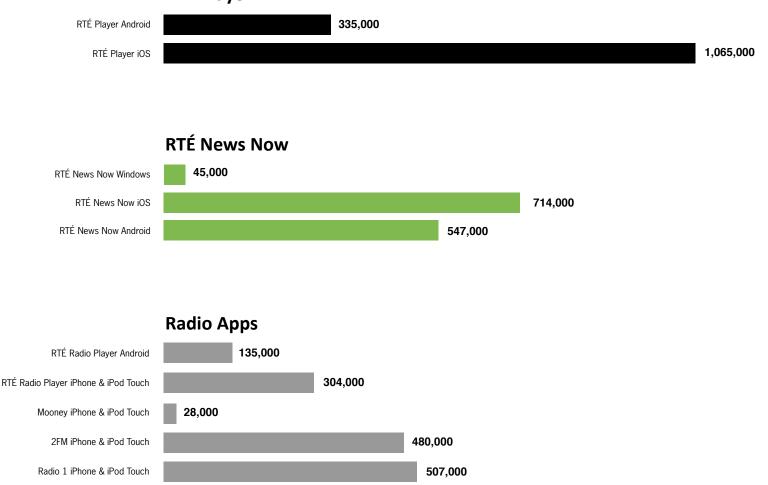
### RTÊ Mobile

#### App Downloads at end of October





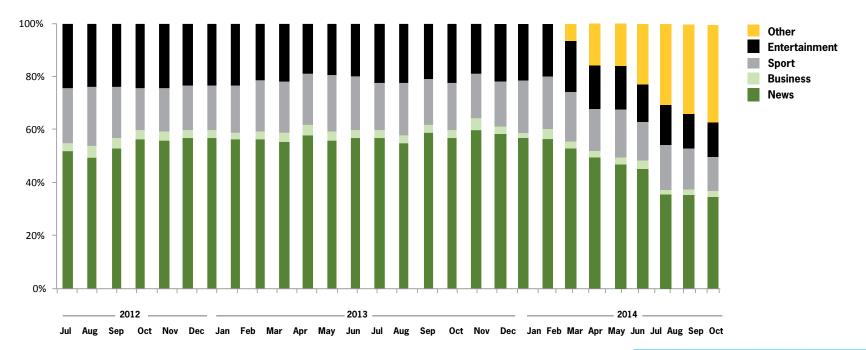
#### **RTÉ Player**





### RTÉ Mobile

#### **RTÉ News Now Page Impression Analysis**





#### **#YOURNEWSNOW**

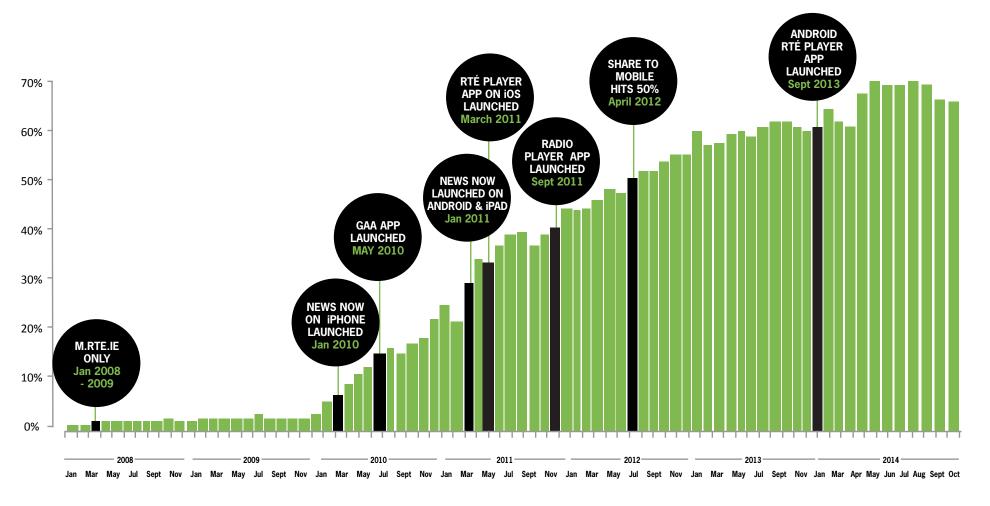
- News remains the most popular content category on the RTÉ News Now App
- 'Other' includes the new 'Homepage' section on the re-designed app

Source: Urchin Analytics; comScore DAx



### RTÊ Mobile

#### Share of Total RTÉ Page Impressions from Mobile Services



Mobile services accounted for 66% of traffic in October

*Source: Urchin Analytics; comScore DAx* 

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