

RTÉ Mobile

October 2014 Review

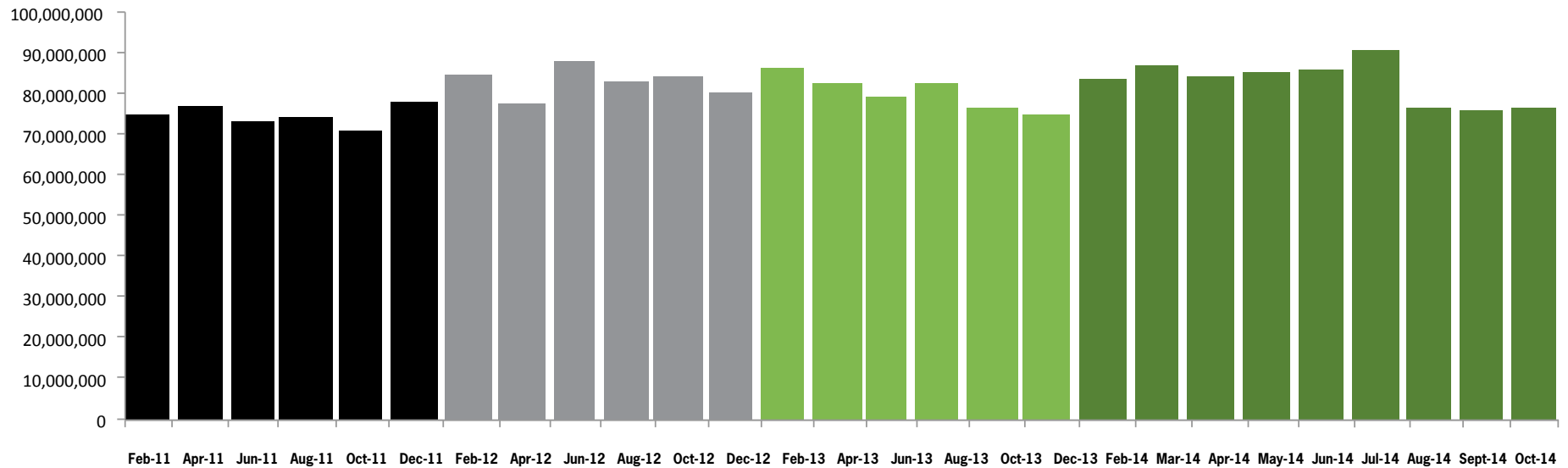
RTÉ Mobile

RTÉ digital
imaginemore



Monthly Page Impressions – All Mobile Services

Page Impressions

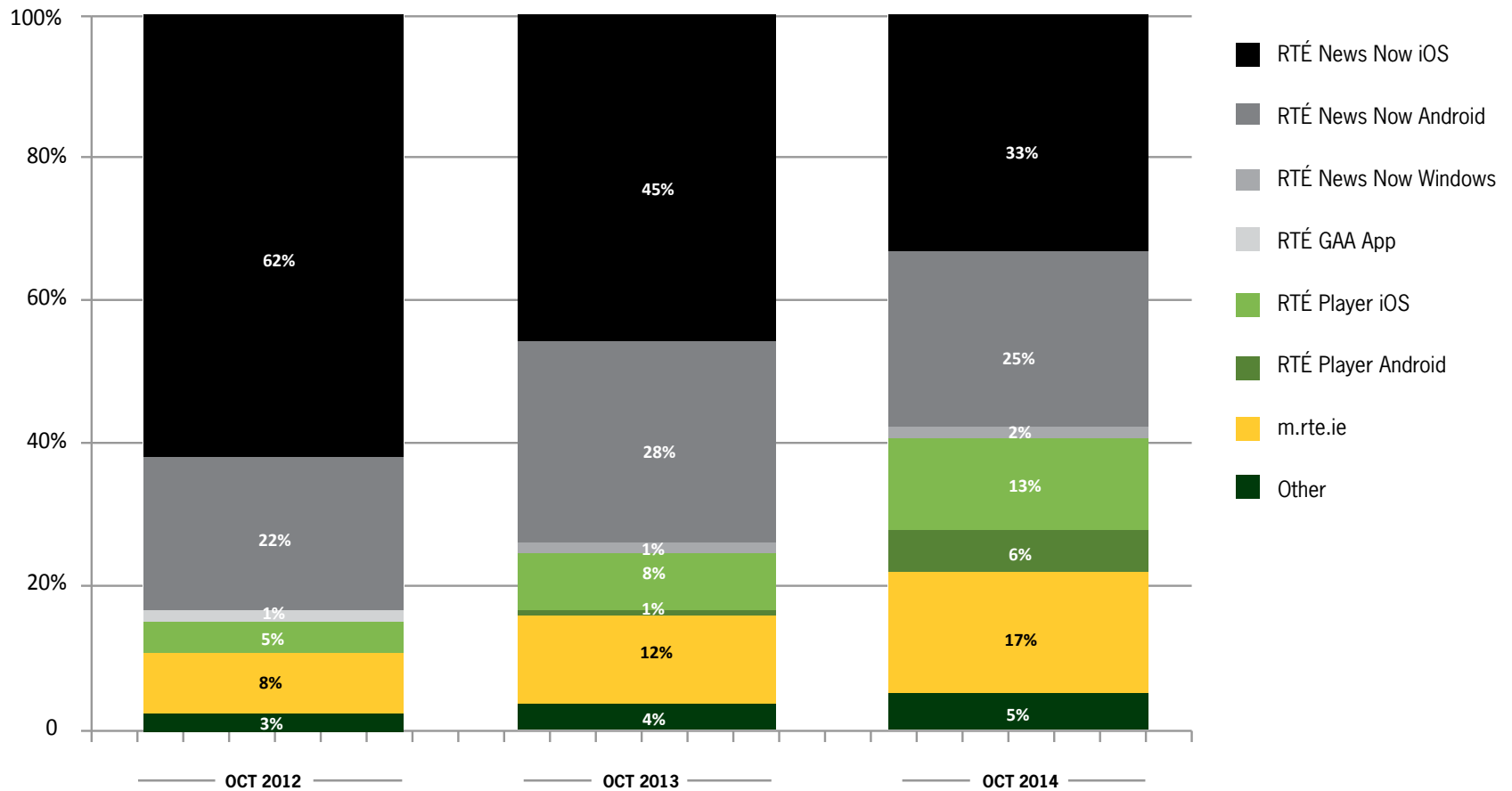


- There were 77 million page impressions delivered through RTÉ’s Mobile services in October

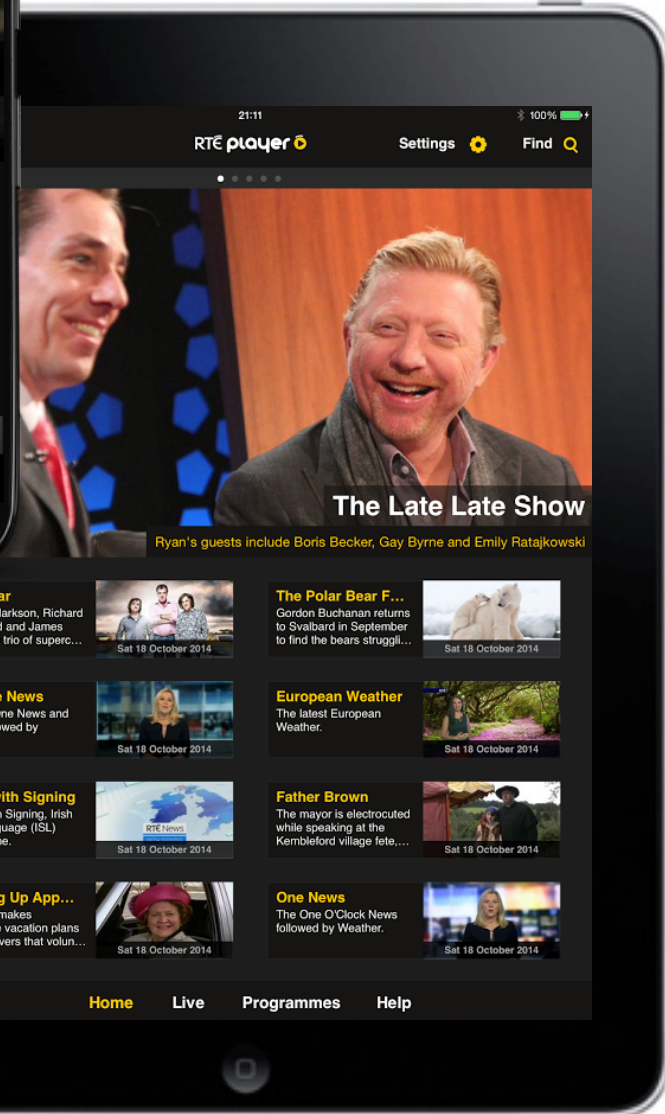
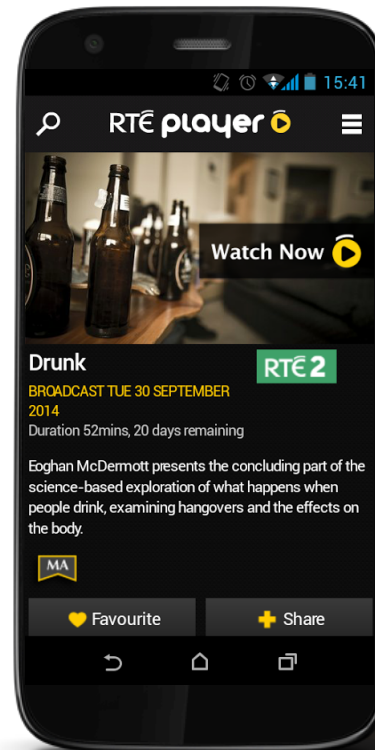


RTÉ Mobile Page Impressions by Service & Platform

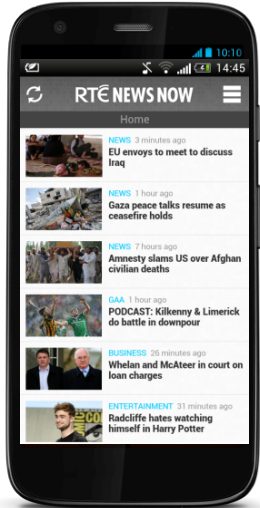
Share of Mobile Services Page Impressions



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



App Downloads at end of October



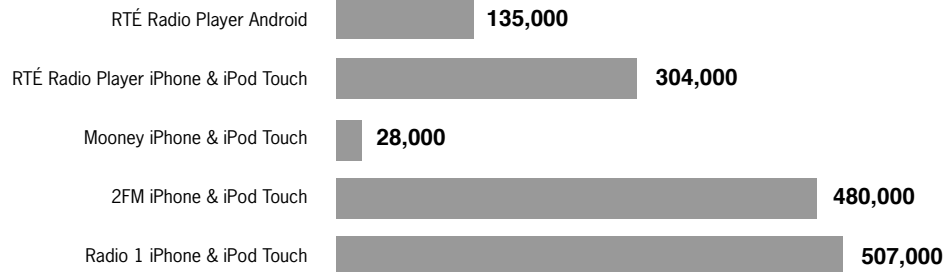
RTÉ Player



RTÉ News Now

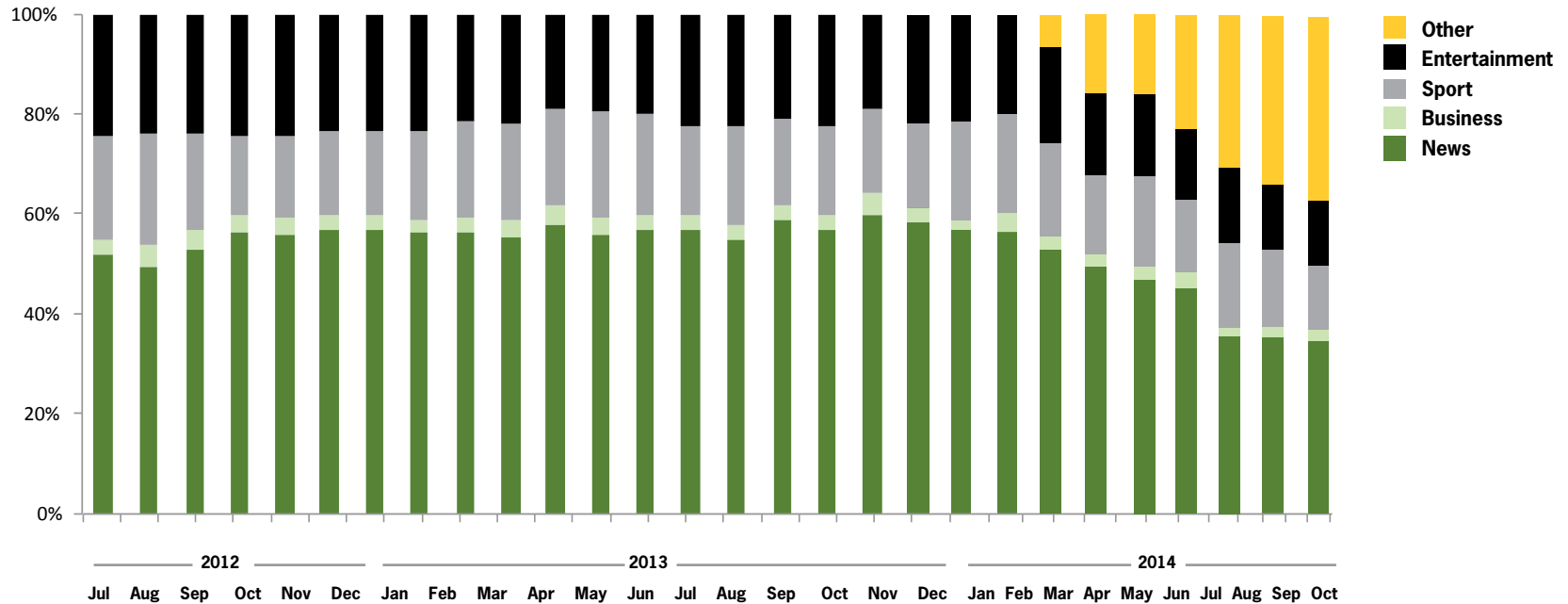


Radio Apps



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

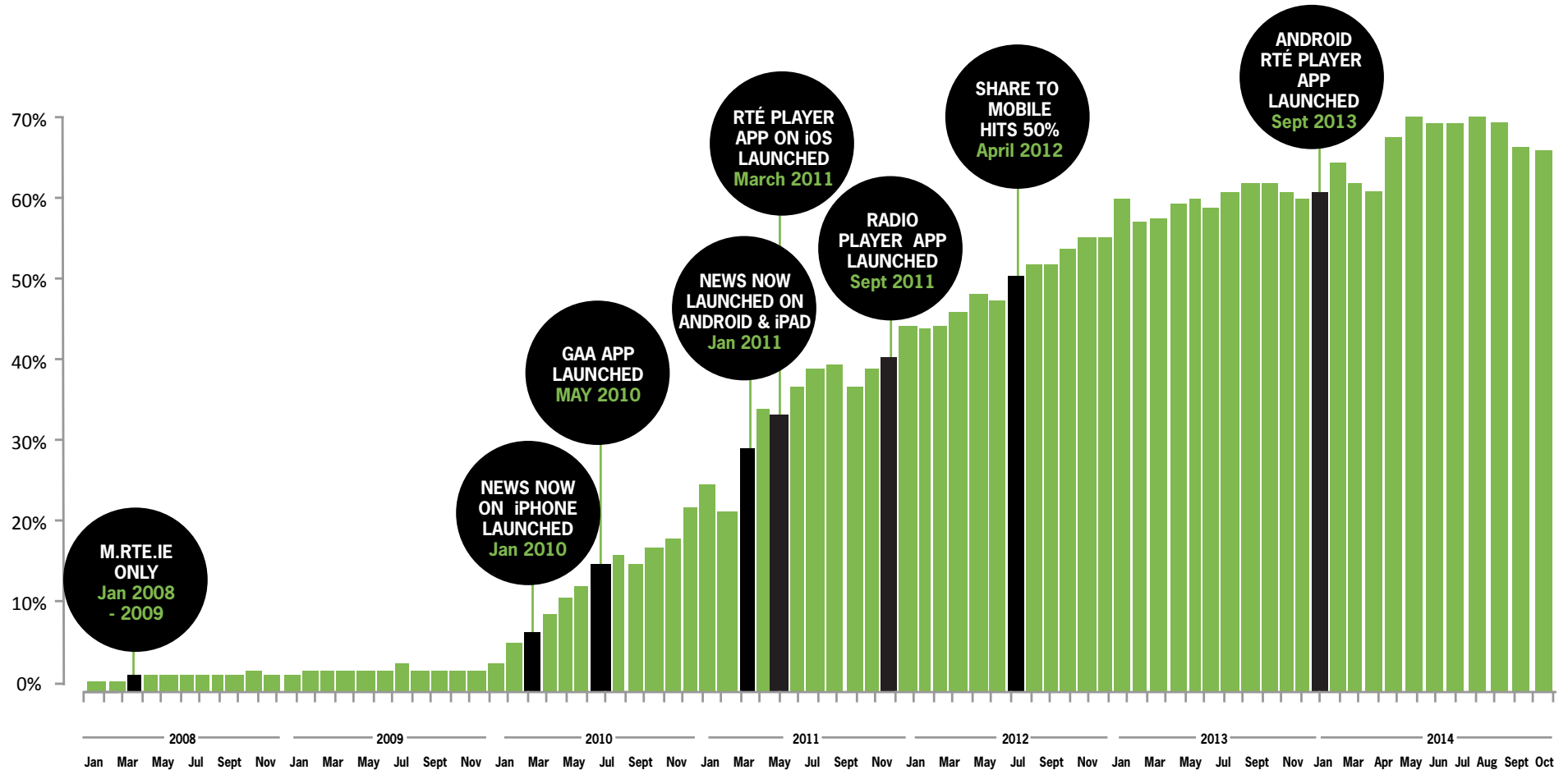
RTÉ News Now Page Impression Analysis



- 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

Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for 66% of traffic in October

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