

RTÉ Mobile

December 2014 Review

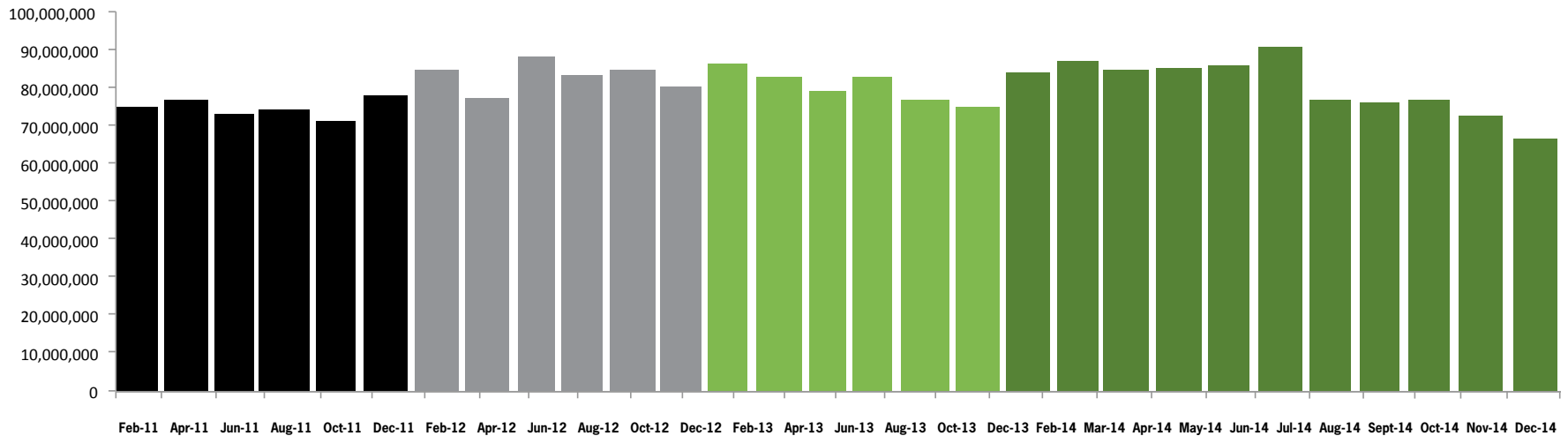
RTÉ Mobile

RTÉ digital
imaginemore



Monthly Page Impressions – All Mobile Services

Page Impressions



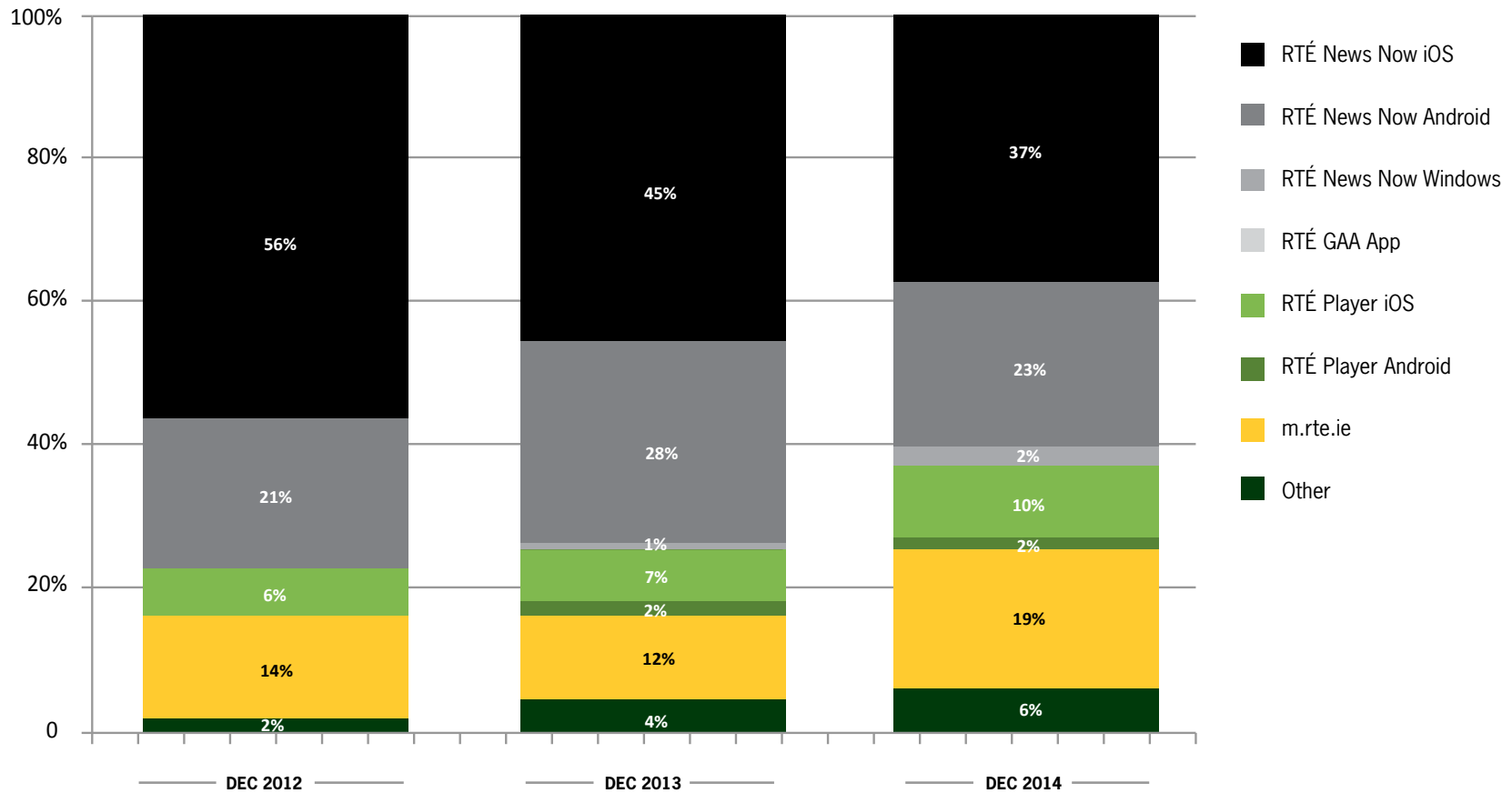
- There were 67 million page impressions delivered through RTÉ’s Mobile services in December

Source: comScore DAX; Google Analytics; Urchin Analytics;

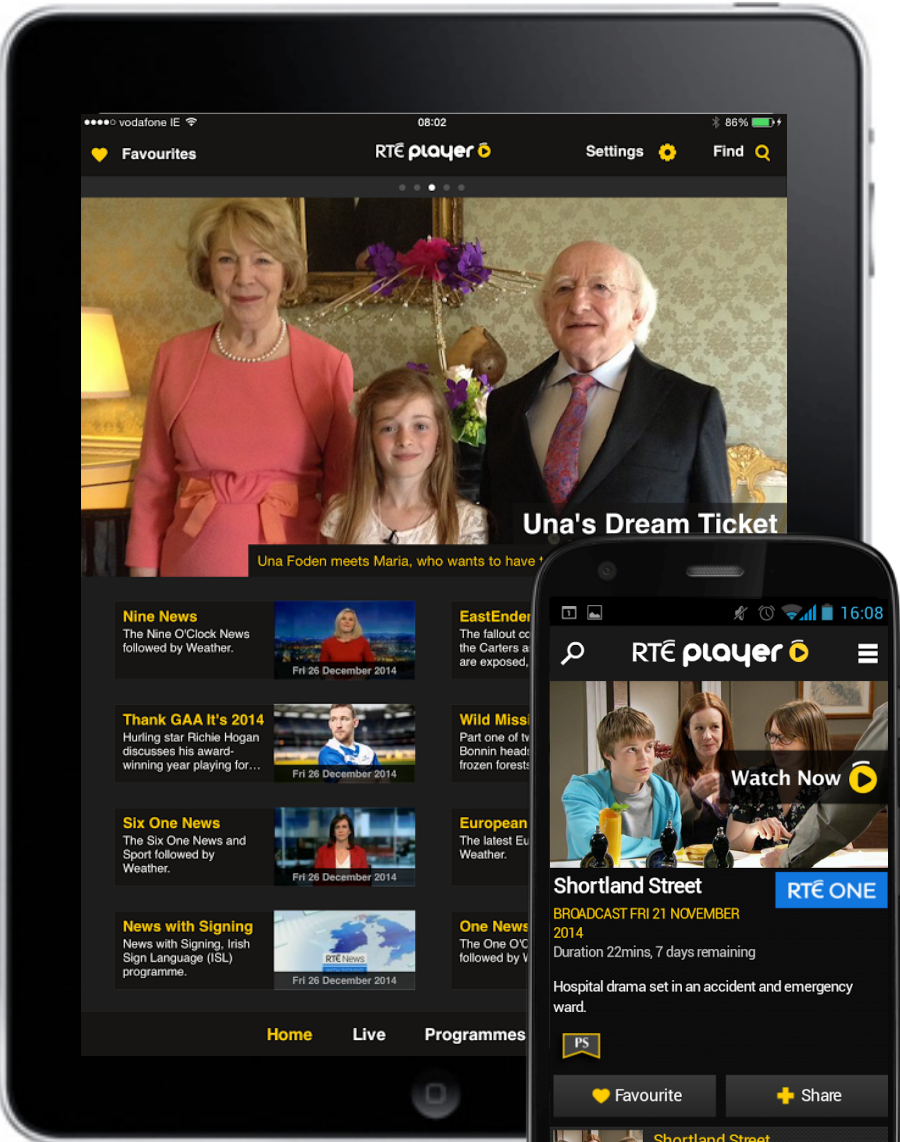


RTÉ Mobile Page Impressions by Service & Platform

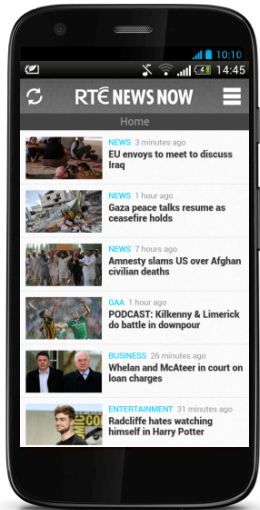
Share of Mobile Services Page Impressions



- The RTÉ News Now App accounts for 6 in 10 mobile page views



App Downloads at end of December



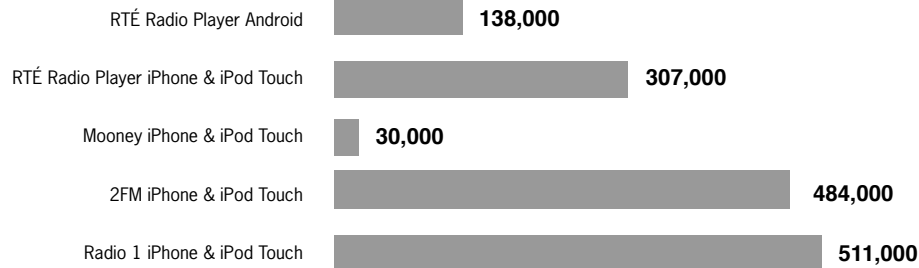
RTÉ Player



RTÉ News Now



Radio Apps



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

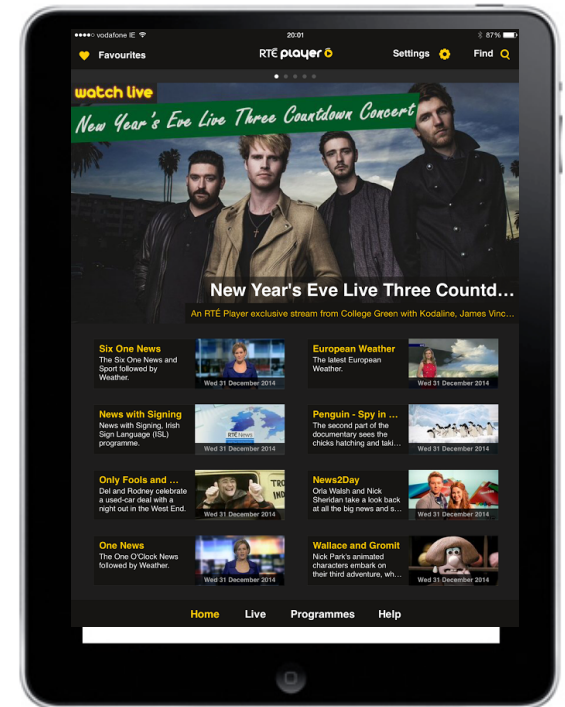
Christmas Week App Downloads



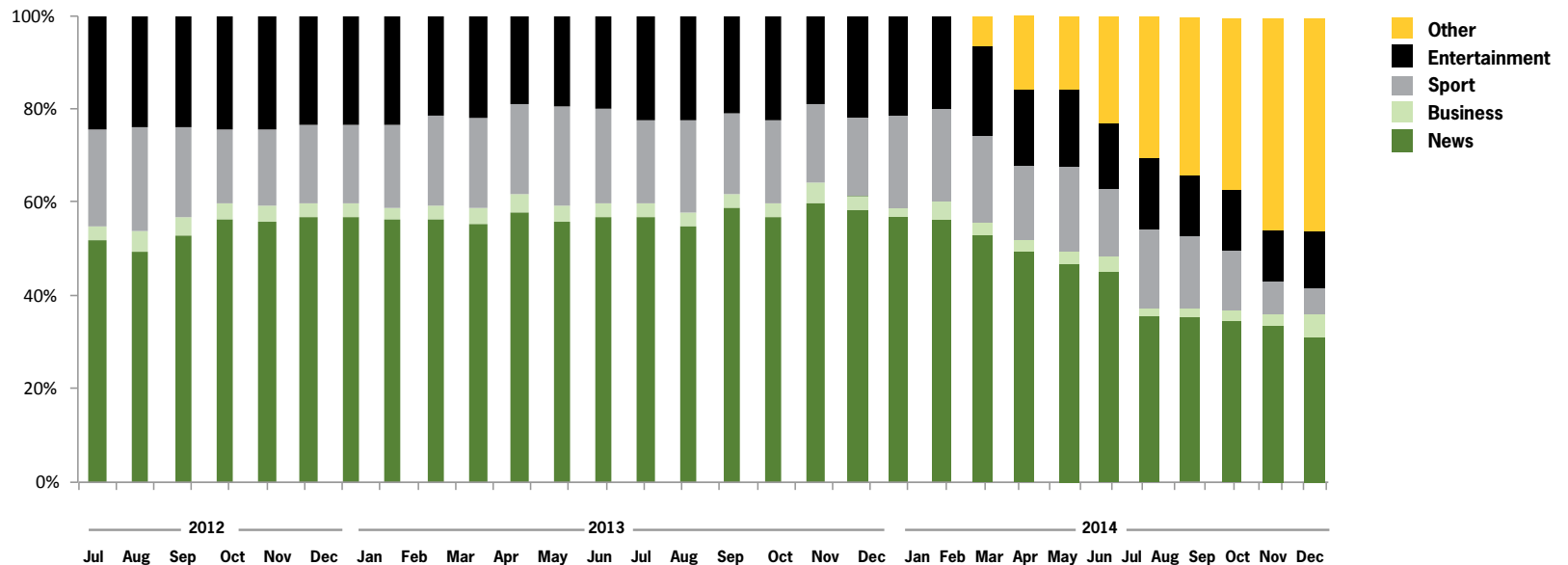
18,800



9,400



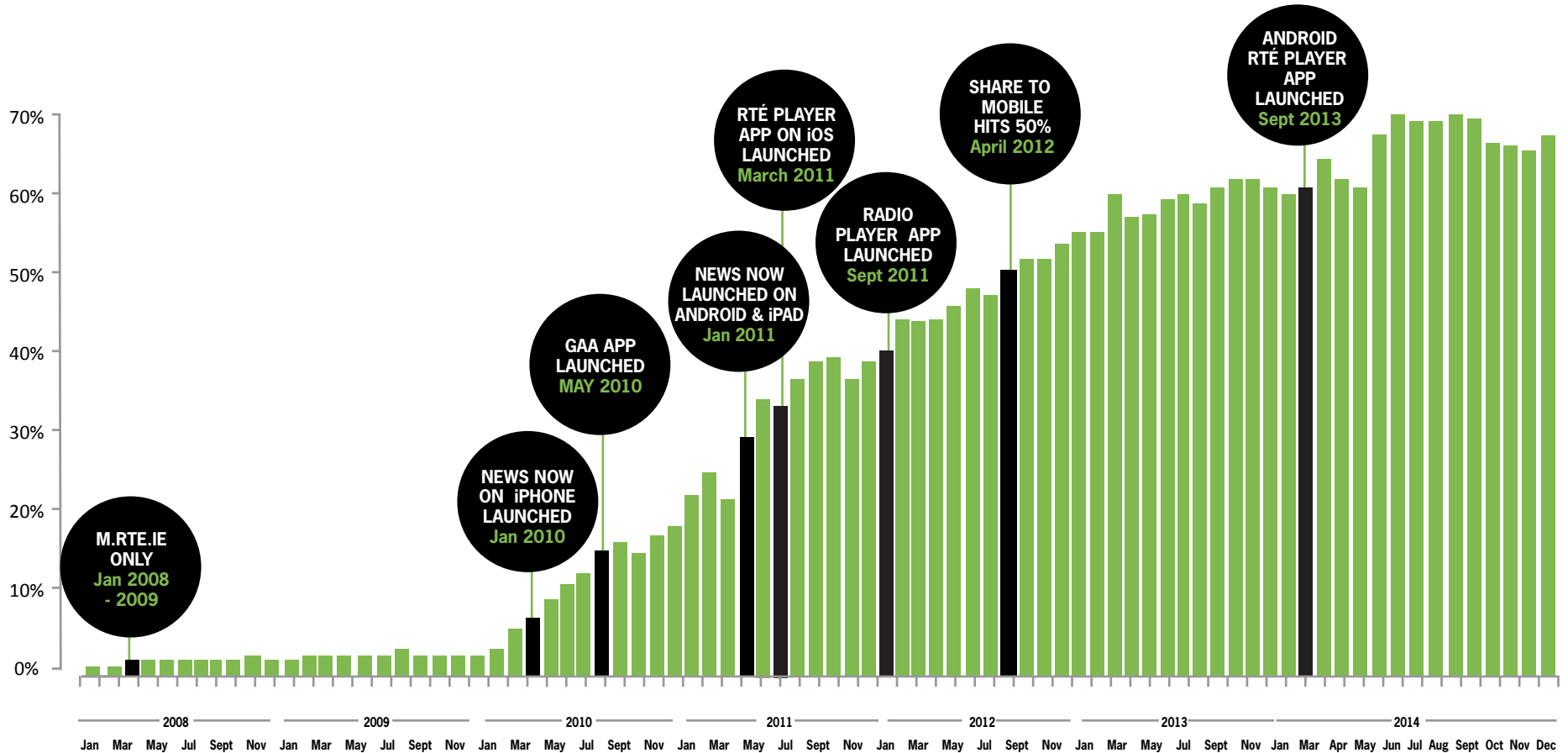
RTÉ News Now Page Impression Analysis



- The mixed content homepage and other new sections now account for 45% of page views on the RTÉ News Now App
- News remains the key content area



Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for 68% of traffic in December

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