

# RTÉ Mobile

## May 2014 Review

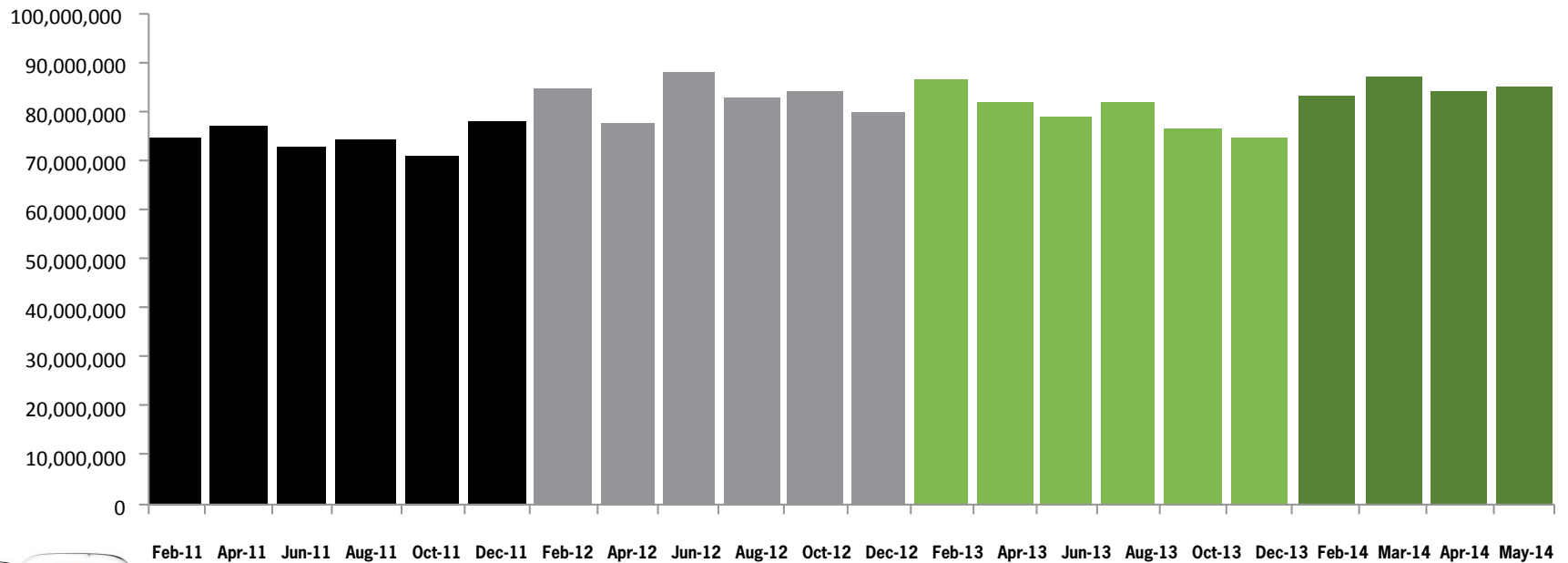
RTÉ Mobile

RTÉ digital  
imaginemore



# Monthly Page Impressions – All Mobile Services

Page Impressions

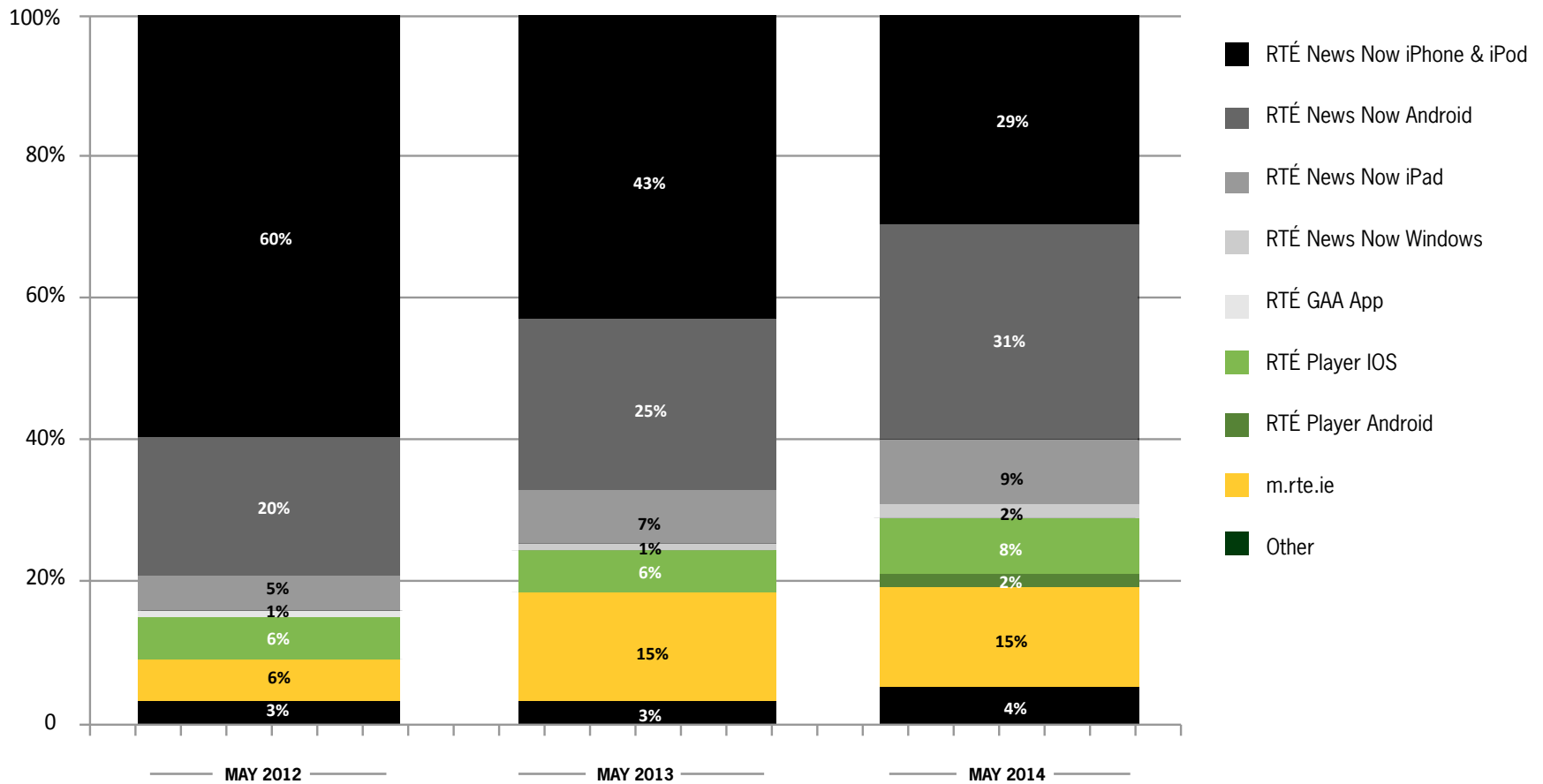


- There were 83 million page impressions delivered through RTÉ’s Mobile services in April

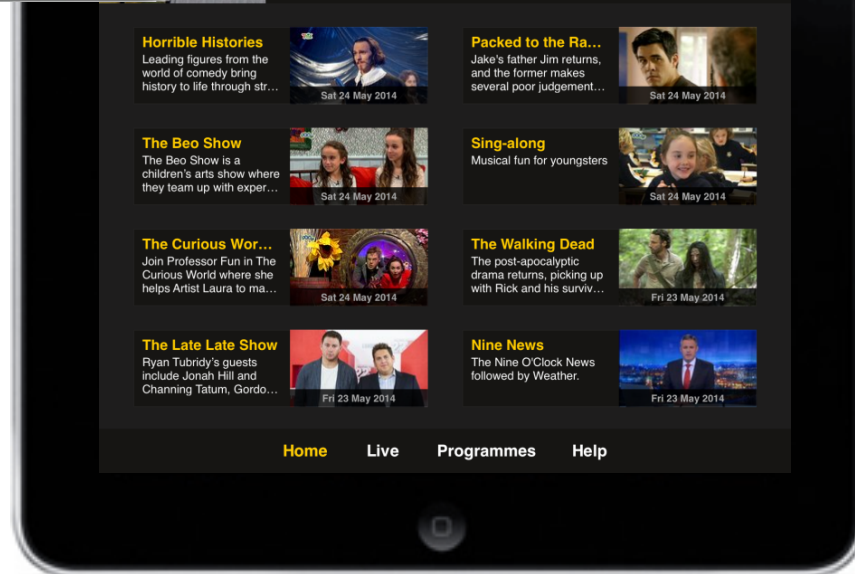
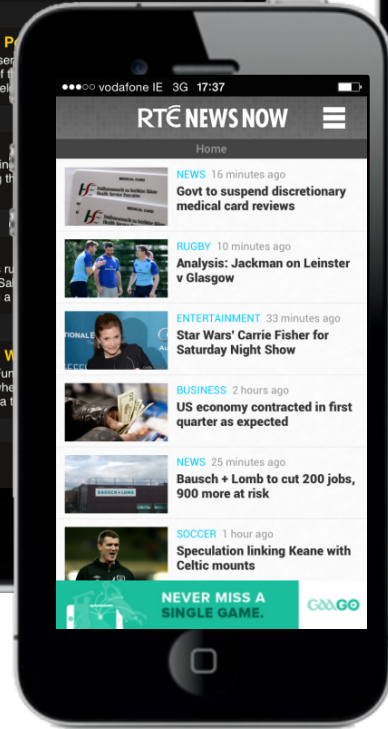
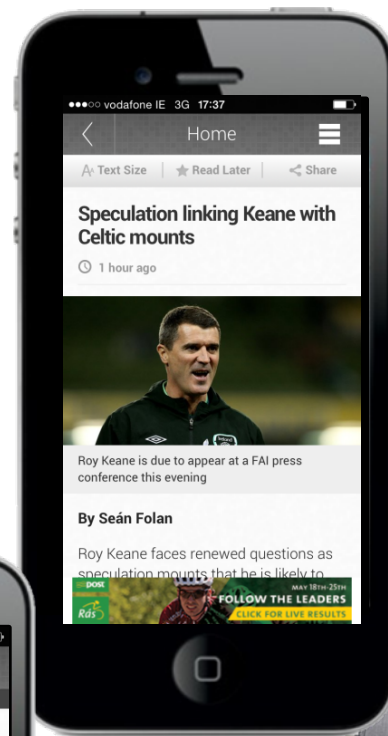


# RTÉ Mobile Page Impressions by Service & Platform

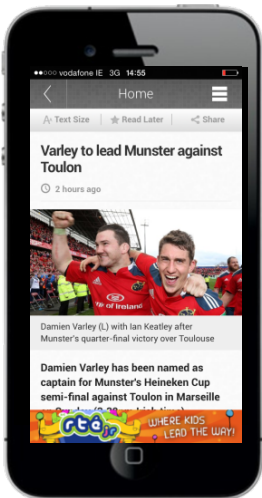
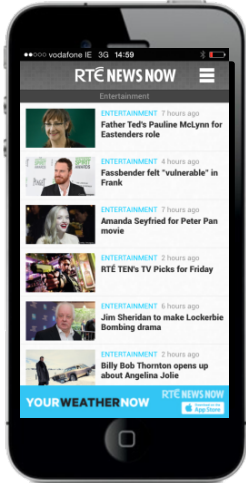
Share of Mobile Services Page Impressions



- The RTÉ News Now app accounts for 70% of RTÉ App traffic
- The iPhone / iPod Touch version has the most traffic but newer versions continue to gain share News Now page impressions



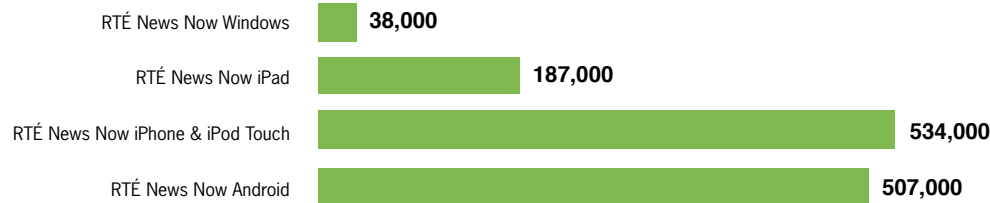
# App Downloads at end of April



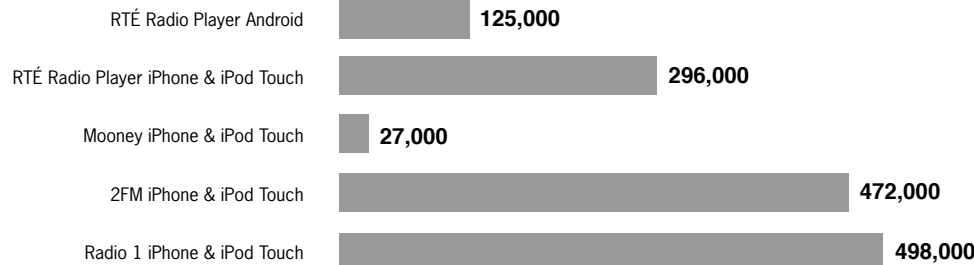
## RTÉ Player



## RTÉ News Now

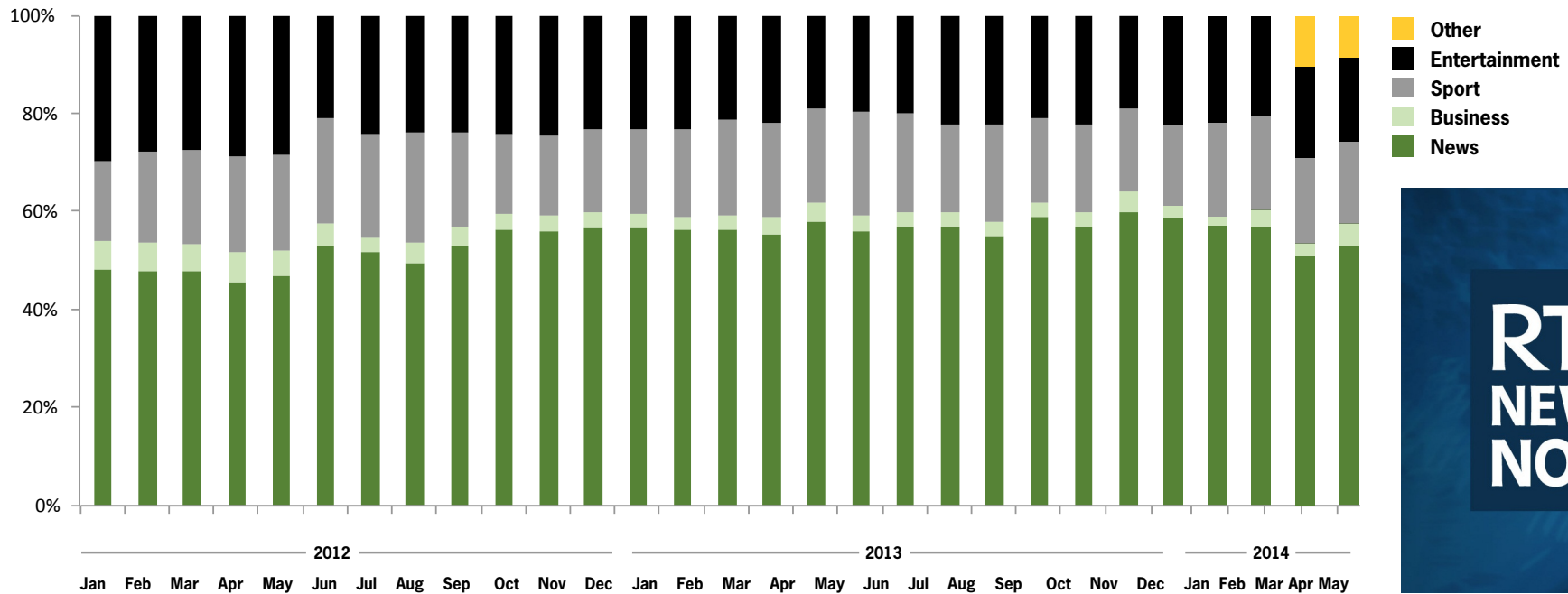


## Radio Apps



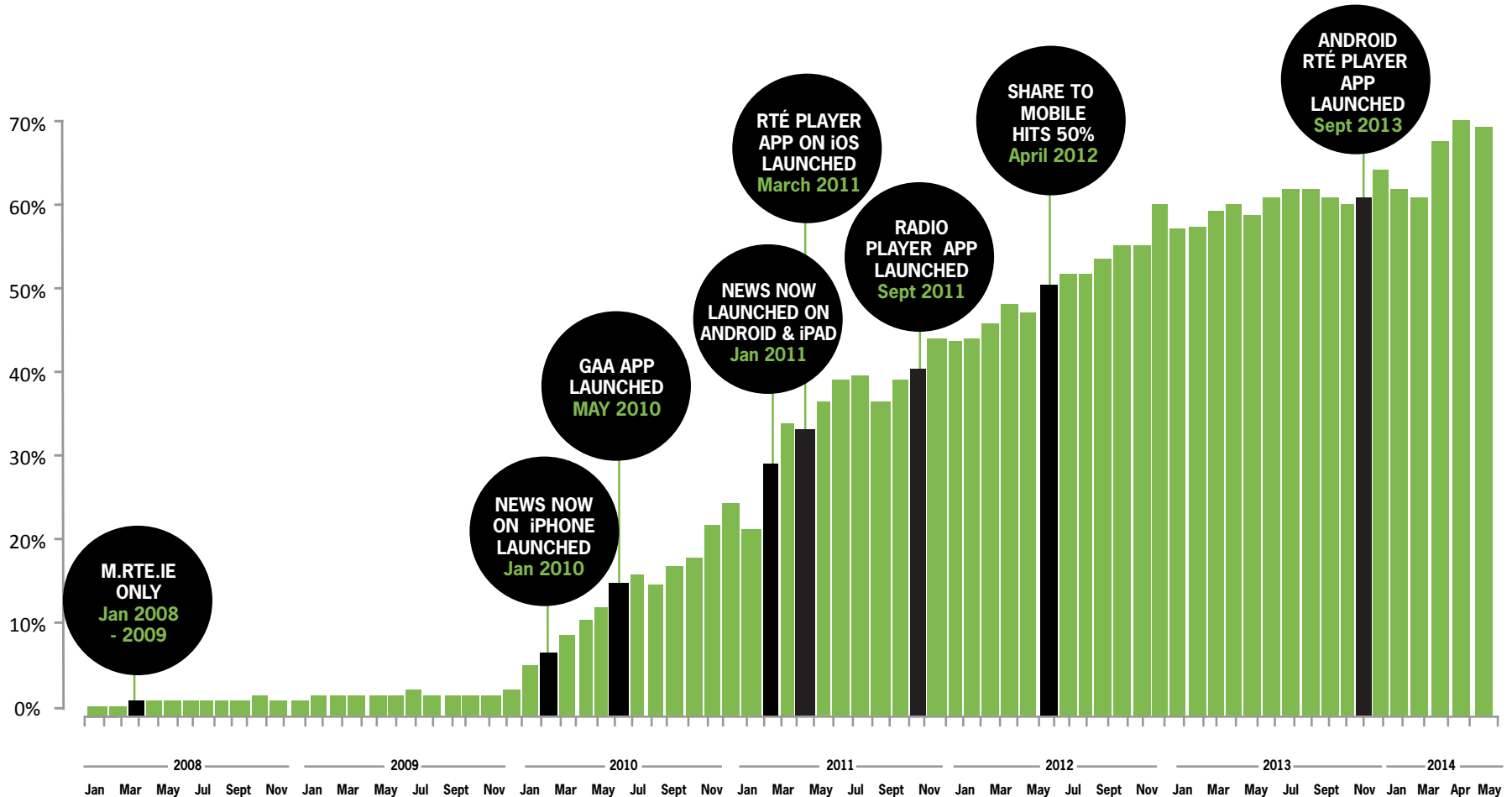
Source: Apple & Android; Please note that the above refers to downloads of the app and not current users

# RTÉ News Now Page Impression Analysis



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

# Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for a new high of 70% of traffic in April



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