

RTÉ Mobile

August 2014 Review

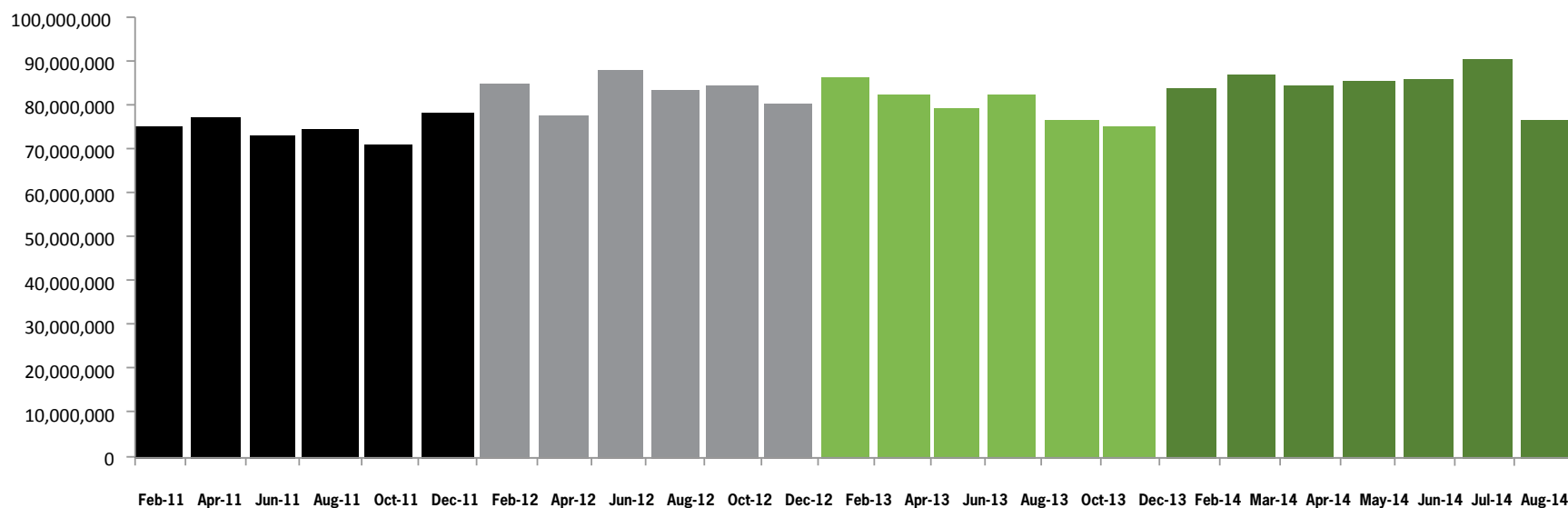
RTÉ Mobile

RTÉ digital
imaginemore



Monthly Page Impressions – All Mobile Services

Page Impressions

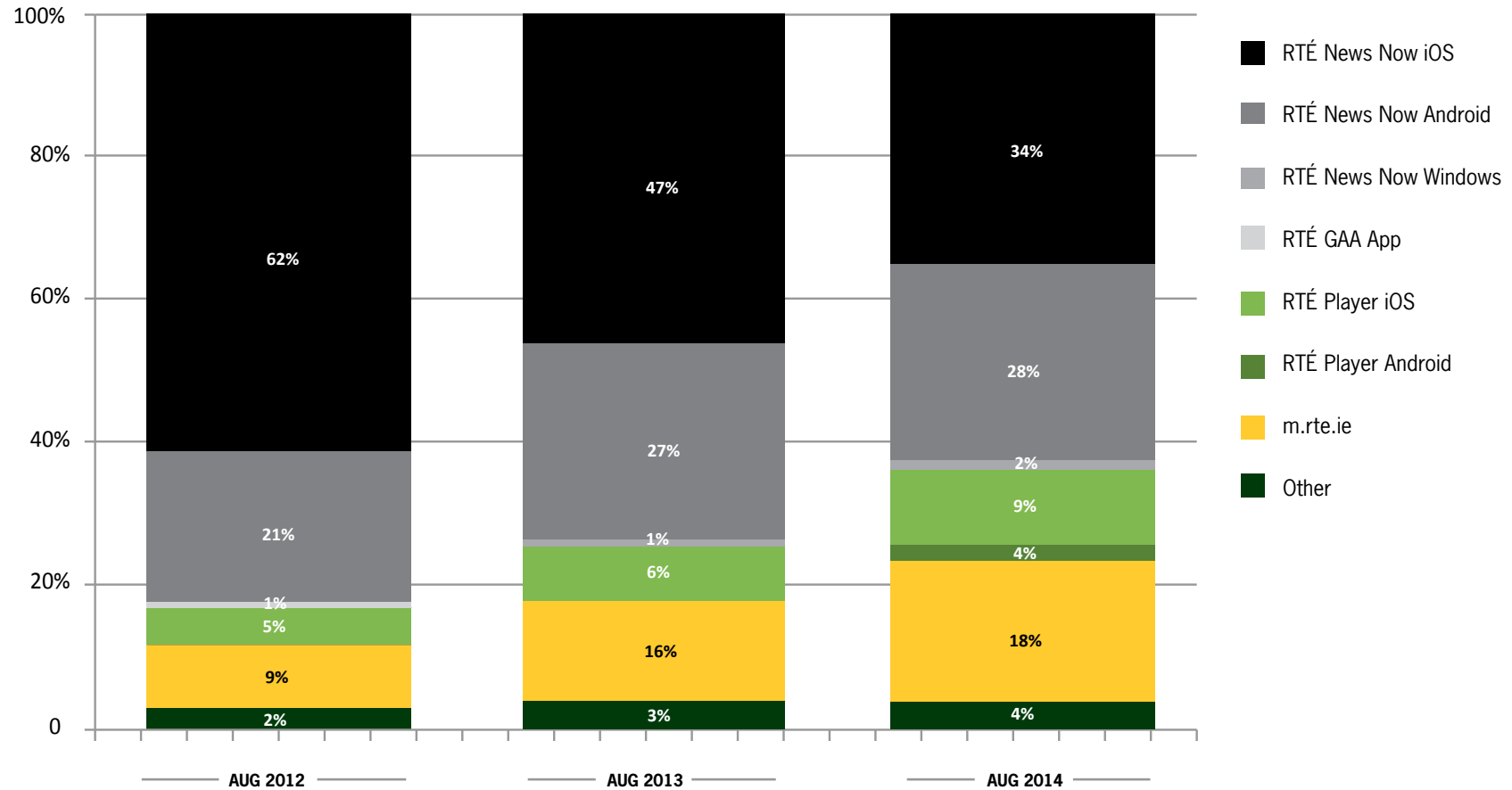


- There were 77 million page impressions delivered through RTÉ’s Mobile services in August

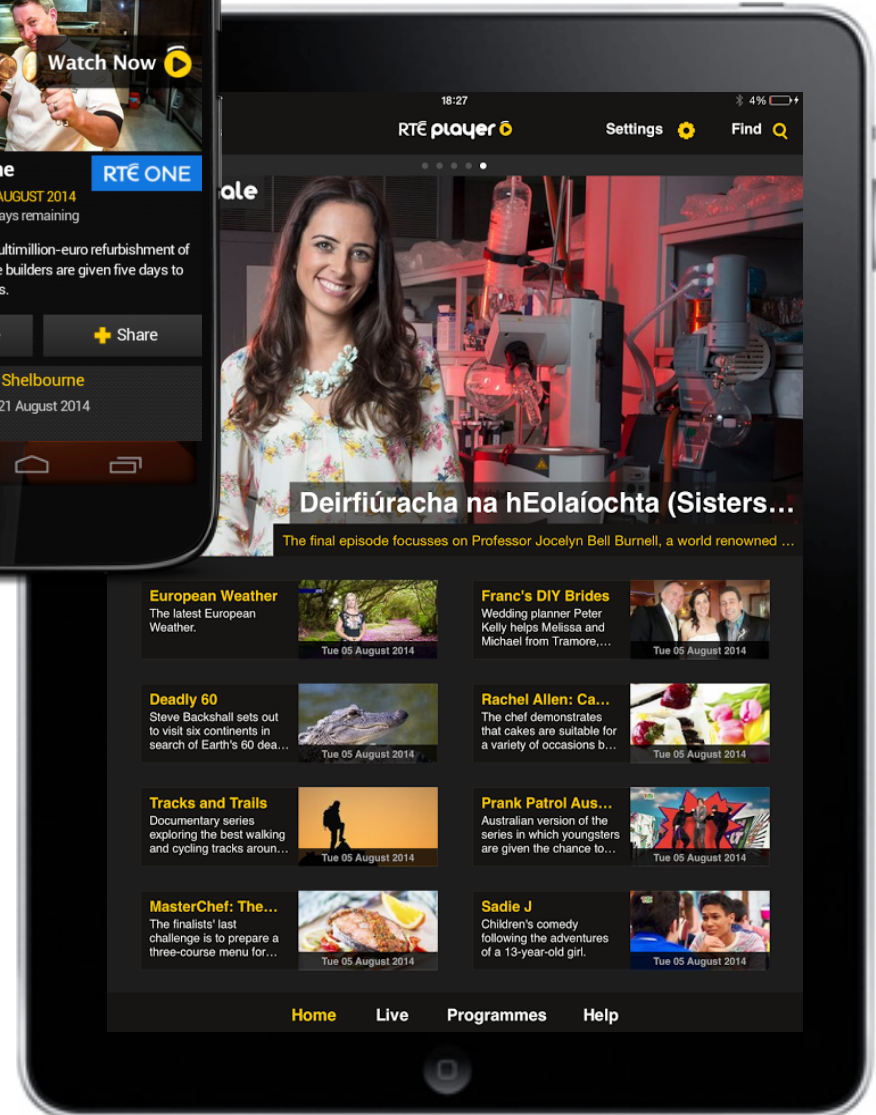
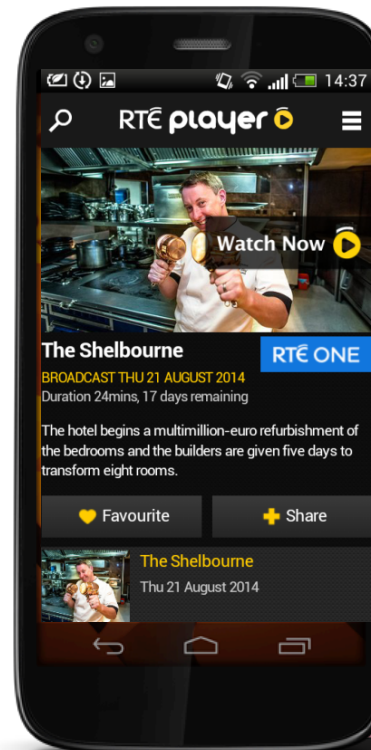
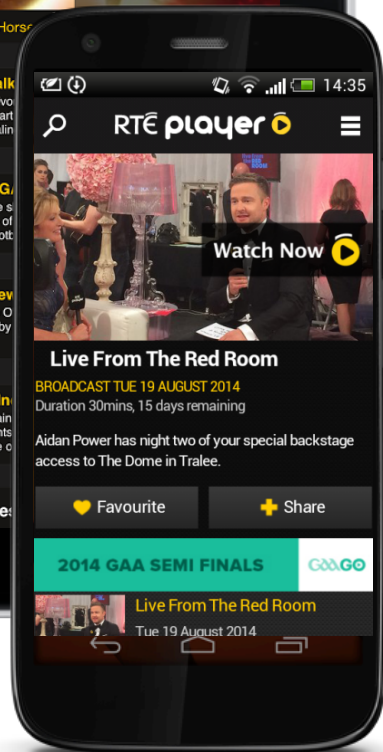
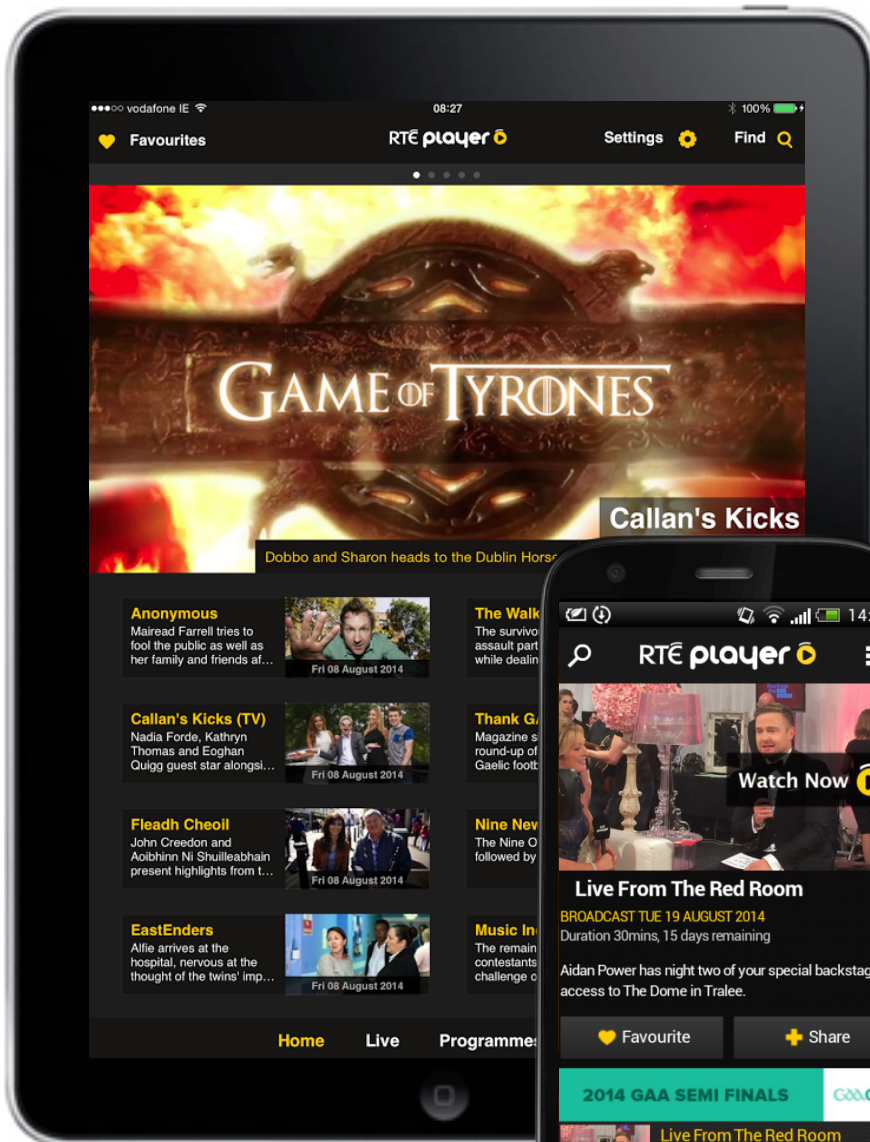


RTÉ Mobile Page Impressions by Service & Platform

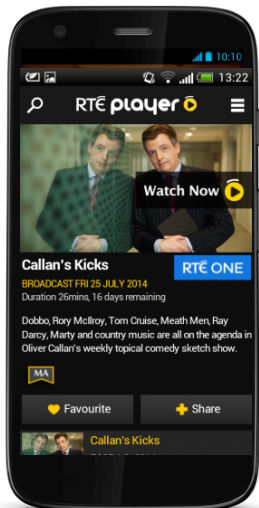
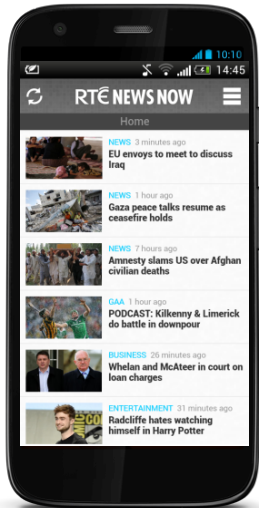
Share of Mobile Services Page Impressions



- The mobile optimised website, m.rte.ie, now accounts for almost 2 in 5 mobile page views



App Downloads at end of August



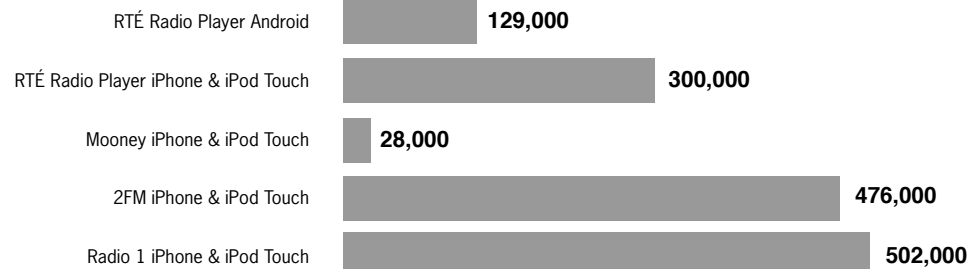
RTÉ Player



RTÉ News Now

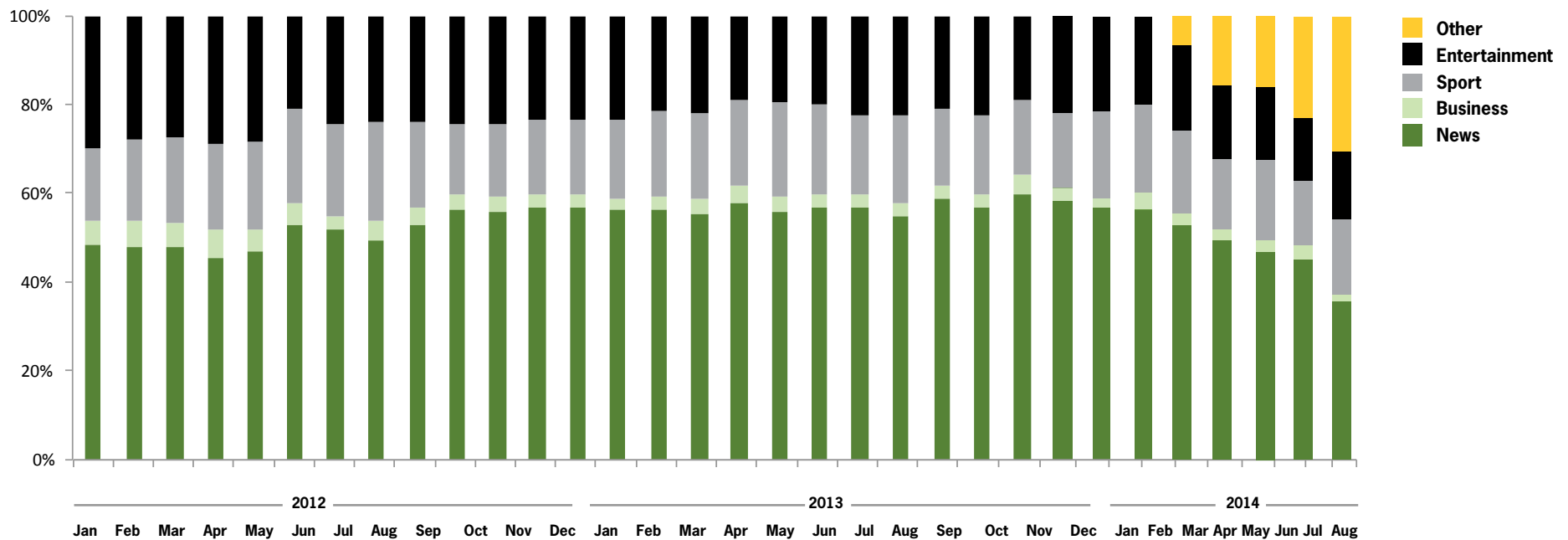


Radio Apps



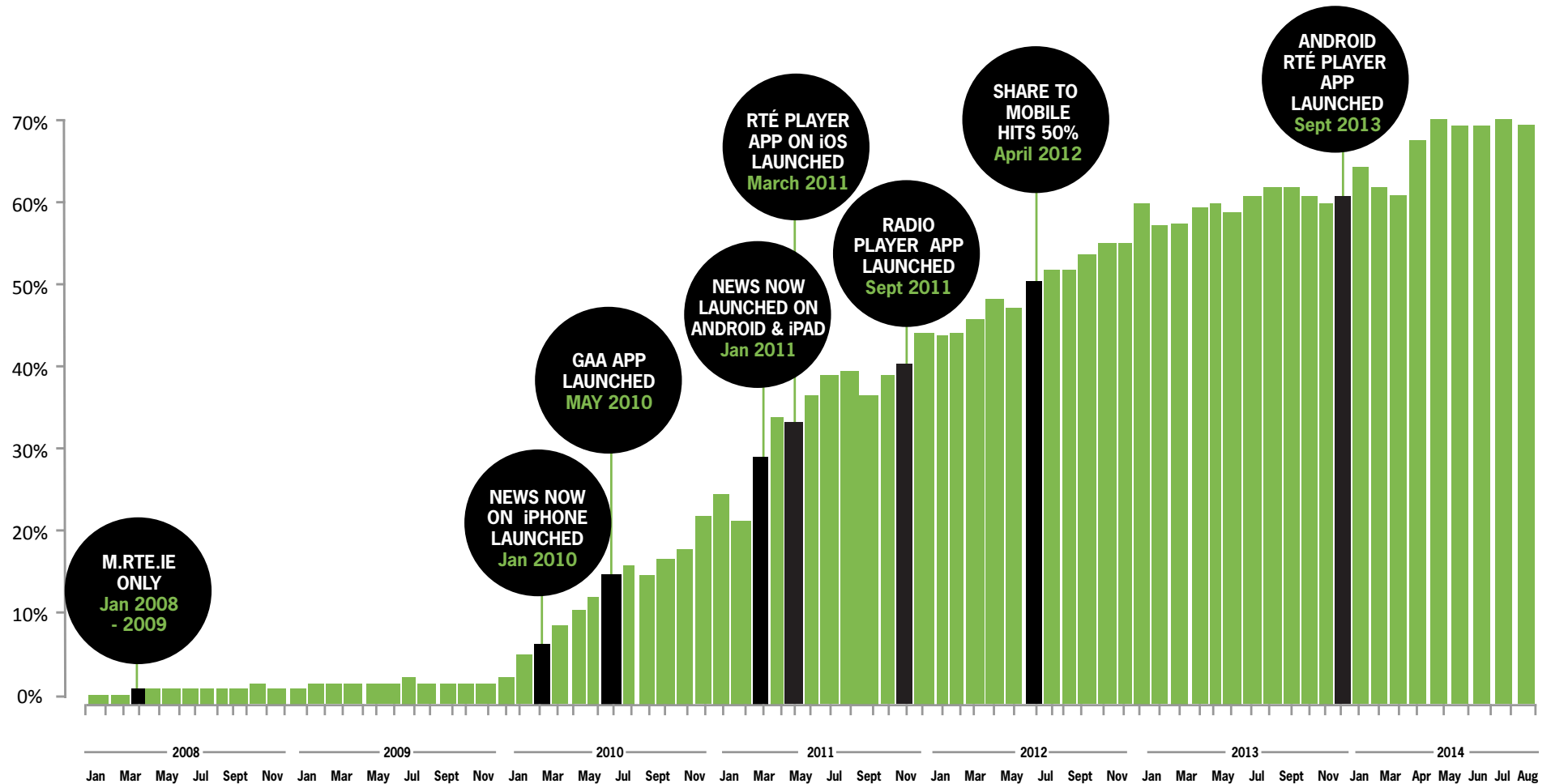
Source: Apple & Android; Please note that the above refers to downloads of the app and not current users

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

Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for 69% of traffic in August

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