

# RTÉ Mobile

## June 2014 Review

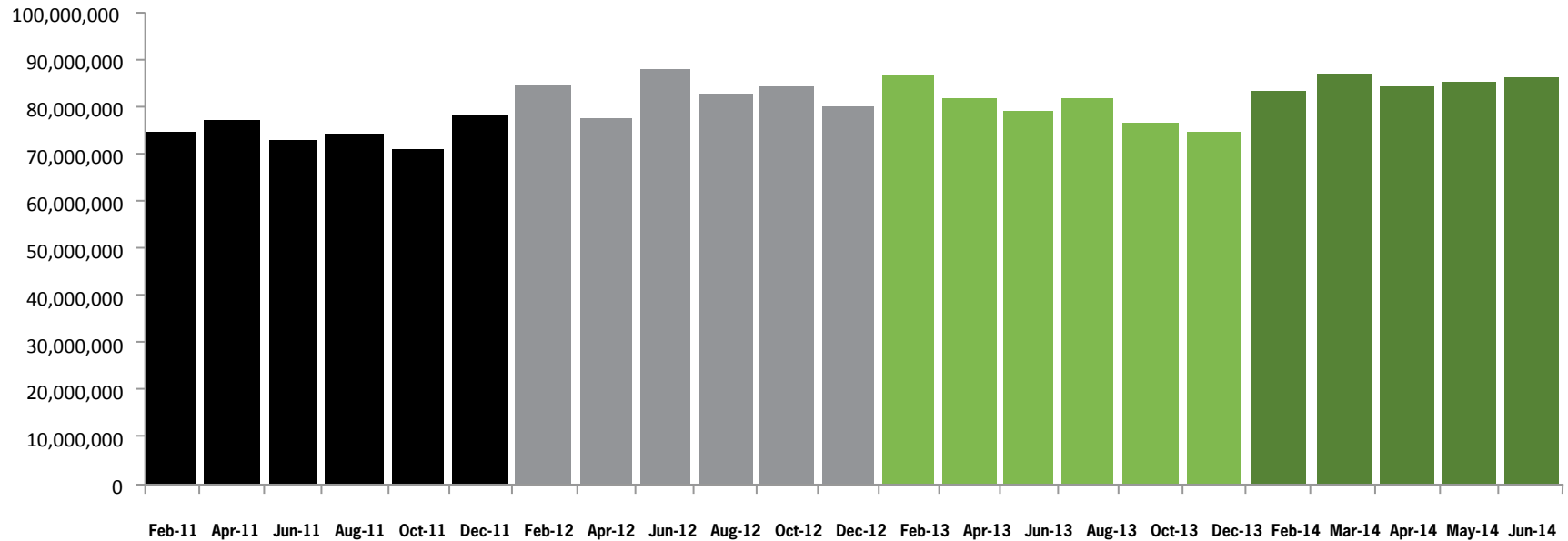
RTÉ Mobile

RTÉ digital  
imaginemore



# Monthly Page Impressions – All Mobile Services

Page Impressions

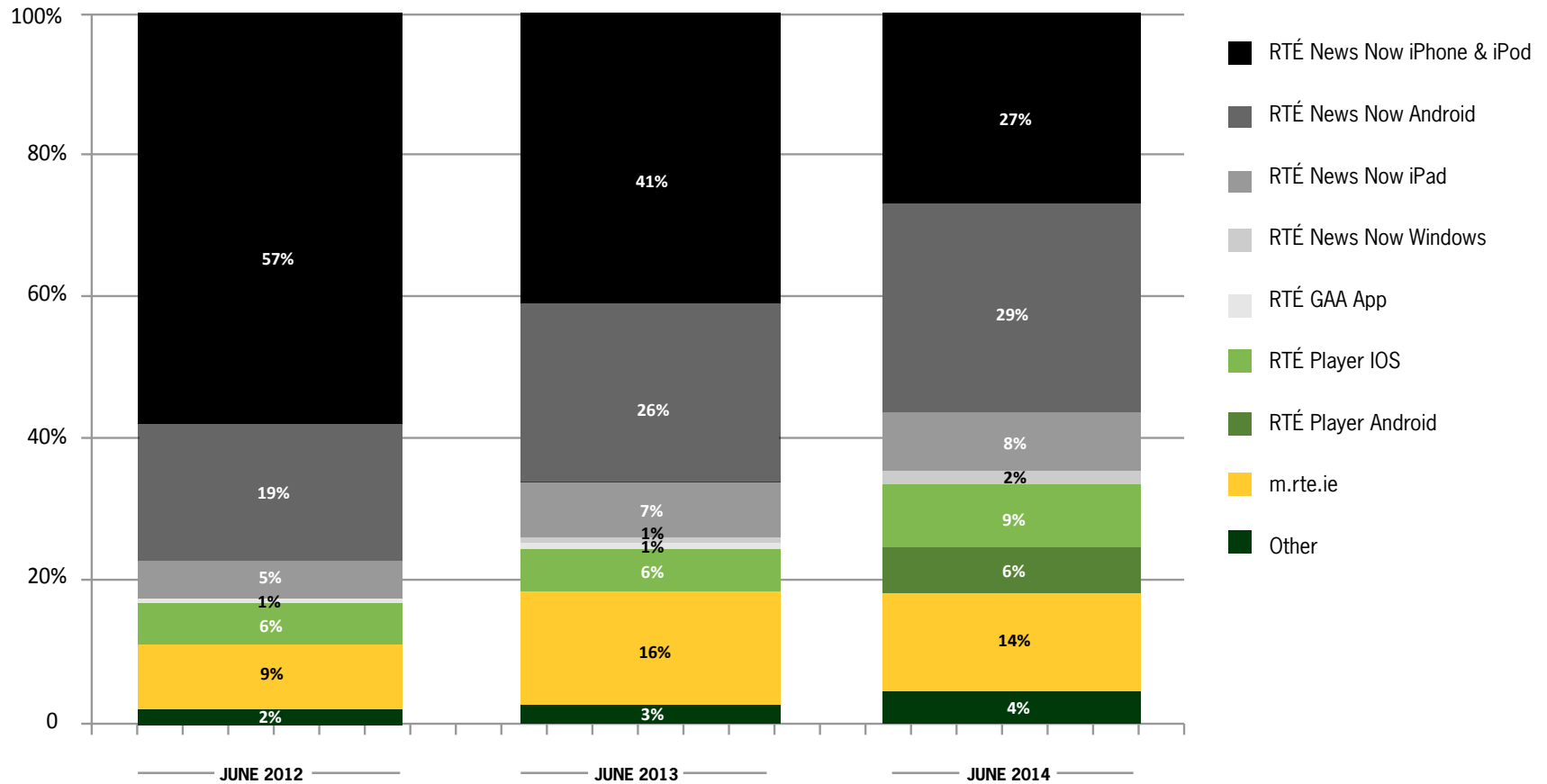


- There were 83 million page impressions delivered through RTÉ's Mobile services in June

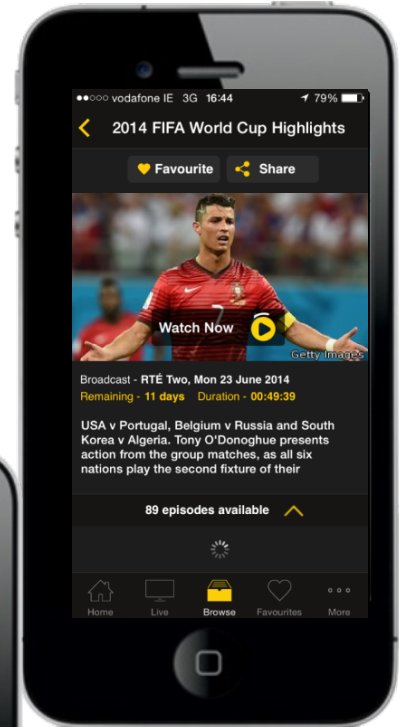
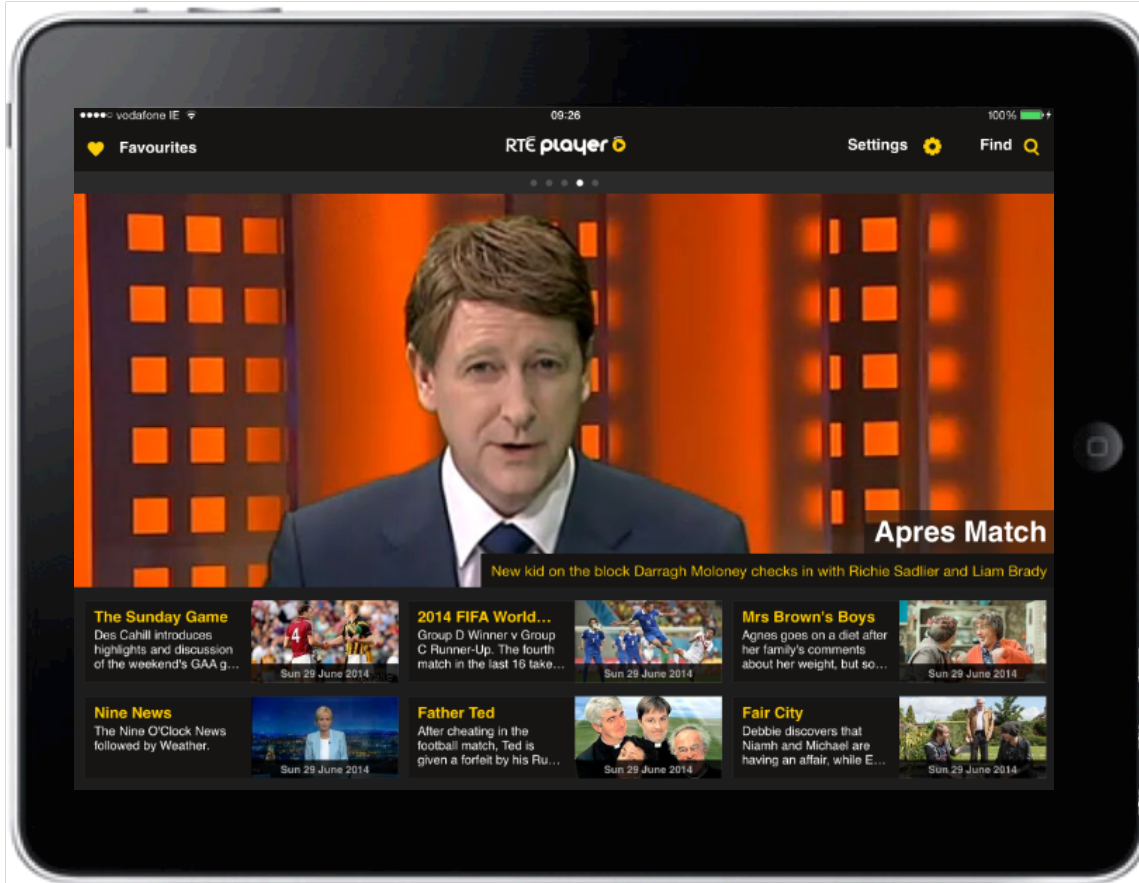


# RTÉ Mobile Page Impressions by Service & Platform

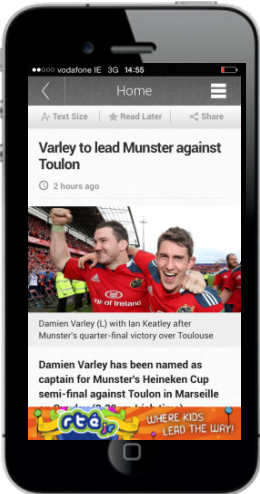
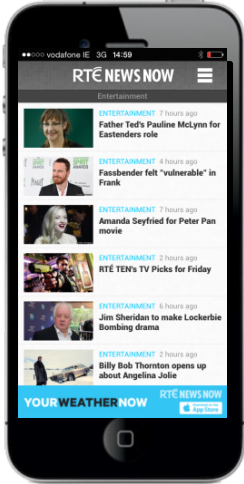
Share of Mobile Services Page Impressions



- The RTÉ Player App has grown to 15% of RTÉ App traffic



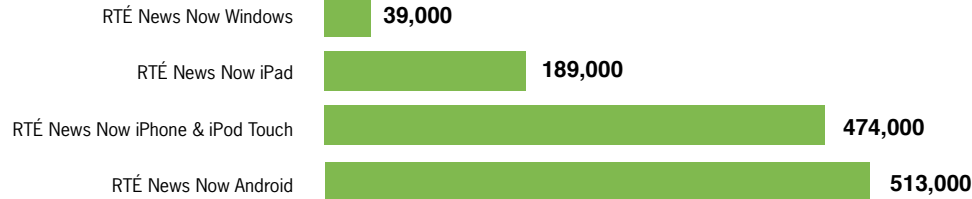
# App Downloads at end of June



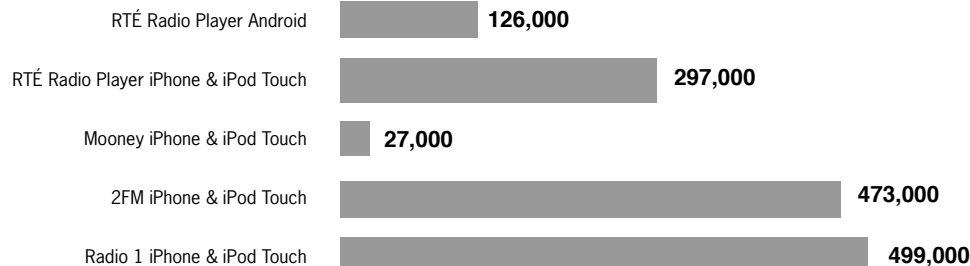
## RTÉ Player



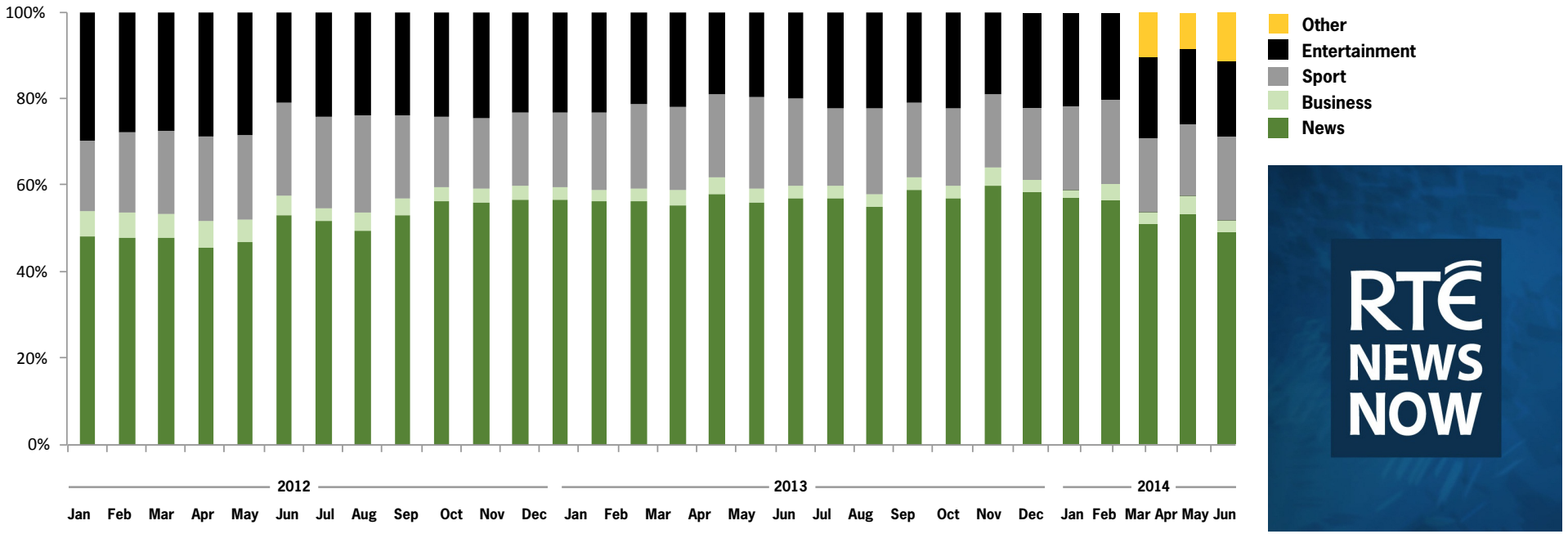
## RTÉ News Now



## Radio Apps

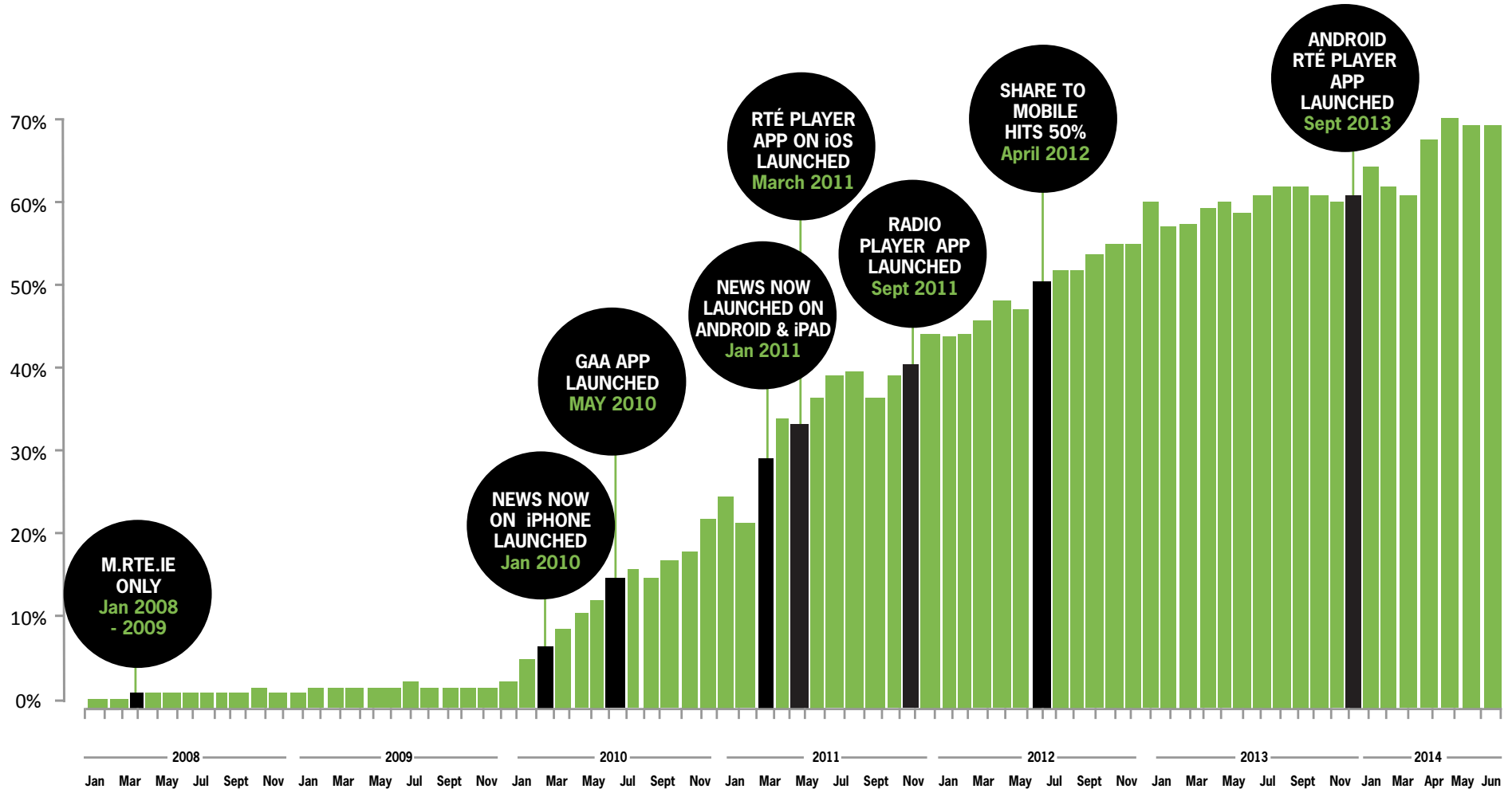


# RTÉ News Now Page Impression Analysis



- 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 69% of traffic in June



# TO ADVERTISE CONTACT:

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