

# RTÉ Mobile

## July 2014 Review

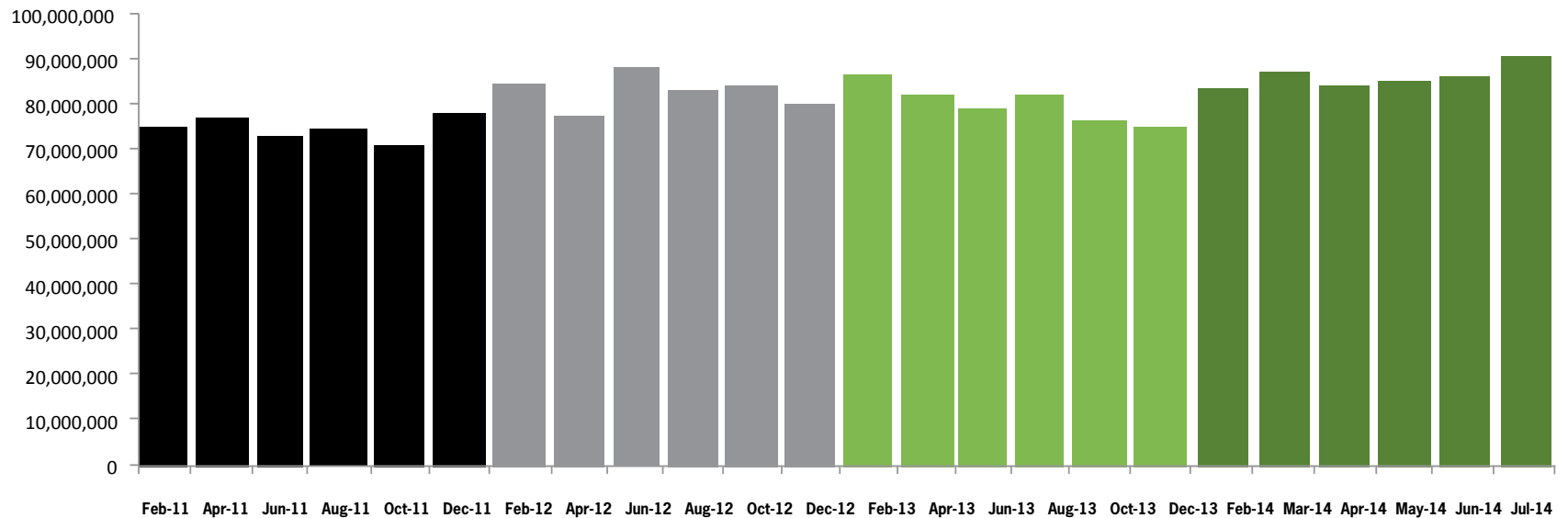
RTÉ Mobile

RTÉ digital  
imaginemore



# Monthly Page Impressions – All Mobile Services

Page Impressions

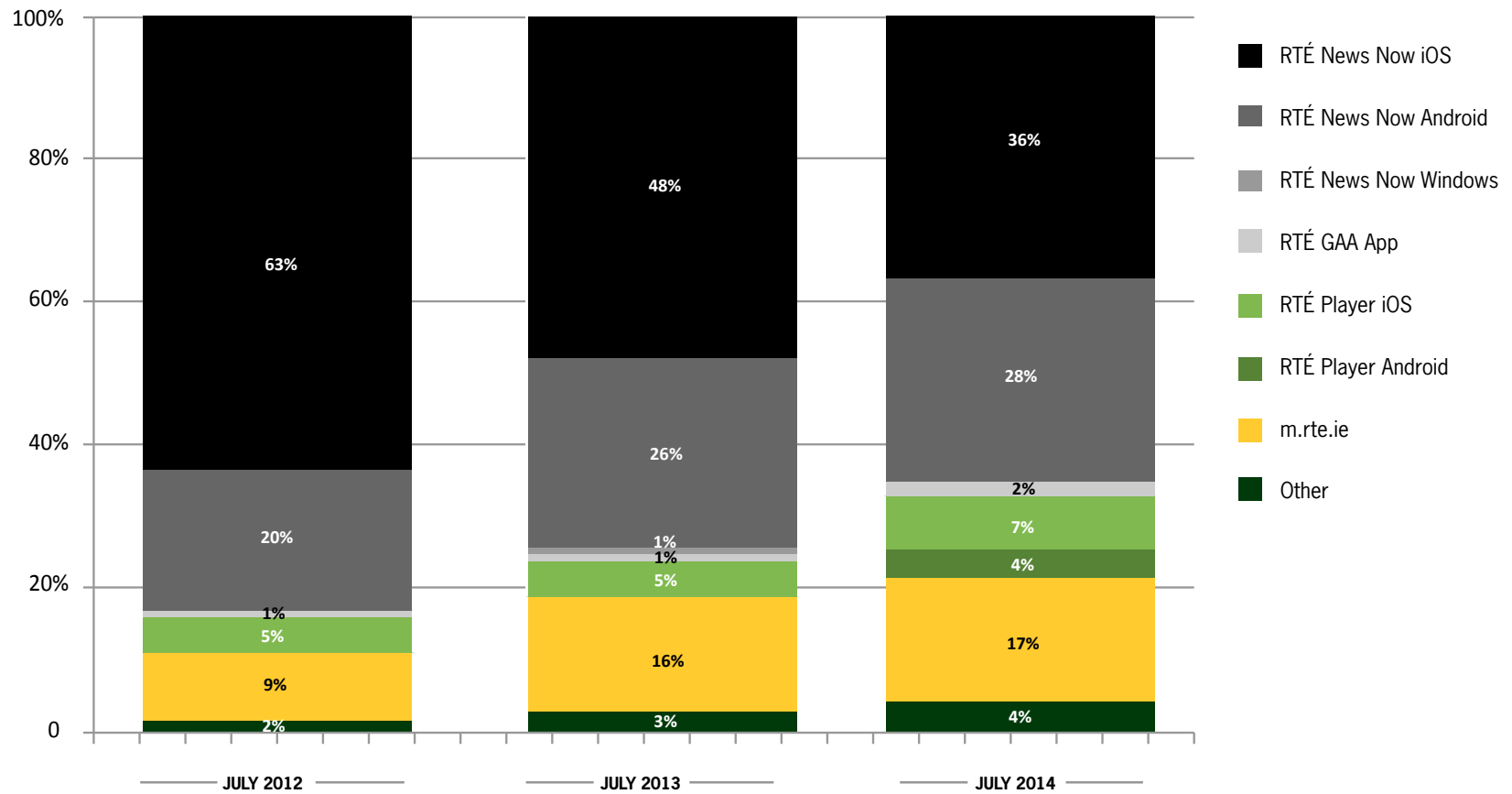


- There were 91 million page impressions delivered through RTÉ's Mobile services in July



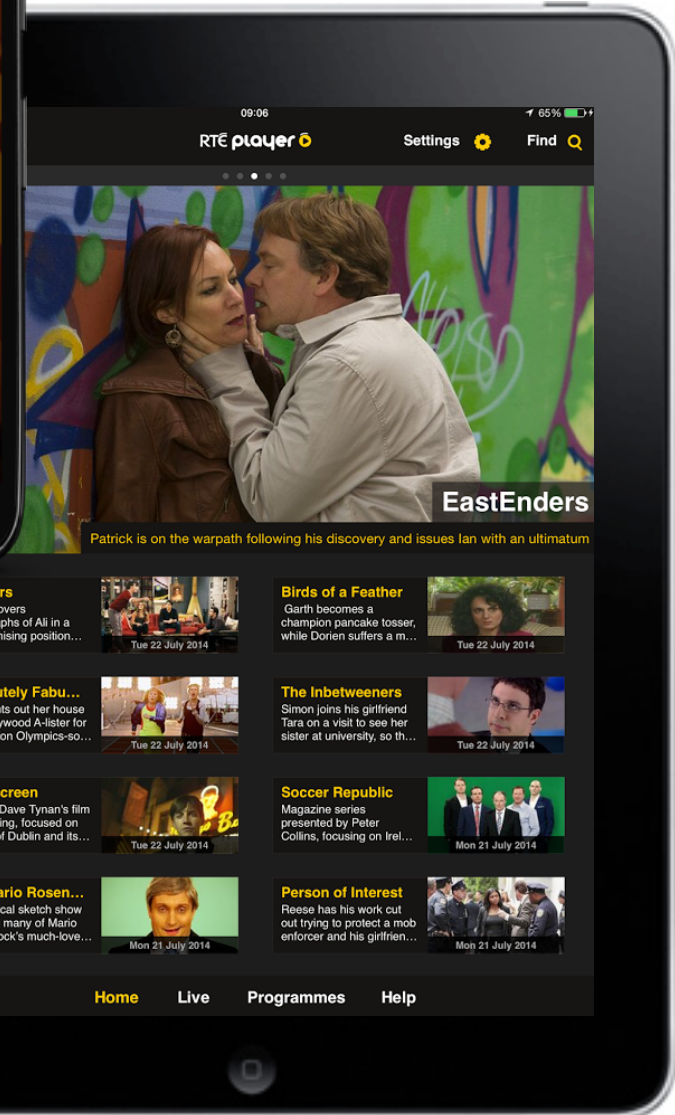
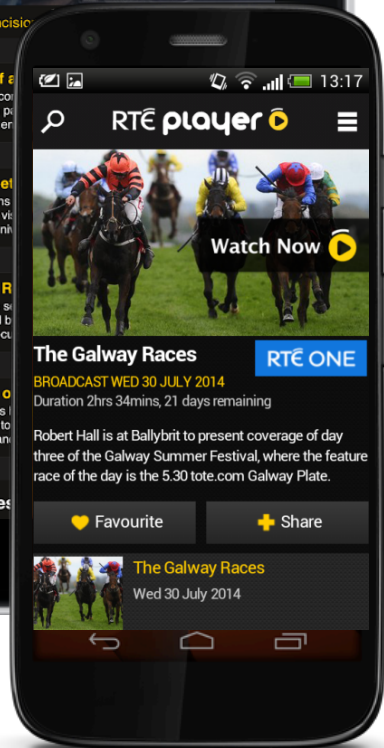
# RTÉ Mobile Page Impressions by Service & Platform

Share of Mobile Services Page Impressions

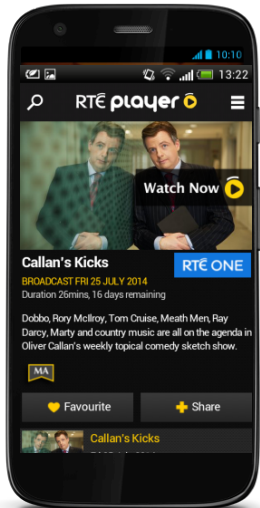
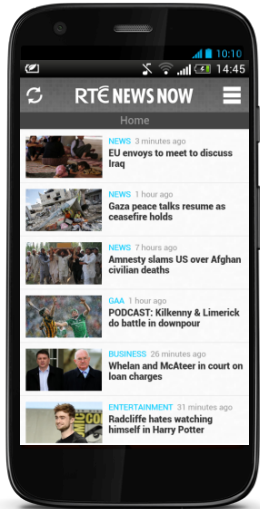


- The RTÉ News Now and RTÉ Player Android Apps now account for a combined 1 in 3 mobile page views





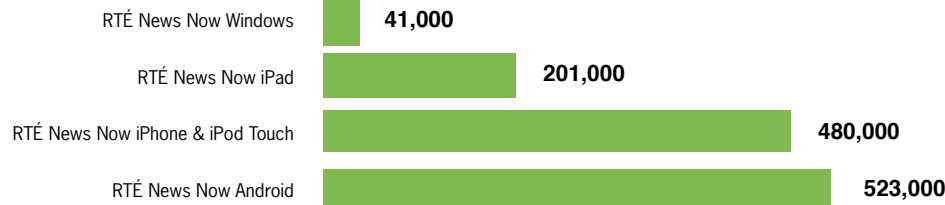
# App Downloads at end of July



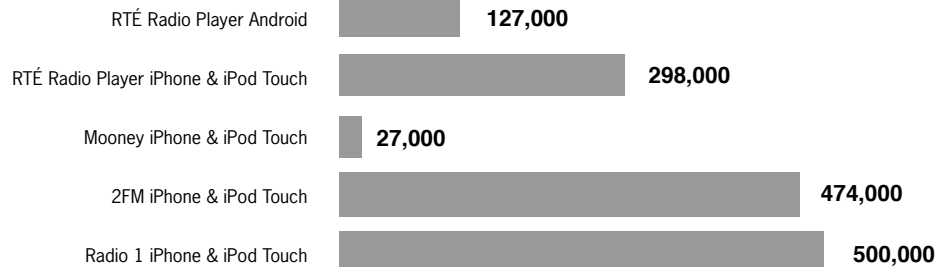
## RTÉ Player



## RTÉ News Now

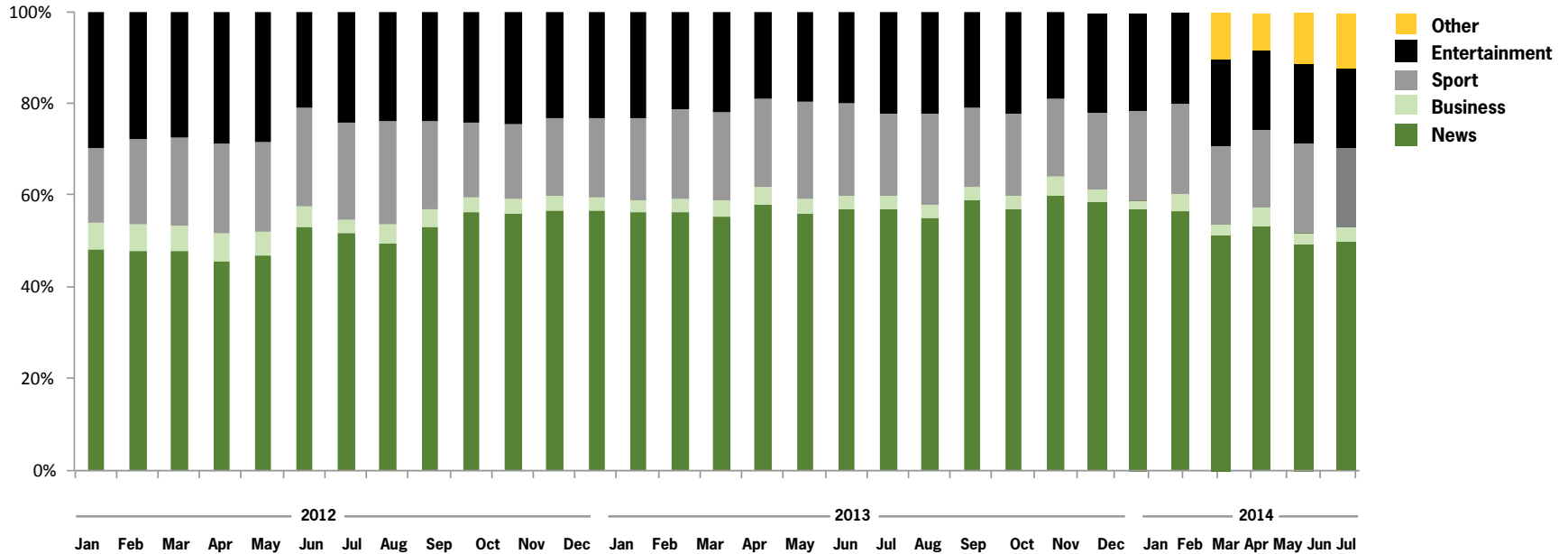


## Radio Apps



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

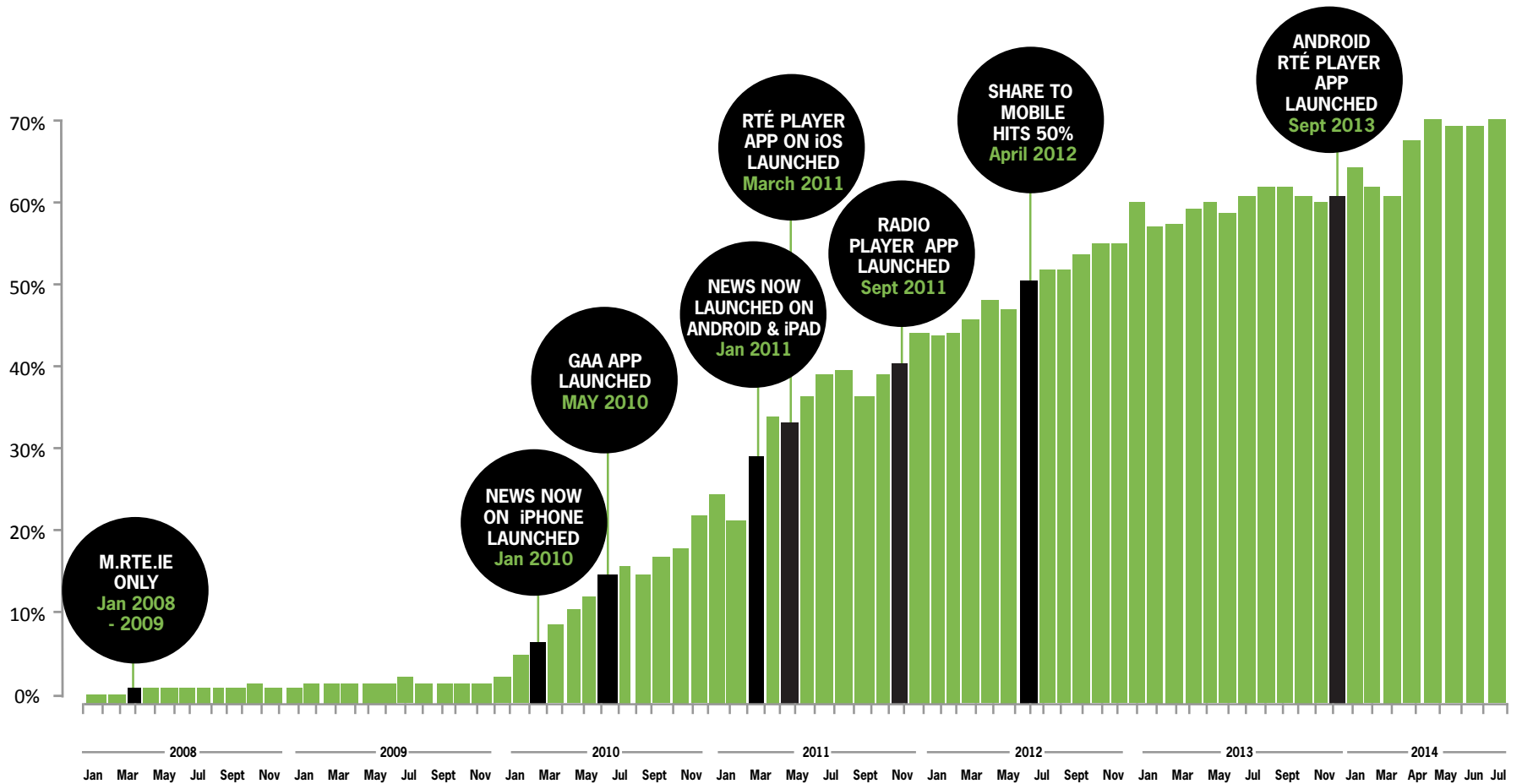
# RTÉ News Now Page Impression Analysis



- 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 70% of traffic in July



# TO ADVERTISE CONTACT:

## Kay Moylan

Tel: 01 208 2563

Mob: 087 617 2642

Email: [kay.moylan@rte.ie](mailto:kay.moylan@rte.ie)

## Treasa Maguire

Tel: 01 208 3984

Mob: 086 383 0606

Email: [treasa.maguire@rte.ie](mailto:treasa.maguire@rte.ie)

Take a tour to find out more:

[www.rte.ie/yournewsnow](http://www.rte.ie/yournewsnow)

For more information visit:

[www.rte.ie/digitalsales](http://www.rte.ie/digitalsales)

