

# RTÉ Mobile

## November 2014 Review

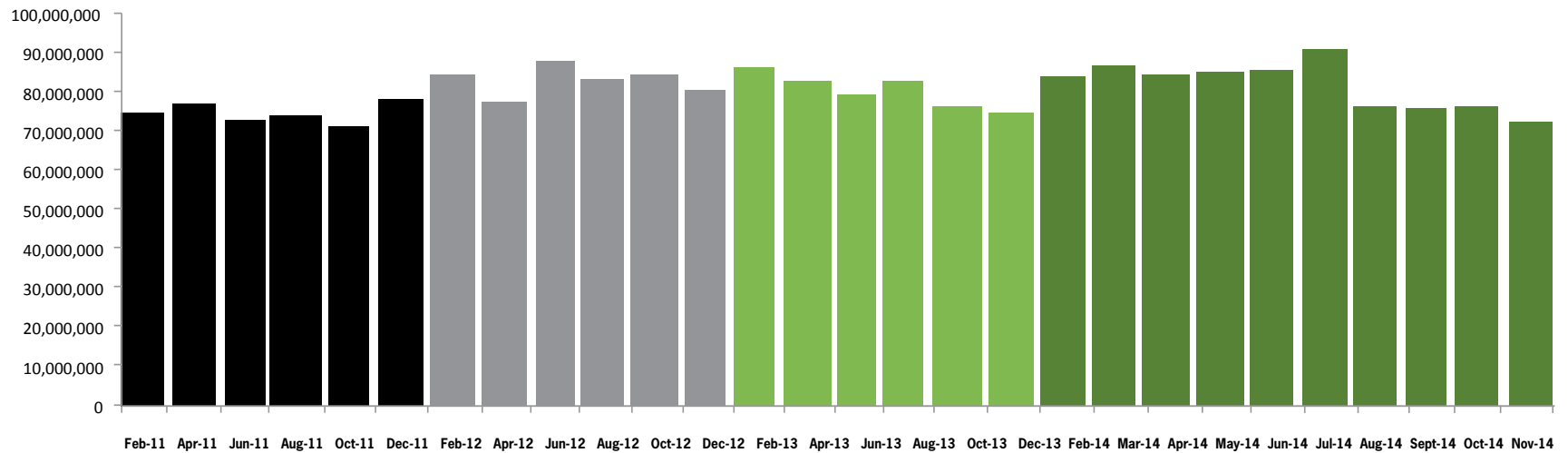
RTÉ Mobile

RTÉ digital  
imaginemore



# Monthly Page Impressions – All Mobile Services

Page Impressions



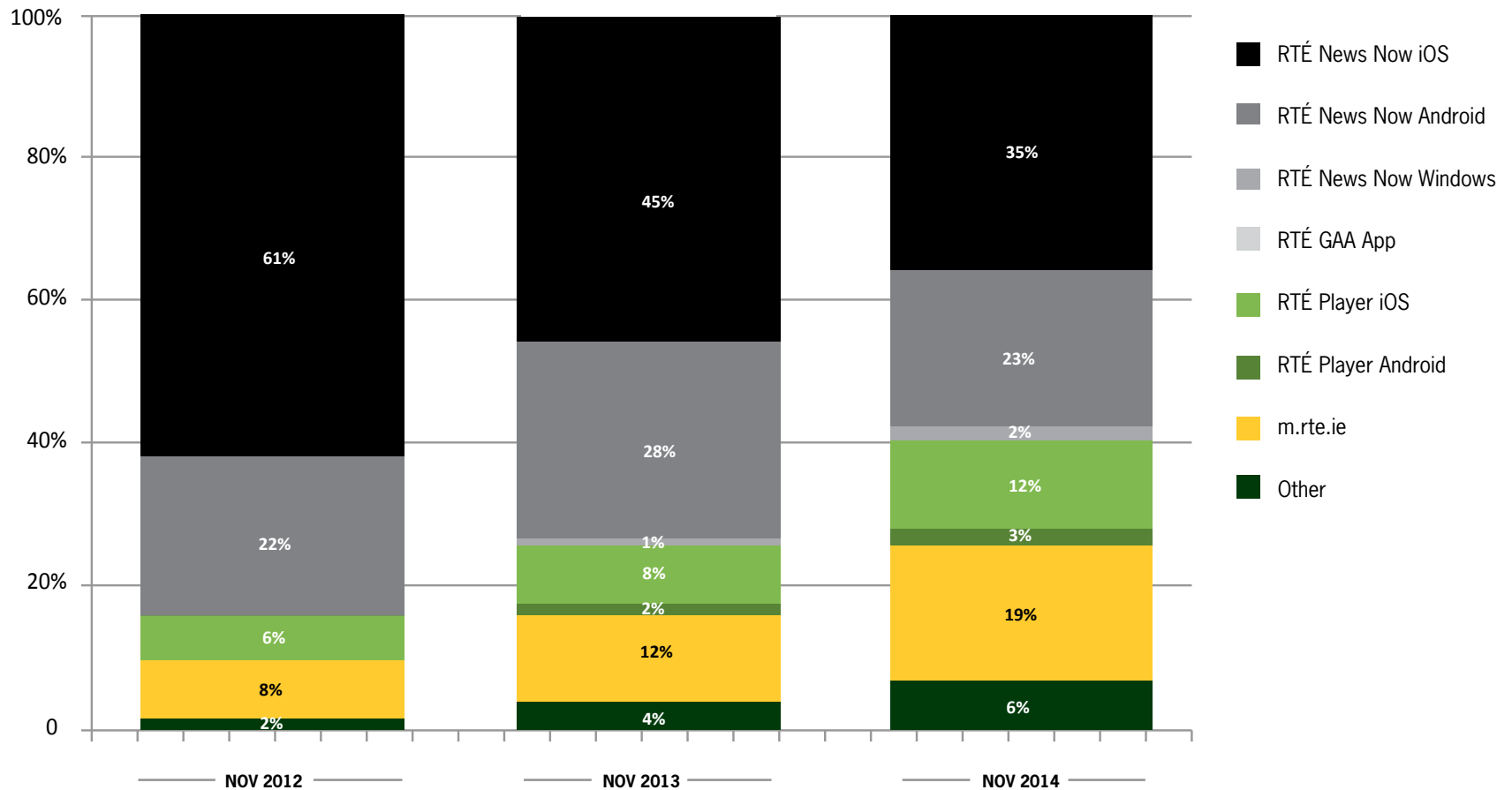
- There were 72 million page impressions delivered through RTÉ's Mobile services in November

Source: comScore DAX; Google Analytics; Urchin Analytics;



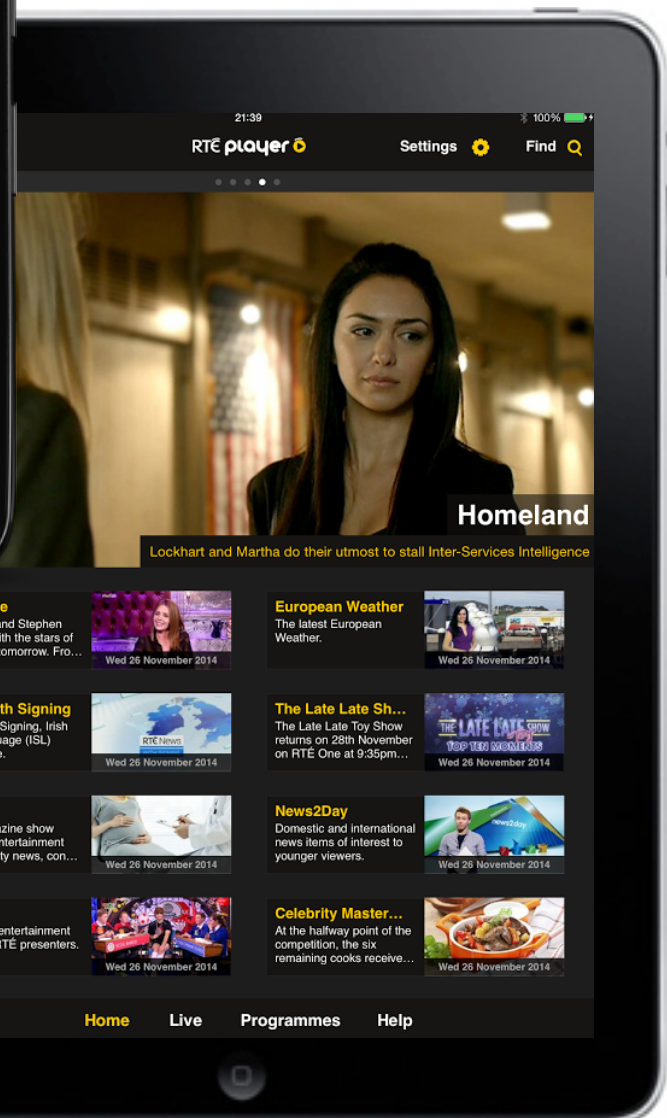
# RTÉ Mobile Page Impressions by Service & Platform

Share of Mobile Services Page Impressions

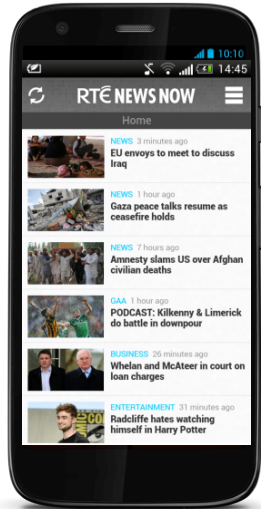


- The RTÉ News Now App accounts for 6 in 10 mobile page views





# App Downloads at end of November



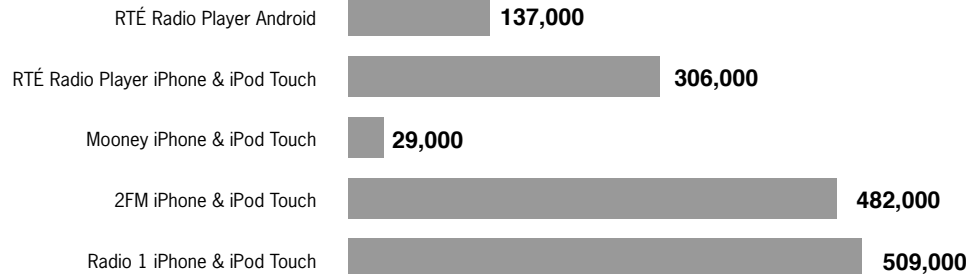
## RTÉ Player



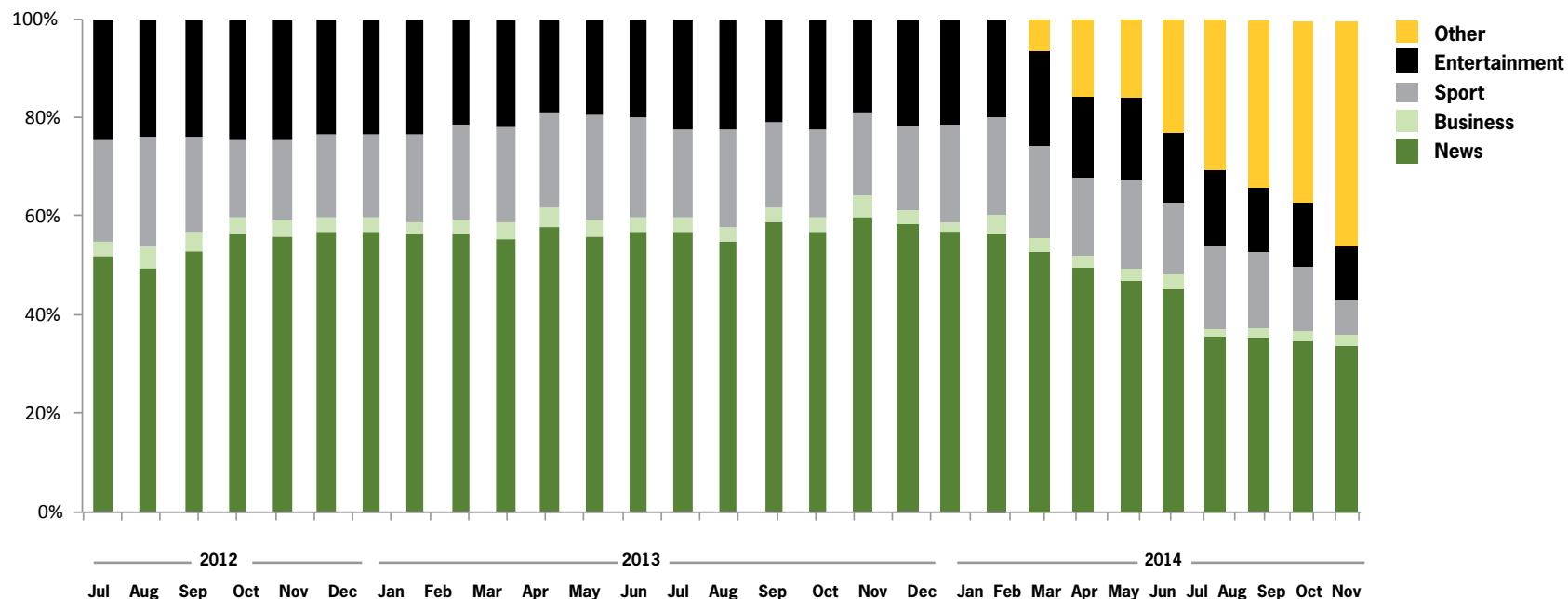
## RTÉ News Now



## Radio Apps



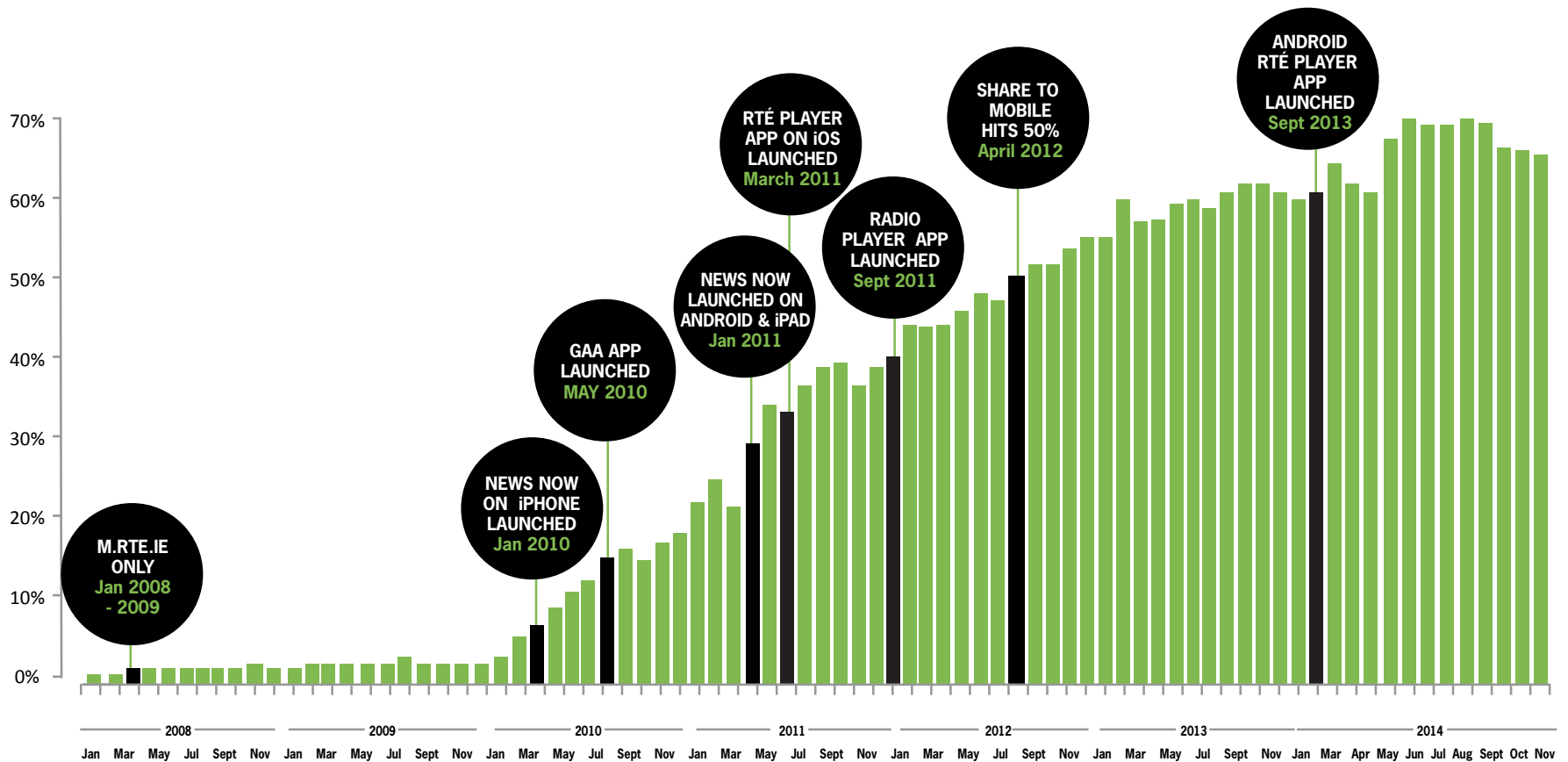
# RTÉ News Now Page Impression Analysis



- The new app has changed the way users consume content. The mixed-content Homepage is a significant part of the 'other' category. This category also includes a variety of new topics available in the app, including Weather and Galleries



# Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for 65% of traffic in November



# 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)

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