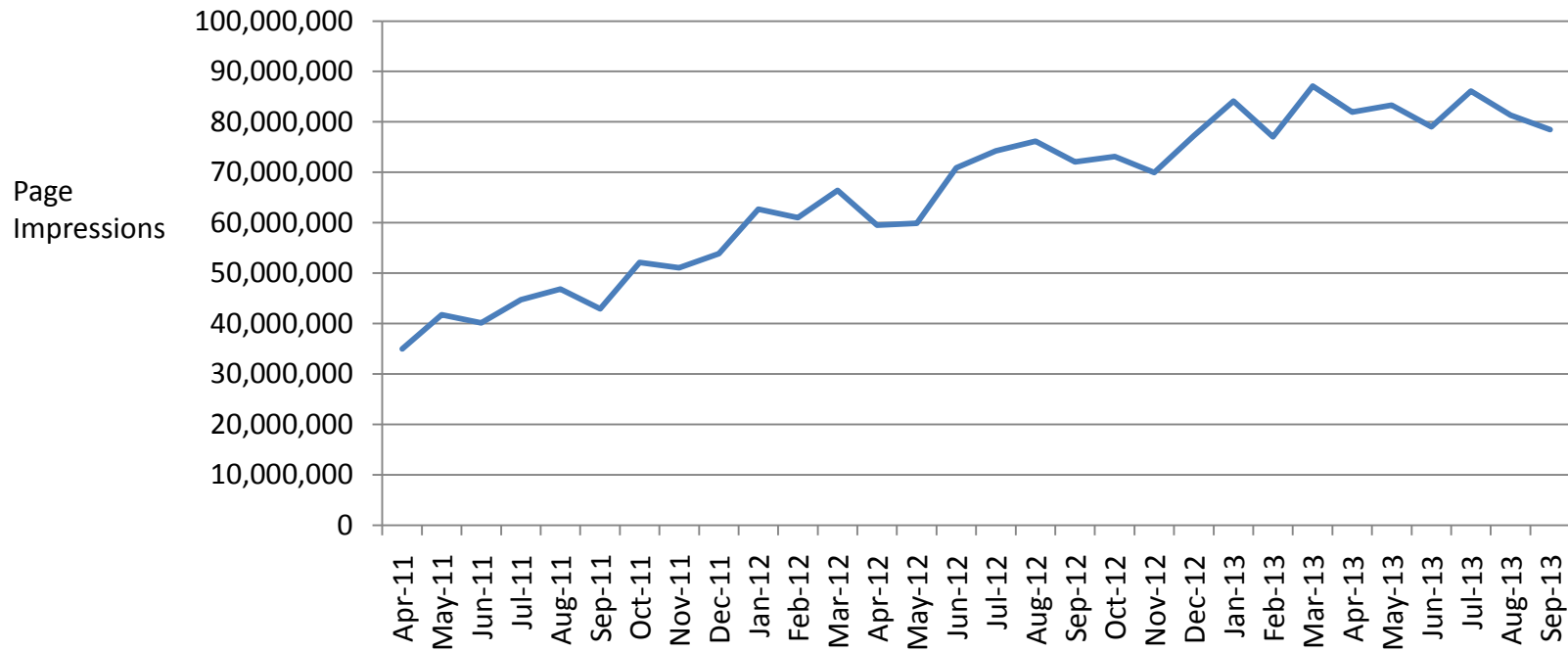


RTÉ Mobile

September 2013 Review

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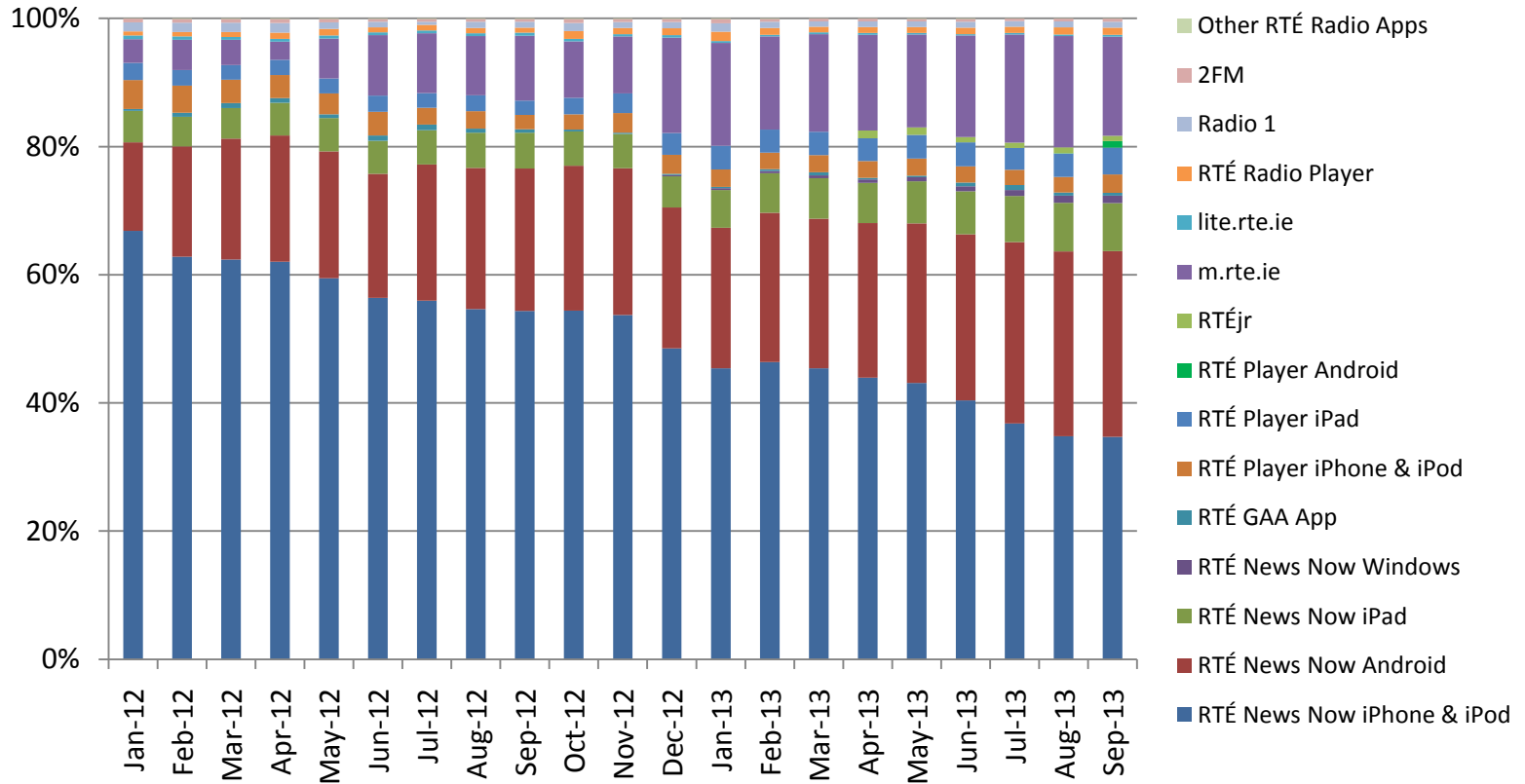
- Mobile services delivered just under 79m page impressions in September
- March 2013, with 87 million page impressions, was the best performing month for RTÉ Digital’s mobile services



RTÉ Mobile Page Impressions by Service & Platform



Share of Mobile Services Page Impressions



- The RTÉ News Now app remains the best performing service. The iPhone/iPod Touch version has the most traffic but the newer versions continue to gain share of News Now page impressions
- Traffic to the mobile-optimised website, m.rte.ie, was 66% higher than September 2012



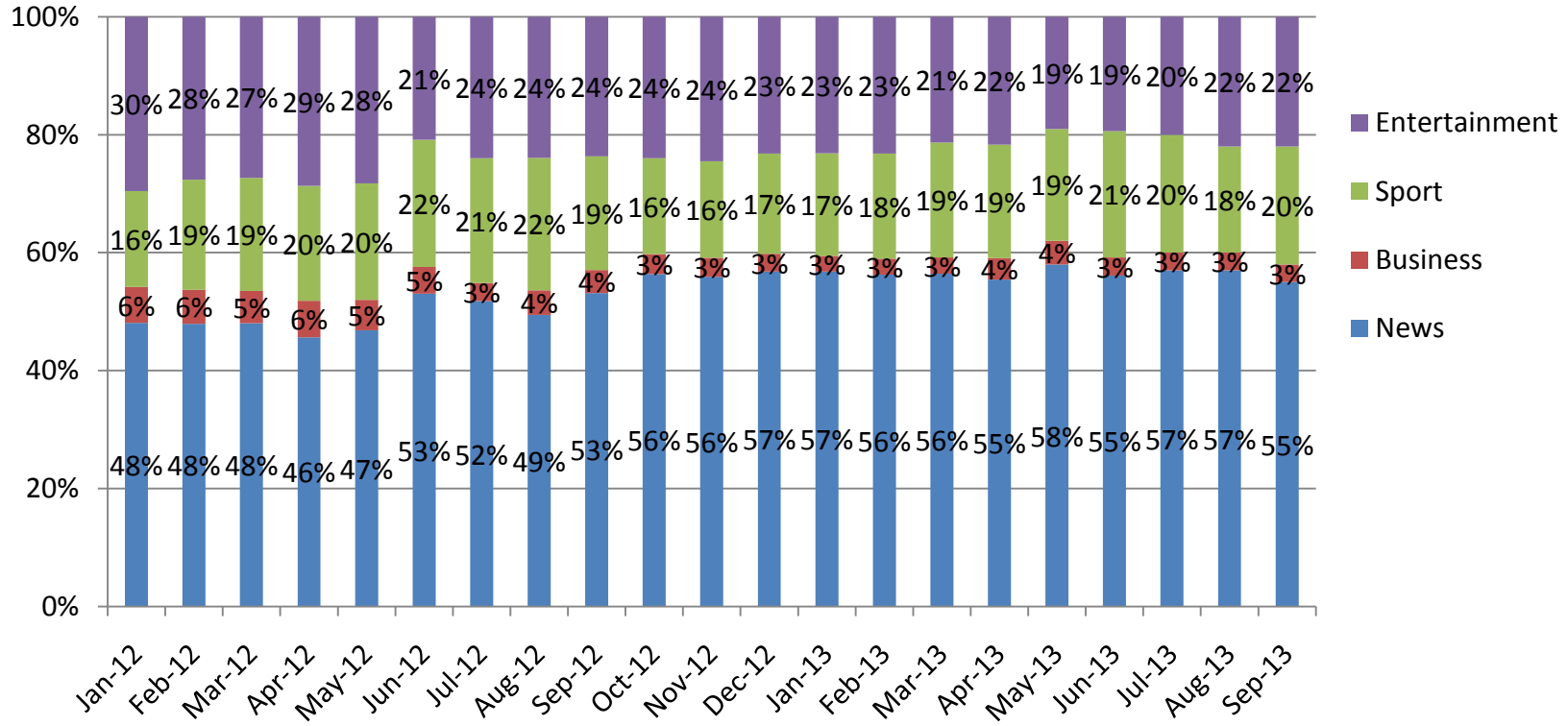
Service	Total number of Downloads
RTÉ News Now iPhone & iPod Touch	421,000
RTÉ News Now iPad	150,000
RTÉ News Now Android	406,000
RTÉ News Now Windows	21,000
RTÉ News Now Total	998,000
RTÉ Player iPhone, iPad & iPod Touch	738,000
RTÉ Player Android	47,000
RTÉ Jr.	13,000
RTÉ Radio Player iPhone & iPod Touch	251,000
RTÉ Radio Player Android	115,000
RTÉ Radio Player Total	366,000
Radio 1 iPhone & iPod Touch	478,000
2FM iPhone & iPod Touch	450,000
Hector's Alarm Clock iPhone & iPod Touch	28,000
Mooney iPhone & iPod Touch	26,000
Doc on One iPhone & iPod Touch	41,000
Doc on One Android	22,000
Doc on One Total	63,000



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



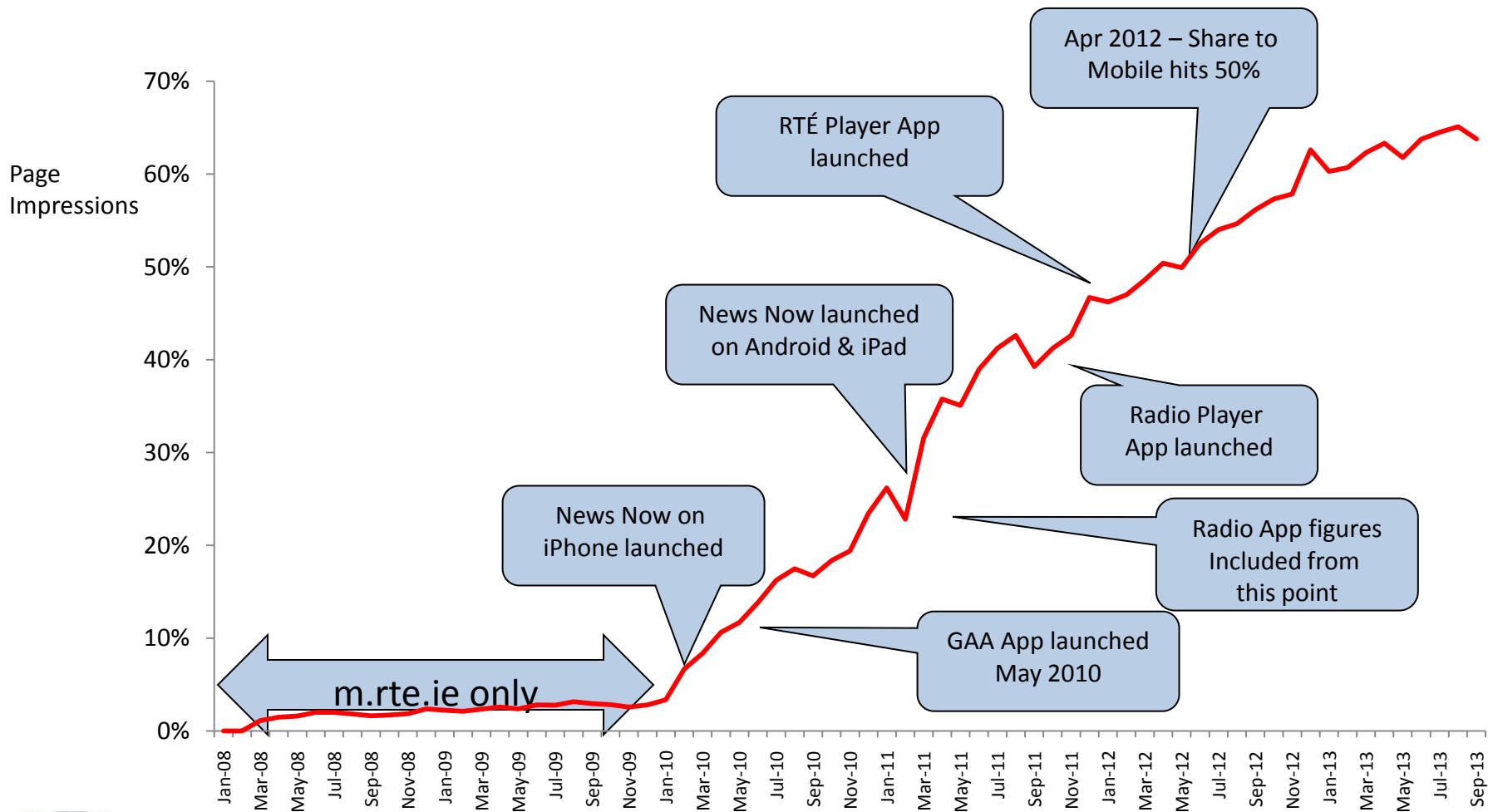
Share of Page Impressions by Service



- News remains the most popular content category on the RTÉ News Now App
- Sport was stronger in September due to the All Ireland Finals and World Cup Qualifiers



RTÉ digital Share of Total RTÉ Page Impressions from Mobile Services



• Mobile services accounted for just under 64% of traffic in September