

AUDIENCE INFOGRAPHIC

Sources: TGI 2013,
RTÉ Player Research (B&A),
Nielsen TAM

9%

RTÉ player 

HAVE USED THE RTÉ PLAYER
APP IN THE LAST YEAR
(TGI)

8%

RTÉ NEWS NOW

HAVE USED THE
RTÉ NEWS NOW AP
IN THE LAST YEAR (TGI)

What
are they
watching?
Young Mothers



ROOM
TO
IMPROVE

LIFESTYLE / PROPERTY

THE
Voice
of
Ireland

ENTERTAINMENT

RTÉ
rté jr

CHILDREN'S
PROGRAMMES

From Here
To Maternity

REALITY TV

FAIR CITY

SOAPS

