Digital Audience Report
April 2016
47% of Irish adults use a digital service from RTÉ every week

Source: RTÉ Brand Tracker, 2015
RTÉ News Now is the Number 1 news and entertainment app in Ireland

(Source: comScore Mobile Metrix, March 2016; B&A Research 2015)
Unique Browsers per Month

Page Views per Month

Source: comScore DAx
Page Views per App Version – April 2016

- iOS: 56.2%
- Android: 41.6%
- Windows: 2.3%

Source: comScore D Ax
The Supercar of Electric Cars is coming to Ireland

find out more...

More from Lifestyle

View 2 images in this gallery.

It's expensive and not on sale here yet, but the most impressive electric car to take to the roads is certainly something to look forward to. Our Technology correspondent, Will...
RTÉ.ie is the Number 1 multi-media website in Ireland with 788,000 users in the past week and the Number 1 Irish media web brand used by 49% of Irish Internet users in the last month.

The average visit on RTÉ.ie is longer than Irish Times, Independent and The Journal.


Source: TGI 2015; Global Web Index Q1 2016; comScore DAx
Unique Browsers per Month

Page Views per Month

Source: comScore DAx
Page Views per Device – April 2016

- Computer: 47.5%
- Mobile: 41.0%
- Tablet: 10.5%
- Other/Unknown: 1.0%

Source: comScore DAX
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 374,000 users in last 7 days

- **2m** RTÉ Player App downloads
- **Ireland’s No.1 VOD** service
- **4.4m per month** Total Streams Per Month

Source: TGI 2015; comScore DAx
## Top Programmes in April 2016

<table>
<thead>
<tr>
<th>Programme</th>
<th>Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Home and Away</td>
<td>511,700</td>
</tr>
<tr>
<td>2 EastEnders</td>
<td>321,300</td>
</tr>
<tr>
<td>3 Fair City</td>
<td>301,900</td>
</tr>
<tr>
<td>4 Neighbours</td>
<td>126,700</td>
</tr>
<tr>
<td>5 First Dates Ireland</td>
<td>121,000</td>
</tr>
<tr>
<td>6 Latest Irish News</td>
<td>96,000</td>
</tr>
<tr>
<td>7 Nine News</td>
<td>94,900</td>
</tr>
<tr>
<td>8 The Late Late Show Extras</td>
<td>80,500</td>
</tr>
<tr>
<td>9 The Late Late Show</td>
<td>79,400</td>
</tr>
<tr>
<td>10 Champions League Live</td>
<td>60,400</td>
</tr>
<tr>
<td>11 Prison in Peru: Michaella’s First Interview</td>
<td>60,200</td>
</tr>
<tr>
<td>12 Six One News</td>
<td>58,300</td>
</tr>
<tr>
<td>13 The Good Wife</td>
<td>54,400</td>
</tr>
<tr>
<td>14 Home of The Year</td>
<td>53,400</td>
</tr>
<tr>
<td>15 Shortland Street</td>
<td>46,100</td>
</tr>
<tr>
<td>16 What Are You Eating?</td>
<td>40,500</td>
</tr>
<tr>
<td>17 Fair City Extras</td>
<td>38,600</td>
</tr>
<tr>
<td>18 Grey’s Anatomy</td>
<td>37,700</td>
</tr>
<tr>
<td>19 Big Week on the Farm</td>
<td>36,400</td>
</tr>
<tr>
<td>20 Vikings</td>
<td>34,700</td>
</tr>
</tbody>
</table>

Source: comScore Dax (excluding Virgin Media)
Streams by Device – April 2016

- Computer: 30.9%
- Tablet: 28.4%
- Mobile: 24.9%
- TV Platform Operators: 2.7%
- Connected TV: 10.7%
- Gaming: 0.4%
- Unknown: 2.1%

Source: comScore DAx
## Audience Targeting

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>Fair City</th>
<th>EastEnders</th>
<th>Home &amp; Away</th>
<th>Shortland Street</th>
<th>Vikings</th>
<th>The Late Late Show</th>
<th>The Ray D’Arcy Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Female</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Male 18-34</td>
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<td>X</td>
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<tr>
<td>Female 18-34</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Main Shopper + kids</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>Food Bites</th>
<th>Nine News</th>
<th>Euro 2016</th>
<th>First Dates</th>
<th>Doc Hub</th>
<th>Dragons’ Den</th>
<th>Olympics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Female</td>
<td>X</td>
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<td>X</td>
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<td>X</td>
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<td>X</td>
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<tr>
<td>Female 18-34</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Shopper + kids</td>
<td>X</td>
<td>X</td>
<td></td>
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<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

The crosses above simply indicate the over-indexing audiences (compared to RTÉ Player average). Programmes will also reach other audiences in large volumes.

Source: RTÉ ID Users; TGI
### Audience Targeting – across RTÉ’s digital services

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>RTÉ.ie</th>
<th>News &amp; Business</th>
<th>Sport</th>
<th>Lifestyle</th>
<th>Player</th>
<th>News Now App</th>
<th>Player App</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DEMO</strong></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>112</td>
<td>114</td>
<td>145</td>
<td>73</td>
<td>107</td>
<td>118</td>
<td>104</td>
</tr>
<tr>
<td>Female</td>
<td>88</td>
<td>86</td>
<td>57</td>
<td>126</td>
<td>93</td>
<td>83</td>
<td>96</td>
</tr>
<tr>
<td>Male 18-34</td>
<td>112</td>
<td>109</td>
<td>165</td>
<td>110</td>
<td>151</td>
<td>106</td>
<td>131</td>
</tr>
<tr>
<td>Female 18-34</td>
<td>100</td>
<td>95</td>
<td>110</td>
<td>118</td>
<td>126</td>
<td>94</td>
<td>124</td>
</tr>
<tr>
<td>Main Shopper +</td>
<td>102</td>
<td>105</td>
<td>97</td>
<td>156</td>
<td>102</td>
<td>116</td>
<td>101</td>
</tr>
</tbody>
</table>

Source: TGI
RTÉ has an online user base of 1.187m adults in Ireland

For further details contact:

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Website: www.rte.ie/mediasales/digital

Source: TGI 2015