49% of Irish adults use a digital service from RTÉ every week.
RTÉ NEWS NOW APP
RTÉ NEWS NOW APP

RTÉ News Now is the Number 1 news and entertainment app in Ireland

N°. 1 News App

1.9m App Downloads
UNIQUE BROWSERS PER MONTH

PAGE VIEWS PER MONTH

PAGE VIEWS PER APP VERSION

- iOS: 49.7%
- Android: 50.0%
- Windows: 0.3%
RTÉ.ie is the Number 1 multi-media website in Ireland with 1.2m Irish users aged under 65 and 6m unique browsers per month.

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

(Source: Global Web Index Q1-Q4 2017; comScore Dax)
PAGE VIEWS PER MONTH

RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 1m users aged under 65 in the last month.

(Source: Global Web Index Q1-Q3 2017; comScore Dax)
Key Programmes: December

169k streams
The Box Set

175k streams
Strongest RTÉ Drama since Love/Hate

264k streams
The most watched Toy Show ever
STREAMS BY DEVICE

- Computer: 22.6%
- Tablet: 24.8%
- Mobile: 27.9%
- TV Platform Operator: 12.9%
- Connected TV: 4.8%
- Other/Unknown: 7.0%
## AUDIENCE TARGETING

Audit targeting across RTÉ Online services

<table>
<thead>
<tr>
<th>DEMO</th>
<th>RTÉ.IE</th>
<th>NEWS &amp; BUSINESS</th>
<th>SPORT</th>
<th>LIFESTYLE</th>
<th>RTÉ PLAYER</th>
<th>RTÉ NEWS NOW APP</th>
<th>RTÉ PLAYER APP</th>
</tr>
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<tbody>
<tr>
<td>Male</td>
<td>112</td>
<td>114</td>
<td>145</td>
<td>73</td>
<td>107</td>
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<tr>
<td>Female</td>
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<td>67</td>
<td>126</td>
<td>93</td>
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<tr>
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<tr>
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<td>118</td>
<td>126</td>
<td>94</td>
<td>124</td>
</tr>
<tr>
<td>Main Shopper + Kids</td>
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<td>97</td>
<td>156</td>
<td>102</td>
<td>116</td>
<td>101</td>
</tr>
</tbody>
</table>

Source: TGI
REACH

RTÉ has an online user base of 1.25m adults in Ireland