Digital Audience Report

October 2020
55% of Irish adults use a digital service from RTÉ every week

Source: Ongoing Survey. Weekly+ reach for RTÉ.ie, RTÉ News Now Online, RTÉ Player, RTÉ Radio Player, Other RTÉ Apps)
RTÉ News is the Number 1 news and entertainment app in Ireland.

News Apps Ever Used – November 2019 (Adults 18+)

- RTÉ News Now: 34%
- Independent.ie: 29%
- TheJournal: 28%
- IrishTimes.com: 26%

Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)
RTÉ News Now UNIQUE BROWSERS PER MONTH
RTÉ News Now PAGE VIEWS PER MONTH

- February 2020 (Feb-20)
- March 2020 (Mar-20)
- April 2020 (Apr-20)
- May 2020 (May-20)
- June 2020 (Jun-20)
- July 2020 (Jul-20)
- August 2020 (Aug-20)
- September 2020 (Sep-20)
- October 2020 (Oct-20)
PAGE VIEWS PER APP VERSION

49.9% iOS
50.1% Android
RTÉ.ie is the Number 1 multi-media website in Ireland, used by 38% of Irish adults.

**News & Entertainment Websites Ever Used**

_November 2019 (Adults 18+)

<table>
<thead>
<tr>
<th>Website</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ.ie</td>
<td>38%</td>
</tr>
<tr>
<td>Independent.ie</td>
<td>32%</td>
</tr>
<tr>
<td>IrishTimes.com2</td>
<td>30%</td>
</tr>
<tr>
<td>TheJournal.ie</td>
<td>28%</td>
</tr>
</tbody>
</table>

**Source:** B&A Survey, Nov 2019 (968 Irish Adults 18+)

*Worldwide, Device-based metric*
RTÉ.ie UNIQUE BROWSERS PER MONTH

- Feb-20
- Mar-20
- Apr-20
- May-20
- Jun-20
- Jul-20
- Aug-20
- Sep-20
- Oct-20

- 2,000,000
- 4,000,000
- 6,000,000
- 8,000,000
- 10,000,000
- 12,000,000
- 14,000,000
- 16,000,000
- 18,000,000
- 20,000,000
RTÉ.ie PAGE VIEWS PER MONTH
RTÉ.ie PAGE VIEWS PER DEVICE

- 63% Mobile
- 33% Computer
- 4% Tablet
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland.

BVOD Services Ever Used November 2019 (Adults 18+)

- RTÉ Player: 48%
- Virgin Media Player: 29%
- Sky Go: 20%
- All 4: 18%

Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)
RTÉ PLAYER STREAMS PER MONTH

Excludes Virgin Media and Sky platforms
## Top Programmes

<table>
<thead>
<tr>
<th>Programme</th>
<th>Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ News: Nine O’Clock</td>
<td>517,000</td>
</tr>
<tr>
<td>Home and Away</td>
<td>441,000</td>
</tr>
<tr>
<td>RTÉ News: Six One</td>
<td>426,000</td>
</tr>
<tr>
<td>EastEnders</td>
<td>331,000</td>
</tr>
<tr>
<td>Love/ Hate</td>
<td>230,000</td>
</tr>
<tr>
<td>The Late Late Show</td>
<td>228,000</td>
</tr>
<tr>
<td>Fair City</td>
<td>208,000</td>
</tr>
<tr>
<td>Latest News &amp; Weather</td>
<td>197,000</td>
</tr>
<tr>
<td>Neighbours</td>
<td>124,000</td>
</tr>
<tr>
<td>Slovakia v Rep of Ireland</td>
<td>108,000</td>
</tr>
<tr>
<td>Normal People</td>
<td>97,000</td>
</tr>
<tr>
<td>Today</td>
<td>97,000</td>
</tr>
<tr>
<td>RTÉ News: One O’Clock</td>
<td>94,000</td>
</tr>
<tr>
<td>The South Westerlies</td>
<td>89,000</td>
</tr>
<tr>
<td>Prime Time</td>
<td>86,000</td>
</tr>
</tbody>
</table>

Excludes Sky and Virgin Media platforms. The stream metric removes repeat start events by the same user and so is a more accurate reflection of user viewing than captured by other broadcaster analytics.
## AUDIENCE TARGETING

Audience 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>
</thead>
<tbody>
<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>67</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 + Kids</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 Media Sales

mediasales@rte.ie

www.rte.ie/mediasales