

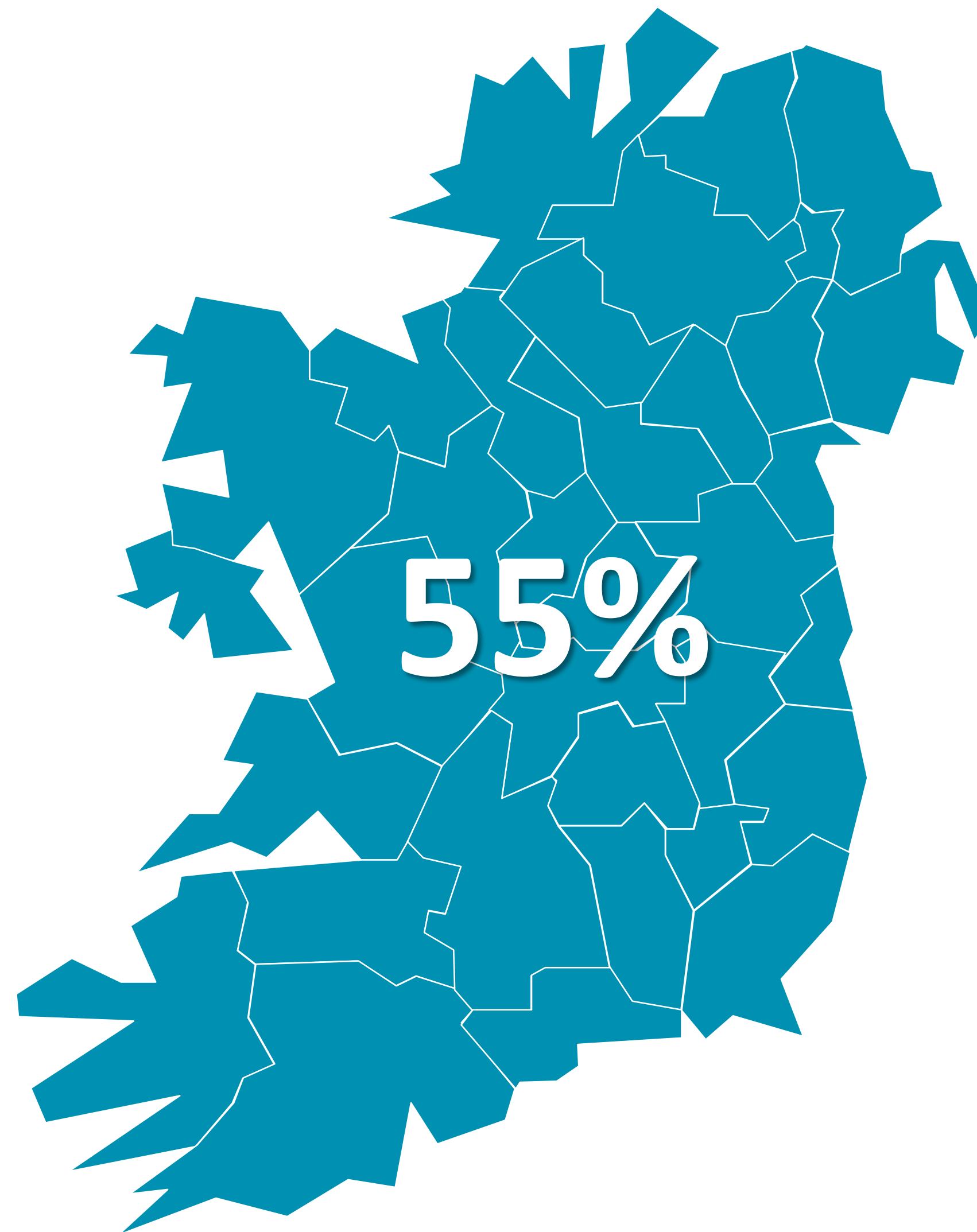
RTÉ Media Sales

Digital Audience Report

October 2020

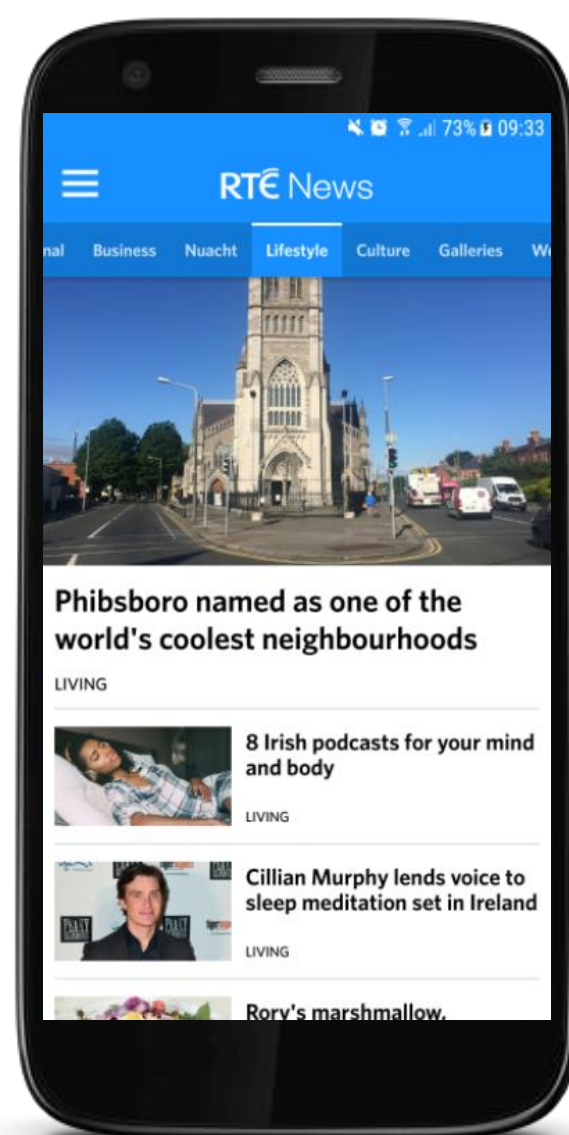
DIGITAL SERVICE USAGE

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



RTÉ News

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



Nº. 1

News
App



2.7m

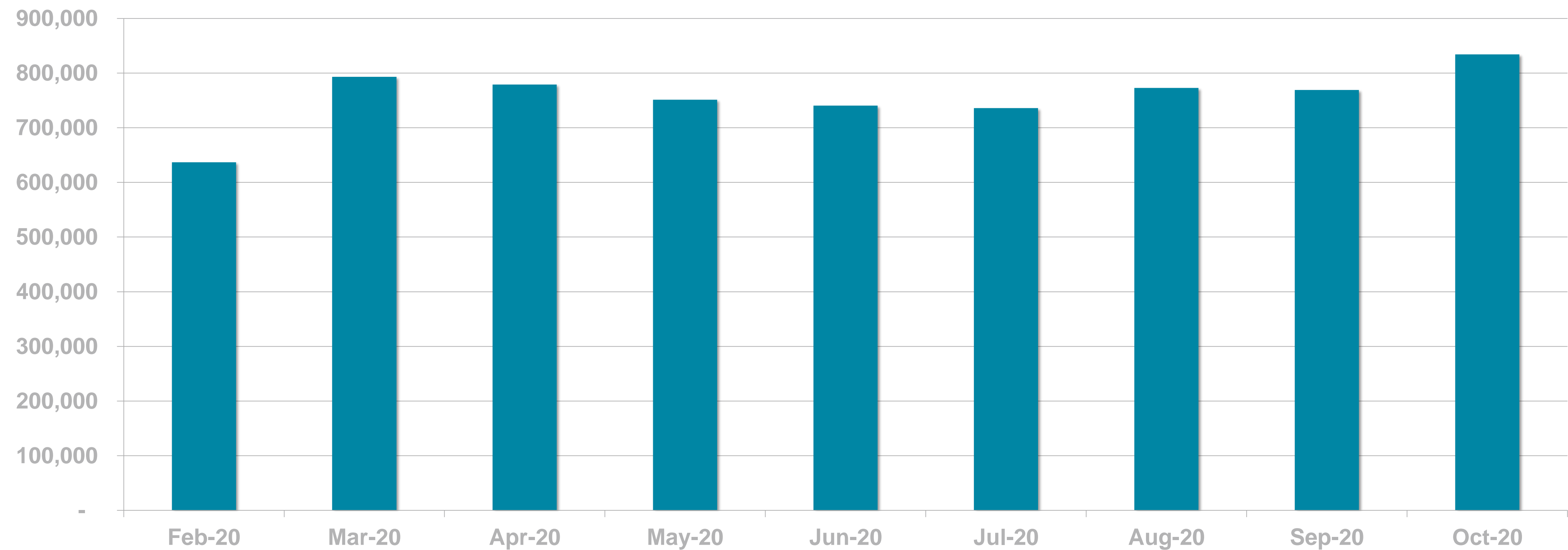
App
Downloads



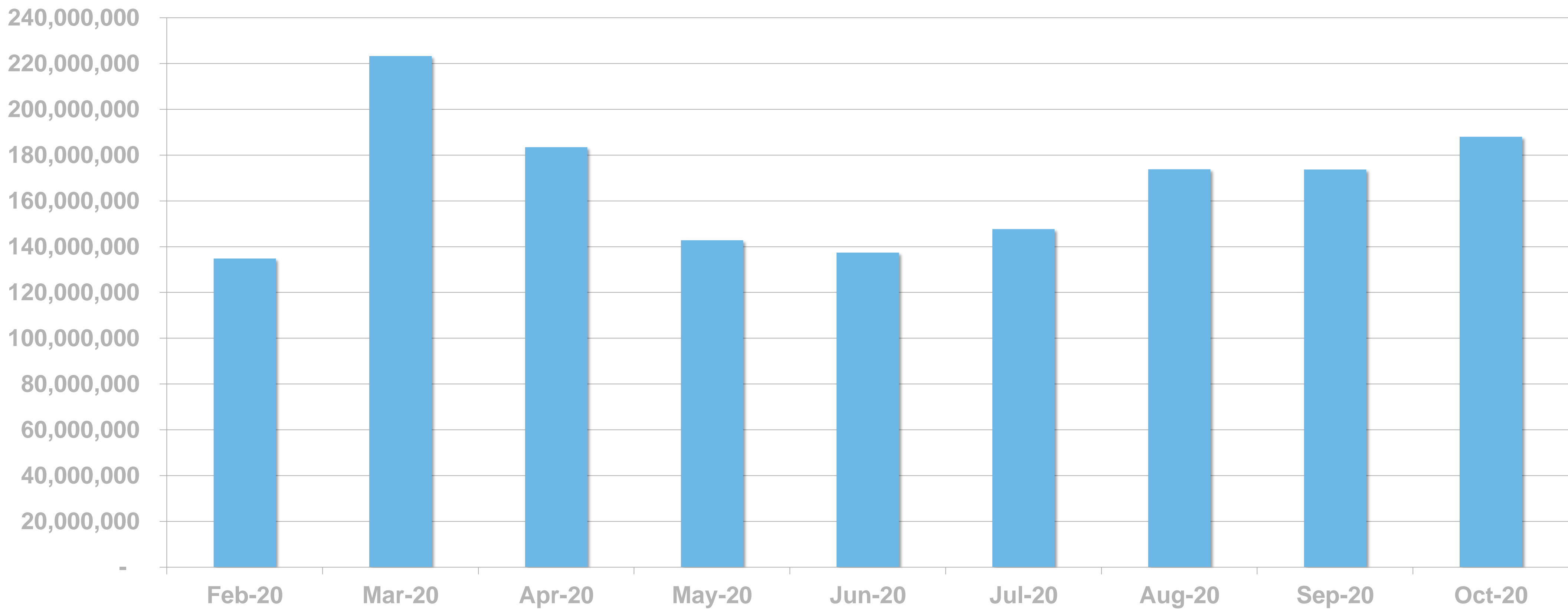
News Apps Ever Used – November 2019 (Adults 18+)



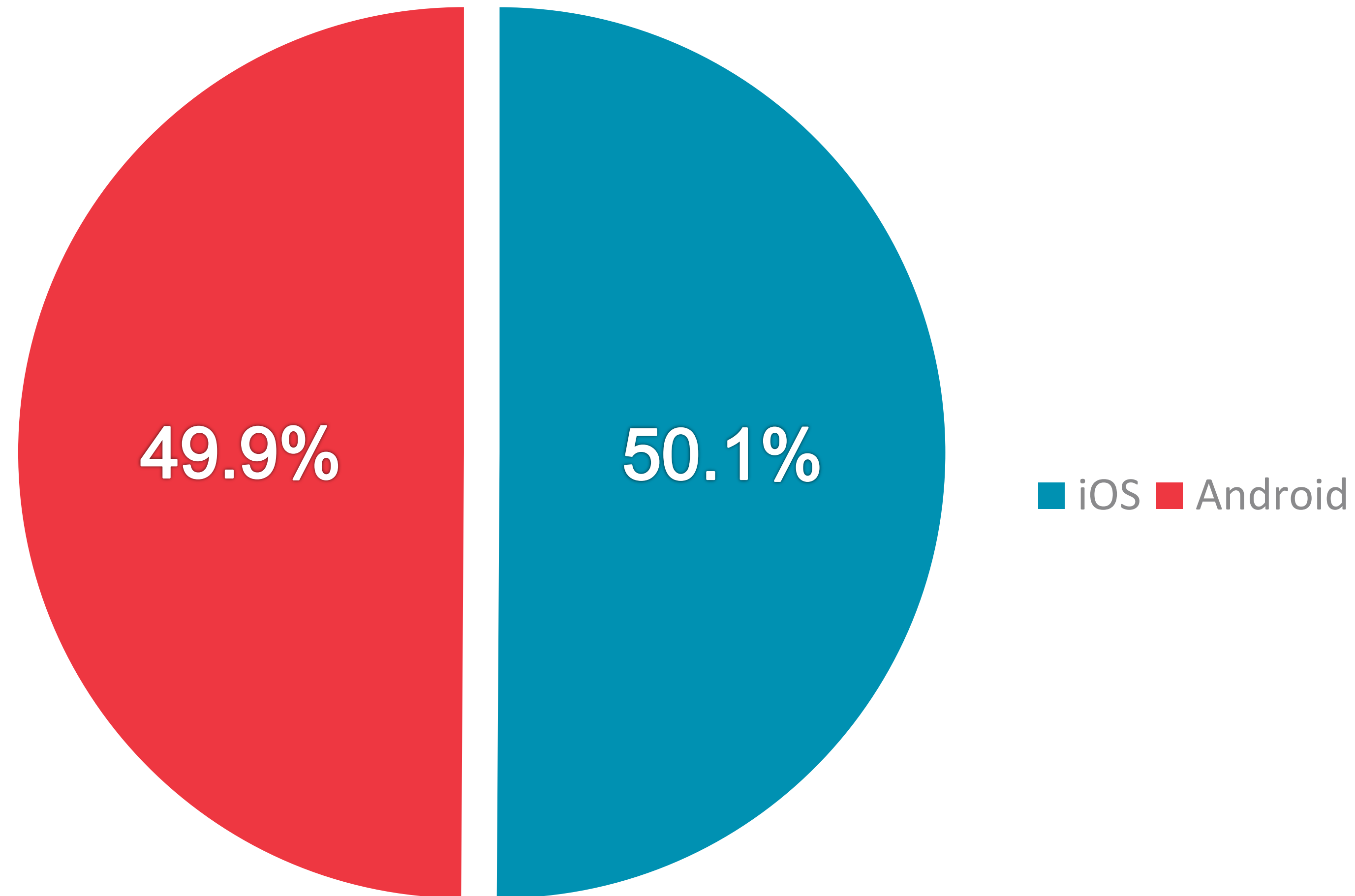
RTÉ News Now UNIQUE BROWSERS PER MONTH



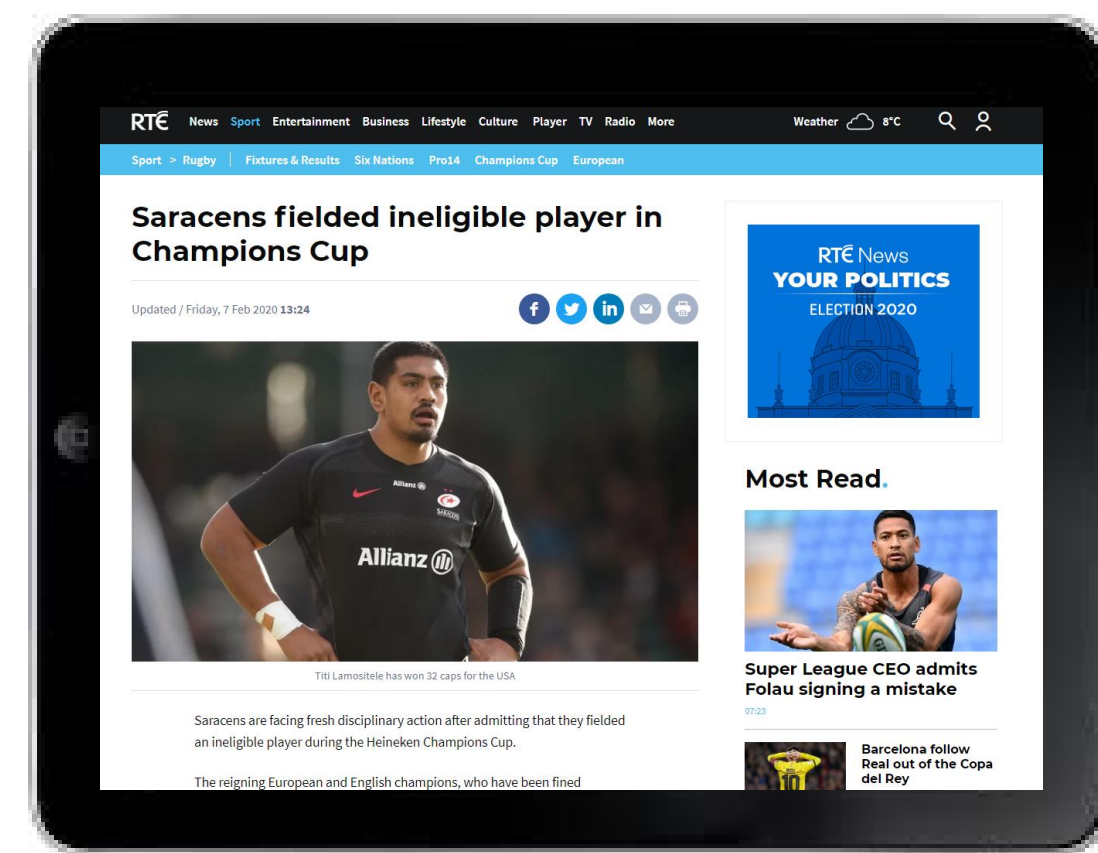
RTÉ News Now PAGE VIEWS PER MONTH



PAGE VIEWS PER APP VERSION



RTÉ.ie



Ireland's No. 1
Multi-Media
Website



7 mins
Average visit



13 million
Monthly Unique
Browsers*



News & Entertainment Websites Ever Used *November 2019 (Adults 18+)*

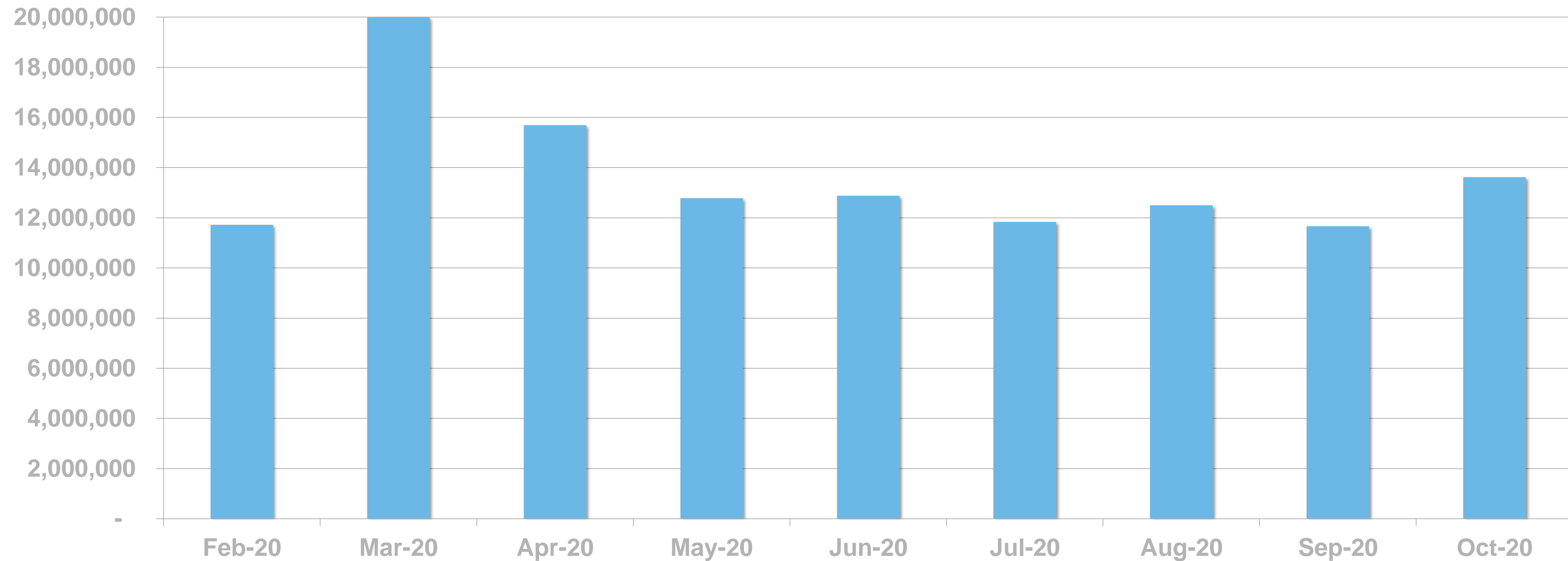


RTÉ Media Sales

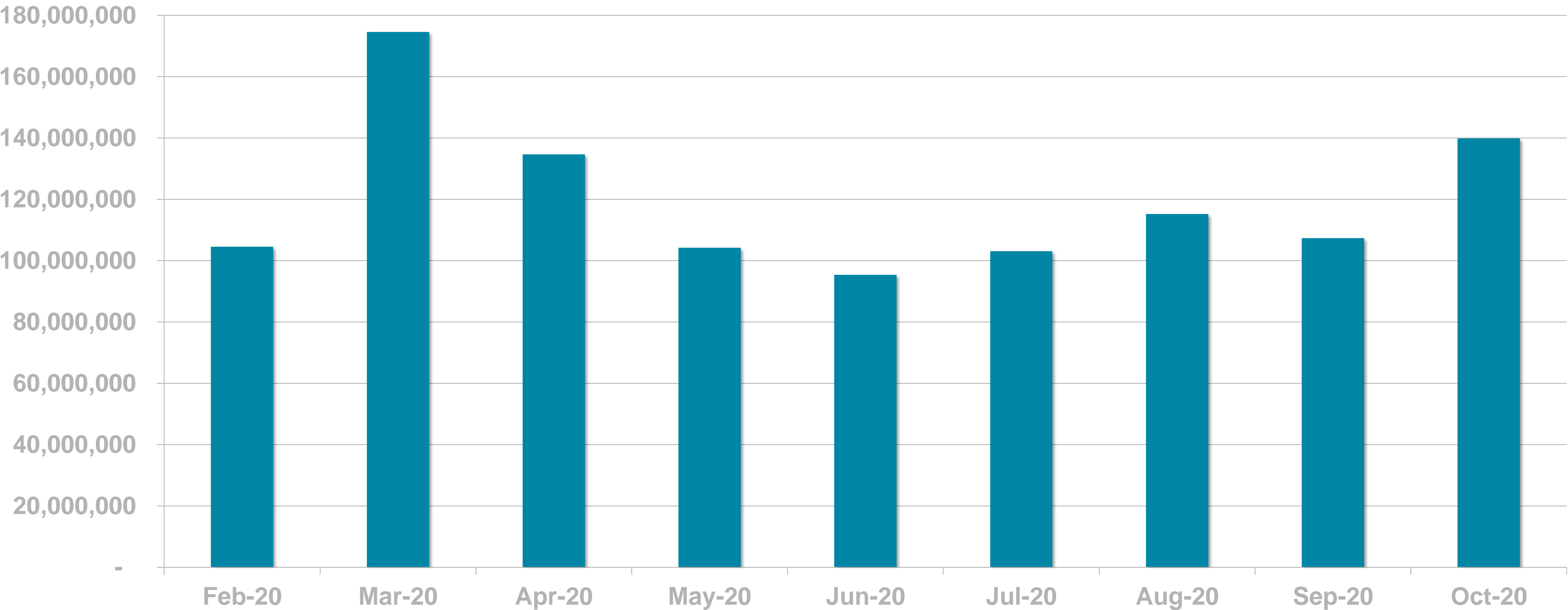
Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)

*Worldwide, Device-based metric

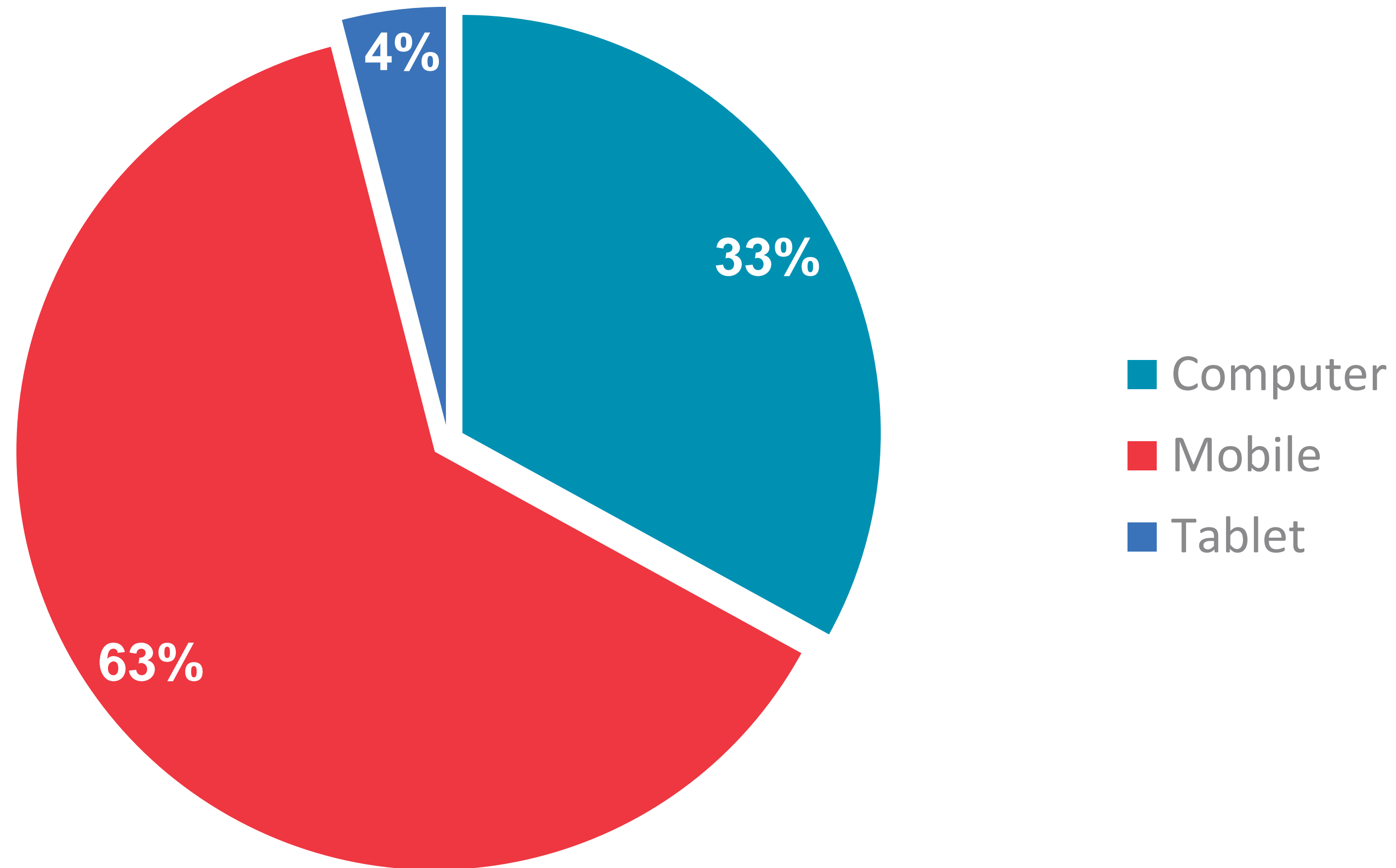
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH



RTÉ.ie PAGE VIEWS PER DEVICE





RTÉ Player is the Number 1
broadcaster video on demand service
in Ireland used by 48% of adults in
Ireland

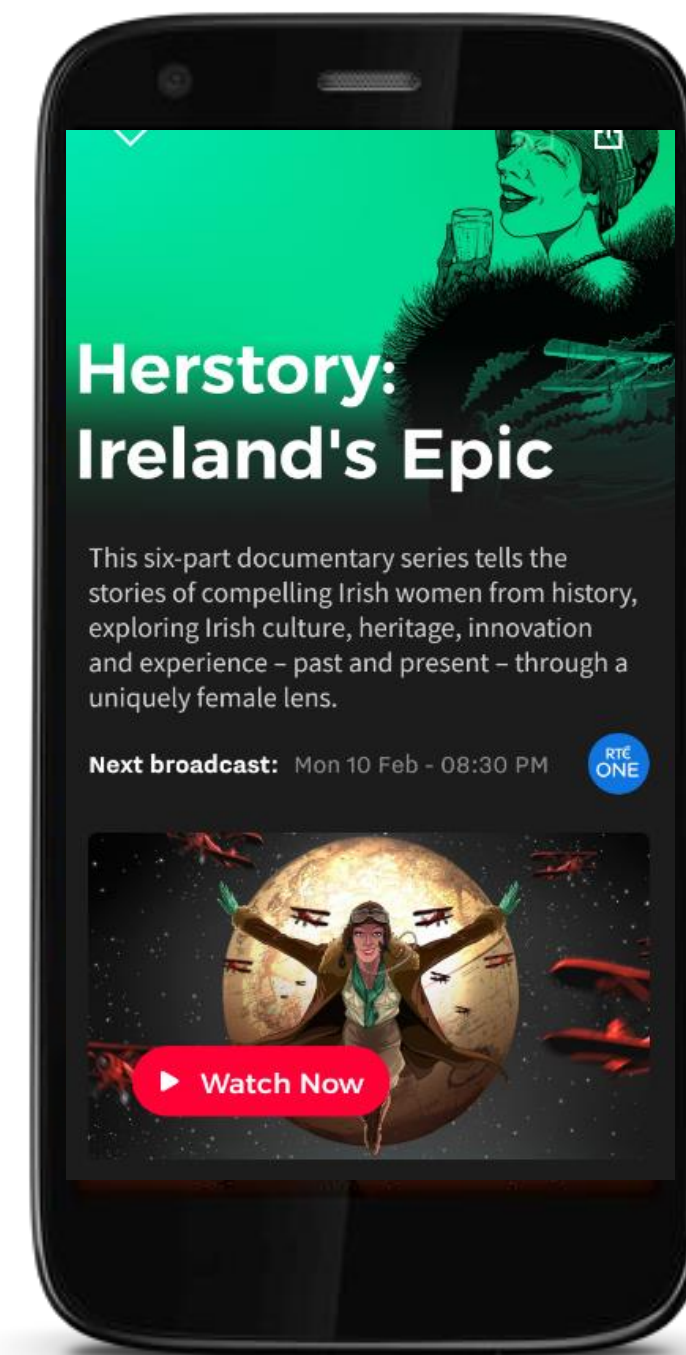
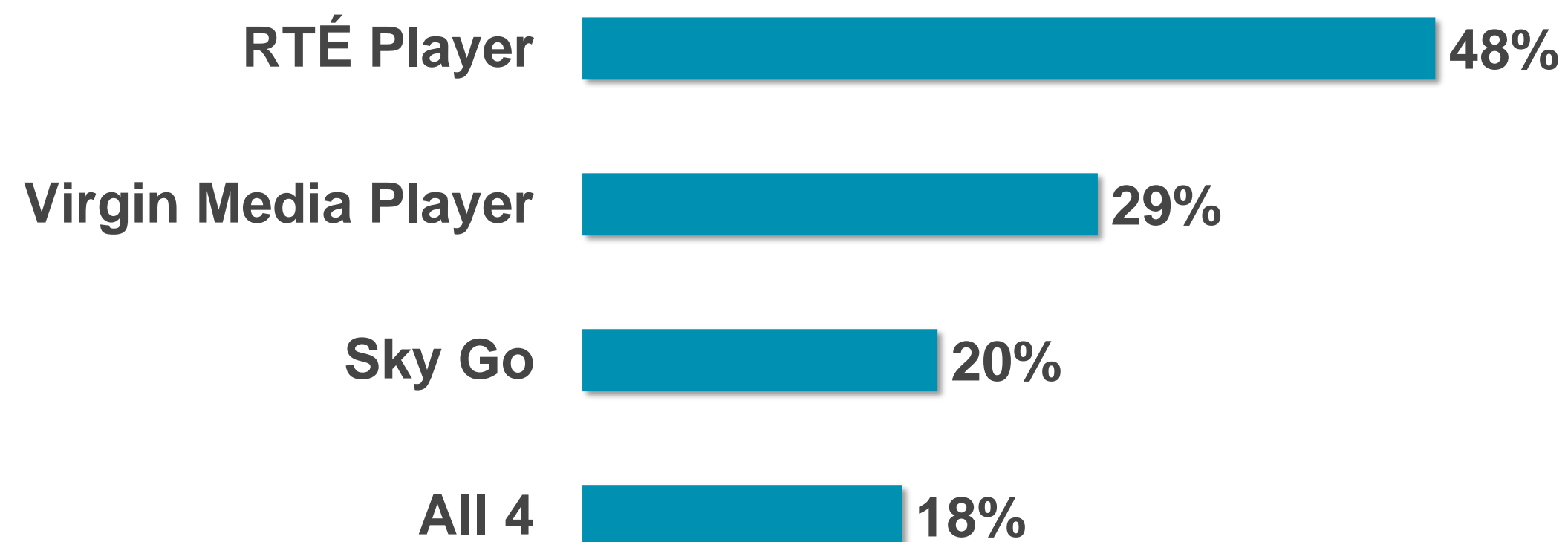
4.1m
RTÉ Player App
Downloads



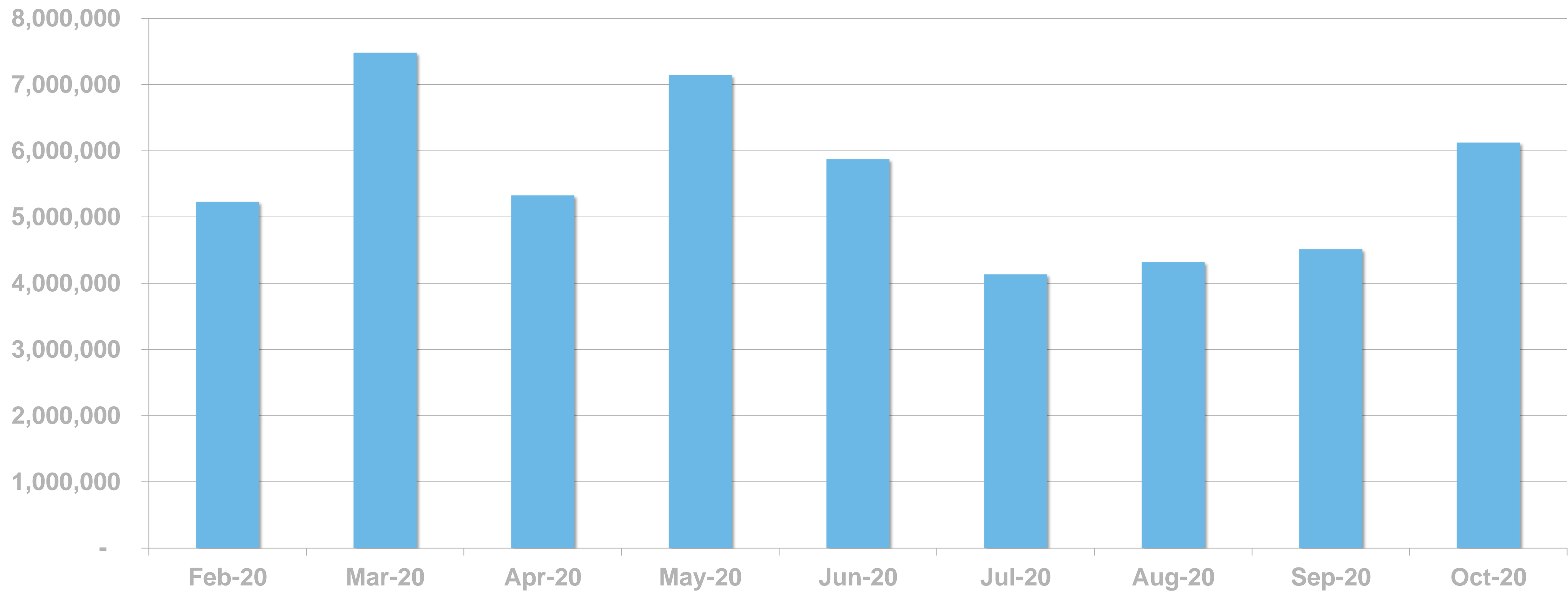
Ireland's
No. 1
BVOD service



BVOD Services Ever Used
November 2019 (Adults 18+)



RTÉ PLAYER STREAMS PER MONTH



Top Programmes

	Programme	Streams
1	RTÉ News: Nine O’Clock	517,000
2	Home and Away	441,000
3	RTÉ News: Six One	426,000
4	EastEnders	331,000
5	Love/ Hate	230,000
6	The Late Late Show	228,000
7	Fair City	208,000
8	Latest News & Weather	197,000
9	Neighbours	124,000
10	Slovakia v Rep of Ireland	108,000
11	Normal People	97,000
12	Today	97,000
13	RTÉ News: One O’Clock	94,000
14	The South Westerlies	89,000
15	Prime Time	86,000

AUDIENCE TARGETING

Audience targeting
across RTÉ Online
services

AUDIENCE							
DEMO	RTÉ.IE	NEWS & BUSINESS	SPORT	LIFESTYLE	RTÉ PLAYER	RTÉ NEWS NOW APP	RTÉ PLAYER APP
Male	112	114	145	73	107	118	104
Female	88	86	67	126	93	83	96
Male 18-34	112	109	165	110	151	106	131
Female 18-34	100	95	110	118	126	94	124
Main Shopper + Kids	102	105	97	156	102	116	101

Source: TGI

RTÉ Media Sales



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www.rte.ie/mediasales