

# RTÉ Mobile

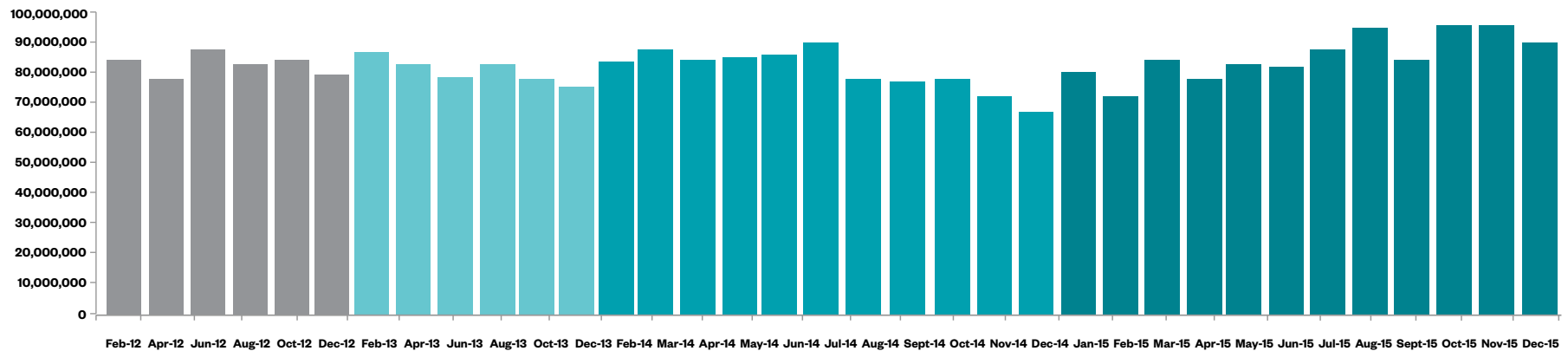
## December 2015 Review

RTÉ Mobile

RTÉ Media Sales | Digital

# Monthly Page Impressions – All Mobile Services

Page Impressions



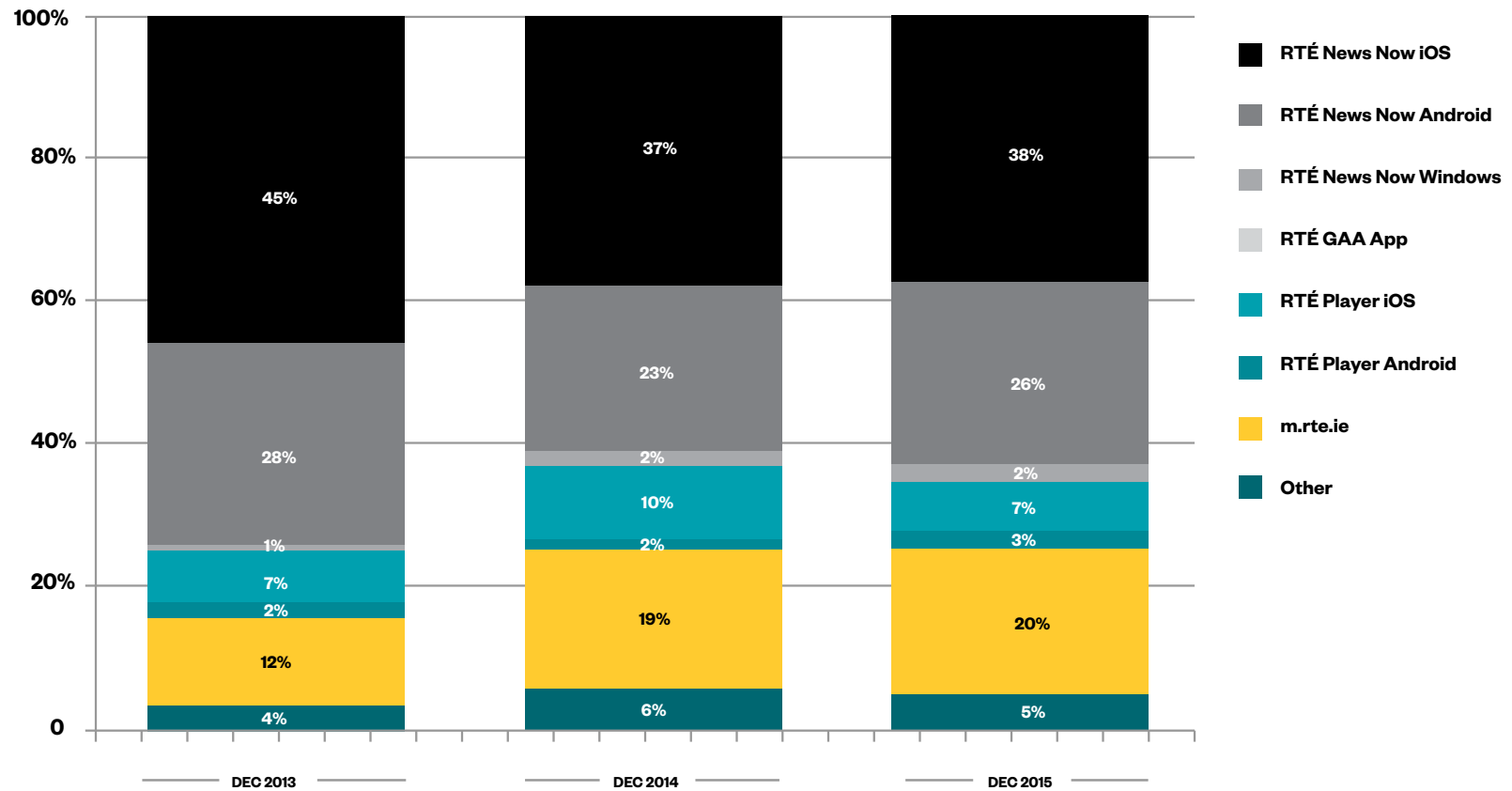
- There were 90 million page impressions delivered through RTÉ’s Mobile services in December, up 33% year on year

Source: comScore DAX; Google Analytics



## RTÉ Mobile Page Impressions by Service & Platform

Share of Mobile Services Page Impressions



- The RTÉ News Now App accounted for just under two thirds of mobile traffic in December



# App Downloads to end December



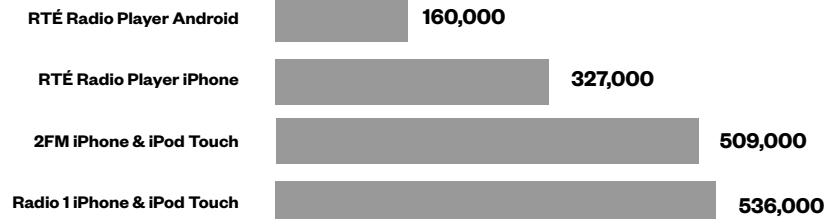
## RTÉ Player



## RTÉ News Now

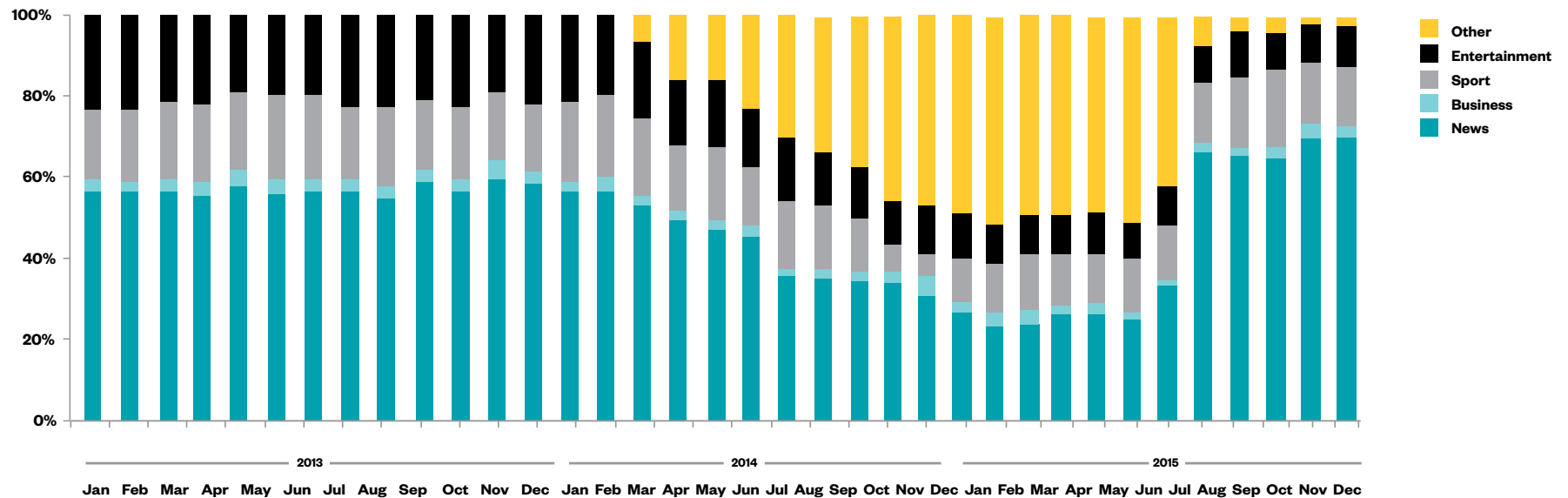


## Radio Apps



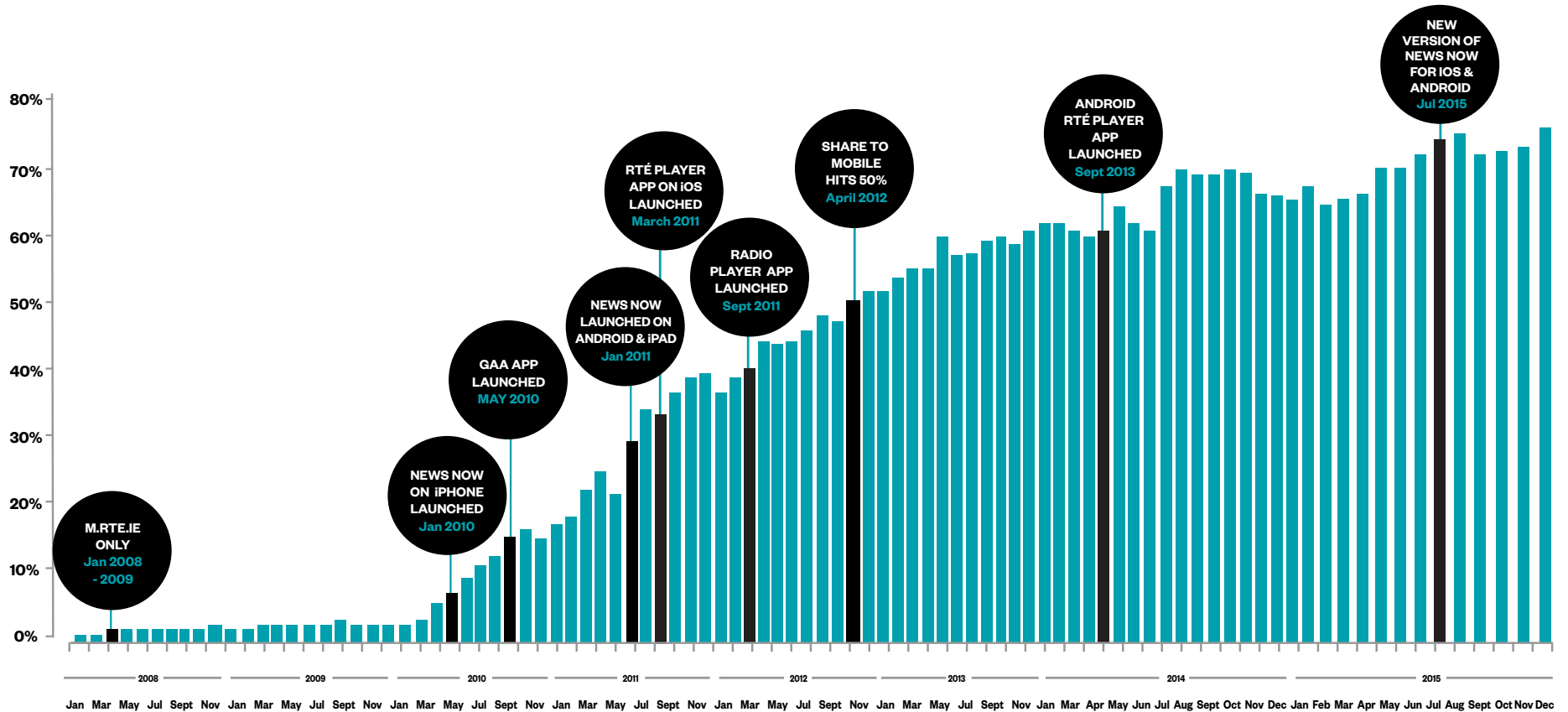
Source: Apple & Android; Please note that the above refers to downloads of the app and not current users

## RTÉ News Now Page Impression Analysis



- The News section remained at 70% of app traffic in December
- Storm updates, especially flooding following Storm Frank, provided the most read content in December

# Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for a new high of 76% of traffic in December



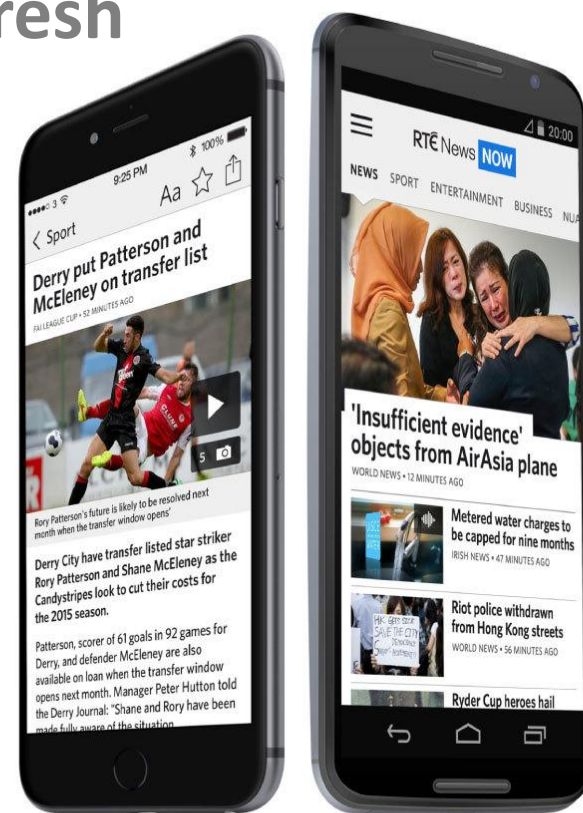
# Ireland's most popular News App, RTÉ News Now, gets user-inspired refresh

## TO ADVERTISE CONTACT:

Phone: 01 208 3300

Email: [rtedigitalsales@rte.ie](mailto:rtedigitalsales@rte.ie)

Website: [www.rte.ie/mediasales/digital](http://www.rte.ie/mediasales/digital)



RTÉ News **NOW**

For more information visit:

<http://digitalblog.rte.ie/2015/07/29/irelands-most-popular-news-app-rte-news-now-gets-user-inspired-refresh/>