

2020



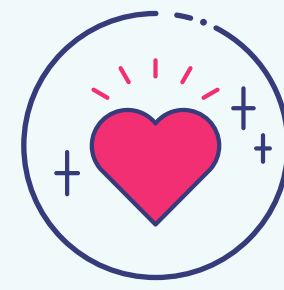
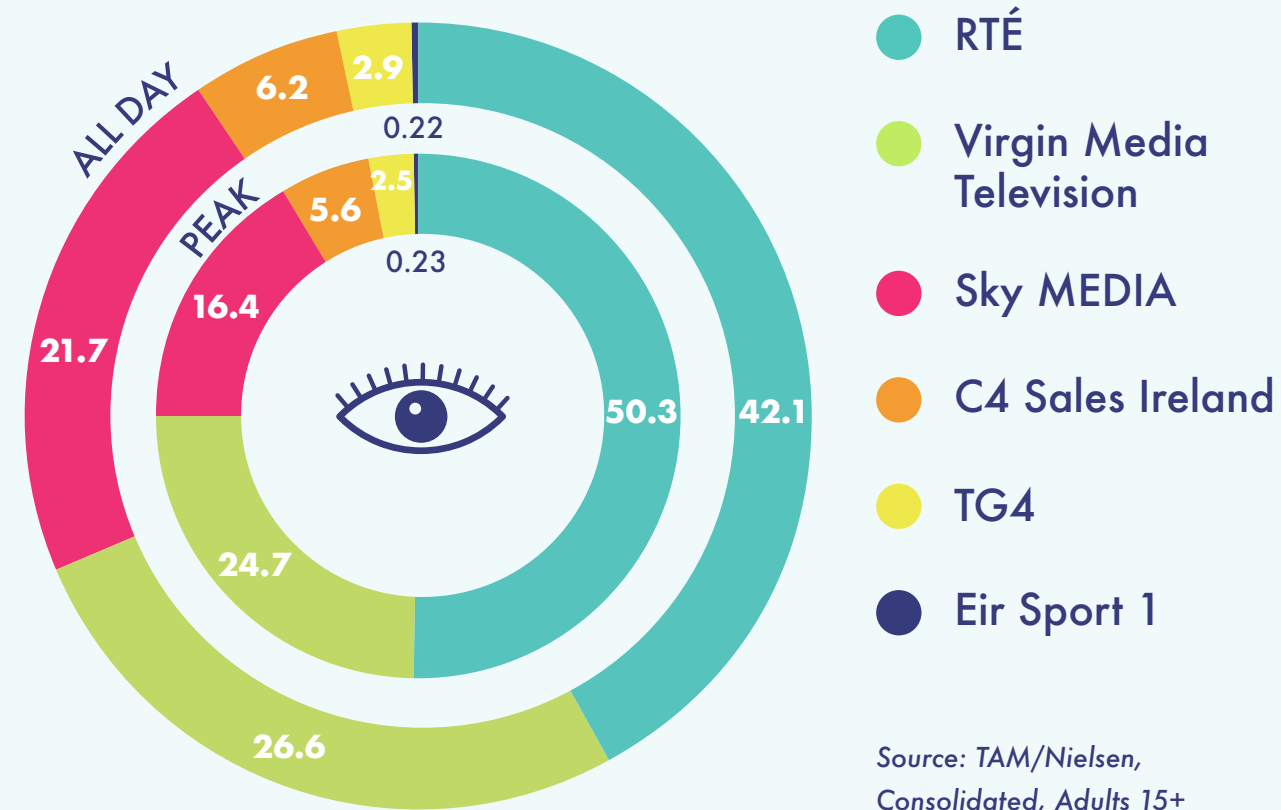
# The Nation turns to RTÉ



RTÉ responded to the needs of the nation in 2020. Through News and Current Affairs, Entertainment, Sport and more, across TV, Radio, Digital and Print, audiences turned to our platforms to be **informed, educated and entertained.**

On TV, we saw **growth in 000s and share** among many demographics including younger audiences. RTÉ Radio 1 performed well in the JNLR and people flocked to RTÉ's online platforms to get the latest news and to stream RTÉ programmes.

## Share of Commercial Viewing

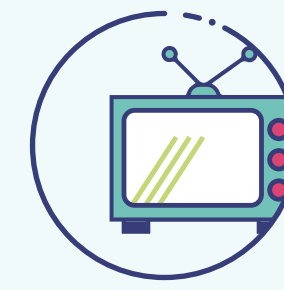
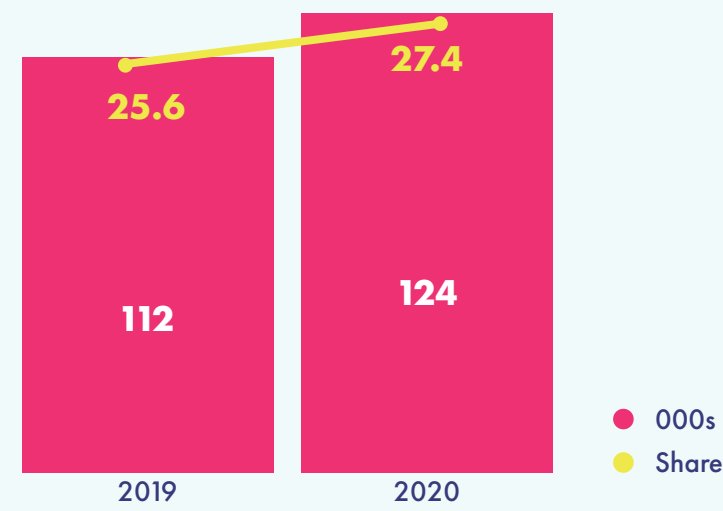


## Increase in Share

Across TV and Radio, our share increased and Average Daily 000's **increased by 11% on TV.**

### RTÉ Television

All Day Share of Viewing % and Average 000s

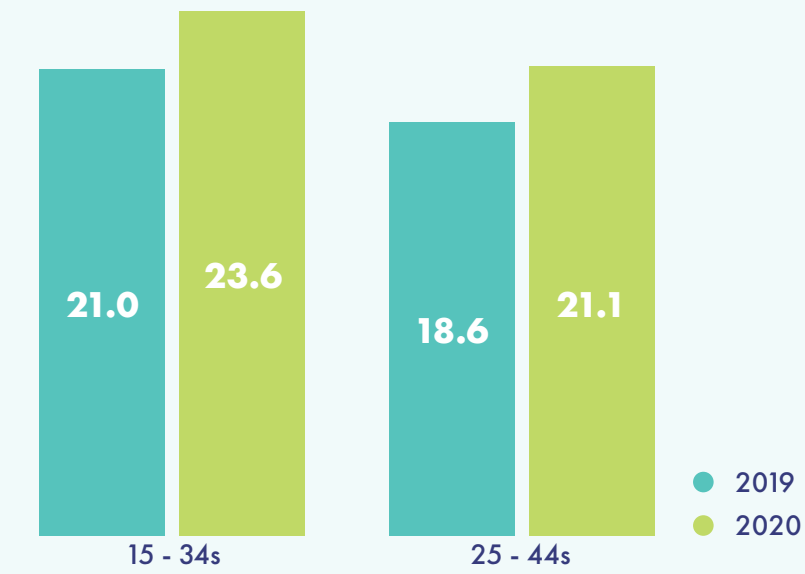


## Younger Audiences

Both RTÉ share and '000s have **increased for younger audiences**

### RTÉ Television

Daily Average Share % all day



AVERAGE DAILY '000s UP 11%



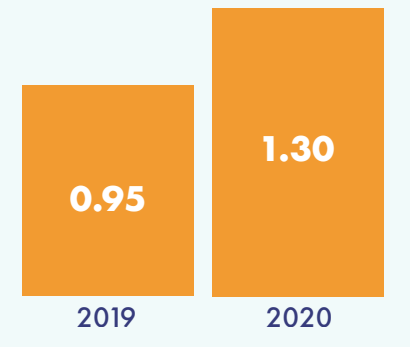
## Growth in Online

The COVID-19 crisis as well as hugely popular programmes like Normal People led to strong YoY growth in RTÉ's online platforms. The **RTÉ Player saw a 35% increase in streams and RTÉ.ie saw page views increase by a huge 66%.**



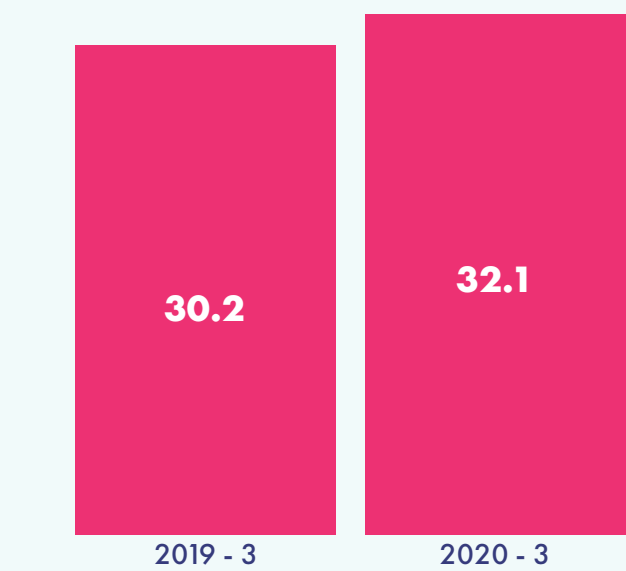
### RTÉ Player

Weekly Average Player Streams (Millions)



STREAMS UP 35%

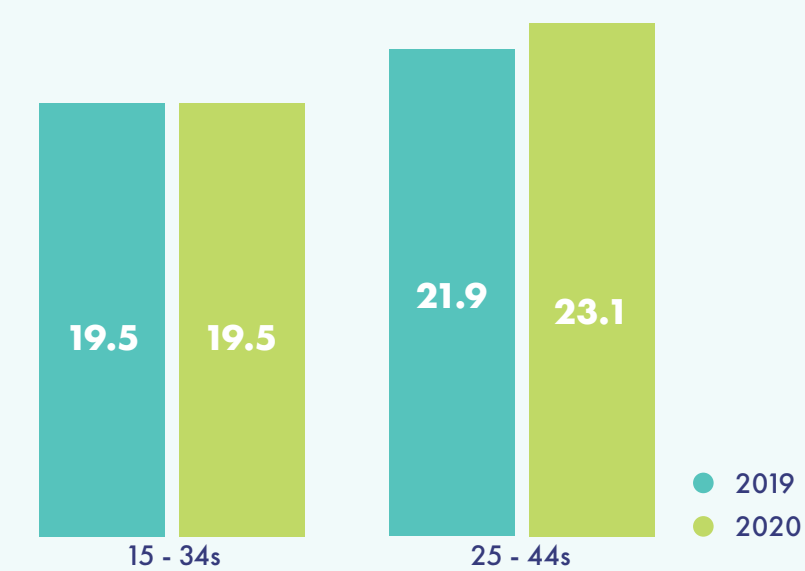
### RTÉ Radio



PEAK TIME MARKET SHARE (A15+)

### RTÉ Radio

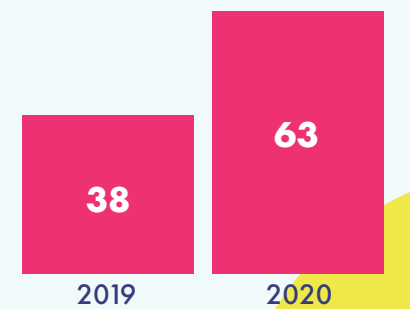
Stable among 15-34s but 5.5% increase among 25-44s



PEAK TIME MARKET SHARE %

### RTÉ.ie and RTÉ News Now App

Weekly Average Page Views (Millions)



PAGE VIEWS UP 66%





## Top Programmes

### Television

#	DESCRIPTION	CHANNEL	DAY OF WEEK	DATE	(R) 000S	SHARE %
<a href="#">1</a>	Late Late Toy Show, The	<a href="#">RTÉ One</a>	Fri	27/11/2020	1717	77.1
<a href="#">2</a>	Taoiseach Leo Varadkar Ministerial Broadcast	<a href="#">RTÉ One</a>	Tue	17/03/2020	1599	65.5
<a href="#">3</a>	RTE News: Nine O'Clock	<a href="#">RTÉ One</a>	Tue	17/03/2020	1304	61.7
<a href="#">4</a>	RTE News: Six One	<a href="#">RTÉ One</a>	Wed	30/12/2020	1066	72.3
<a href="#">5</a>	Saturday Game Live - Live Play - AISFF - Dublin V Mayo	<a href="#">RTÉ2</a>	Sat	19/12/2020	877	59.6
<a href="#">6</a>	Late Late Show, The	<a href="#">RTÉ One</a>	Fri	27/03/2020	876	59
<a href="#">7</a>	6 NAT LIVE FRA V IRE	<a href="#">Virgin Media One</a>	Sat	31/10/2020	850	48.2
<a href="#">8</a>	RTE News Special	<a href="#">RTÉ One</a>	Fri	27/03/2020	829	46.9
<a href="#">9</a>	Room To Improve: Dermot's Home	<a href="#">RTÉ One</a>	Sun	05/01/2020	777	51
<a href="#">10</a>	Sunday Game Live - Live Play - AISHF - Limerick V Waterford	<a href="#">RTÉ2</a>	Sun	13/12/2020	713	61.4
<a href="#">11</a>	Dancing With The Stars	<a href="#">RTÉ One</a>	Sun	15/03/2020	695	46.2
<a href="#">12</a>	Prime Time	<a href="#">RTÉ One</a>	Tue	17/03/2020	681	41.5
<a href="#">13</a>	Prime Time - The Leaders Debate	<a href="#">RTÉ One</a>	Tue	04/02/2020	670	50
<a href="#">14</a>	Reeling In The Years	<a href="#">RTÉ One</a>	Tue	17/03/2020	654	44.1
<a href="#">15</a>	Claire Byrne Live	<a href="#">RTÉ One</a>	Mon	19/10/2020	650	46.9
<a href="#">16</a>	I'M A CELEBRITY...	<a href="#">Virgin Media One</a>	Sun	15/11/2020	640	39
<a href="#">17</a>	6 NAT LIVE IRE V SCO	<a href="#">Virgin Media One</a>	Sat	01/02/2020	636	55.3
<a href="#">18</a>	6 NAT LIVE ENG V IRE	<a href="#">Virgin Media One</a>	Sun	23/02/2020	634	60.2
<a href="#">19</a>	DIY SOS	<a href="#">RTÉ One</a>	Sun	25/10/2020	630	43
<a href="#">20</a>	Mrs Brown's Boys: Mammy's Memories?	<a href="#">RTÉ One</a>	Thu	31/12/2020	618	41.3

Source: TAM/Nielsen, Consolidated, Best Episode, Individuals

## Radio

Source: JNLR / Ipsos MRBI 2020/3

#	PROGRAMME	STATION	TIME-SLOT	PERIOD	%REACH	NO. OF ADULTS 15+ (000S)
<a href="#">1</a>	Morning Ireland	<a href="#">RTÉ Radio 1</a>	07:00-09:00	Mon-Fri	12%	491
<a href="#">2</a>	Liveline w/Joe Duffy	<a href="#">RTÉ Radio 1</a>	13:45-15:00	Mon-Fri	10%	404
<a href="#">3</a>	Marian Finucane/Brendan O'Connor	<a href="#">RTÉ Radio 1</a>	11:00-13:00	Sat	10%	382
<a href="#">4</a>	The Ryan Tubridy Show	<a href="#">RTÉ Radio 1</a>	09:00-10:00	Mon-Fri	10%	381
<a href="#">5</a>	The Business	<a href="#">RTÉ Radio 1</a>	10:00-11:00	Sat	10%	376
<a href="#">6</a>	News at One	<a href="#">RTÉ Radio 1</a>	13:00-13:45	Mon-Fri	9%	370
<a href="#">7</a>	Today w.SOR/Sarah McInerney/Claire Bynre	<a href="#">RTÉ Radio 1</a>	10:00-12:00	Mon-Fri	9%	369
<a href="#">8</a>	Playback	<a href="#">RTÉ Radio 1</a>	09:00-10:00	Sat	9%	362
<a href="#">9</a>	Marian Finucane/Brendan O'Connor	<a href="#">RTÉ Radio 1</a>	11:00-13:00	Sun	9%	352
<a href="#">10</a>	Sunday w/Miriam	<a href="#">RTÉ Radio 1</a>	10:00-11:00	Sun	8%	318
<a href="#">11</a>	News / Papers / Sunday Miscellany	<a href="#">RTÉ Radio 1</a>	09:00-10:00	Sun	7%	275
<a href="#">12</a>	Drivetime	<a href="#">RTÉ Radio 1</a>	16:30-19:00	Mon-Fri	7%	265
<a href="#">13</a>	The Ronan Collins Show	<a href="#">RTÉ Radio 1</a>	12:00-13:00	Mon-Fri	7%	262
<a href="#">14</a>	News / Papers / CountryWide	<a href="#">RTÉ Radio 1</a>	08:00-09:00	Sat	7%	260
<a href="#">15</a>	The Ray D'Arcy Show	<a href="#">RTÉ Radio 1</a>	15:00-16:30	Mon-Fri	6%	242
<a href="#">16</a>	Sat with Cormac Ó hEadhra/Katie Hannon/Doc on One	<a href="#">RTÉ Radio 1</a>	13:00-14:00	Sat	6%	228
<a href="#">17</a>	Saturday Sport/Doc on One	<a href="#">RTÉ Radio 1</a>	14:00-18:00	Sat	6%	221
<a href="#">18</a>	Sunday Sport	<a href="#">RTÉ Radio 1</a>	14:00-18:00	Sun	5%	200
<a href="#">19</a>	This Week	<a href="#">RTÉ Radio 1</a>	13:00-14:00	Sun	5%	197
<a href="#">20</a>	Papers / World Report / Bowman	<a href="#">RTÉ Radio 1</a>	08:00-09:00	Sun	5%	192



## RTÉ Player

Source: AT Internet

PROGRAMME (BEST EPISODE)	STREAMS	PROGRAMME (BEST EPISODE)	STREAMS
<a href="#">Normal People</a>	<a href="#">818,000</a>	<a href="#">RTÉ News: Nine O' Clock</a>	<a href="#">105,000</a>
<a href="#">The Late Late Toy Show</a>	<a href="#">575,000</a>	<a href="#">RTÉ Investigates: Inside Ireland's Covid Battle</a>	<a href="#">96,000</a>
<a href="#">The Saturday Game Live (All Ireland Football Final)</a>	<a href="#">179,000</a>	<a href="#">RTÉ News: Six One</a>	<a href="#">88,000</a>
<a href="#">The Young Offenders</a>	<a href="#">147,000</a>	<a href="#">Prime Time Leaders' Debate</a>	<a href="#">84,000</a>
<a href="#">The Secrets She Keeps</a>	<a href="#">122,000</a>	<a href="#">News Special (March 27th)</a>	<a href="#">79,000</a>
<a href="#">The Late Late Toy Show Singalong</a>	<a href="#">114,000</a>	<a href="#">The Sunday Game Live (All Ireland Hurling Final)</a>	<a href="#">78,000</a>
<a href="#">Love/Hate</a>	<a href="#">109,000</a>	<a href="#">Guinness Series Live (England v Ireland)</a>	<a href="#">71,000</a>
<a href="#">Euro 2020 Play-Off: Slovakia v Ireland</a>	<a href="#">109,000</a>	<a href="#">The Late Late Show</a>	<a href="#">69,000</a>
<a href="#">Room to Improve: Dermot's Home</a>	<a href="#">109,000</a>	<a href="#">The Hunger: The Story of The Irish Famine</a>	<a href="#">66,000</a>
<a href="#">Home of the Year</a>	<a href="#">106,000</a>	<a href="#">The Tommy Tiernan Show</a>	<a href="#">65,000</a>