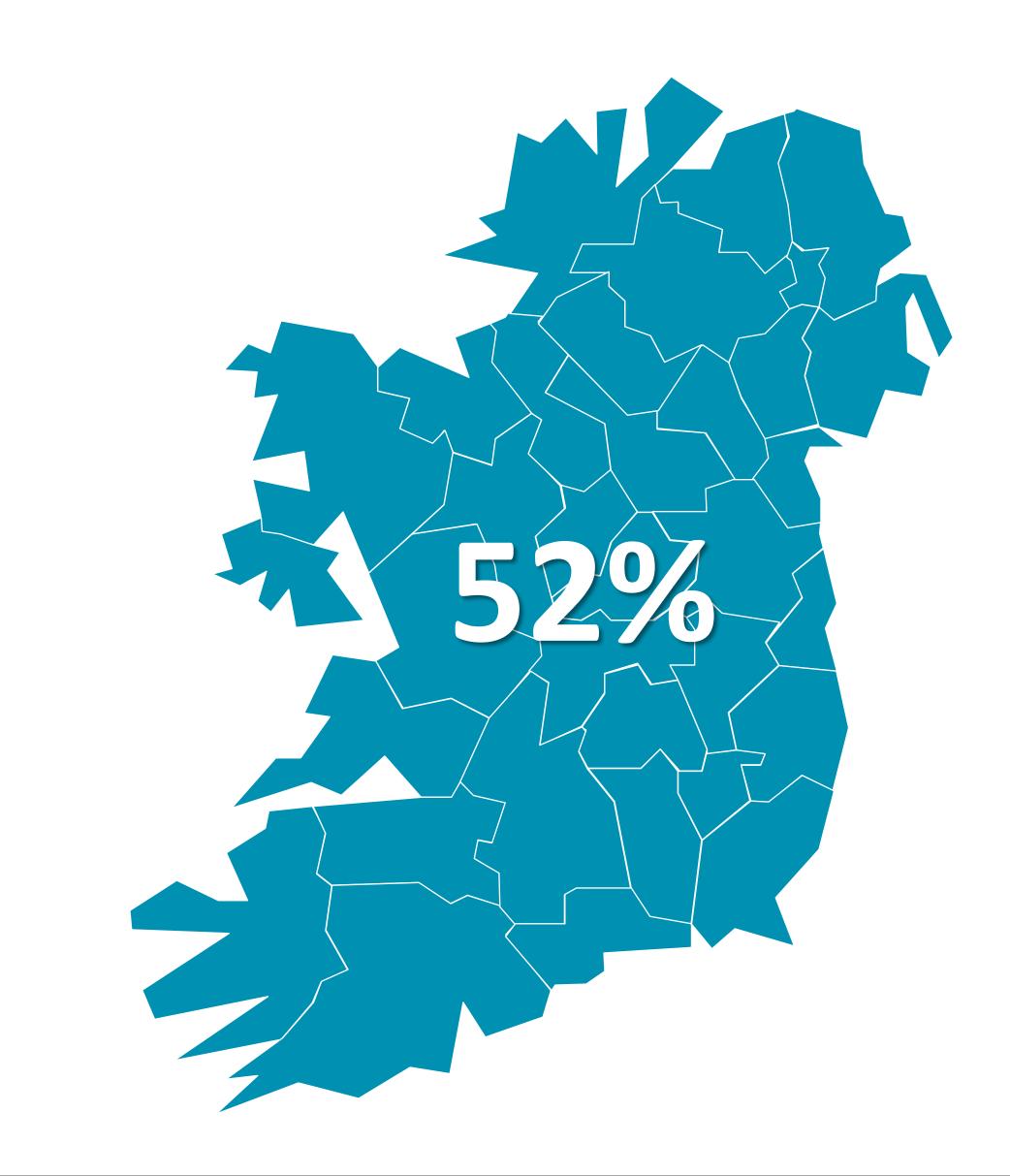


DIGITAL SERVICE USAGE

52% of Irish adults use a digital service from RTÉ every week (2021)



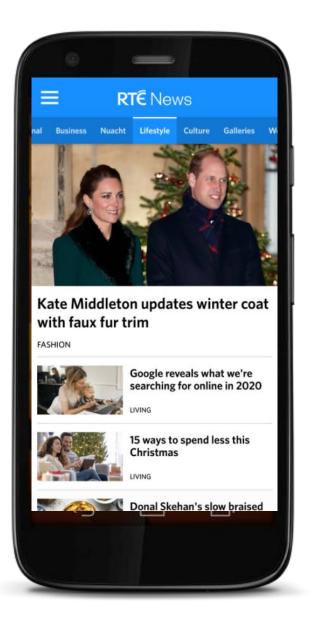
Source: Ongoing Survey. Weekly+ reach for RTÉ.ie, RTÉ News Now Online, RTÉ Player, RTÉ Radio Player, Other RTÉ Apps)

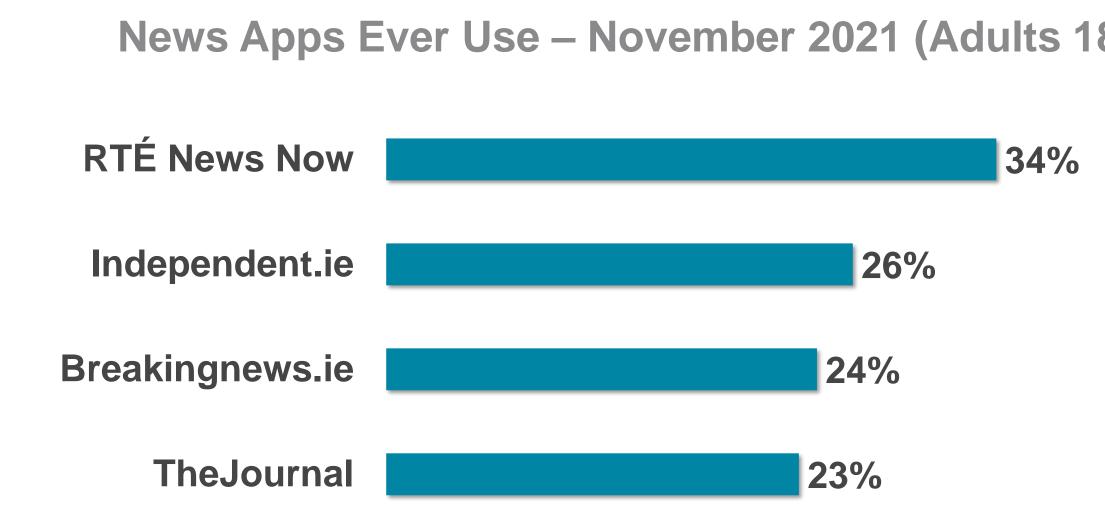




RTÉ News

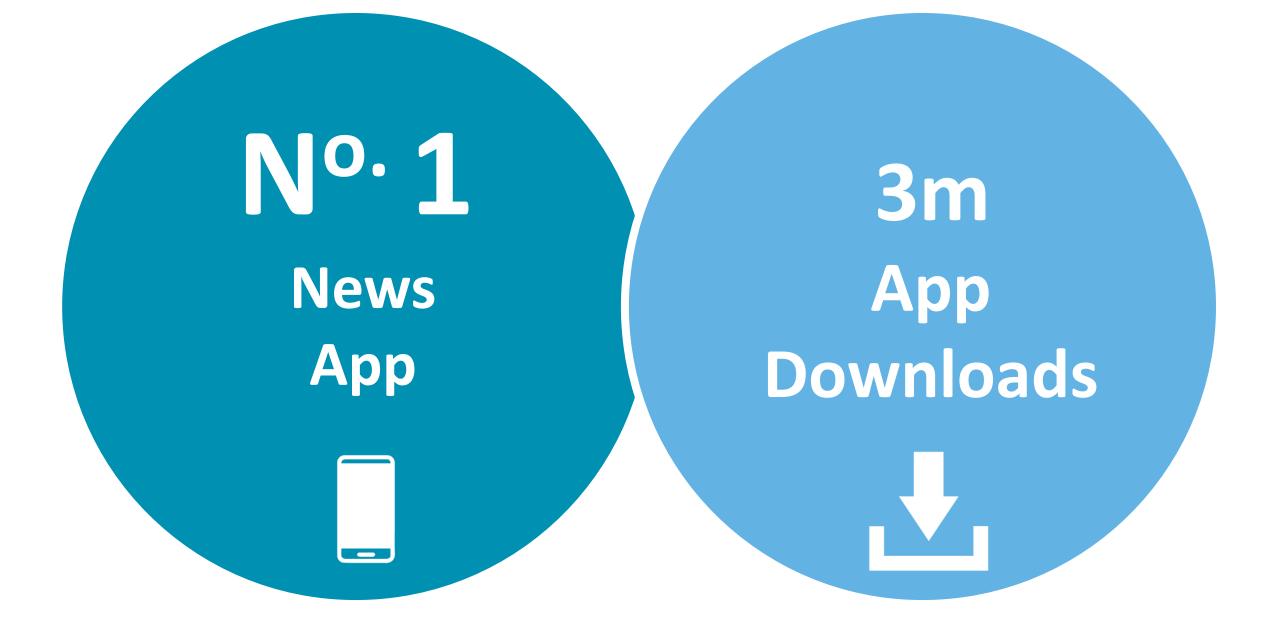
RTÉ News is the Number 1 news and entertainment app in Ireland





RTÉ Media Sales

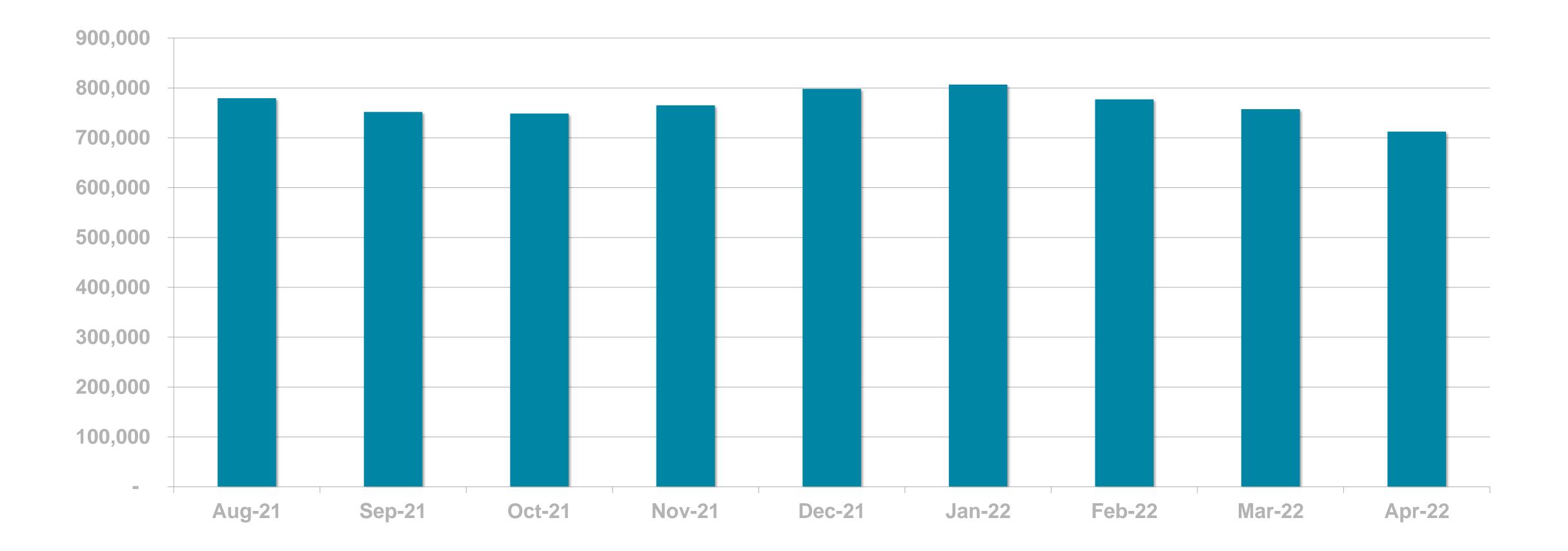
Source: B&A Survey, Nov 2021 (Adults 18+ in Ireland)



News Apps Ever Use – November 2021 (Adults 18+)

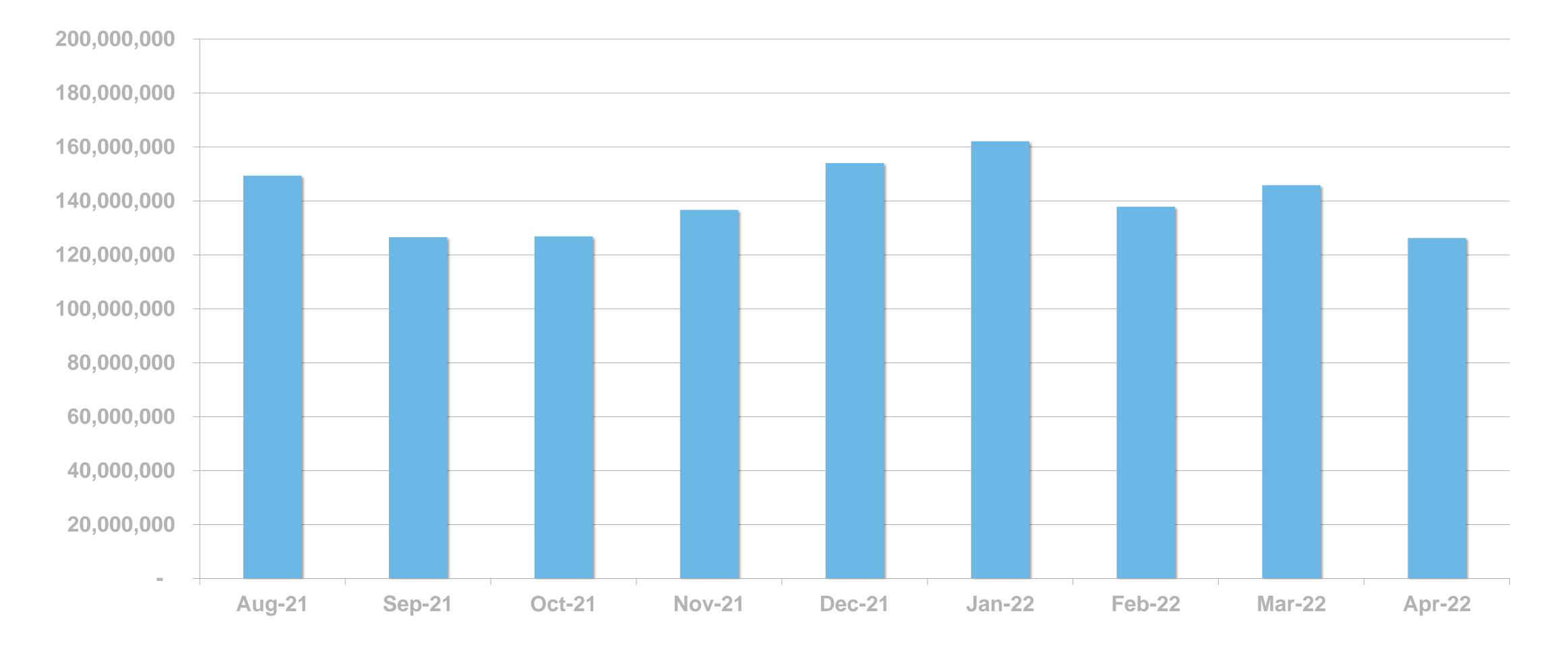


RTÉ News App UNIQUE BROWSERS PER MONTH



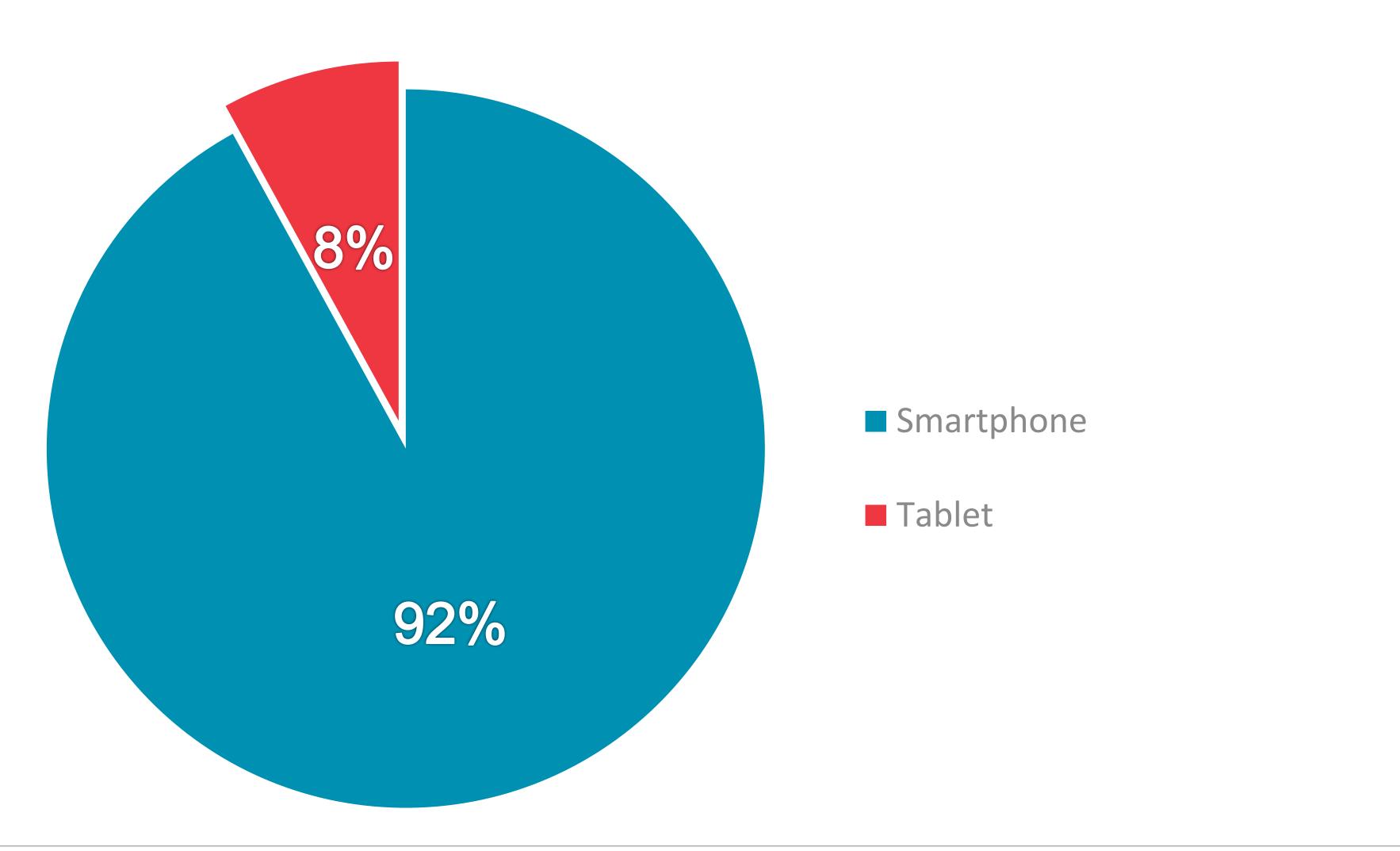


RTÉ News App PAGE VIEWS PER MONTH



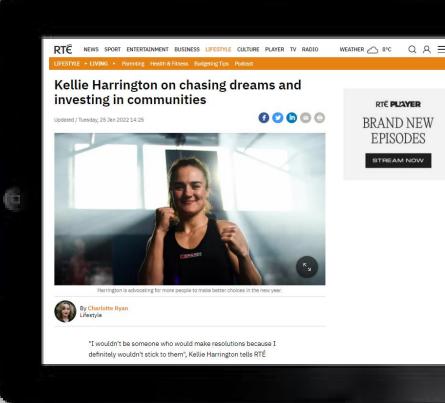


PAGE VIEWS PER DEVICE



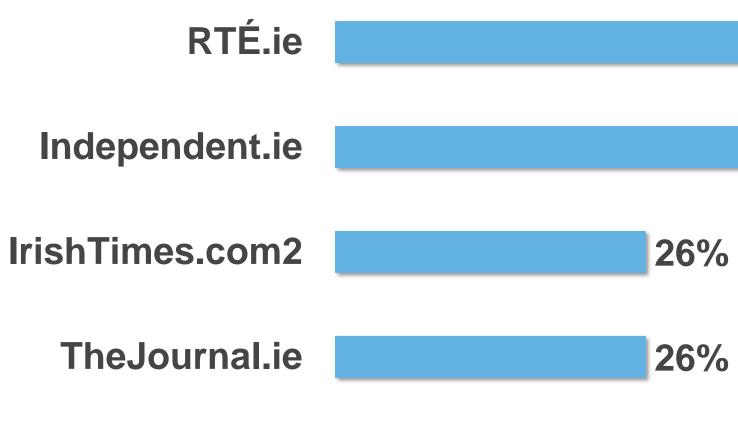






RTÉ.ie is the Number 1 multi-media website in Ireland, used by 41% of Irish adults

News & Entertainment Websites Ever Use November 2021 (Adults 18+)



RTÉ Media Sales



Ireland's No. 1 Multi-Media Website

8 mins **Average visit**

41%

34%

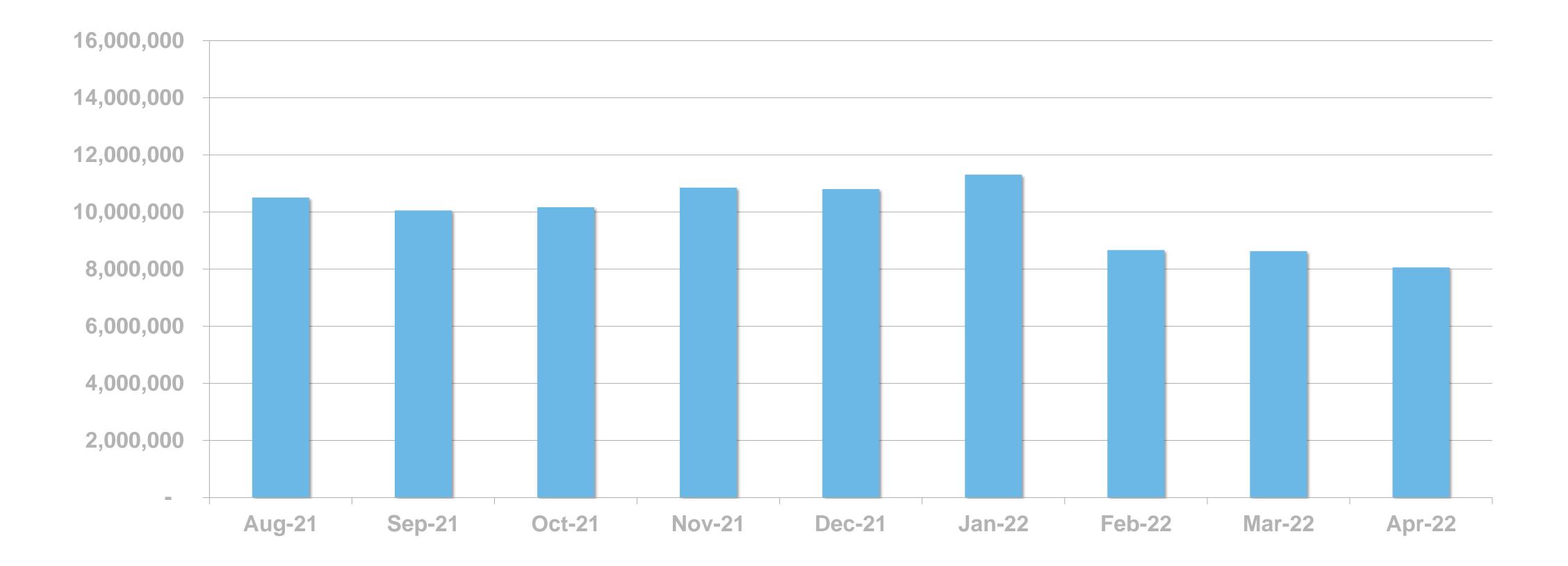
Source: B&A Survey, Nov 2021 (Adults 18+ in Ireland) *Worldwide, Device-based metric

10 million Monthly Unique **Browsers***



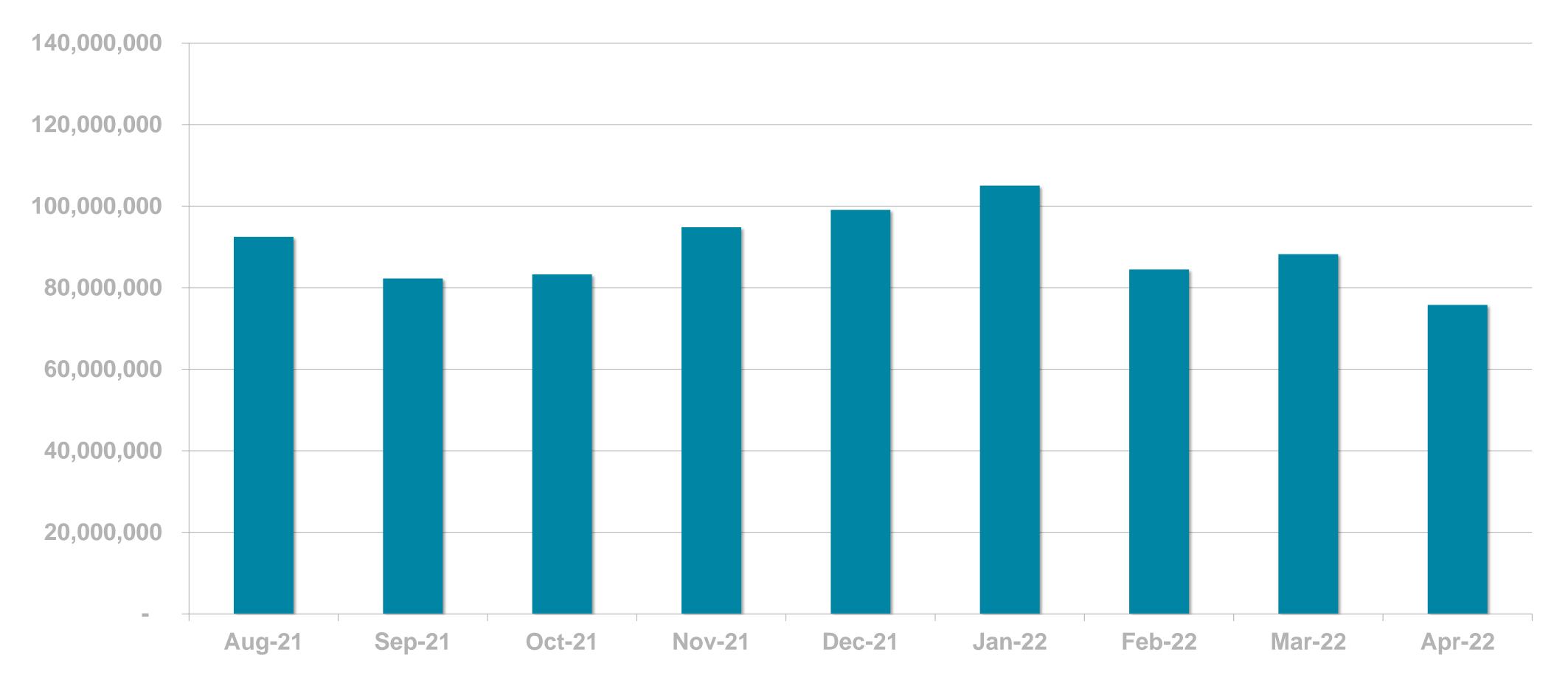
7

RTÉ.ie UNIQUE BROWSERS PER MONTH



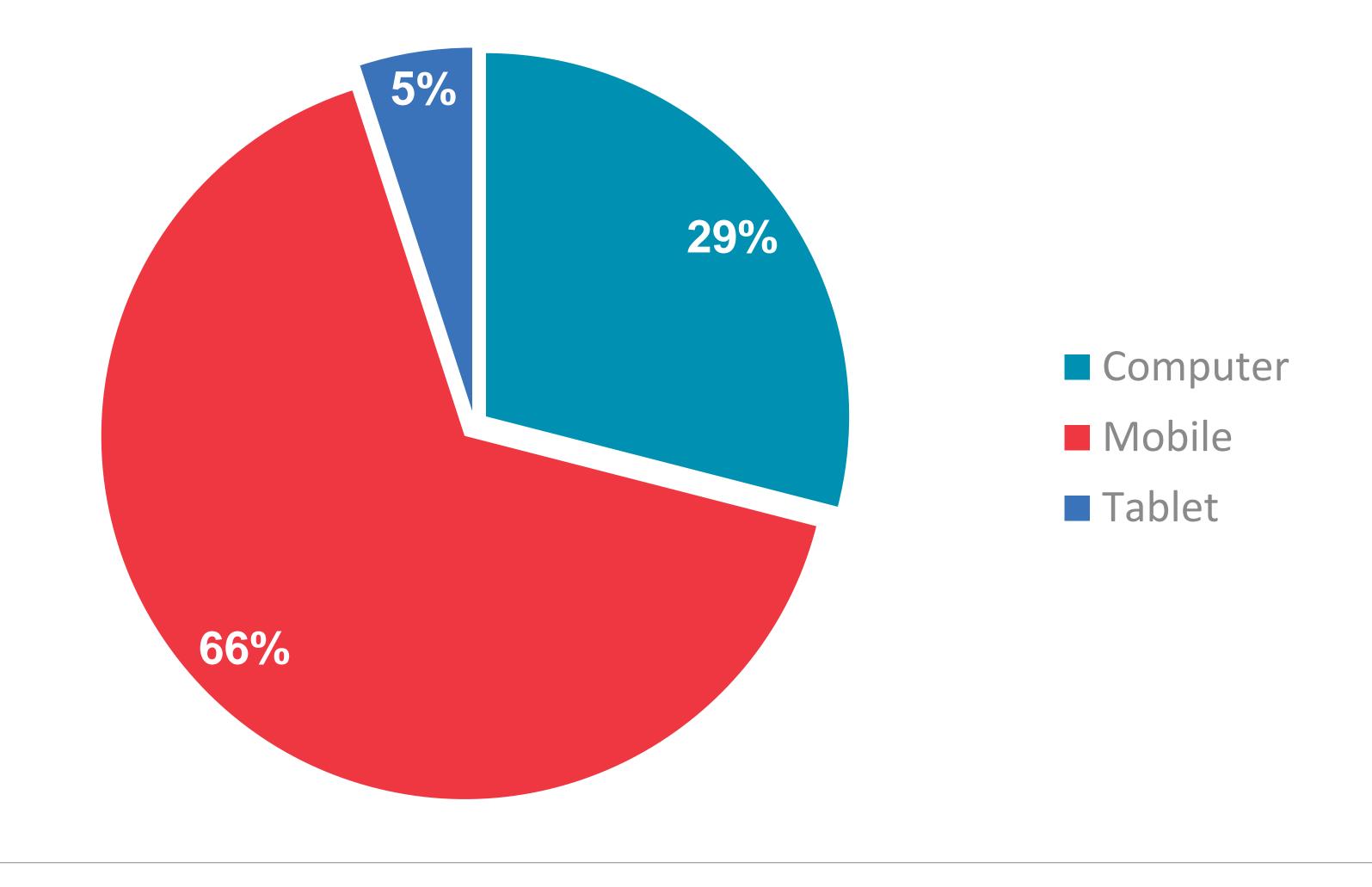


RTÉ.ie PAGE VIEWS PER MONTH





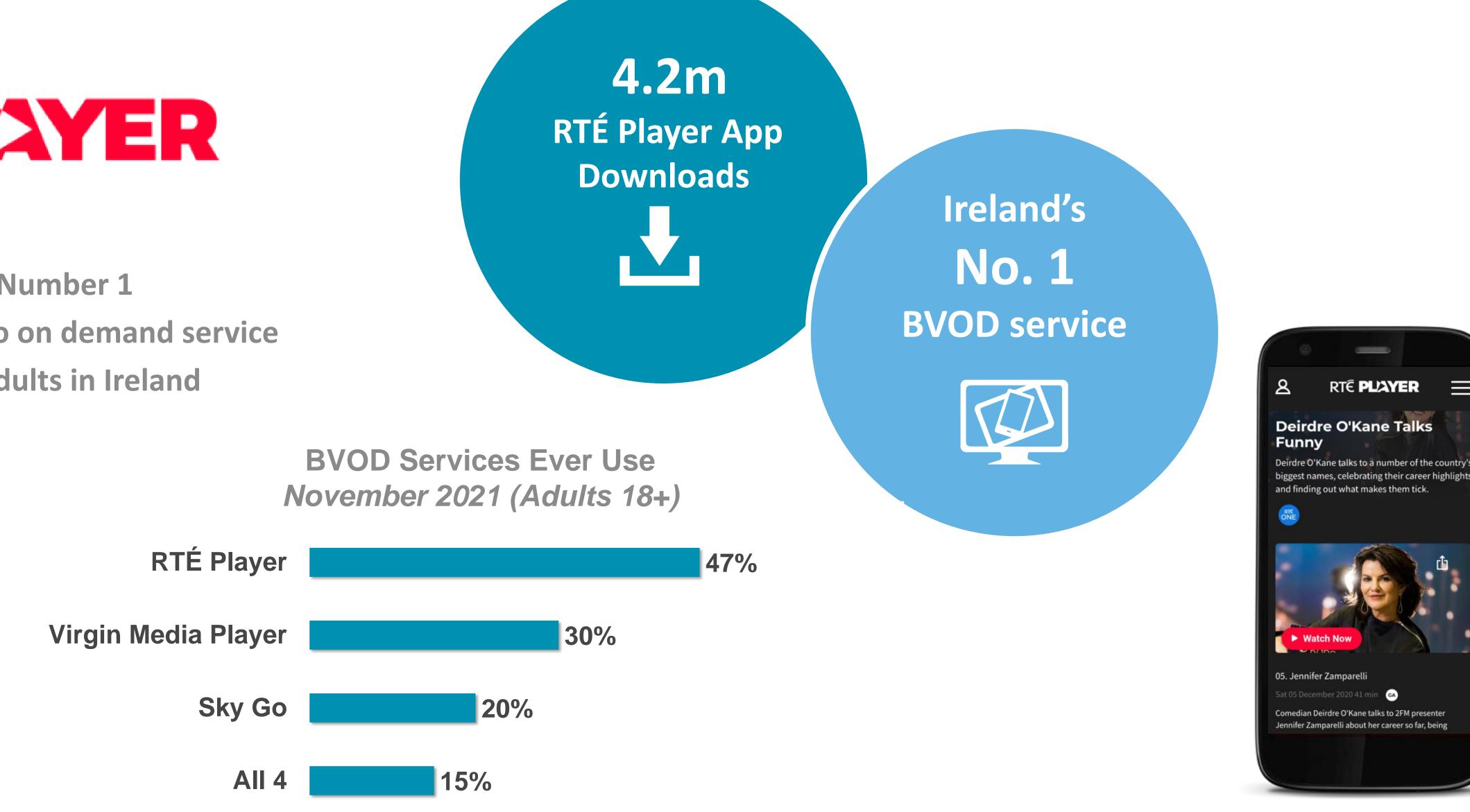
RTÉ.ie PAGE VIEWS PER DEVICE

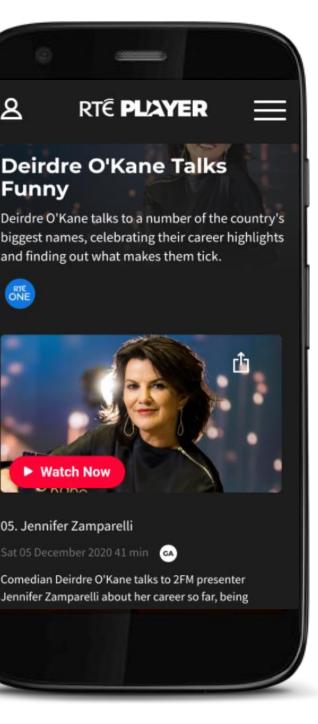






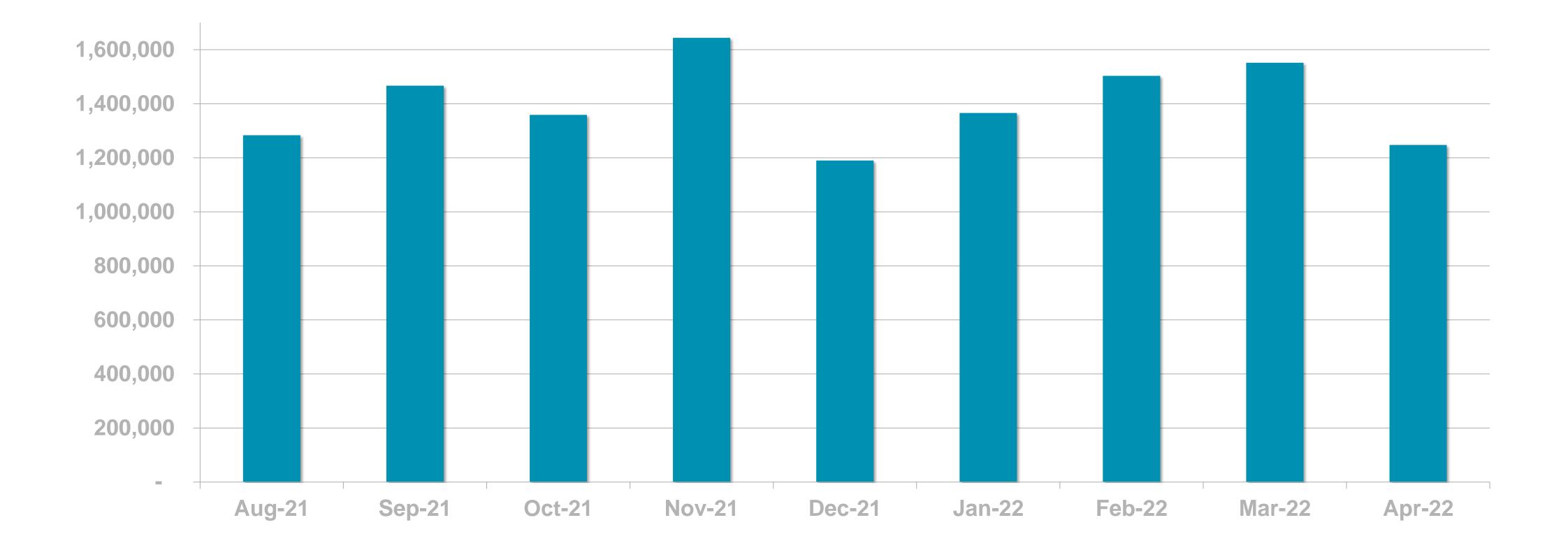
RTÉ Player is the Number 1 broadcaster video on demand service used by 47% of adults in Ireland





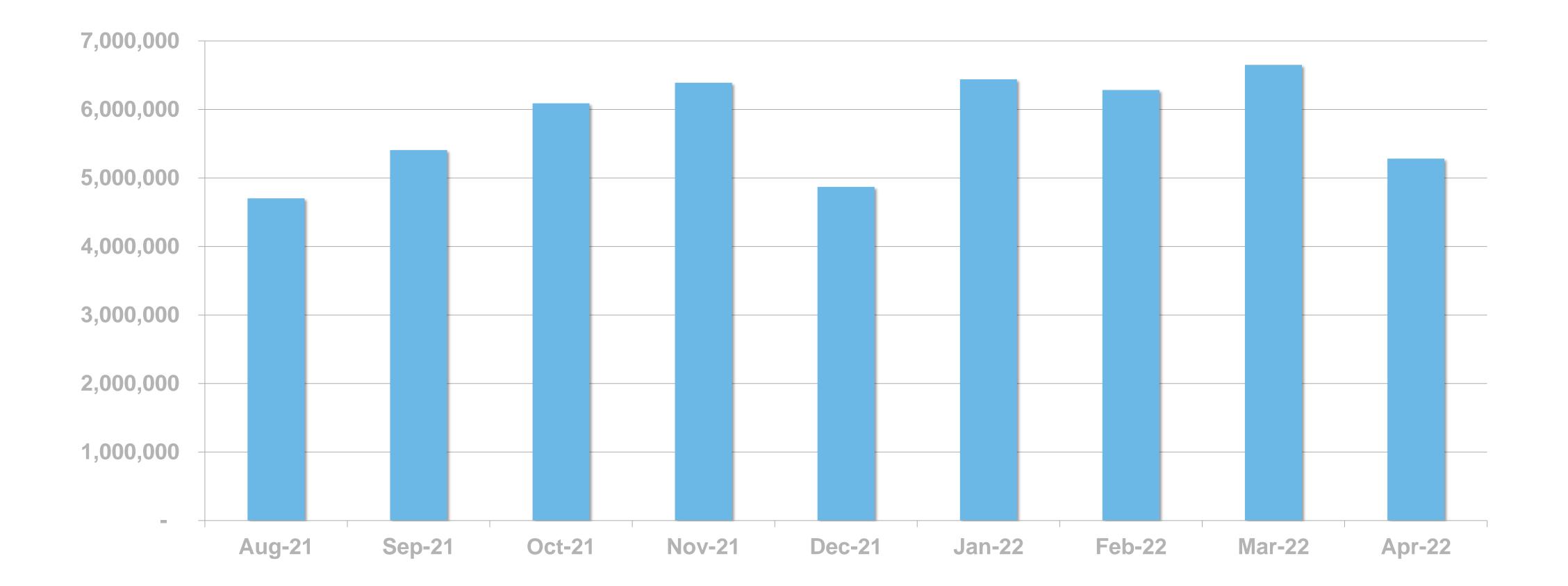


RTÉ PLAYER UNIQUE BROWSERS PER MONTH





RTÉ PLAYER STREAMS PER MONTH



RTÊ Media Sales



Excludes Virgin Media and Sky platforms



Top Programmes

	Programme
1	Home & Away
2	EastEnders
3	Fair City
4	Great House Revival
5	Neighbours
6	Line of Duty
7	RTÉ News: Nine O'Clock
8	RTÉ News: Six One
9	The Late Late Show
10	Killing Eve
11	DIY SOS: The Big Build Ireland
12	Love/Hate
13	Frasier
14	The Sunday Game Live
15	UEFA Champions League Live

RTÉ Media Sales

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







