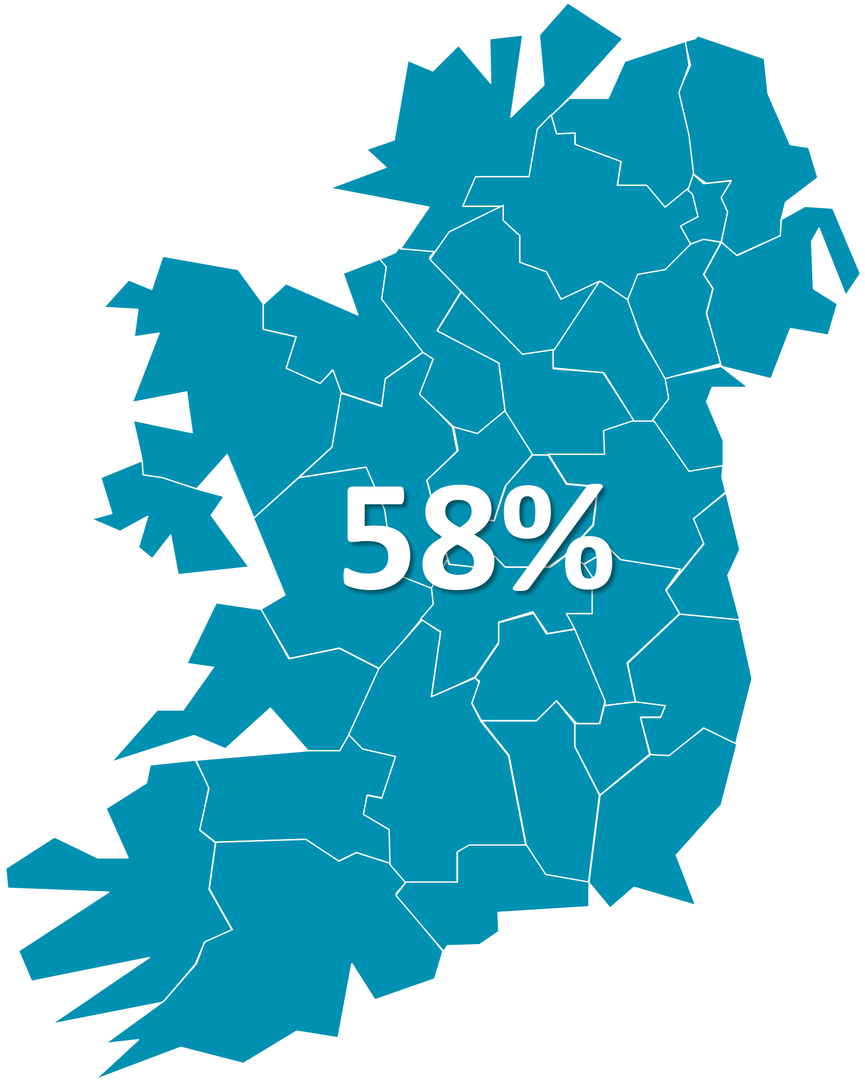
RTÉ Media Sales

Digital Audience Report

August 2021

DIGITAL SERVICE USAGE

58% of Irish adults use a digital service from RTÉ every week (2020)



RTÉ Media Sales

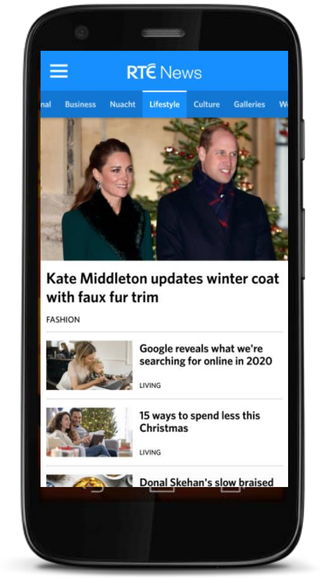
Source: Ongoing Survey. Weekly+ reach for RTÉ.ie, RTÉ News Now Online, RTÉ Player, RTÉ Radio Player, Other RTÉ Apps)

RTÉ News

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

No. 1
News App

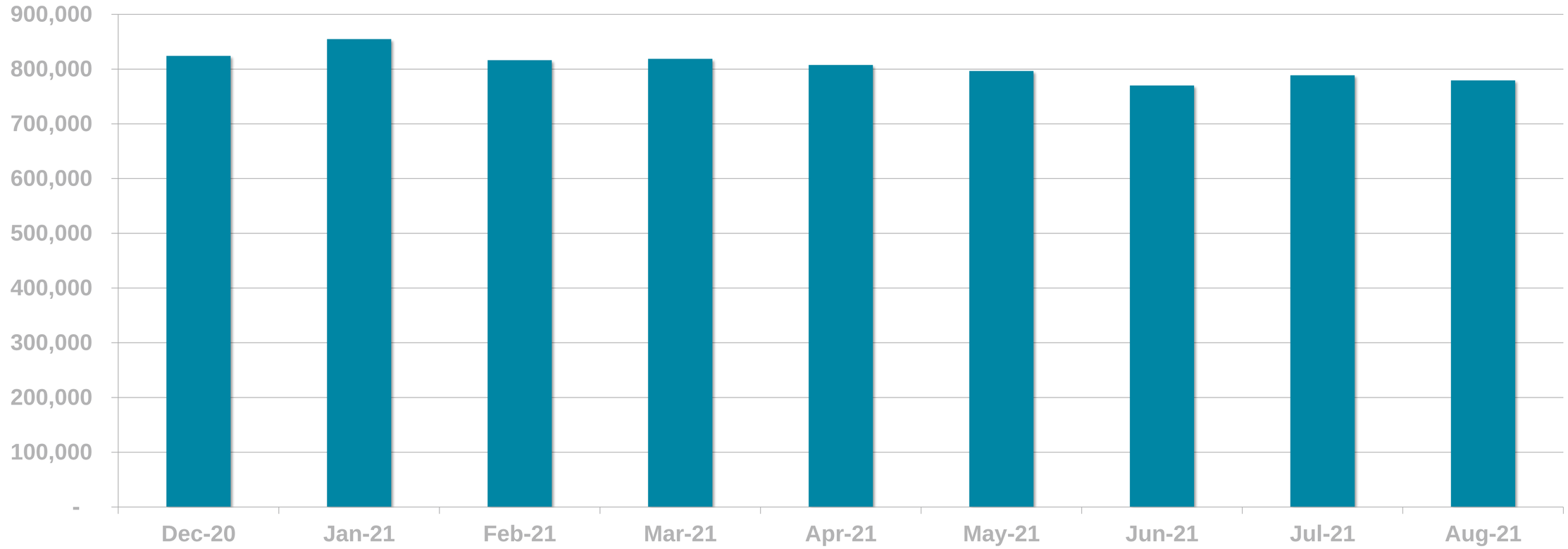
2.9m
App Downloads



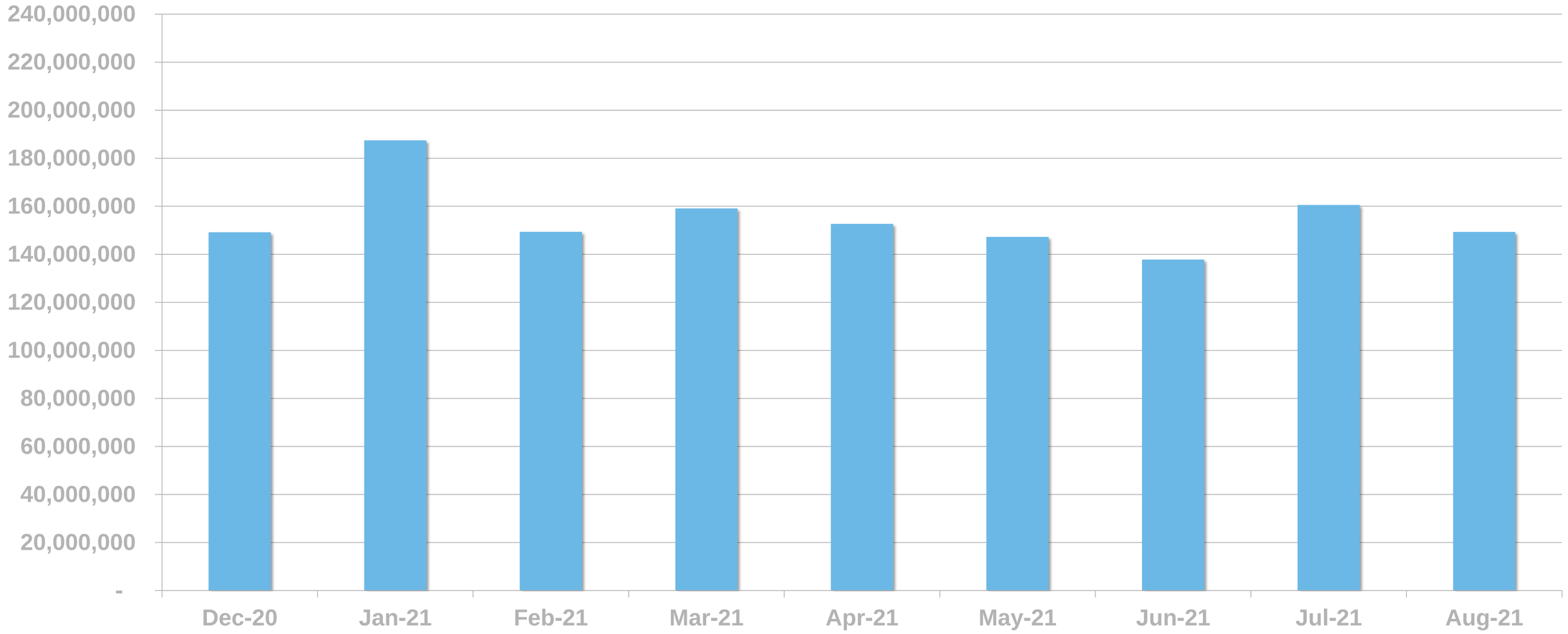
News Apps Ever Used – November 2019 (Adults 18+)

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

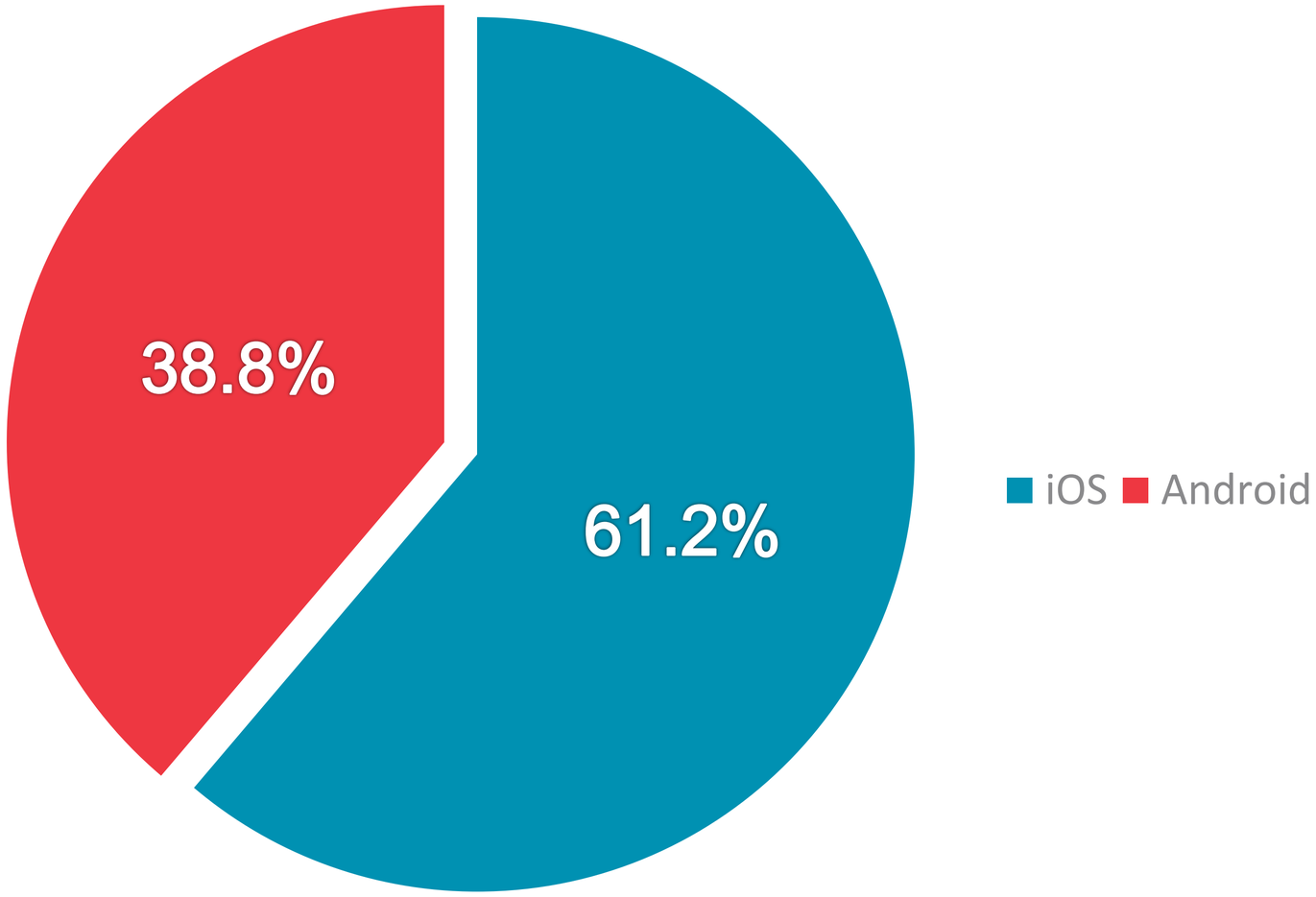
RTÉ News App UNIQUE BROWSERS PER MONTH



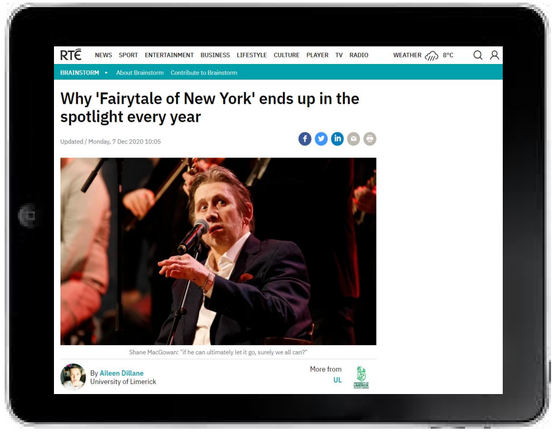
RTÉ News App PAGE VIEWS PER MONTH



PAGE VIEWS PER APP VERSION



RTÉ.ie



Ireland's No. 1 Multi-Media Website

7 mins Average visit

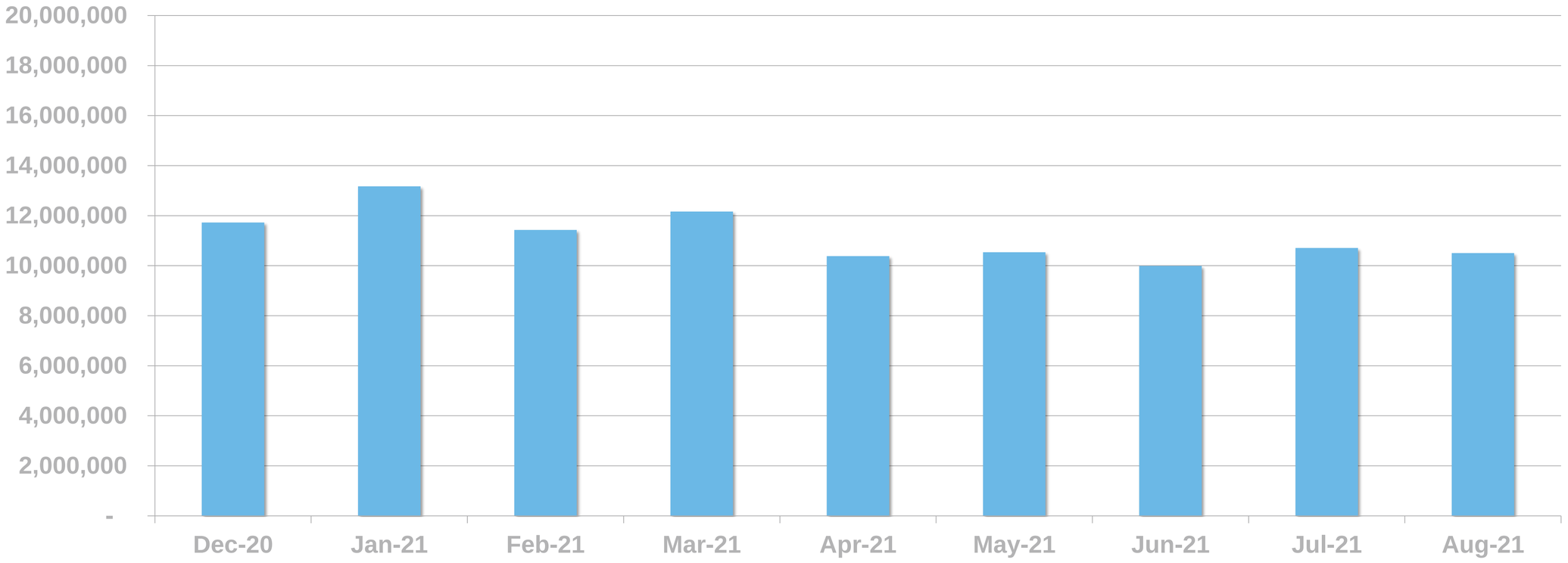
13 million Monthly Unique Browsers*

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

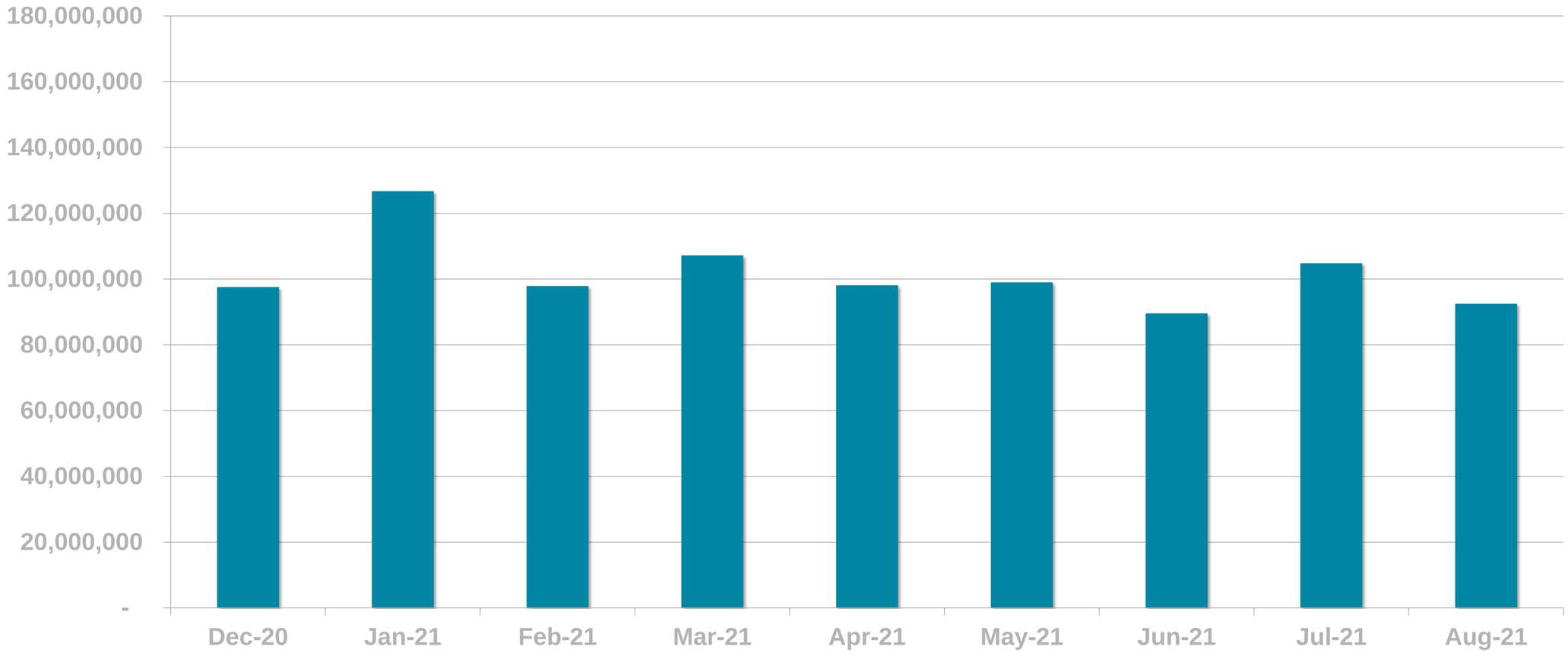
News & Entertainment Websites Ever Used
November 2019 (Adults 18+)

Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)
*Worldwide, Device-based metric

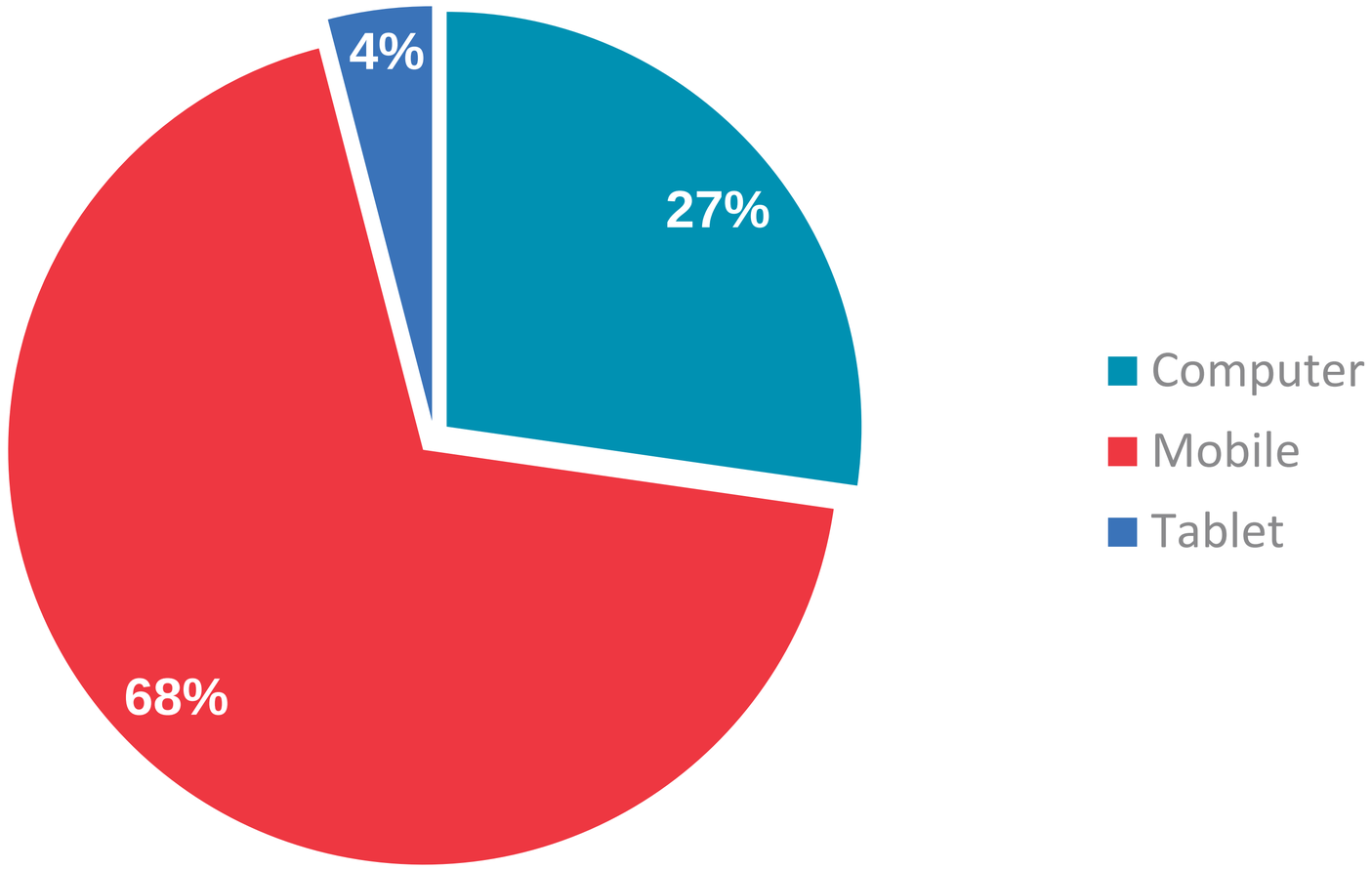
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH



RTÉ.ie PAGE VIEWS PER DEVICE



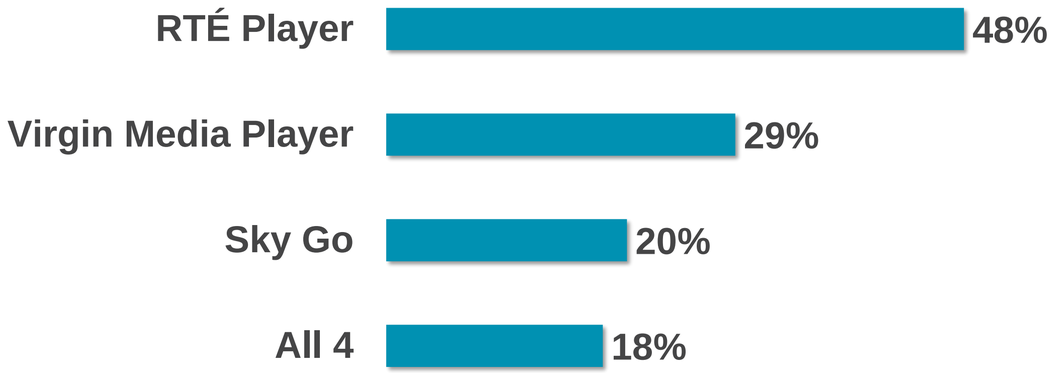
RTÉ PLAYER

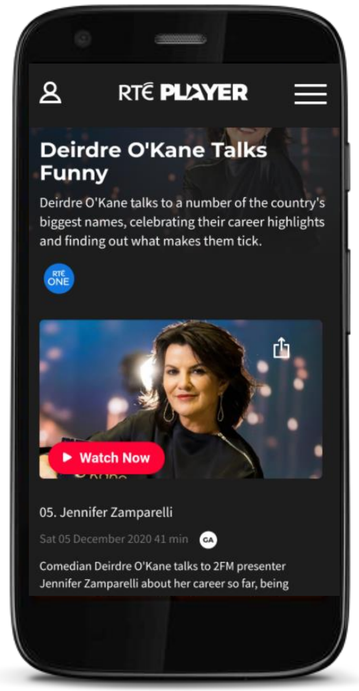
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland

4.2m
RTÉ Player App Downloads

Ireland's No. 1 BVOD service

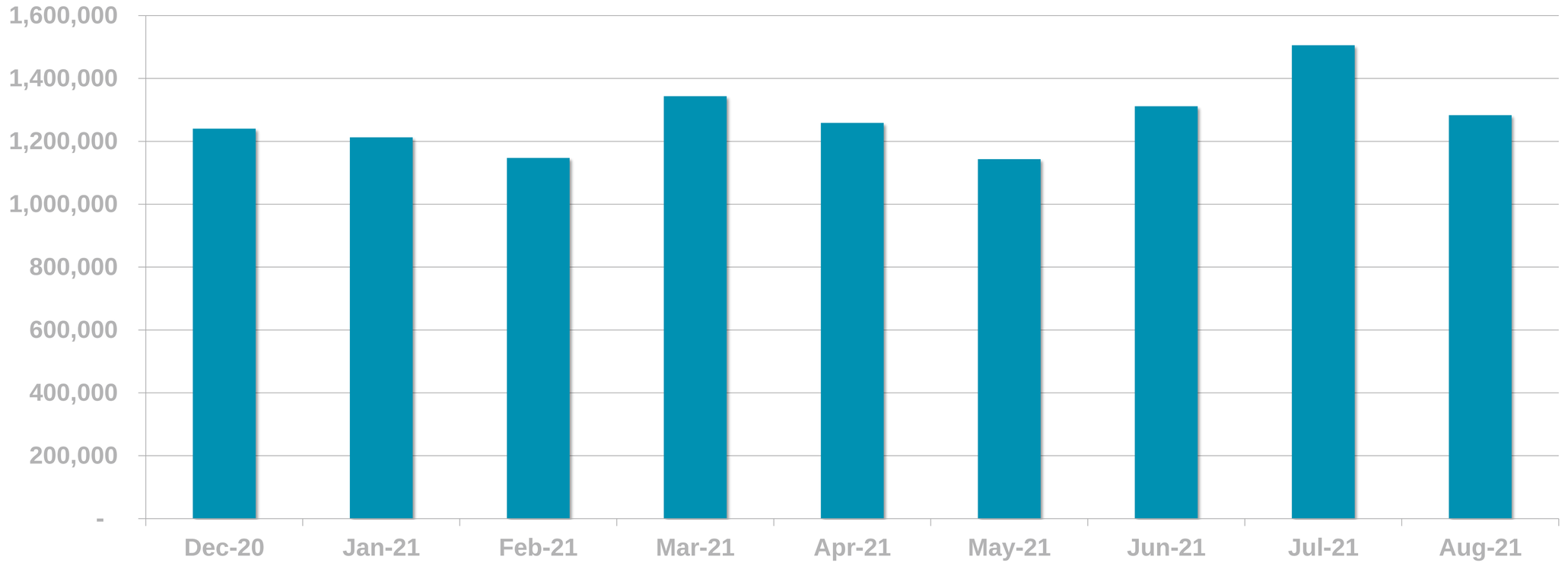
BVOD Services Ever Used
November 2019 (Adults 18+)



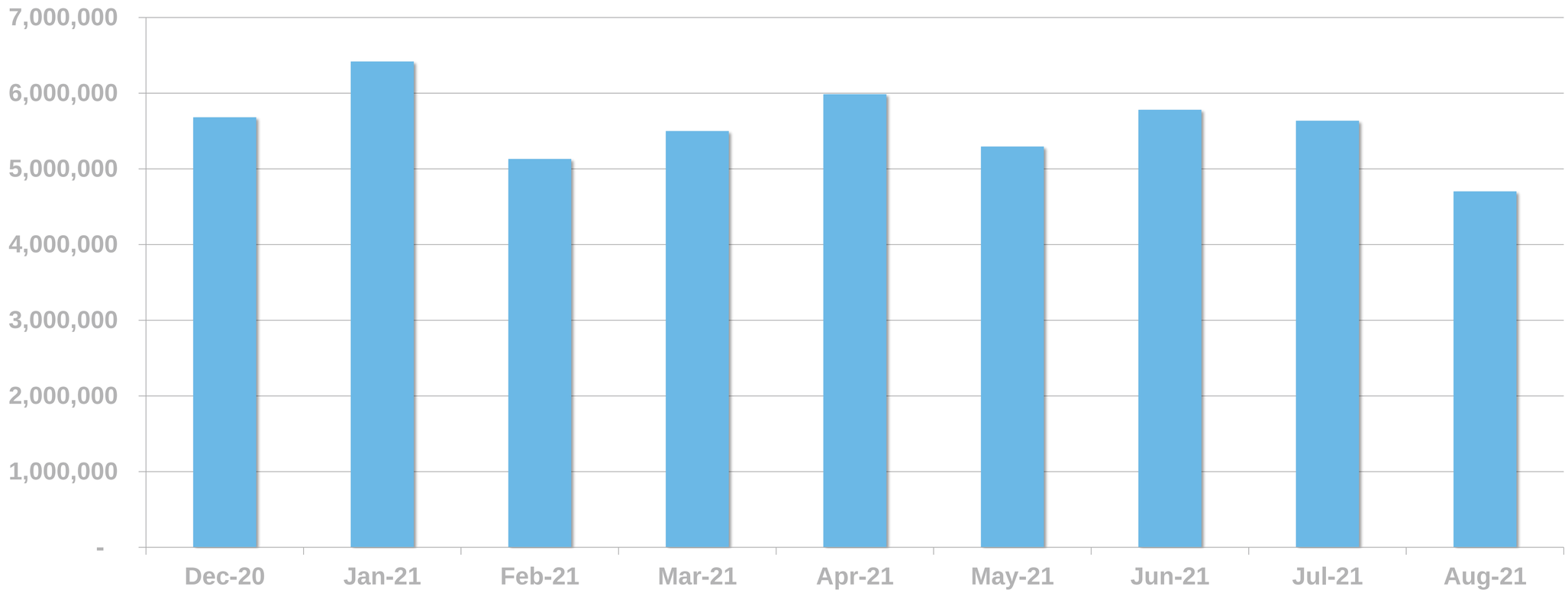


Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)

RTÉ PLAYER UNIQUE BROWSERS PER MONTH



RTÉ PLAYER STREAMS PER MONTH



Excludes Virgin Media and Sky platforms

Top Programmes

	Programme	Streams
1	Home & Away	483,000
2	Tokyo 2020 (all programmes)	388,000
3	Fair City	351,000
4	The Saturday Game Live	321,000
5	EastEnders	278,000
6	The Sunday Game Live	213,000
7	The Good Wife	122,000
8	RTÉ News: Nine O'Clock	118,000
9	Neighbours	112,000
10	RTÉ News: Six One	105,000
11	Frasier	91,000
12	Love/Hate	87,000
13	Line of Duty	80,000
14	The Sunday Game	77,000
15	Normal People	72,000

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

Indexed data (100 is average)

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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