

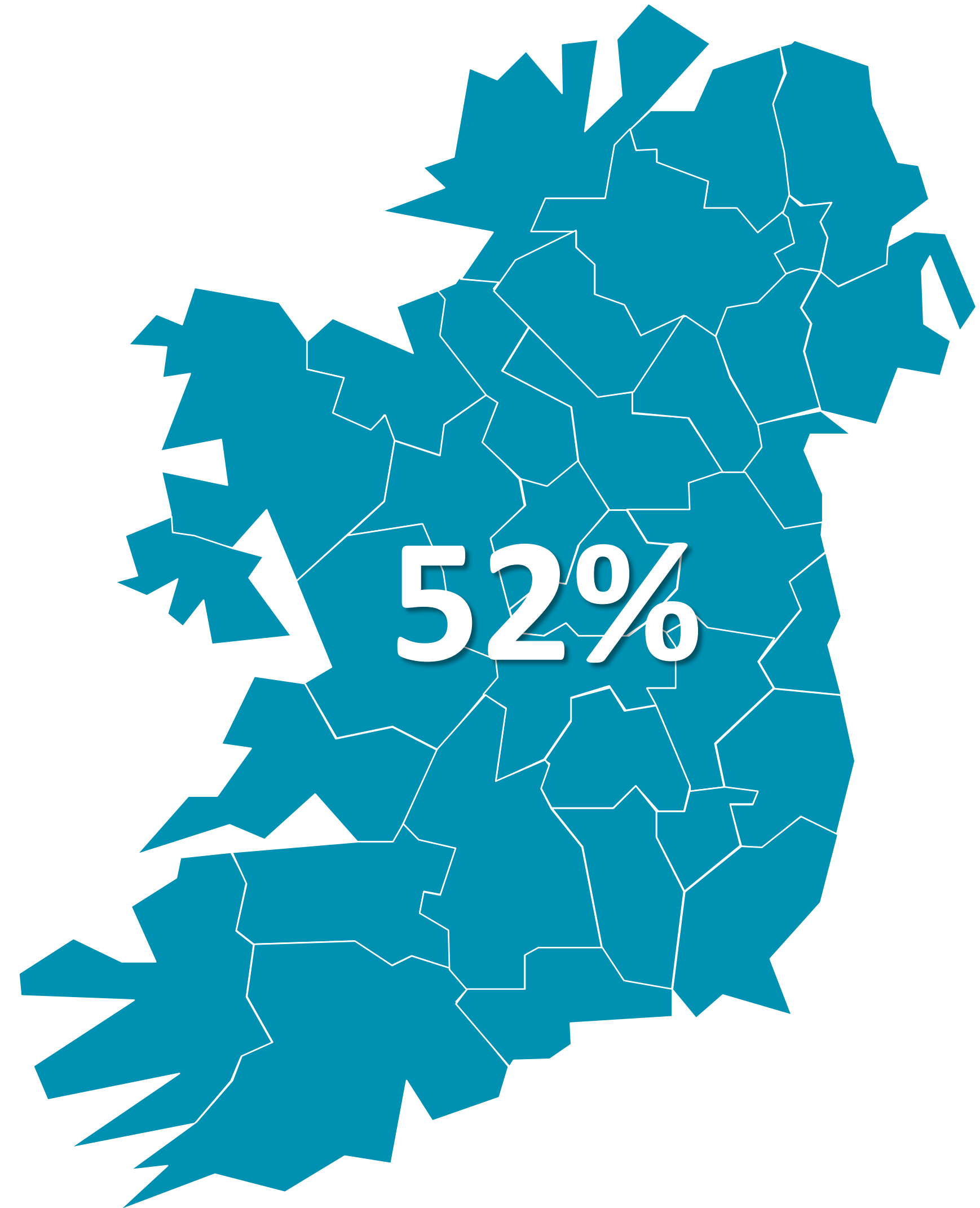
RTÉ Media Sales

Digital Audience Report

August 2022

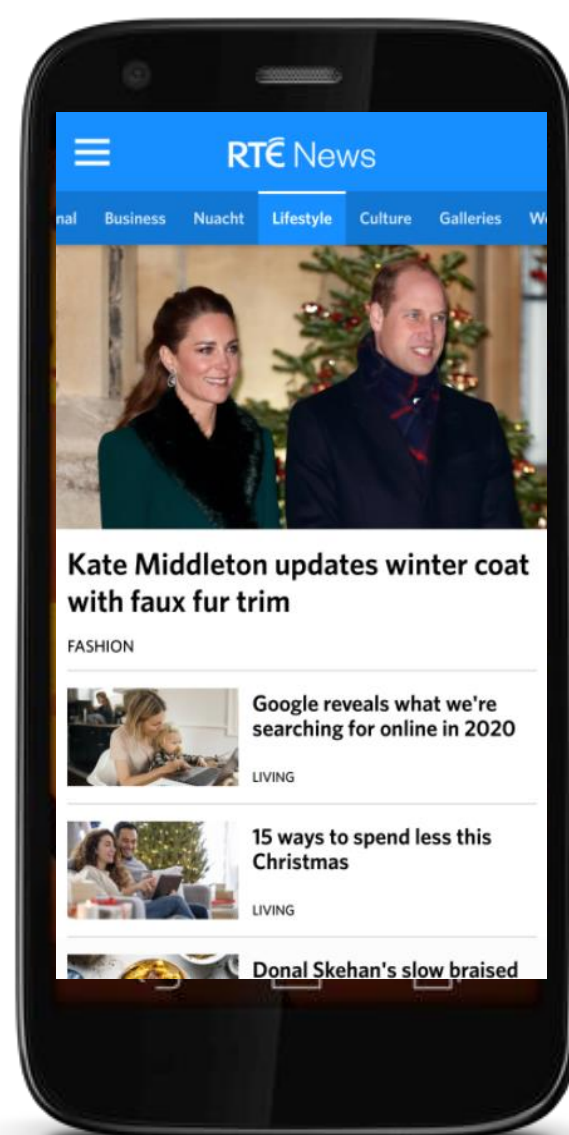
DIGITAL SERVICE USAGE

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



RTÉ News

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



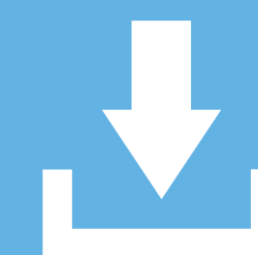
Nº. 1

News
App



3m

App
Downloads



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

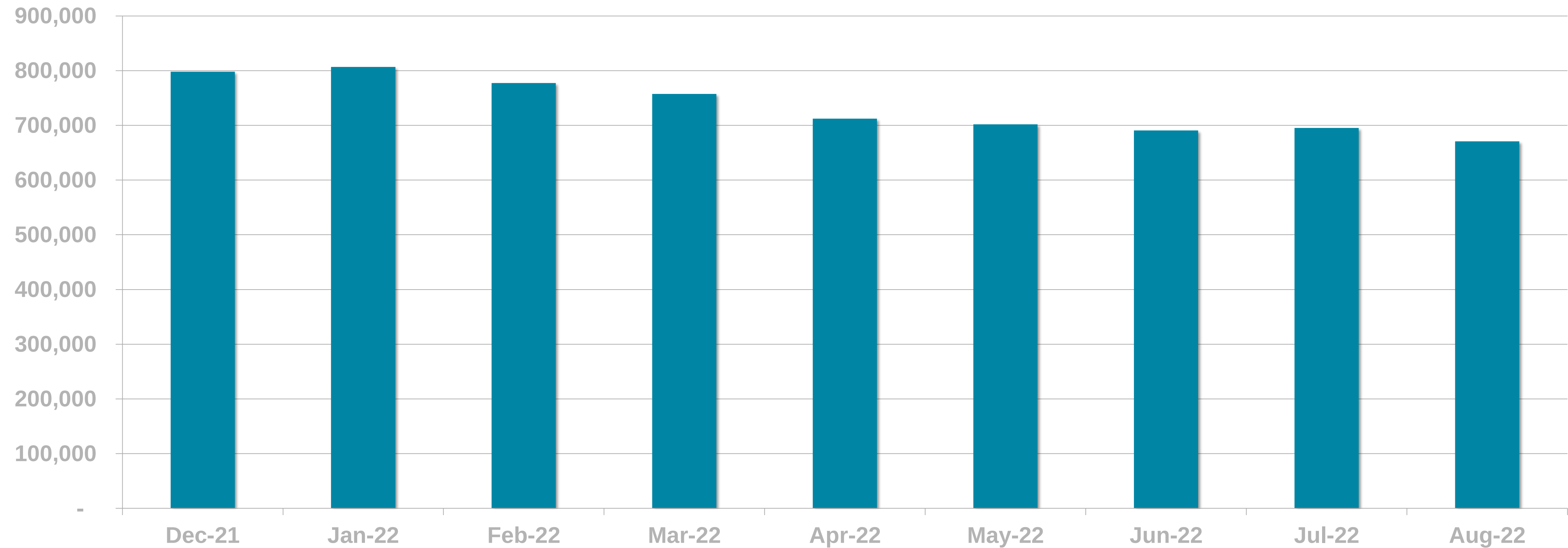
RTÉ News Now 34%

Independent.ie 26%

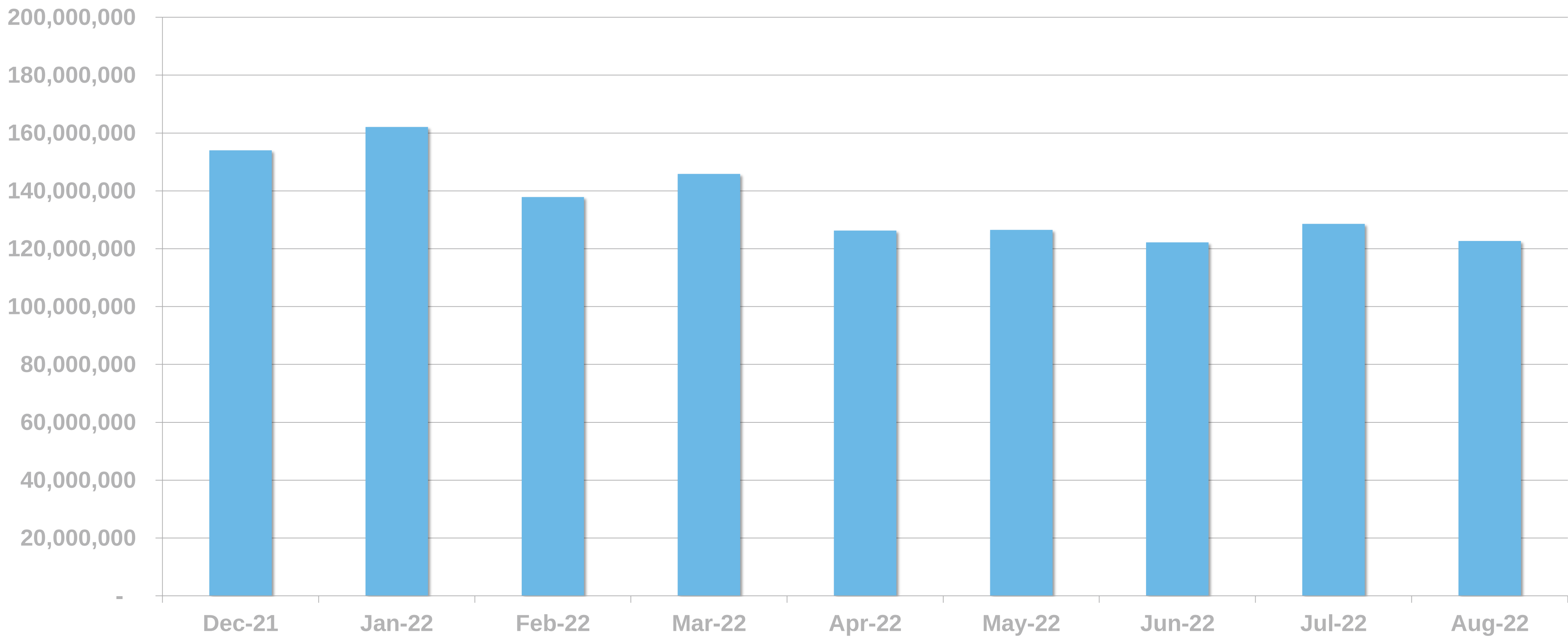
Breakingnews.ie 24%

TheJournal 23%

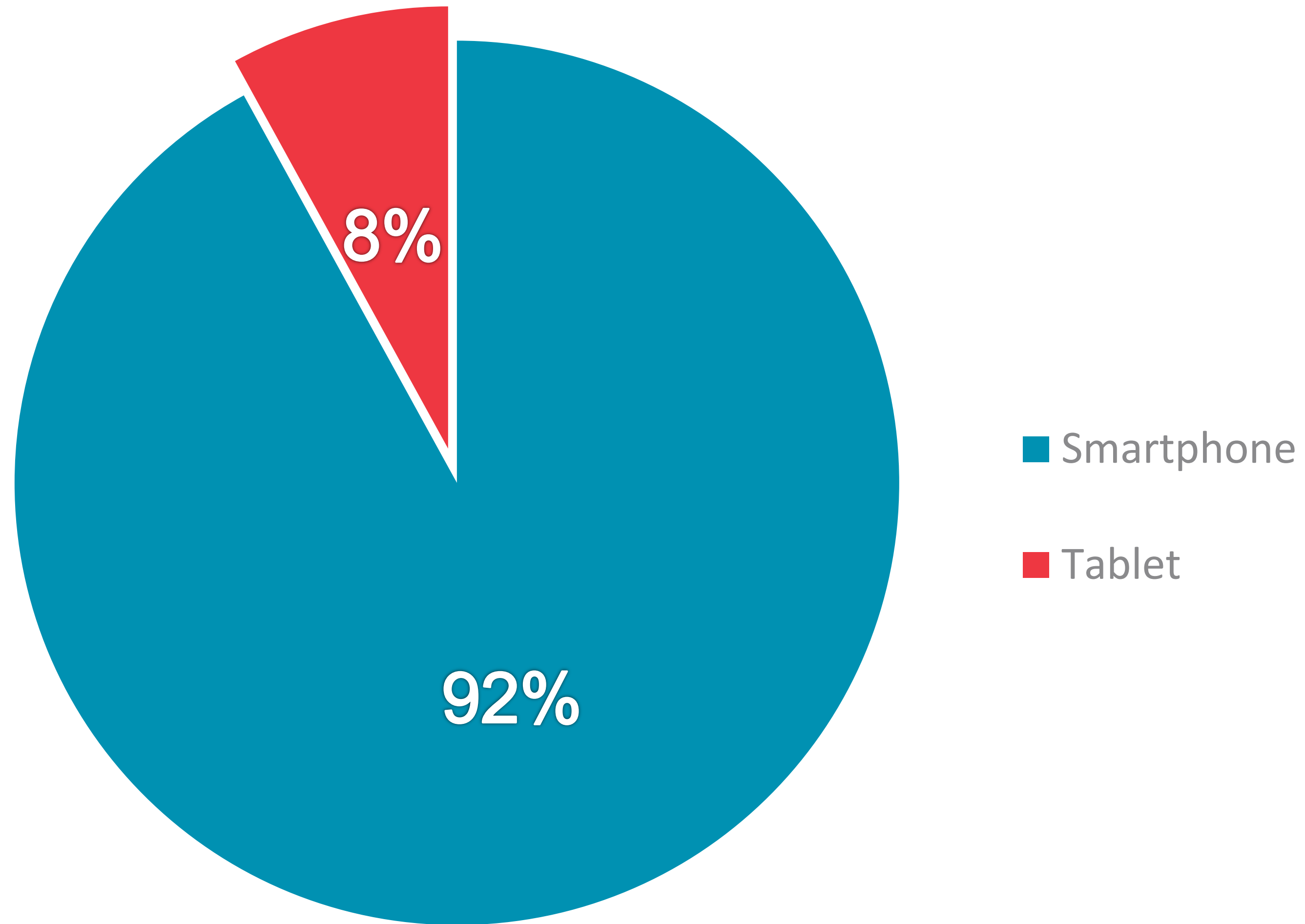
RTÉ News App UNIQUE BROWSERS PER MONTH



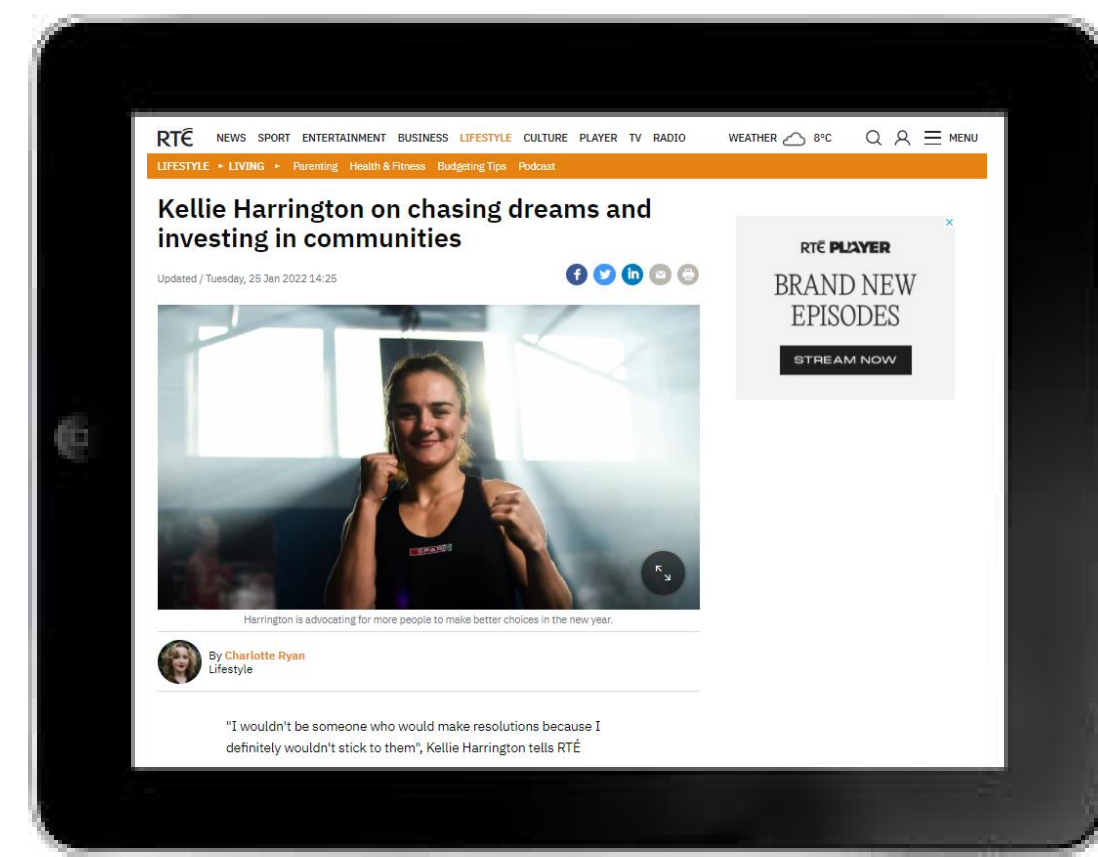
RTÉ News App PAGE VIEWS PER MONTH



PAGE VIEWS PER DEVICE



RTÉ.ie



Ireland's No. 1
Multi-Media
Website



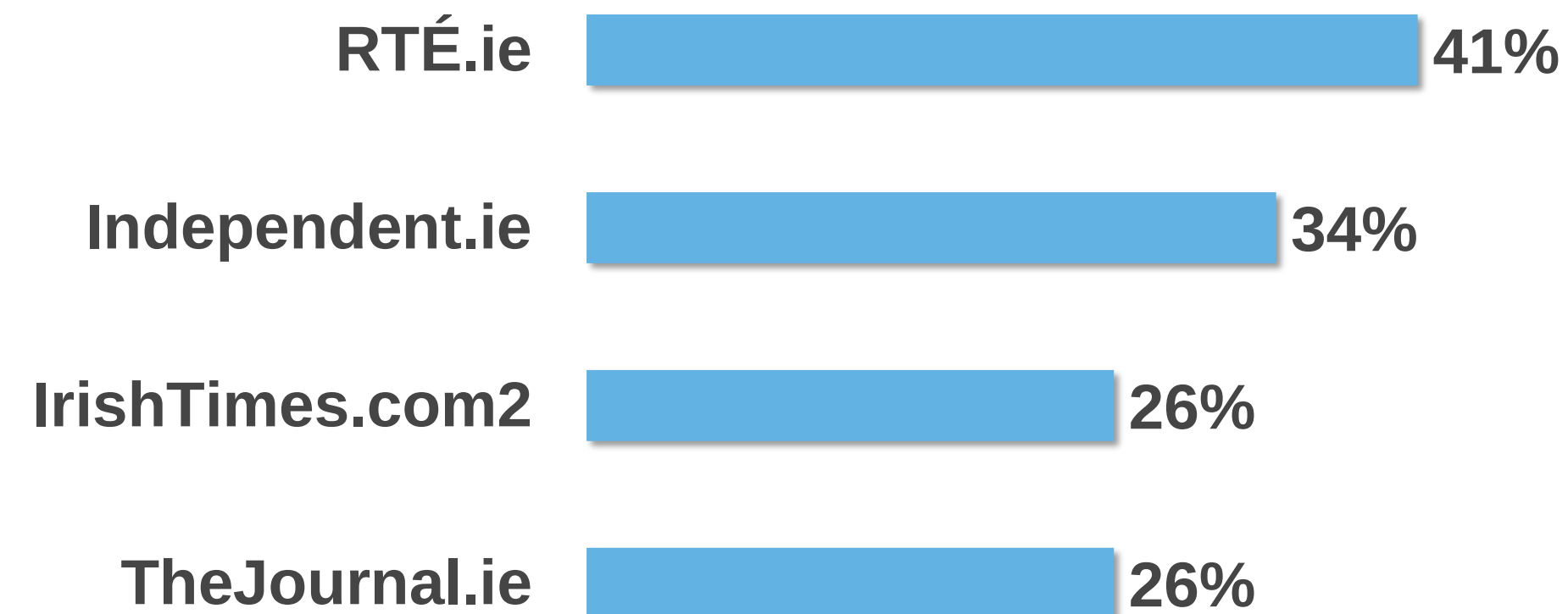
8 mins
Average visit



10 million
Monthly Unique
Browsers*



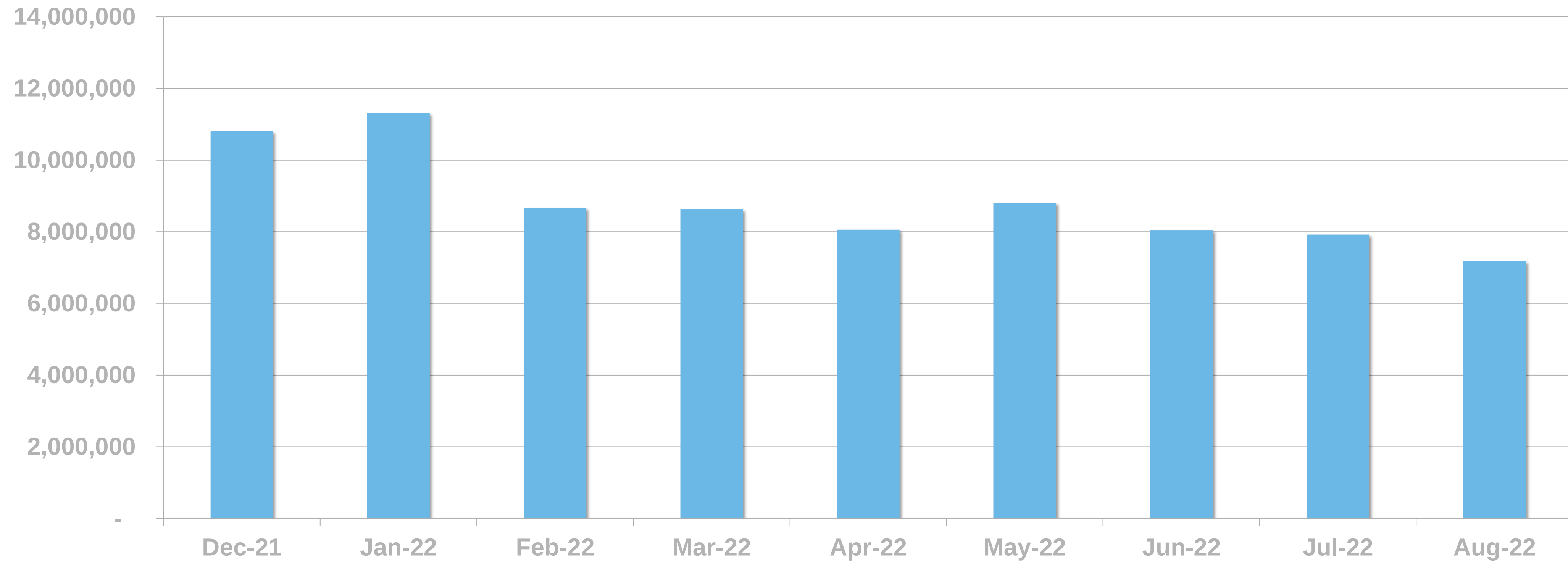
News & Entertainment Websites Ever Use *November 2021 (Adults 18+)*



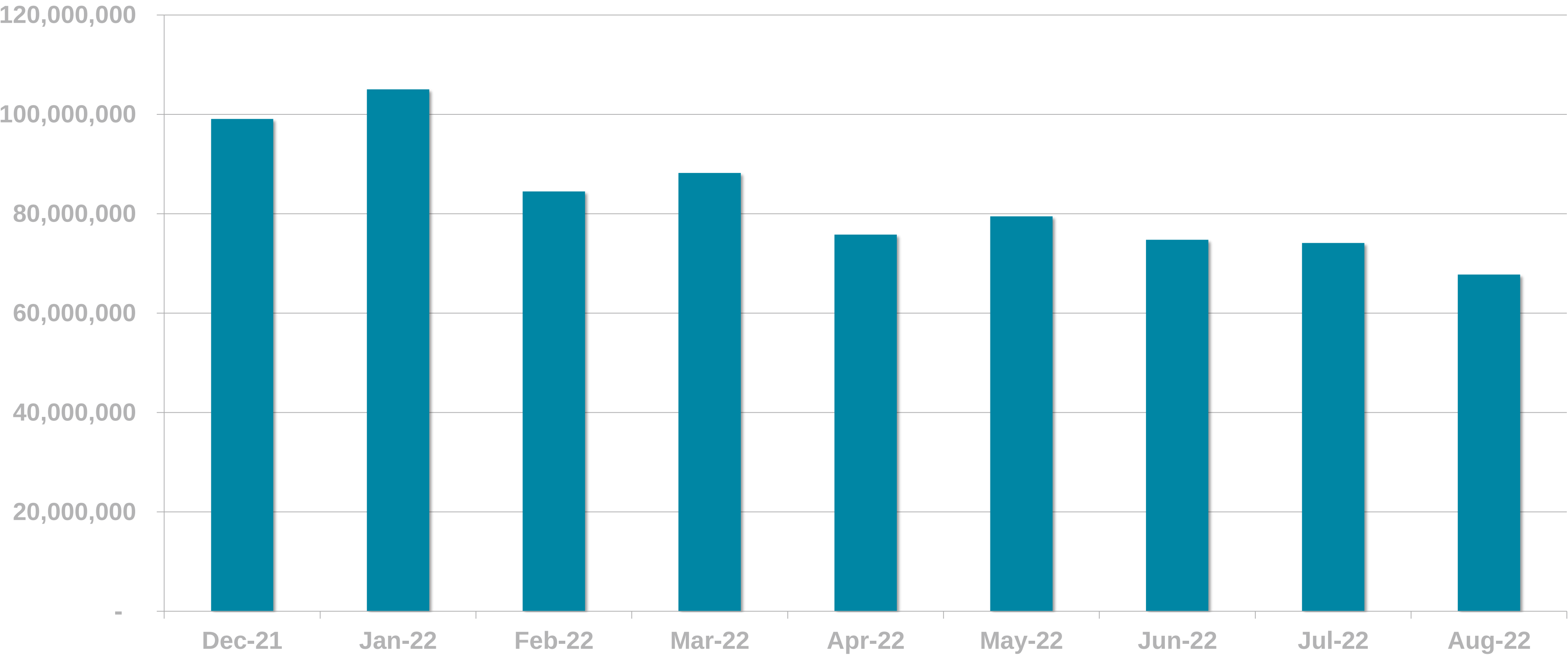
RTÉ Media Sales

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

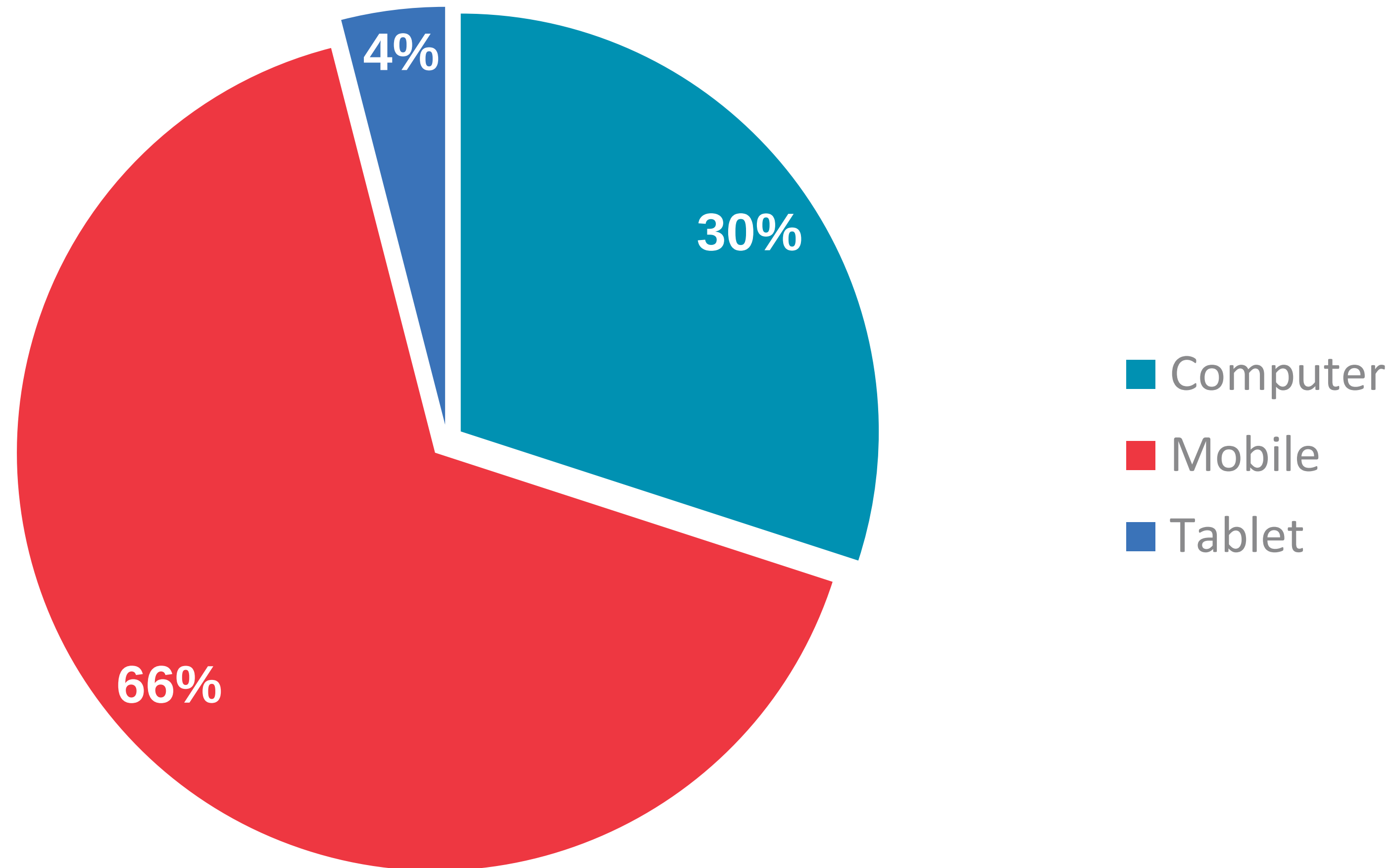
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH



RTÉ.ie PAGE VIEWS PER DEVICE





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

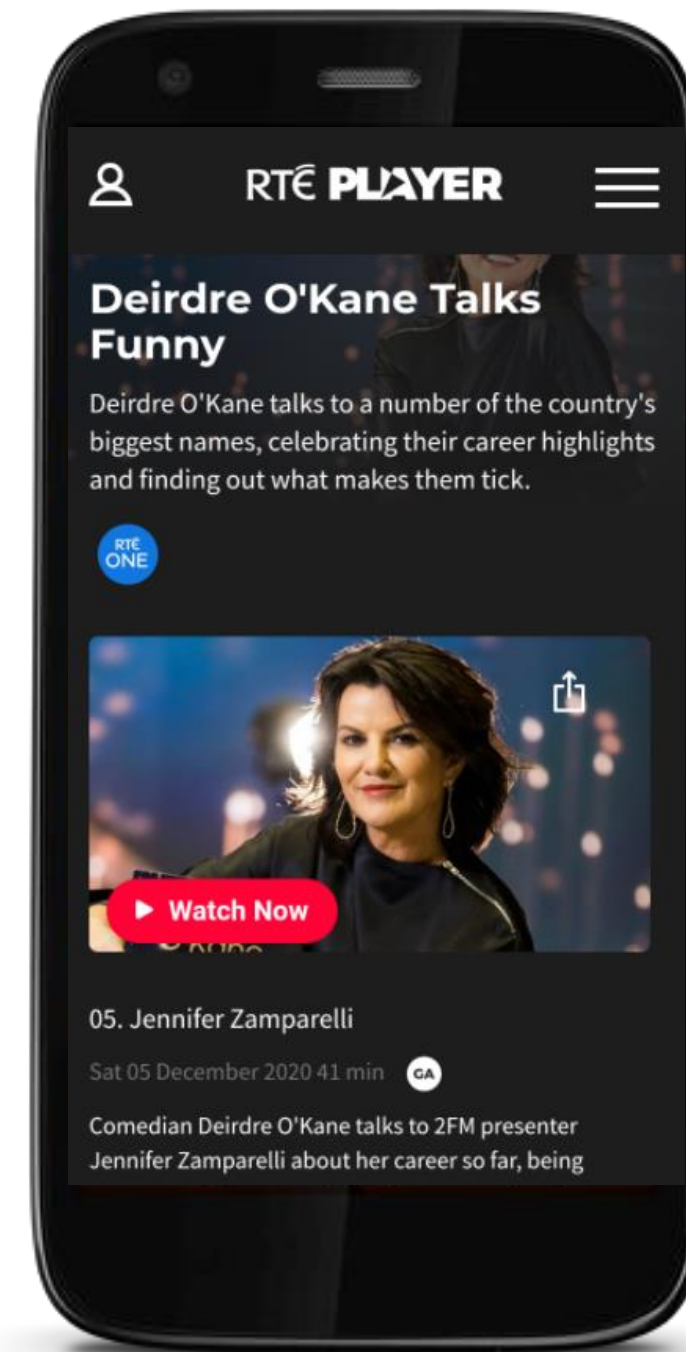
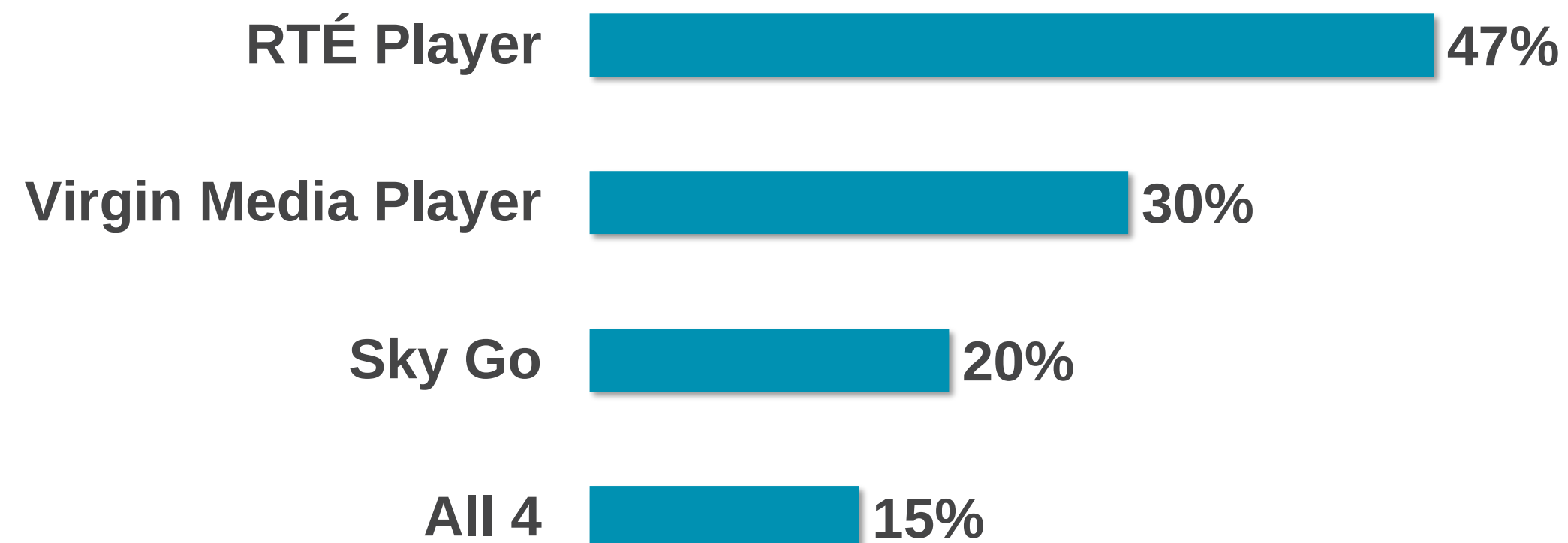
4.2m
RTÉ Player App
Downloads



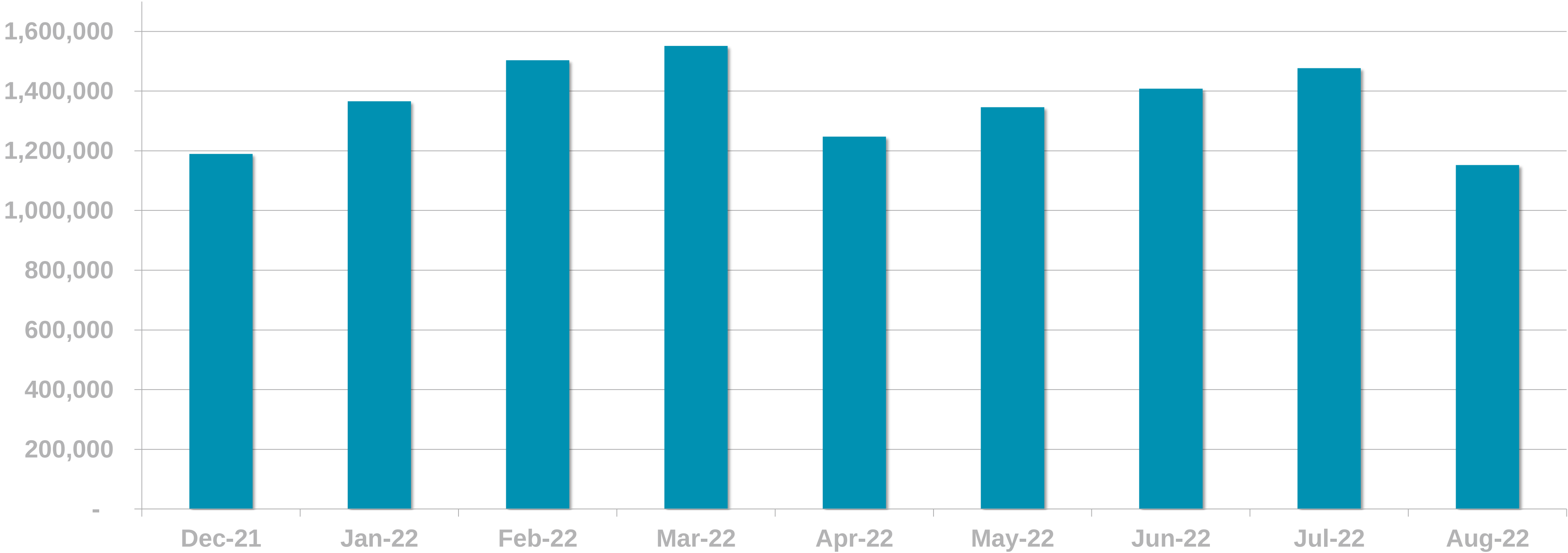
Ireland's
No. 1
BVOD service



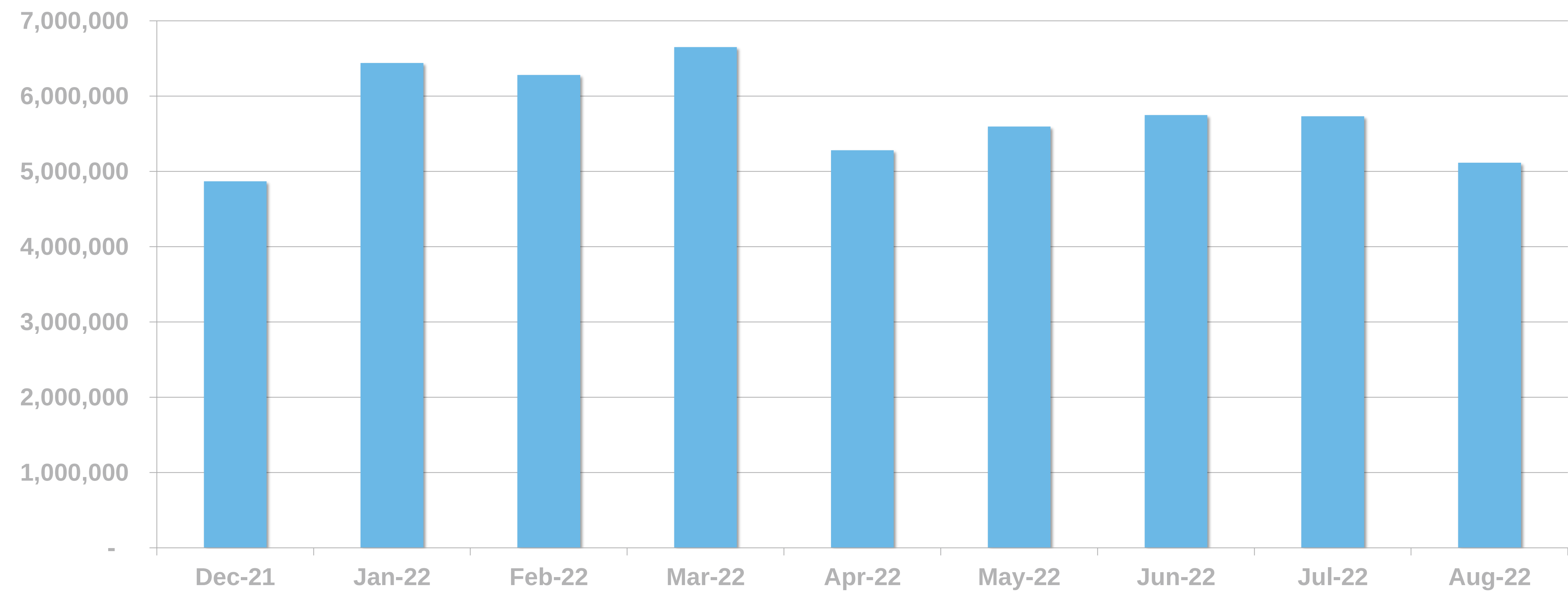
BVOD Services Ever Use
November 2021 (Adults 18+)



RTÉ PLAYER UNIQUE BROWSERS PER MONTH



RTÉ PLAYER STREAMS PER MONTH



Top Programmes

	Programme
1	Home and Away
2	EastEnders
3	Fair City
4	The Rose of Tralee
5	RTÉ News: Nine O'Clock
6	The Secrets She Keeps
7	RTÉ News: Six One
8	Shortland Street
9	Frasier
10	European Championships 2022
11	Neighbours
12	Love/ Hate
13	Normal People
14	Killing Eve
15	Gossip Girl

RTE Media Sales



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www.rte.ie/mediasales