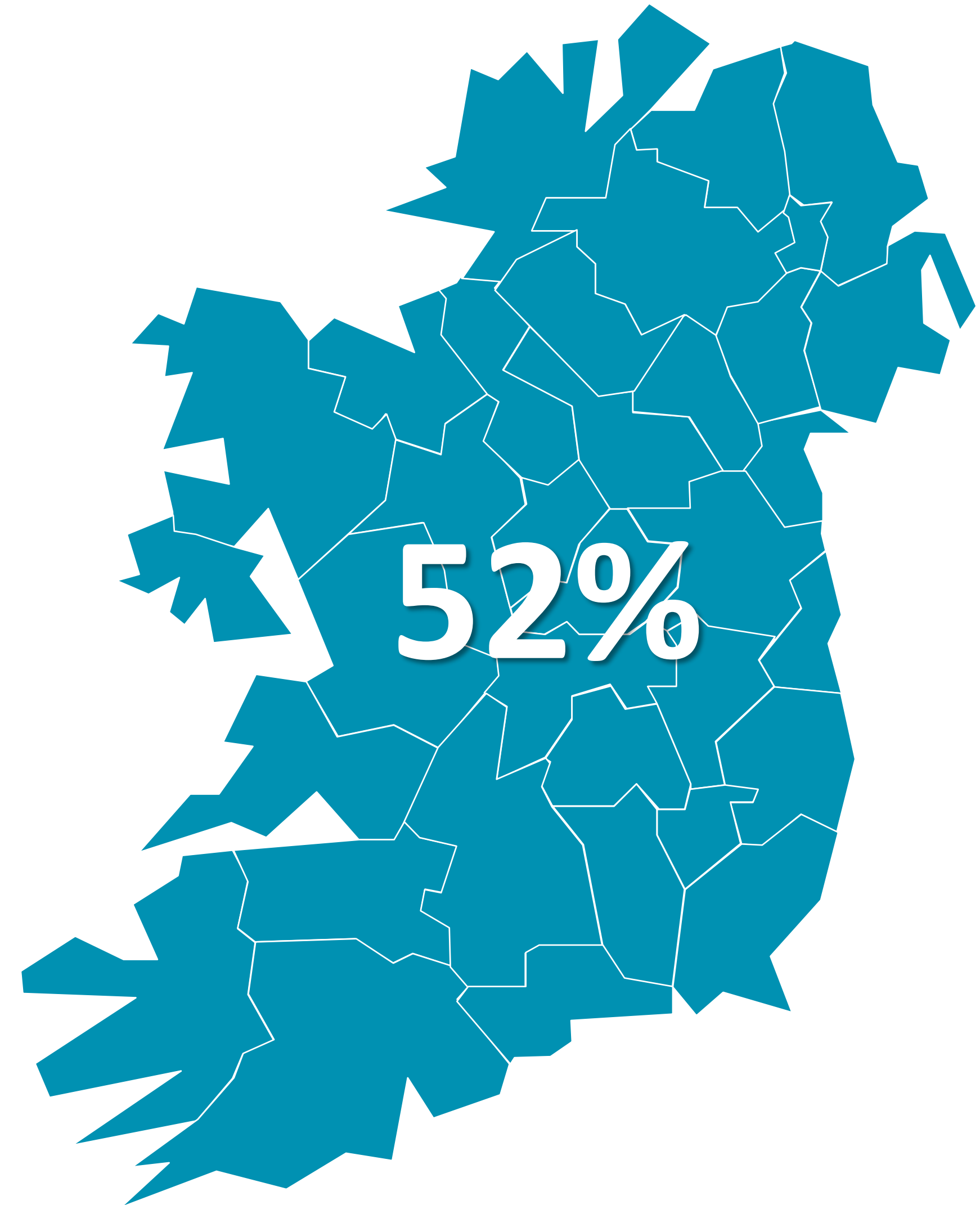




RTÉ Media Sales  
Digital Audience Report  
December 2021

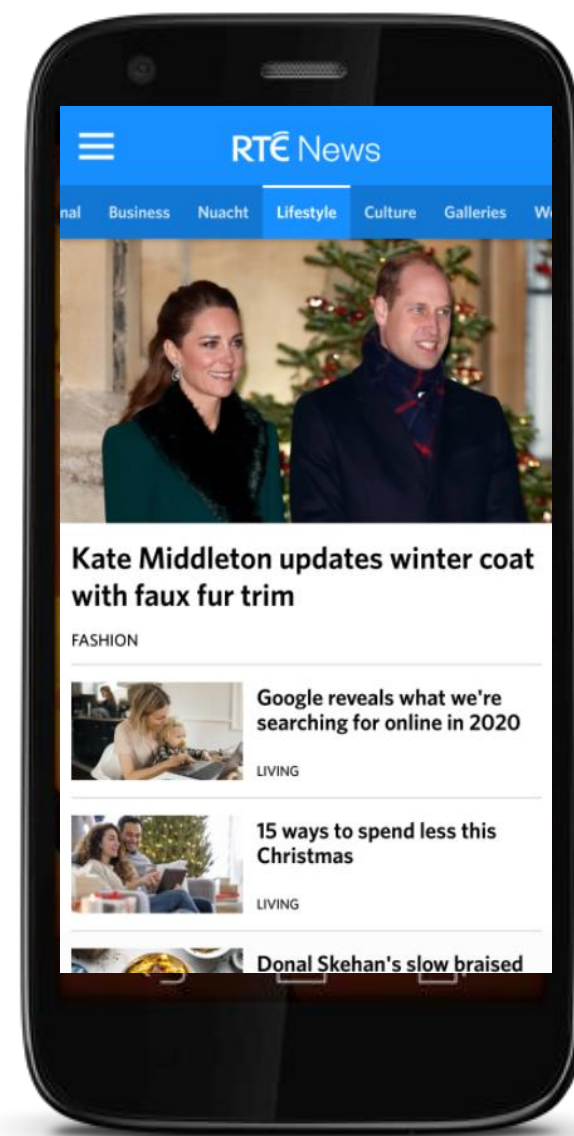
# DIGITAL SERVICE USAGE

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



# RTÉ News

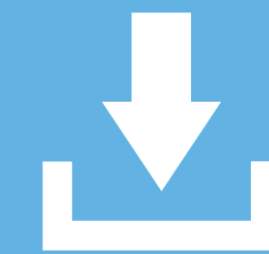
RTÉ News is the Number 1 news and entertainment app in Ireland



N<sup>o</sup>. 1  
News  
App



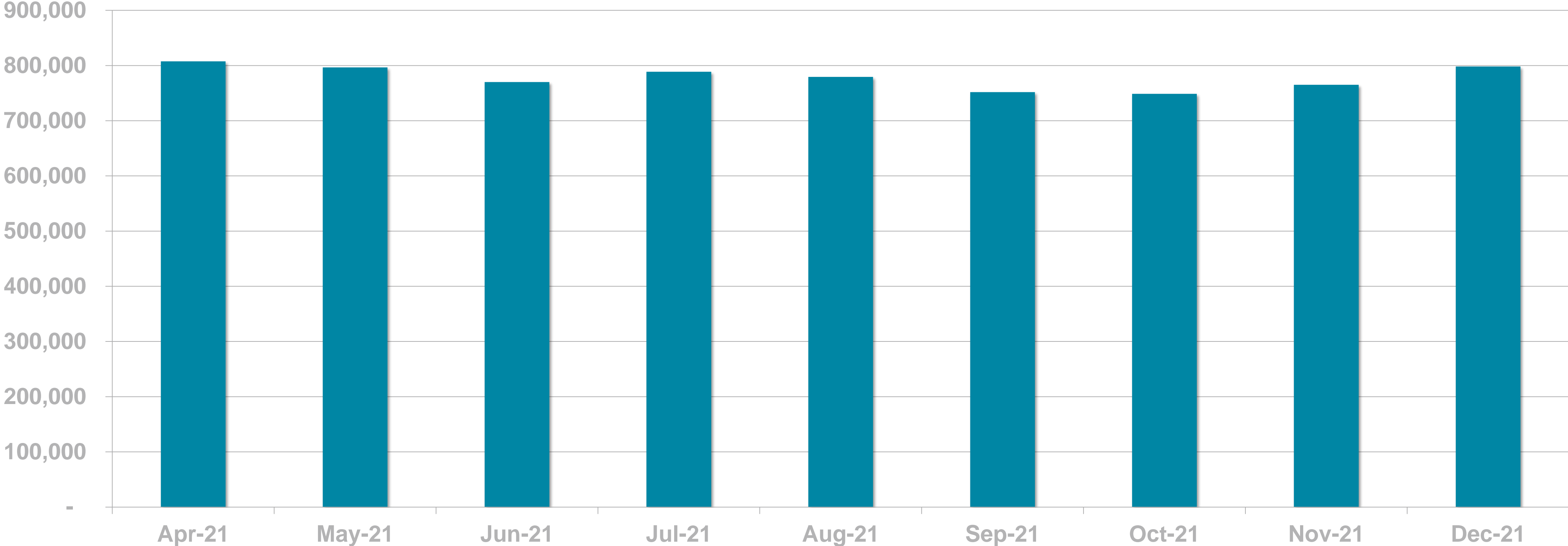
3m  
App  
Downloads



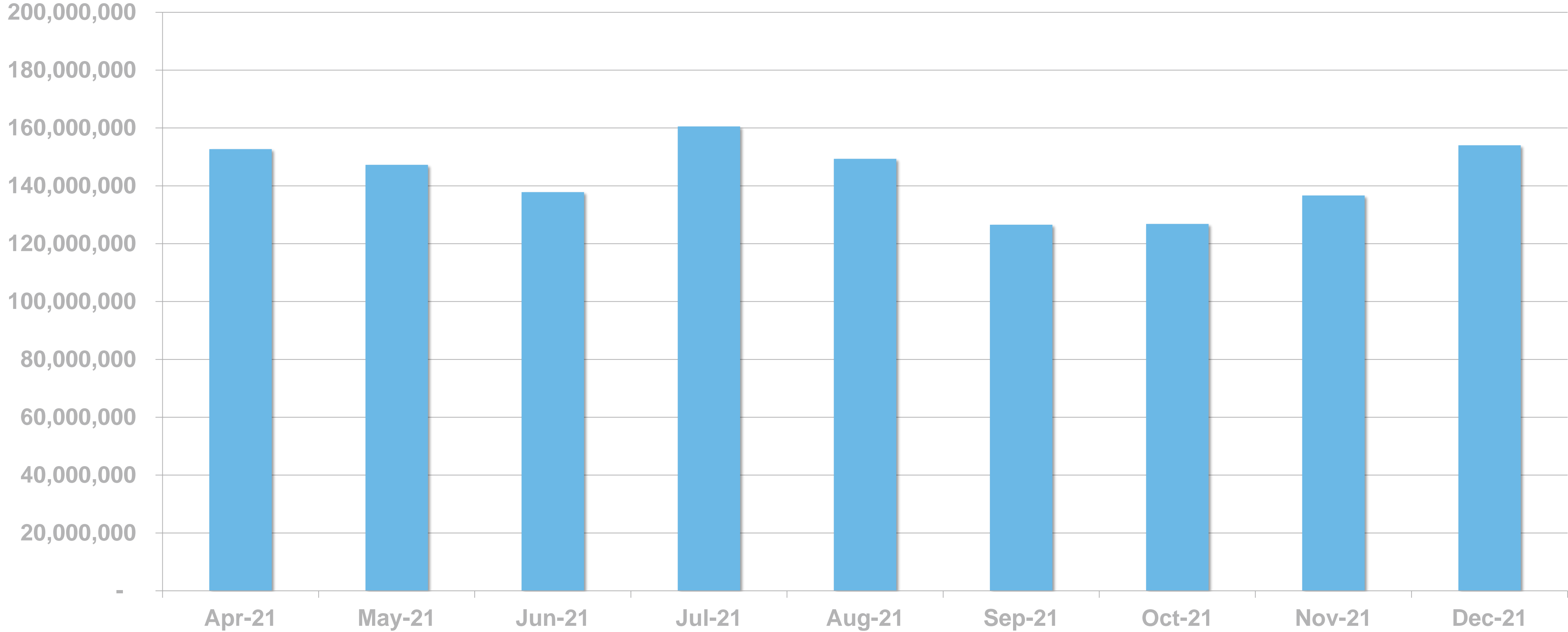
## News Apps Ever Use – November 2021 (Adults 18+)



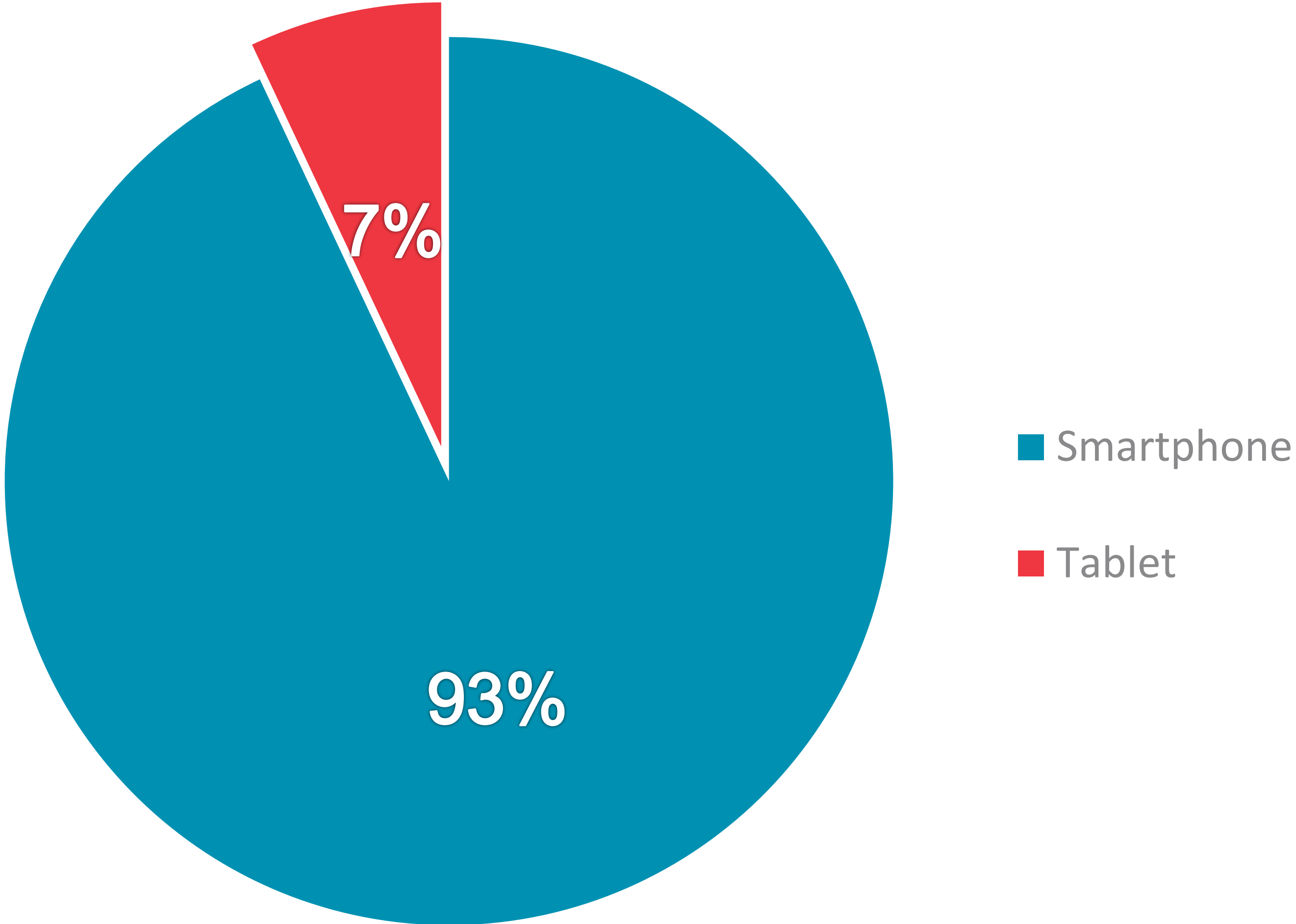
# RTÉ News App UNIQUE BROWSERS PER MONTH



# RTÉ News App PAGE VIEWS PER MONTH

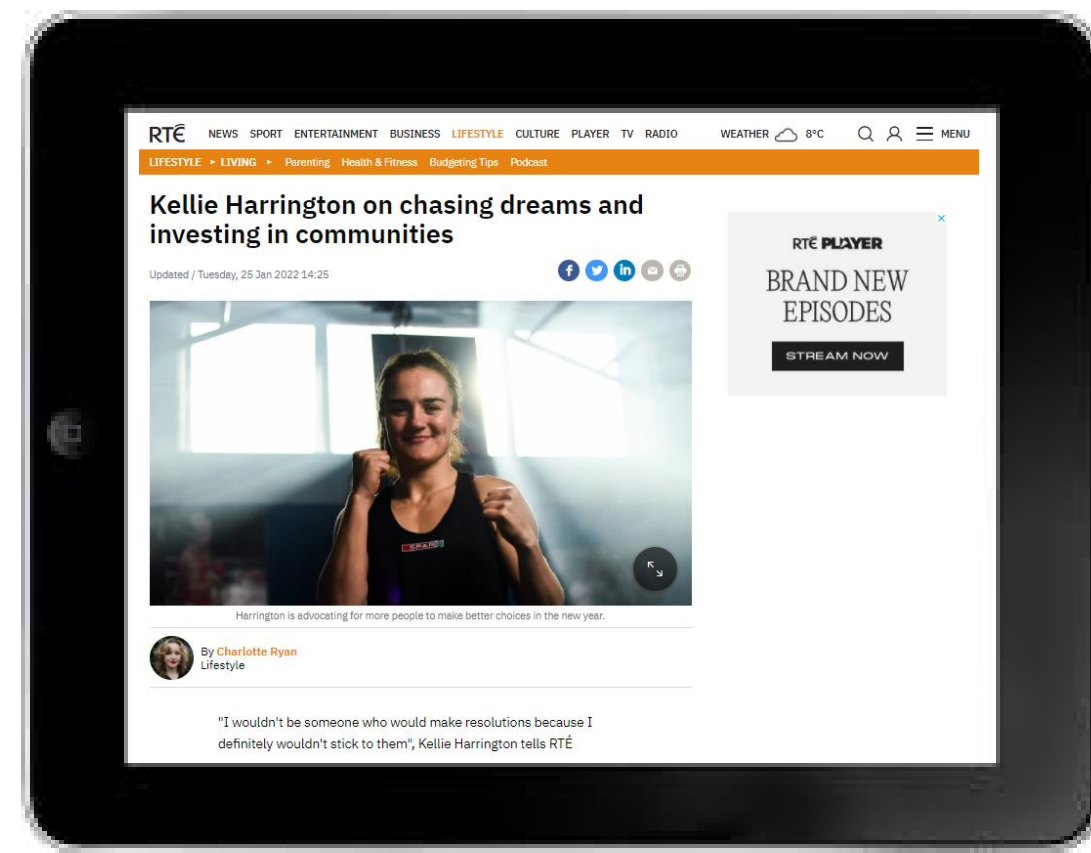


# PAGE VIEWS PER DEVICE






# RTÉ.ie



**Ireland's No. 1  
Multi-Media  
Website**



**8 mins  
Average visit**

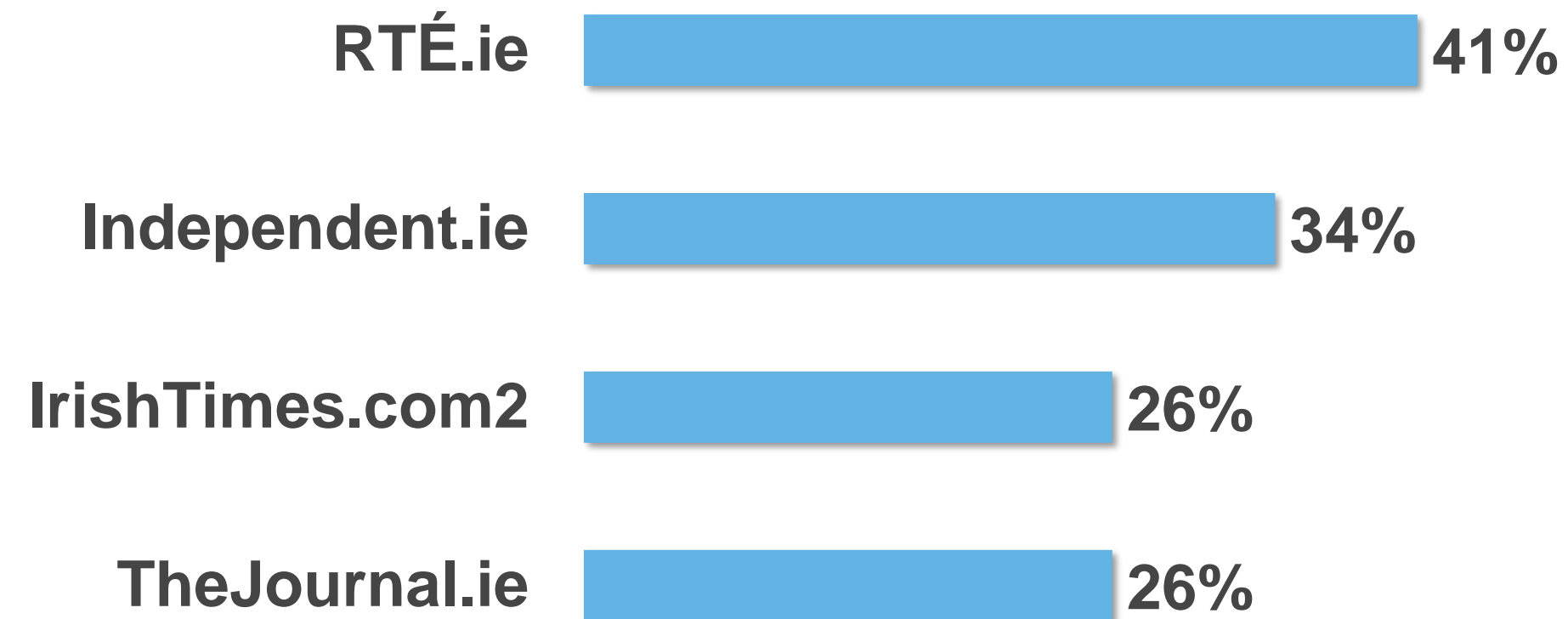


**10 million  
Monthly Unique  
Browsers\***



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

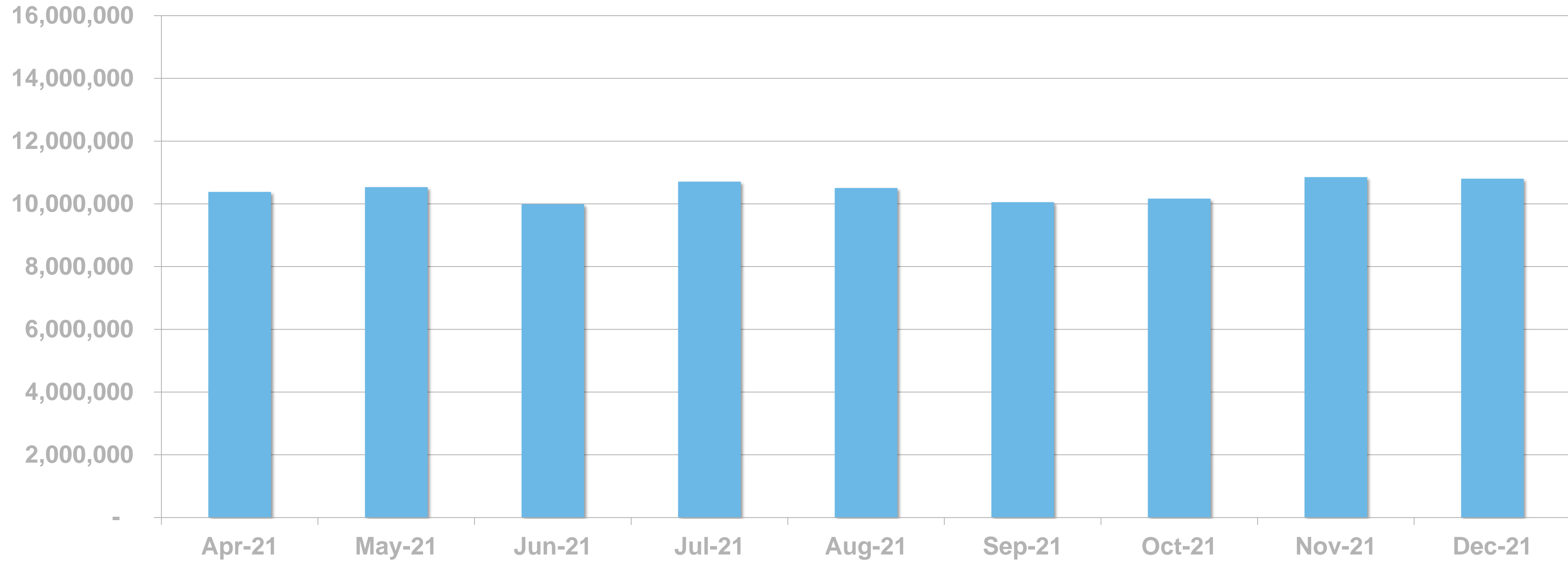
### News & Entertainment Websites Ever Use November 2021 (Adults 18+)



RTÉ Media Sales

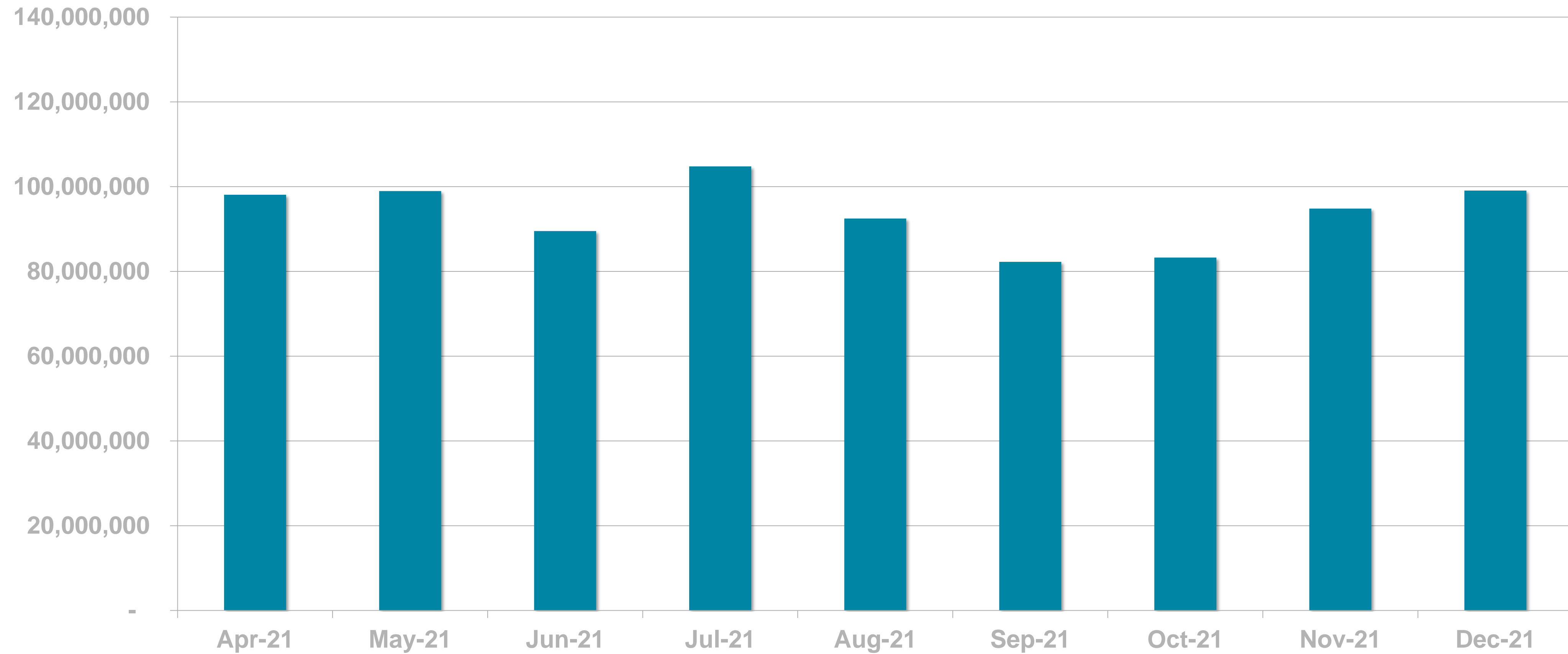
Source: B&A Survey, Nov 2021 (Adults 18+ in Ireland)  
\*Worldwide, Device-based metric

# RTÉ.ie UNIQUE BROWSERS PER MONTH

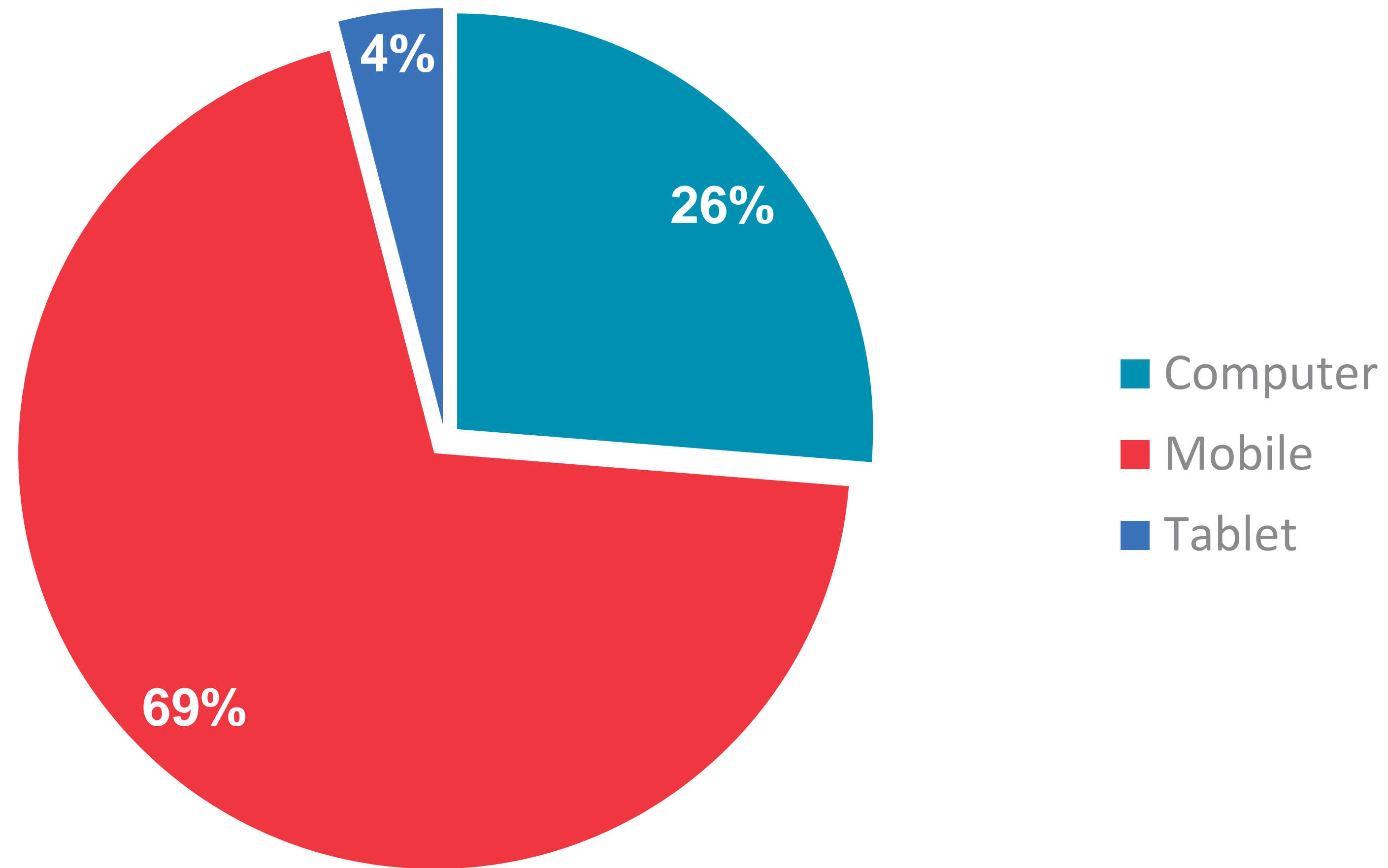




# RTÉ.ie PAGE VIEWS PER MONTH

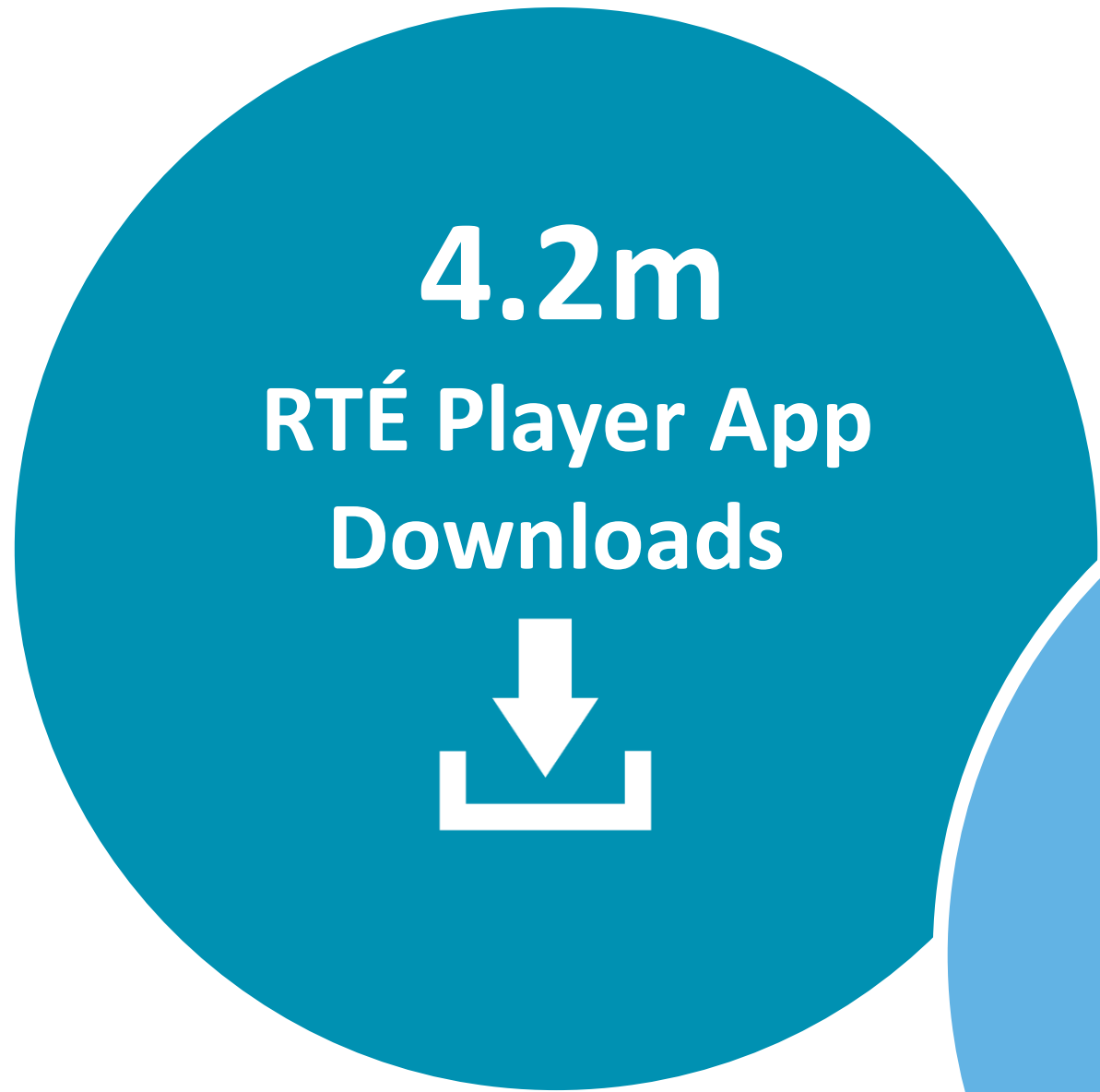


# RTÉ.ie PAGE VIEWS PER DEVICE

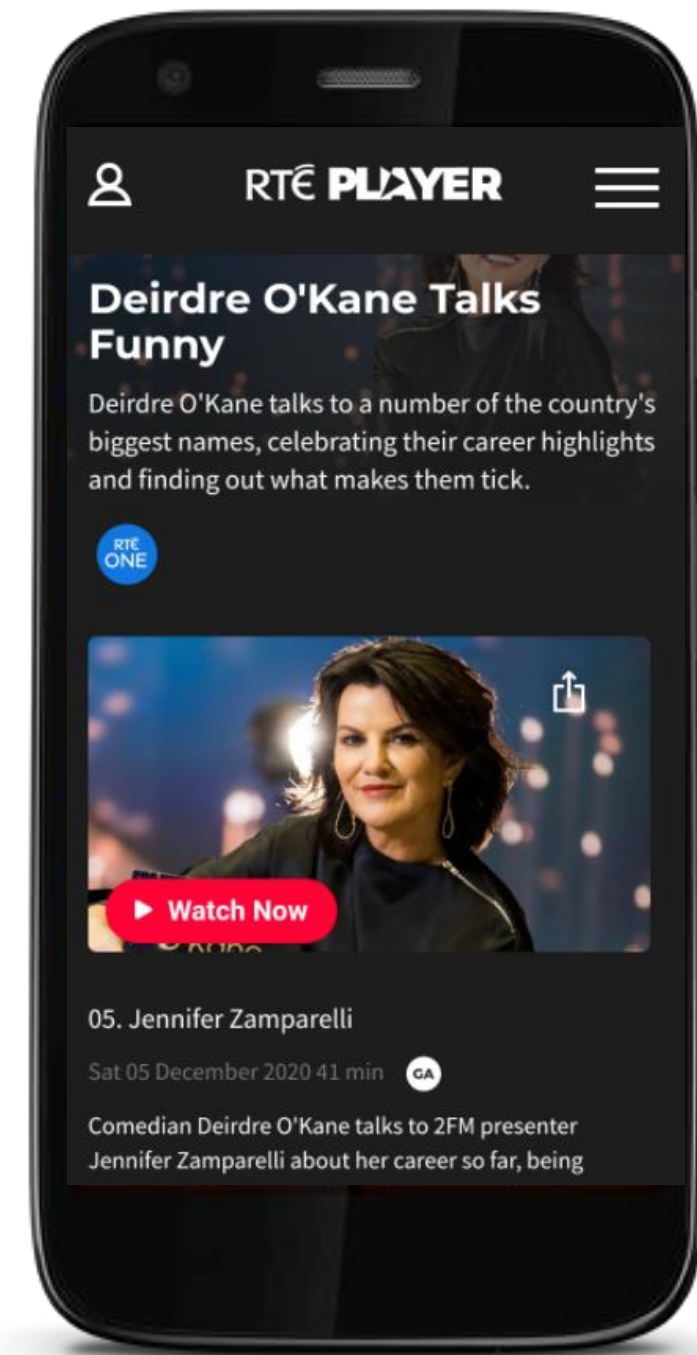
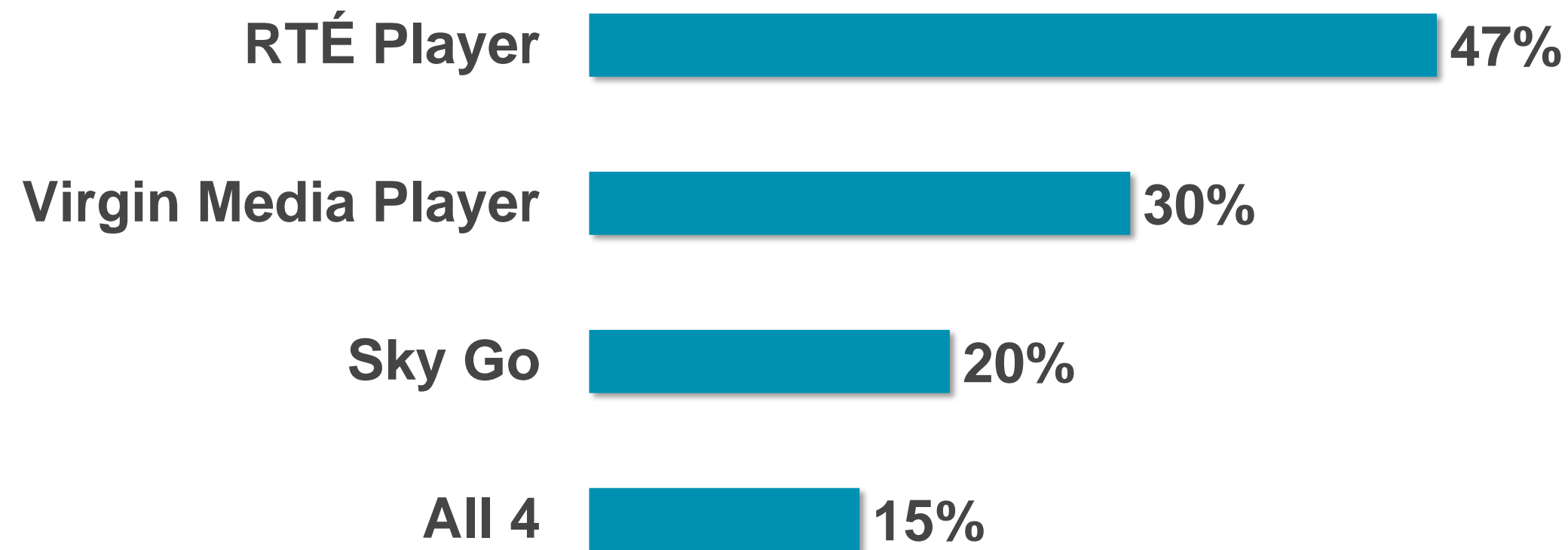




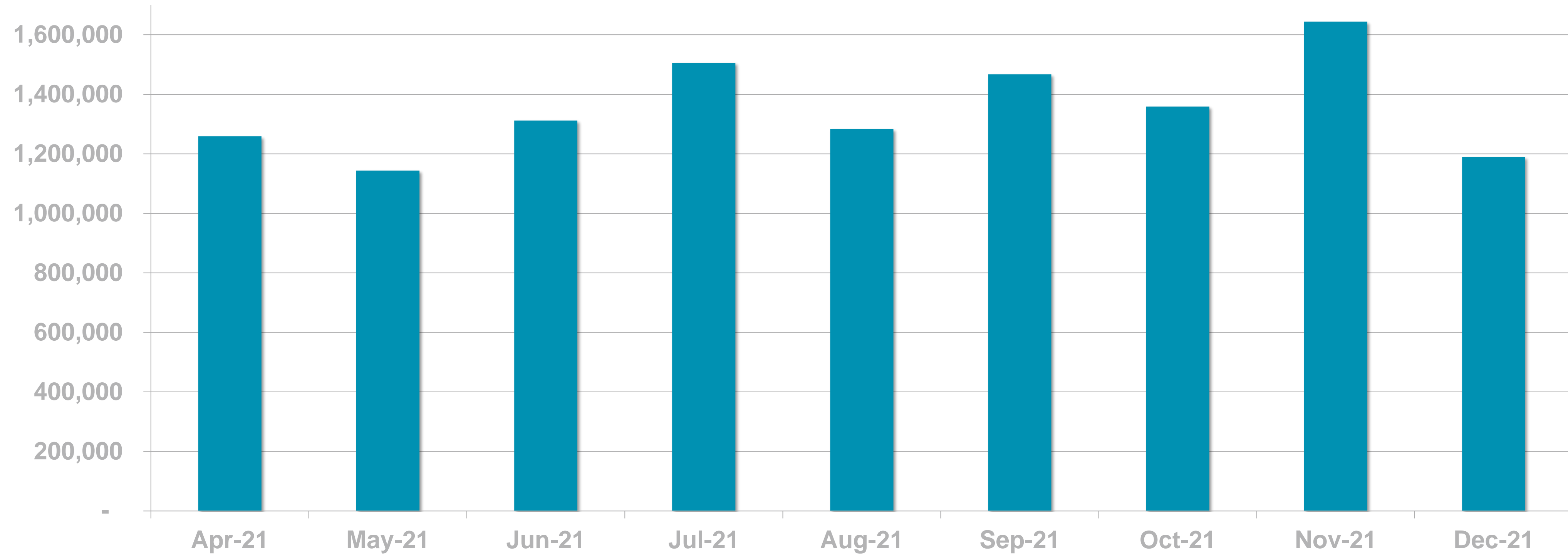
RTÉ Player is the Number 1 broadcaster video on demand service used by 47% of adults in Ireland



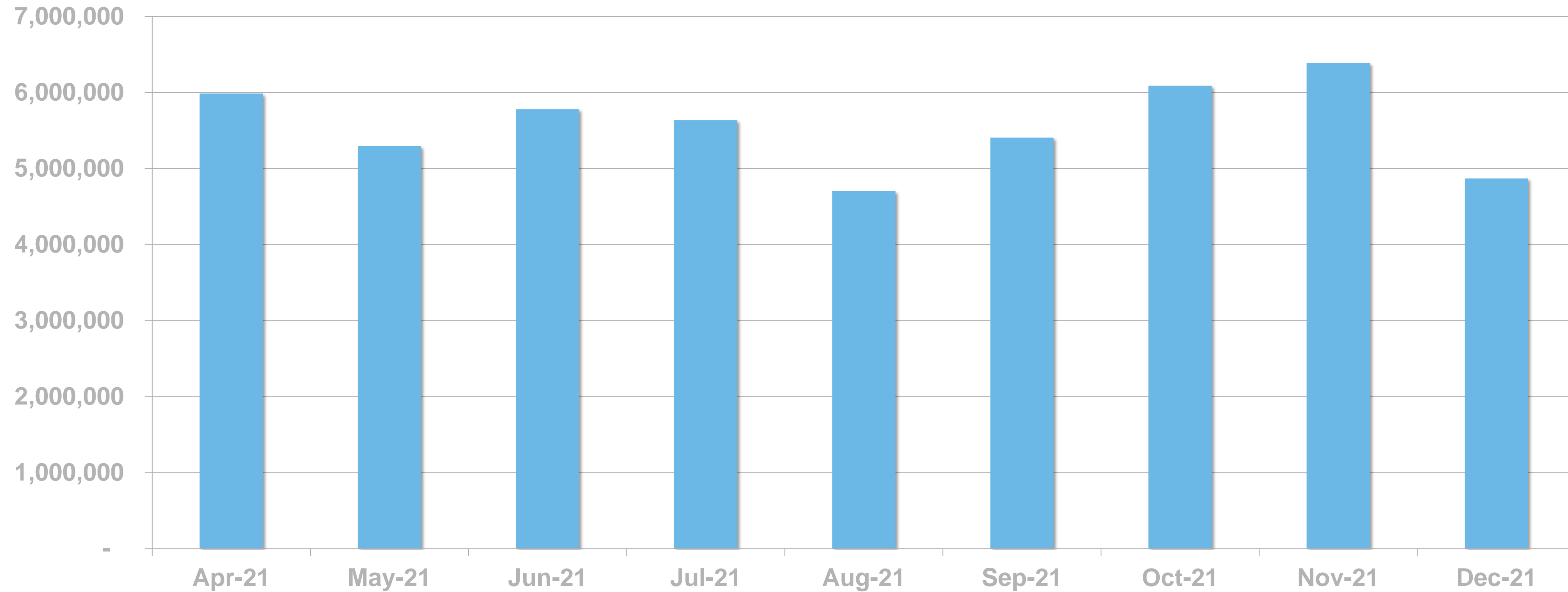
BVOD Services Ever Use  
November 2021 (Adults 18+)



# RTÉ PLAYER UNIQUE BROWSERS PER MONTH



# RTÉ PLAYER STREAMS PER MONTH



# Top Programmes

	Programme
1	Fair City
2	EastEnders
3	Hidden Assets
4	RTÉ News: Six One
5	Love/Hate
6	RTÉ News: Nine O'Clock
7	My Bungalow Bliss
8	The Late Late Show
9	Frasier
10	Ireland's Fittest Family
11	Kin
12	Latest News and Weather
13	Normal People
14	Gossip Girl
15	Neighbours



# RTE Media Sales



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