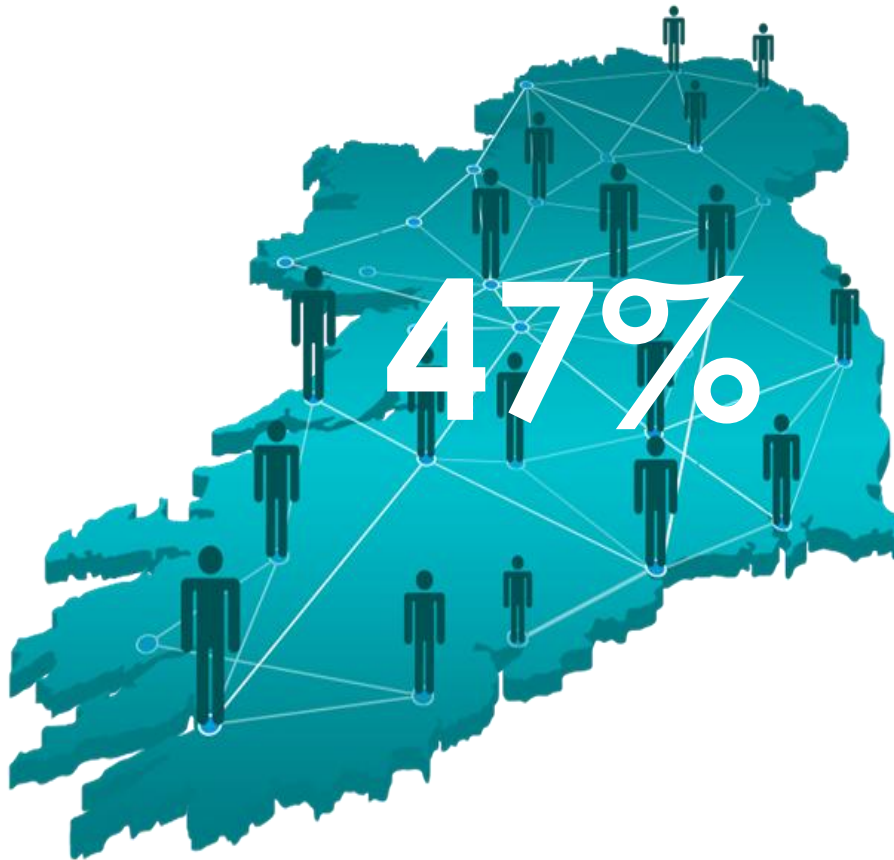




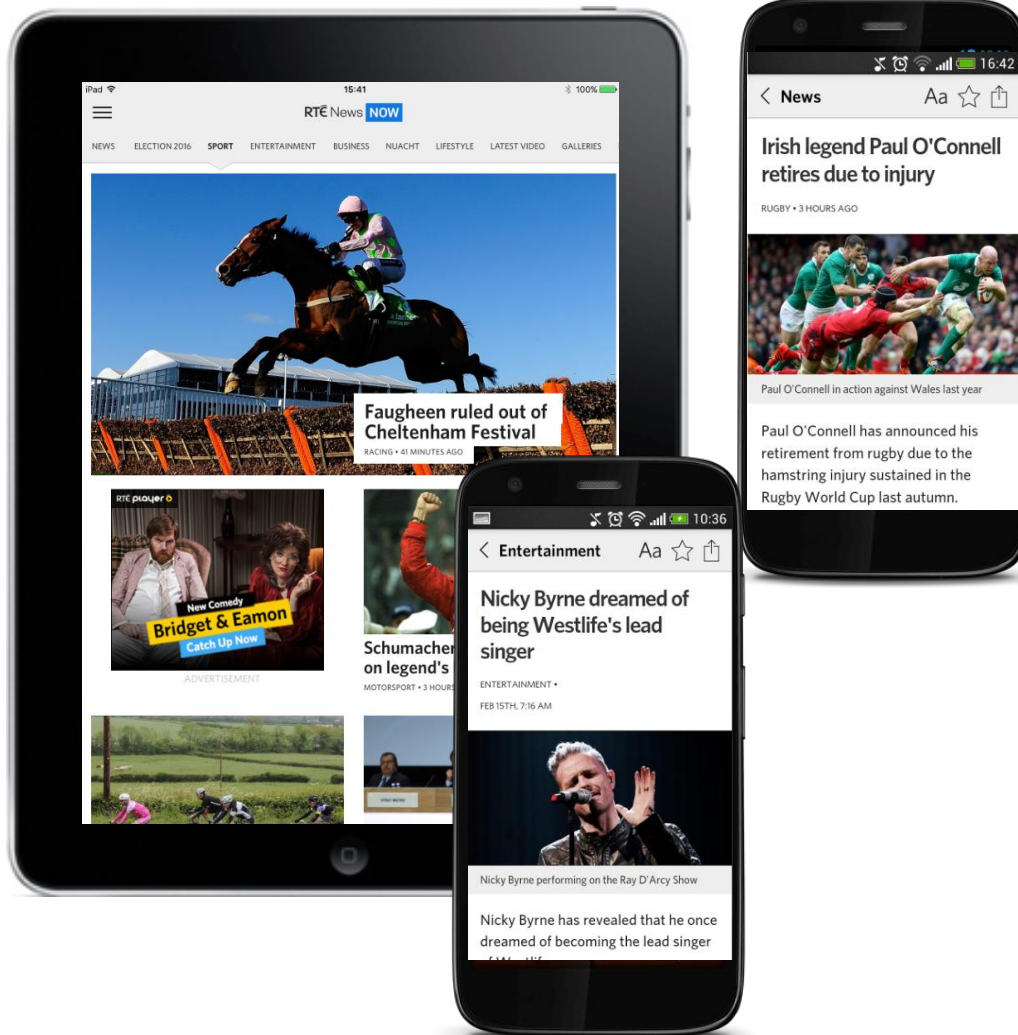
Digital Audience Report

January 2016

**47% of Irish adults use a digital service
from RTÉ every week**



RTÉ NEWS NOW



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

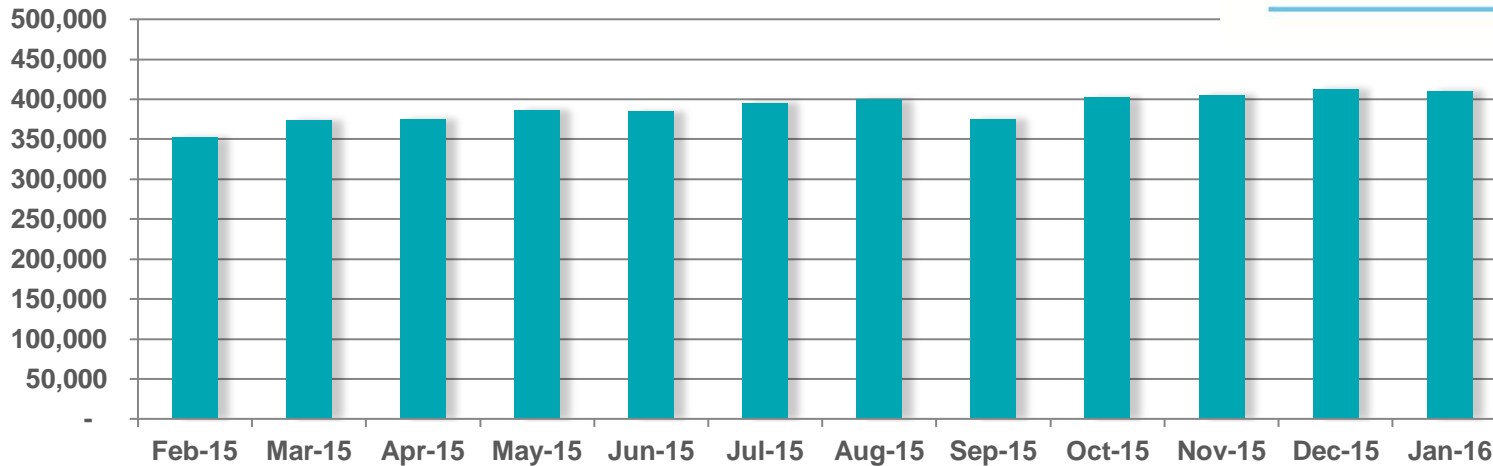


News Now App

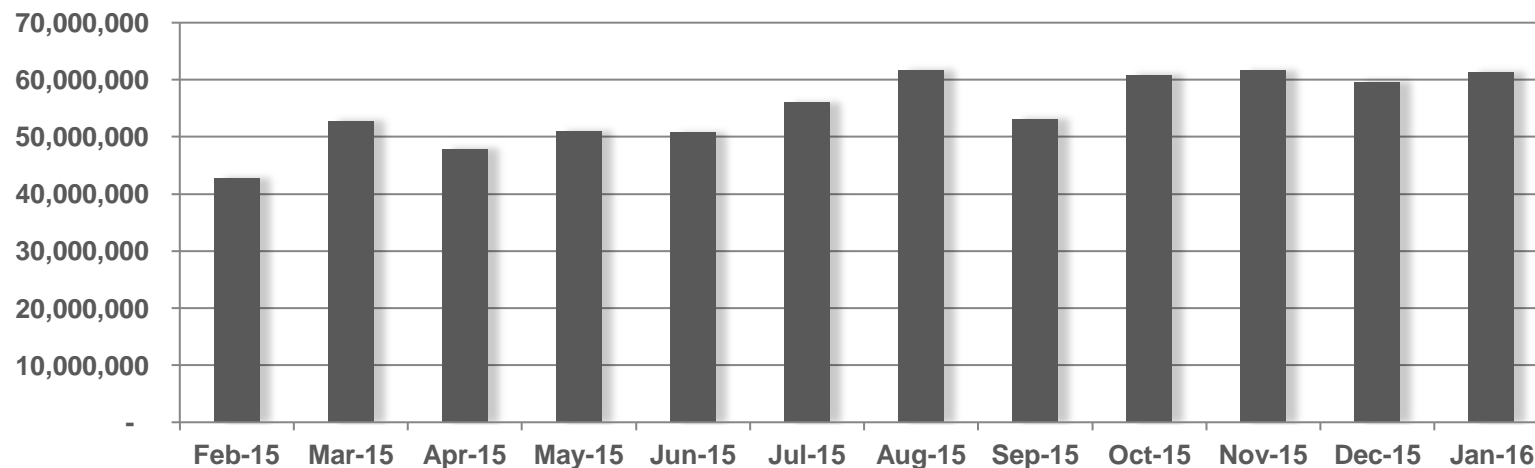


News Now App
downloads

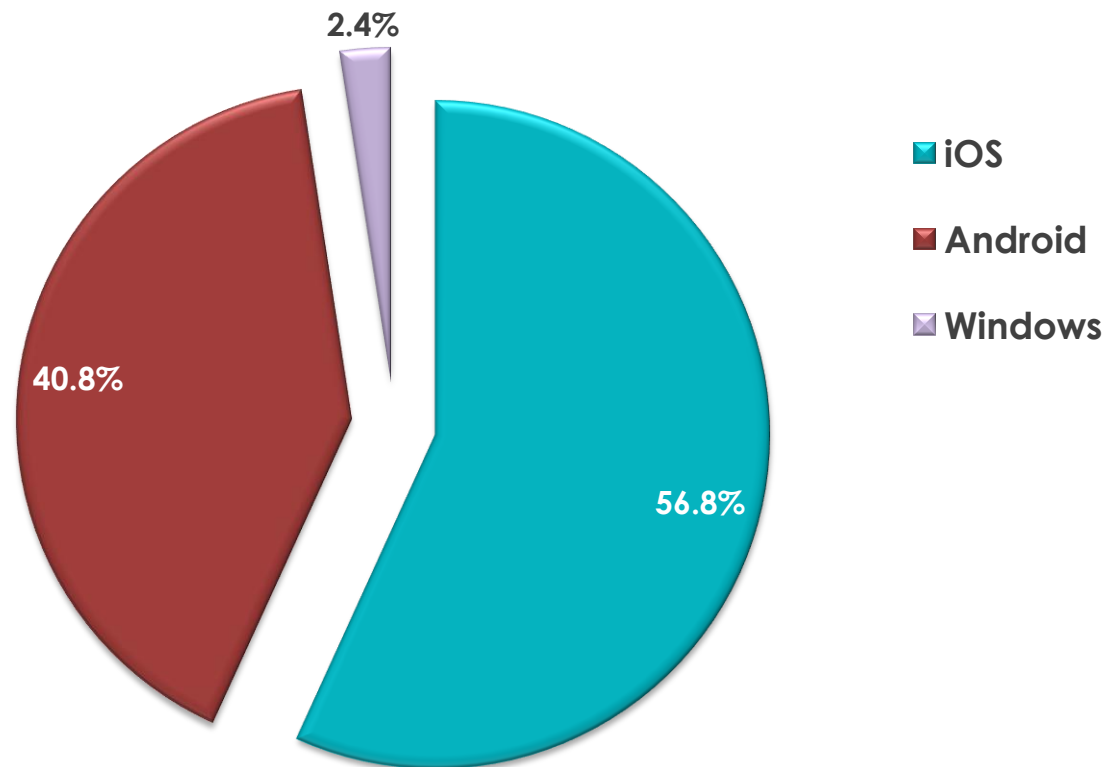
Unique Browsers per Month

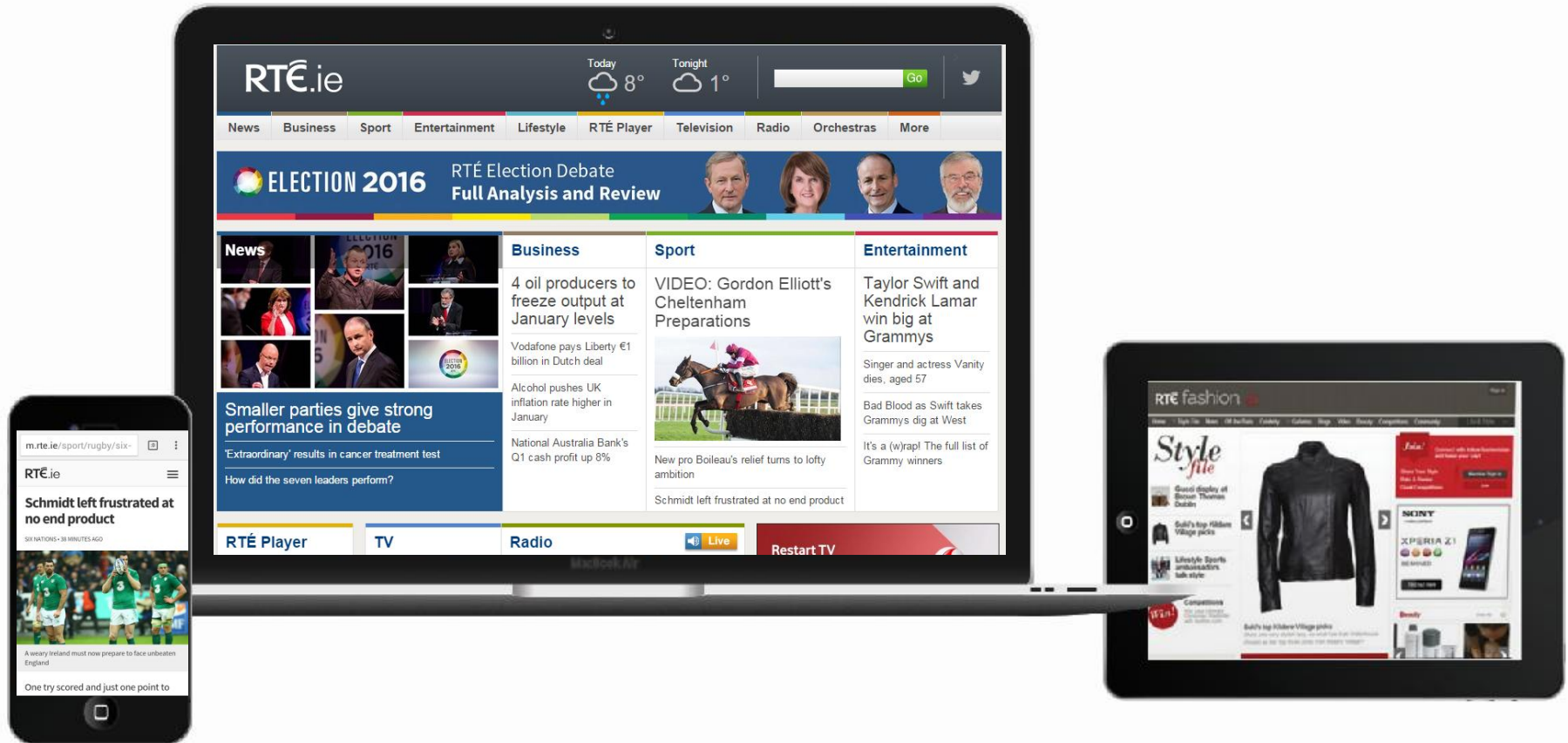


Page Views per Month



Page Views per App Version – January 2016





**RTÉ.ie is the Number 1 multi-media website in Ireland
with 788,000 users in the past week and the
Number 1 Irish media web brand
used by 42% of Irish Internet users in the last month**



**No.1 Multi-media
Website**



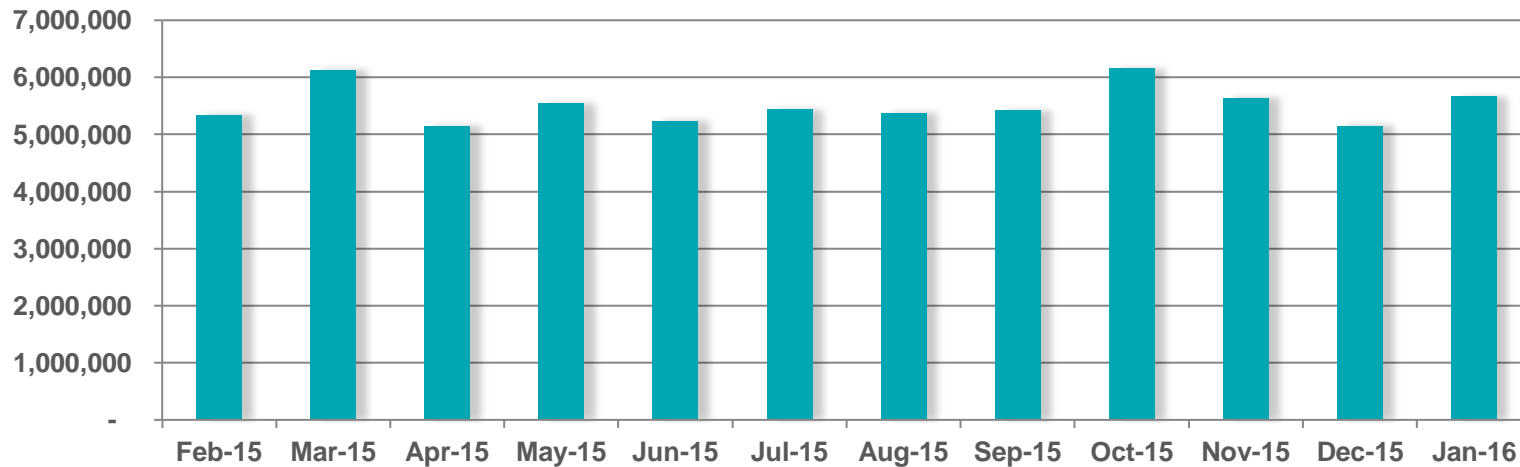
**The average visit on RTÉ.ie
is longer than Irish Times,
Independent and The Journal**

RTE.ie: 5.57min, Irish Times.com: 5.24min, msn.ie: 5.11min,
CNN.com: 4.93min, Independent.ie: 4.64min, BuzzFeed.com: 4.50min,
TheJournal.ie: 4.46min (Source: B&A, 2014). The average duration per
visit on RTÉ.ie was 6 mins 15 secs in January 2016 (comscore DAX, 2016)

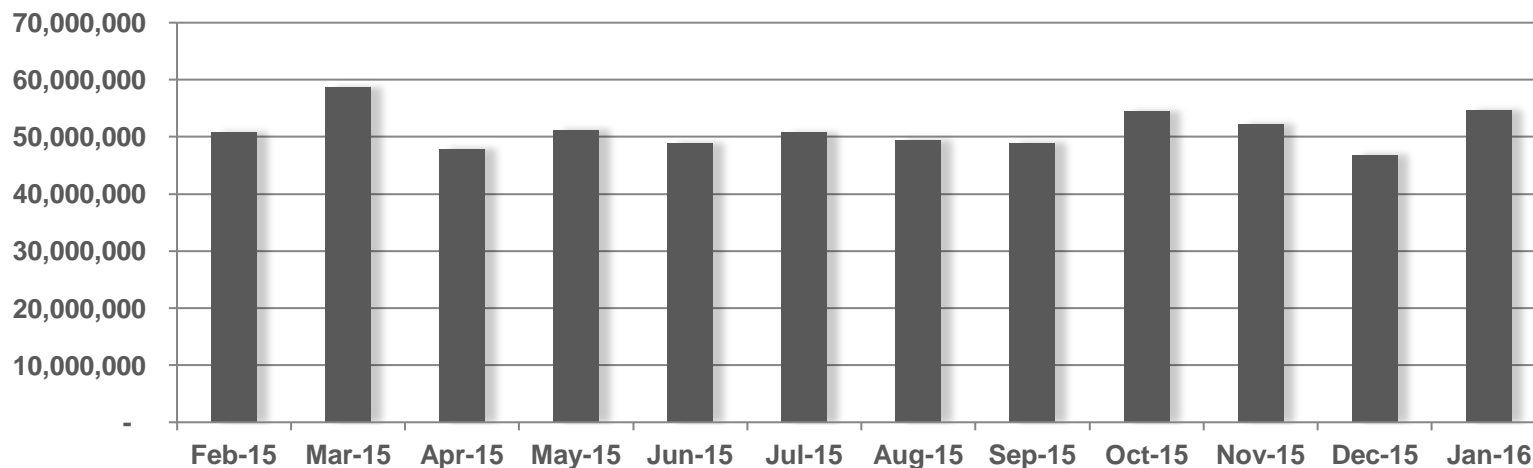


**Monthly Unique
Browsers**

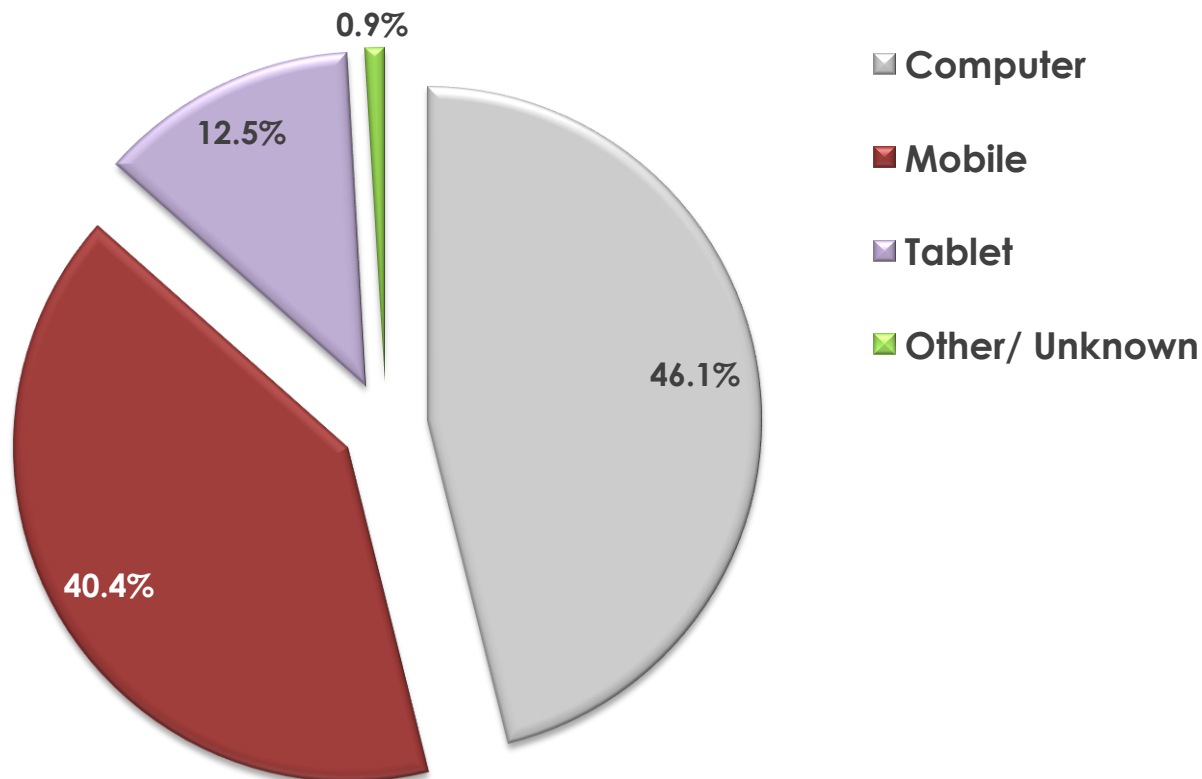
Unique Browsers per Month

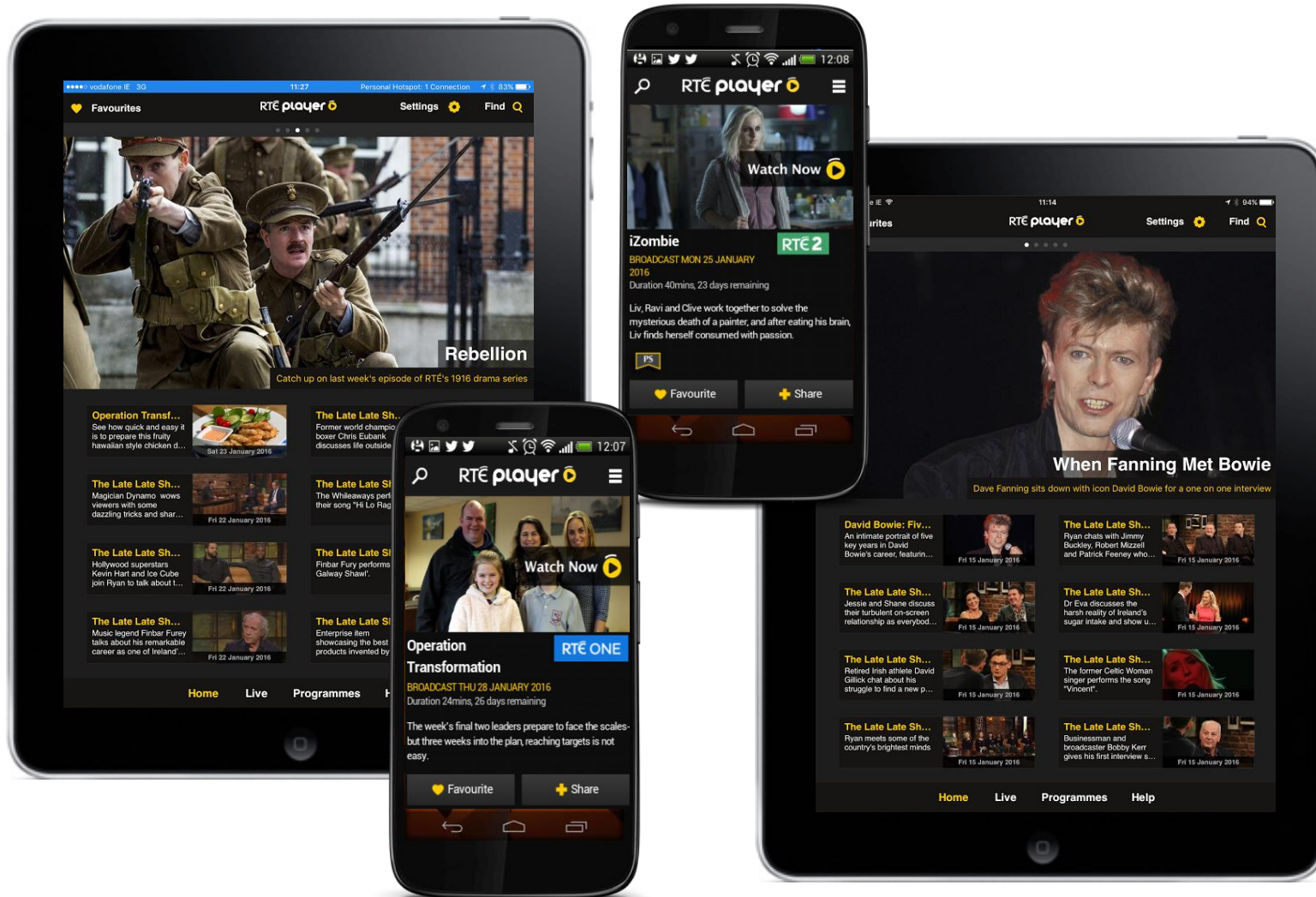


Page Views per Month



Page Views per Device – January 2016







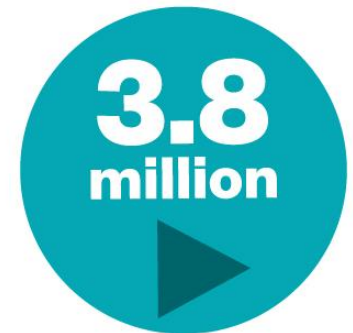
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 374,000 users in last 7 days



RTÉ Player App
downloads



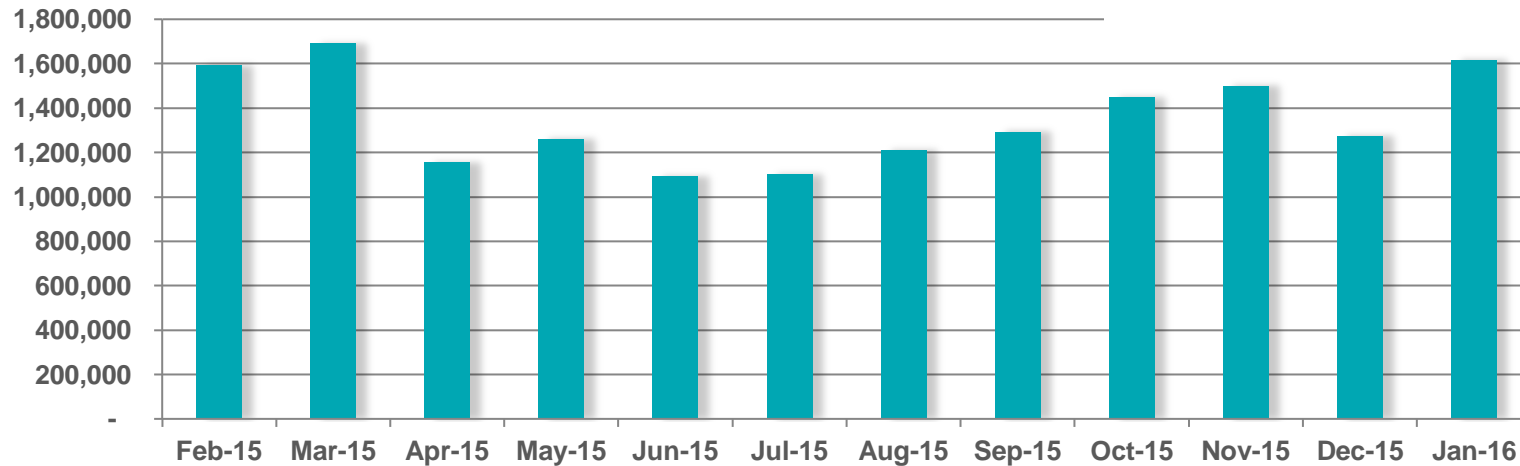
Ireland's No.1 VOD service



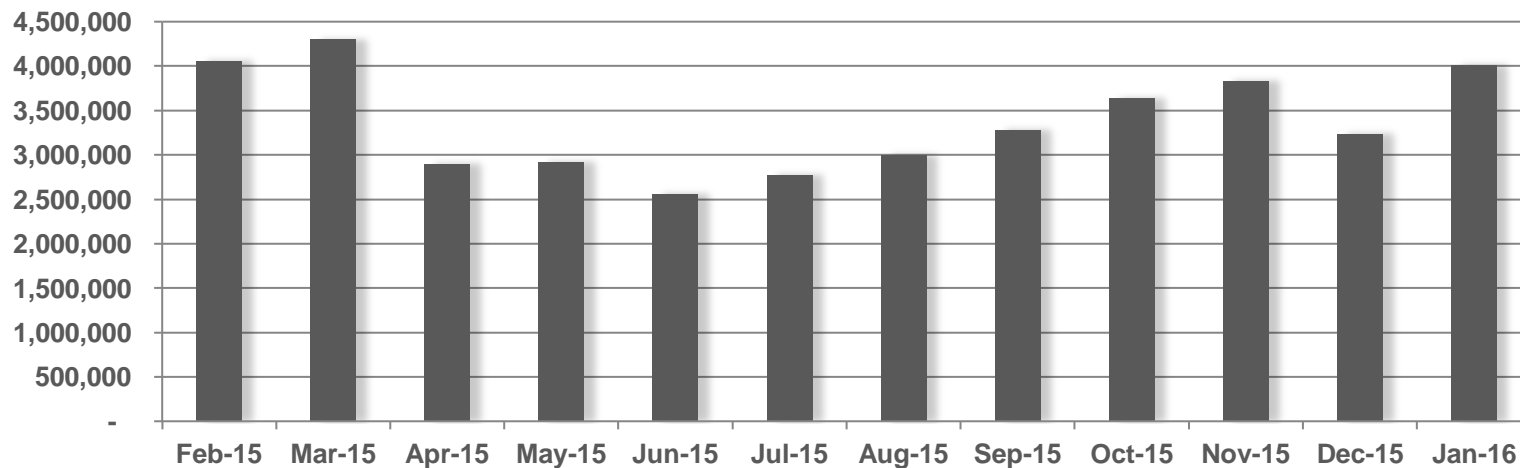
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

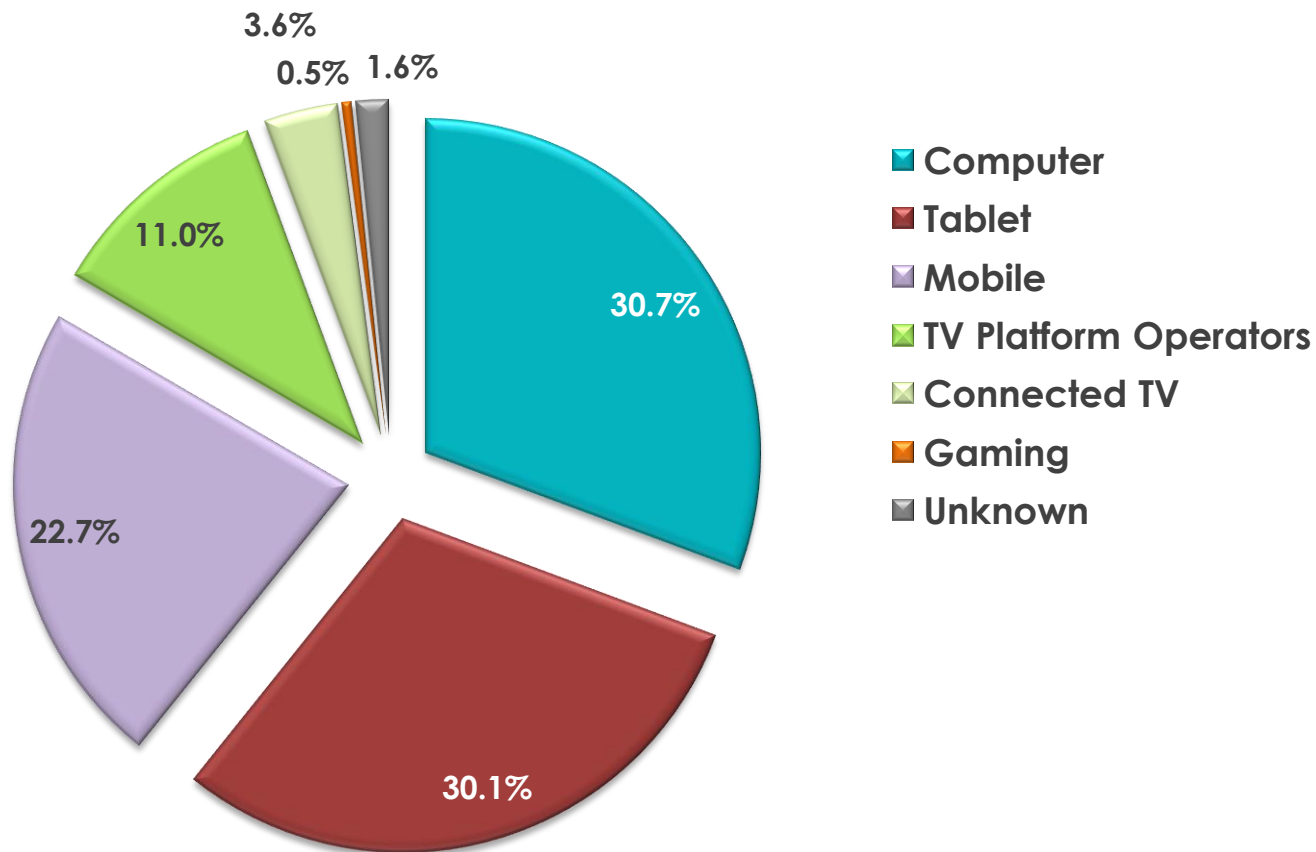


Source: comScore Dax
(Unique Browsers
excluding Virgin Media)

Top Programmes in January 2016

	Programme	Streams
1	EastEnders	390,000
2	Fair City	314,000
3	Home and Away	259,000
4	Rebellion	230,000
5	Operation Transformation	137,000
6	Latest Irish News	96,000
7	Sugar Crash	93,000
8	Nine News	92,000
9	Neighbours	84,000
10	The Late Late Show	75,000
11	The Late Late Show Extras	67,000
12	Six One News	66,000
13	The Good Wife	46,000
14	The Voice of Ireland	44,000
15	Mrs Brown's Boys	43,000
16	Grey's Anatomy	42,000
17	Shortland Street	37,000
18	The Ray D'Arcy Show Extras	35,000
19	The Ray D'Arcy Show	33,000
20	Nationwide	30,000

Streams by Device – January 2016



Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Grey's Anatomy	The Late Late Show	The Ray D'Arcy Show
Male						X	X
Female	X	X	X	X	X		
Male 18-34							
Female 18-34		X	X		X		
Main Shopper + kids	X	X		X	X	X	X

AUDIENCE	Bridget & Eamon	Nine News	Six Nations	Operation Transformation	Voice of Ireland	Room to Improve	Don't Tell the Bride
Male	X	X	X				
Female				X	X	X	X
Male 18-34	X		X				
Female 18-34	X			X	X		X
Main Shopper + kids		X		X		X	

The crosses above simply indicate the over-indexing audiences (compared to RTÉ Player average).
Programmes will also reach other audiences in large volumes

Audience Targeting – across RTÉ's digital services

AUDIENCE	RTÉ.ie	News & Business	Sport	Lifestyle	Player	News Now App	Player App
DEMO							
Male	112	114	145	73	107	118	104
Female	88	86	57	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



**RTÉ has an online user base
of 1.187m adults in Ireland**

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Website: www.rte.ie/mediasales/digital