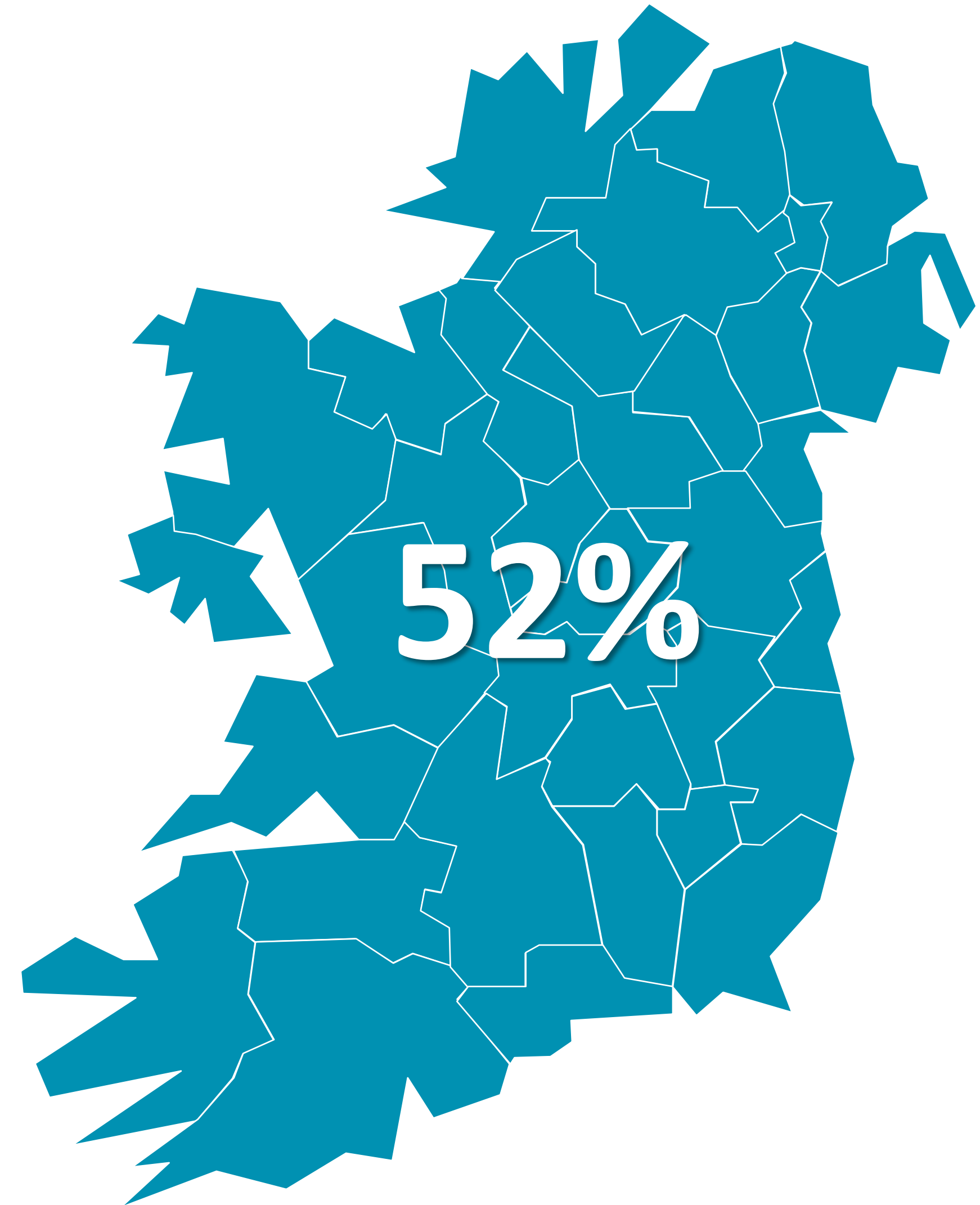




RTÉ Media Sales
Digital Audience Report
January 2022

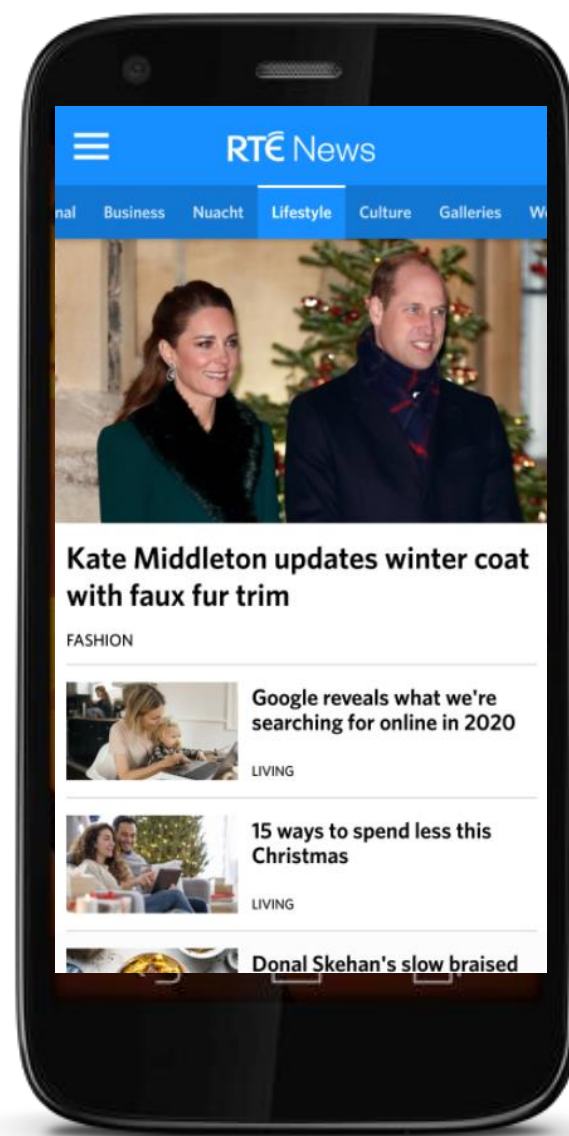
DIGITAL SERVICE USAGE

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



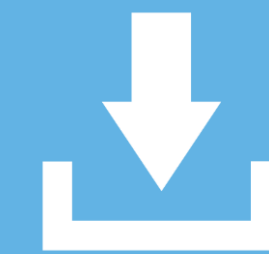
N^o. 1

News App



3m

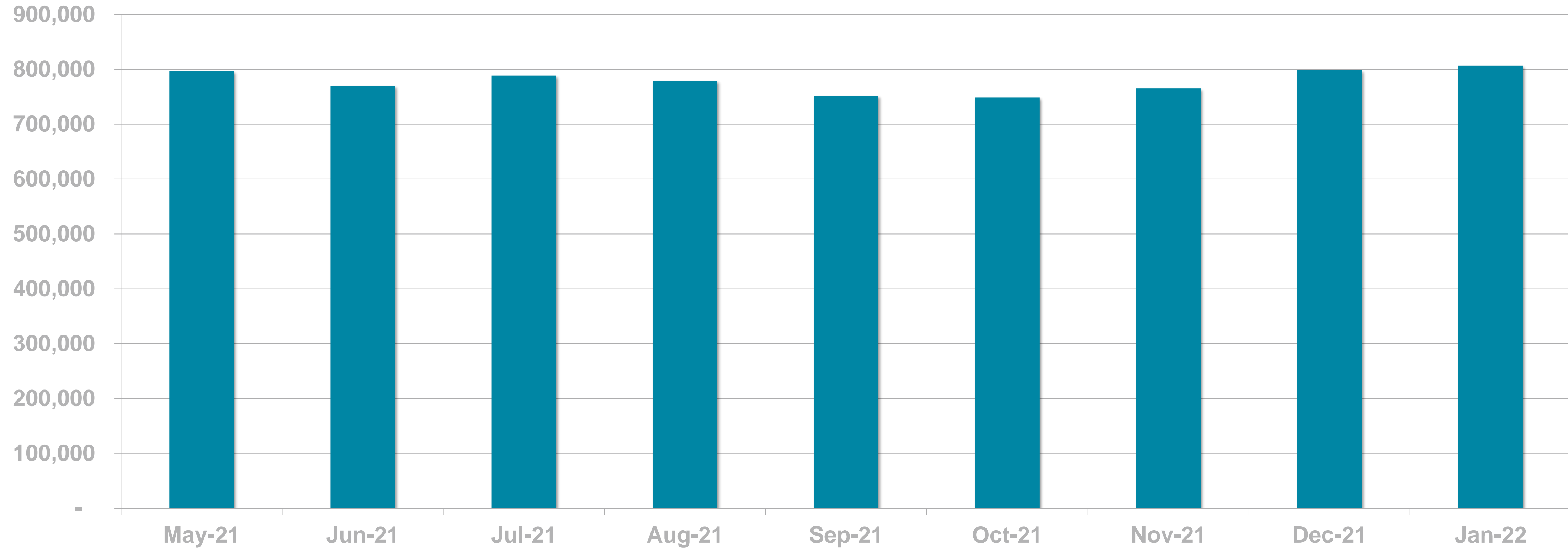
App Downloads



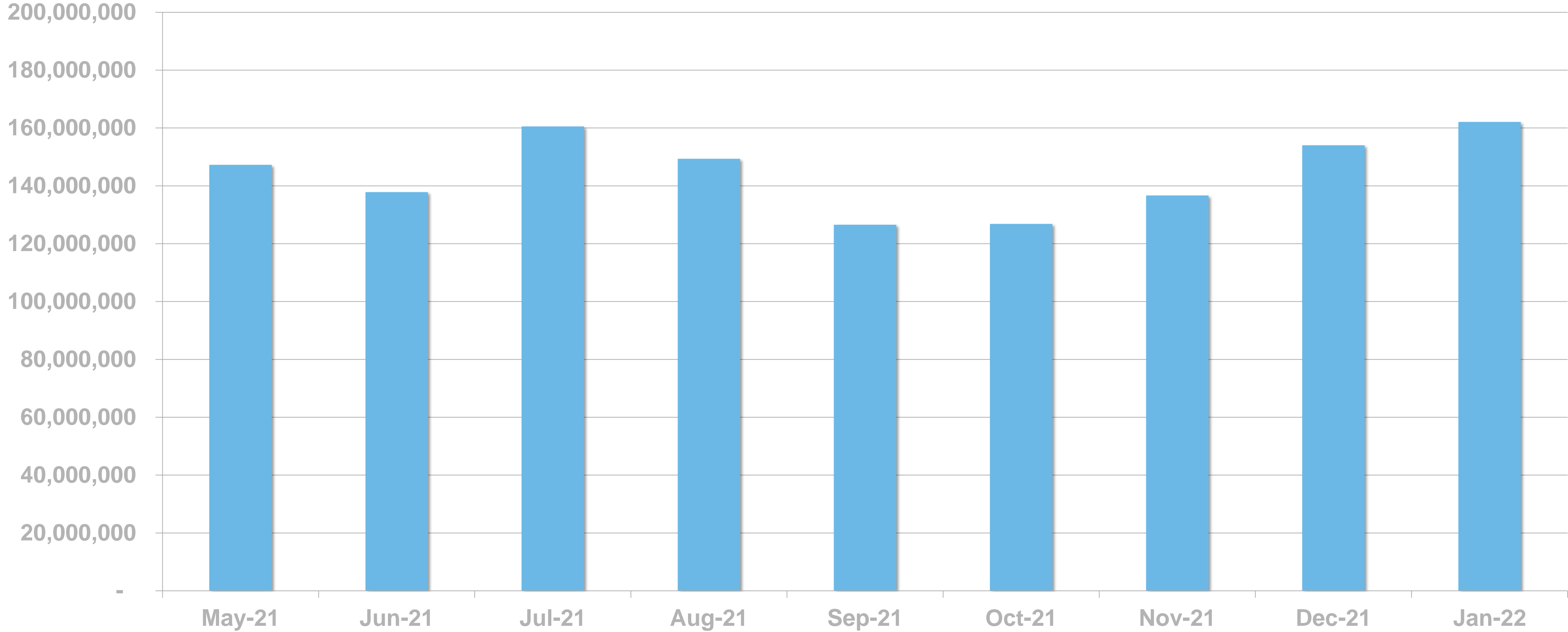
News Apps Ever Use – November 2021 (Adults 18+)



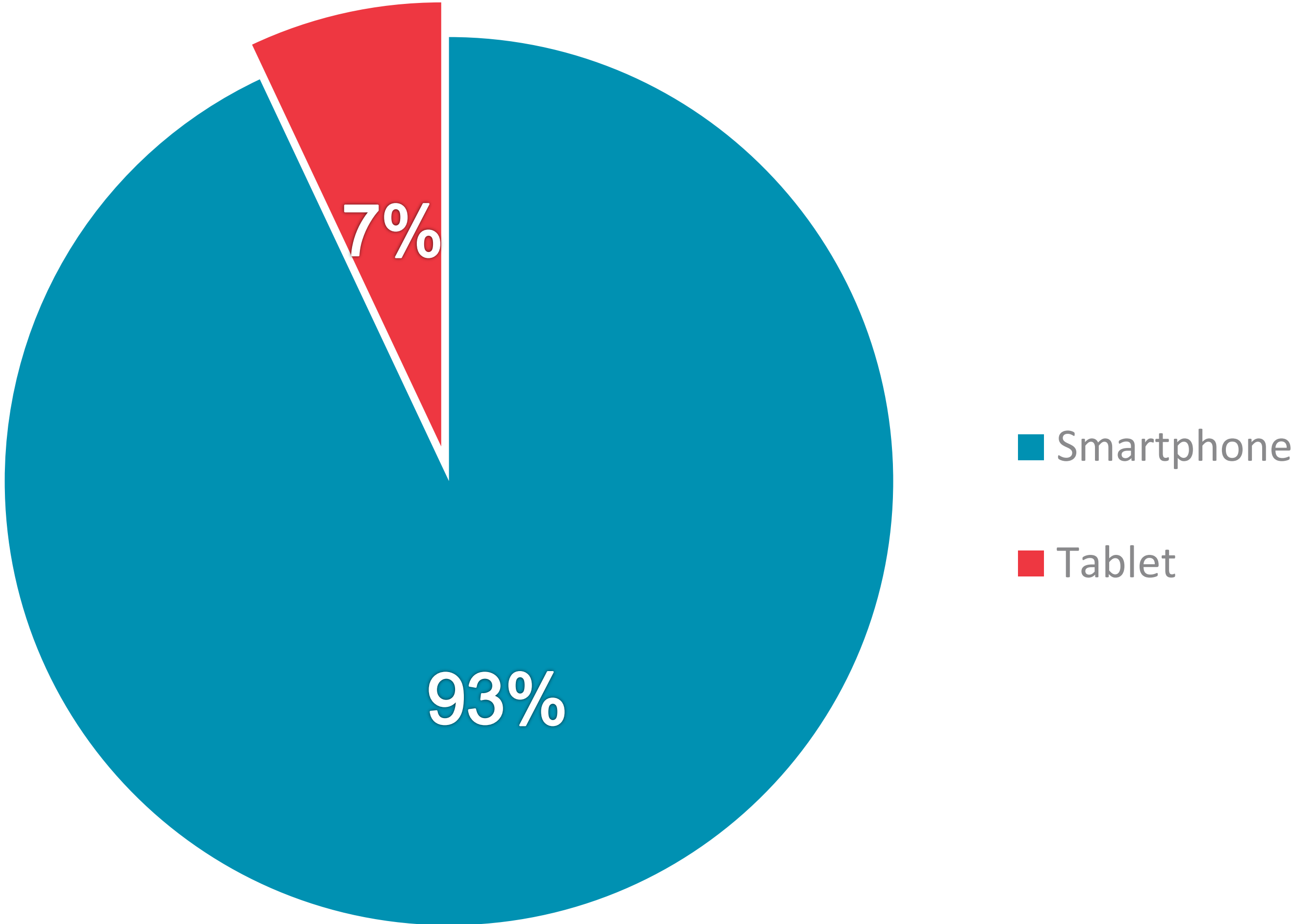
RTÉ News App UNIQUE BROWSERS PER MONTH



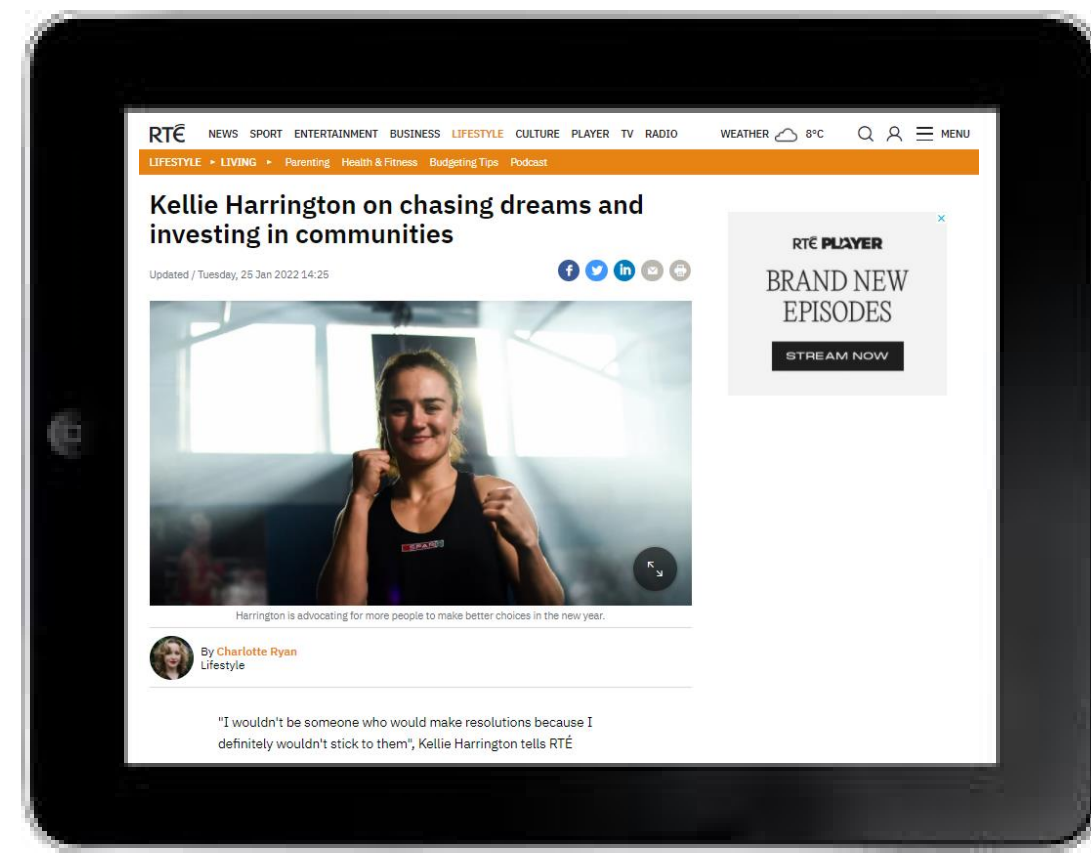
RTÉ News App PAGE VIEWS PER MONTH



PAGE VIEWS PER DEVICE




RTÉ.ie




Ireland's No. 1 Multi-Media Website



8 mins Average visit

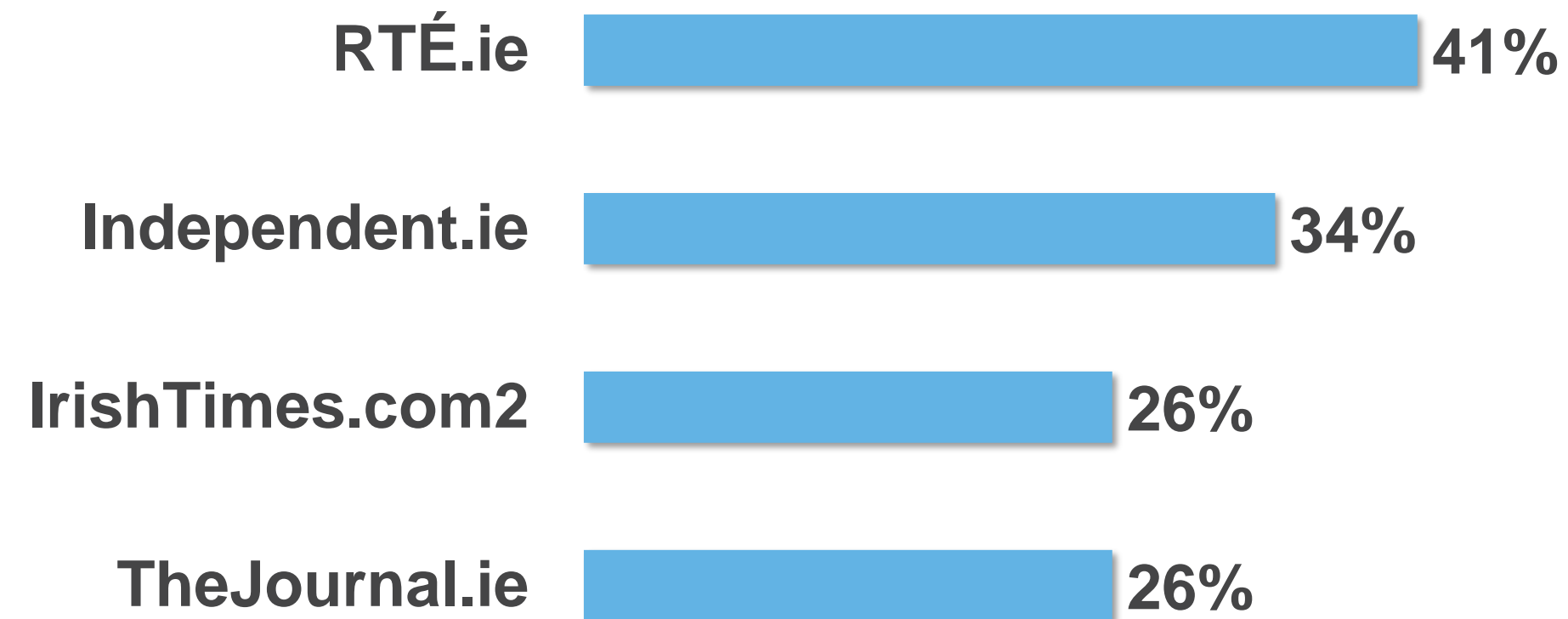


10 million Monthly Unique Browsers*



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

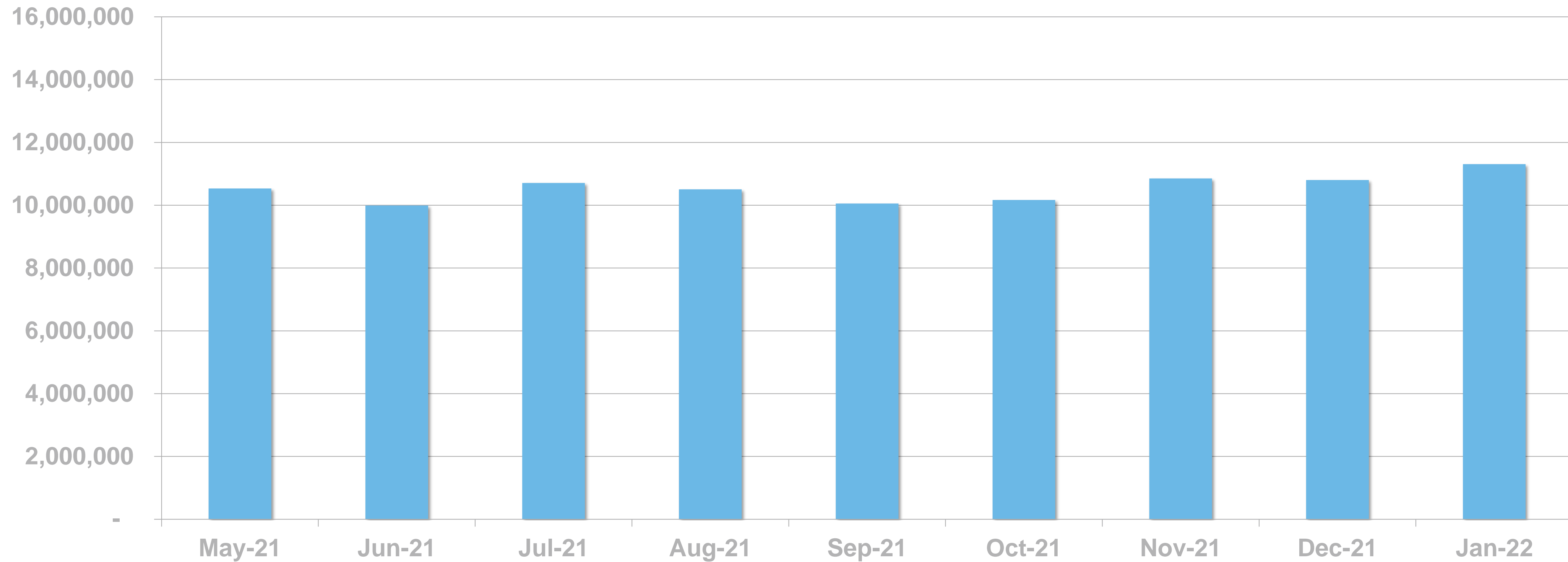
News & Entertainment Websites Ever Use November 2021 (Adults 18+)



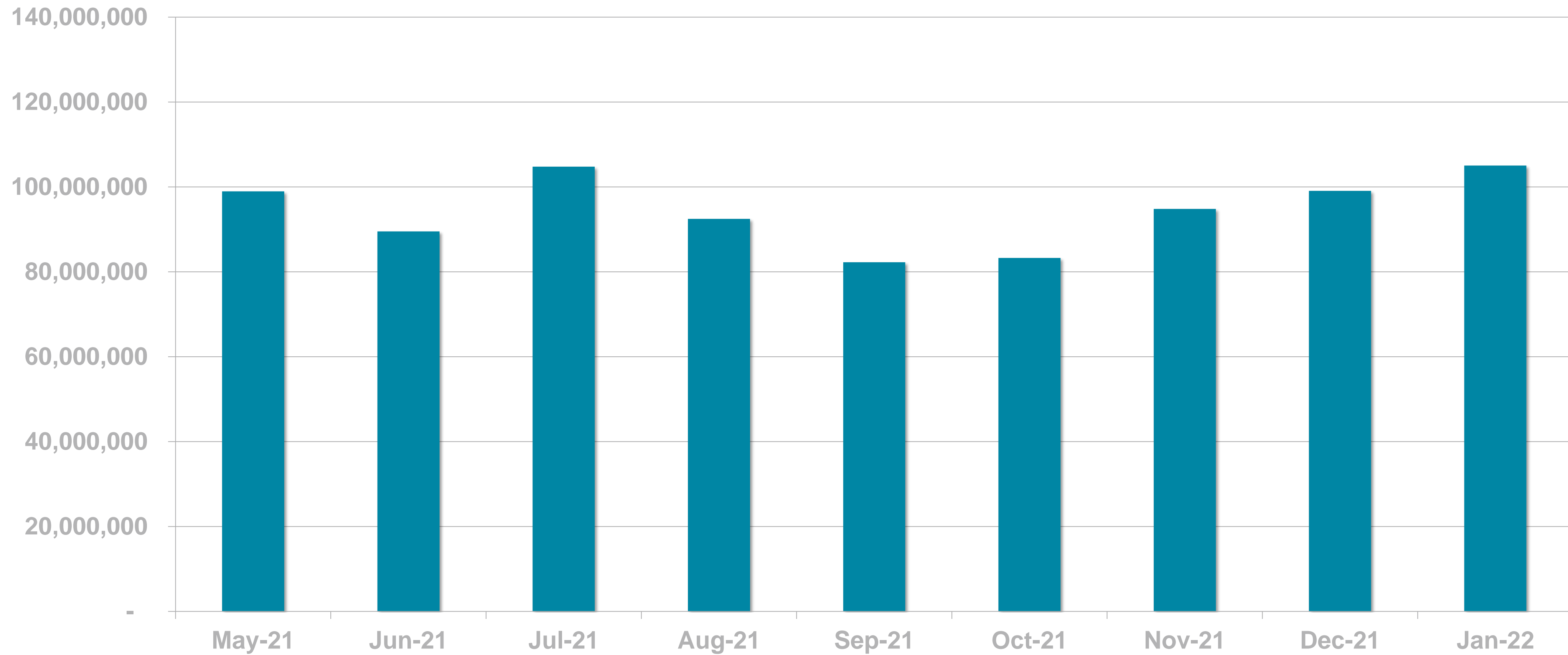
RTÉ Media Sales

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

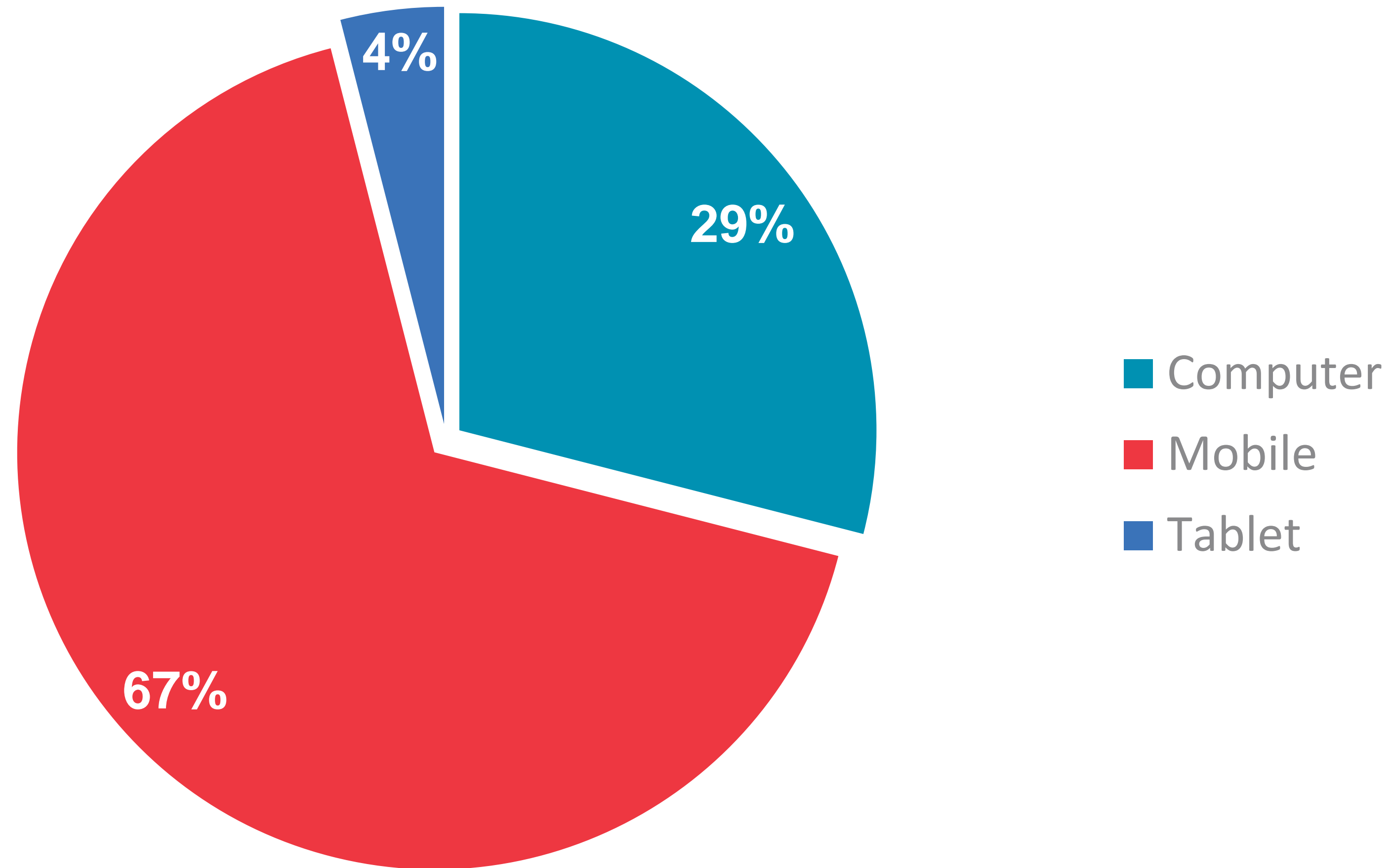
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH

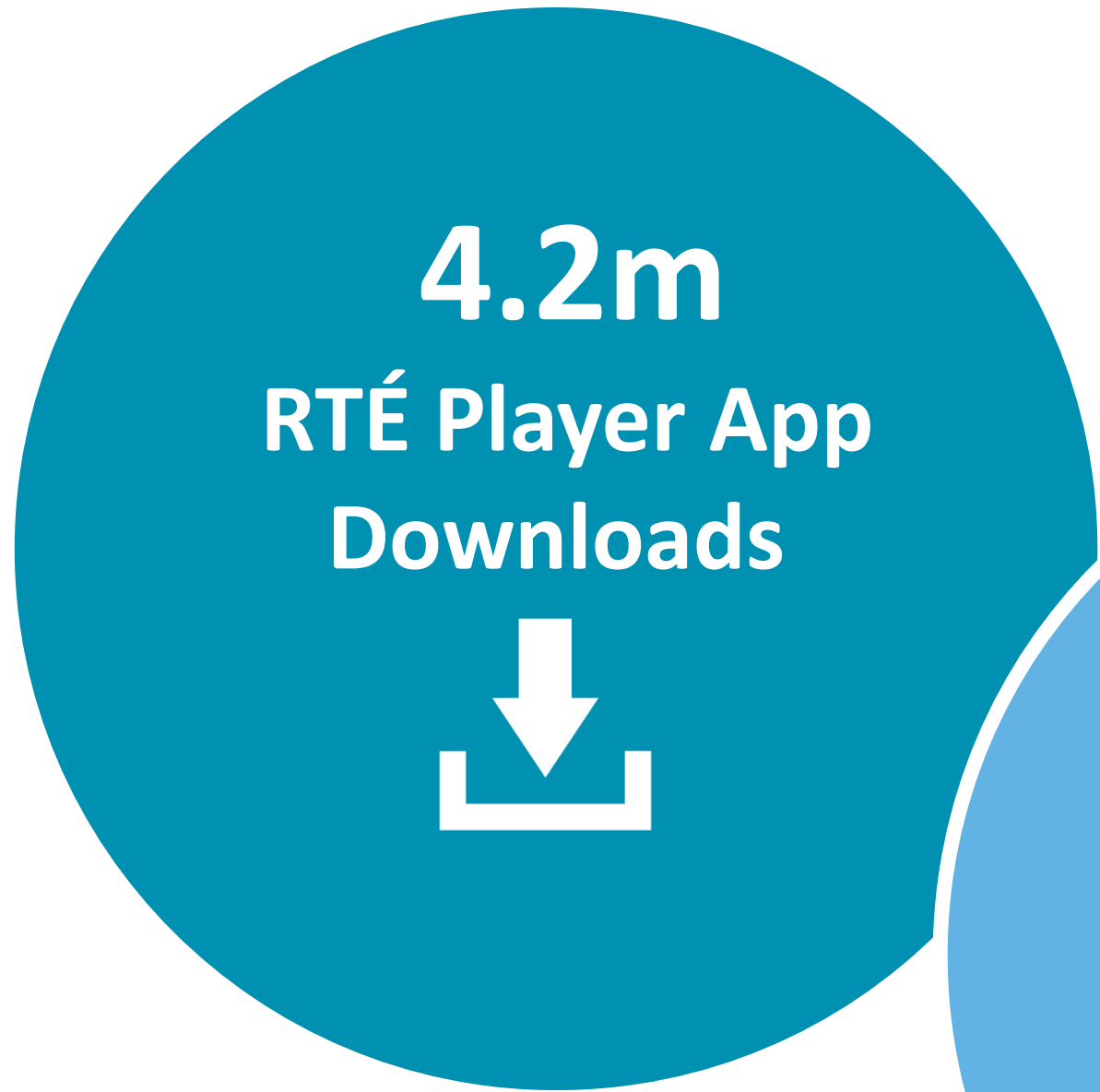


RTÉ.ie PAGE VIEWS PER DEVICE

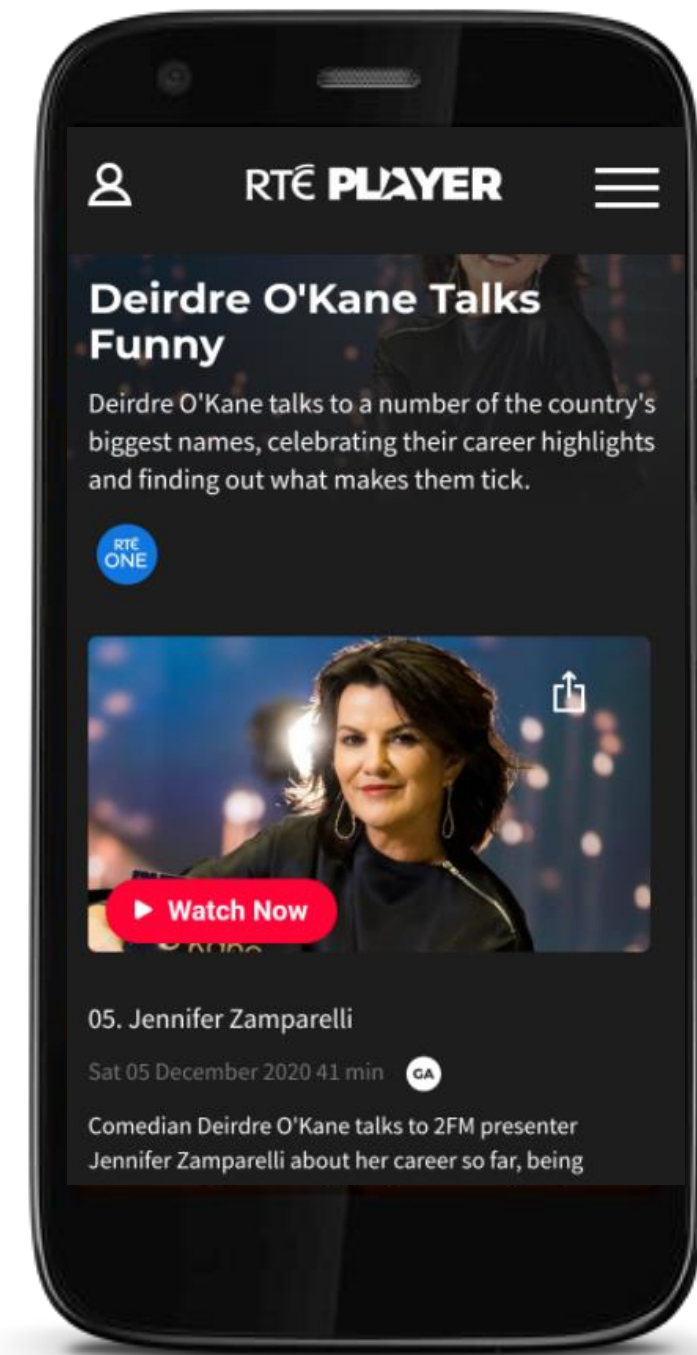
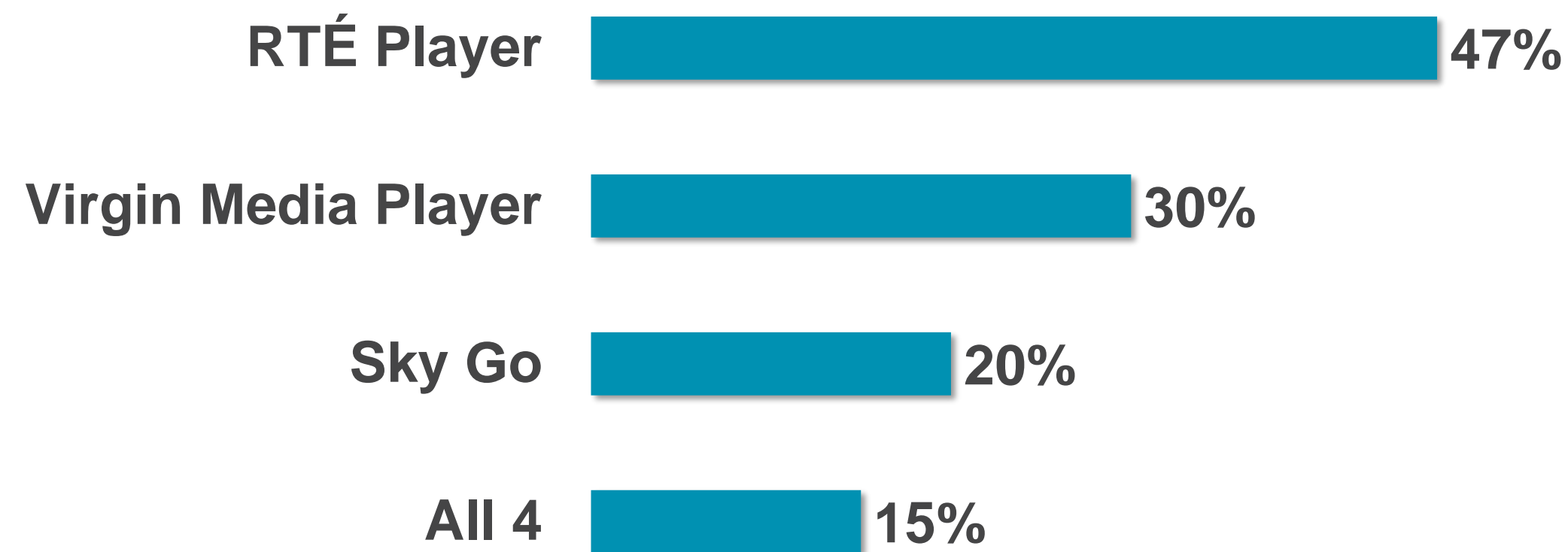




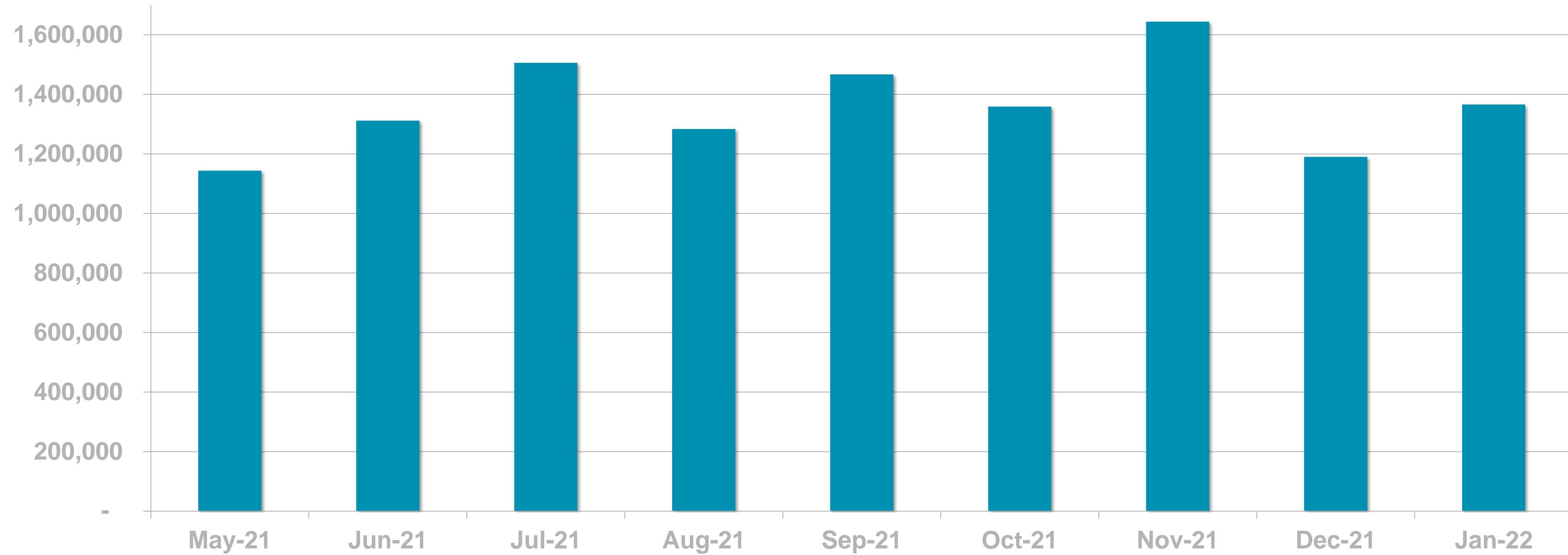
RTÉ Player is the Number 1 broadcaster video on demand service used by 47% of adults in Ireland



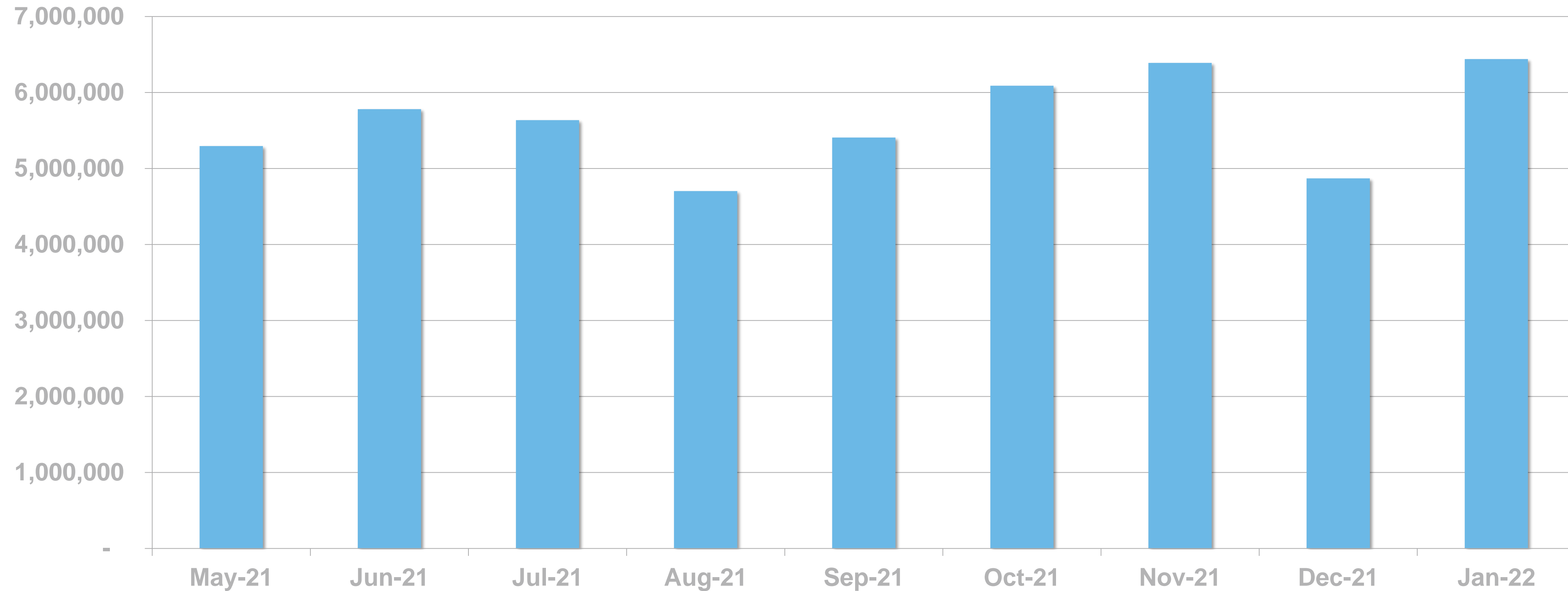
BVOD Services Ever Use
November 2021 (Adults 18+)



RTÉ PLAYER UNIQUE BROWSERS PER MONTH



RTÉ PLAYER STREAMS PER MONTH



Top Programmes

	Programme
1	Home & Away
2	Normal People
3	EastEnders
4	Fair City
5	Smother
6	The Tommy Tiernan Show
7	RTÉ News: Six One
8	RTÉ News: Nine O'Clock
9	First Dates Ireland
10	Operation Transformation
11	Love/Hate
12	Neighbours
13	Damages
14	The Late Late Show
15	Frasier

RTE Media Sales



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www.rte.ie/mediasales