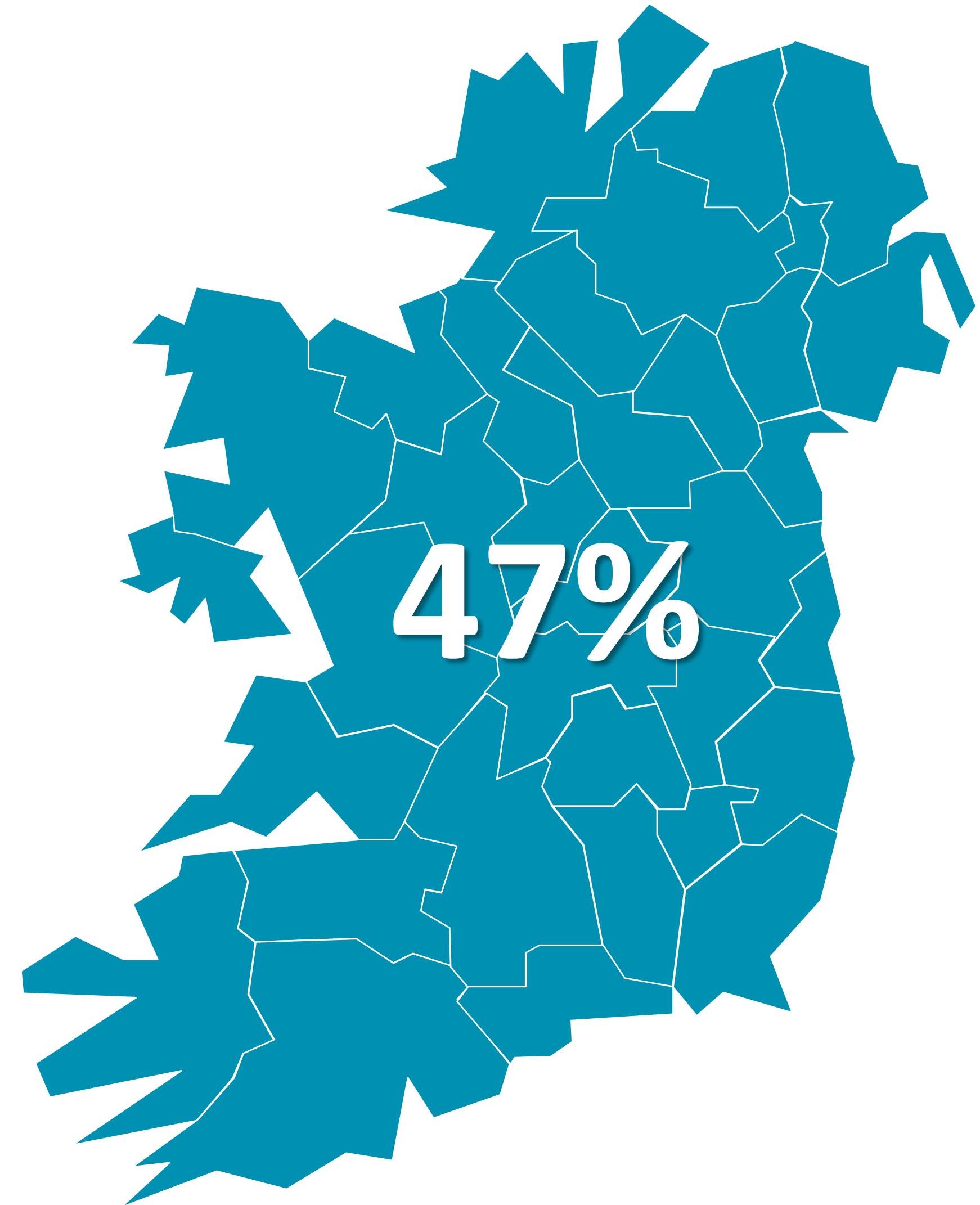




**RTÉ Media Sales**  
**Digital Audience Report**  
**July 2023**

# DIGITAL SERVICE USAGE

47% of Irish adults use a digital service from RTÉ every week (2022)



# RTÉ News

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



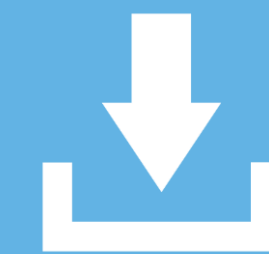
Nº. 1

News App



3.1m

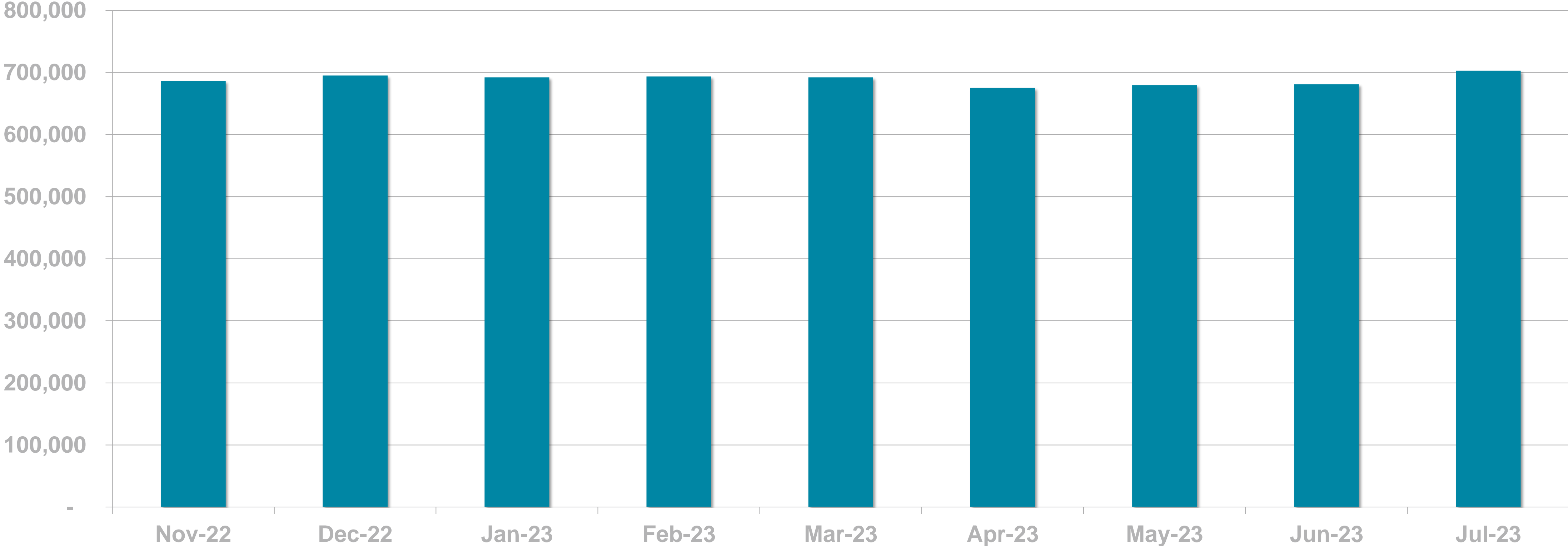
App Downloads



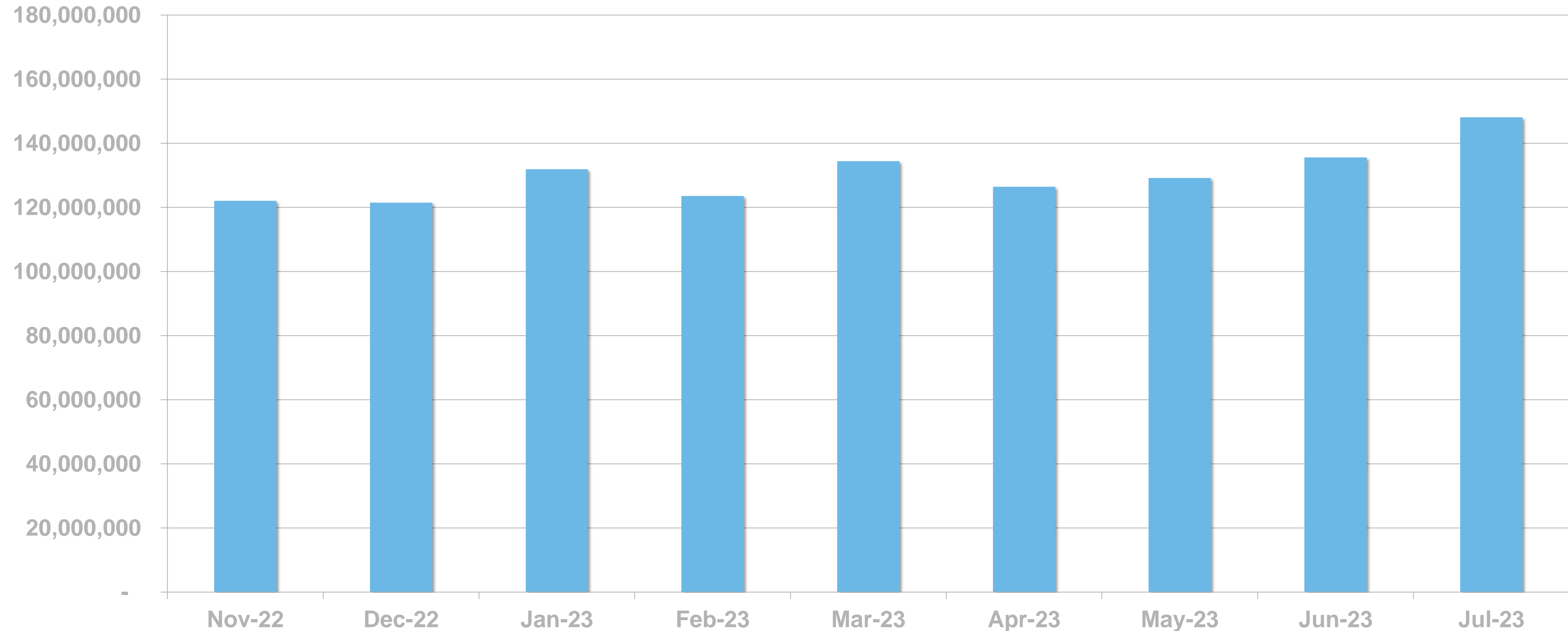
## News Apps Ever Use – November 2022 (Adults 18+)



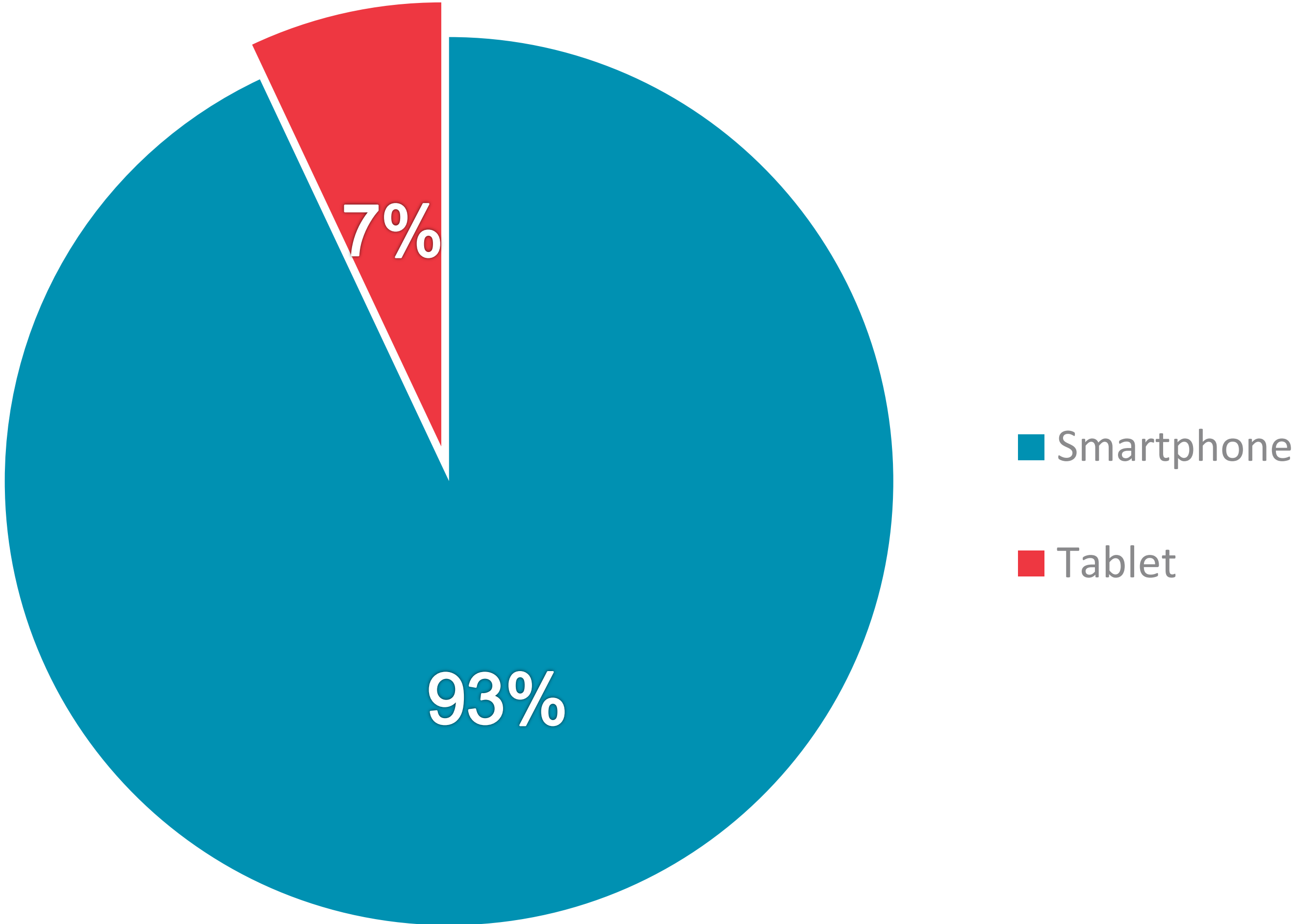
# RTÉ News App UNIQUE BROWSERS PER MONTH



# RTÉ News App PAGE VIEWS PER MONTH

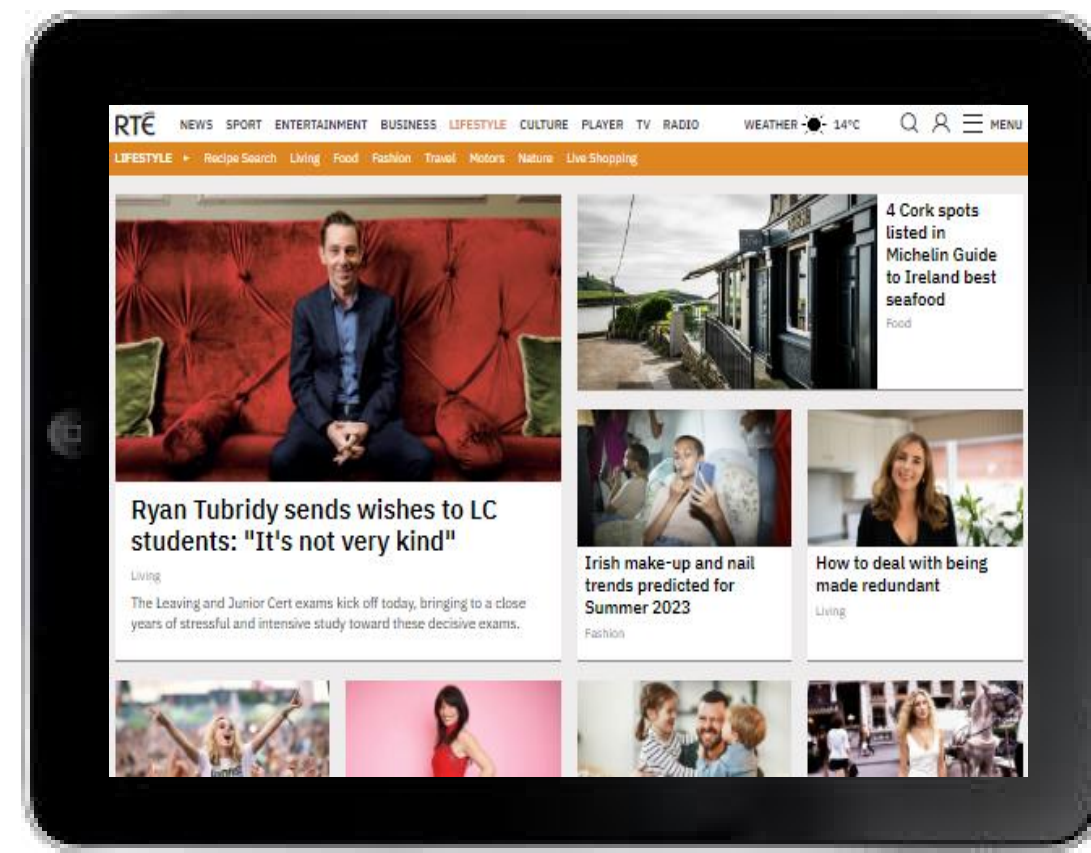


# PAGE VIEWS PER DEVICE





# RTÉ.ie



Ireland's No. 1  
Multi-Media  
Website



8 mins  
Average visit

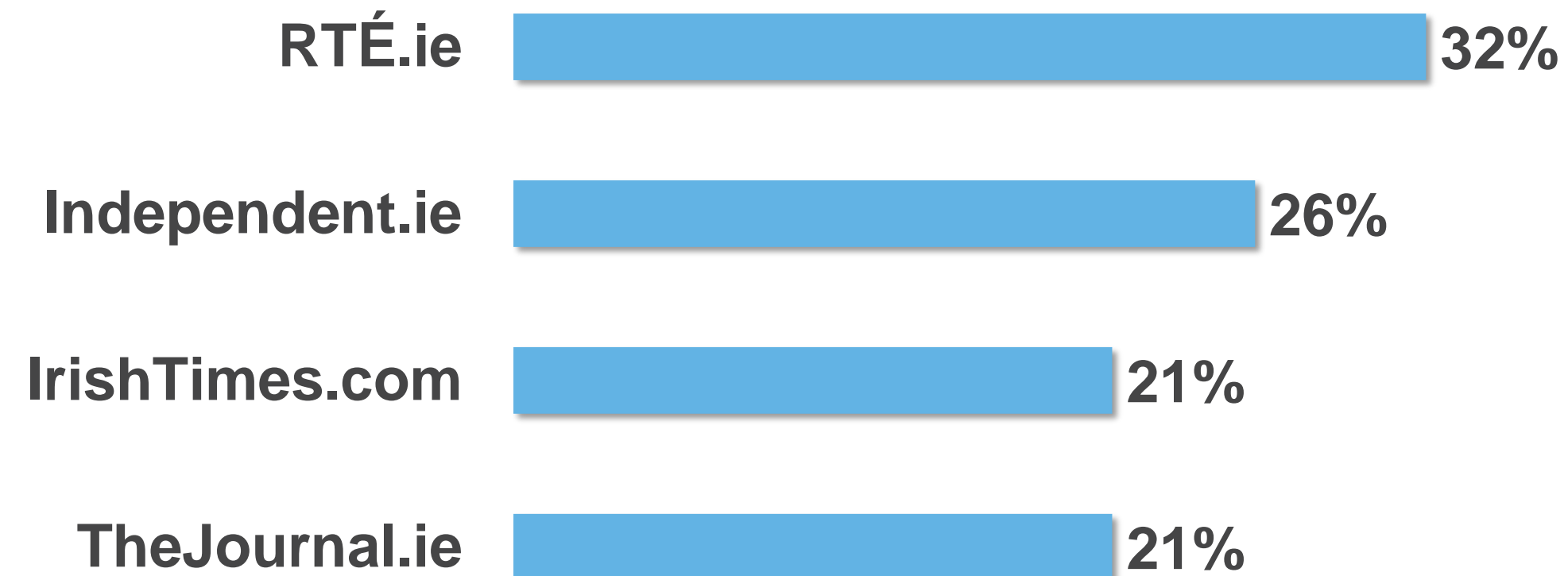


8 million  
Monthly Unique  
Browsers\*



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

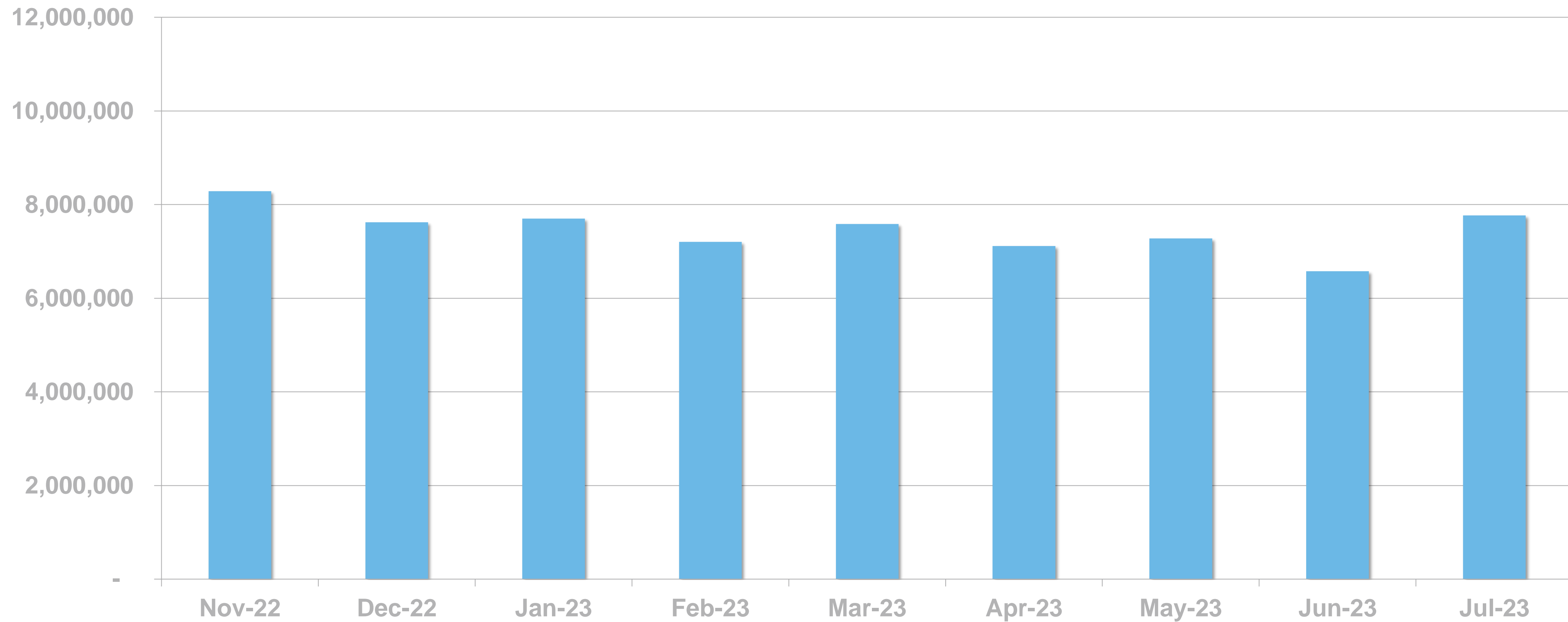
### News & Entertainment Websites Ever Use November 2022 (Adults 18+)



RTÉ Media Sales

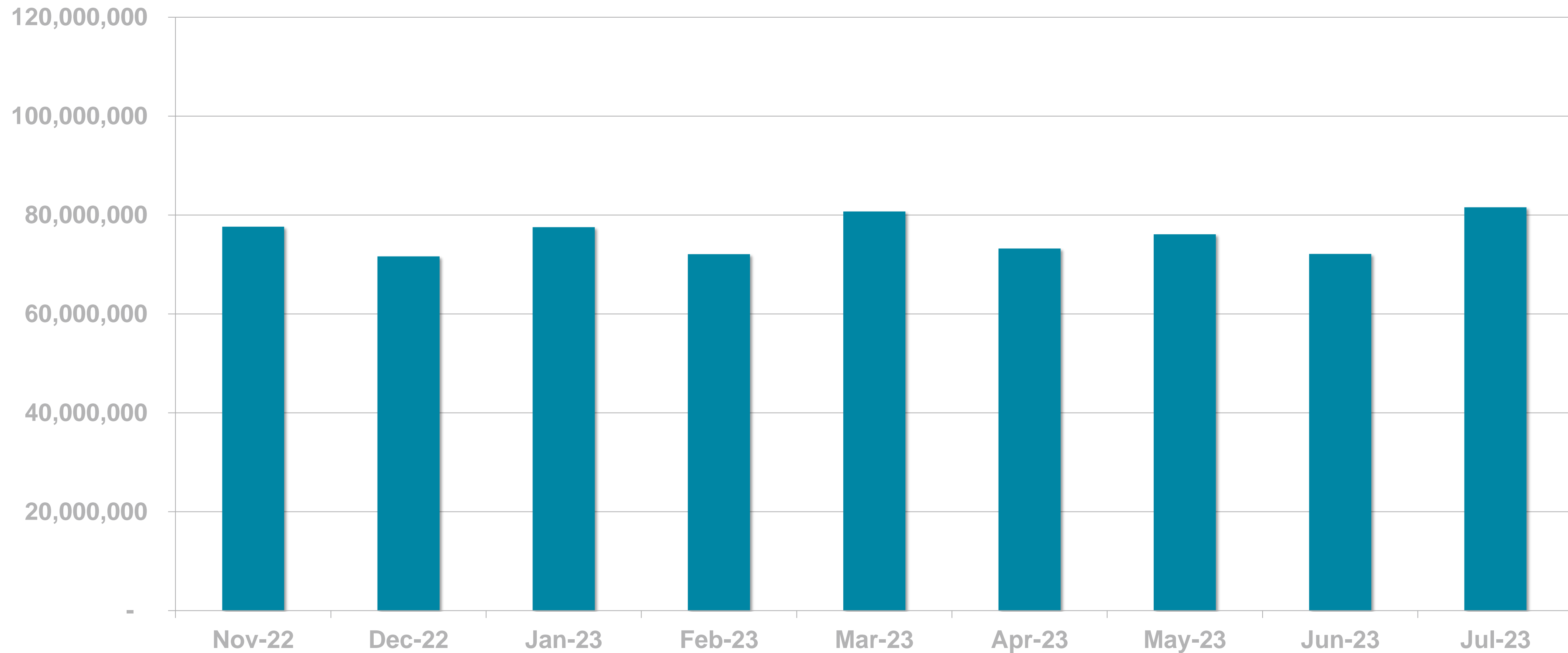
Source: B&A Survey, Nov 2022 (Adults 18+ in Ireland)  
\*Worldwide, Device-based metric

# RTÉ.ie UNIQUE BROWSERS PER MONTH

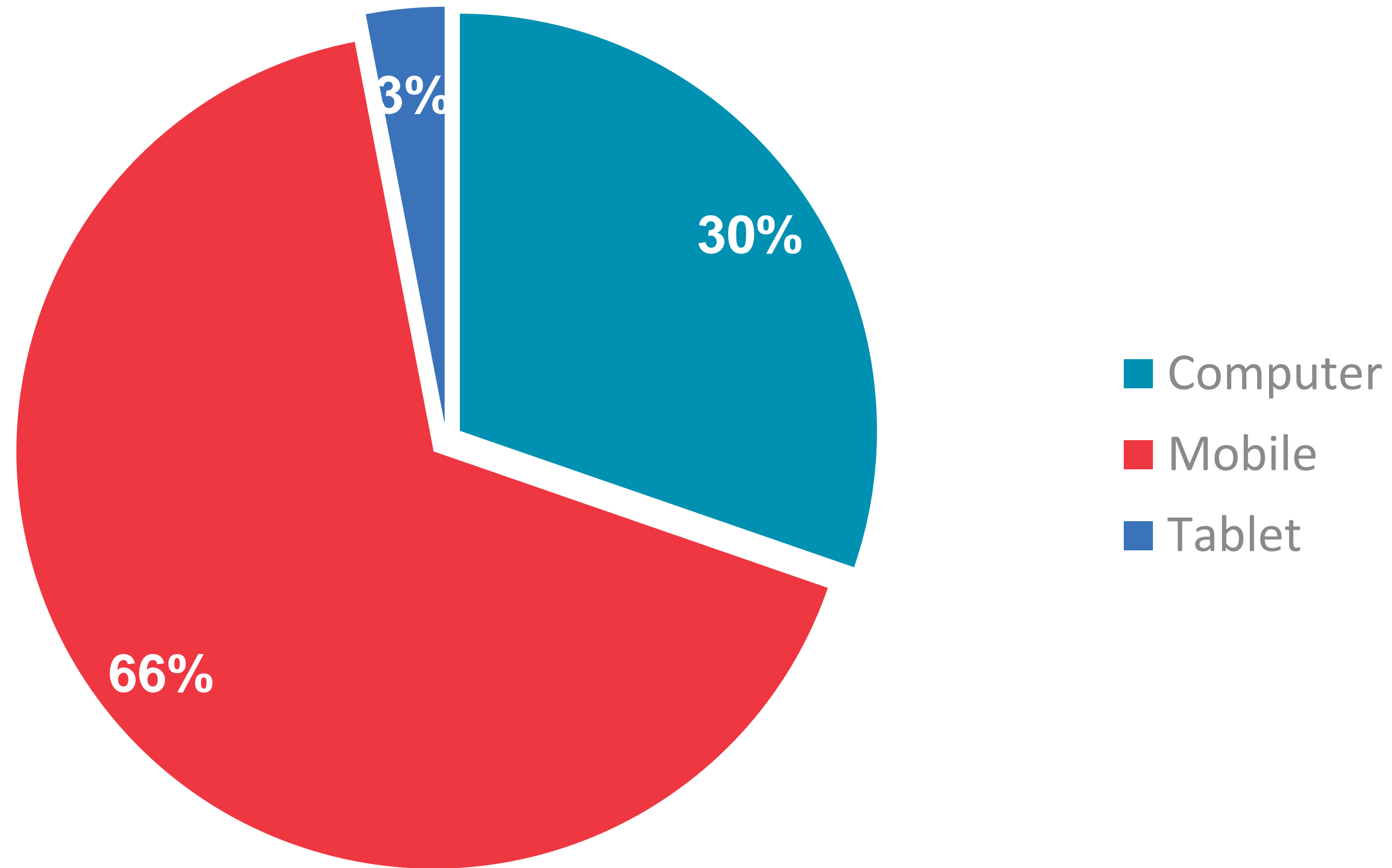




# RTÉ.ie PAGE VIEWS PER MONTH

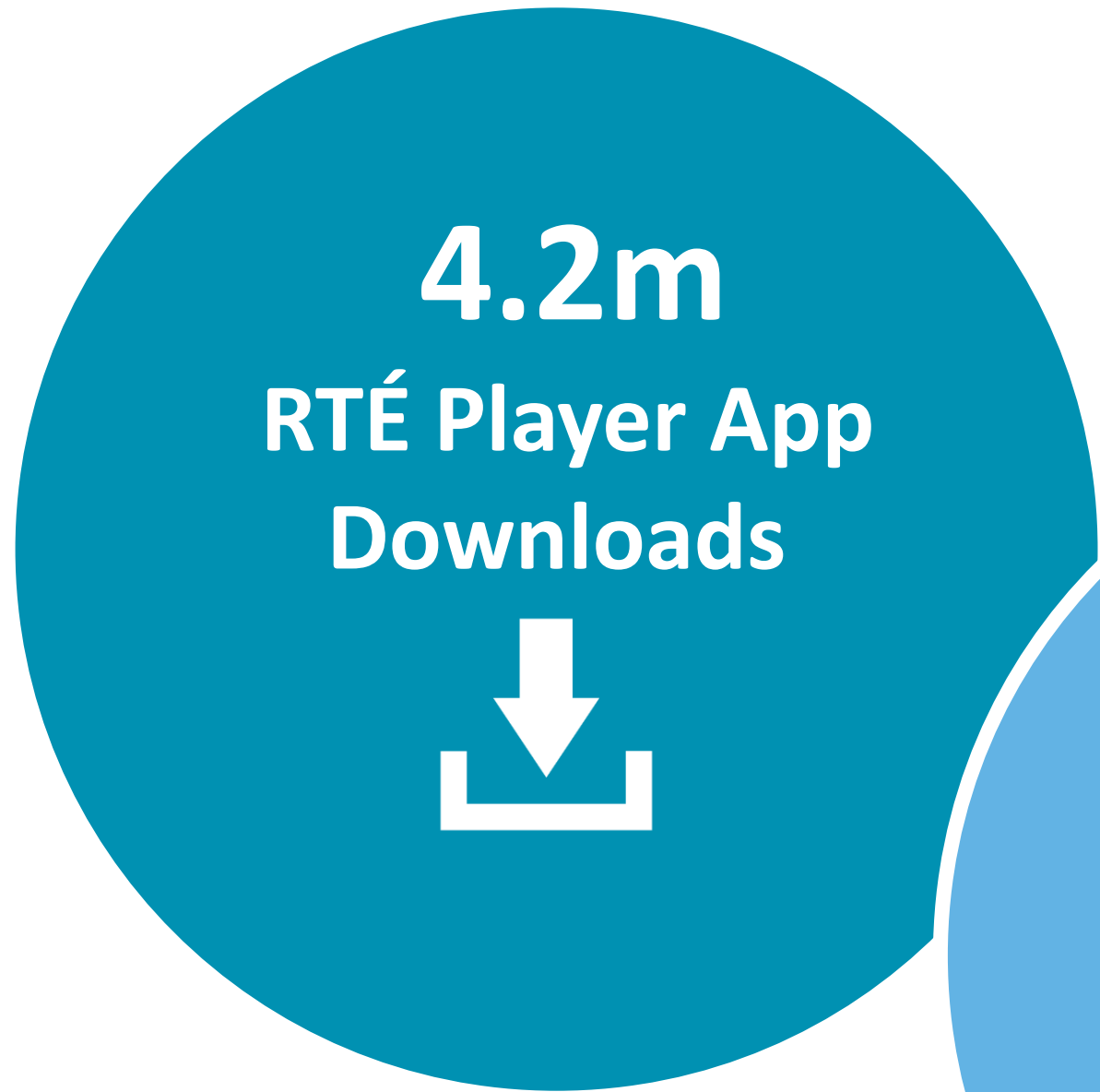


# RTÉ.ie PAGE VIEWS PER DEVICE

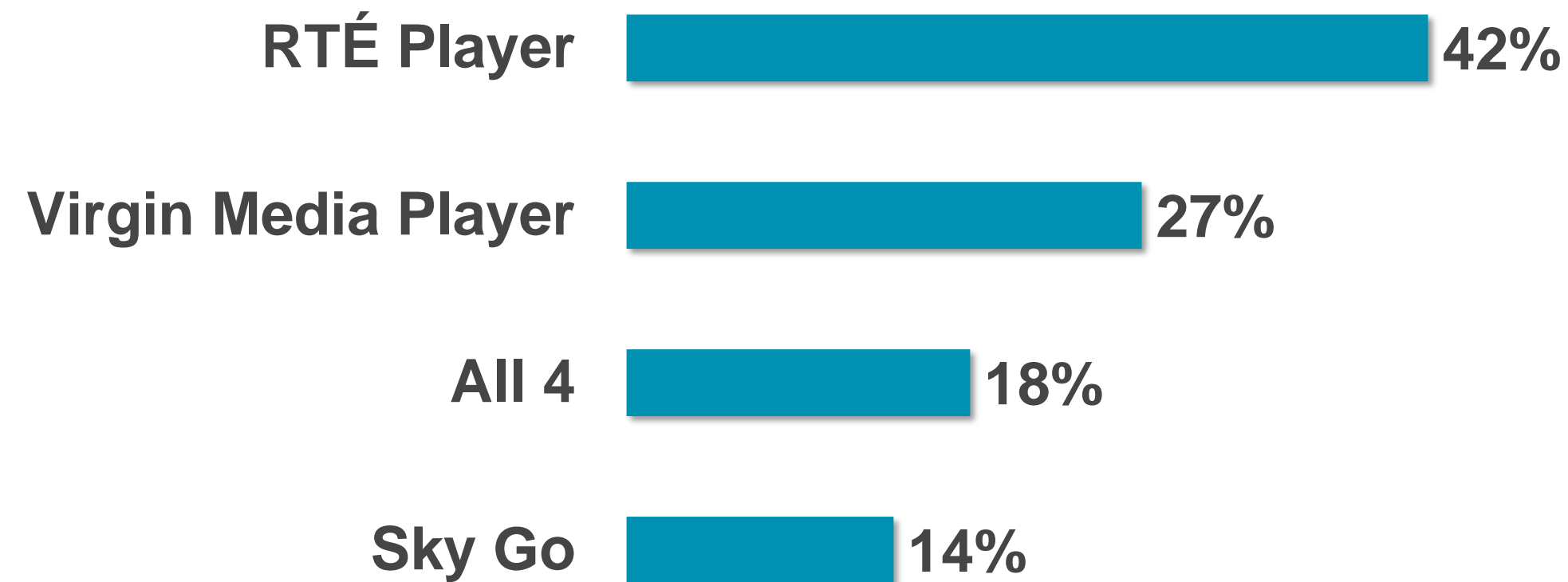




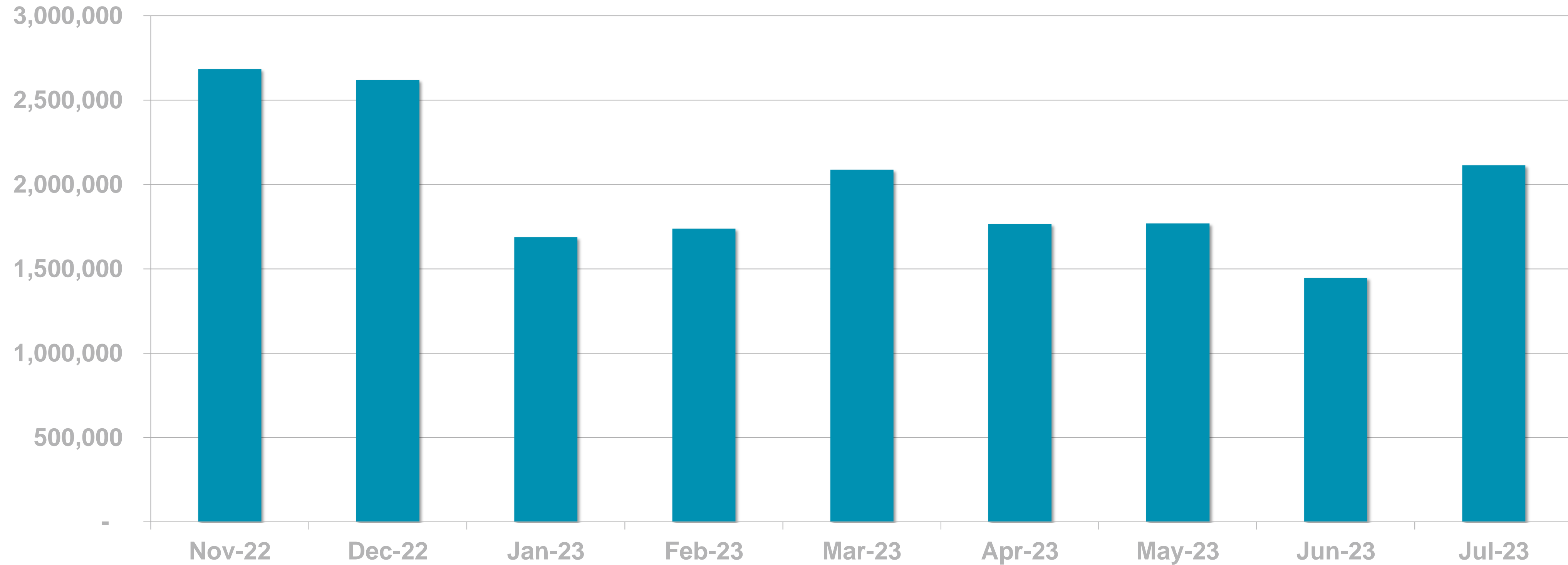
RTÉ Player is the Number 1 broadcaster video on demand service used by 42% of adults in Ireland



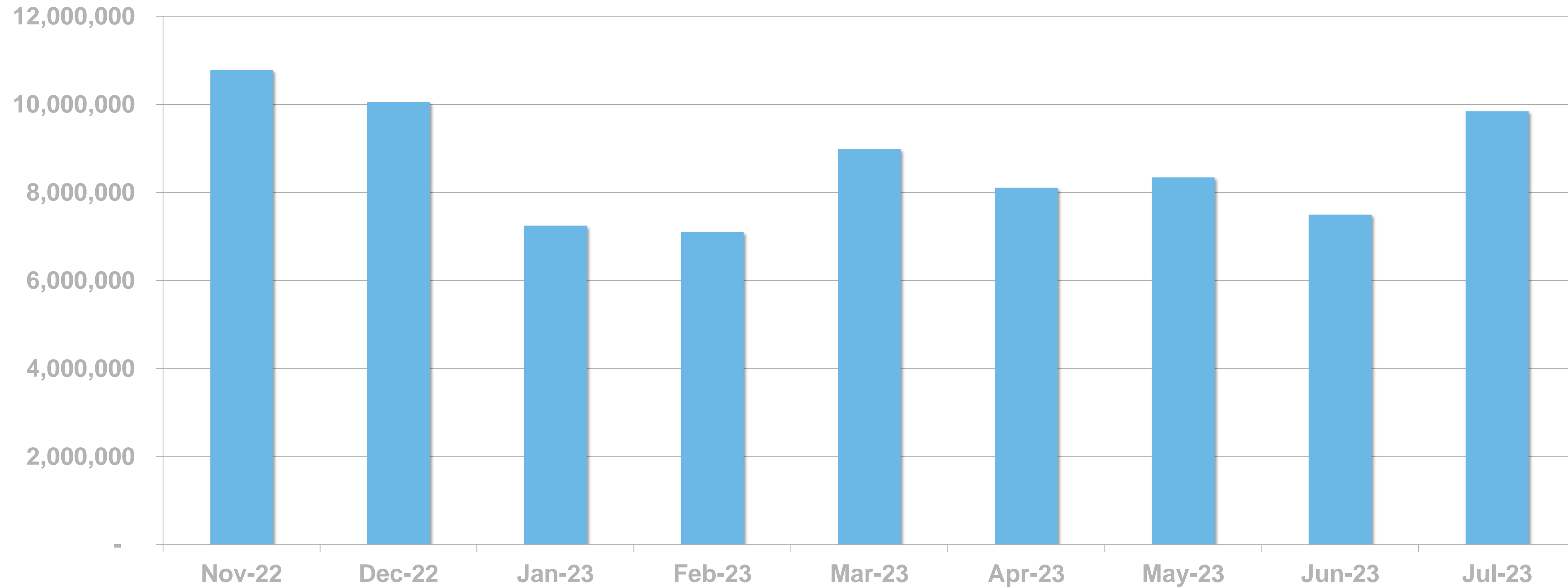
BVOD Services Ever Use  
November 2022 (Adults 18+)



# RTÉ PLAYER UNIQUE BROWSERS PER MONTH



# RTÉ PLAYER STREAMS PER MONTH



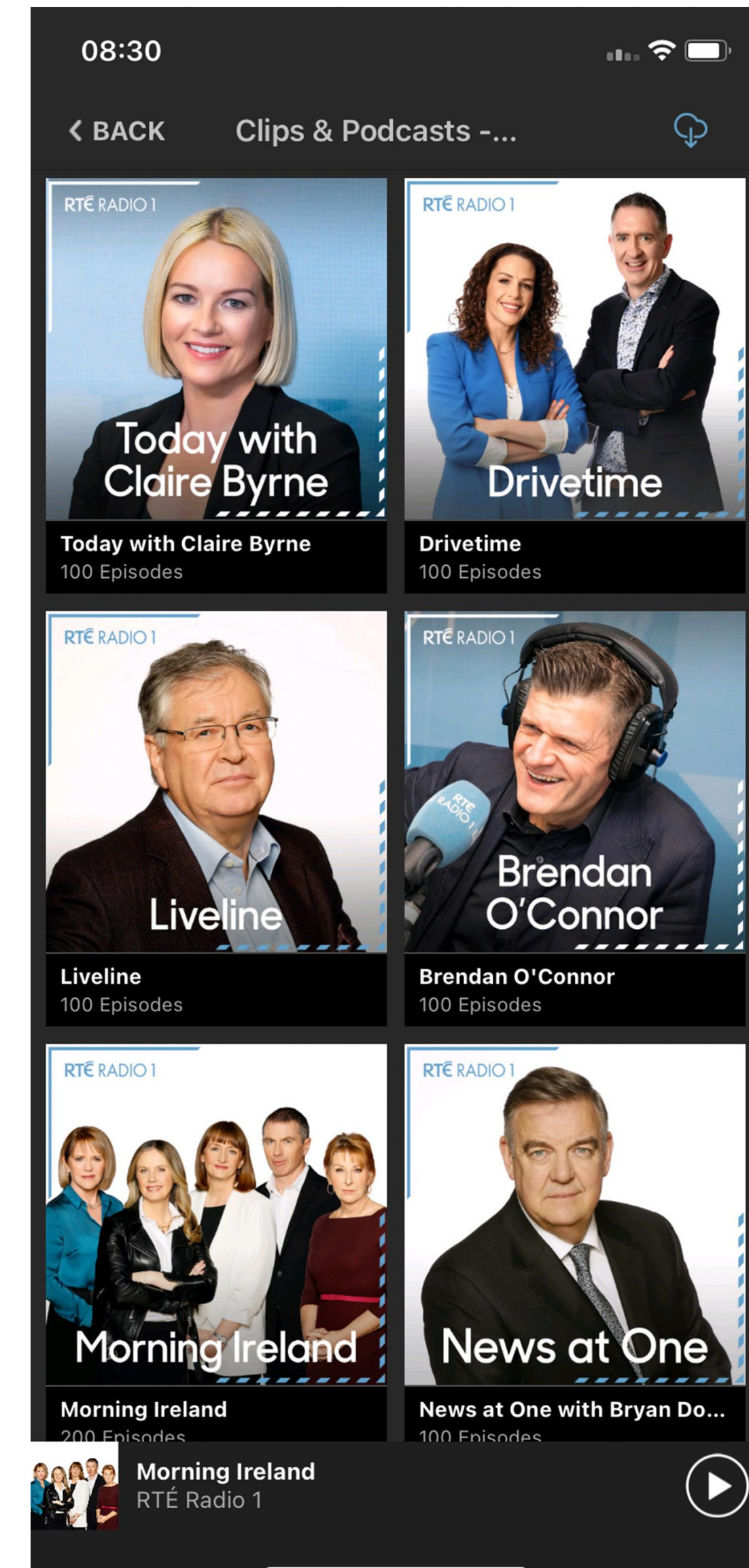
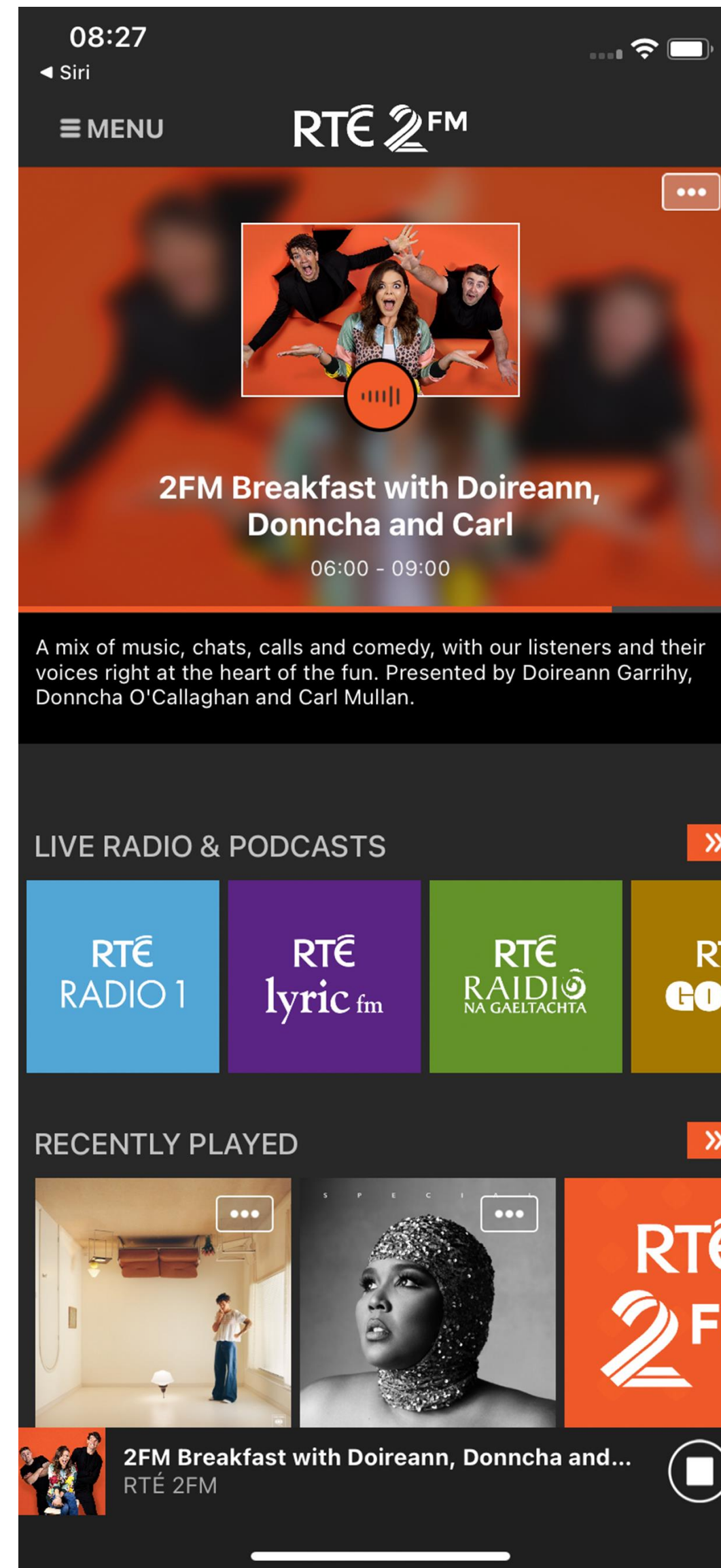
# Top Programmes

	Programme
1	FIFA Women's World Cup Live
2	The Sunday Game Live
3	Home and Away
4	EastEnders
5	Fair City
6	Unforgotten
7	Happy Valley
8	The Saturday Game Live
9	RTÉ News: Nine O'Clock
10	RTÉ News: Six One
11	Five Bedrooms
12	Oireachtas Committees
13	Love/ Hate
14	The Young Offenders
15	The Sunday Game

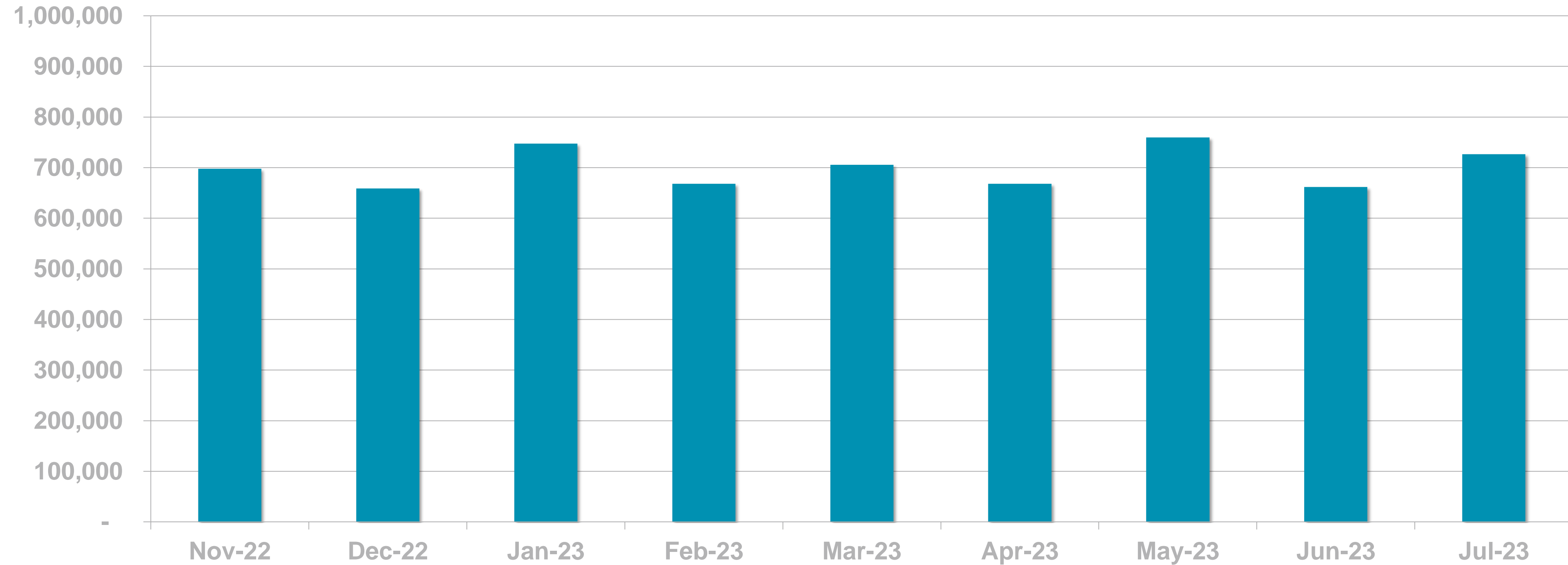


# RTÉ radio player

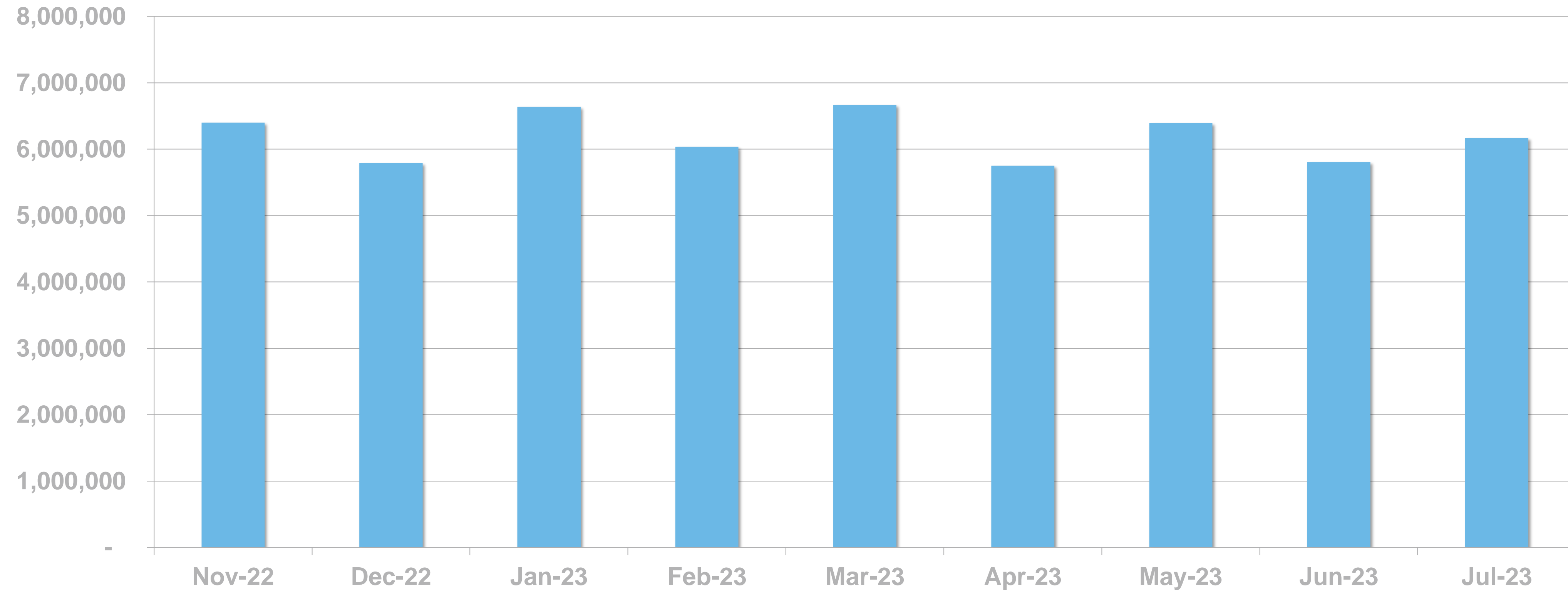
- ✓ Live Stream
- ✓ Listen Back
- ✓ Original Podcasts



# RTÉ AUDIO UNIQUE BROWSERS PER MONTH

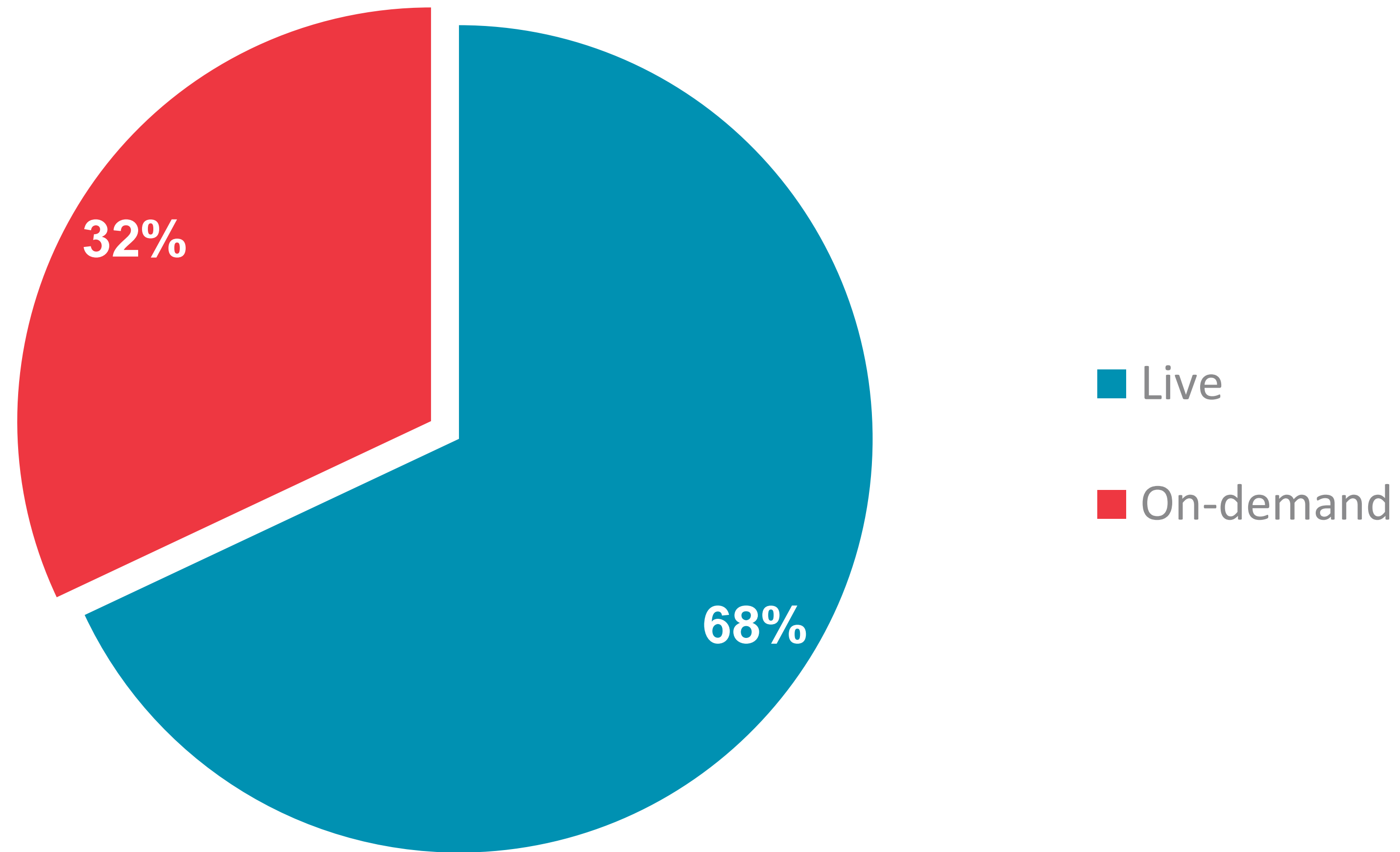


# RTÉ AUDIO STREAMS PER MONTH

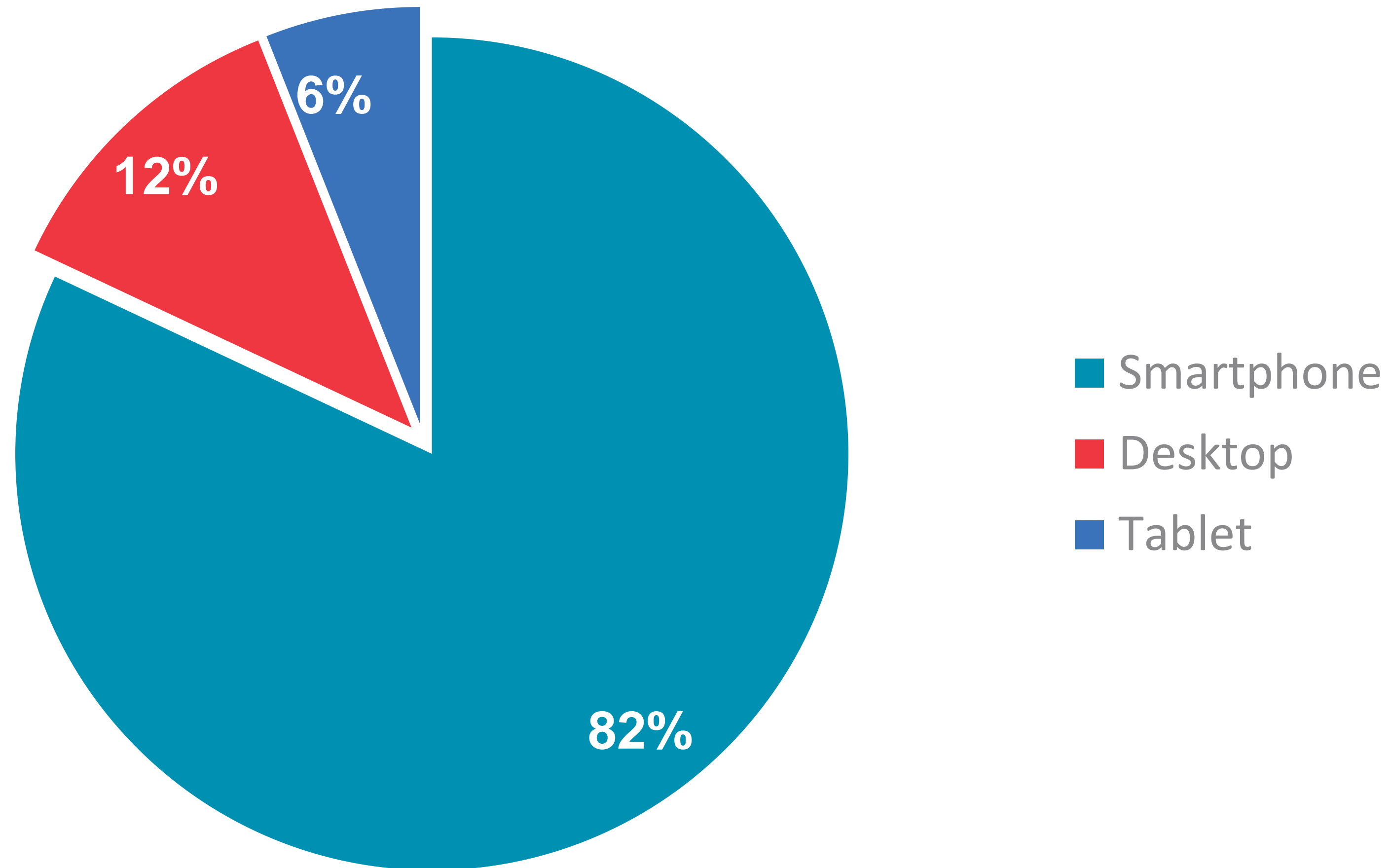




# RTÉ AUDIO STREAMS BY BROADCAST TYPE



# RTÉ AUDIO STREAMS BY DEVICE



# RTE Media Sales



[mediasales@rte.ie](mailto:mediasales@rte.ie)



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