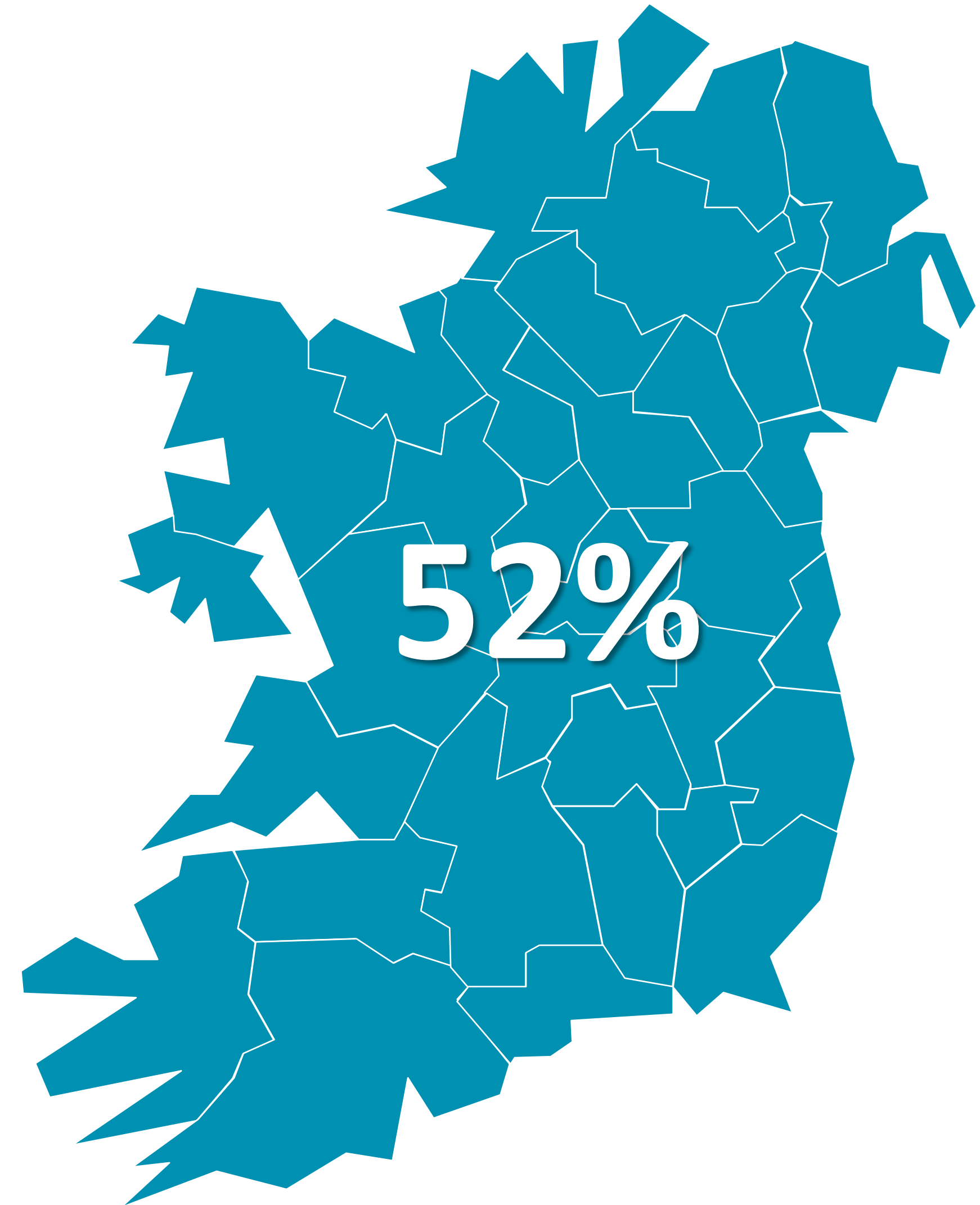




RTÉ Media Sales
Digital Audience Report
July 2022

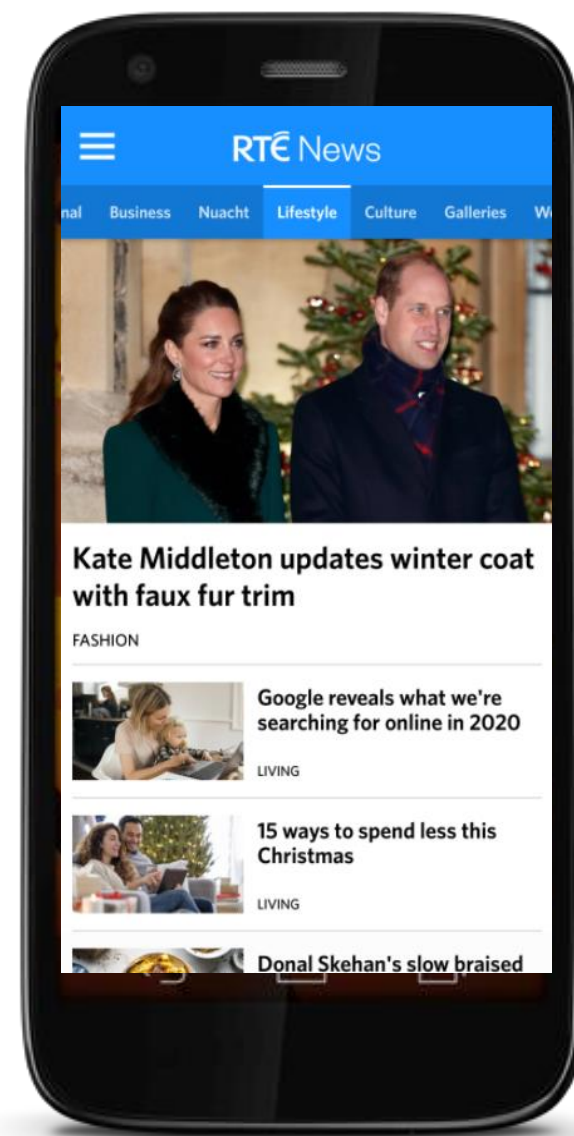
DIGITAL SERVICE USAGE

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



RTÉ News

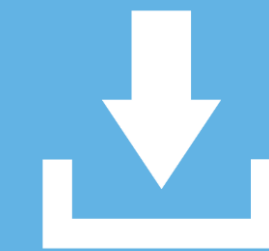
RTÉ News is the Number 1 news and entertainment app in Ireland



N^o. 1
News
App



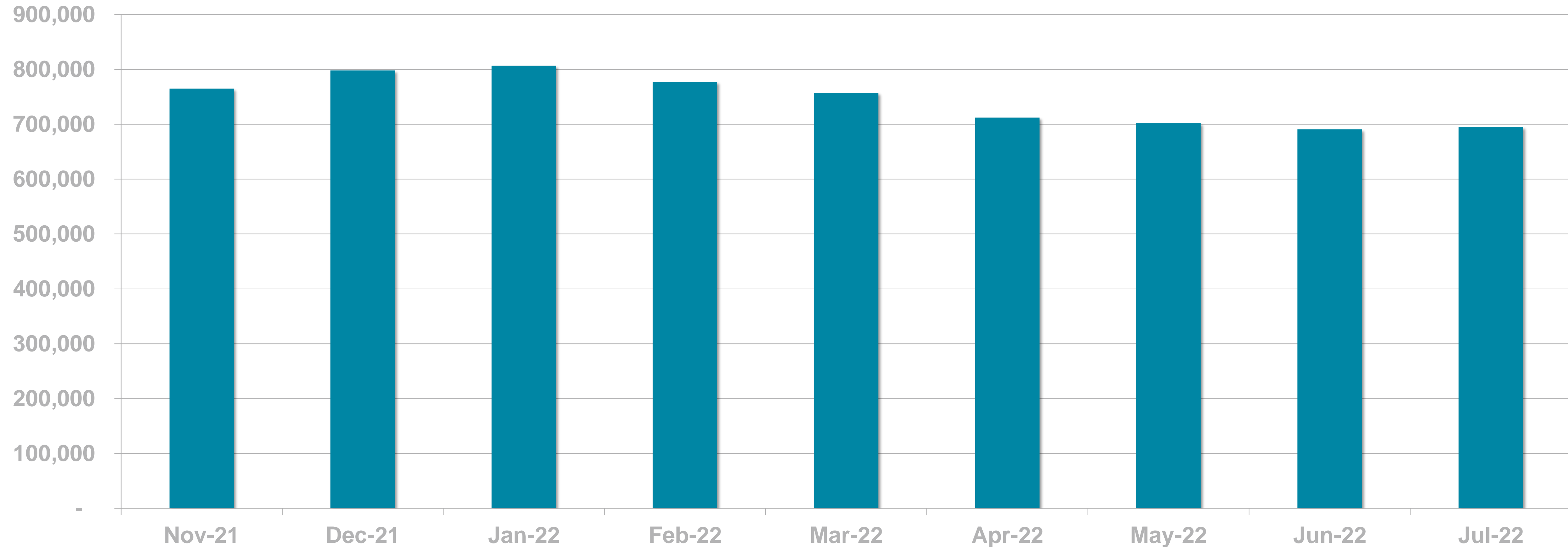
3m
App
Downloads



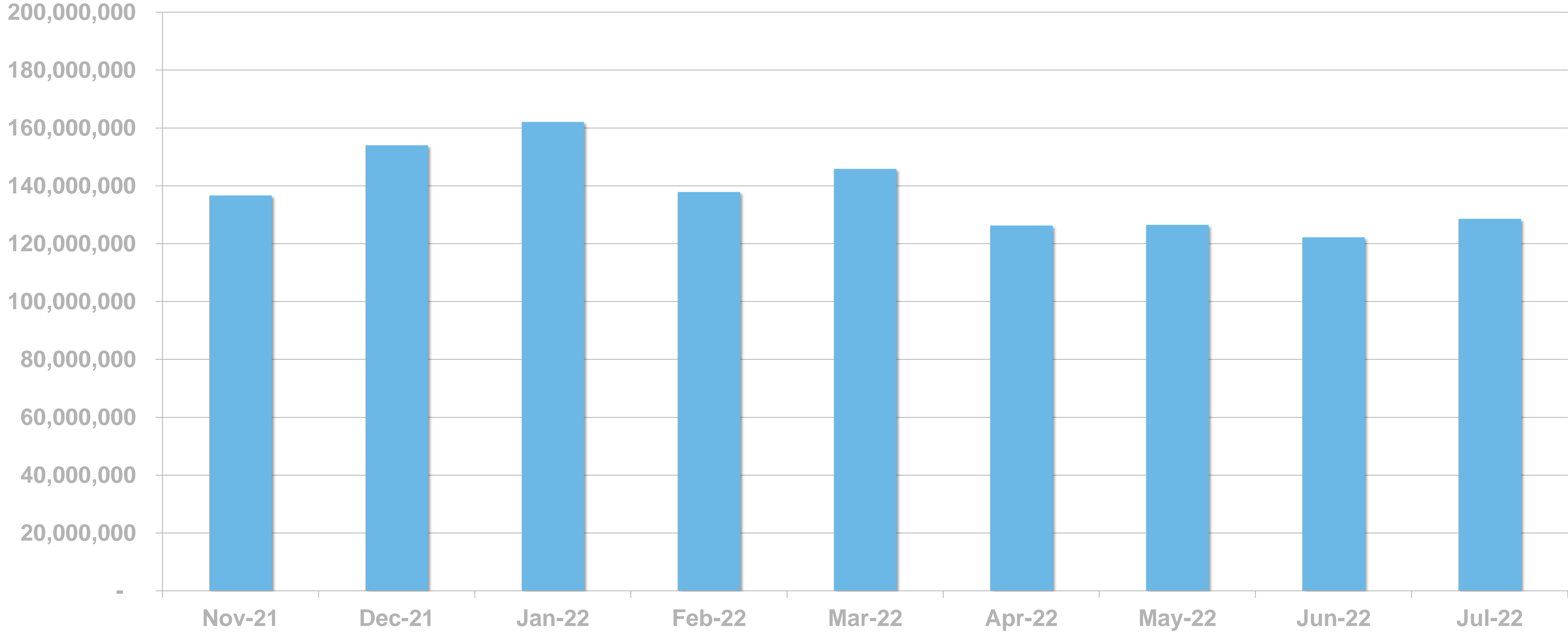
News Apps Ever Use – November 2021 (Adults 18+)



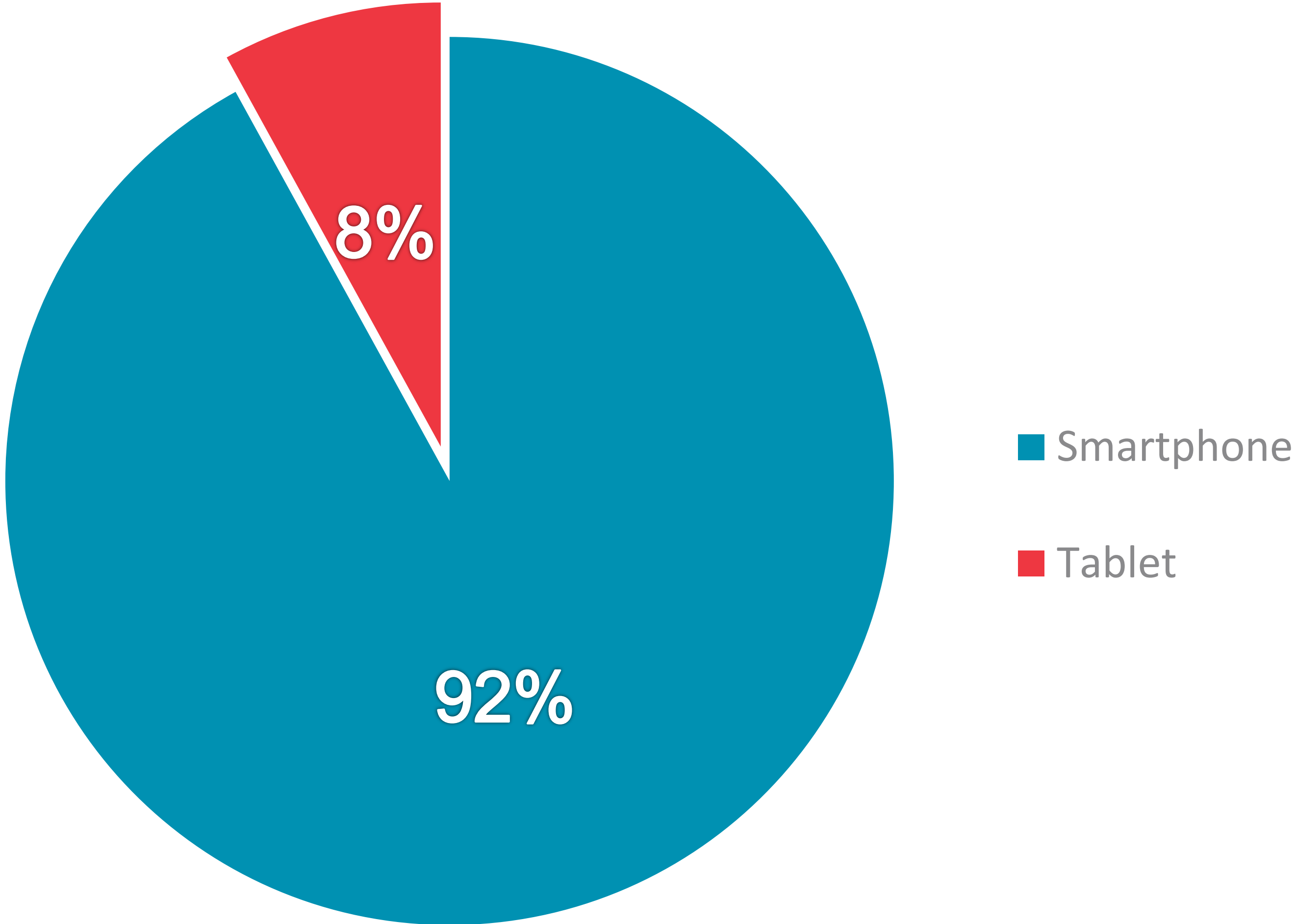
RTÉ News App UNIQUE BROWSERS PER MONTH



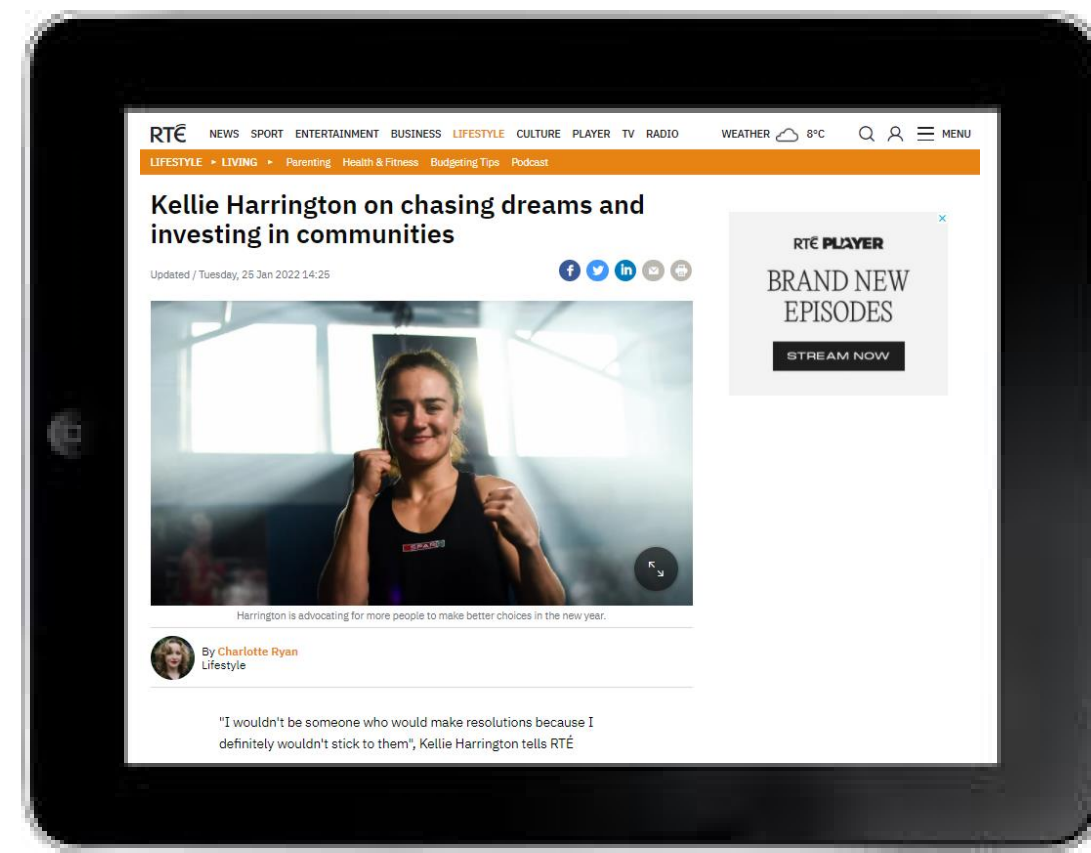
RTÉ News App PAGE VIEWS PER MONTH



PAGE VIEWS PER DEVICE



RTÉ.ie



Ireland's No. 1
Multi-Media
Website



8 mins
Average visit

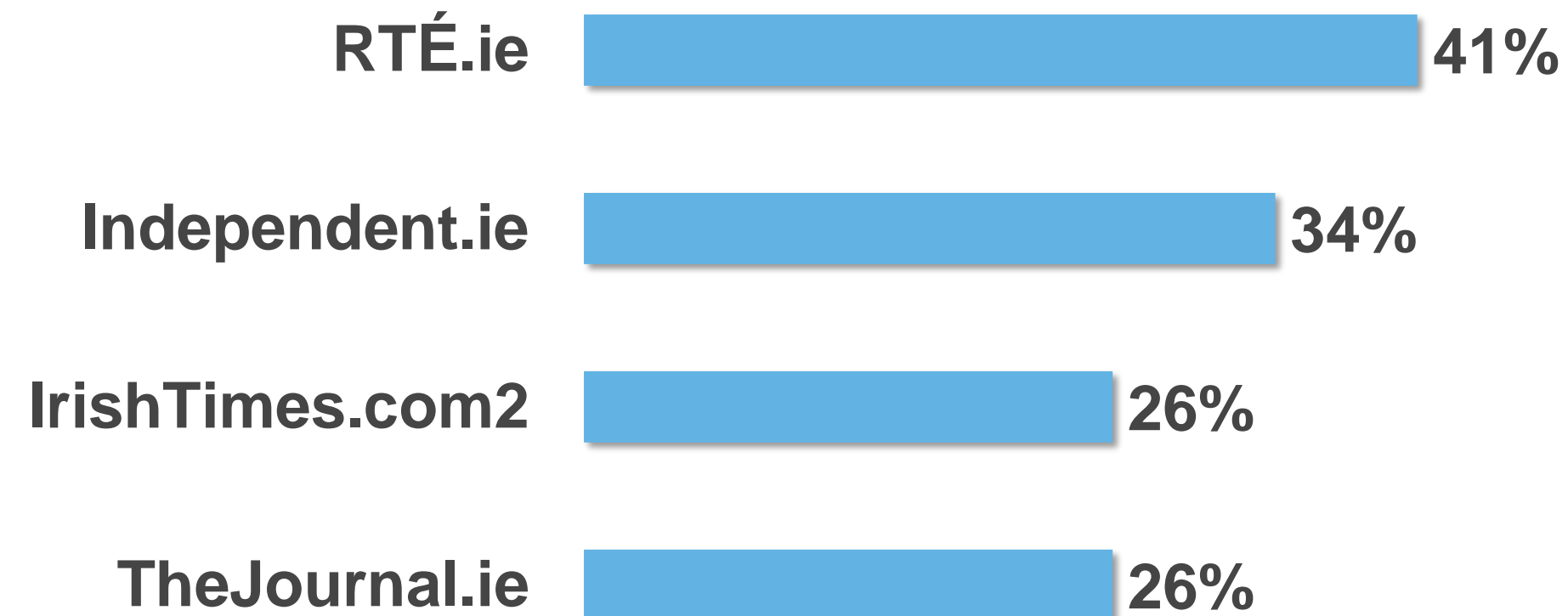


10 million
Monthly Unique
Browsers*



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

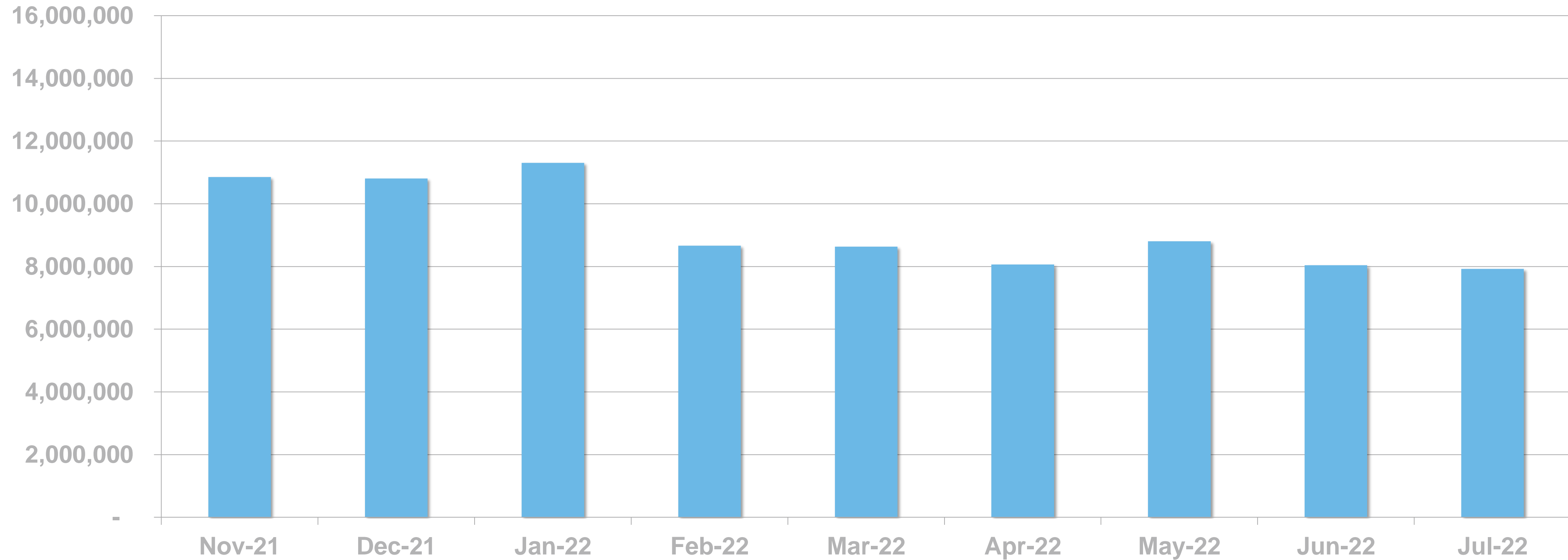
News & Entertainment Websites Ever Use November 2021 (Adults 18+)



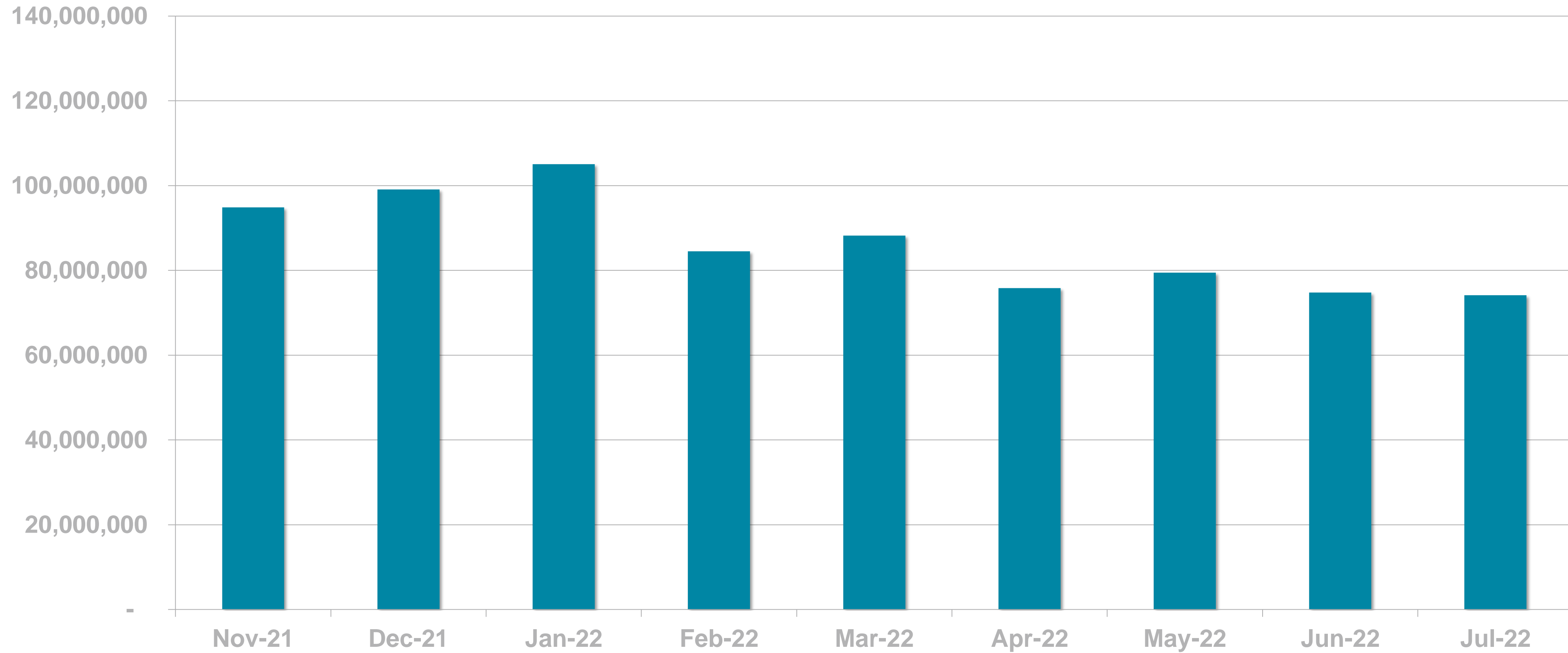
RTÉ Media Sales

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

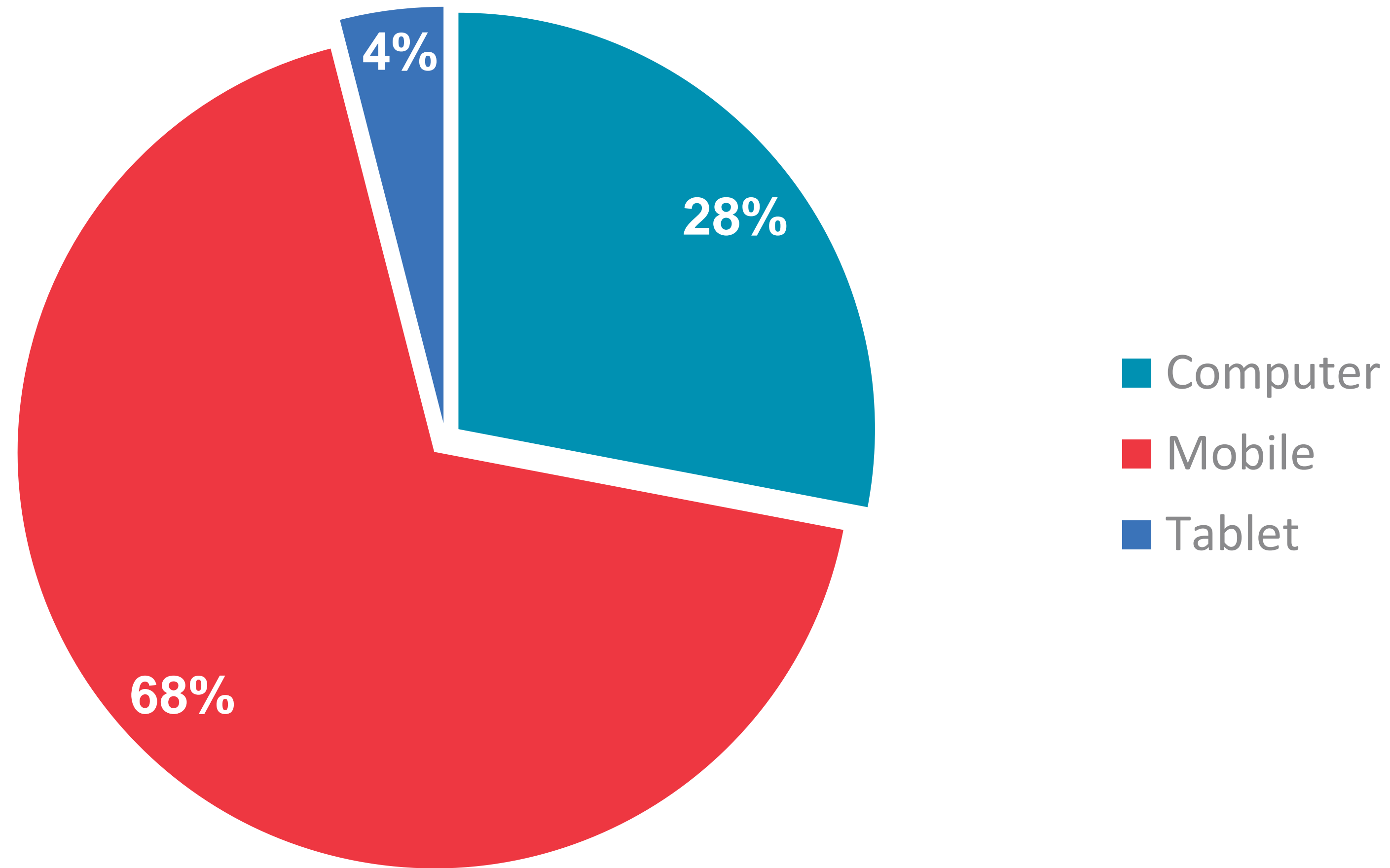
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH

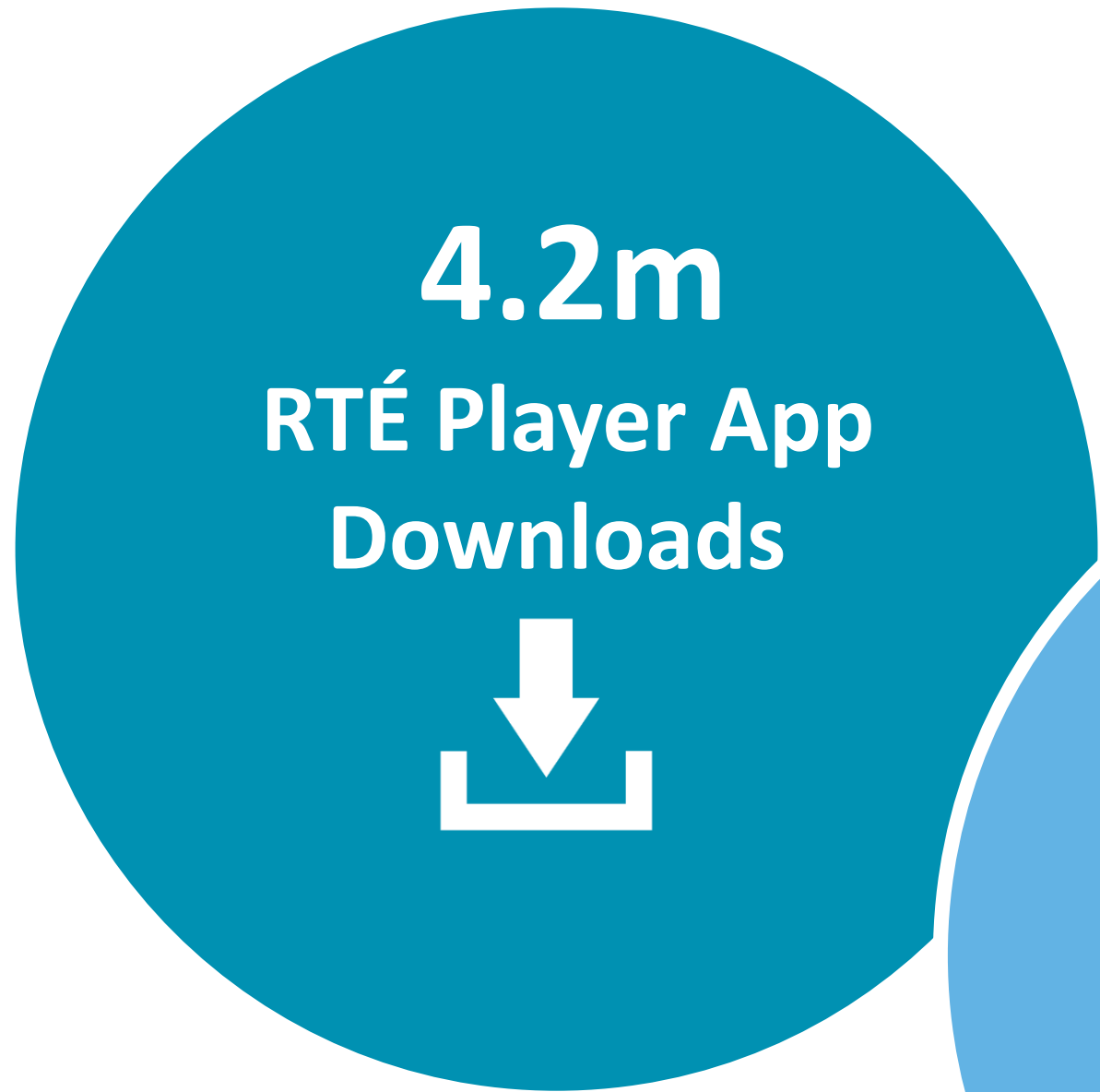


RTÉ.ie PAGE VIEWS PER DEVICE

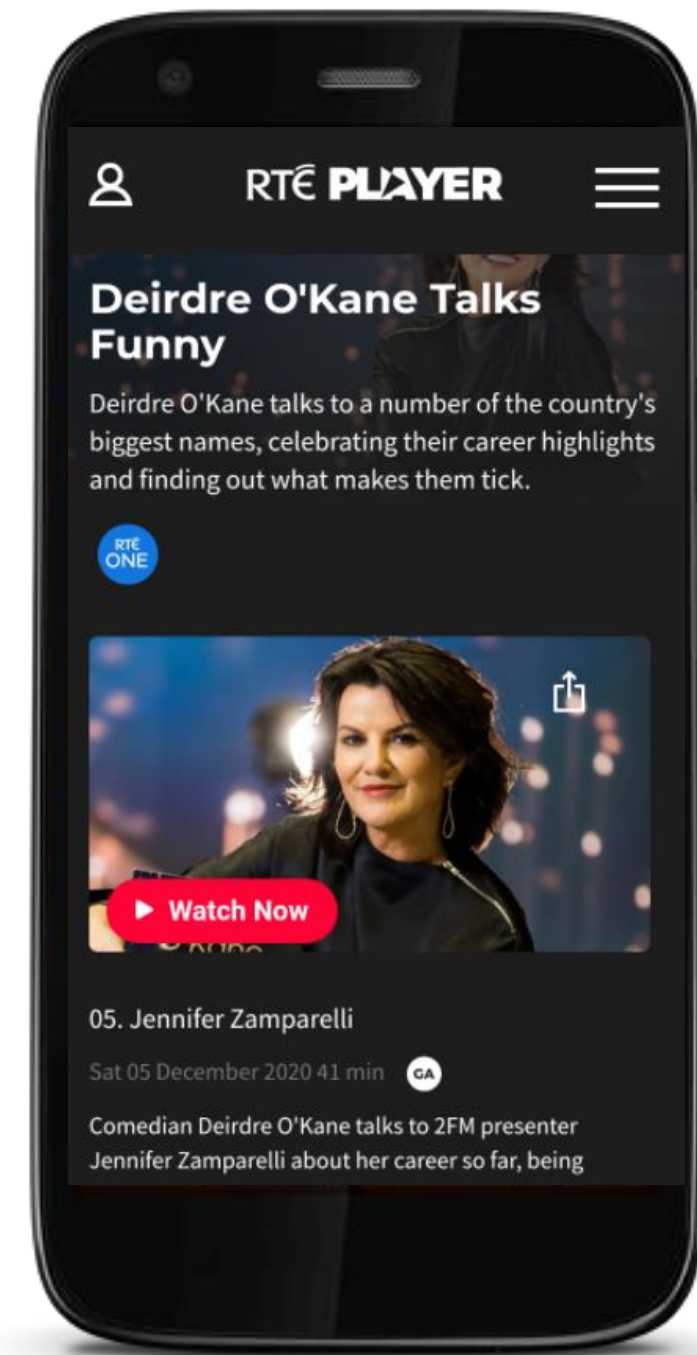
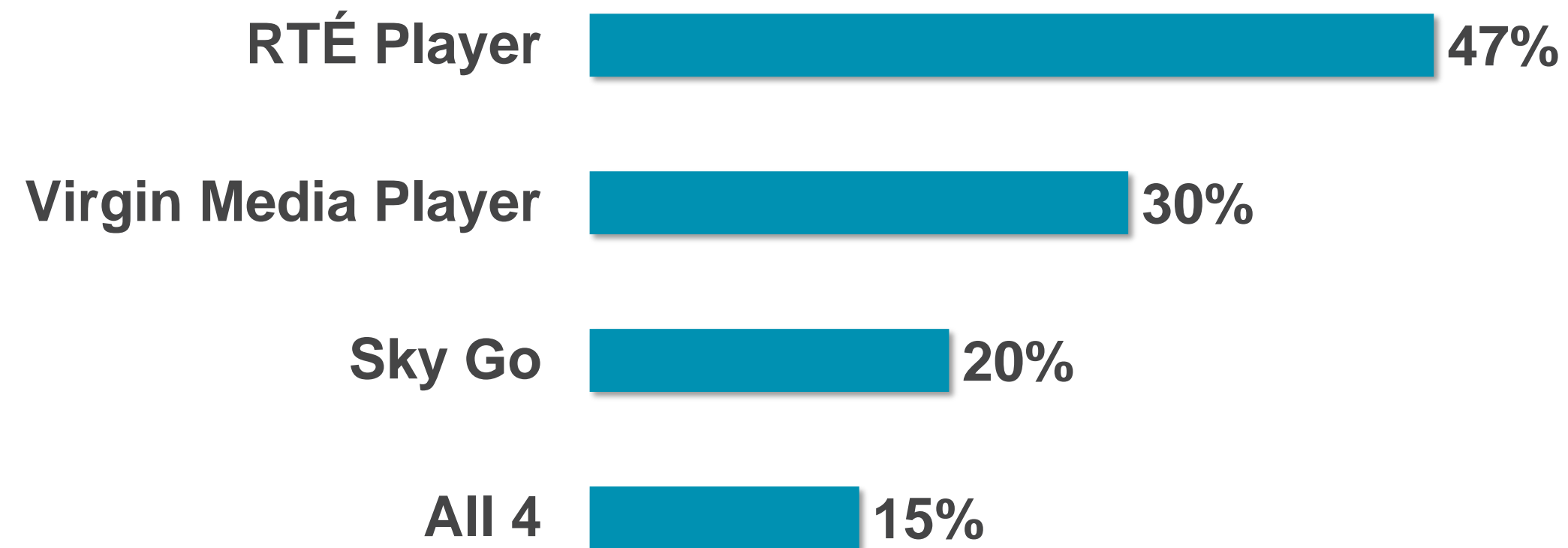




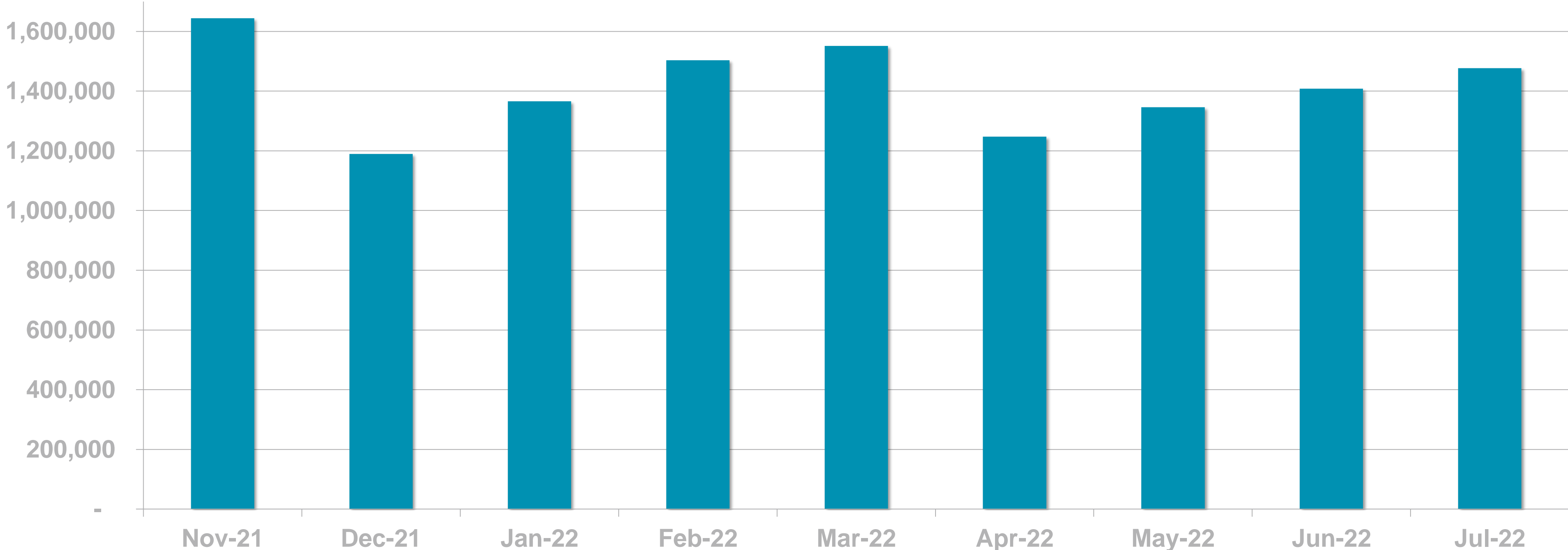
RTÉ Player is the Number 1 broadcaster video on demand service used by 47% of adults in Ireland



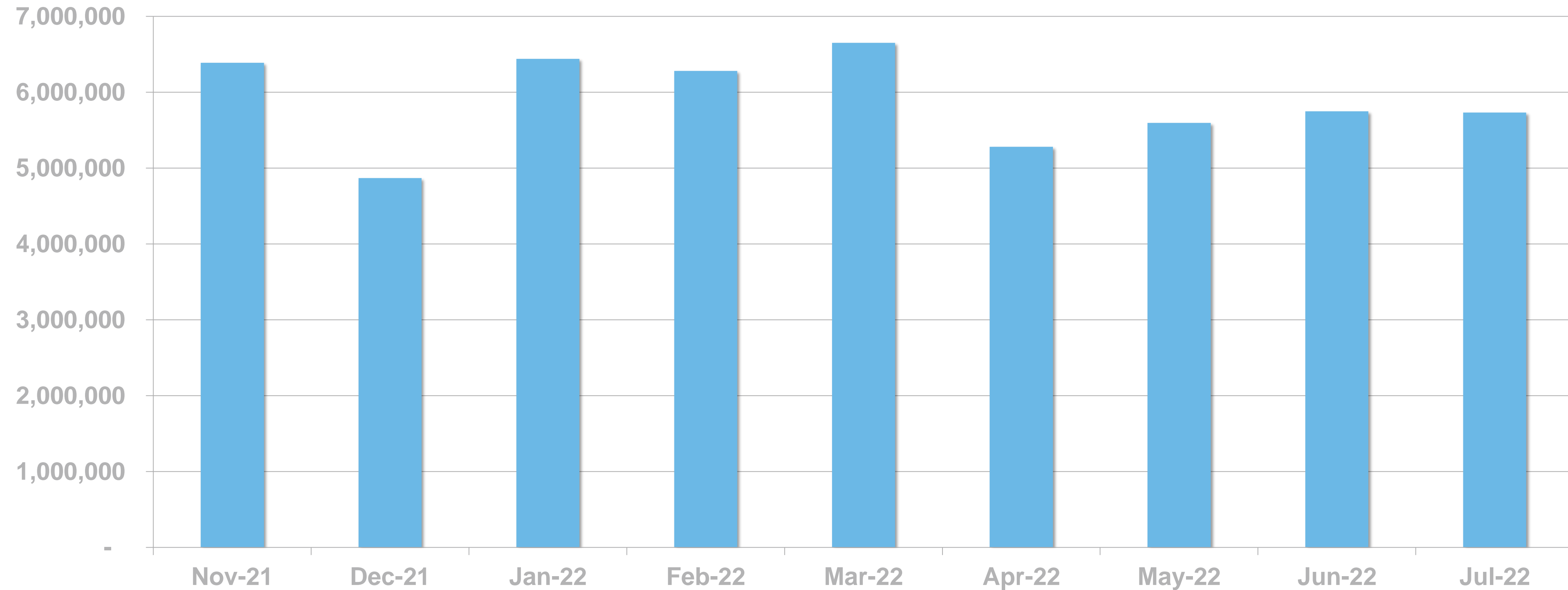
BVOD Services Ever Use
November 2021 (Adults 18+)



RTÉ PLAYER UNIQUE BROWSERS PER MONTH



RTÉ PLAYER STREAMS PER MONTH



Top Programmes

	Programme
1	Home and Away
2	EastEnders
3	The Sunday Game Live
4	Fair City
5	Neighbours
6	The Saturday Game Live
7	RTÉ News: Nine O'Clock
8	RTÉ News: Six One
9	UEFA Women's Euro 2022
10	Conversations with Friends
11	Crime
12	Shortland Street
13	Frasier
14	The Sunday Game
15	Killing Eve

RTE Media Sales



mediasales@rte.ie



www.rte.ie/mediasales