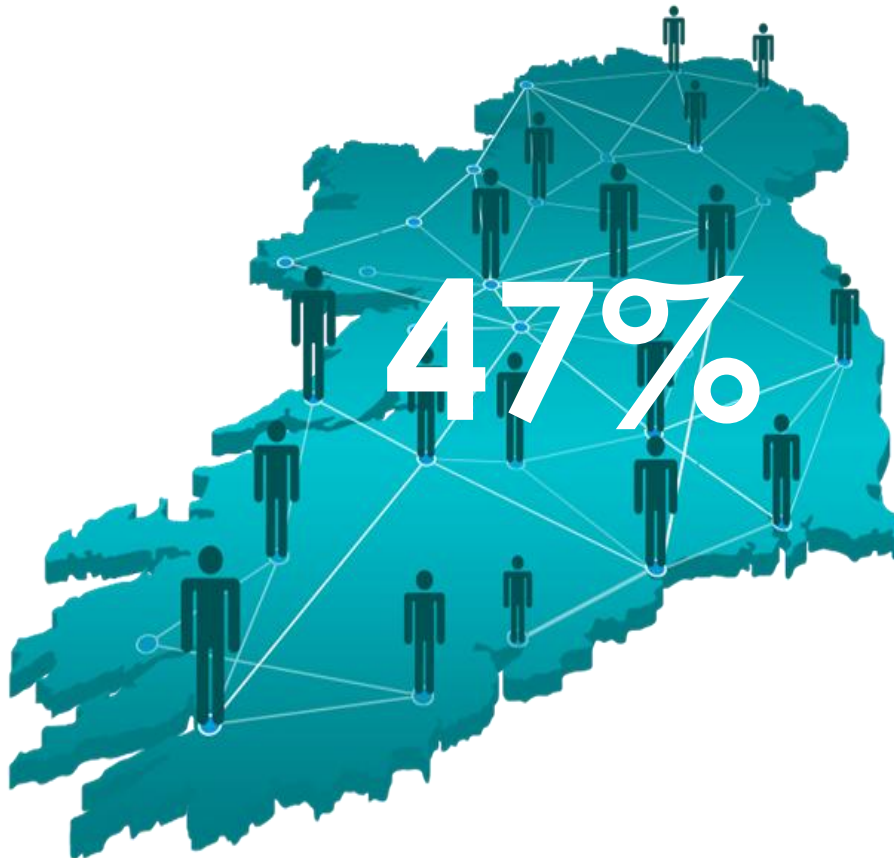




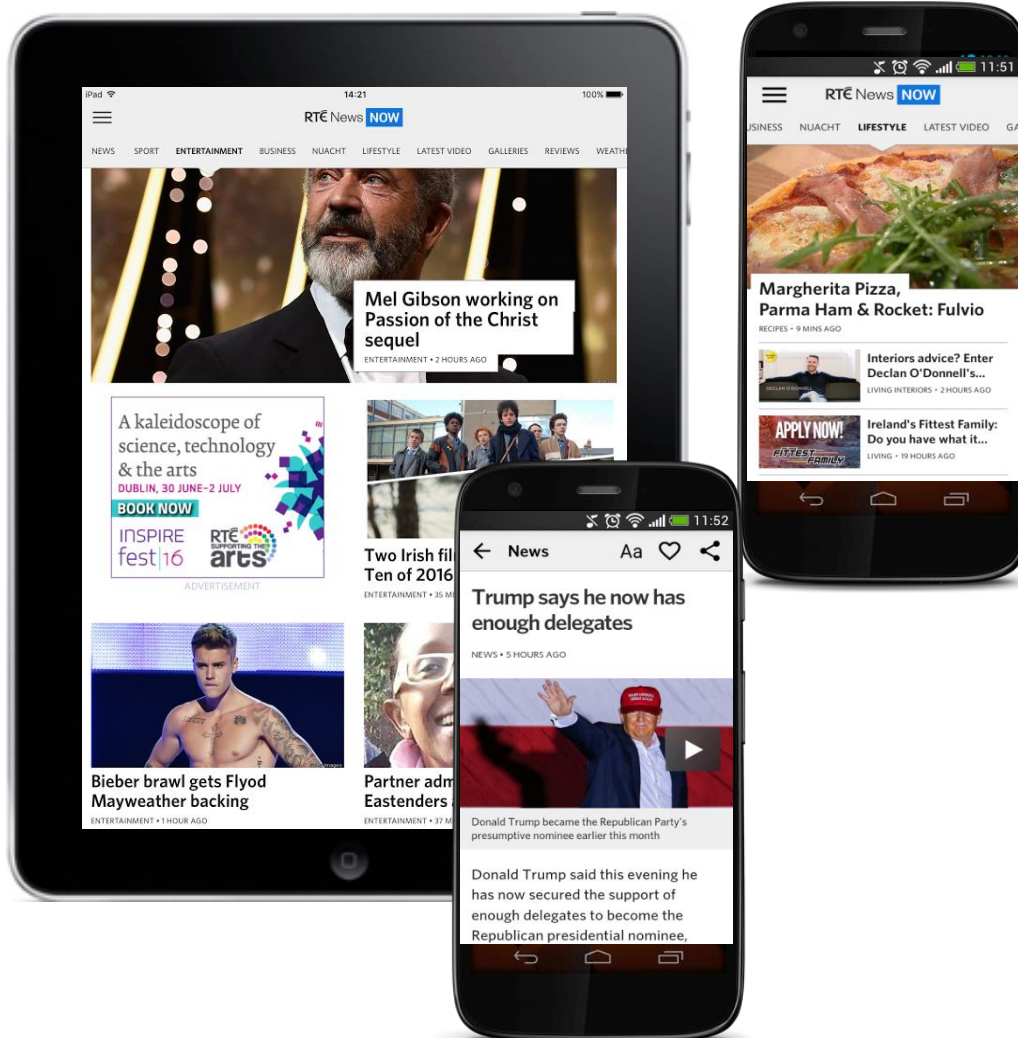
Digital Audience Report

May 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**

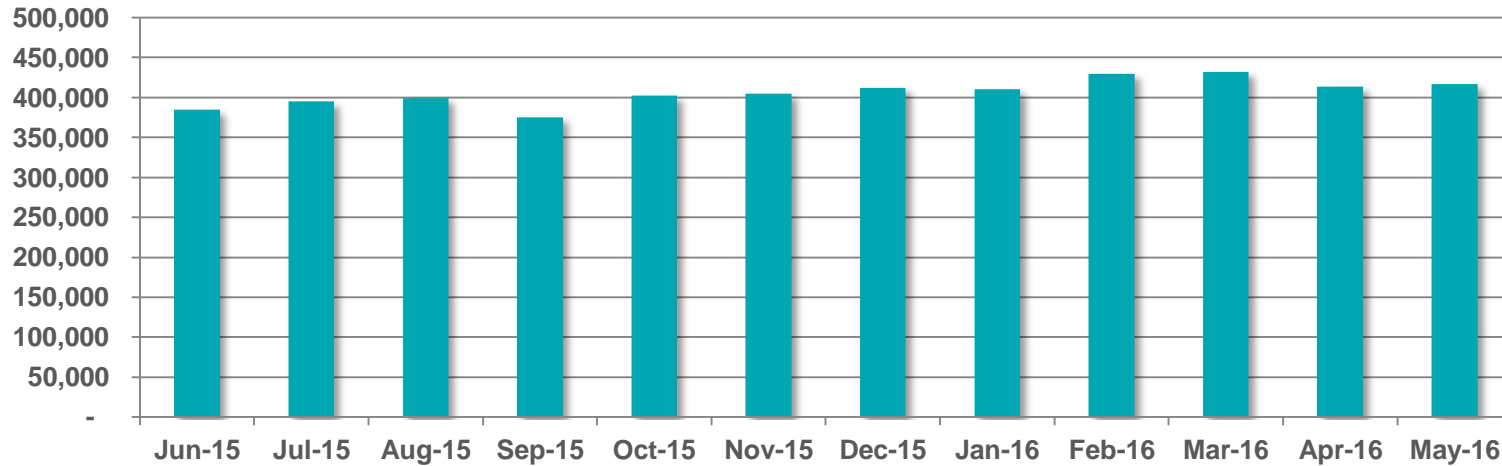


News Now App

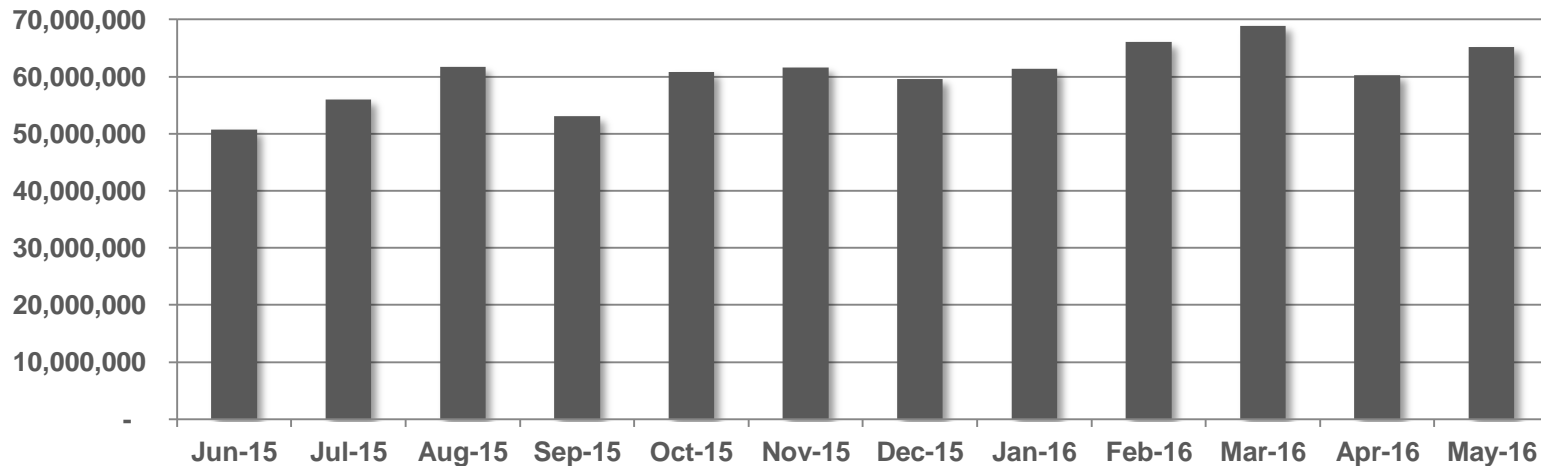


News Now App
downloads

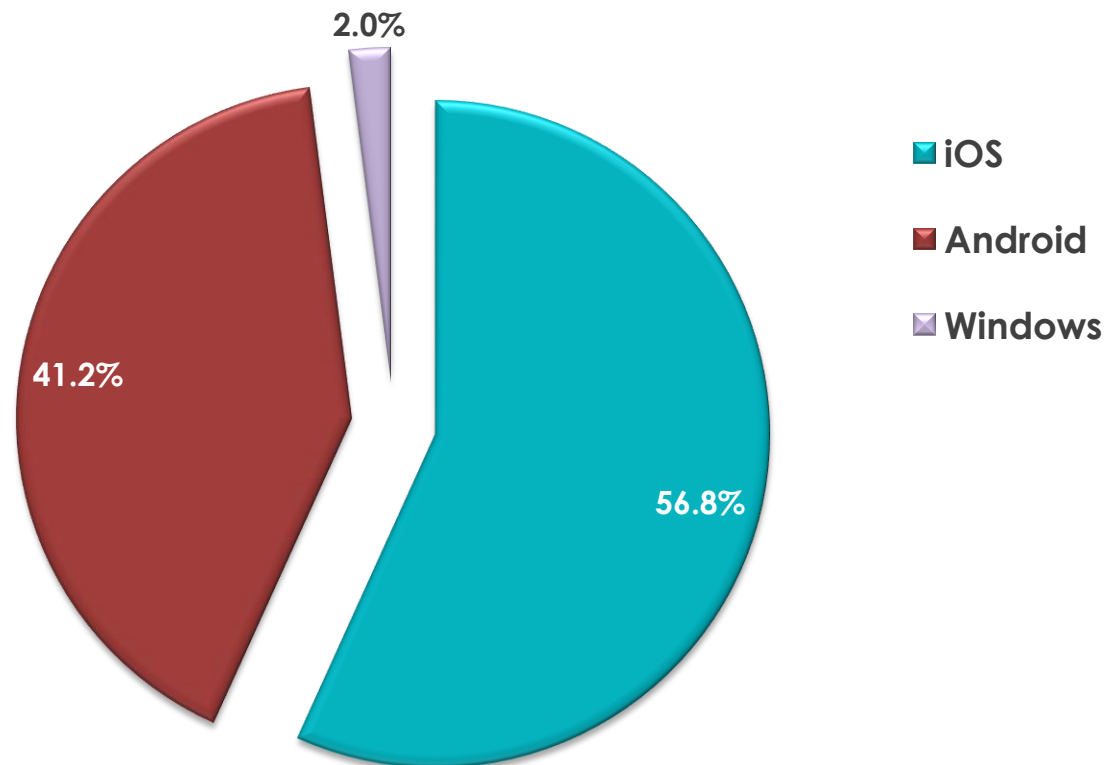
Unique Browsers per Month

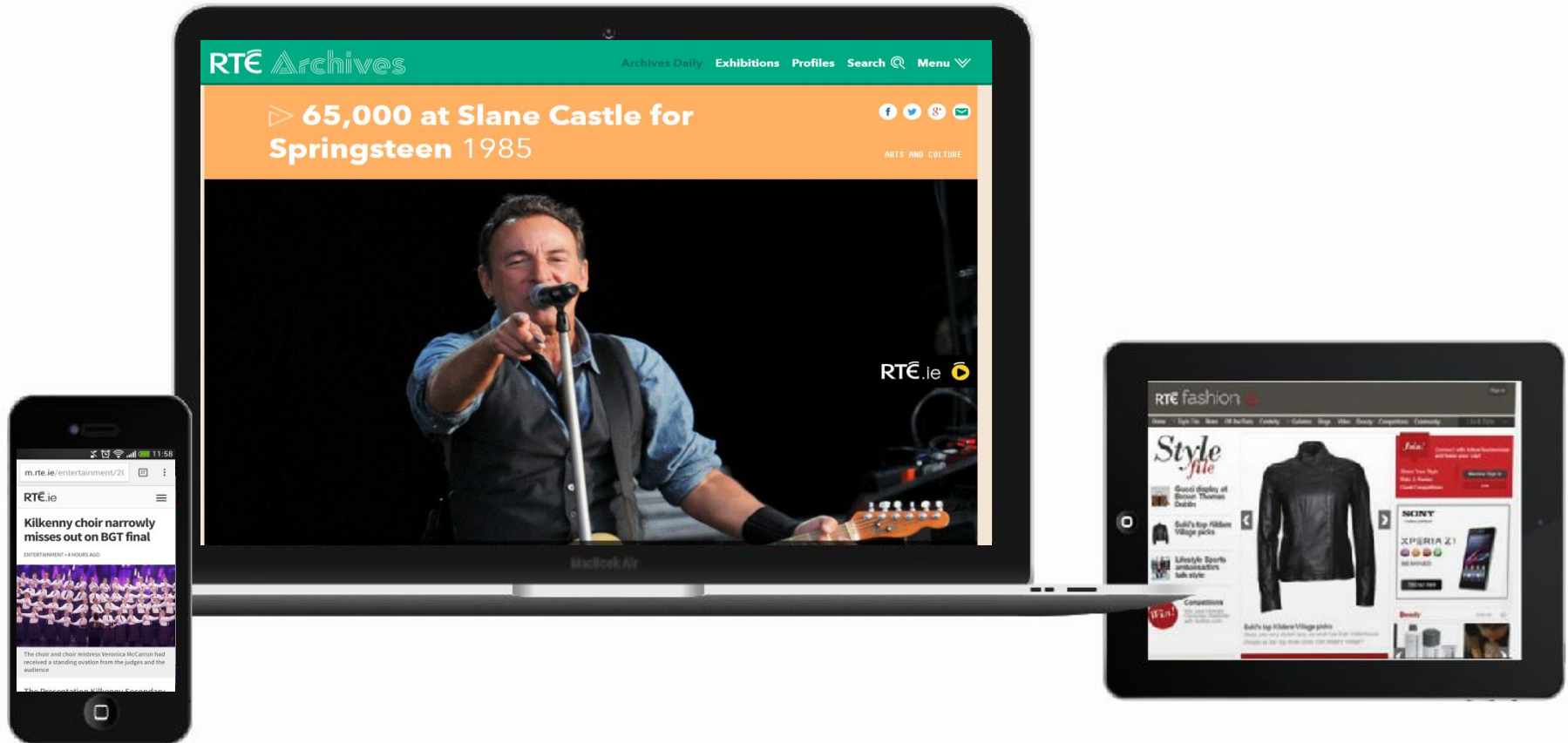


Page Views per Month



Page Views per App Version – May 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 49% of Irish Internet users in the last month**



**No.1 Multi-media
Website**



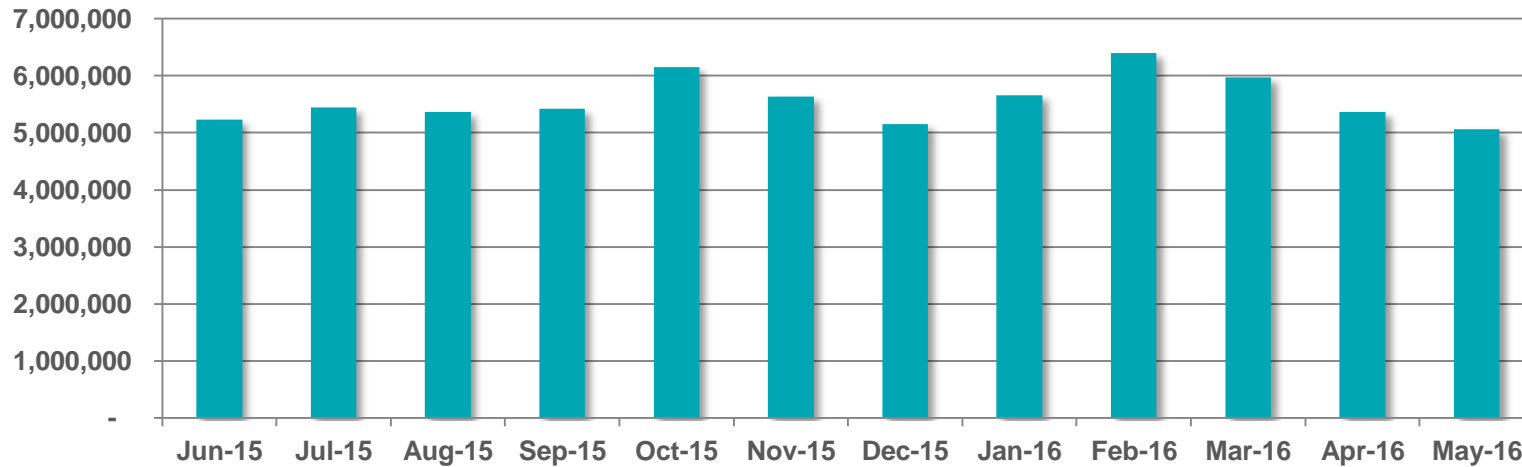
**The average visit on RTÉ.ie
is longer than Irish Times,
Independent and The Journal**

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)

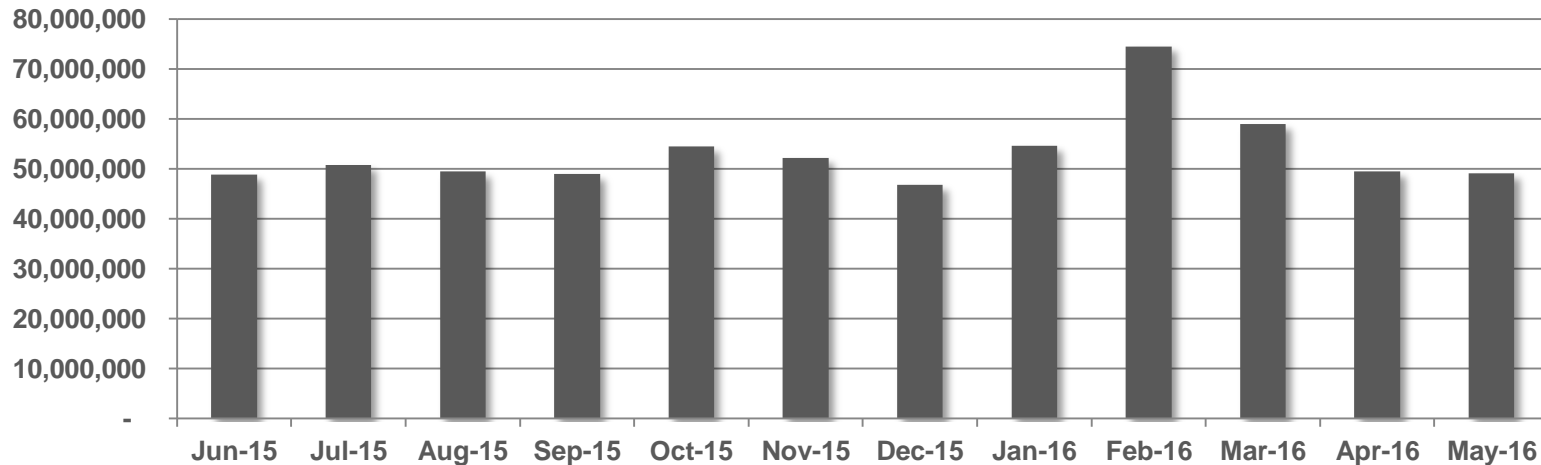


**Monthly Unique
Browsers**

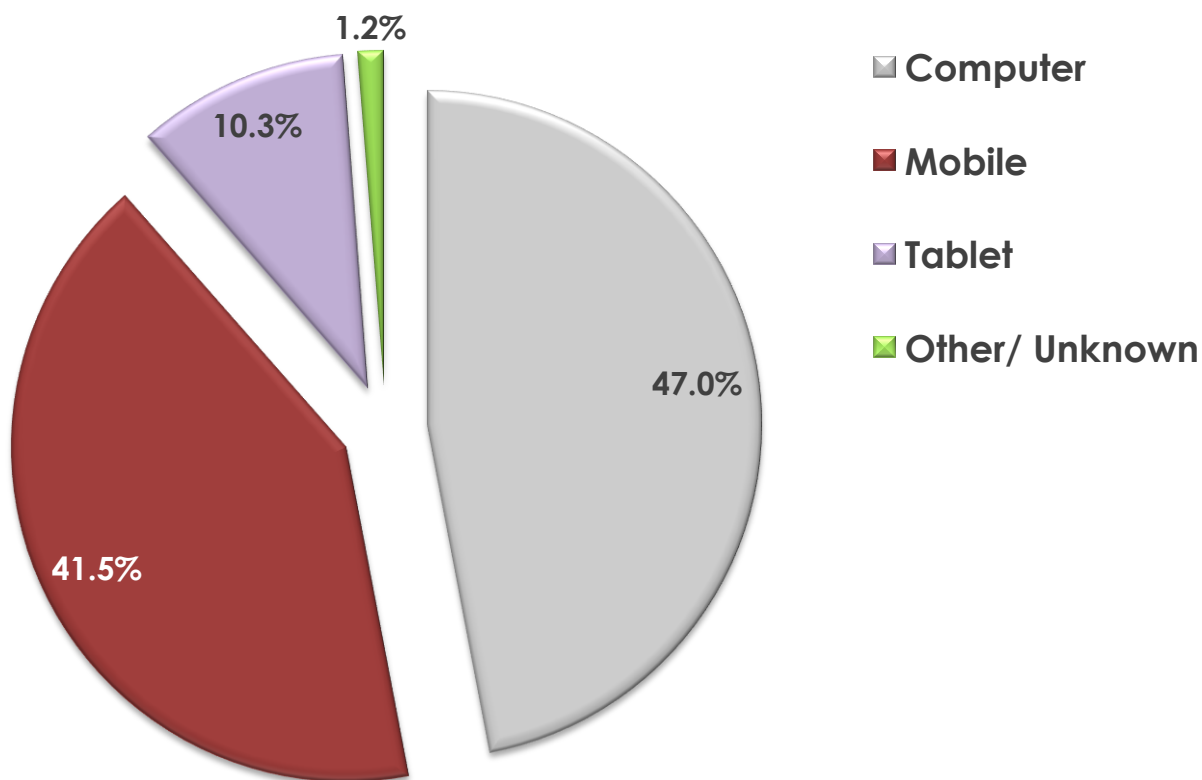
Unique Browsers per Month



Page Views per Month



Page Views per Device – May 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



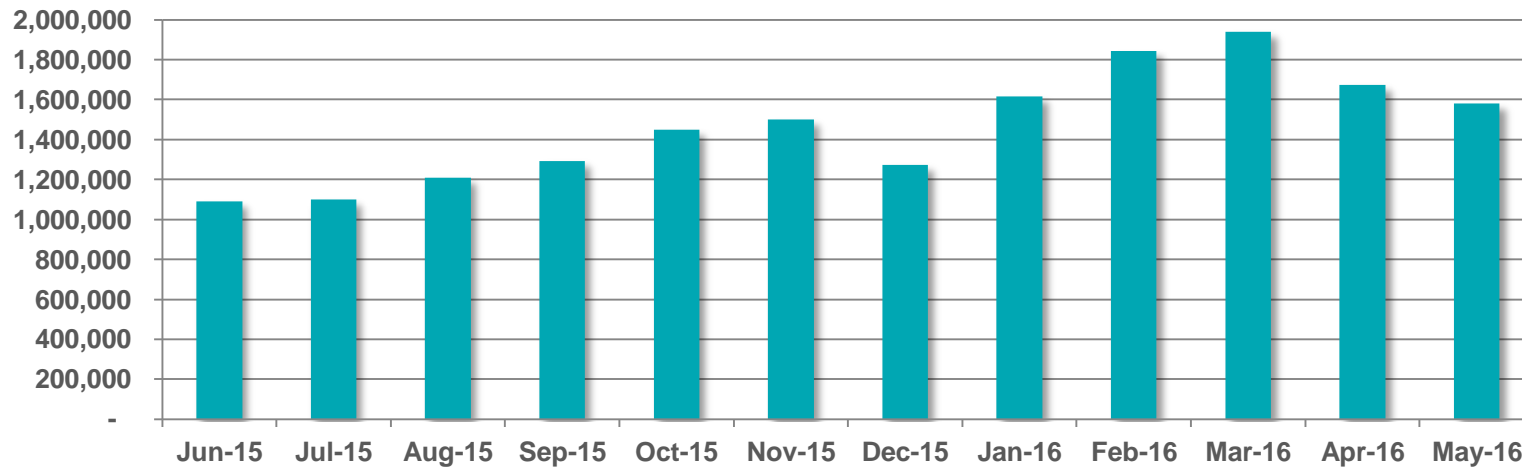
Ireland's No.1 VOD service



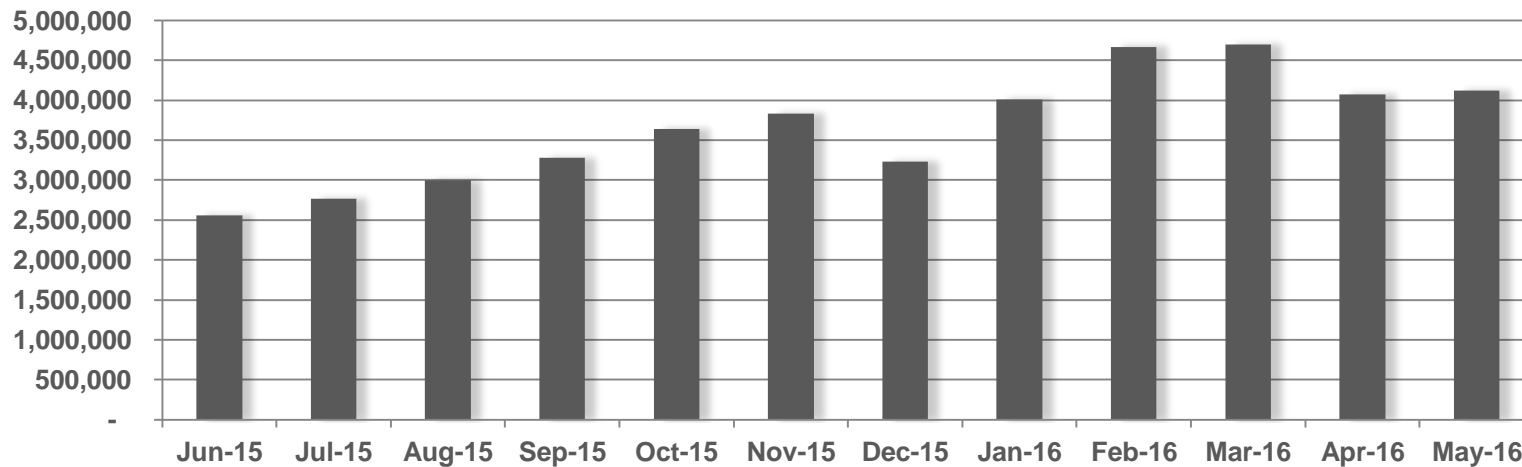
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

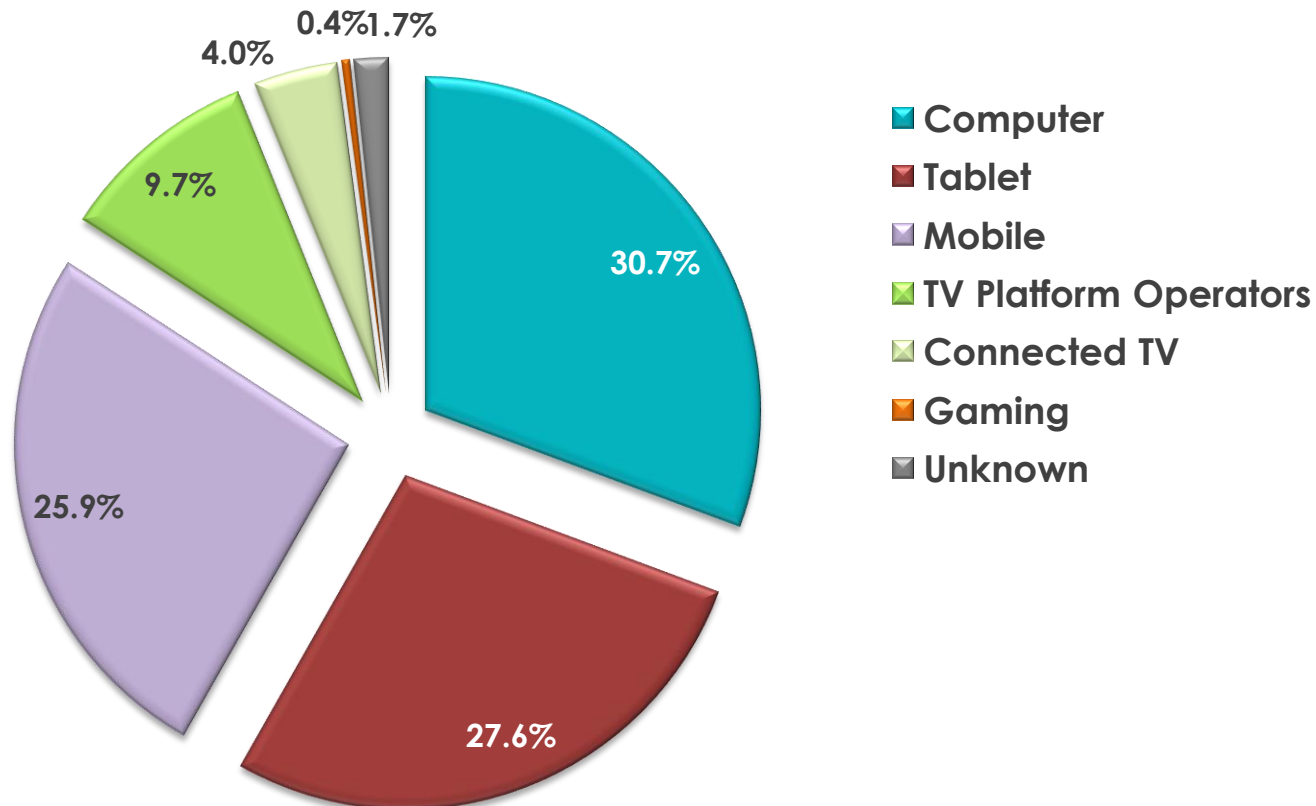


Source: comScore Dax
(Unique Browsers
excluding Virgin Media)

Top Programmes in May 2016

	Programme	Streams
1	Home and Away	533,000
2	EastEnders	378,000
3	Fair City	314,000
4	First Dates Ireland	274,000
5	Neighbours	118,000
6	Latest Irish News	98,000
7	Nine News	85,000
8	The Late Late Show	75,000
9	The Late Late Show Extras	72,000
10	Champions League Live	65,000
11	Six One News	57,000
12	The Good Wife	52,000
13	Eurovision Song Contest 2016	51,000
14	Room to Improve	45,000
15	Shortland Street	44,000
16	Grey's Anatomy	40,000
17	Fair City Extras	39,000
18	Dubai Duty Free Irish Open Golf	35,000
19	The Ray D'Arcy Show Extras	33,000
20	The Guards	32,000

Streams by Device – May 2016



Audience Targeting



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

AUDIENCE	Food Bites	Nine News	Euro 2016	First Dates	Doc Hub	Dragons' Den	Olympics
Male		X	X		X	X	X
Female	X			X			
Male 18-34			X				X
Female 18-34	X			X			
Main Shopper + kids	X	X			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