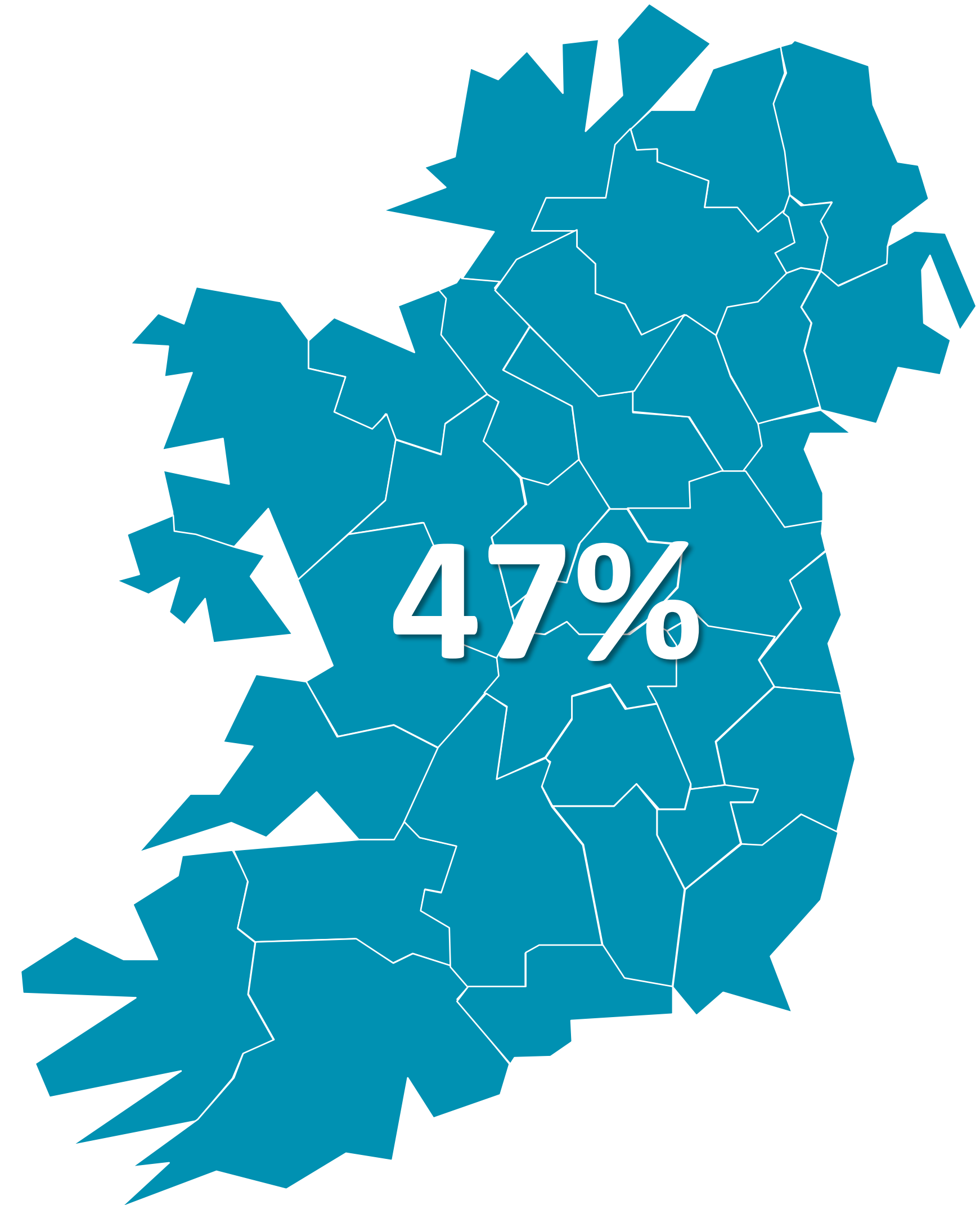




RTÉ Media Sales
Digital Audience Report
May 2023

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



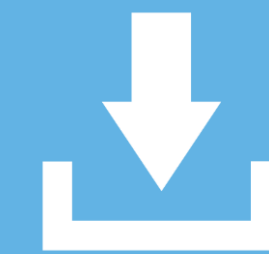
Nº. 1

News App



3.1m

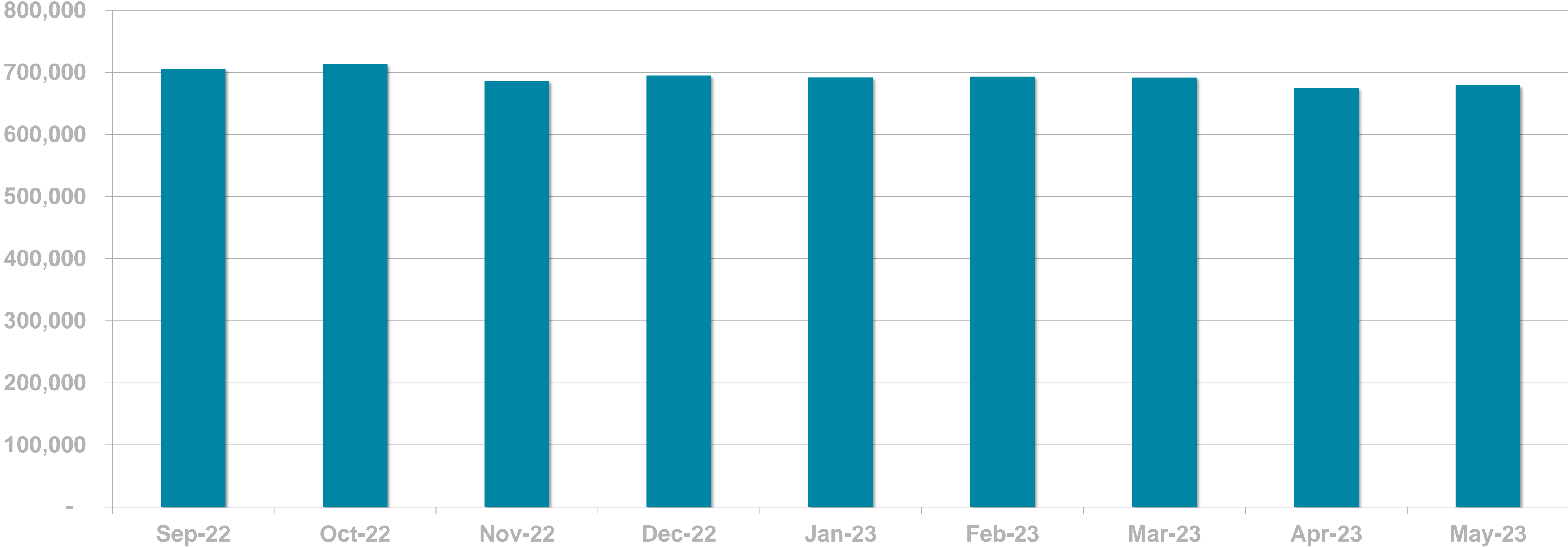
App Downloads



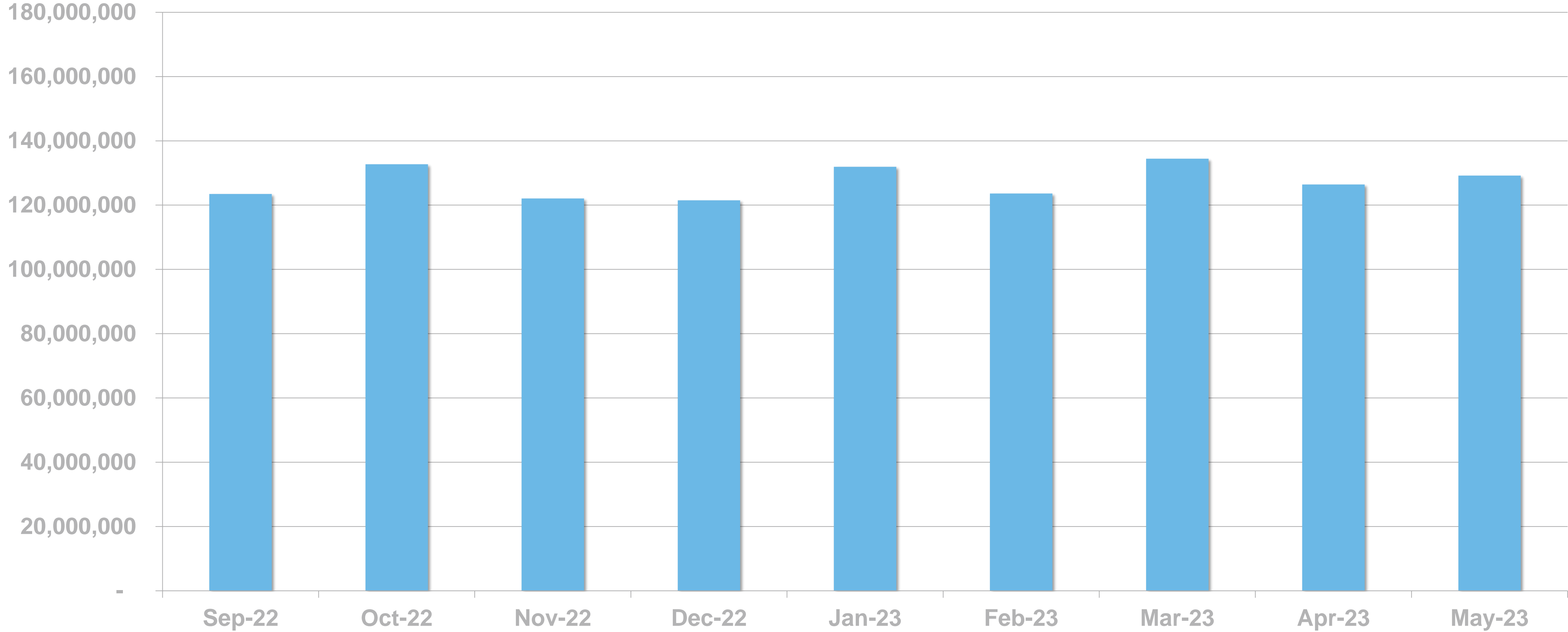
News Apps Ever Use – November 2022 (Adults 18+)



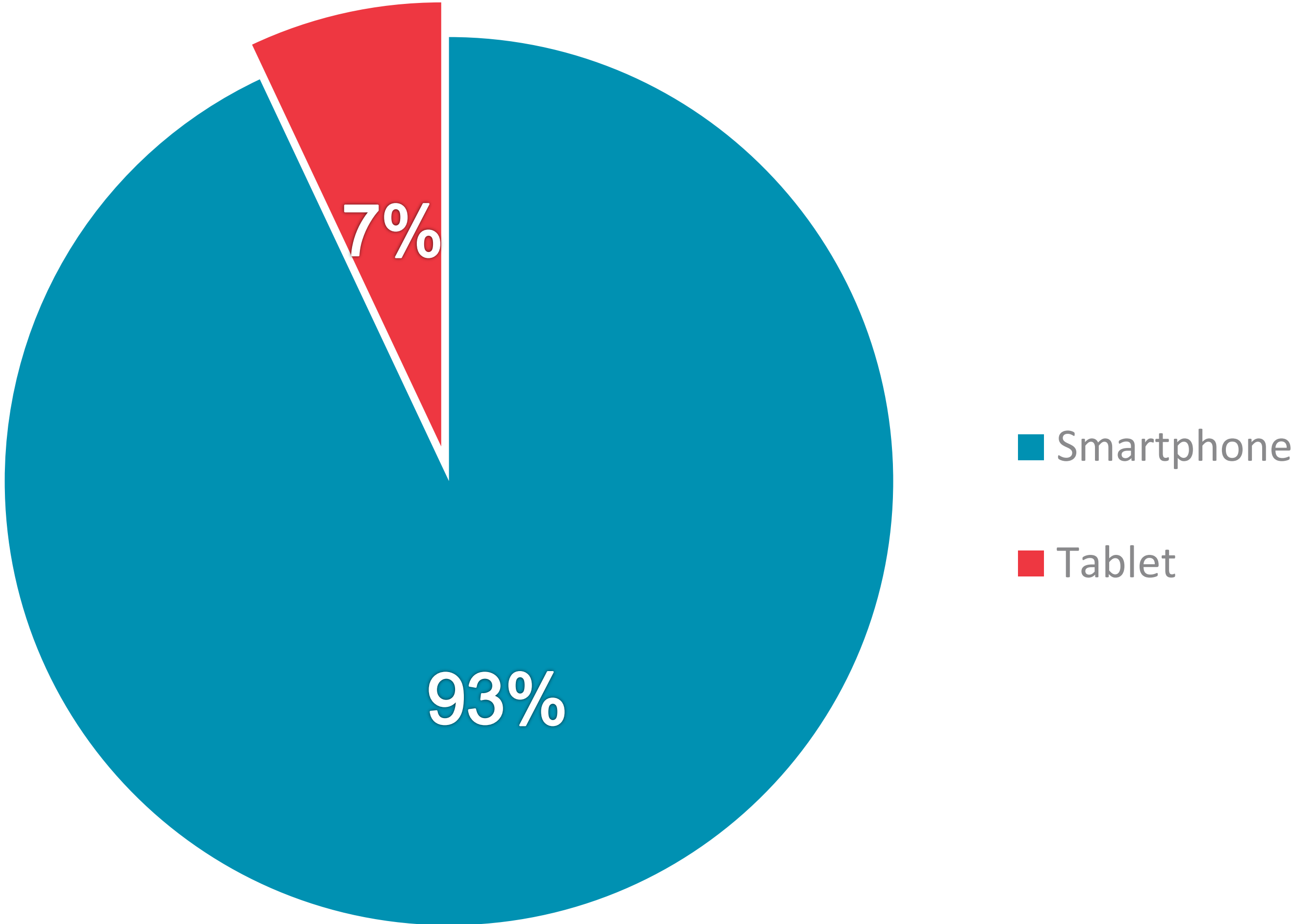
RTÉ News App UNIQUE BROWSERS PER MONTH



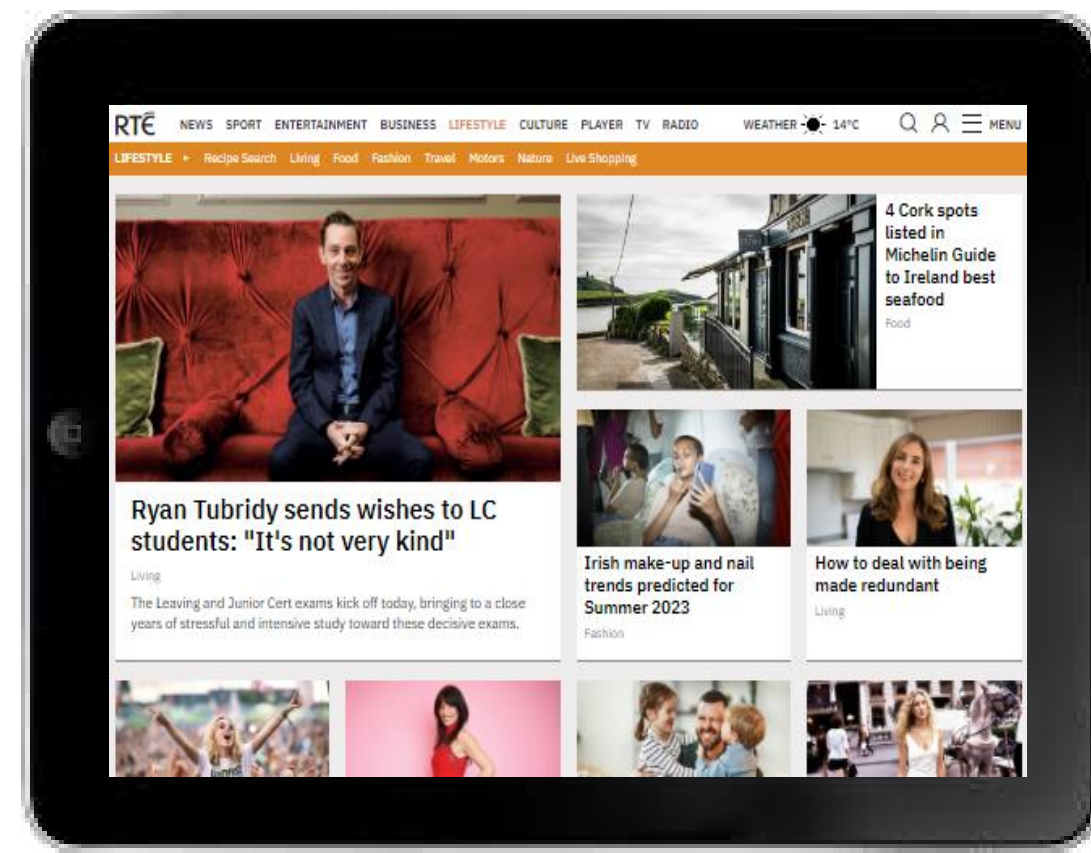
RTÉ News App PAGE VIEWS PER MONTH



PAGE VIEWS PER DEVICE



RTÉ.ie



Ireland's No. 1
Multi-Media
Website



8 mins
Average visit

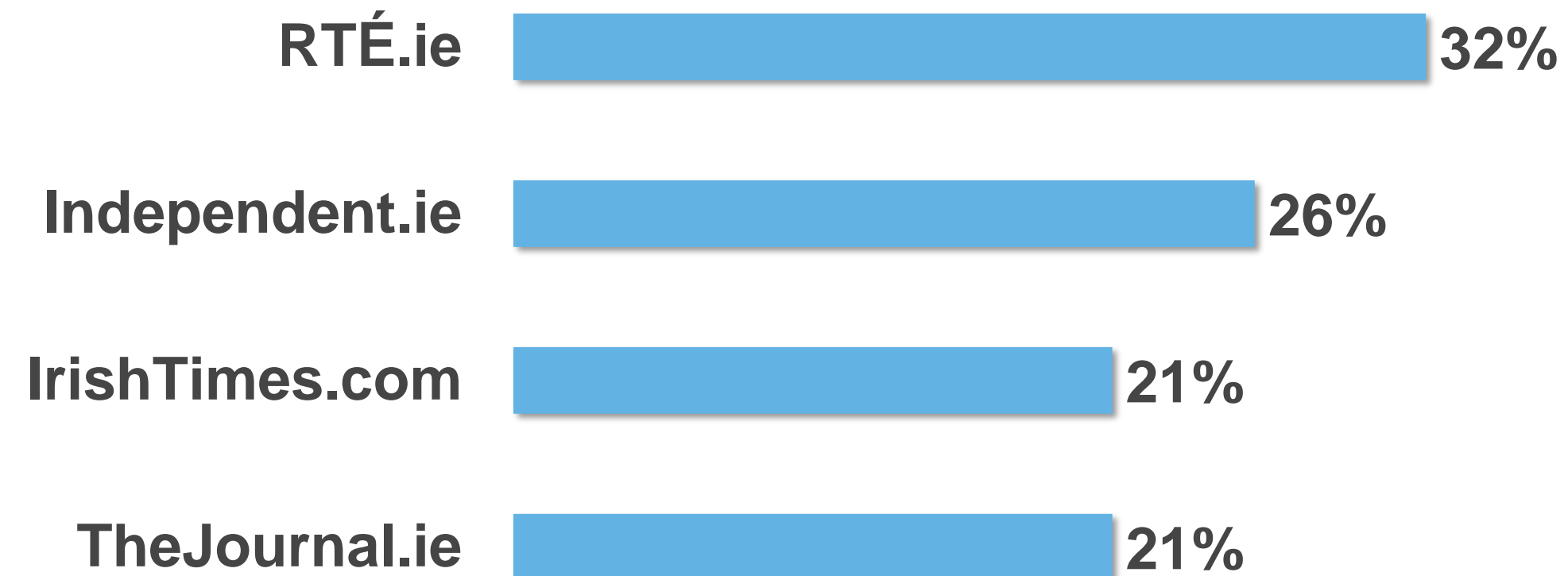


8 million
Monthly Unique
Browsers*



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

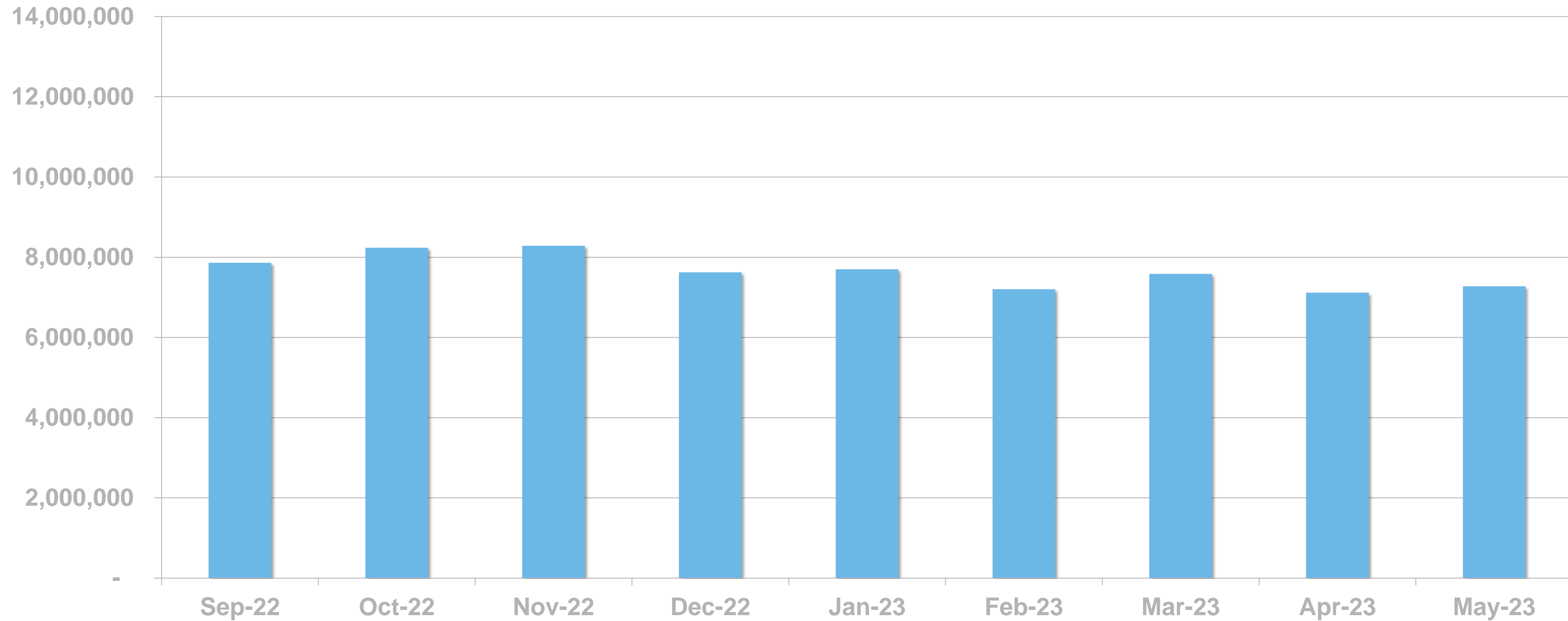
News & Entertainment Websites Ever Use November 2022 (Adults 18+)



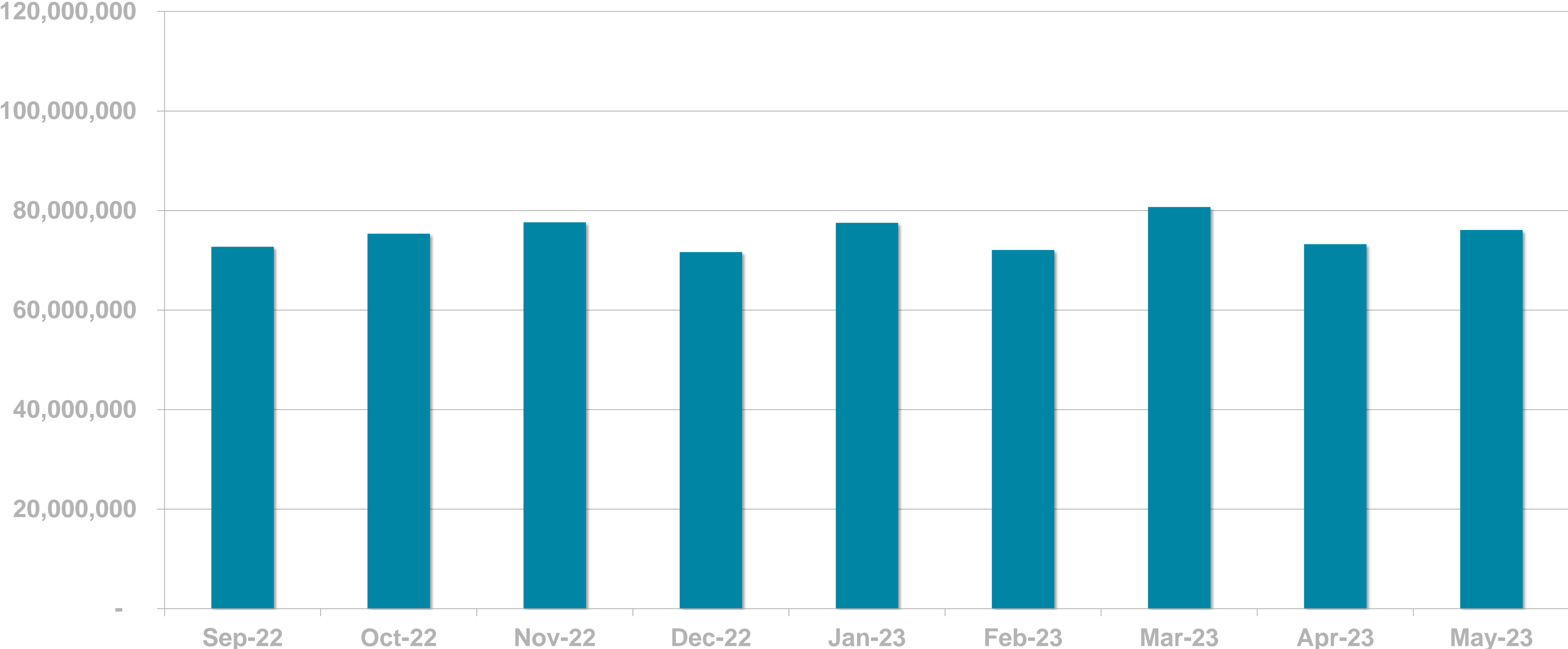
RTÉ Media Sales

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

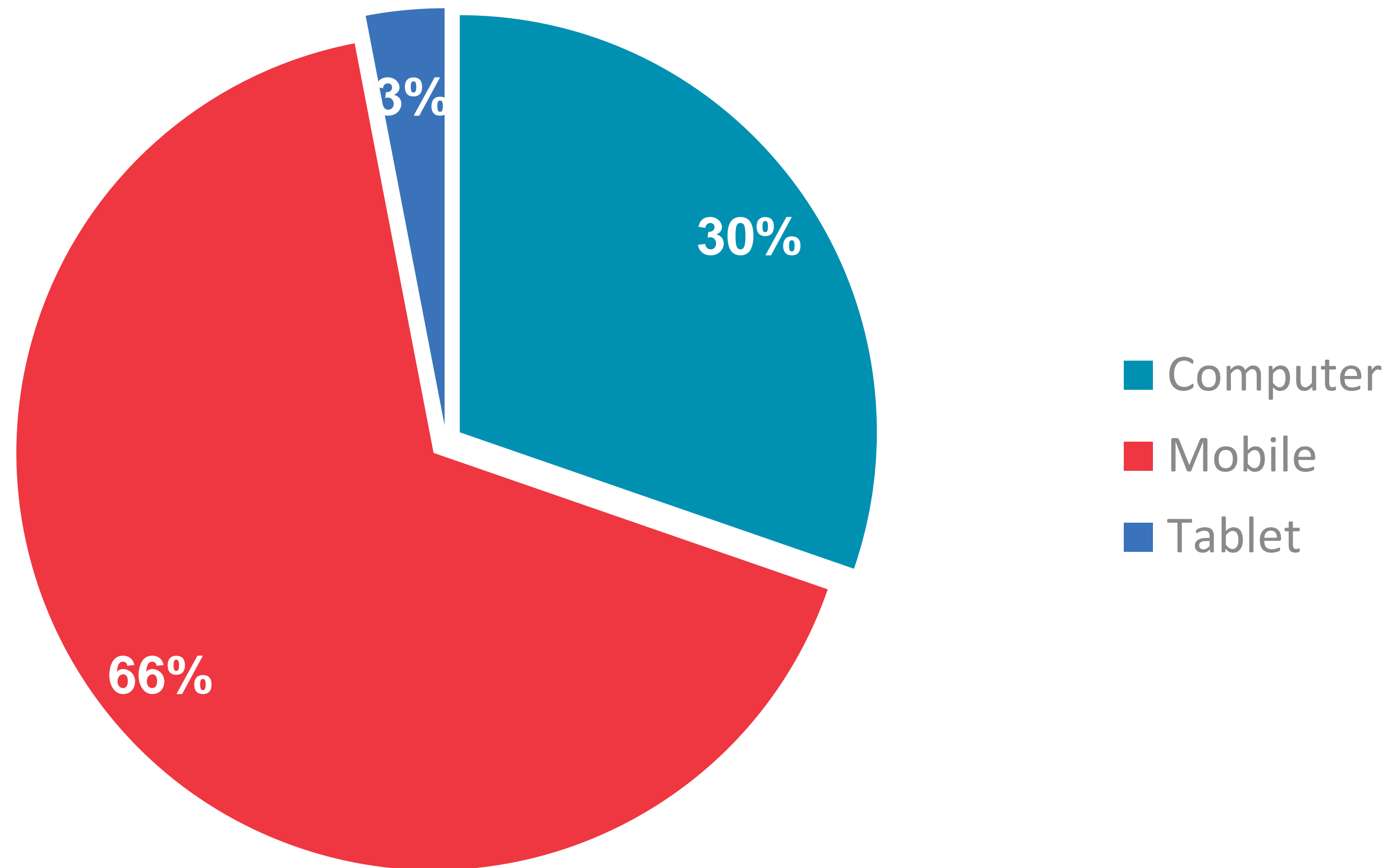
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH

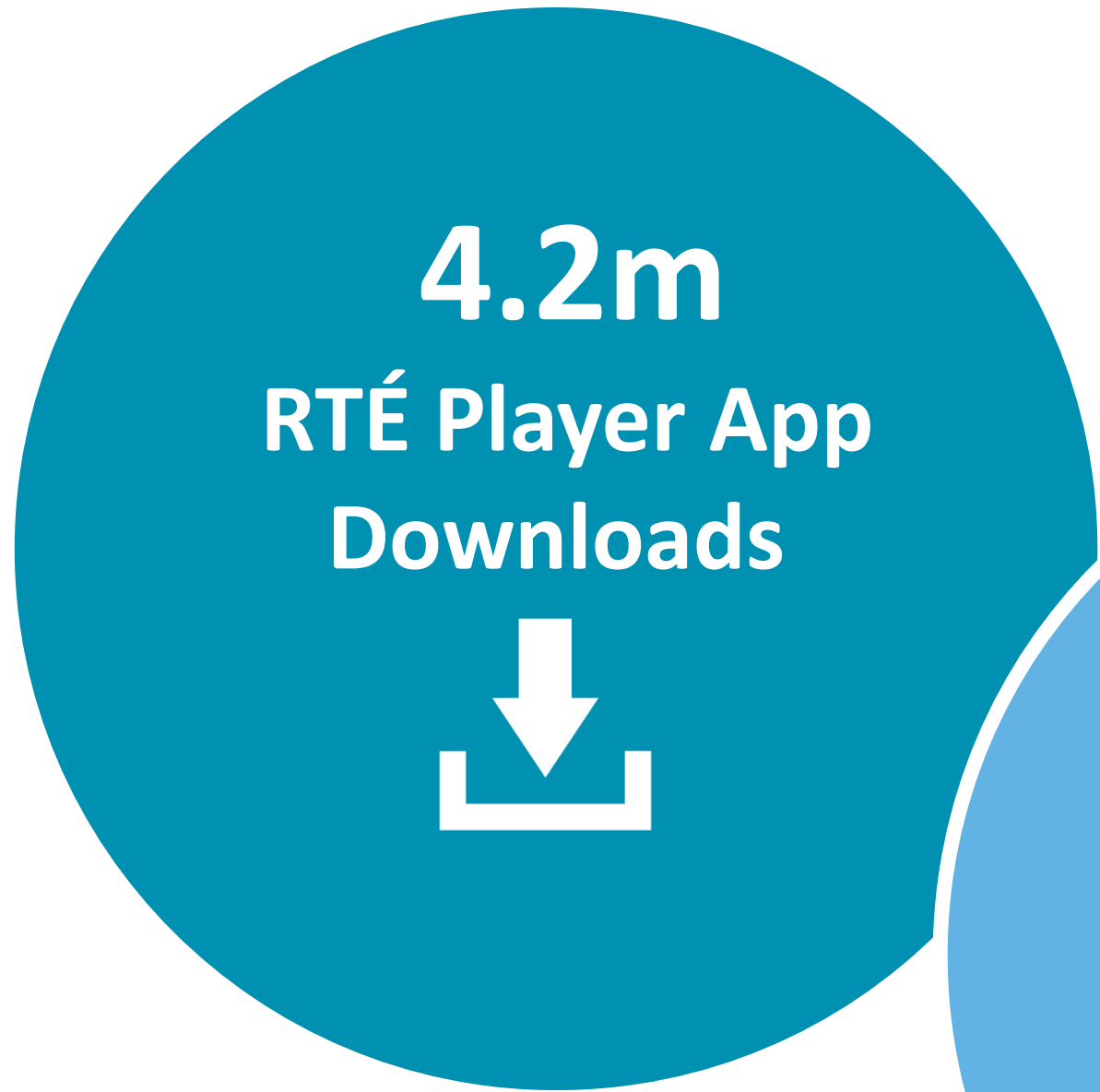


RTÉ.ie PAGE VIEWS PER DEVICE

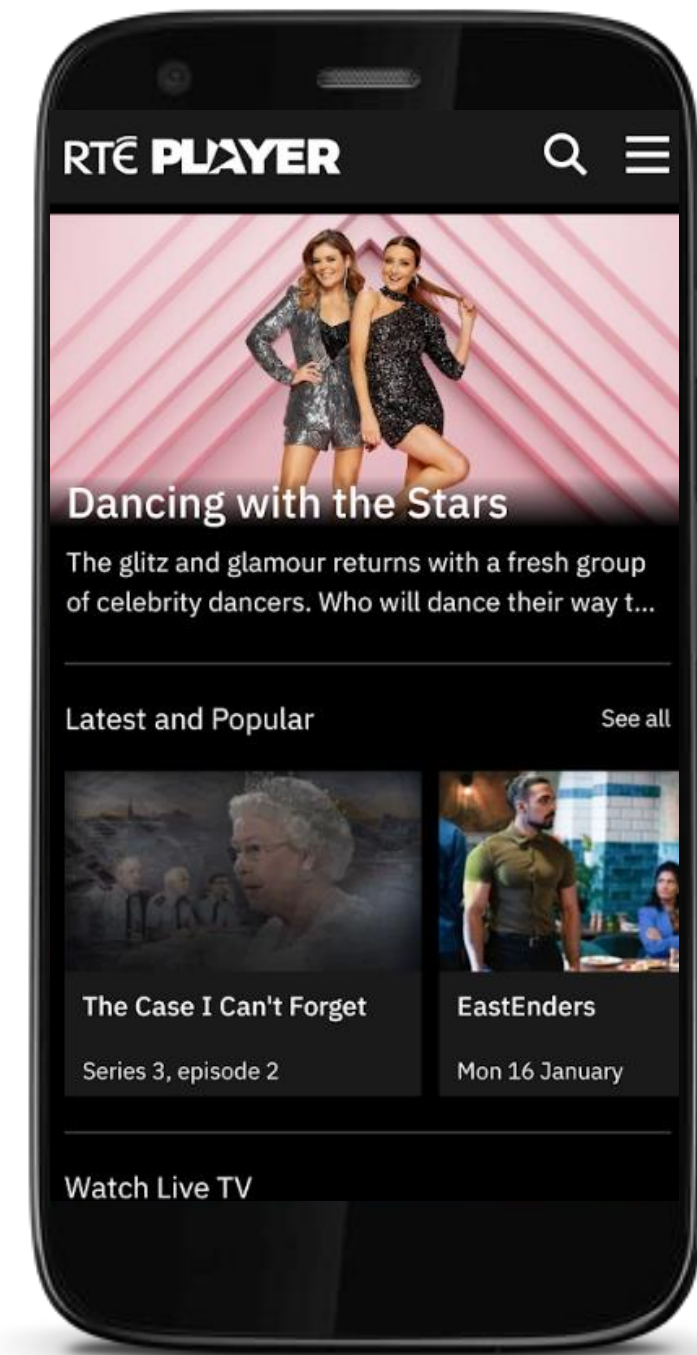
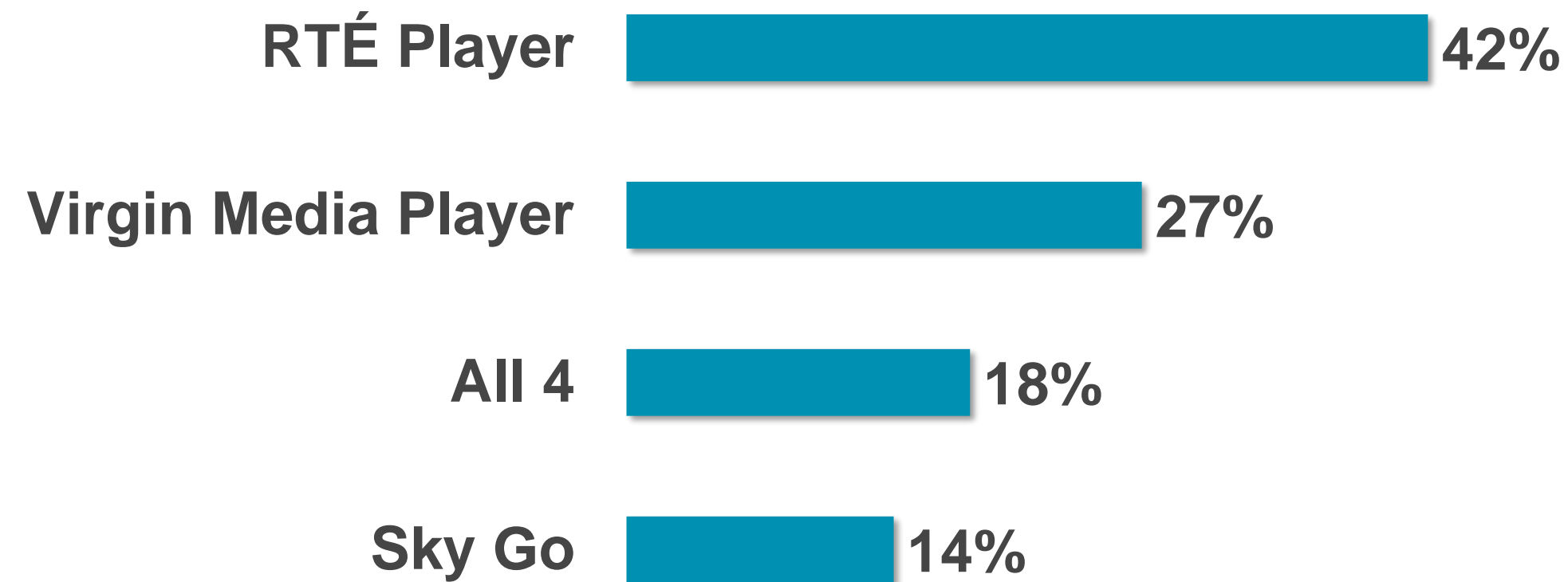




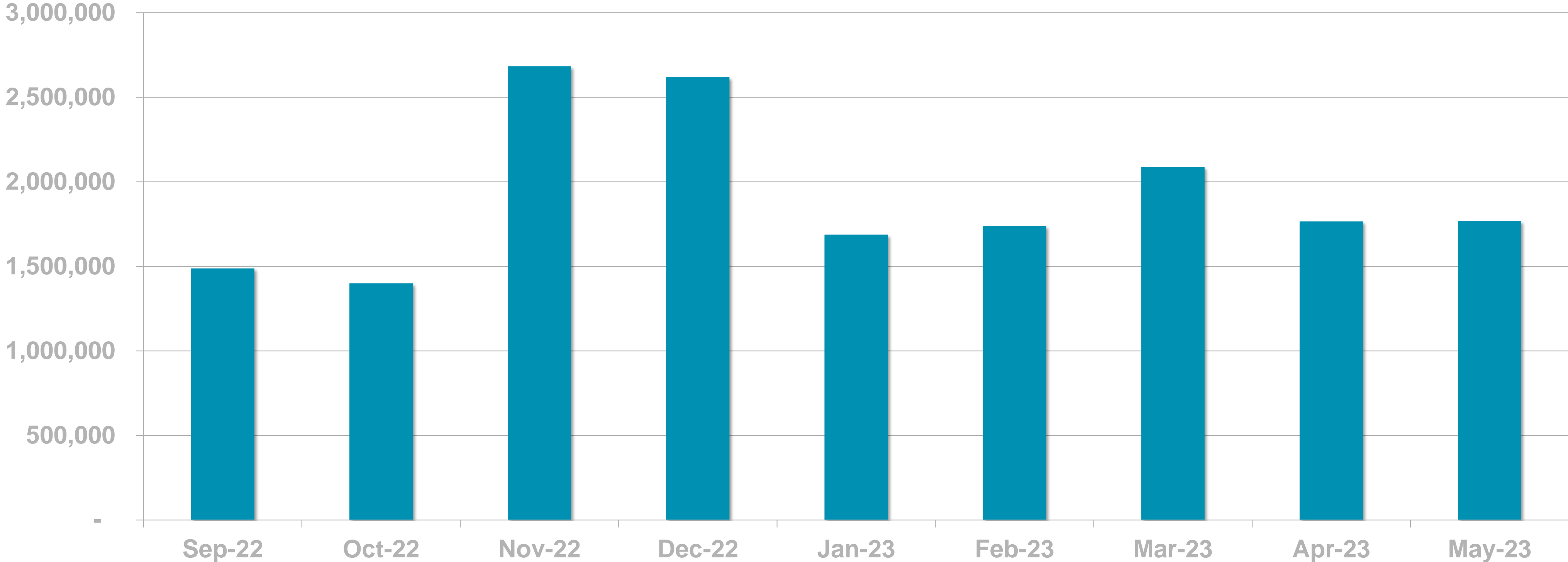
RTÉ Player is the Number 1 broadcaster video on demand service used by 42% of adults in Ireland



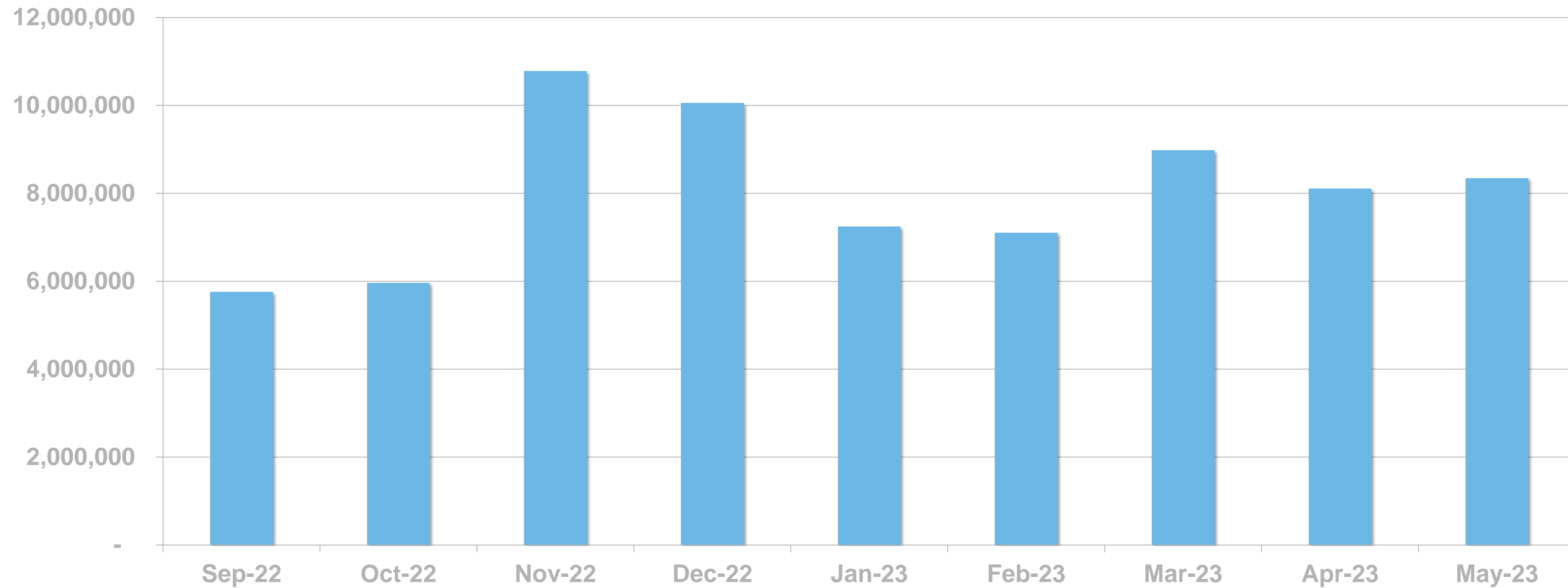
BVOD Services Ever Use
November 2022 (Adults 18+)



RTÉ PLAYER UNIQUE BROWSERS PER MONTH



RTÉ PLAYER STREAMS PER MONTH



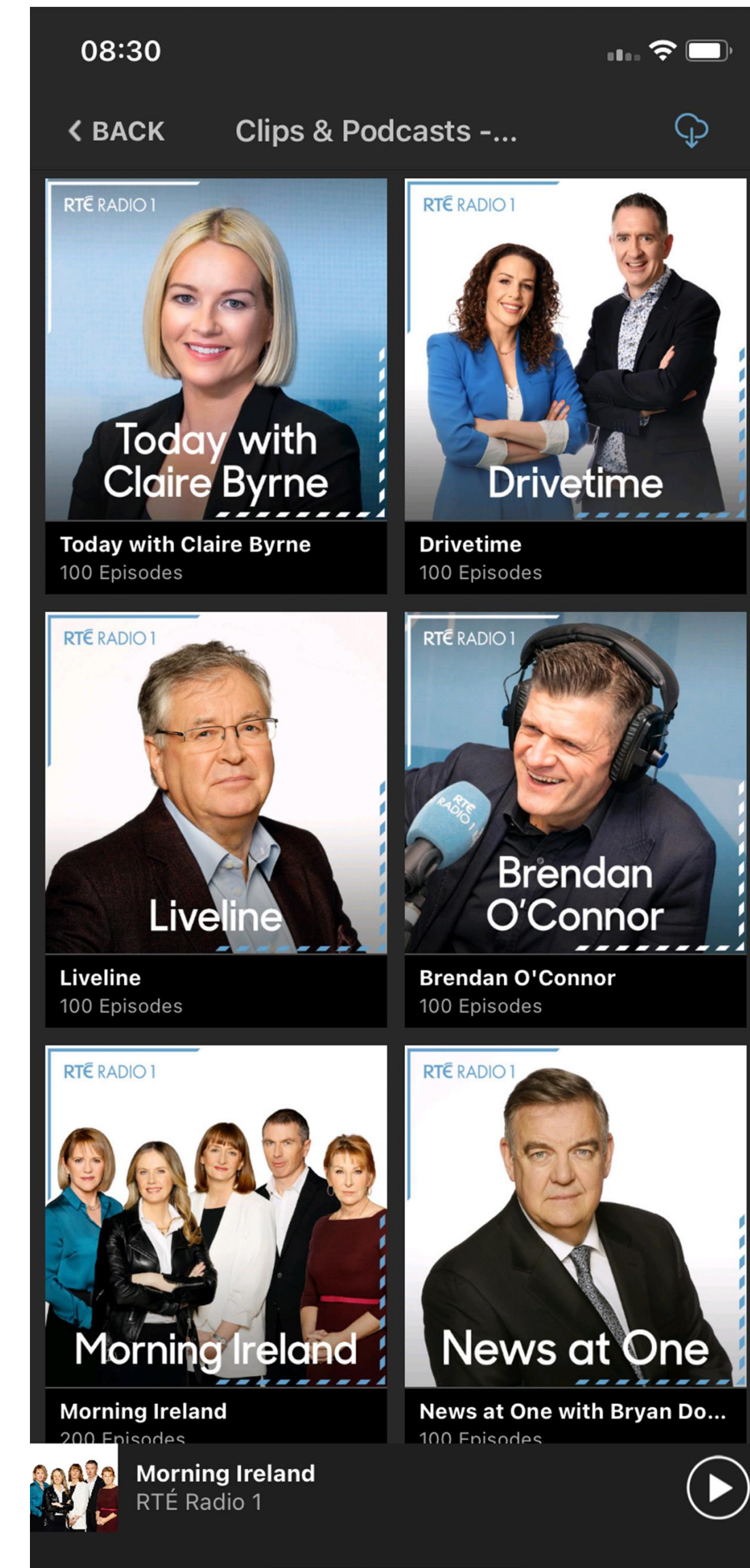
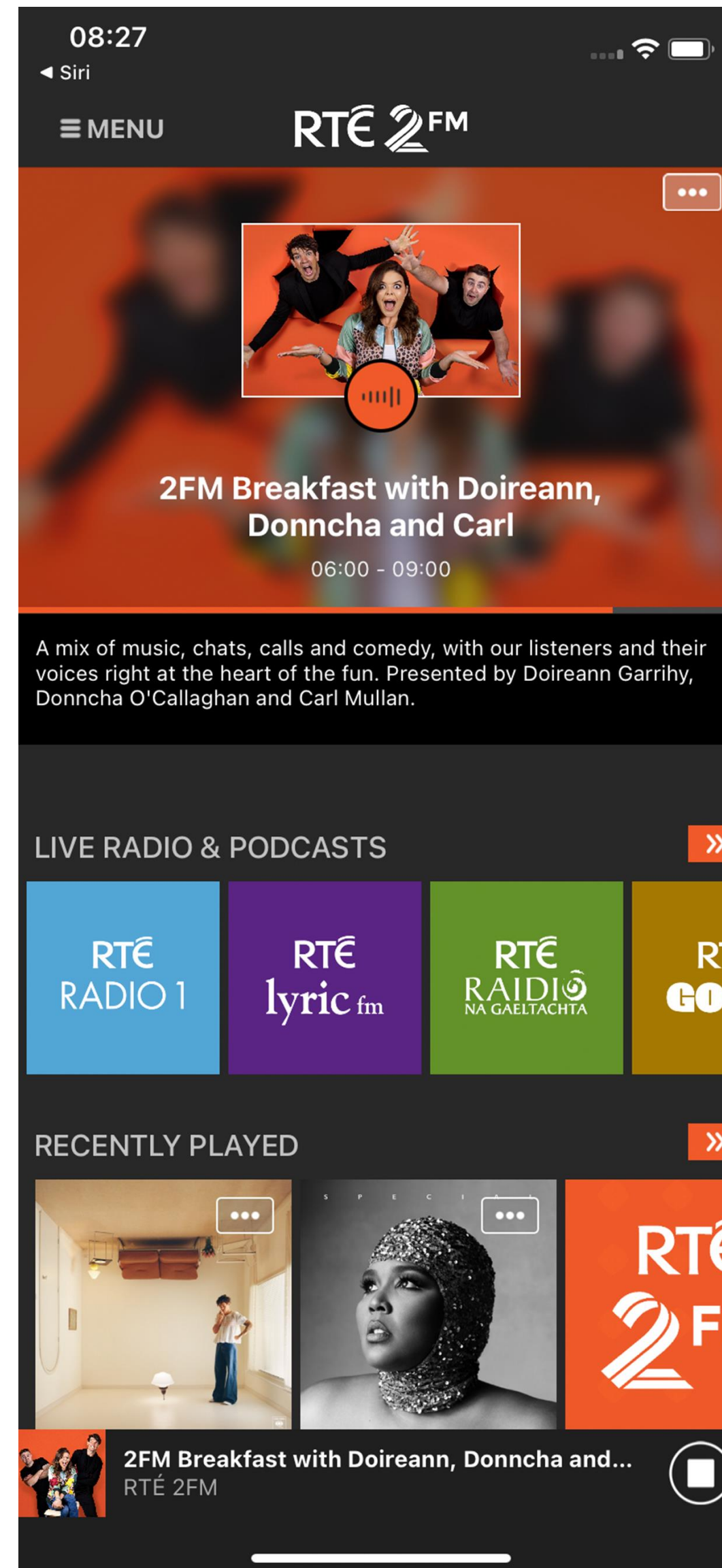
Top Programmes

	Programme
1	Kin
2	Home & Away
3	EastEnders
4	Fair City
5	Clean Sweep
6	Happy Valley
7	The Sunday Game Live
8	The Late Late Show
9	Love/ Hate
10	RTÉ News: Nine O'Clock
11	Eurovision Song Contest
12	RTÉ News: Six One
13	Shortland Street
14	UEFA Champions League Live
15	Gossip Girl

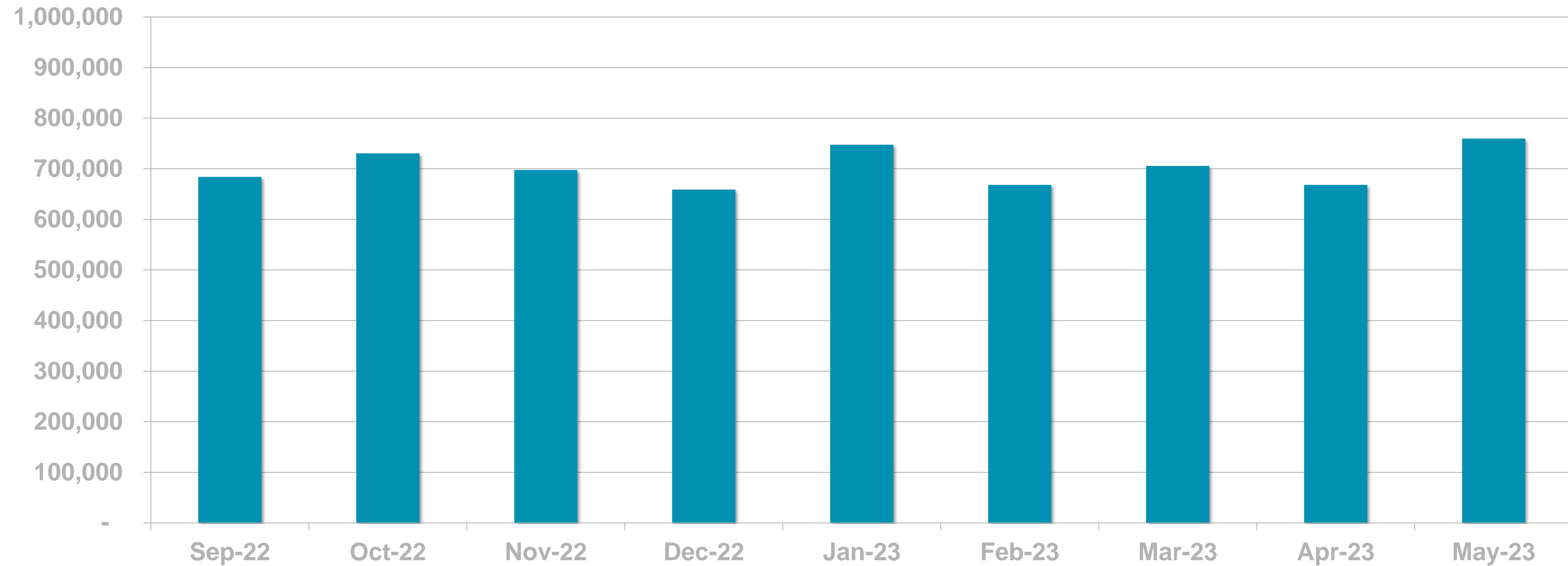
Excludes Sky and Virgin Media platforms.

RTÉ radio player

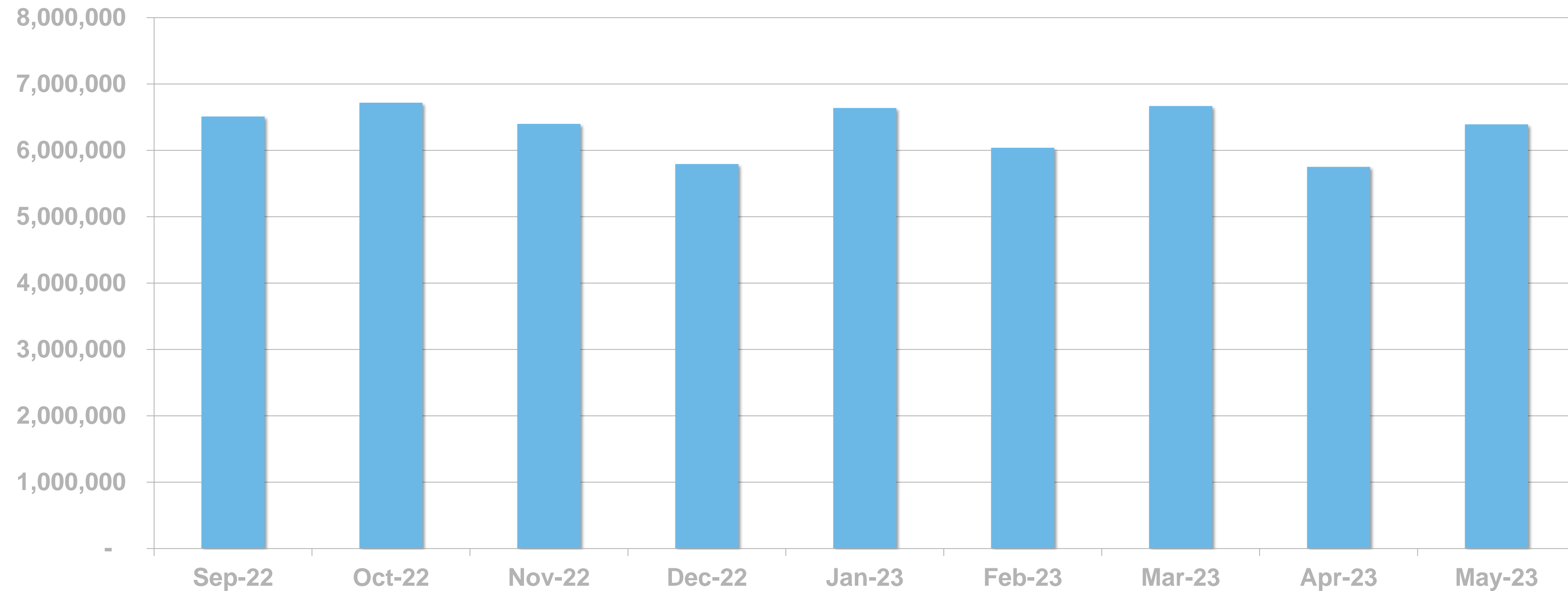
- ✓ Live Stream
- ✓ Listen Back
- ✓ Original Podcasts



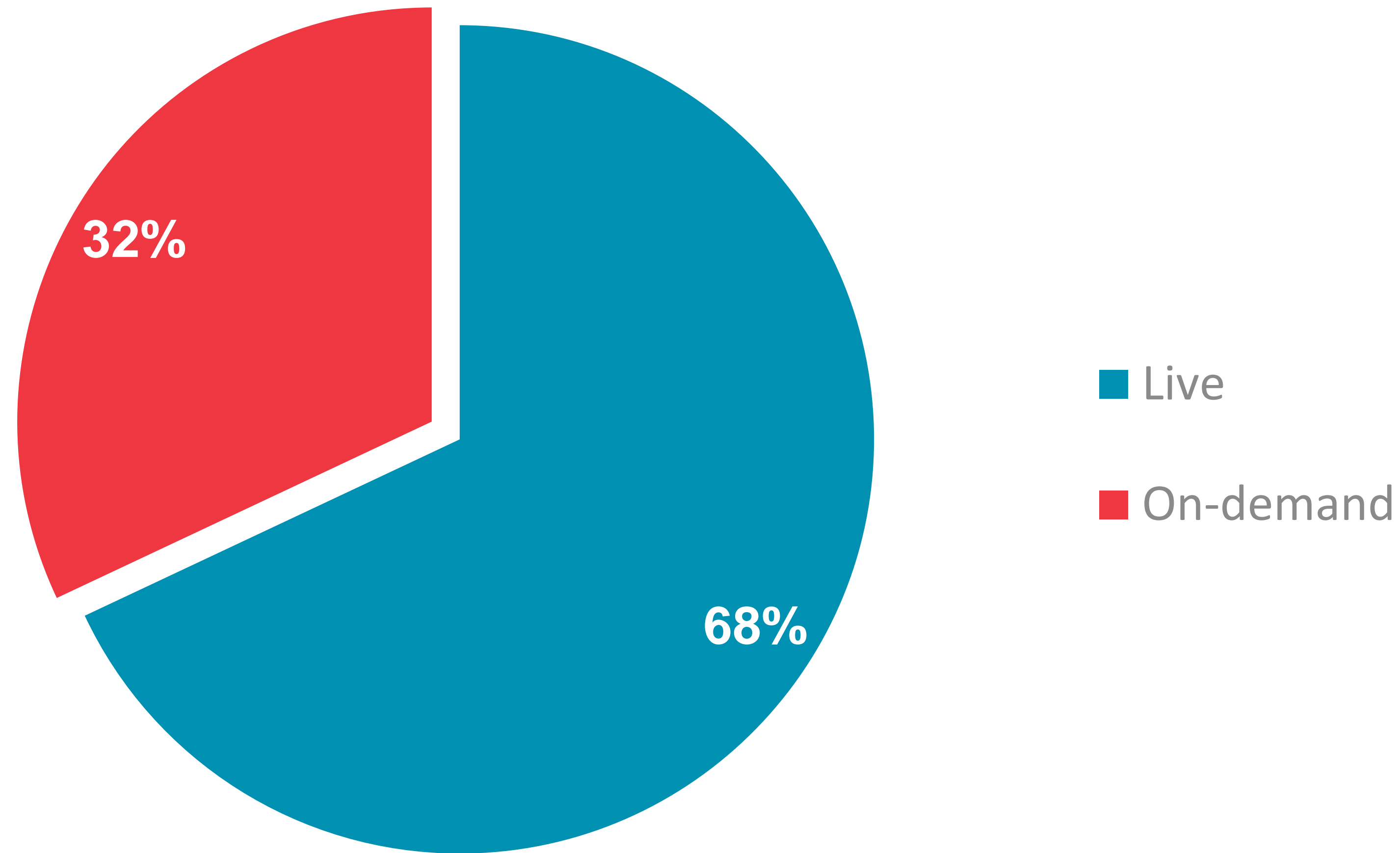
RTÉ AUDIO UNIQUE BROWSERS PER MONTH



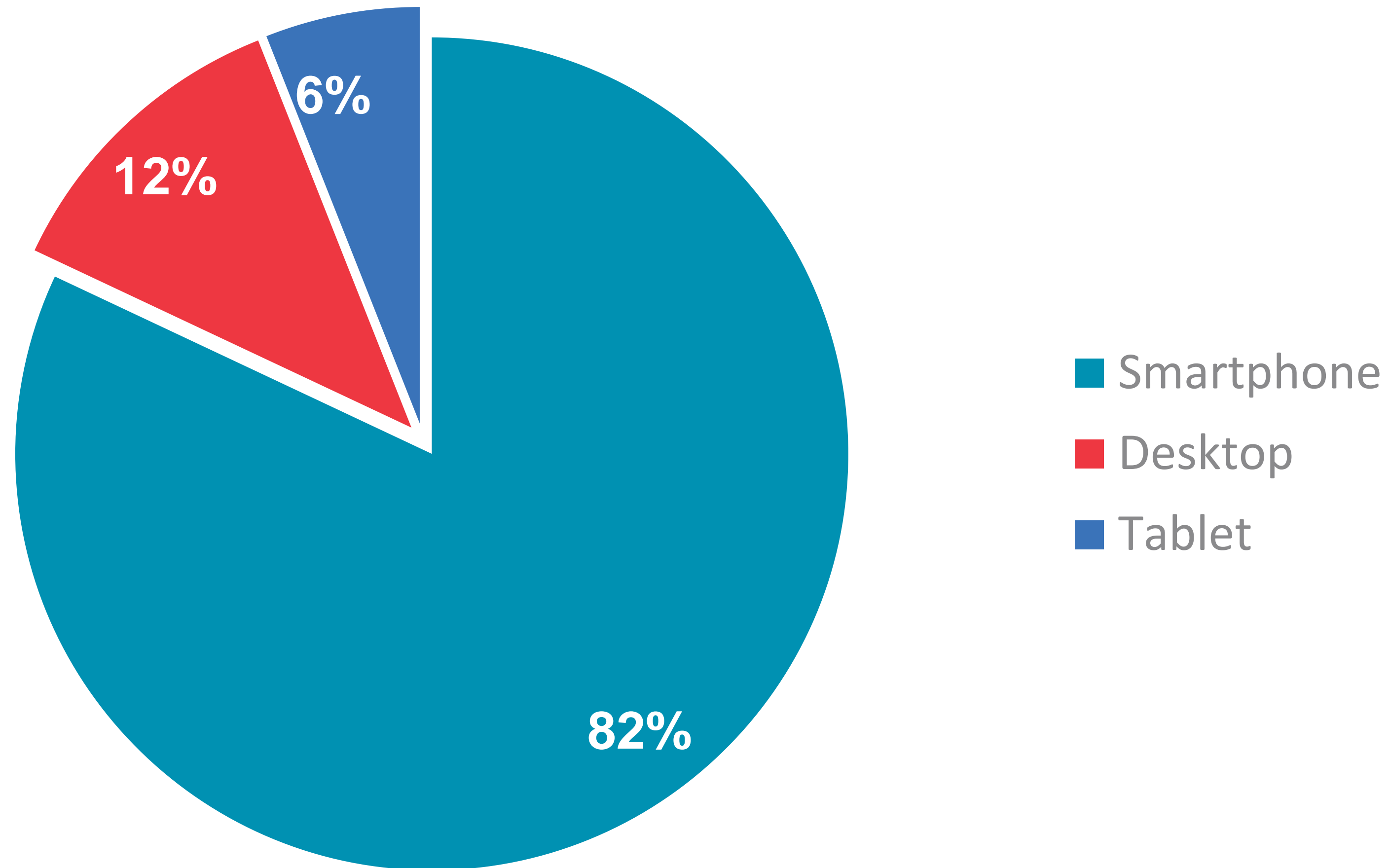
RTÉ AUDIO STREAMS PER MONTH



RTÉ AUDIO STREAMS BY BROADCAST TYPE



RTÉ AUDIO STREAMS BY DEVICE



RTE Media Sales



mediasales@rte.ie



www.rte.ie/mediasales