RTÉ Media Sales

Digital Audience Report

May 2021

DIGITAL SERVICE USAGE

58% of Irish adults use a digital service
from RTÉ every week (2020)

58%

Source: Ongoing Survey. Weekly+ reach for RTÉ.ie, RTÉ News Now Online, RTÉ Player, RTÉ Radio Player, Other RTÉ Apps)
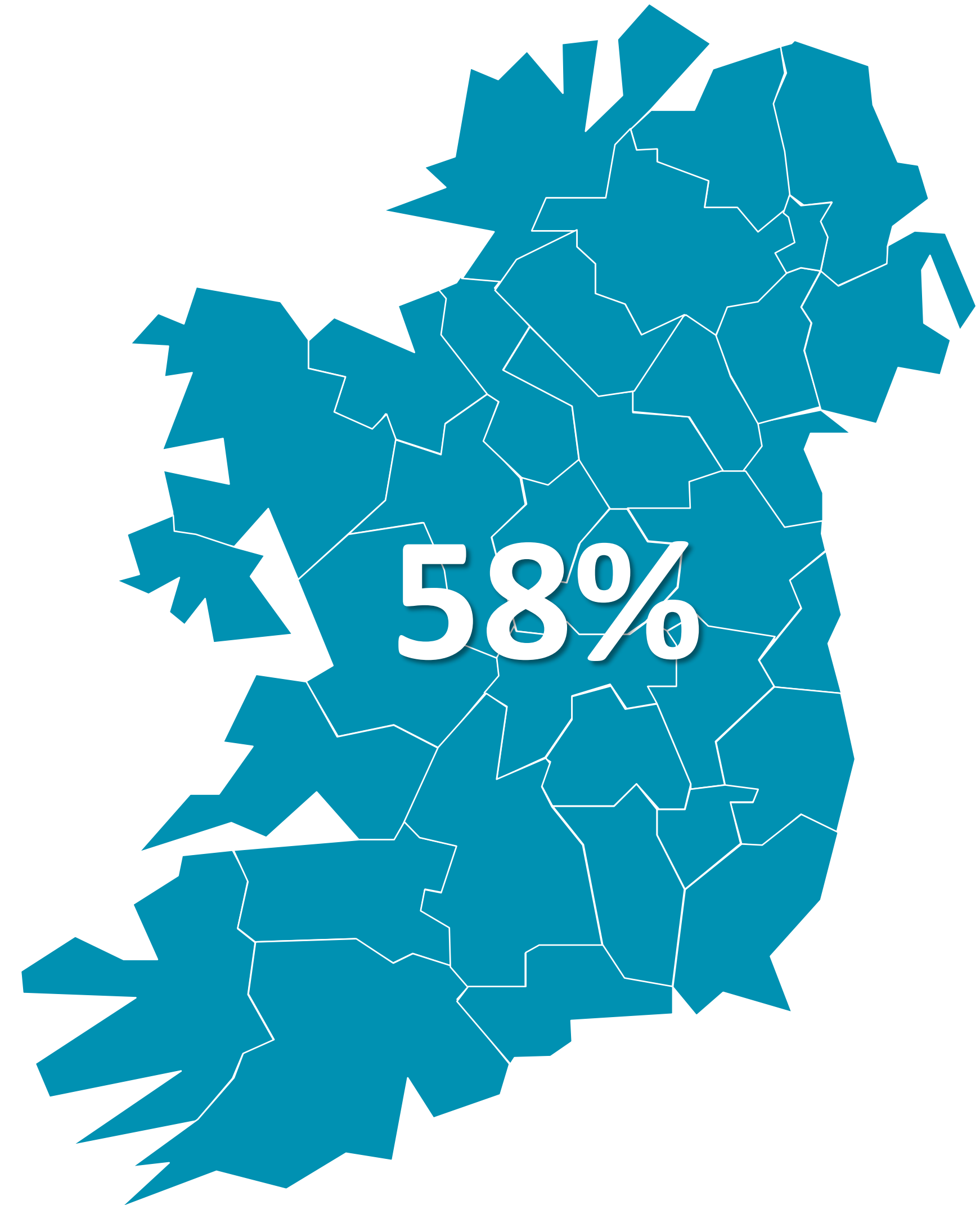
RTÉ News

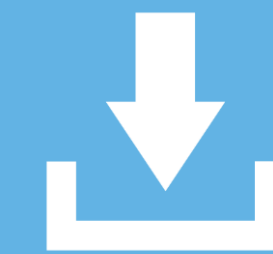RTÉ News is the Number 1 news and entertainment app in Ireland
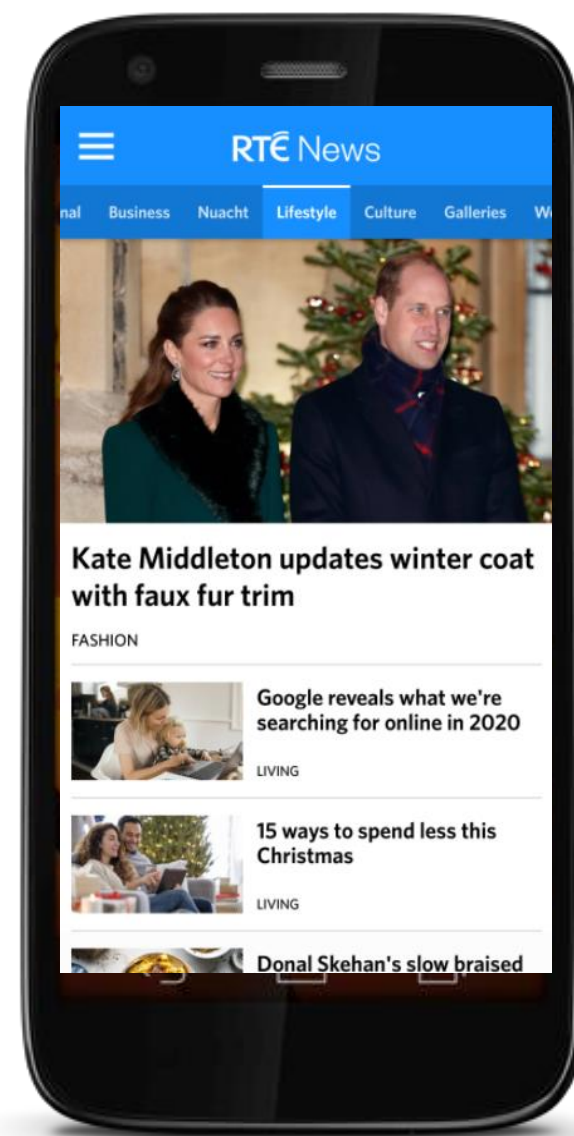
Nº· 1 News App

2.9m App Downloads

News Apps Ever Used – November 2019 (Adults 18+)

RTÉ News Now	34%
Independent.ie	29%
TheJournal	28%
IrishTimes.com	26%

Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)
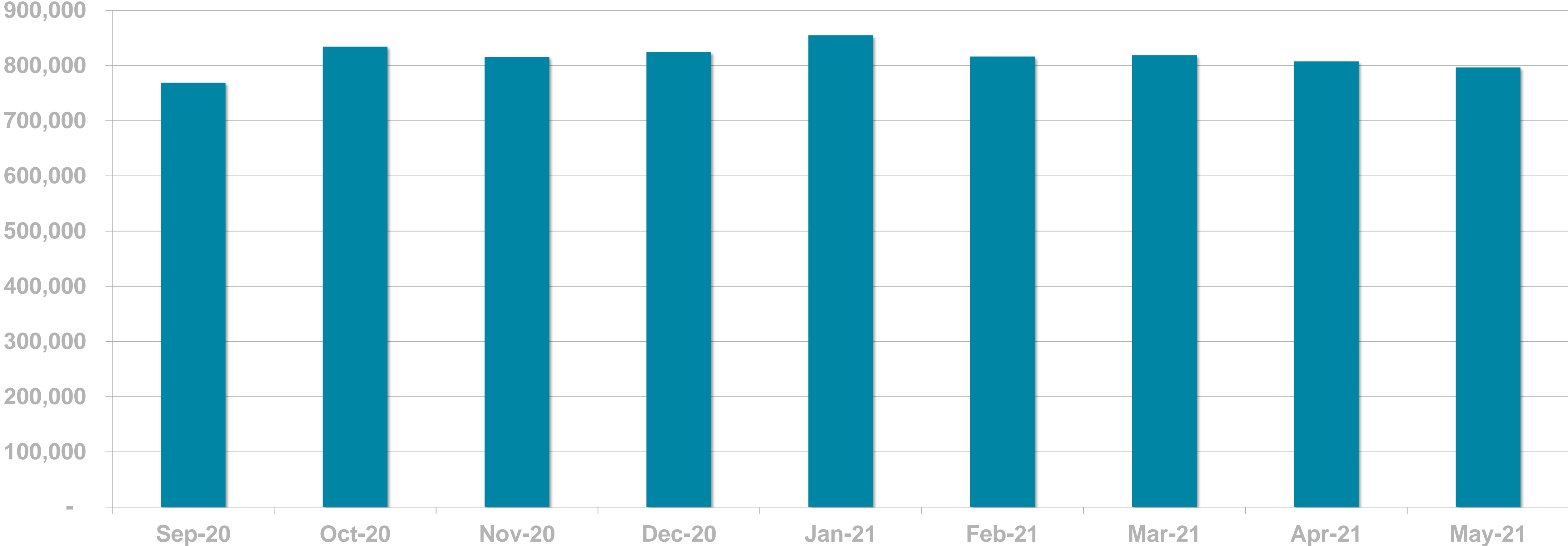
RTÉ News App PAGE VIEWS PER MONTH

RTÉ Media Sales
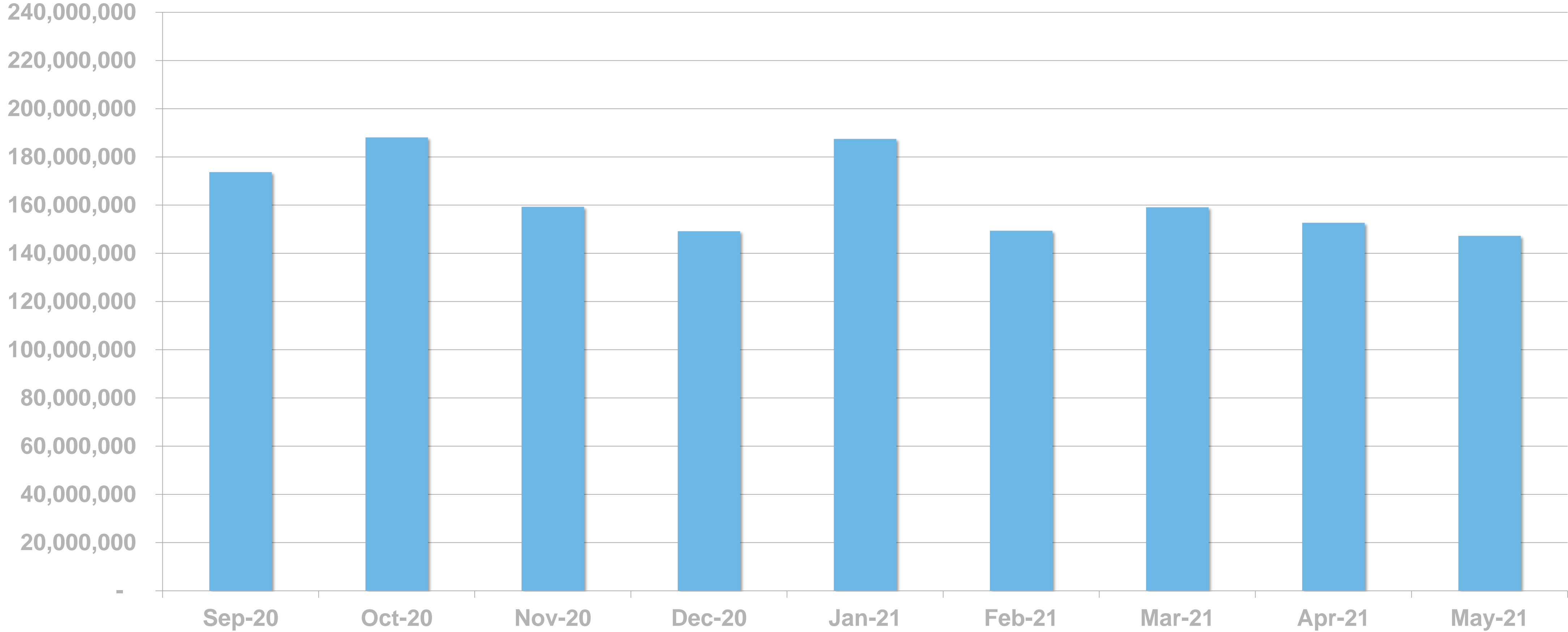
PAGE VIEWS PER APP VERSION

39.5%

60.5%

■ iOS ■ Android

RTÉ.ie

RTÉ.ie is the Number 1 multi-media website in Ireland, used by 38% of Irish adults
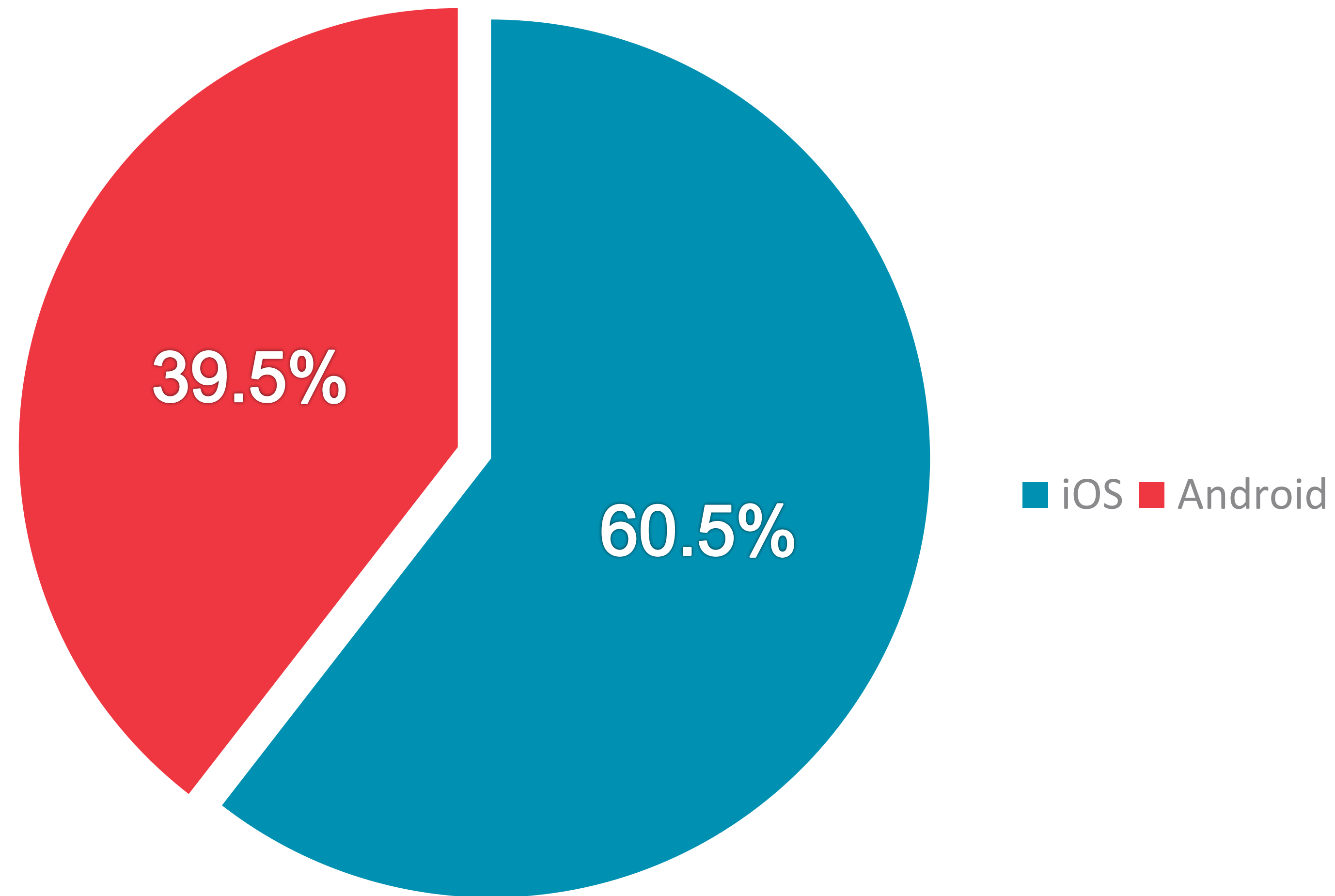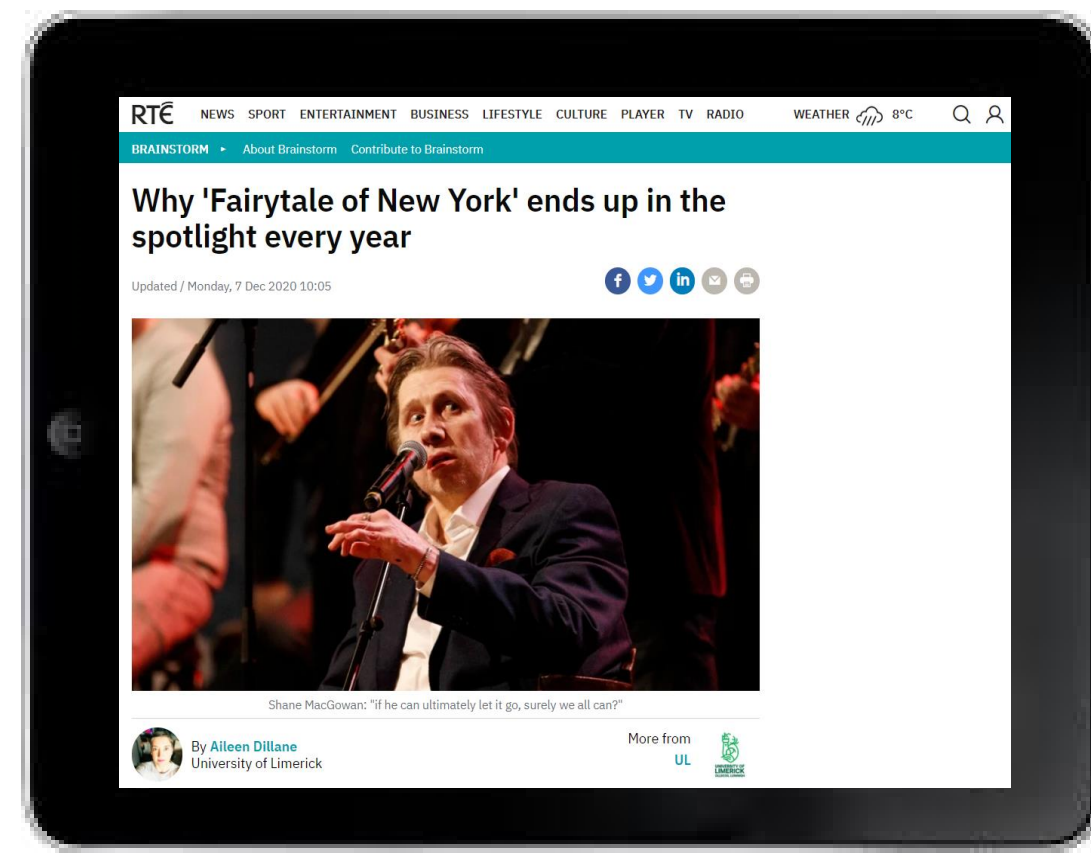
Ireland's No. 1 Multi-Media Website

7 mins Average visit

13 million Monthly Unique Browsers*

News & Entertainment Websites Ever Used
November 2019 (Adults 18+)

Website	%
RTÉ.ie	38%
Independent.ie	32%
IrishTimes.com2	30%
TheJournal.ie	28%

Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)
*Worldwide, Device-based metric

RTÉ.ie UNIQUE BROWSERS PER MONTH
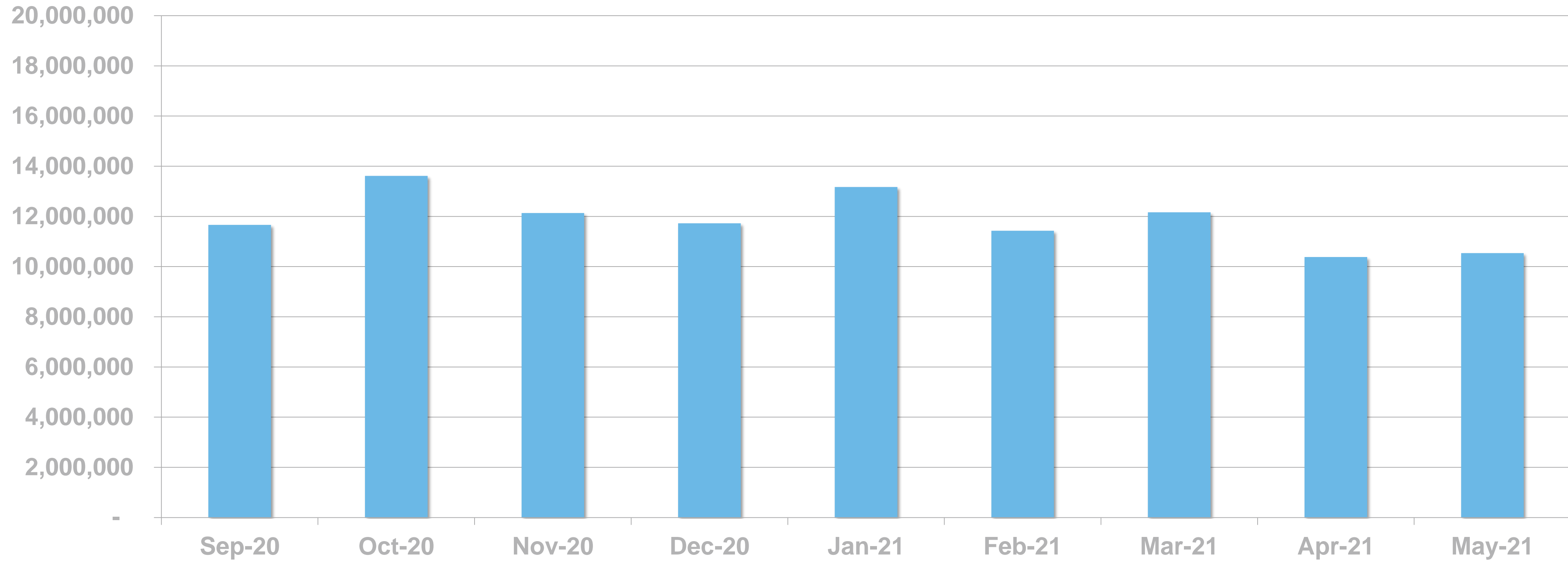
RTÉ.ie PAGE VIEWS PER MONTH

	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21

Chart y-axis: 180,000,000 / 160,000,000 / 140,000,000 / 120,000,000 / 100,000,000 / 80,000,000 / 60,000,000 / 40,000,000 / 20,000,000 / -

RTÉ Media Sales
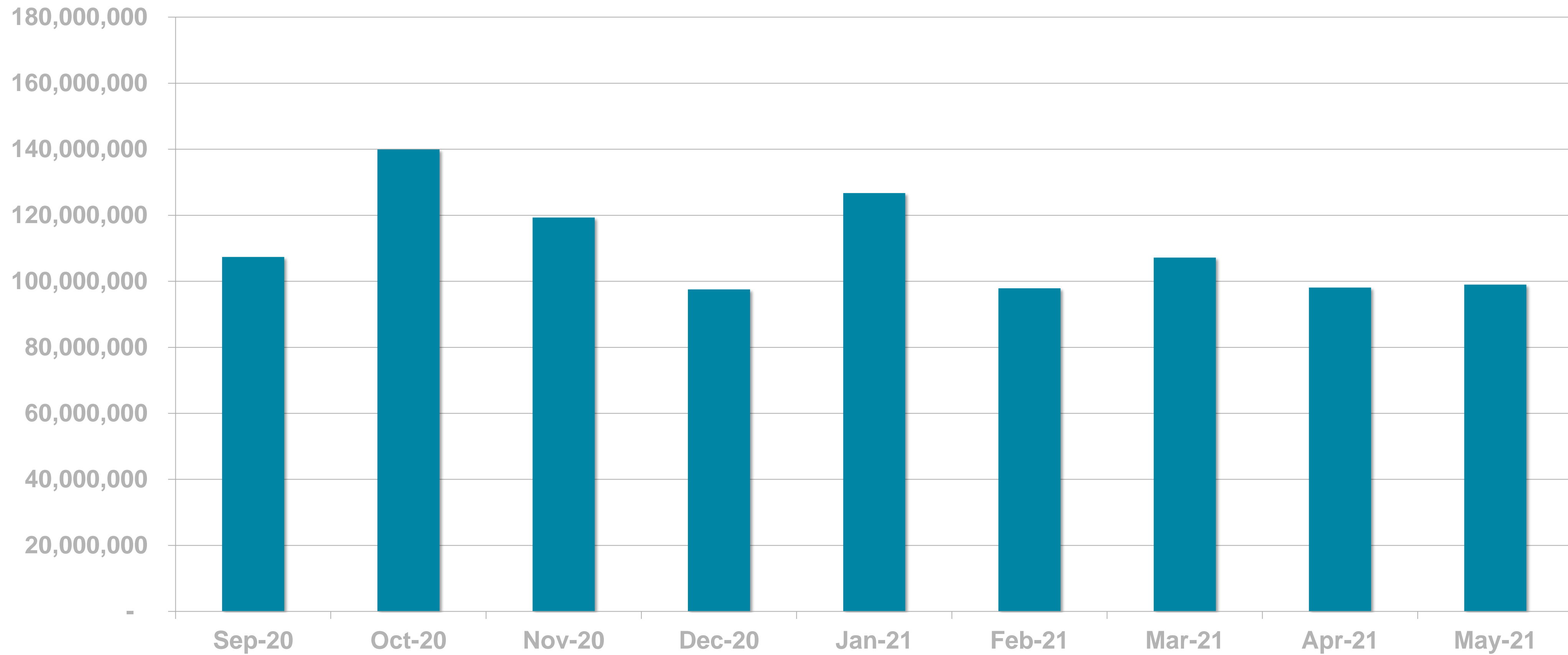
RTÉ.ie PAGE VIEWS PER DEVICE

Pie chart: Computer 29%, Mobile 66%, Tablet 4%

RTÉ Media Sales
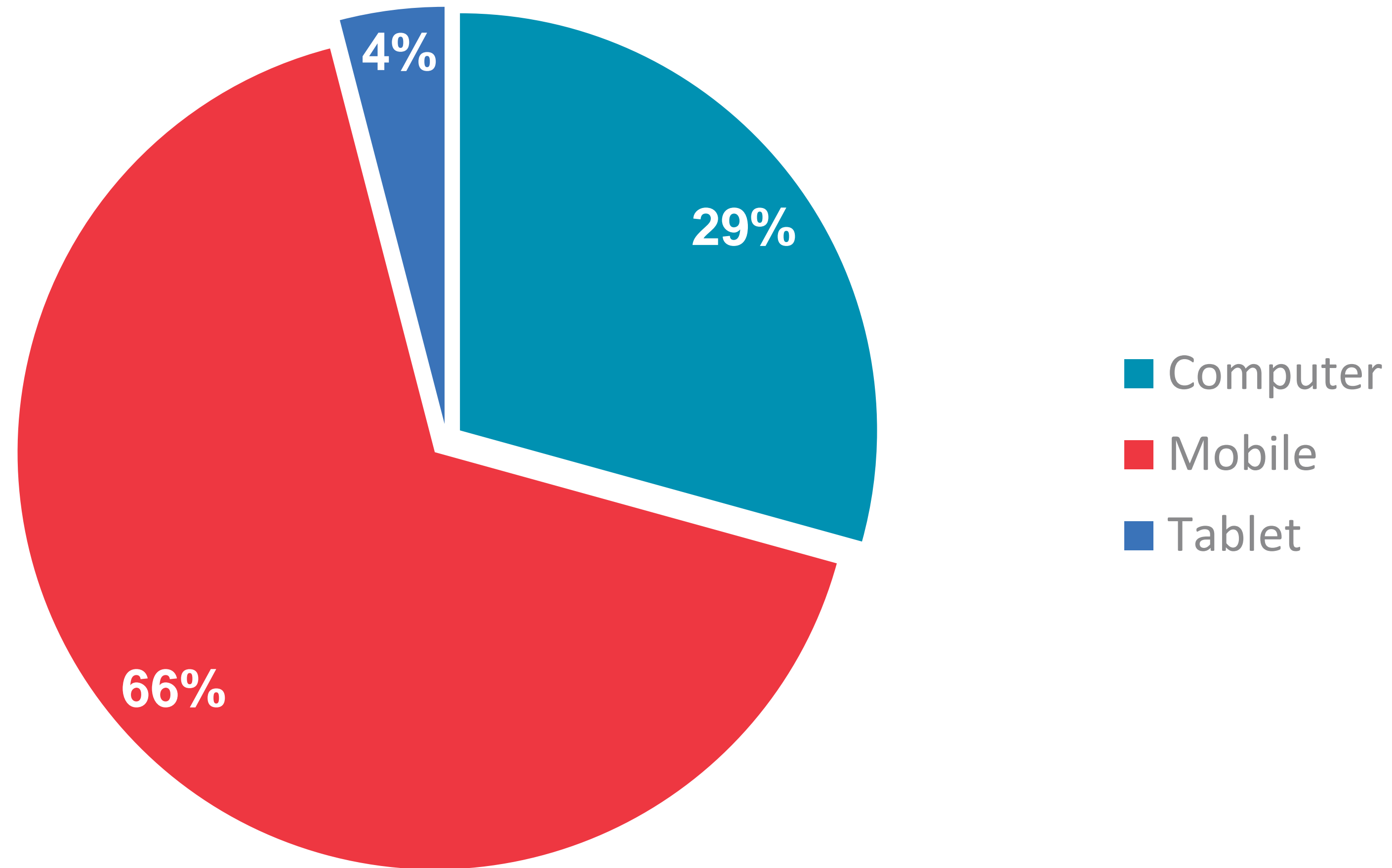
RTÉ PLAYER

RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland

4.2m
RTÉ Player App Downloads

Ireland's
No. 1
BVOD service
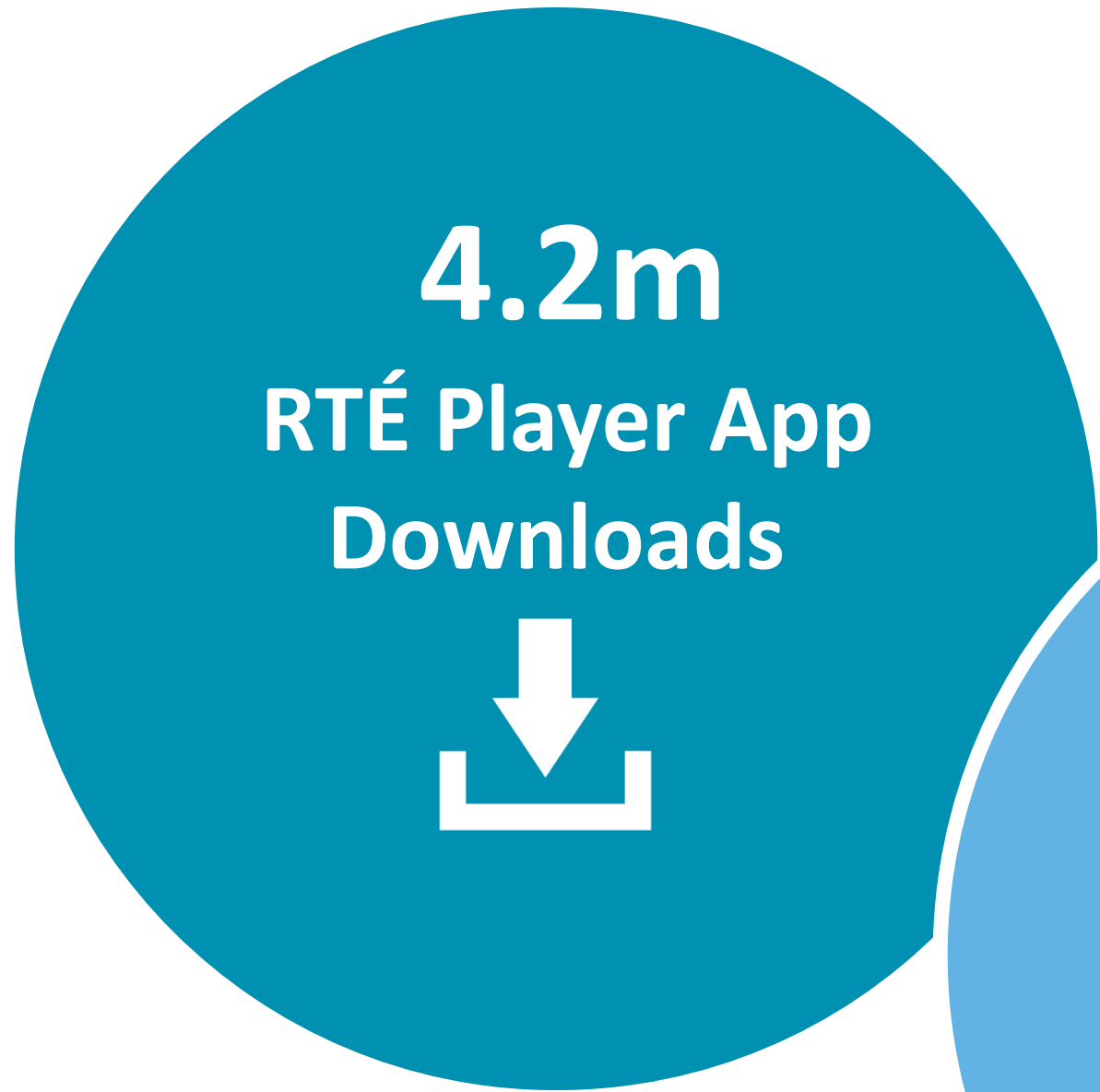
BVOD Services Ever Used
November 2019 (Adults 18+)

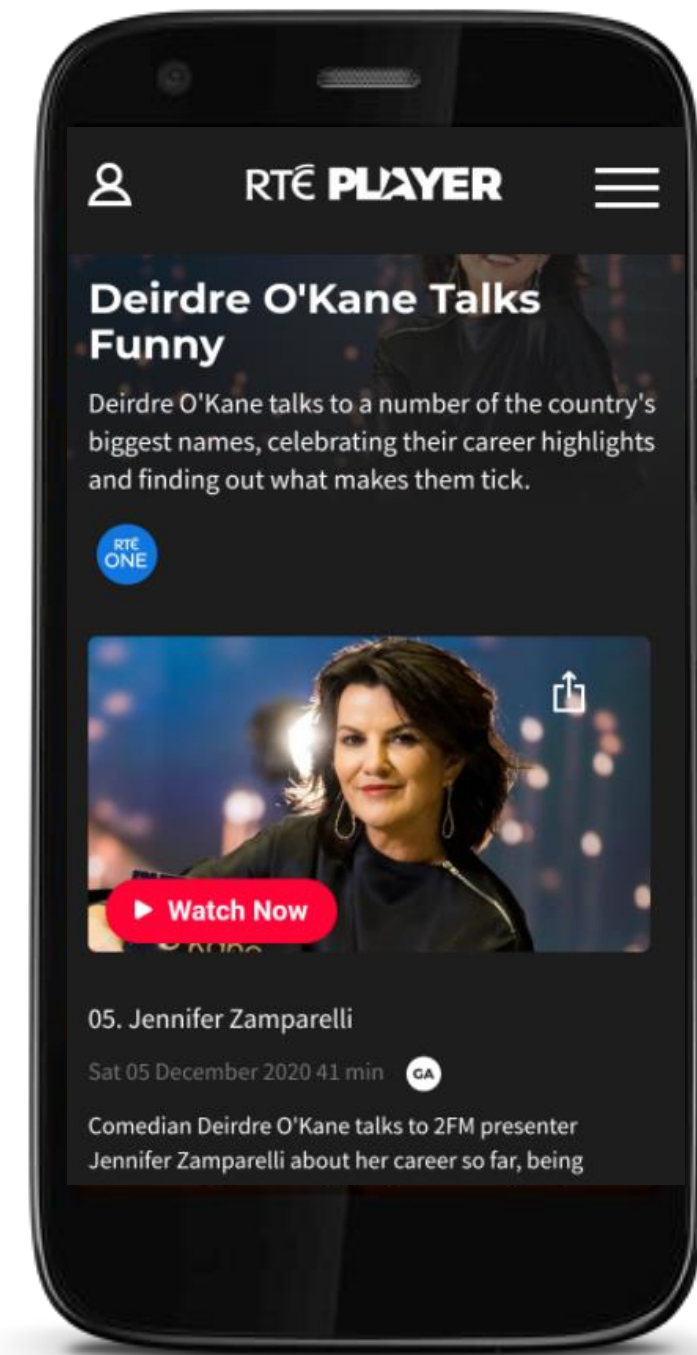| Service	Percentage
RTÉ Player	48%
Virgin Media Player	29%
Sky Go	20%
All 4	18%

Deirdre O'Kane Talks Funny
Deirdre O'Kane talks to a number of the country's biggest names, celebrating their career highlights and finding out what makes them tick.

RTÉ ONE

▶ Watch Now

05. Jennifer Zamparelli
Sat 05 December 2020 41 min

Comedian Deirdre O'Kane talks to 2FM presenter Jennifer Zamparelli about her career so far, being

RTÉ PLAYER UNIQUE BROWSERS PER MONTH
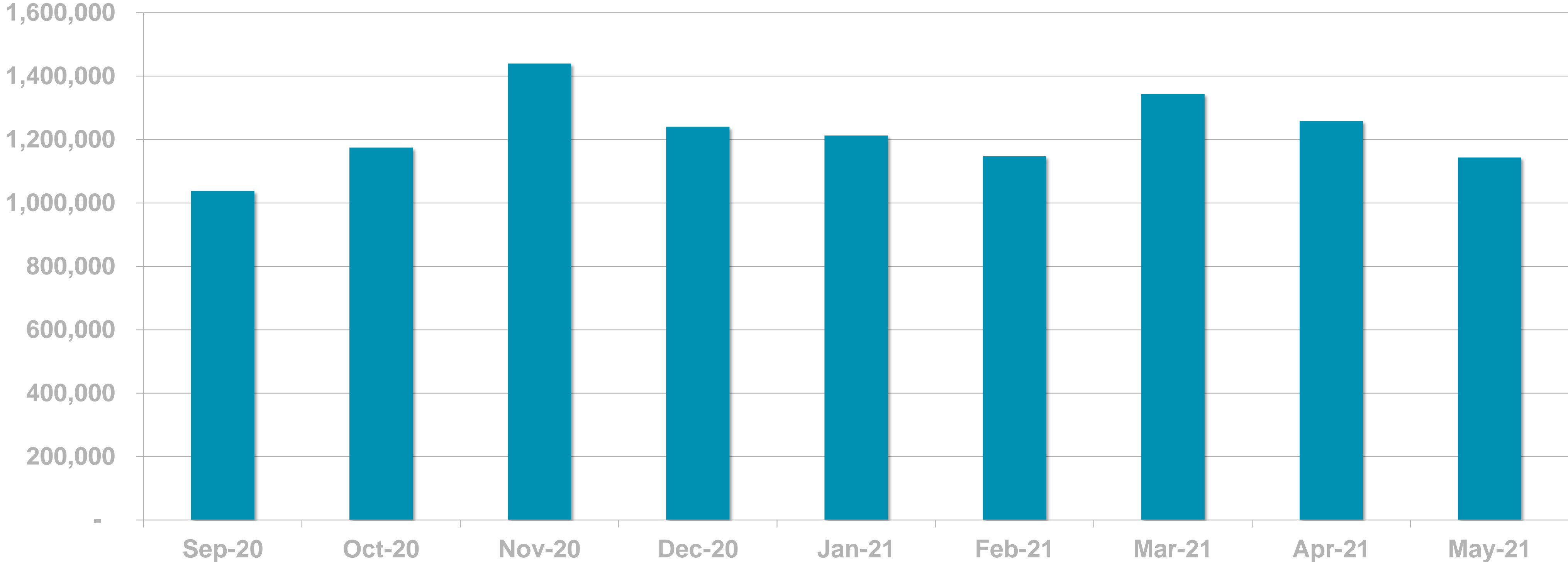
RTÉ PLAYER STREAMS PER MONTH

Excludes Virgin Media and Sky platforms
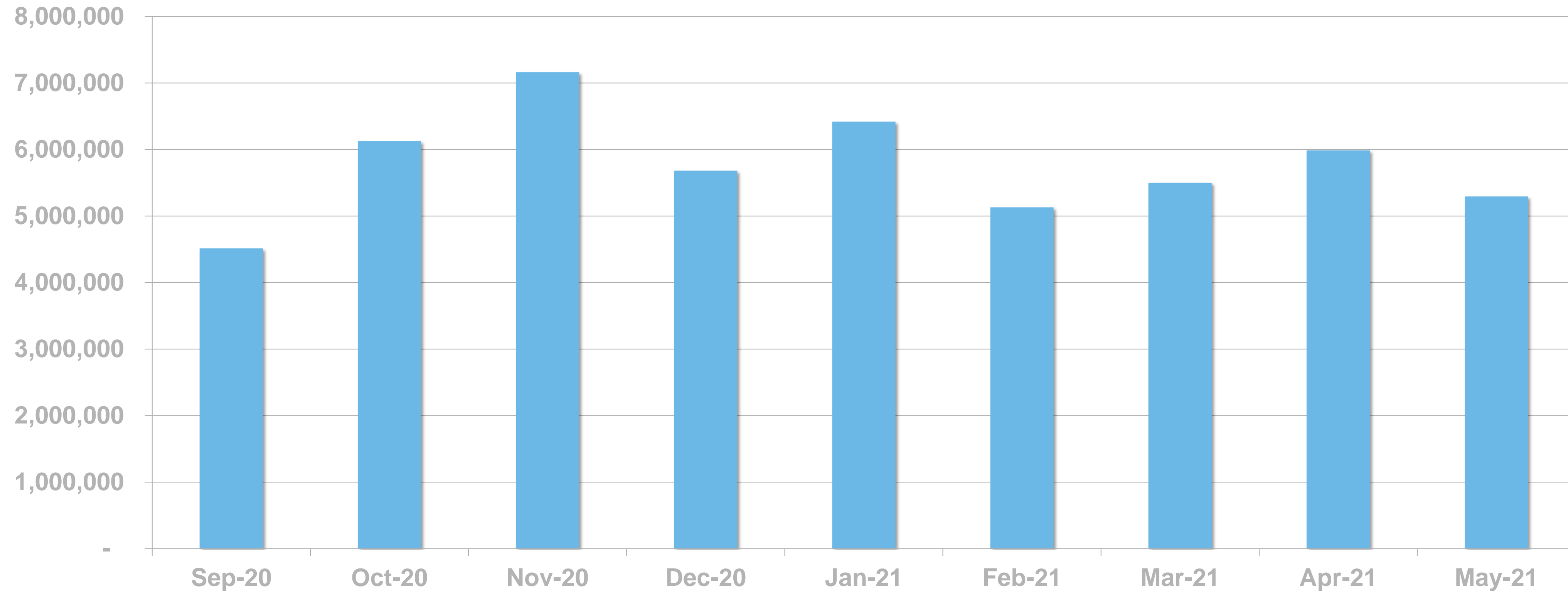
Top Programmes

	Programme	Streams
1	Line of Duty	879,000
2	Home & Away	445,000
3	EastEnders	279,000
4	Fair City	202,000
5	RTÉ News: Nine O'Clock	162,000
6	RTÉ News: Six One	147,000
7	Reeling in the Years	143,000
8	The Good Wife	131,000
9	The Late Late Show	116,000
10	Neighbours	98,000
11	The O.C.	98,000
12	Normal People	98,000
13	Love/ Hate	94,000
14	Frasier	83,000
15	The Handmaid's Tale	79,000

RTÉ Media Sales

Excludes Sky and Virgin Media platforms.
The stream metric removes repeat start events by the same user and so is a more accurate reflection of user viewing than captured by other broadcaster analytics

AUDIENCE TARGETING

Audience targeting across RTÉ Online services

Indexed data (100 is average)

DEMO	RTÉ.IE	NEWS & BUSINESS	SPORT	LIFESTYLE	RTÉ PLAYER	RTÉ NEWS NOW APP	RTÉ PLAYER APP
Male	112	114	145	73	107	118	104
Female	88	86	67	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

AUDIENCE

Source: TGI

RTÉ Media Sales

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🔗 **www.rte.ie/mediasales**