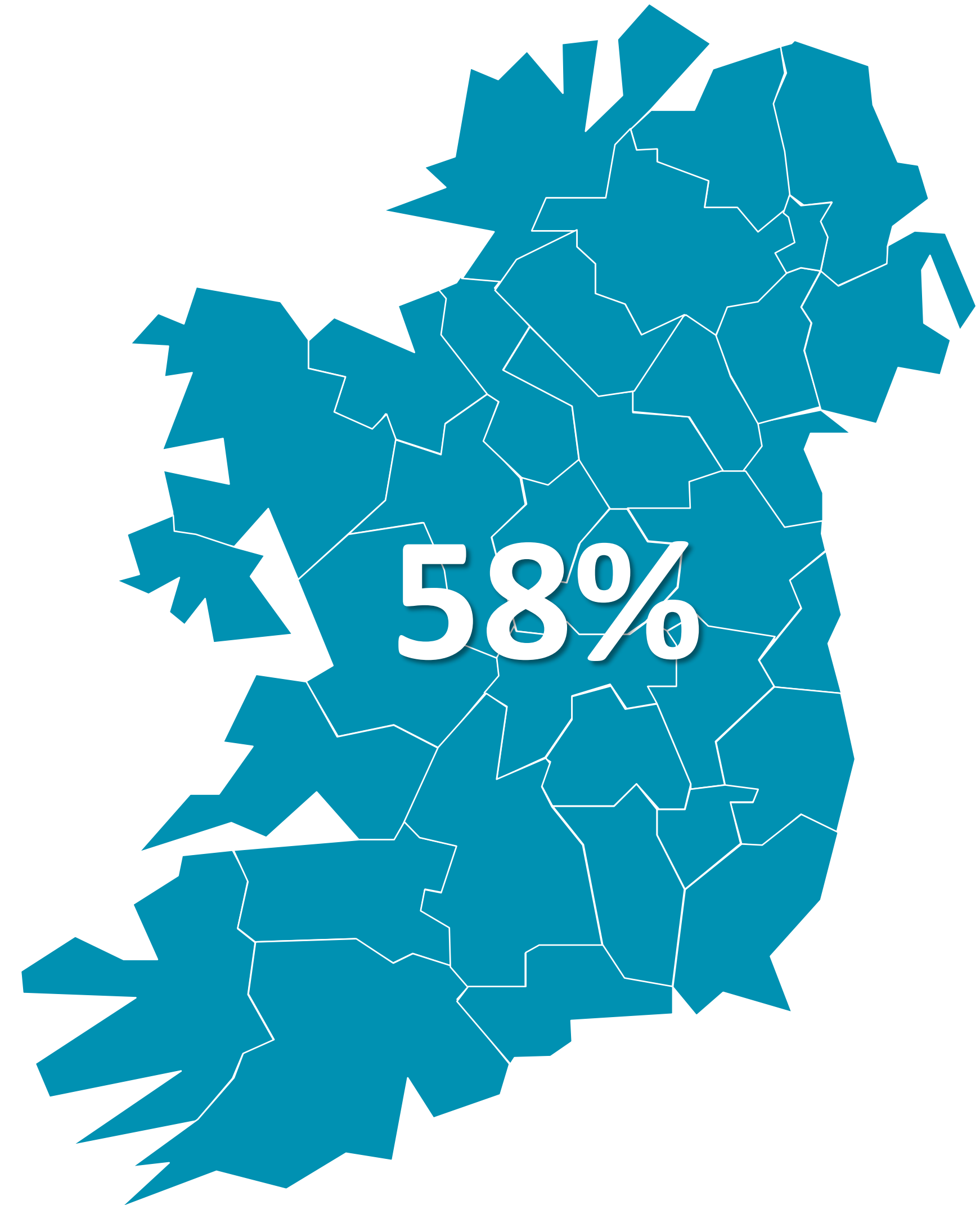




RTÉ Media Sales
Digital Audience Report
November 2021

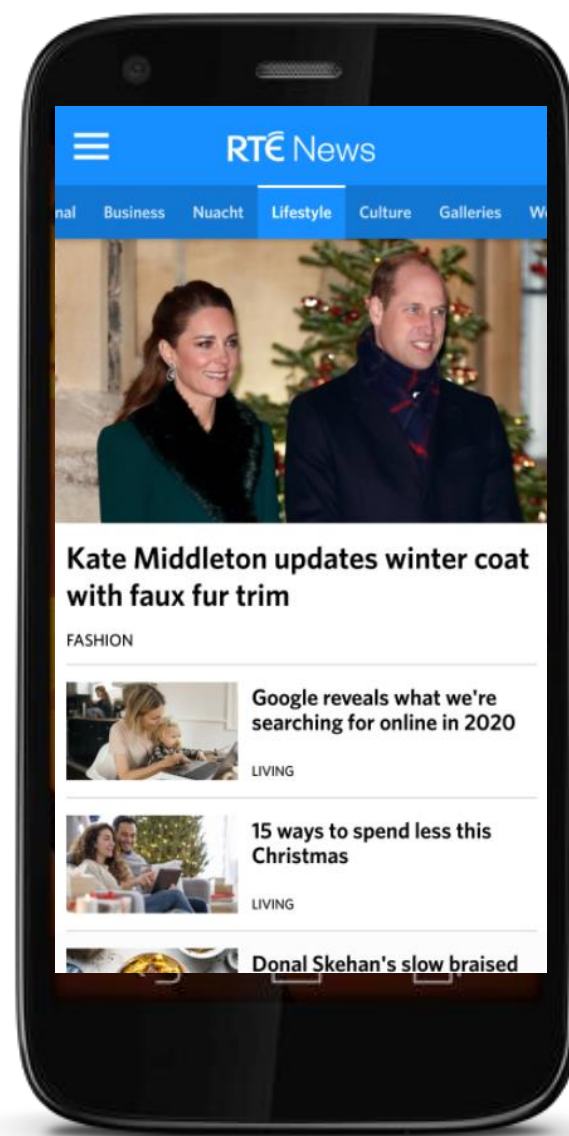
DIGITAL SERVICE USAGE

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



RTÉ News

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



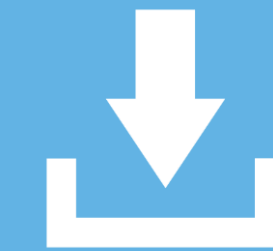
Nº. 1

News App



2.9m

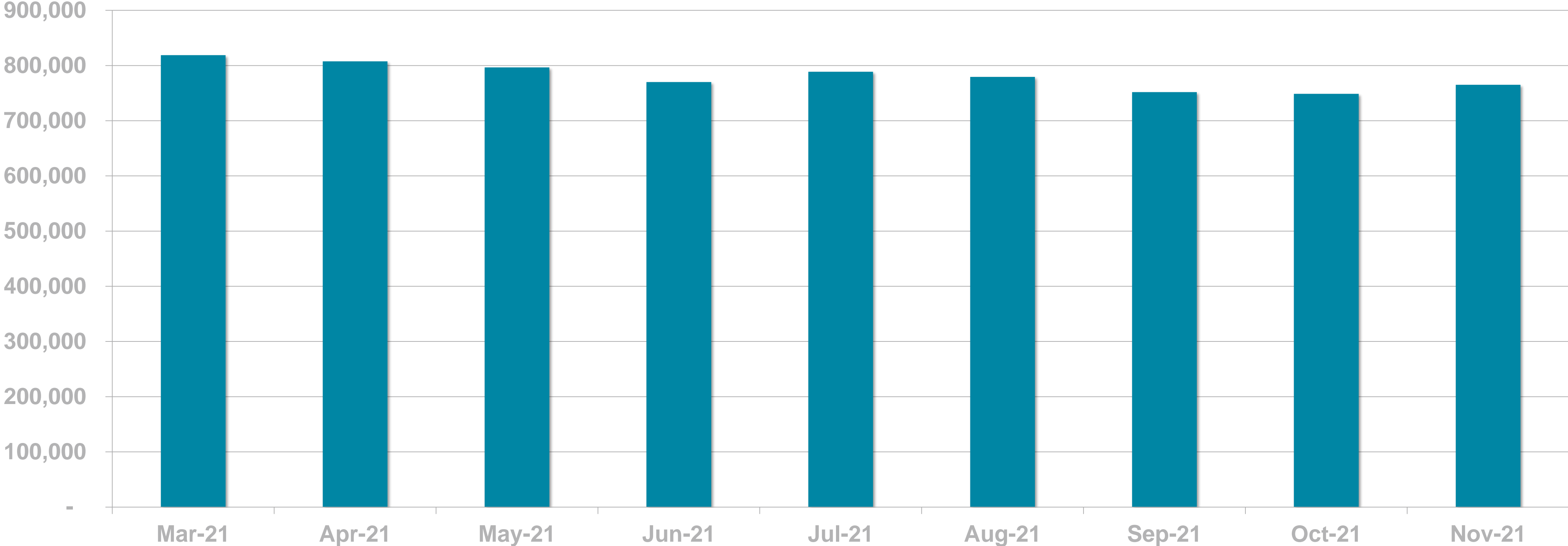
App Downloads



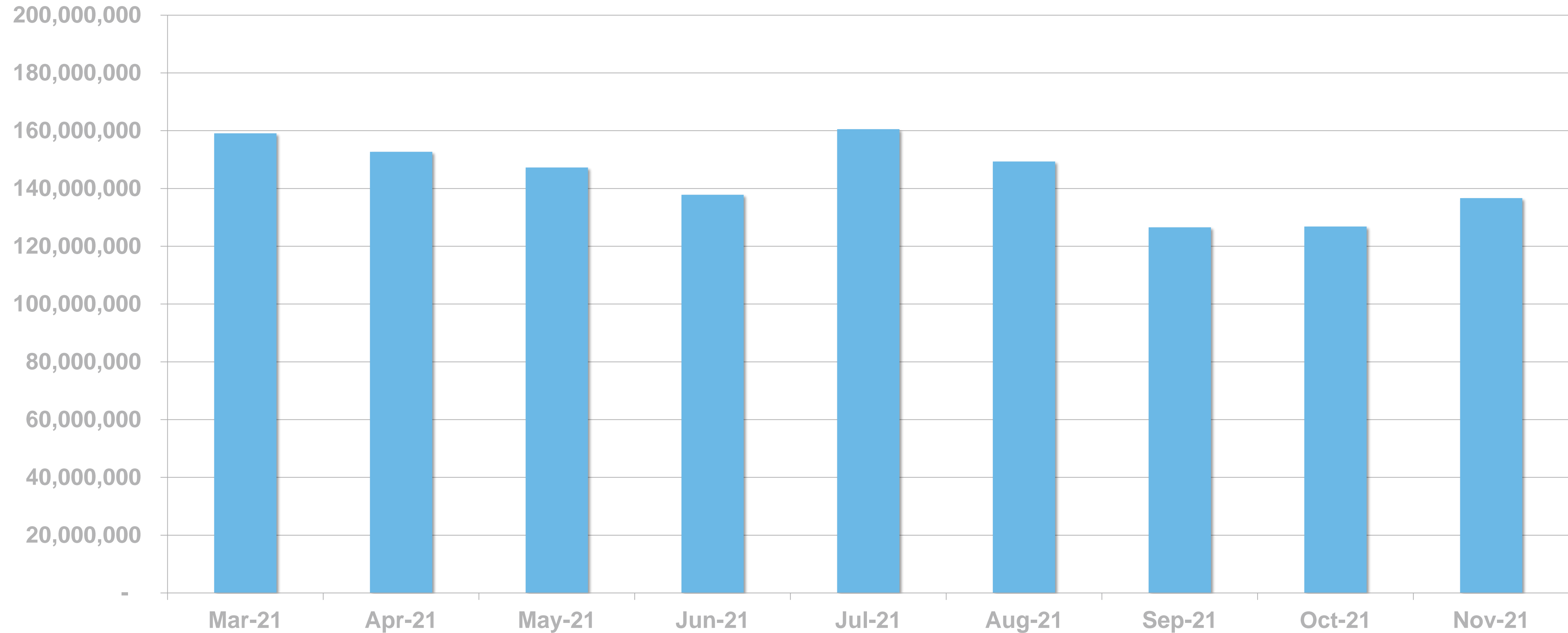
News Apps Ever Used – November 2019 (Adults 18+)



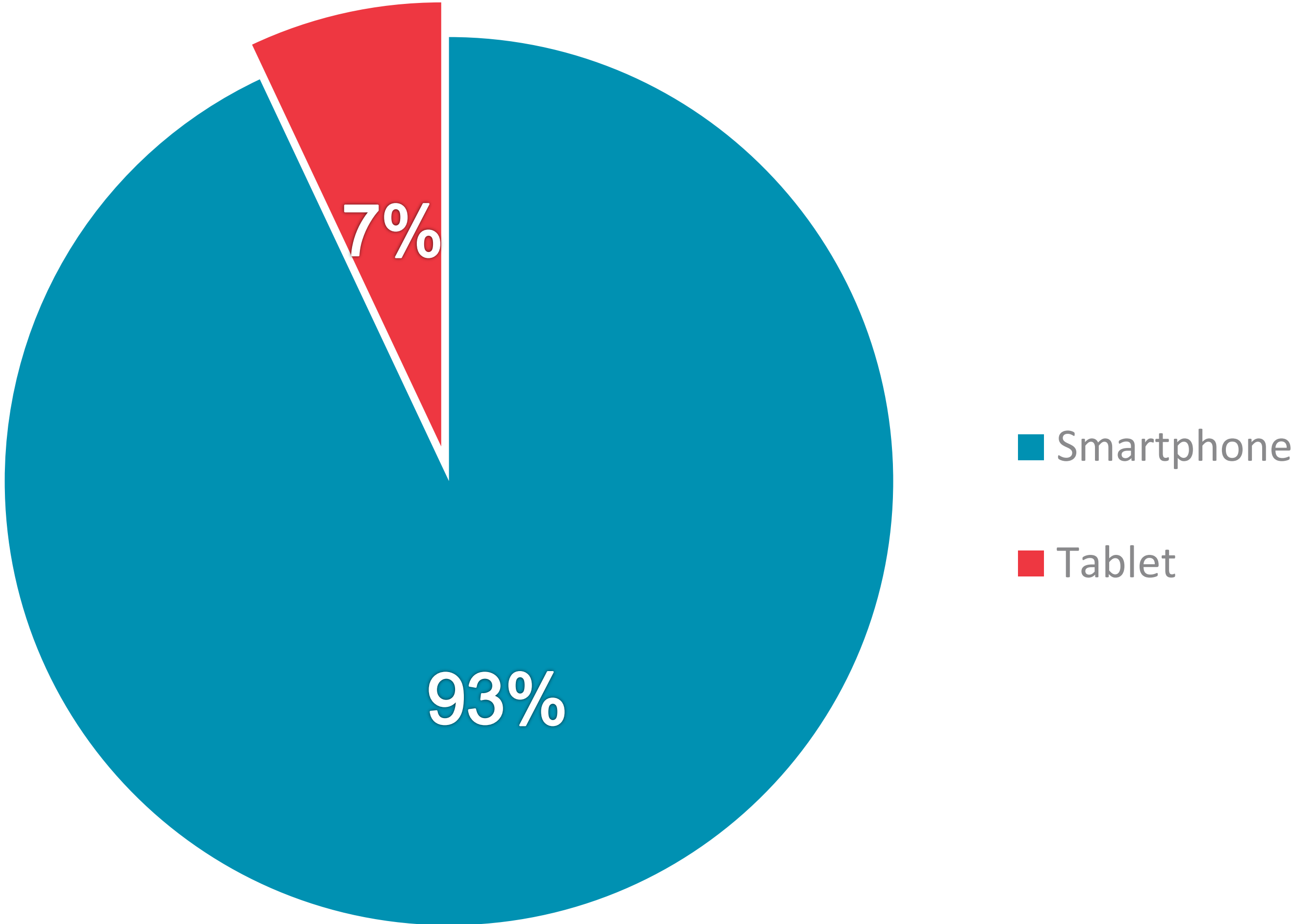
RTÉ News App UNIQUE BROWSERS PER MONTH



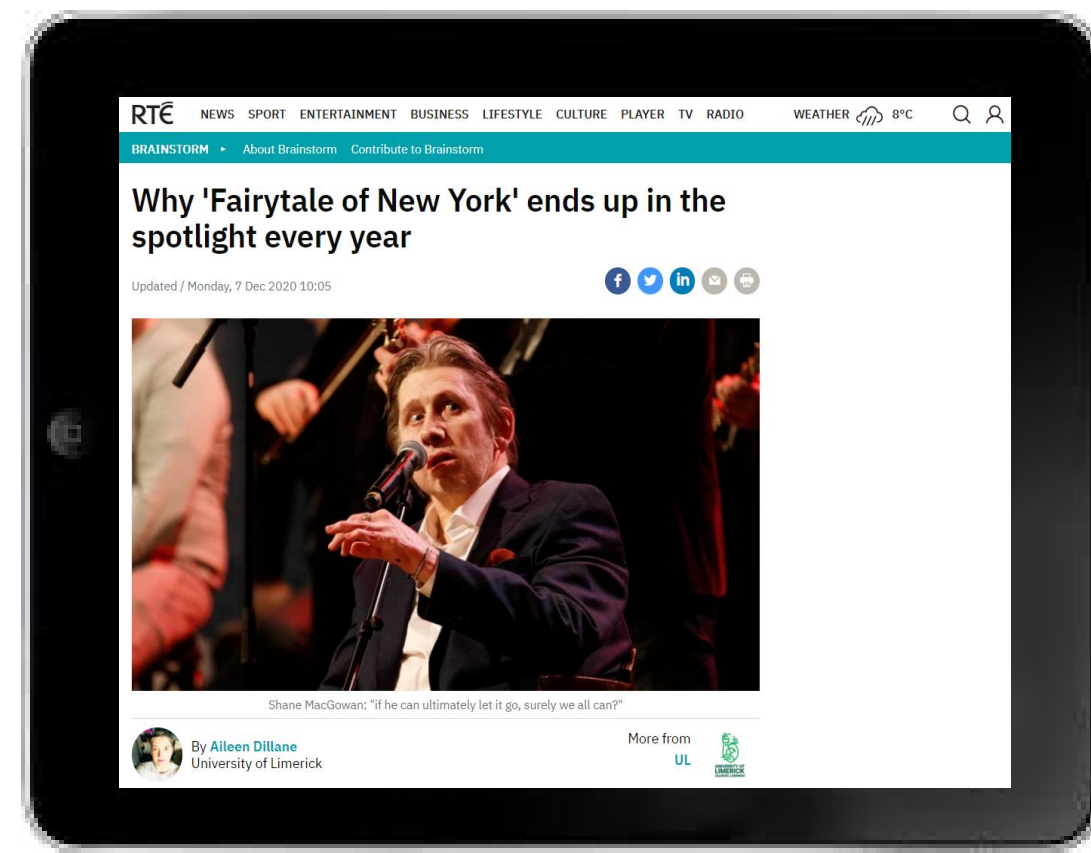
RTÉ News App PAGE VIEWS PER MONTH



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 38% of Irish adults

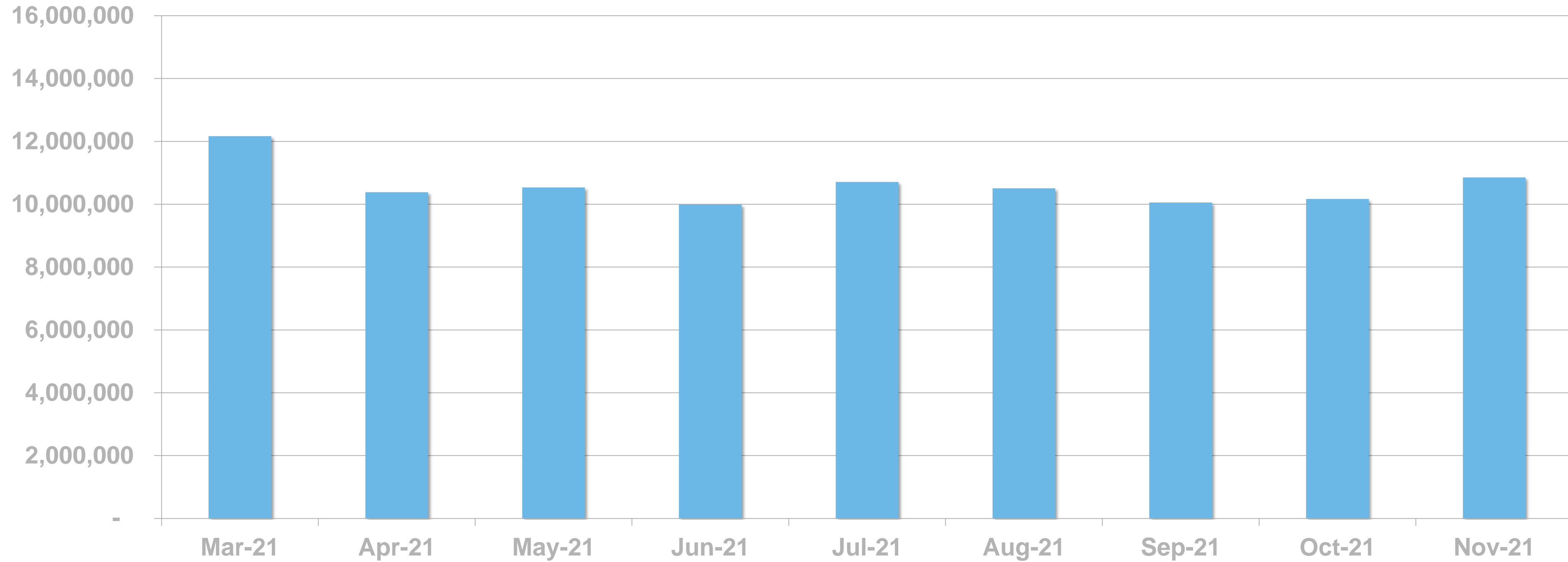
News & Entertainment Websites Ever Used November 2019 (Adults 18+)



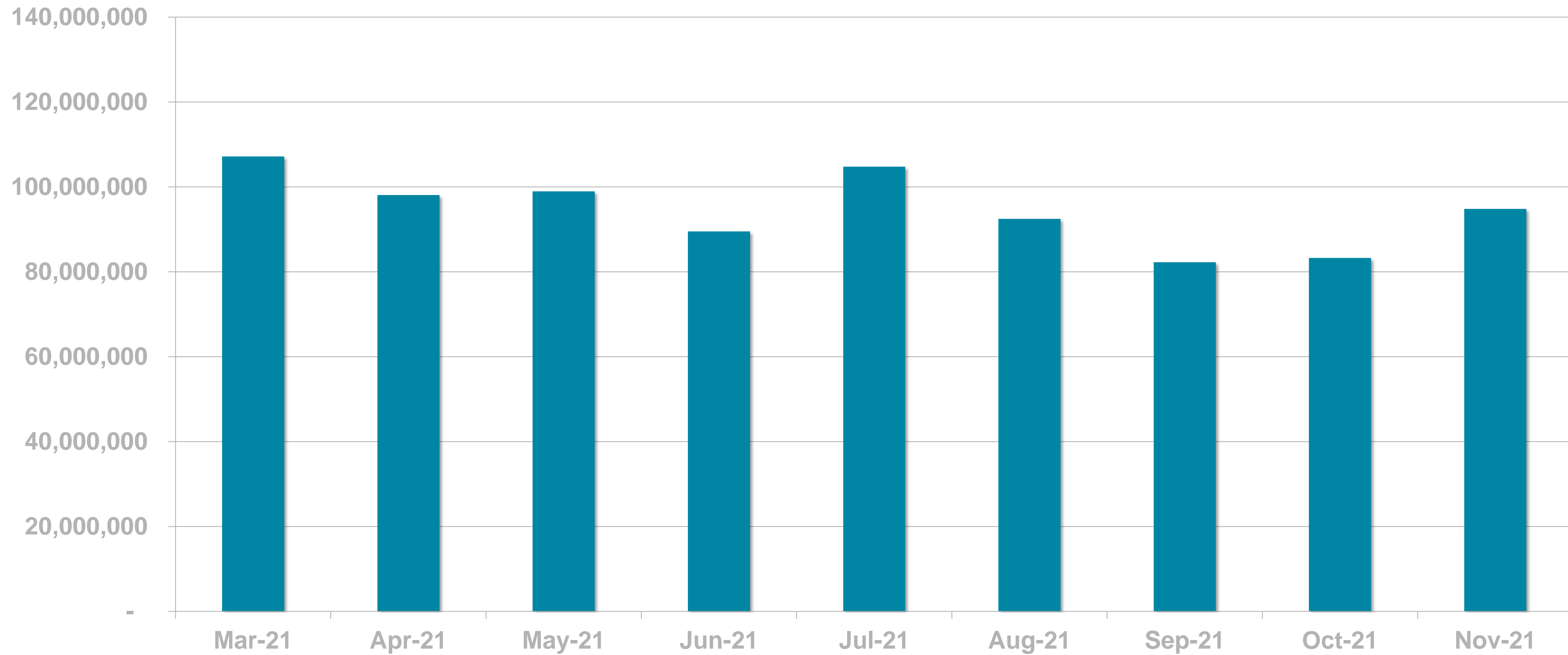
RTÉ Media Sales

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

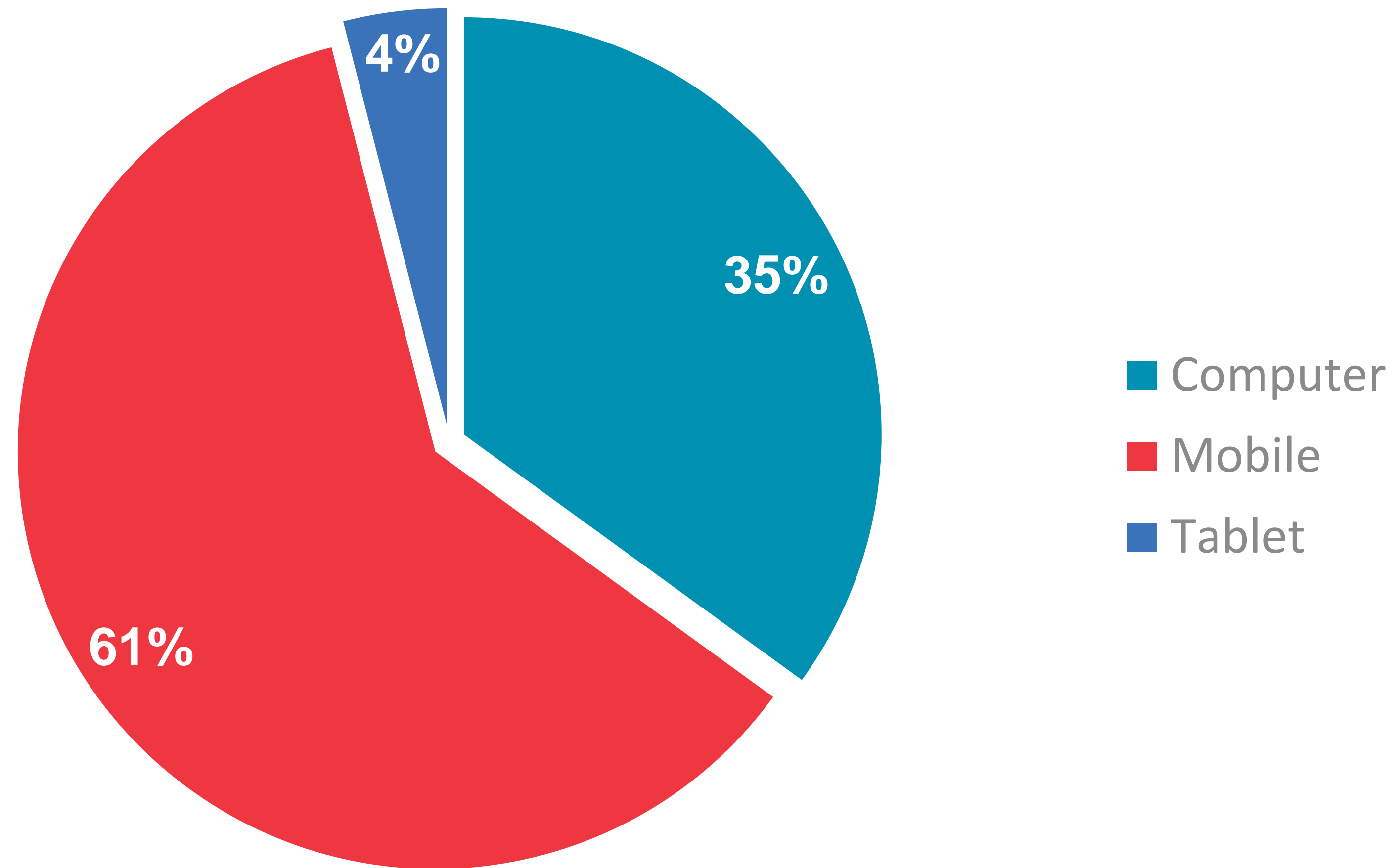
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH

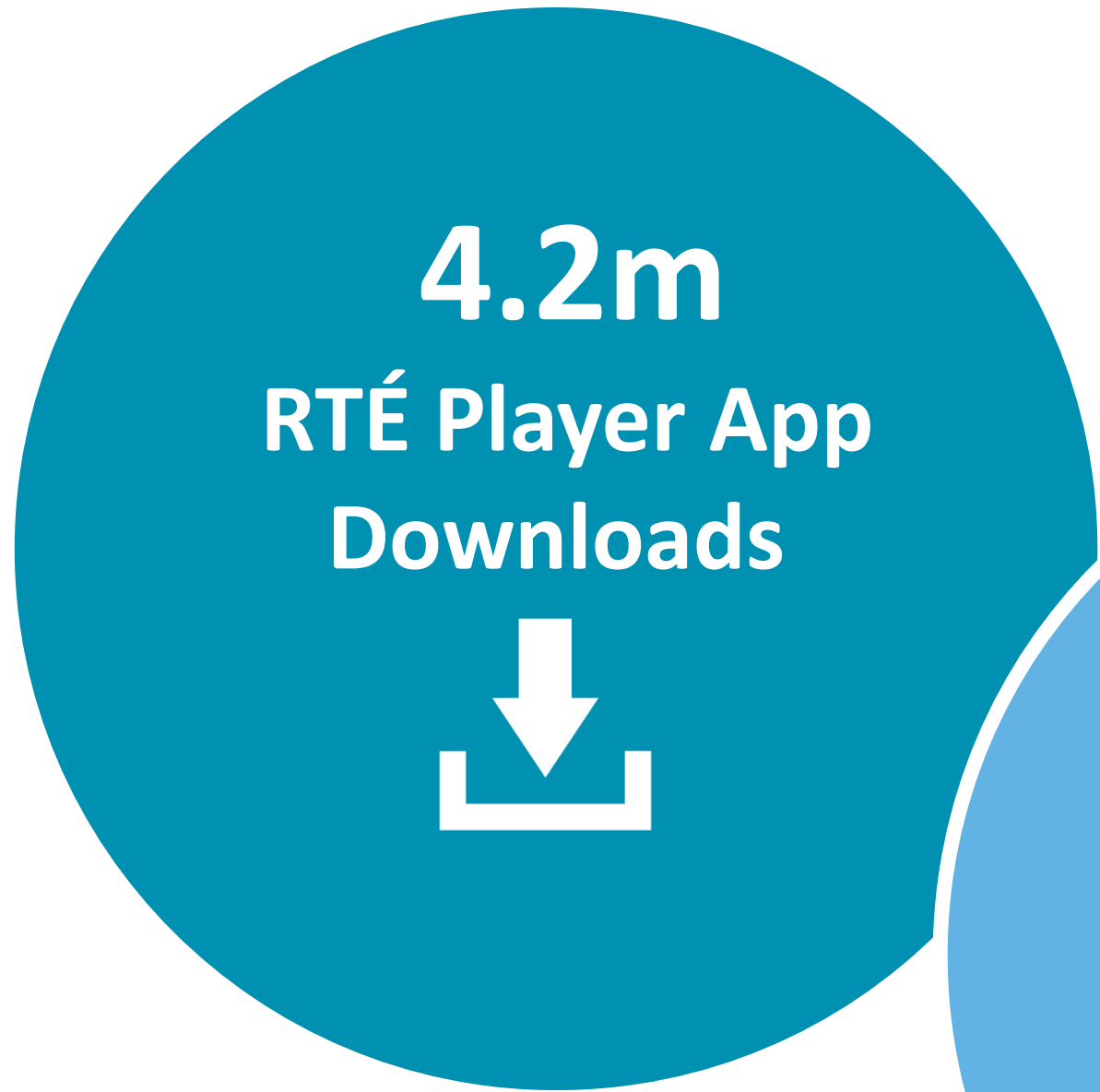


RTÉ.ie PAGE VIEWS PER DEVICE

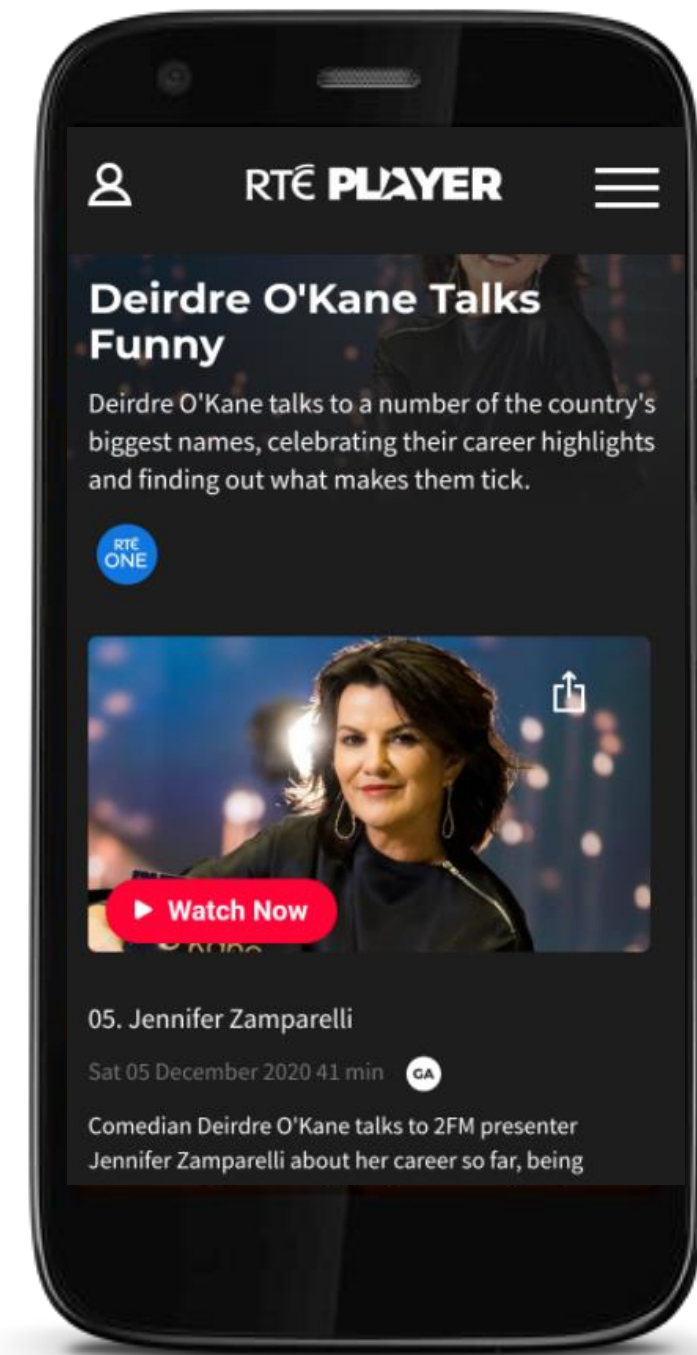
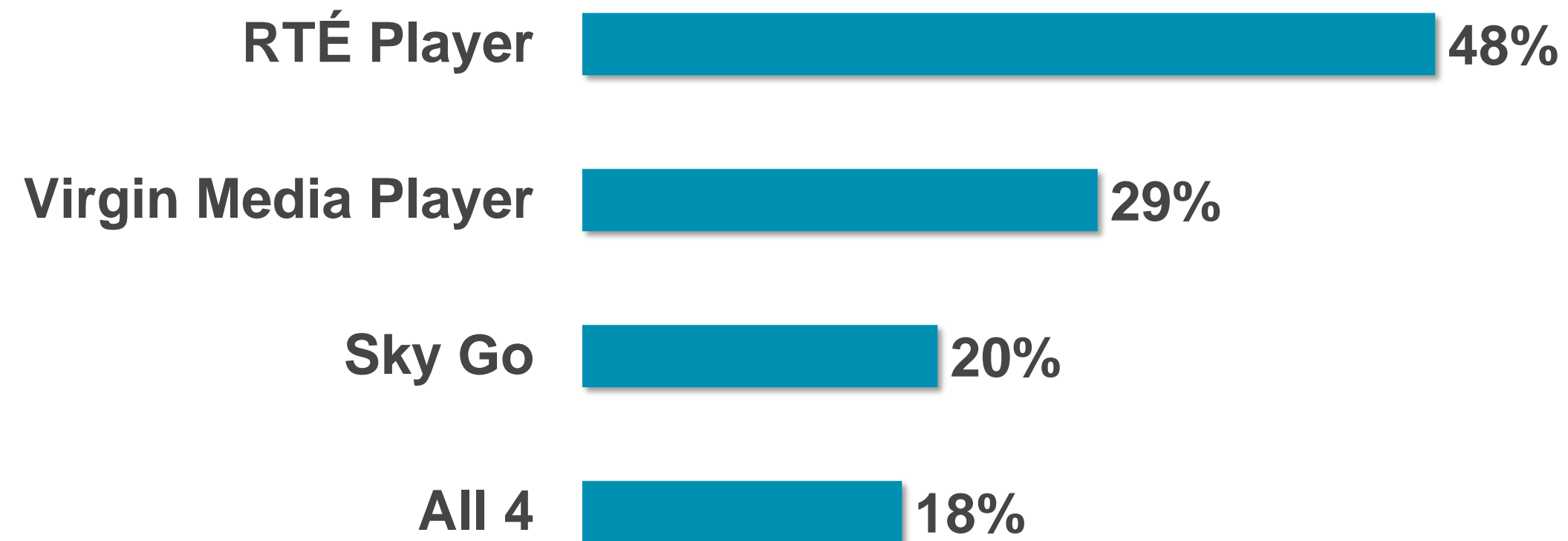




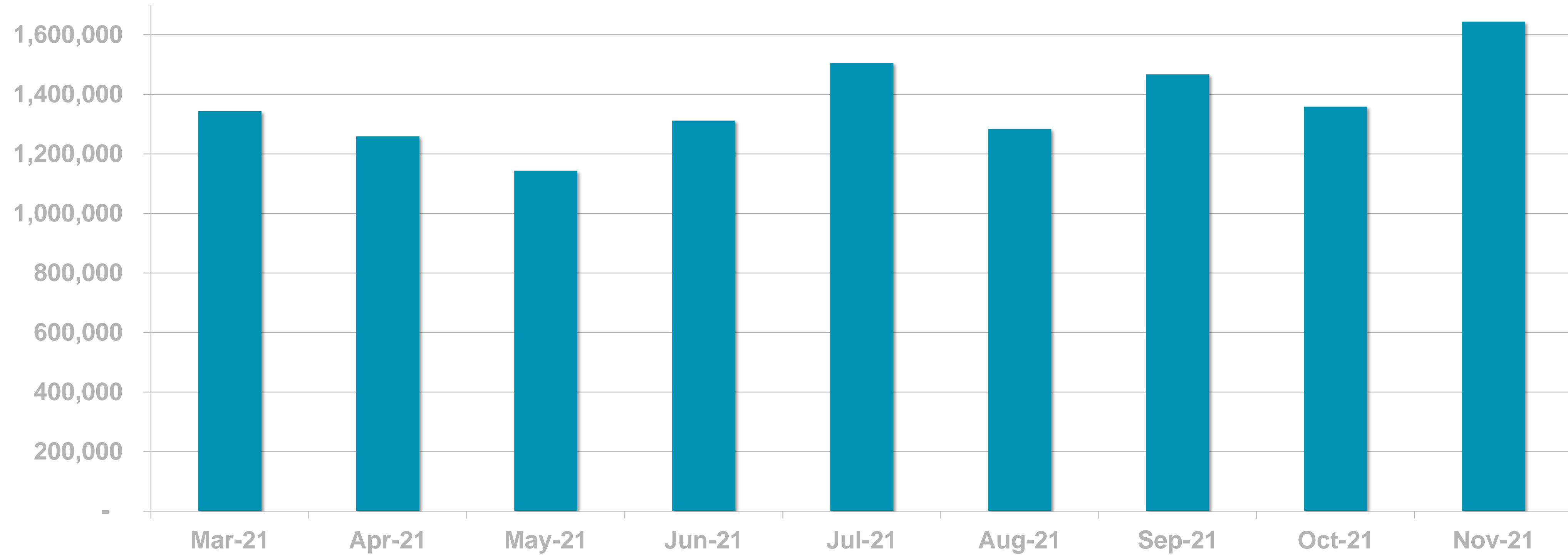
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



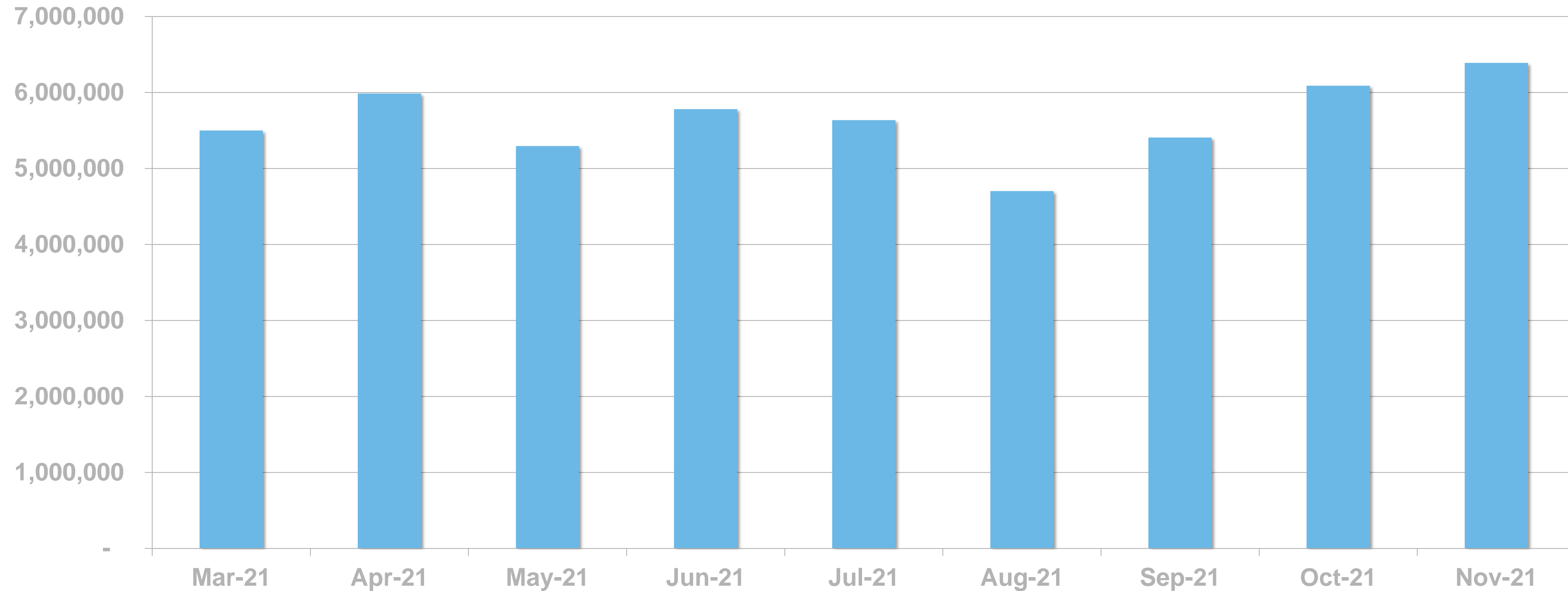
BVOD Services Ever Used
November 2019 (Adults 18+)



RTÉ PLAYER UNIQUE BROWSERS PER MONTH



RTÉ PLAYER STREAMS PER MONTH



Top Programmes

	Programme	Streams
1	Kin	476,000
2	Home & Away	422,000
3	Fair City	334,000
4	Hidden Assets	333,000
5	The Late Late Toy Show 2021	315,000
6	EastEnders	284,000
7	Autumn Nations Series	204,000
8	RTÉ News: Nine O’Clock	186,000
9	Love/Hate	178,000
10	RTÉ News: Six One	166,000
11	The Late Late Show	135,000
12	Neighbours	119,000
13	European Qualifiers World Cup 2022	113,000
14	Ireland’s Fittest Family	112,000
15	Frasier	80,000

RTE Media Sales



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www.rte.ie/mediasales