

# DIGITAL AUDIENCE REPORT

## October 2023

RTÉ



# RTÉ News

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

Nº. 1

News App

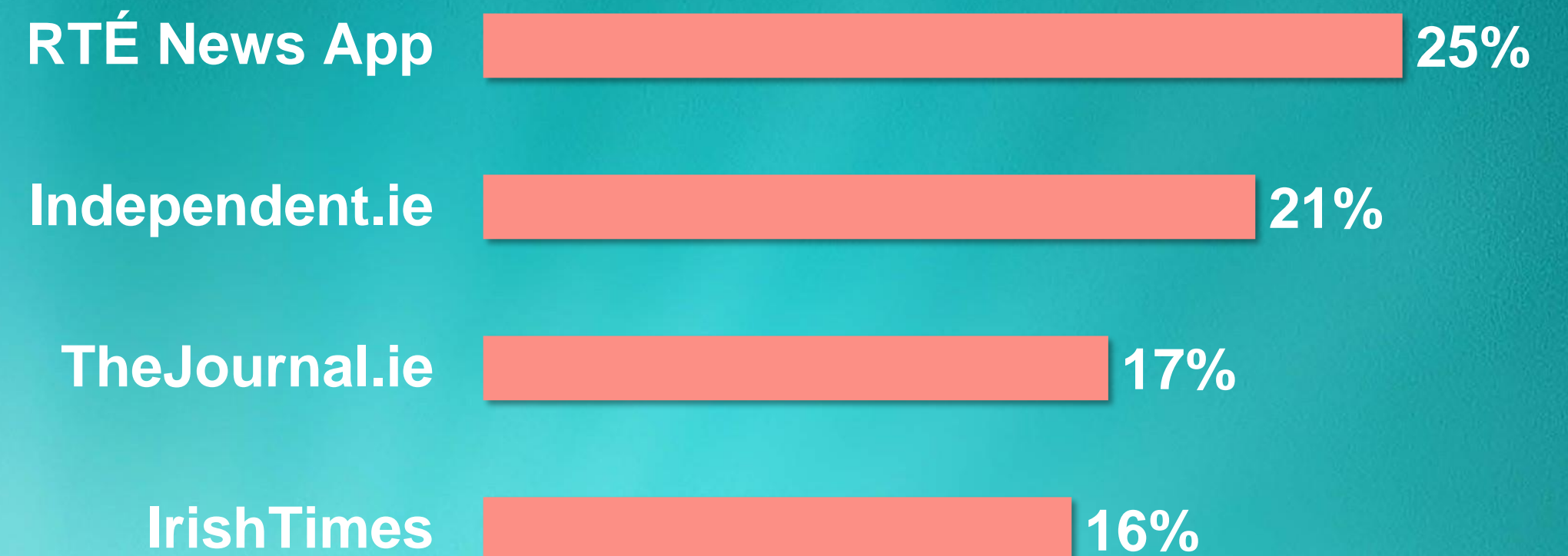


3.1m

App Downloads

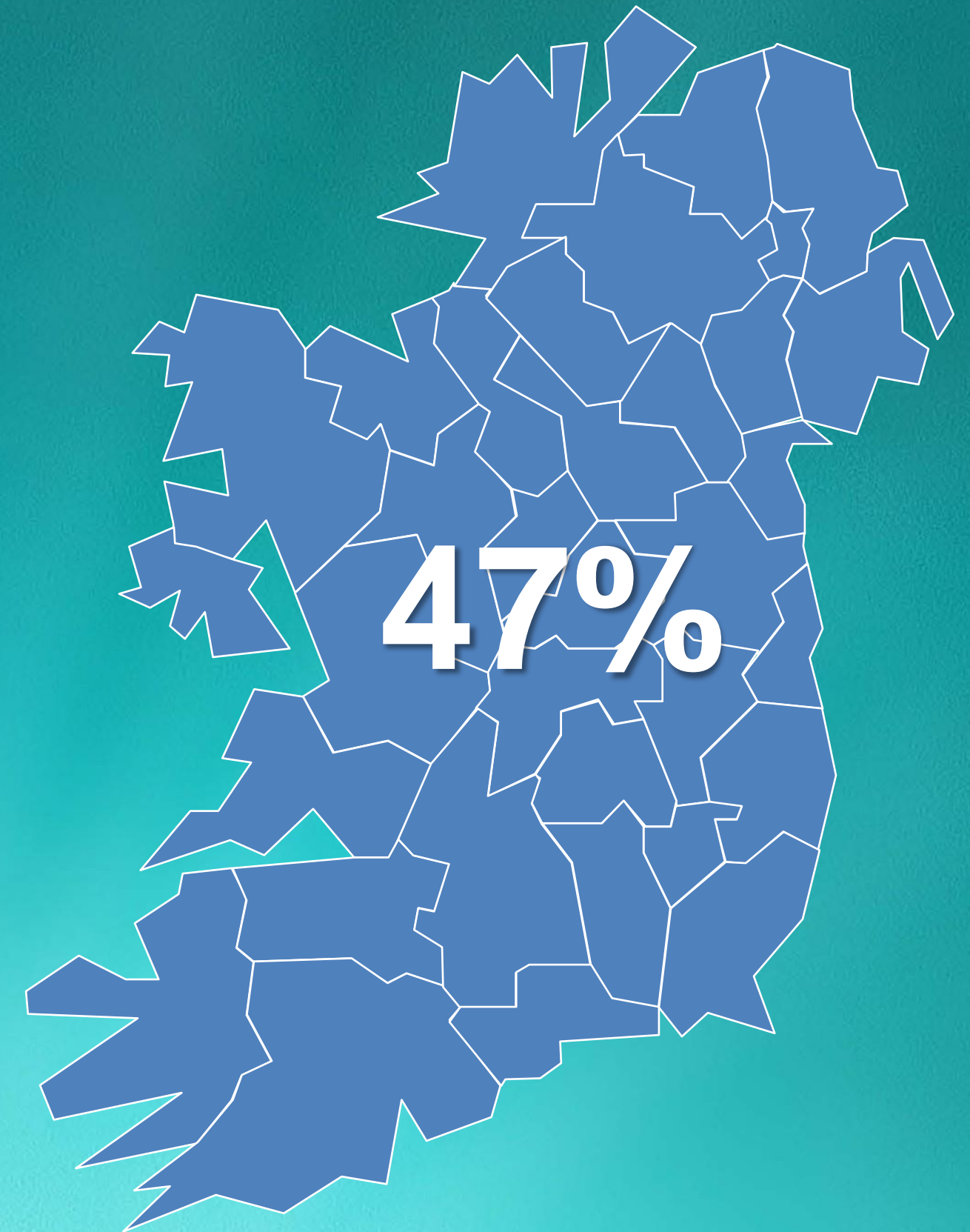


News Apps Ever Use – November 2022 (Adults 18+)



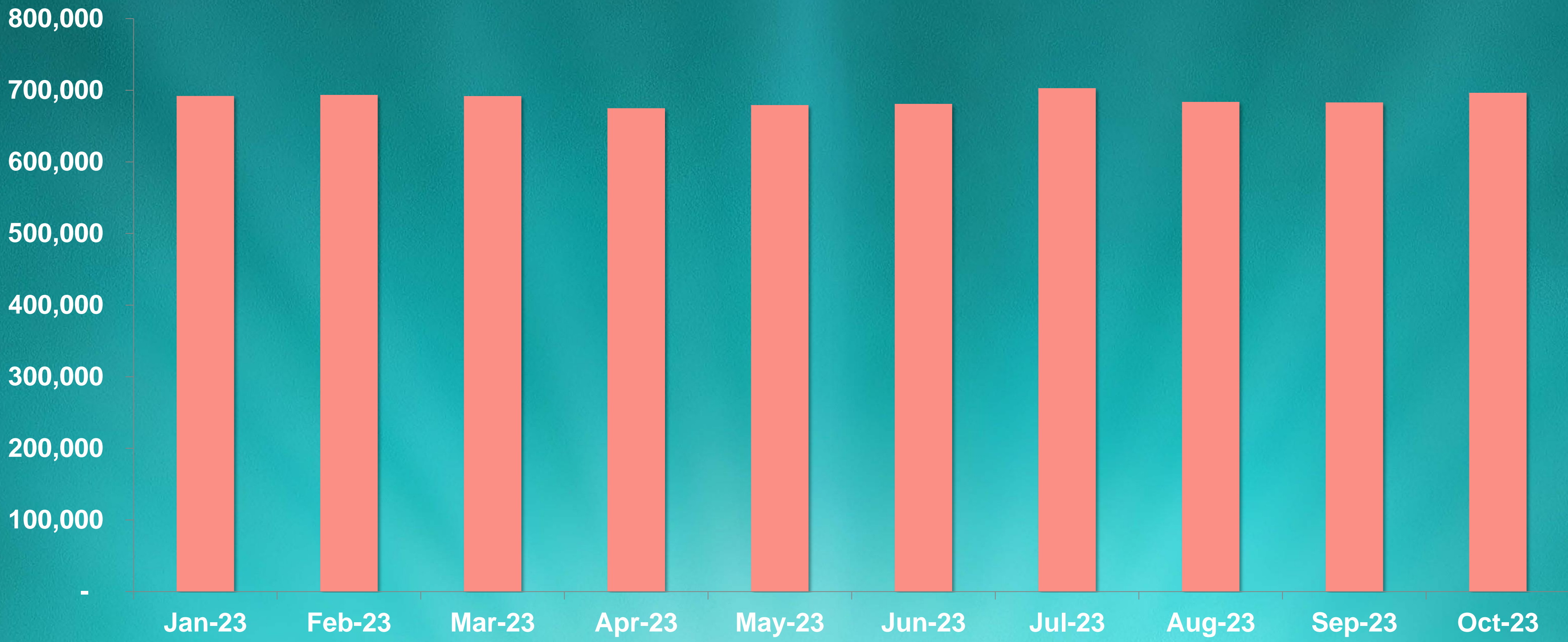
# Digital Service Usage

- 47% of Irish adults use a digital service from RTÉ every week. (2022)

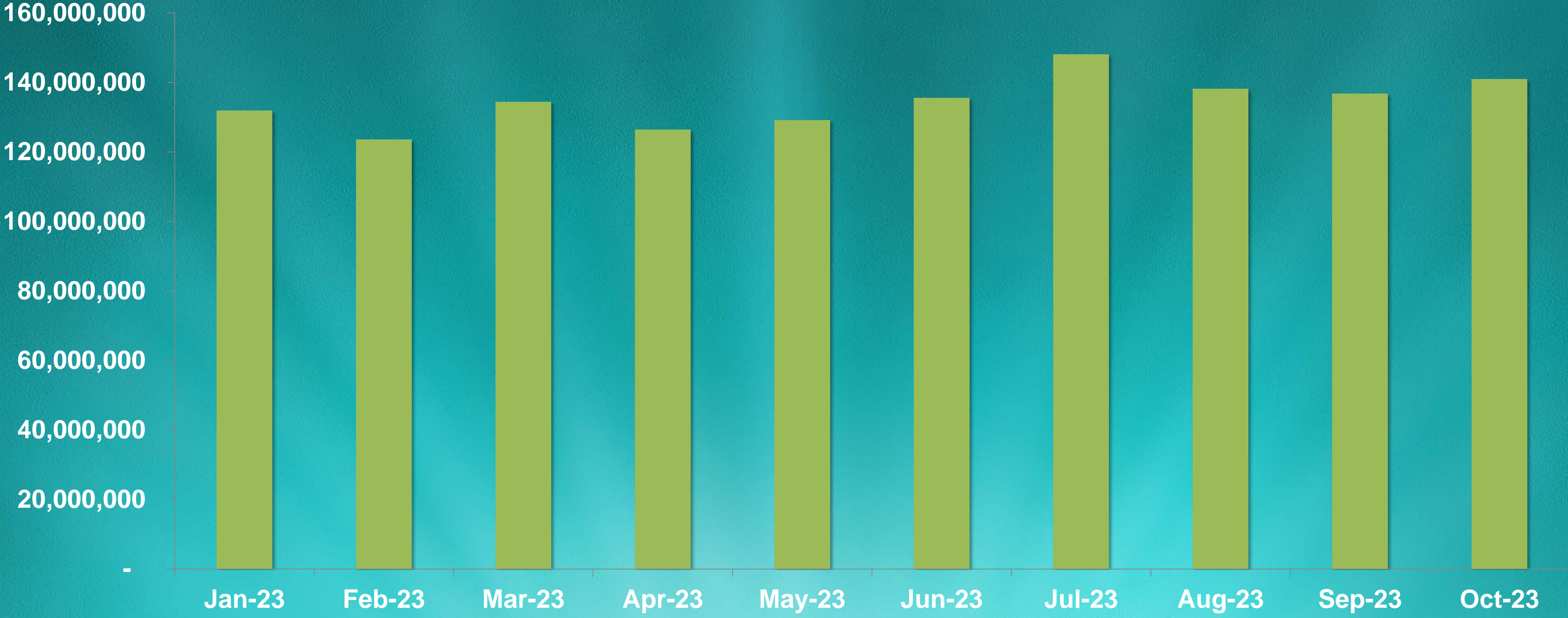


Source: Ongoing Survey. Weekly+ reach for RTÉ.ie, RTÉ News Now Online, RTÉ Player, RTÉ Radio Player, Other RTÉ Apps)

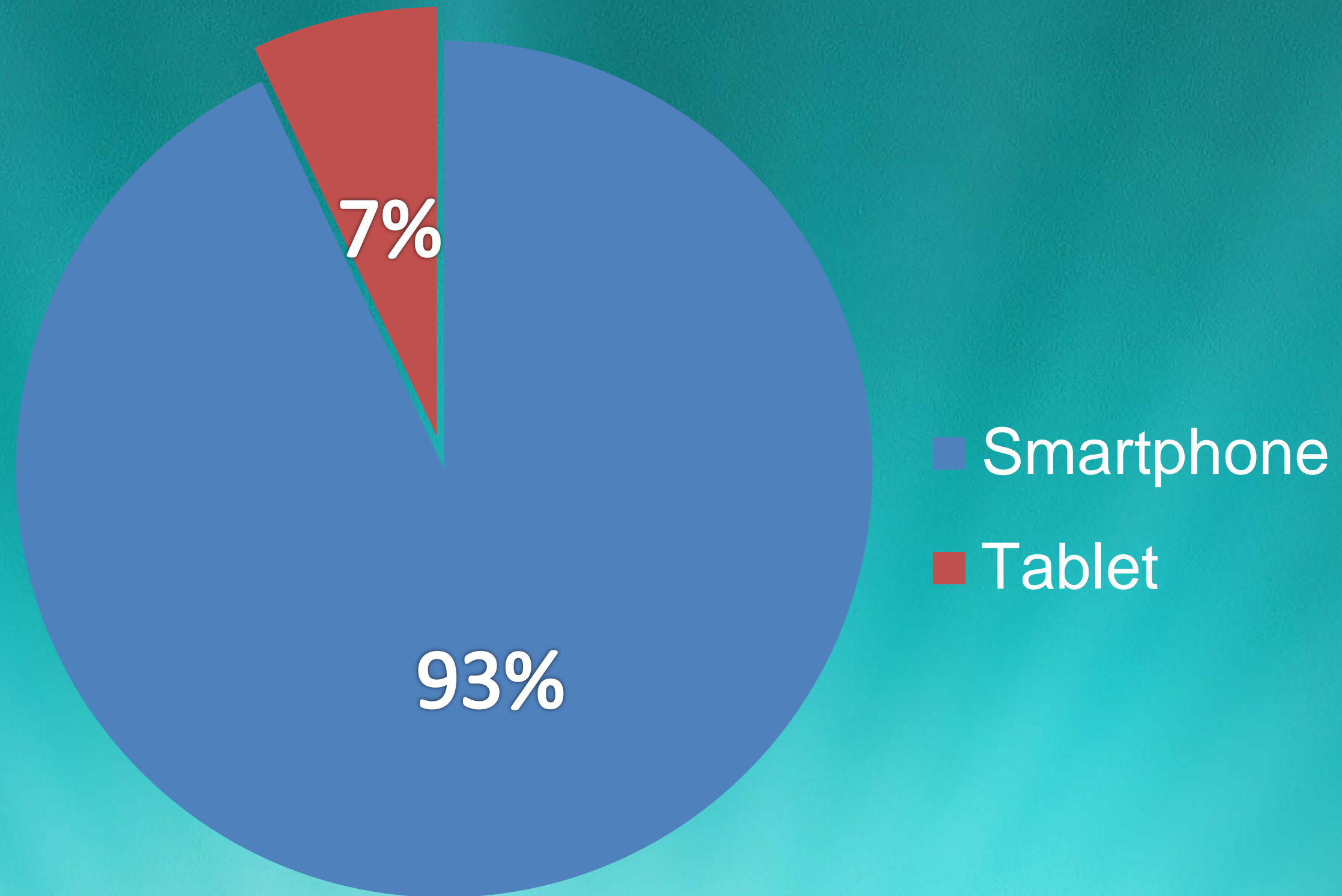
# RTÉ News App – Unique Browsers Per Month



# RTÉ News App – Page Views Per Month

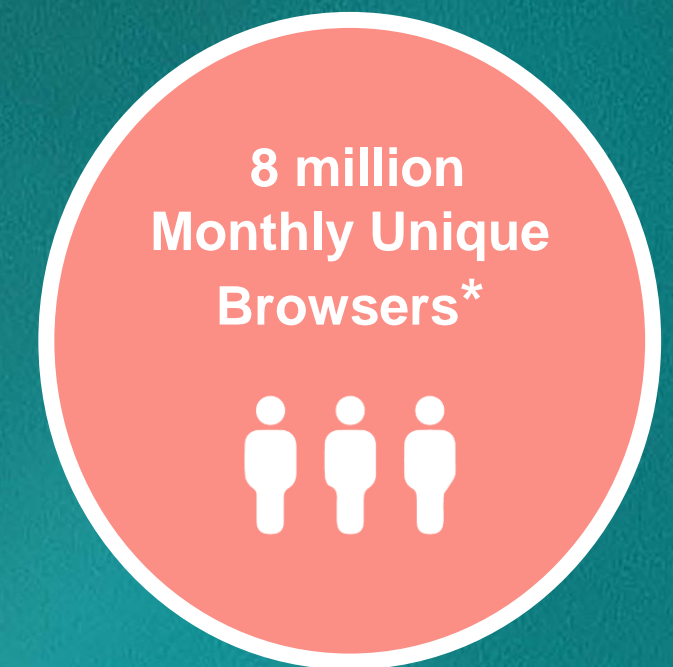
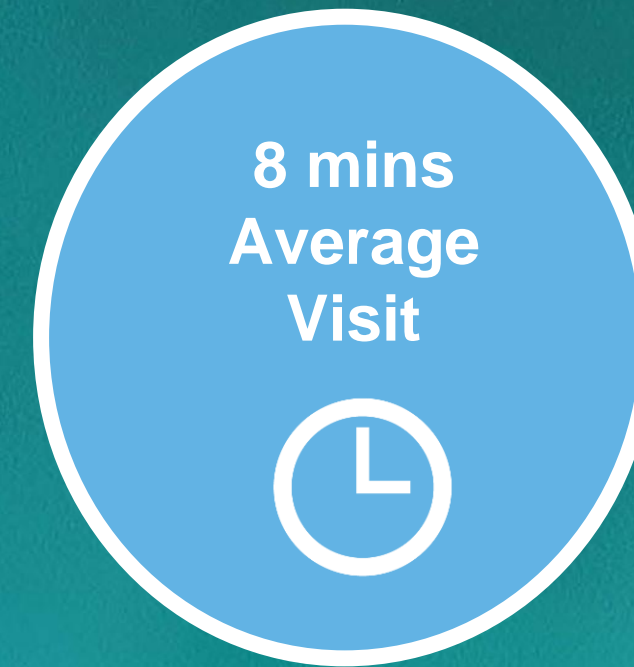


# Page Views Per Device

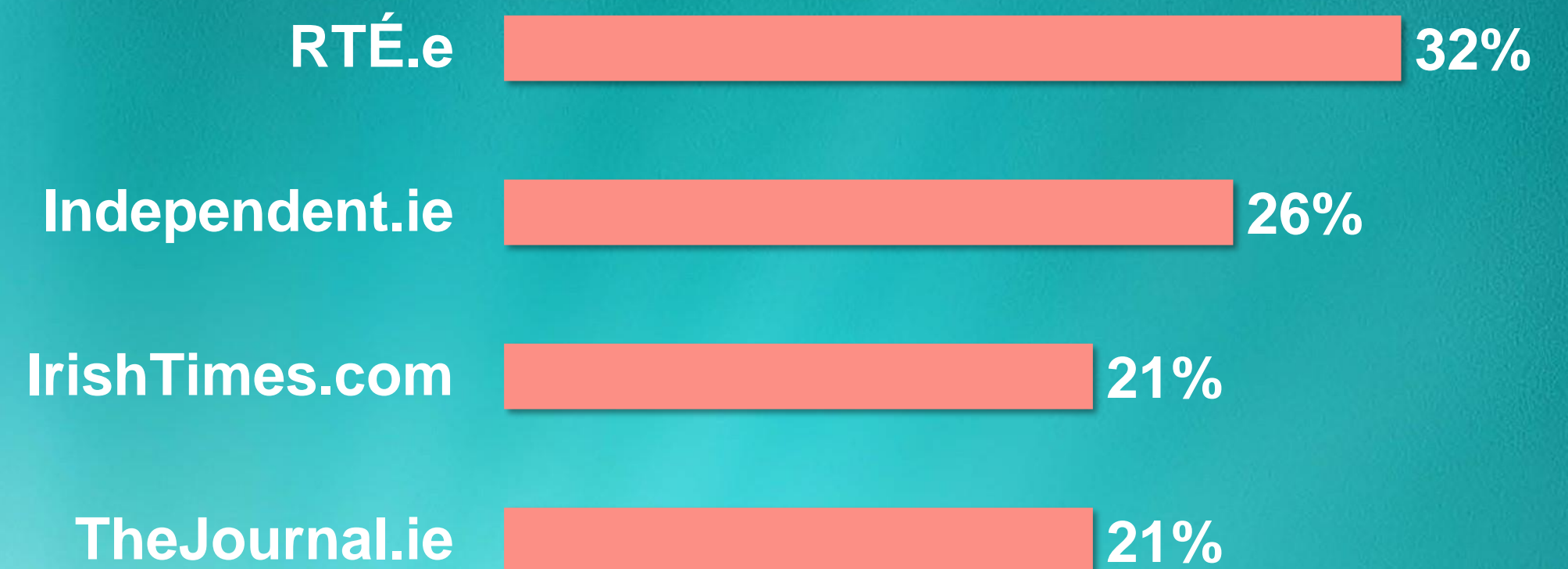




- RTÉ.ie is the Number 1 multi-media website in Ireland, used by 41% of adults in Ireland

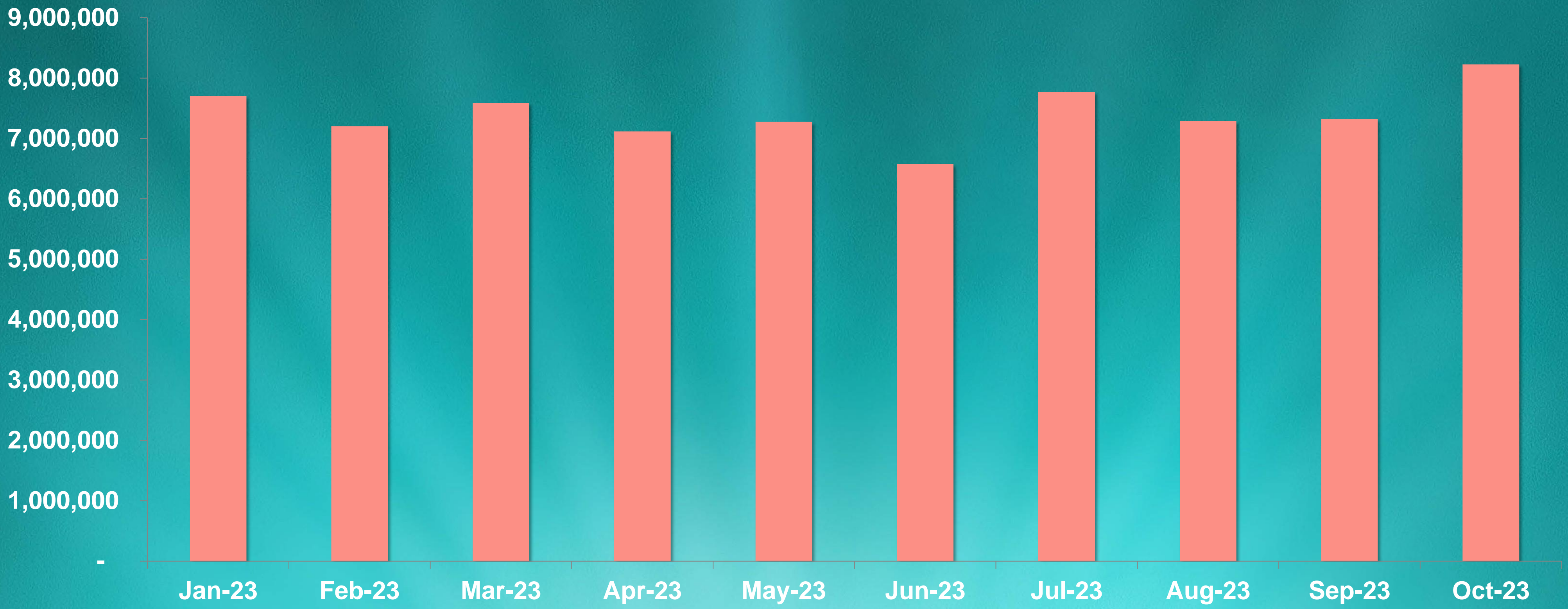


News & Entertainment Websites Ever Use– November 2022 (Adults 18+)



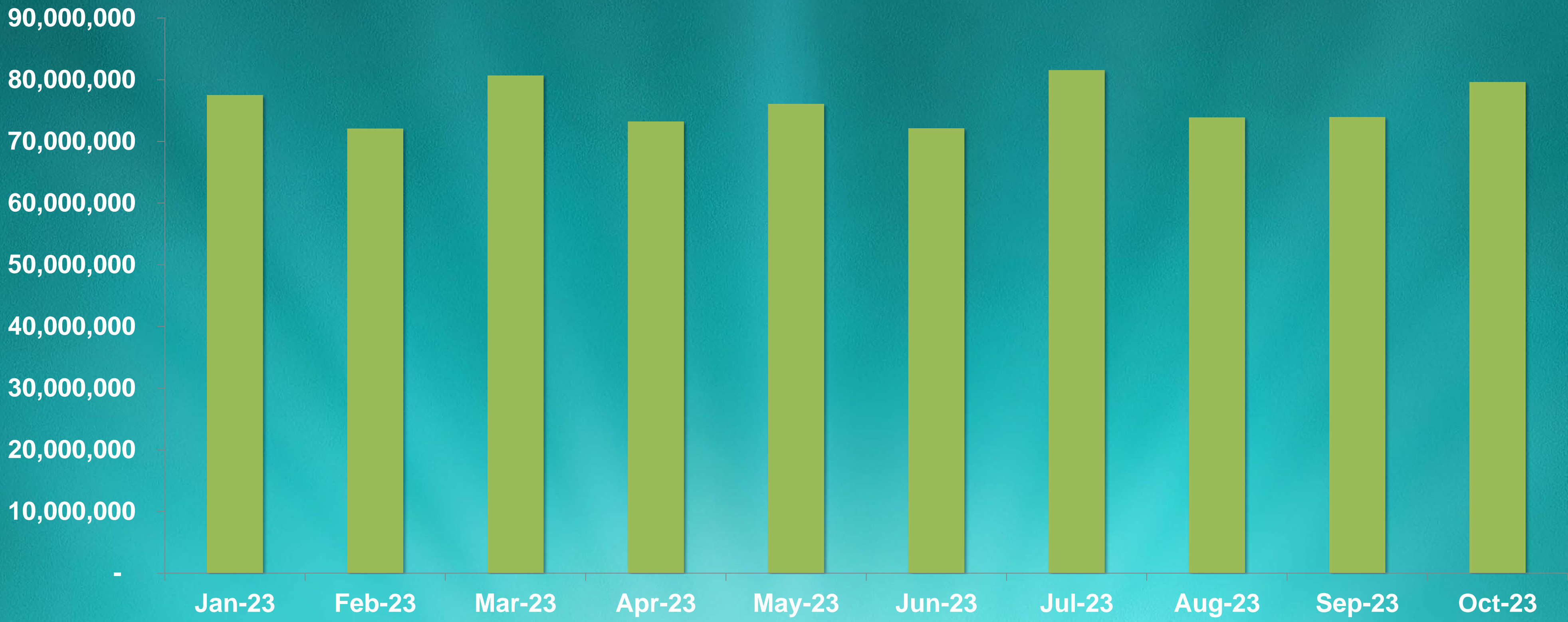
Source: B&A Survey, Nov 2022 (Adults 18+ in Ireland)

# RTÉ.ie – Unique Browsers Per Month

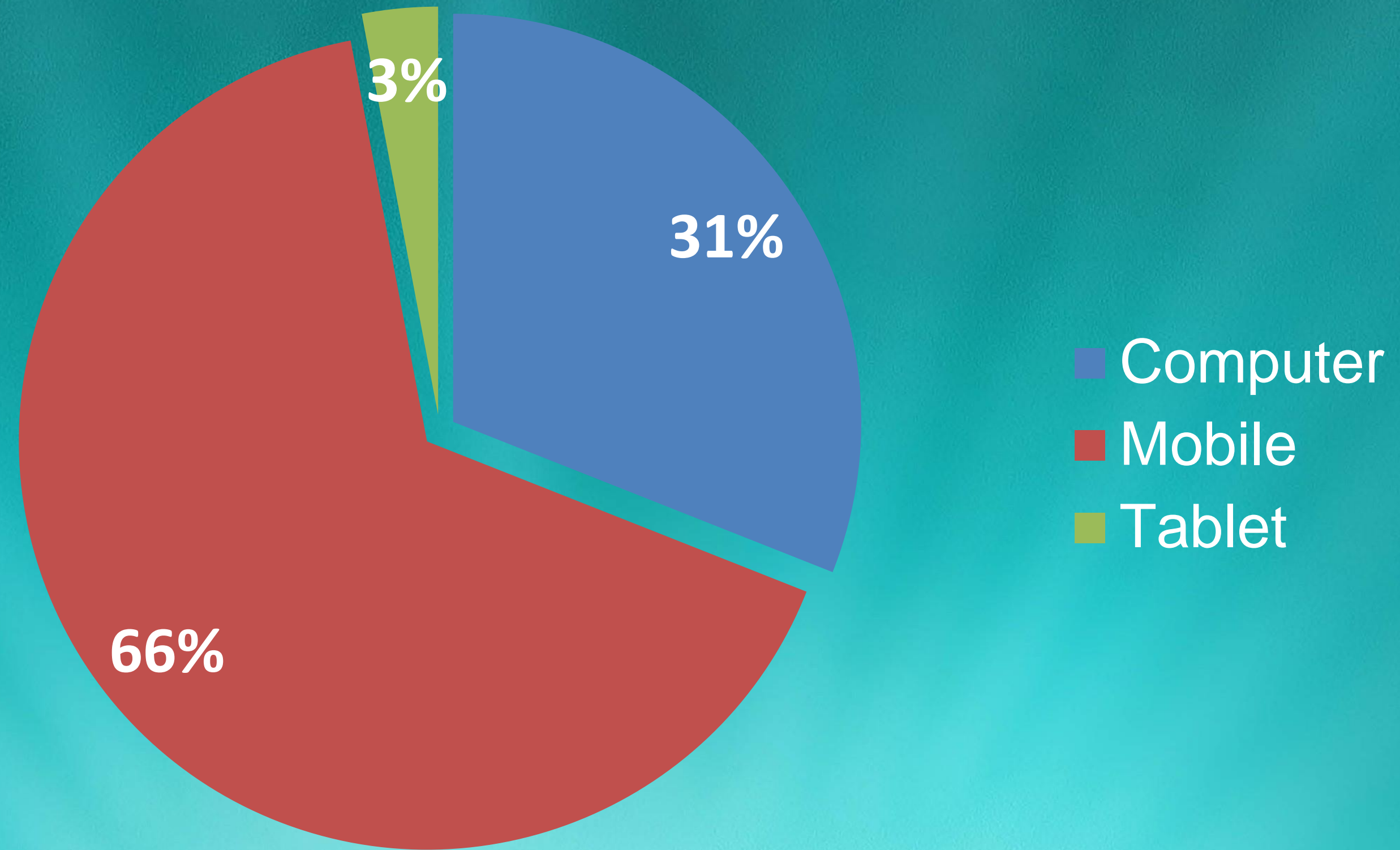




# RTÉ.ie – Page Views Per Month



# RTÉ.ie – Page Views Per Device

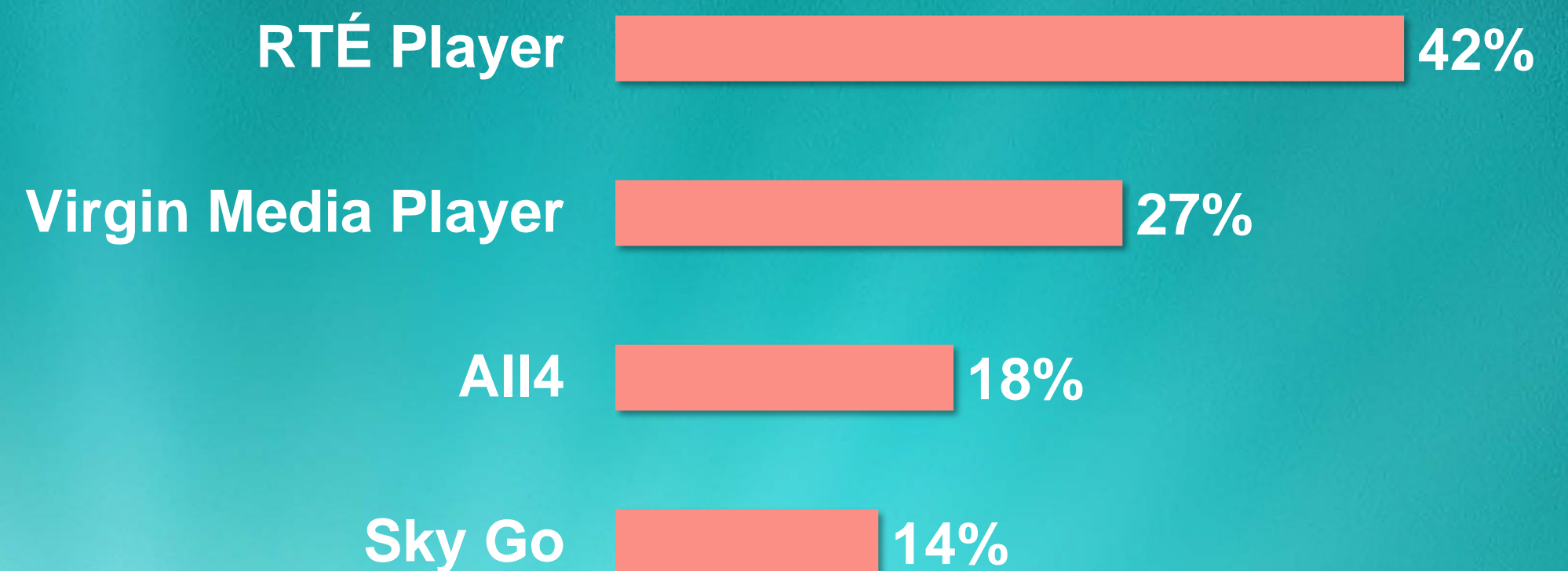




- RTÉ Player is the Number 1 broadcaster video on demand service used by 42% of adults in Ireland

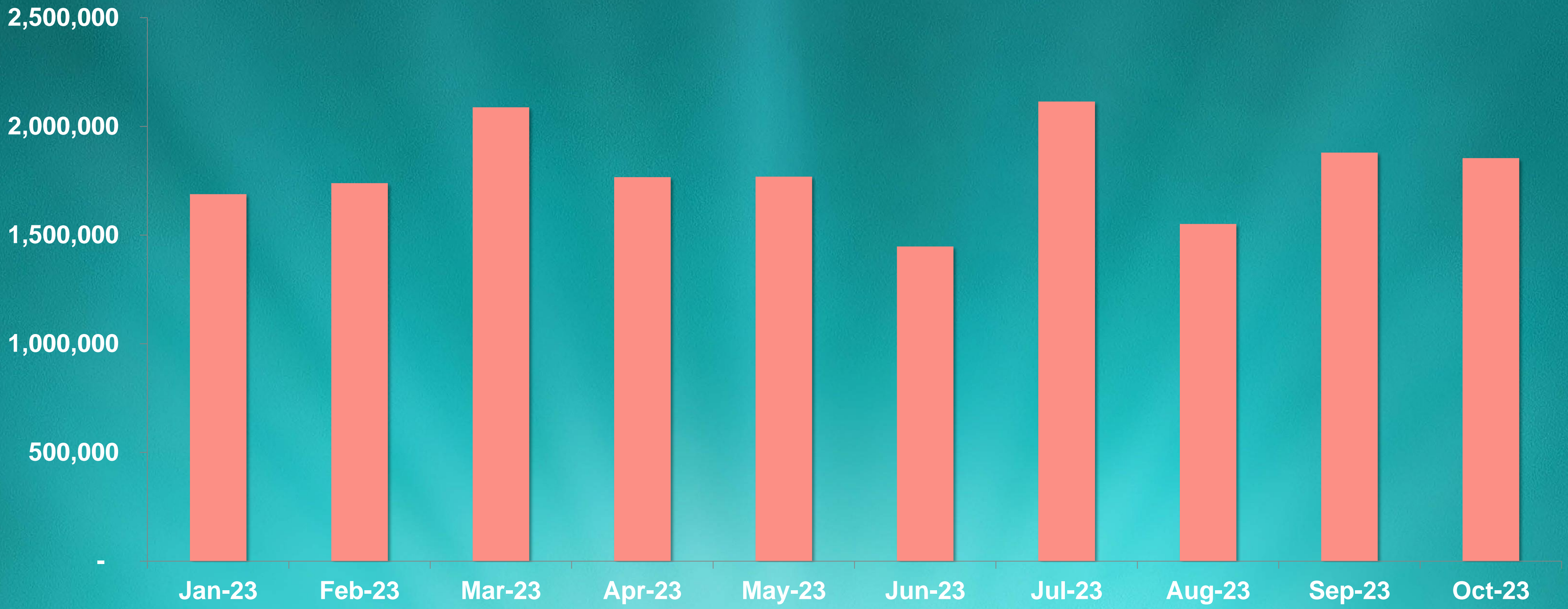


BVOD Services Ever Use– November 2022 (Adults 18+)

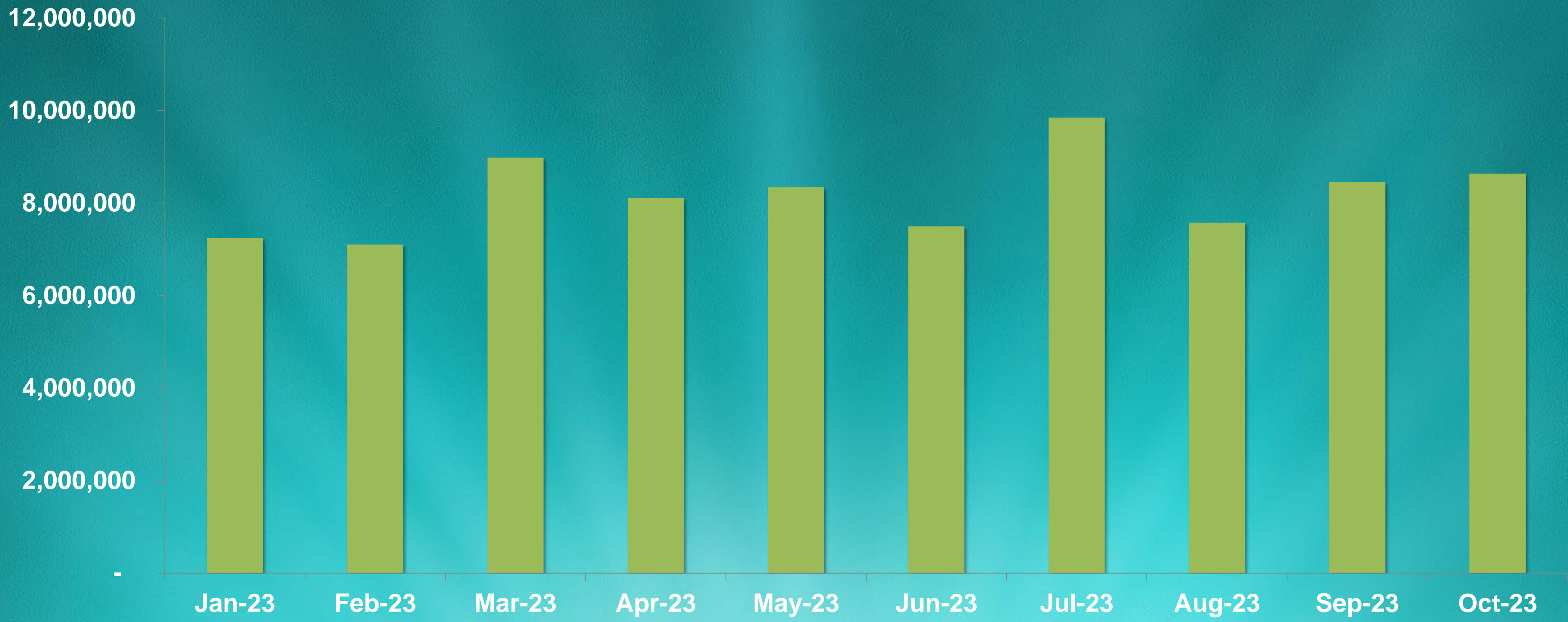


Source: B&A Survey, Nov 2022 (Adults 18+ in Ireland)

# RTÉ Player – Unique Browsers Per Month



# RTÉ Player – Streams Per Month

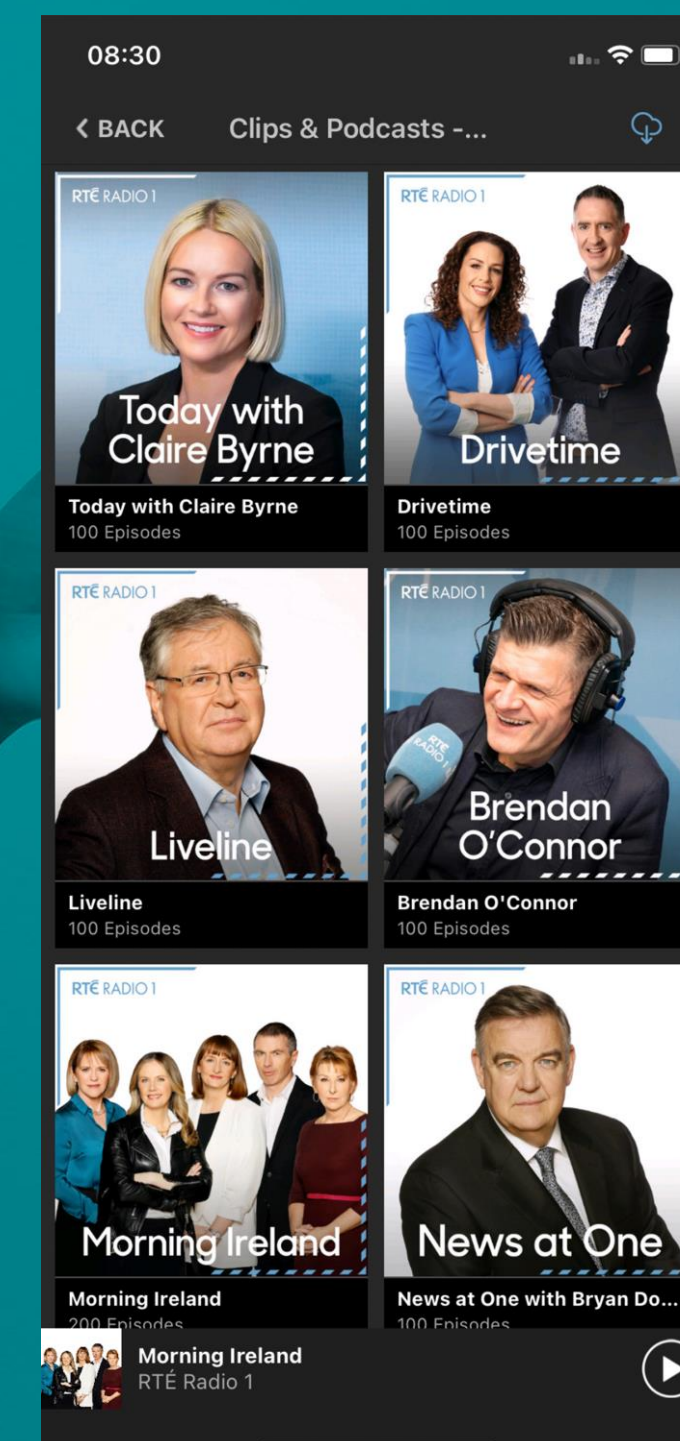
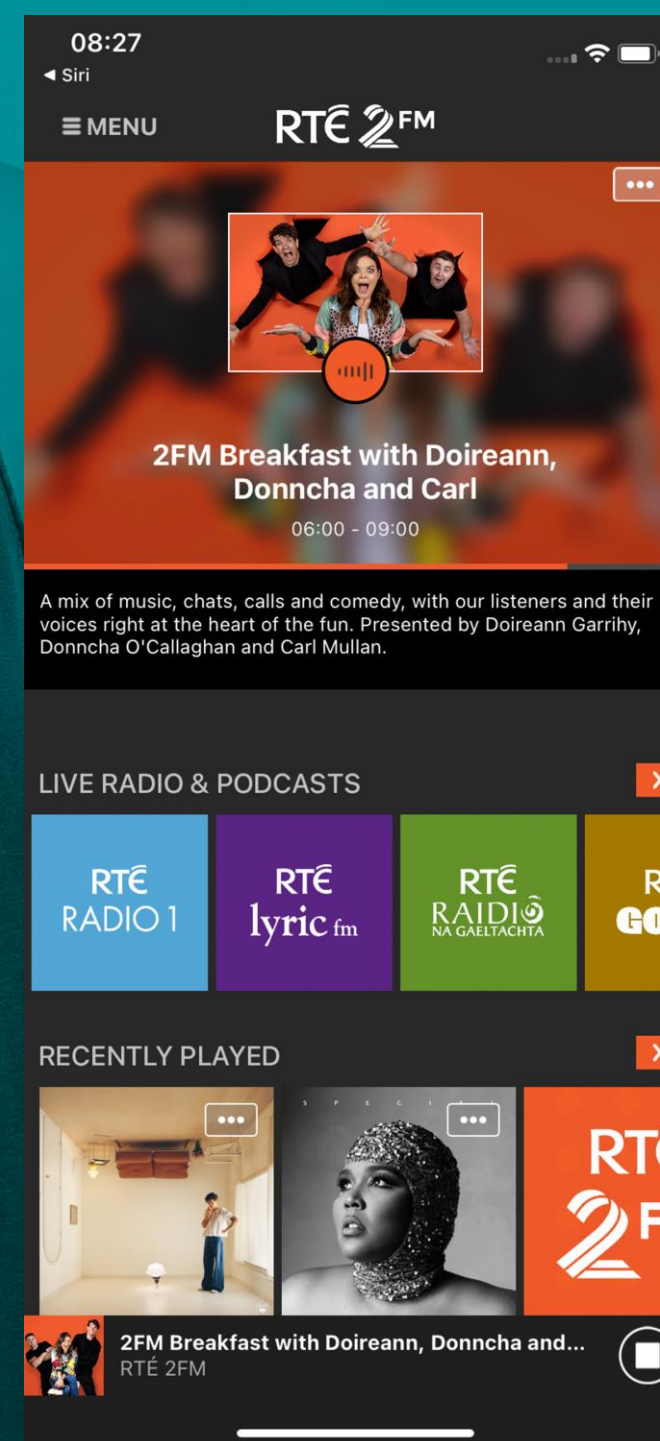


# RTÉ Player – Top Programmes

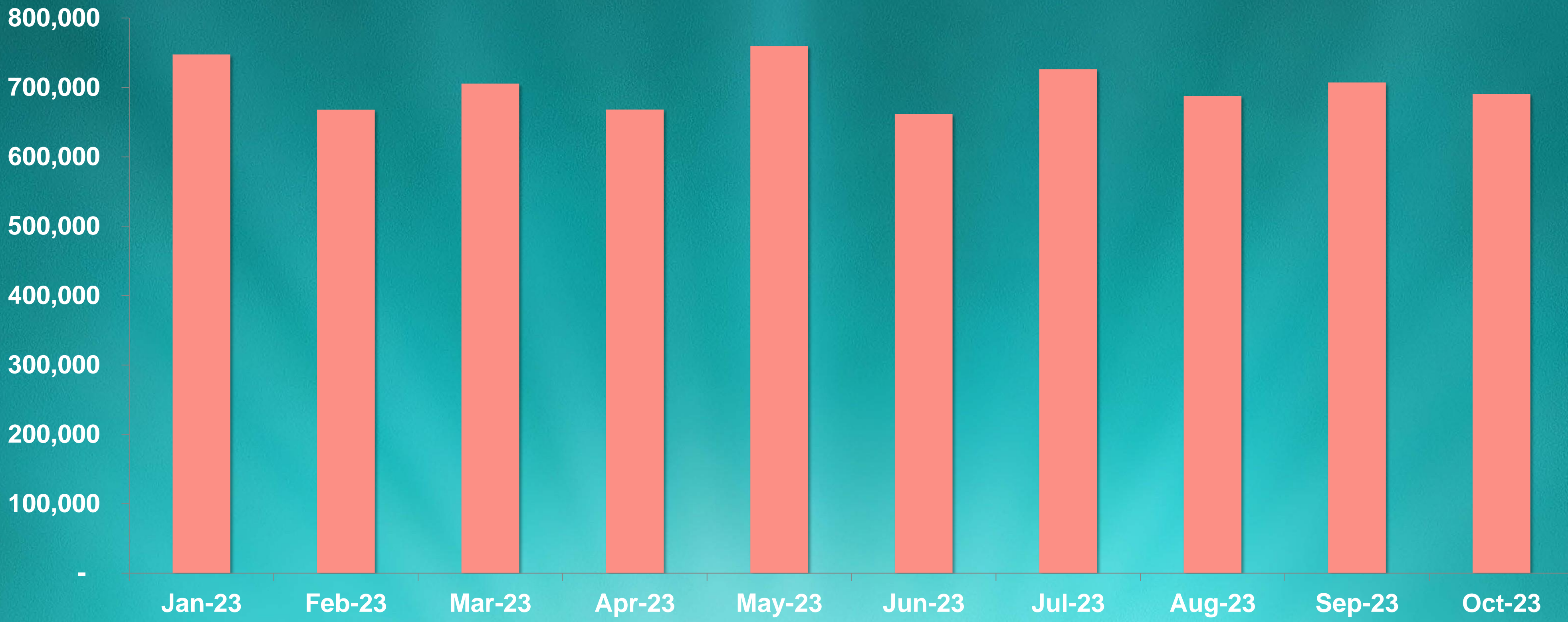


#	Title
1	Rugby World Cup 2023
2	EastEnders
3	Home and Away
4	Fair City
5	The Split
6	Hidden Assets
7	RTÉ News: Nine O'Clock
8	RTÉ News: Six One
9	The Late Late Show
10	Love In The Country
11	Obituary
12	Shortland Street
13	Neighbours
14	Frasier
15	Cheap Irish Homes
16	Latest News and Weather
17	Love/Hate
18	The Gone
19	Kin
20	Nine O'Clock Weather

# Audio

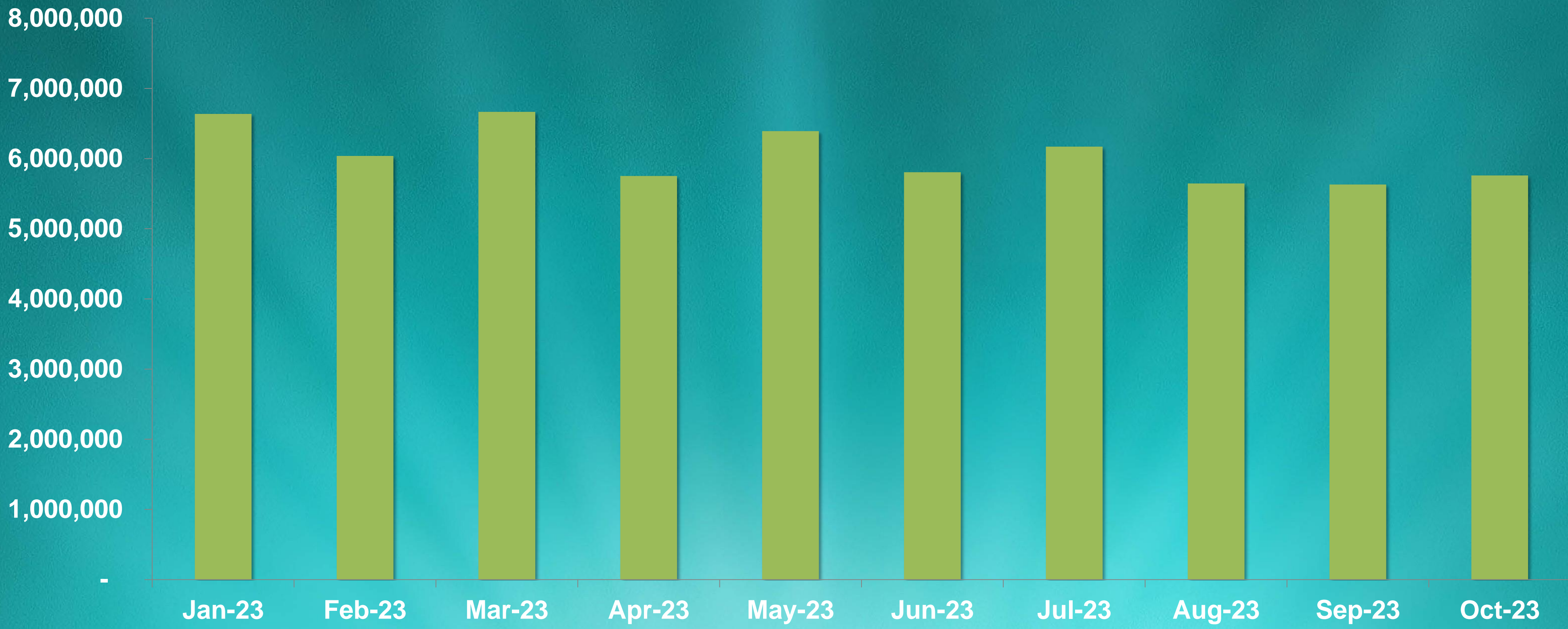


# RTÉ Audio – Unique Browsers Per Month

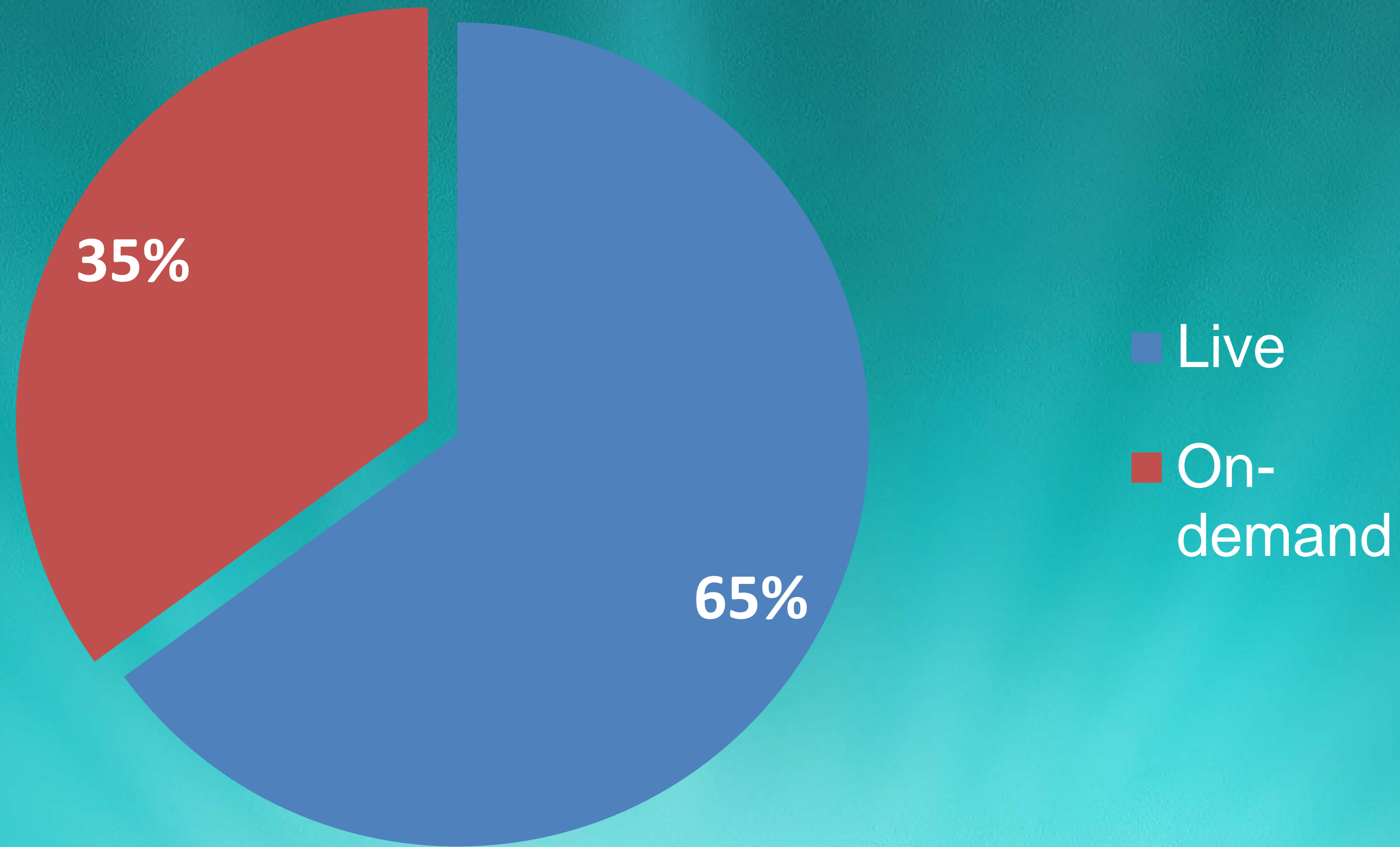




# RTÉ Audio – Streams Per Month



# RTÉ Audio Streams by Broadcast Type



# RTÉ Audio Streams by Device

