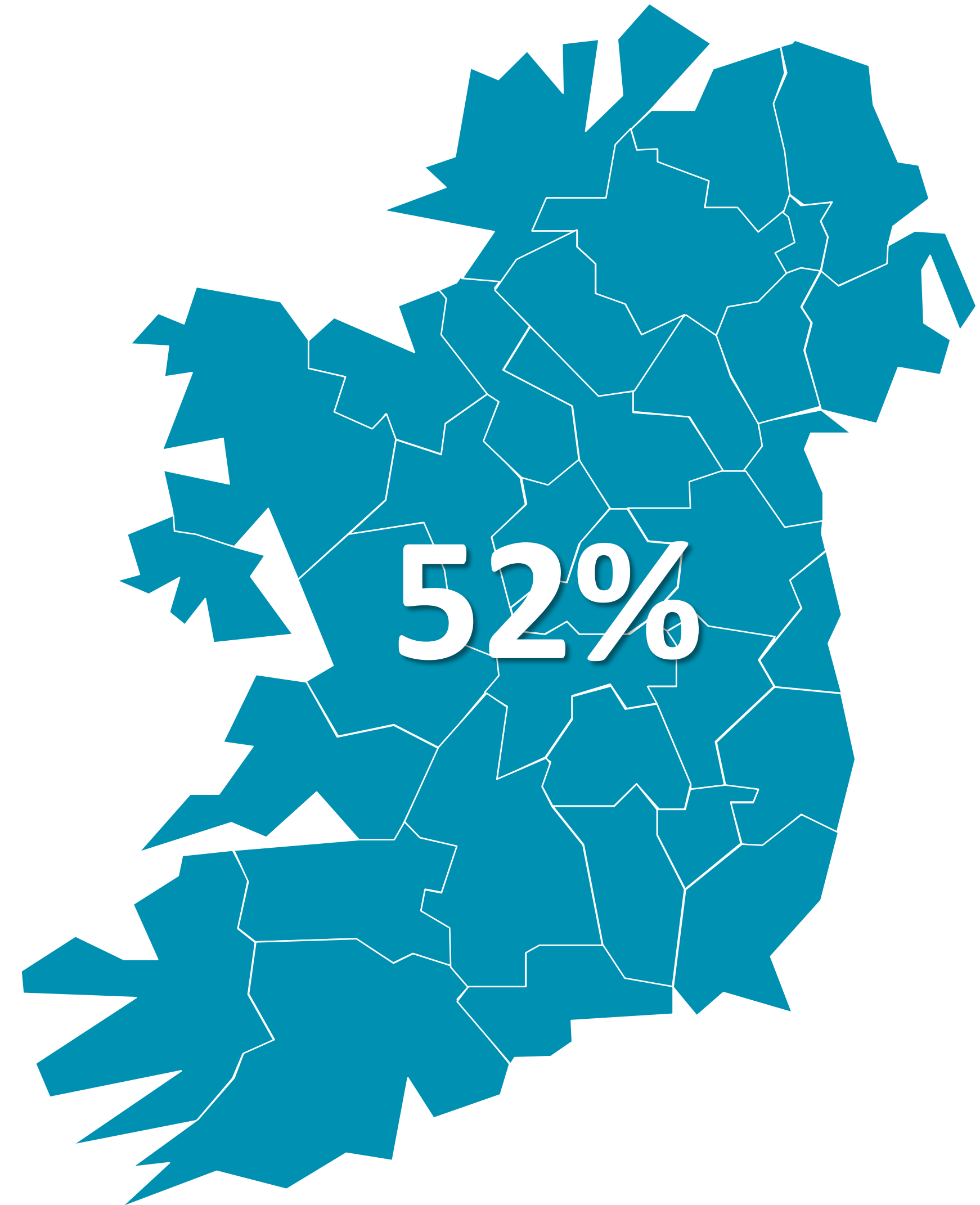


RTÉ Media Sales
Digital Audience Report
October 2022

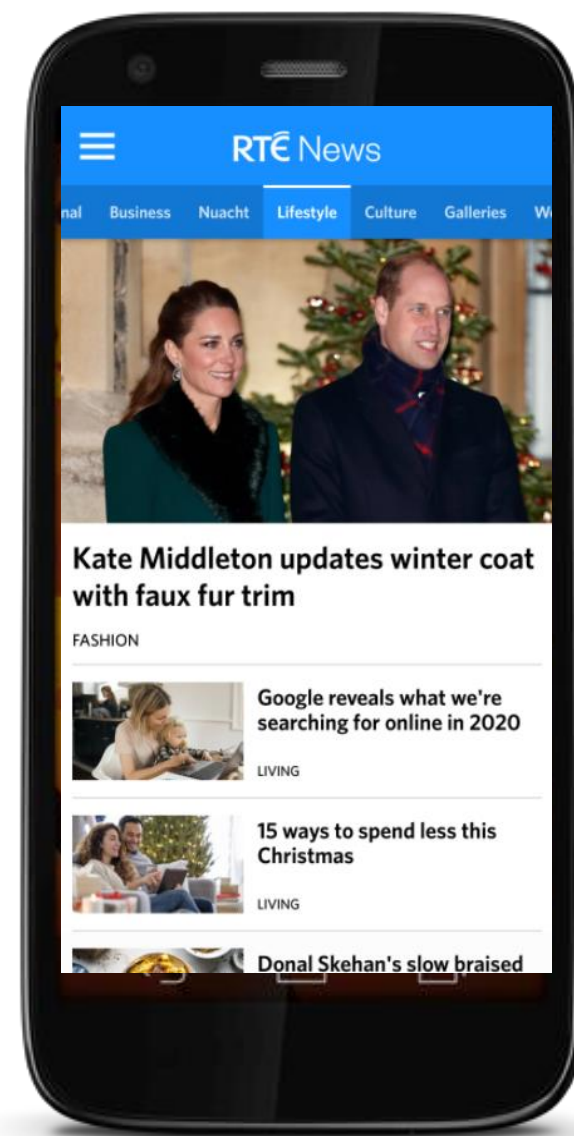
DIGITAL SERVICE USAGE

52% of Irish adults use a digital service from RTÉ every week (2021)



RTÉ News

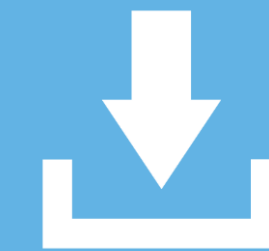
RTÉ News is the Number 1 news and entertainment app in Ireland



N^o. 1
News
App



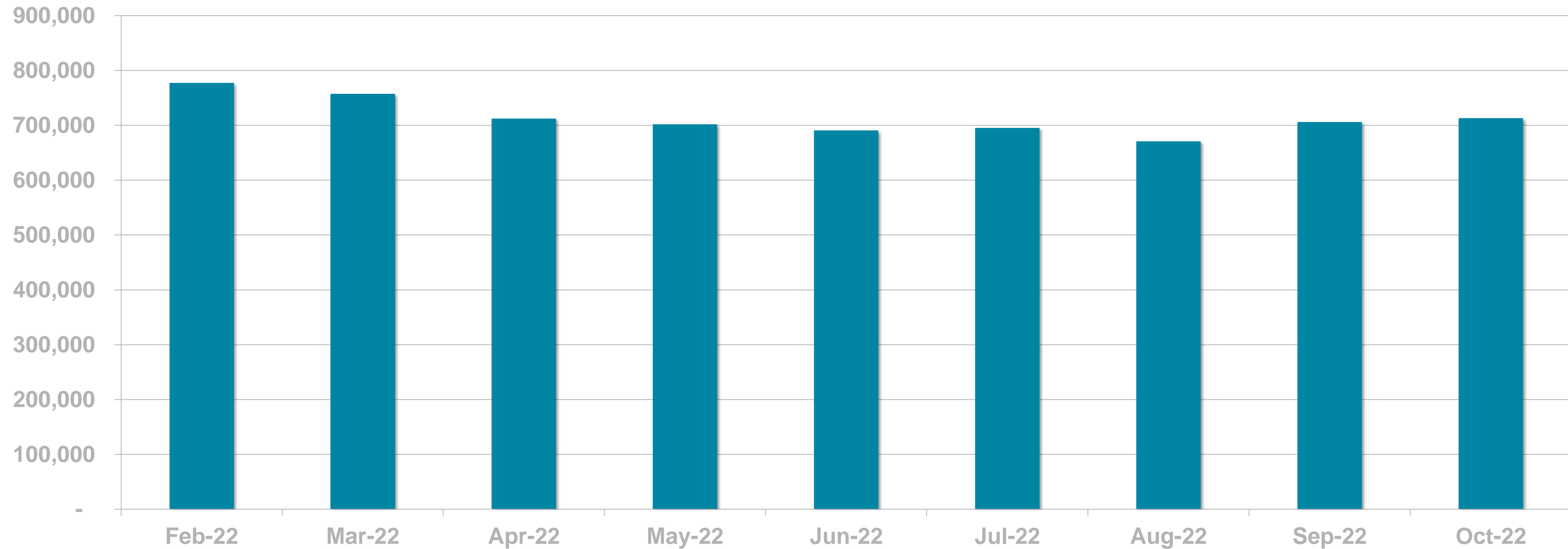
3m
App
Downloads



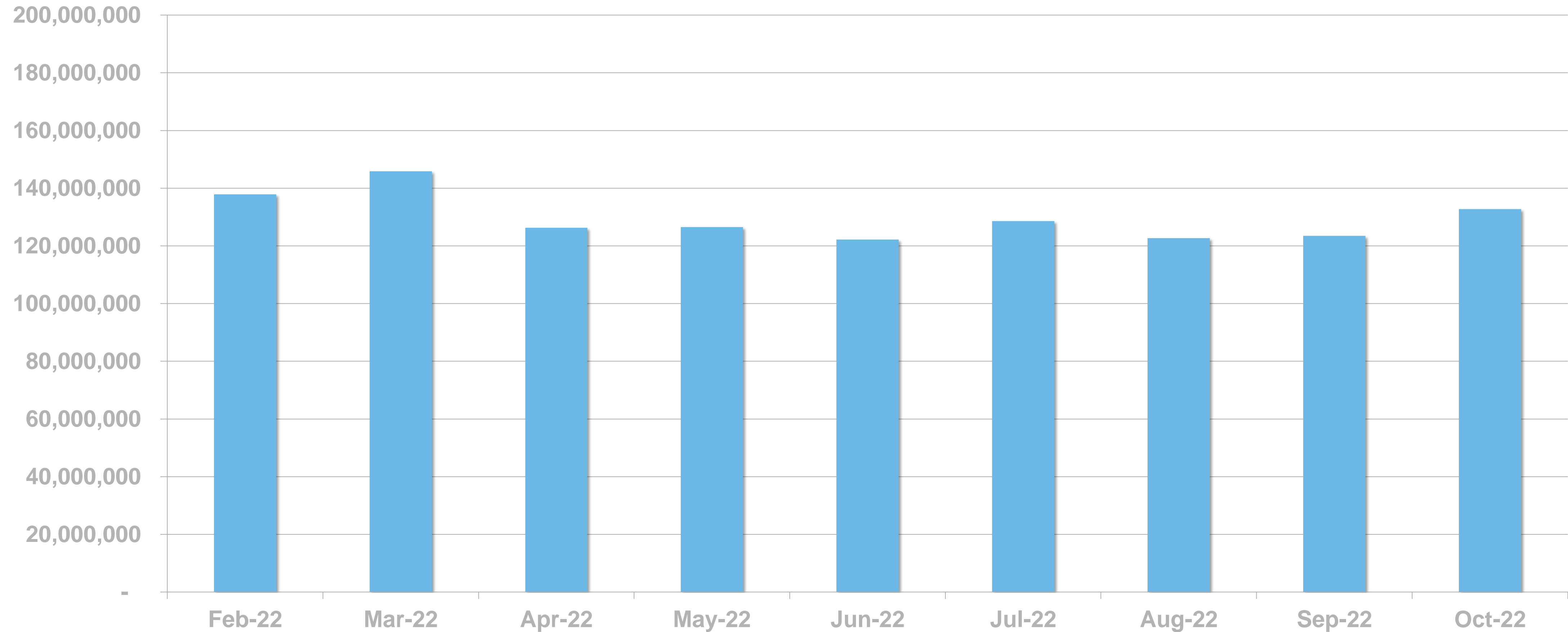
News Apps Ever Use – November 2021 (Adults 18+)



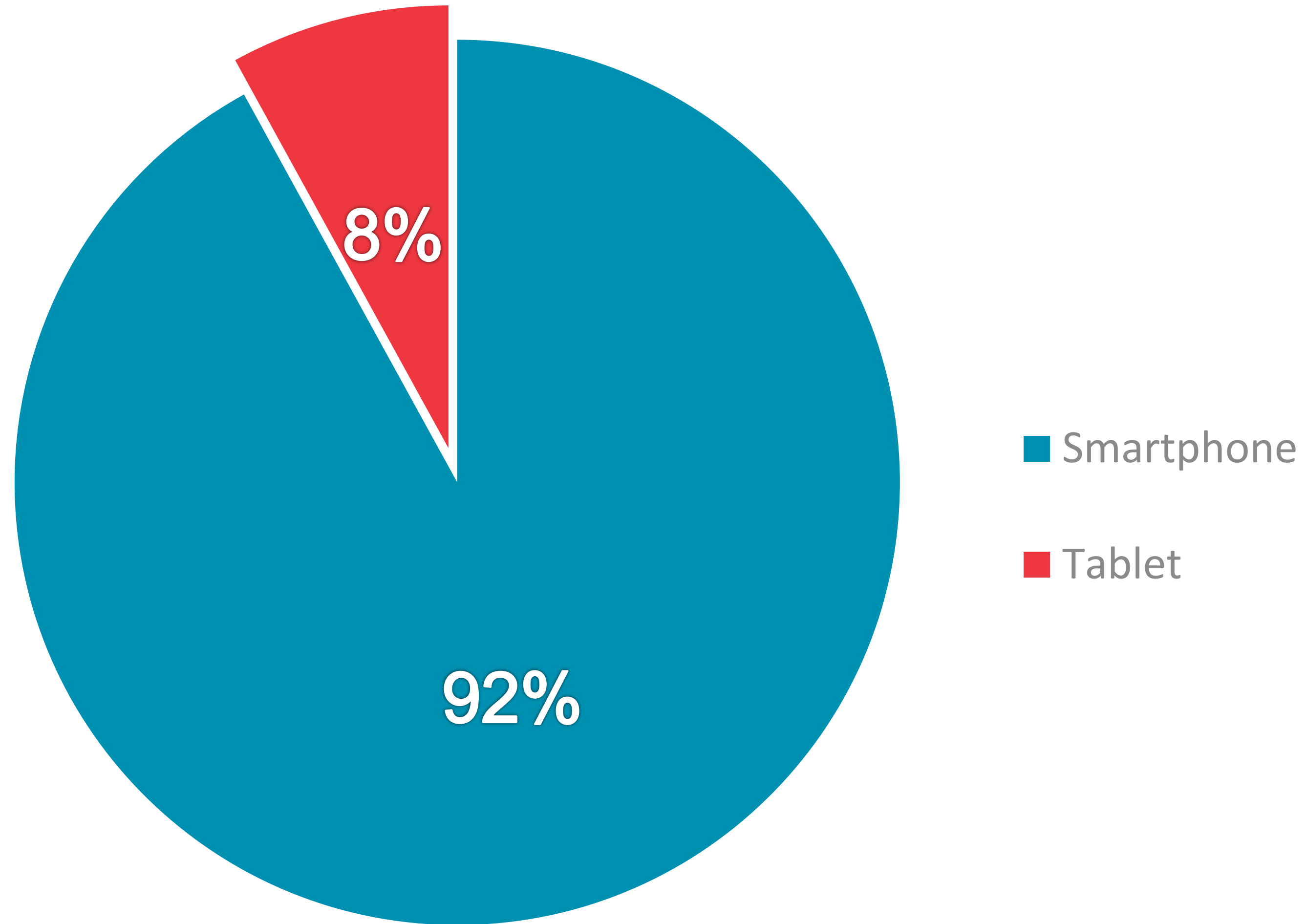
RTÉ News App UNIQUE BROWSERS PER MONTH



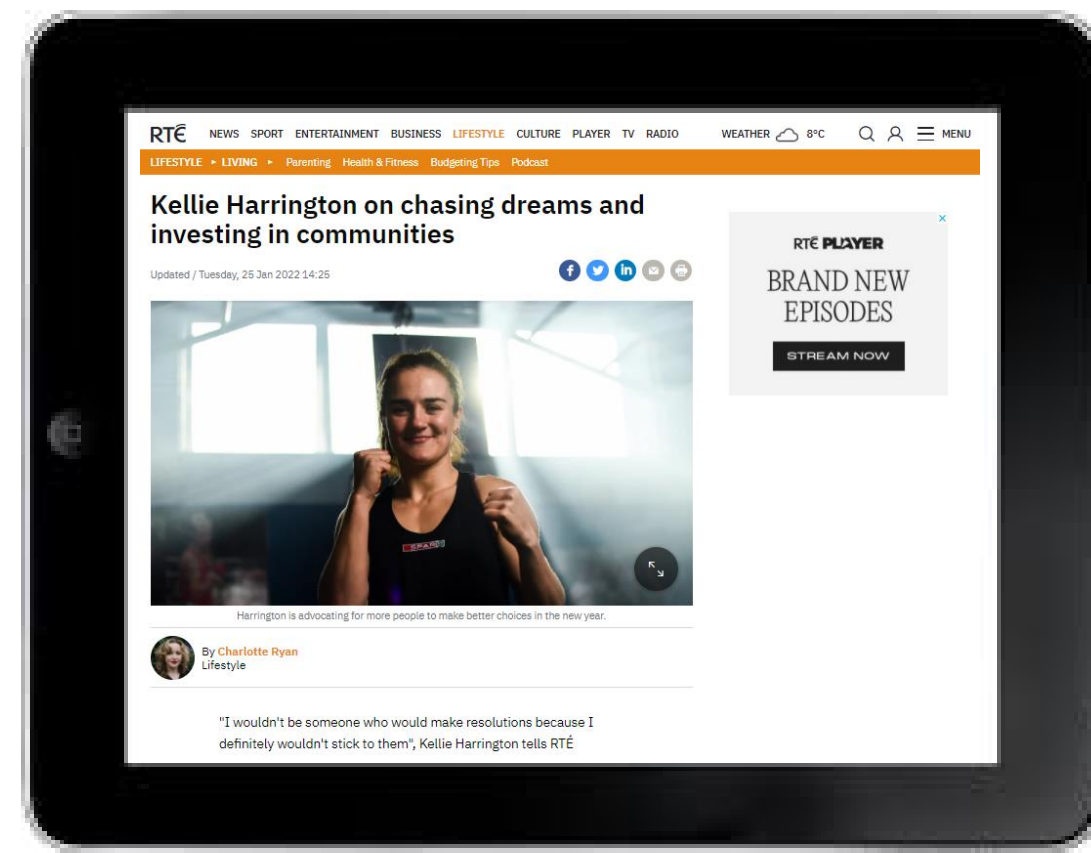
RTÉ News App PAGE VIEWS PER MONTH



PAGE VIEWS PER DEVICE




RTÉ.ie




Ireland's No. 1 Multi-Media Website



8 mins Average visit

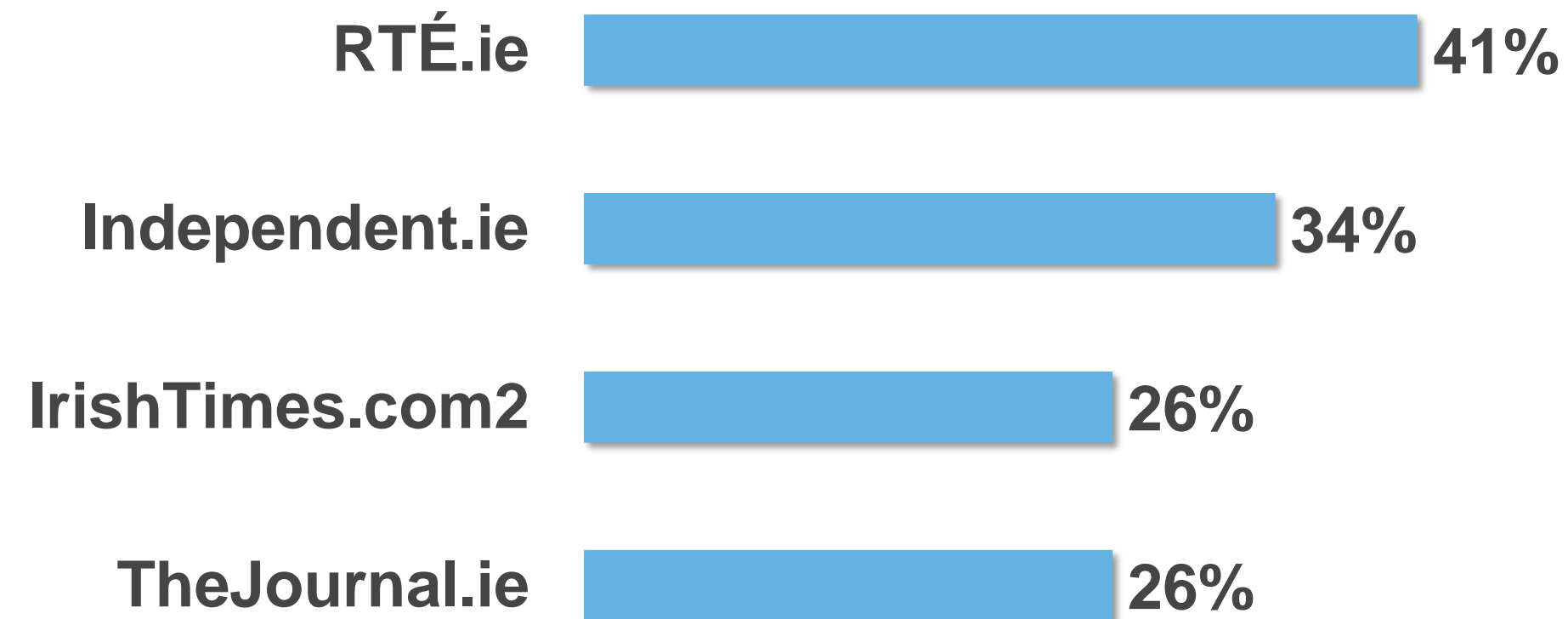


10 million Monthly Unique Browsers*



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

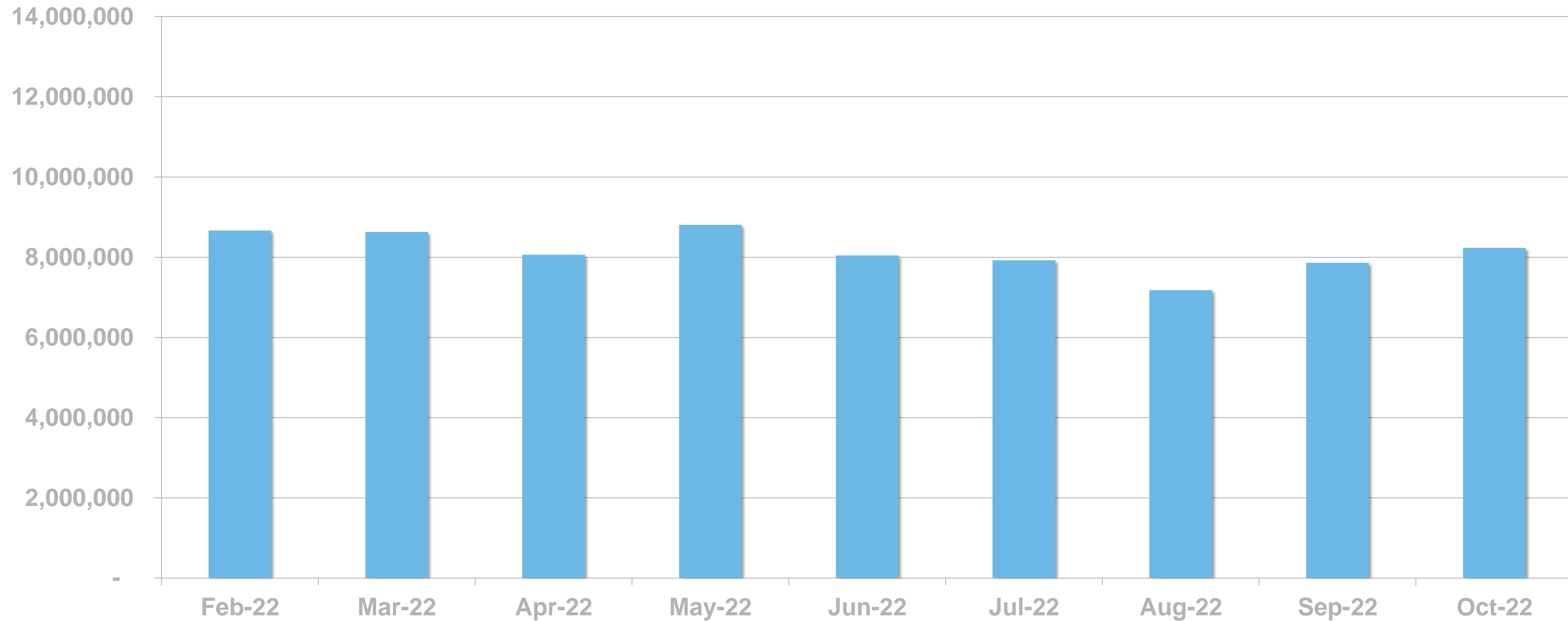
News & Entertainment Websites Ever Use November 2021 (Adults 18+)



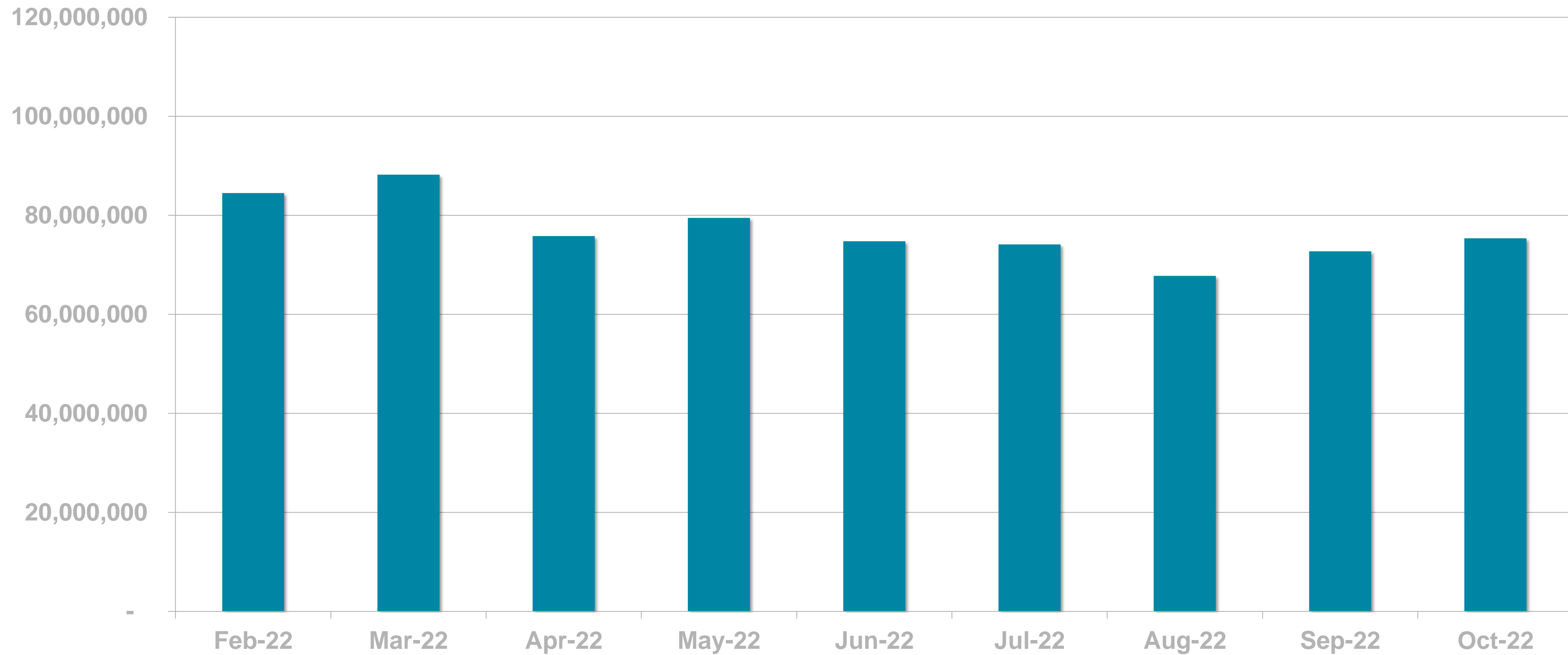
RTÉ Media Sales

Source: B&A Survey, Nov 2021 (Adults 18+ in Ireland)
*Worldwide, Device-based metric

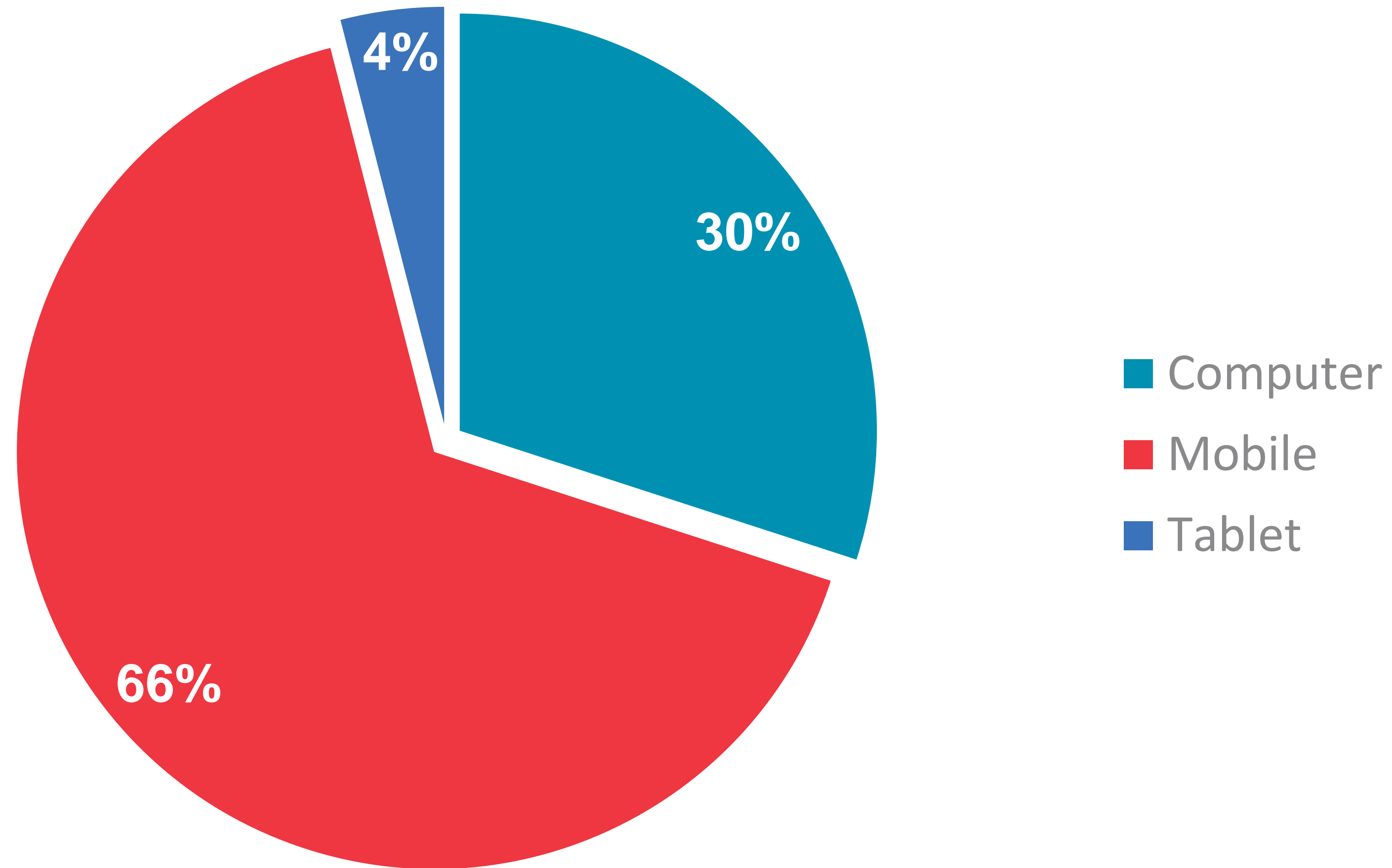
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH

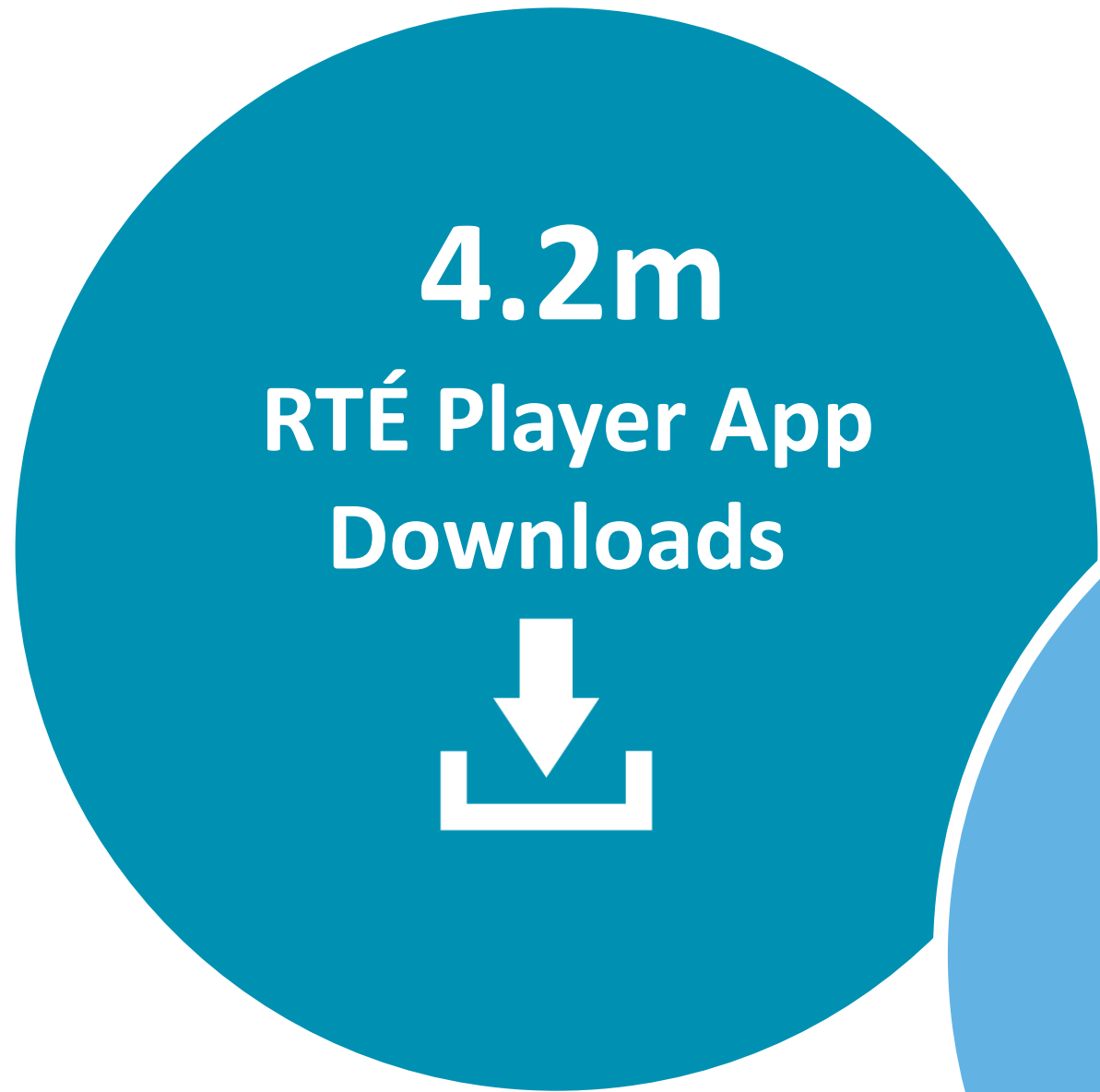


RTÉ.ie PAGE VIEWS PER DEVICE

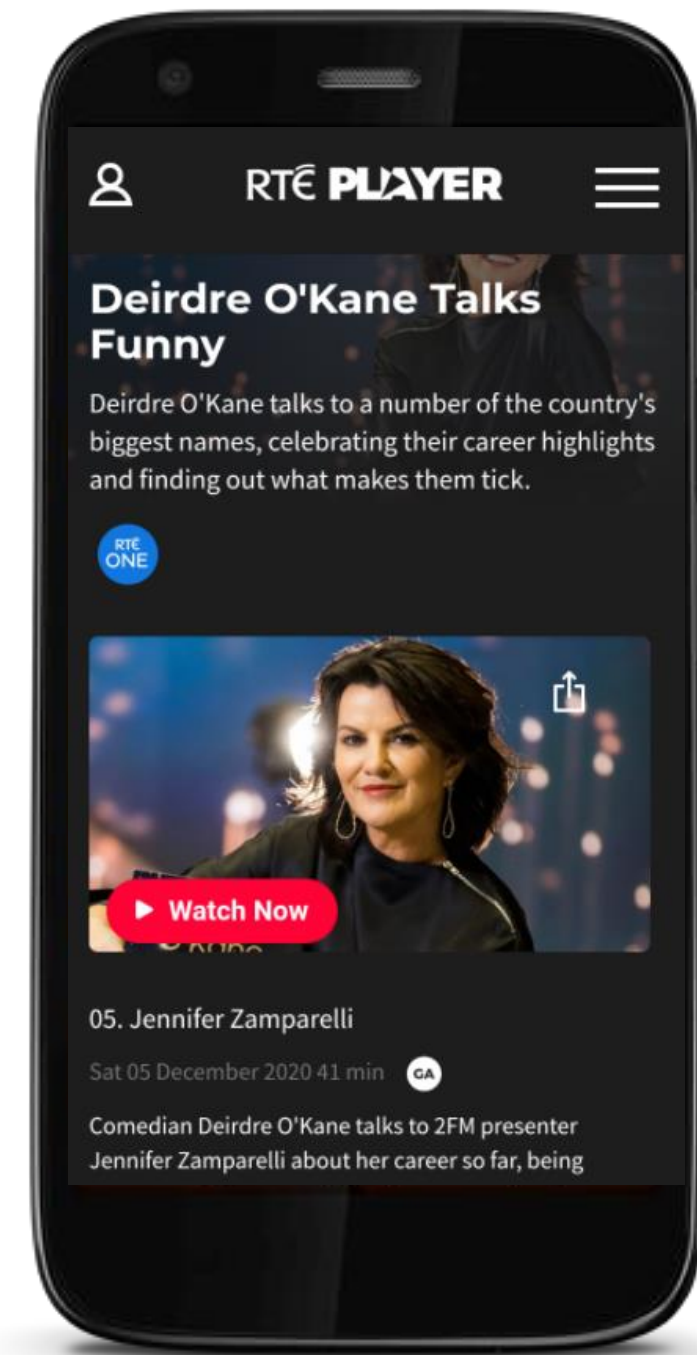
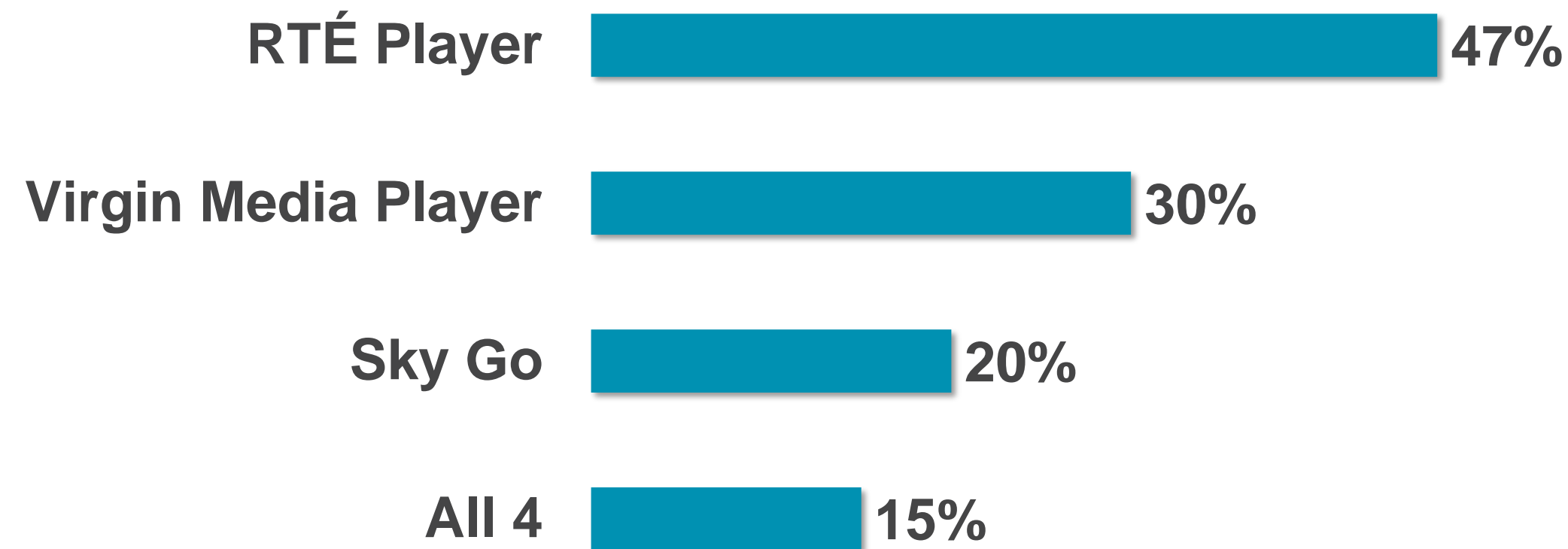




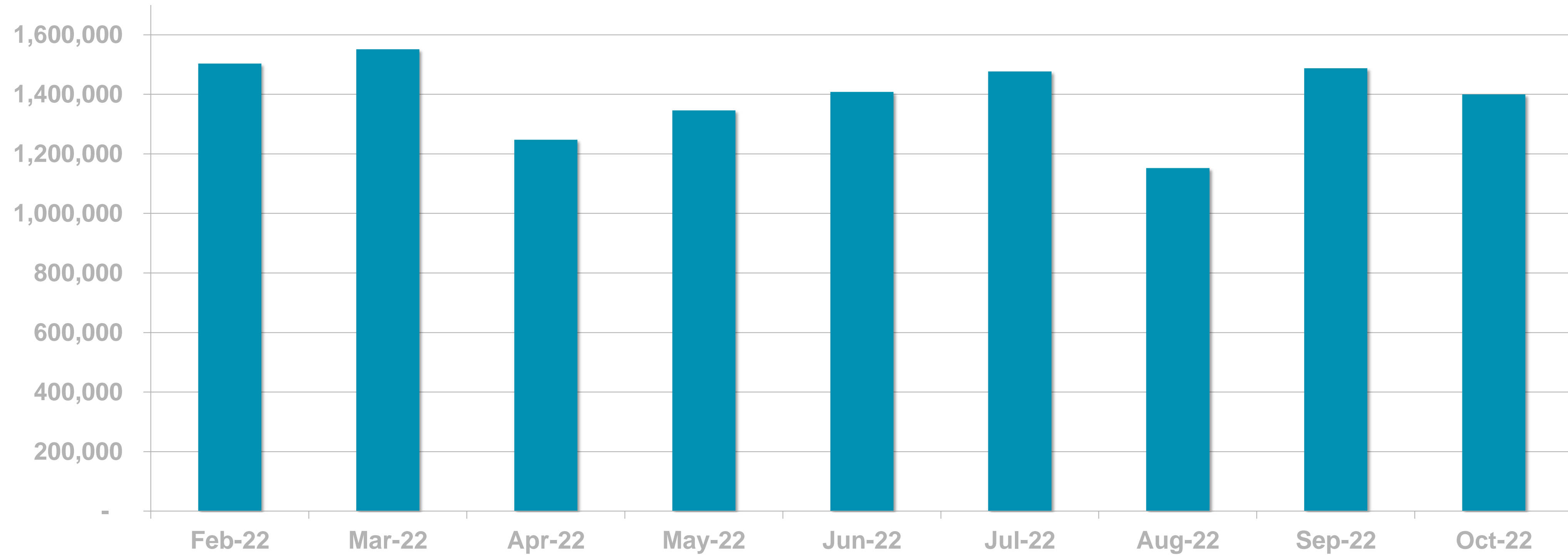
RTÉ Player is the Number 1 broadcaster video on demand service used by 47% of adults in Ireland



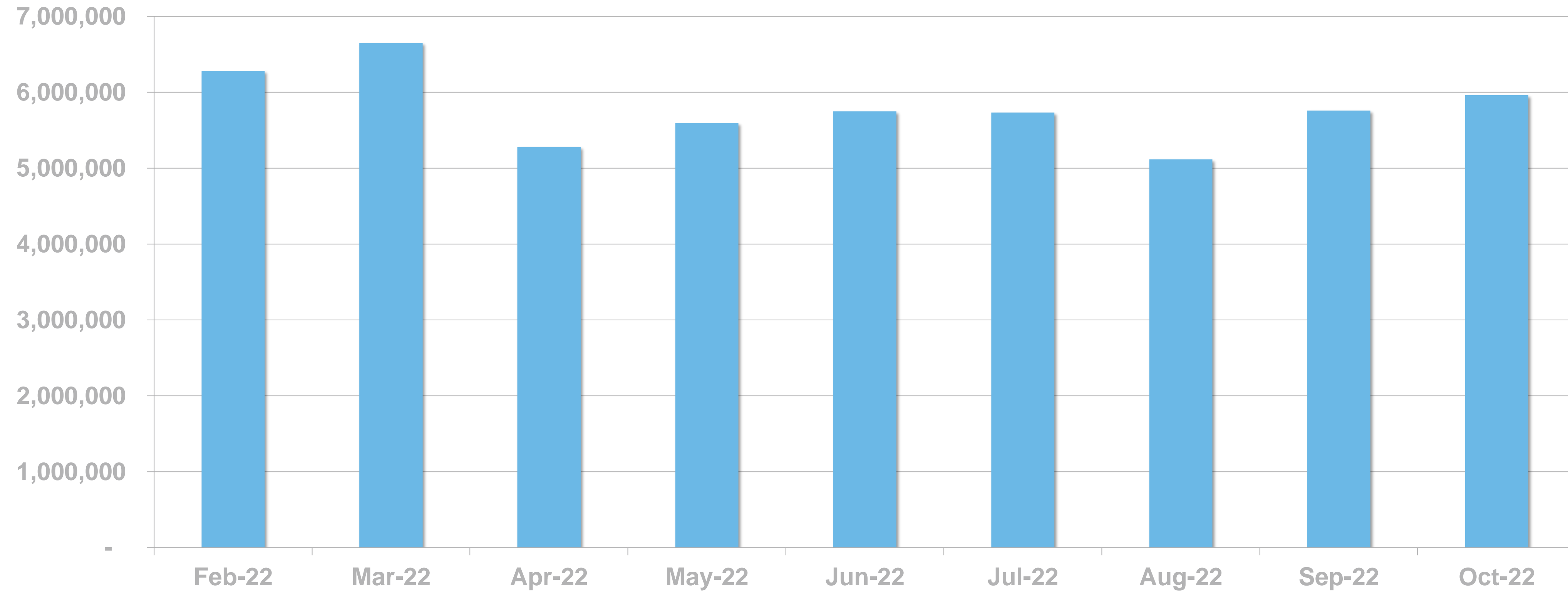
BVOD Services Ever Use
November 2021 (Adults 18+)



RTÉ PLAYER UNIQUE BROWSERS PER MONTH



RTÉ PLAYER STREAMS PER MONTH



Top Programmes

	Programme
1	Home and Away
2	Fair City
3	EastEnders
4	Special Forces: Ultimate Hell Week
5	RTÉ News: Nine O'Clock
6	RTÉ News: Six One
7	The Late Late Show
8	Ireland's Fittest Family
9	North Sea Connection
10	The 2 Johnnies Do America
11	Shortland Street
12	Love/Hate
13	Cheap Irish Homes
14	Frasier
15	Normal People

RTE Media Sales



mediasales@rte.ie



www.rte.ie/mediasales