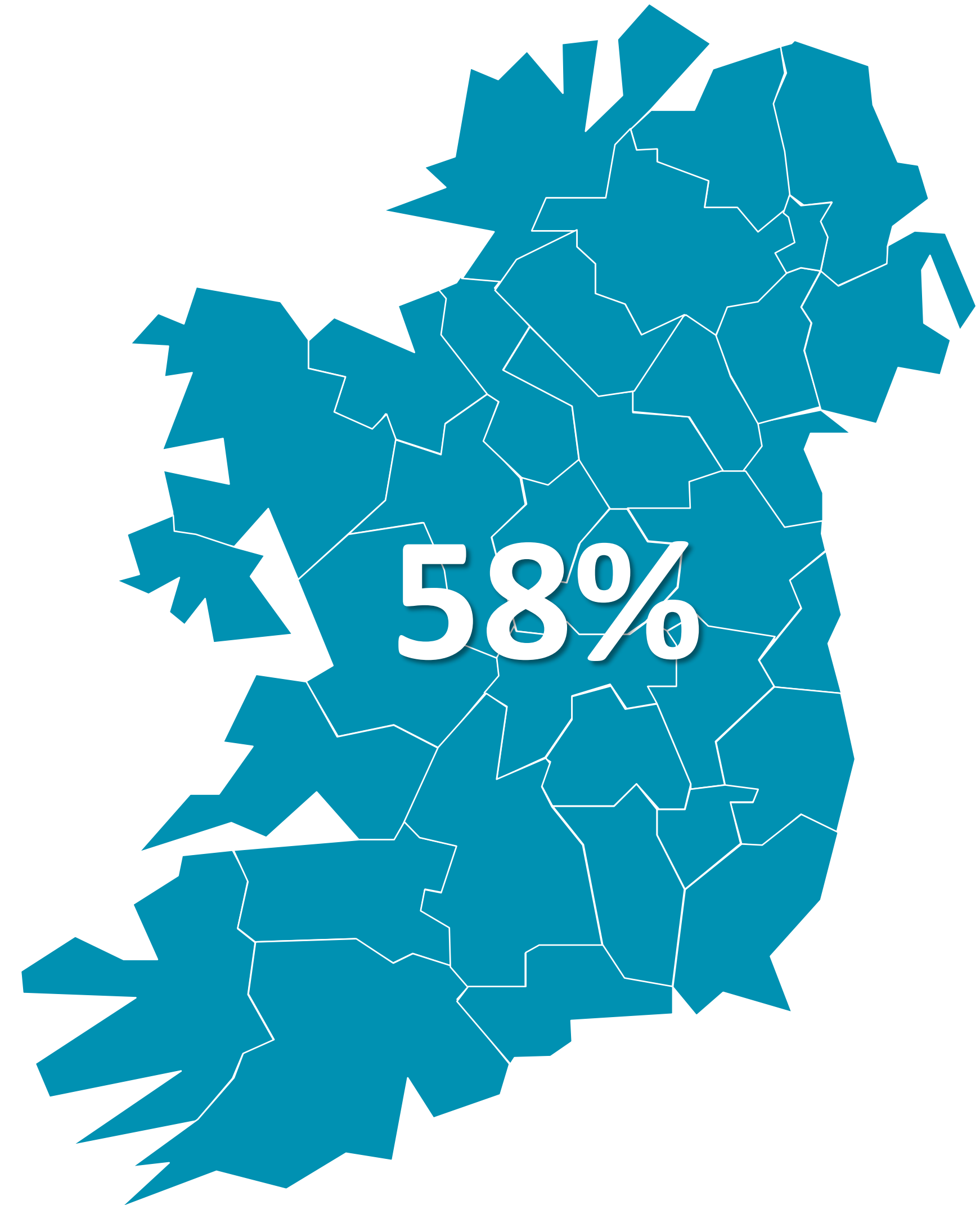




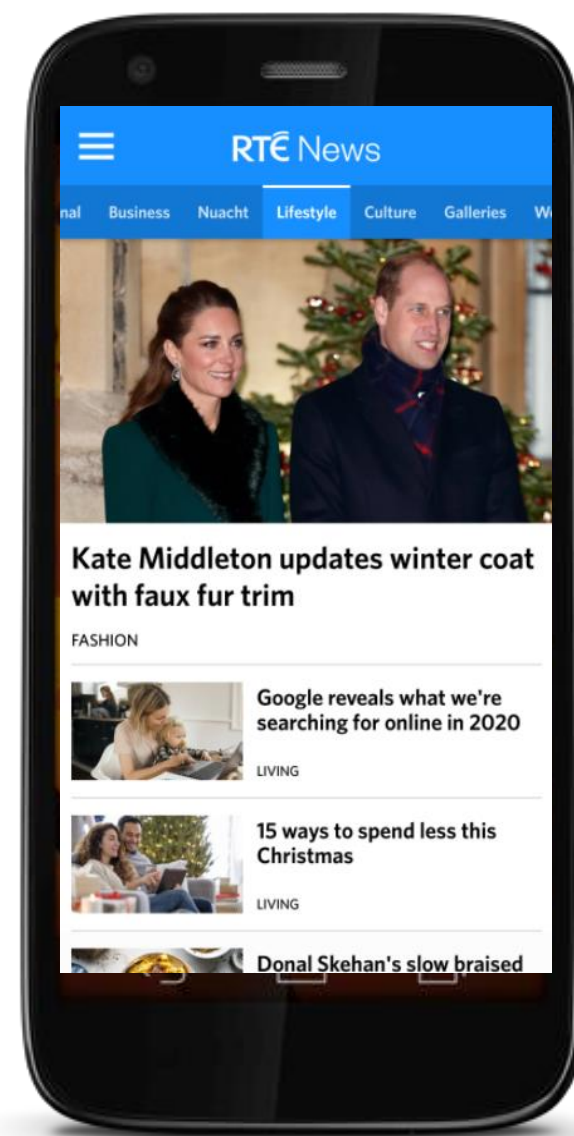
# DIGITAL SERVICE USAGE

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



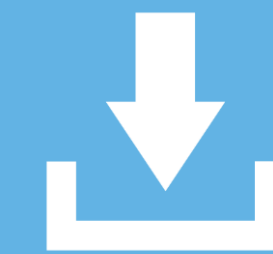
N<sup>o</sup>. 1

News App



2.9m

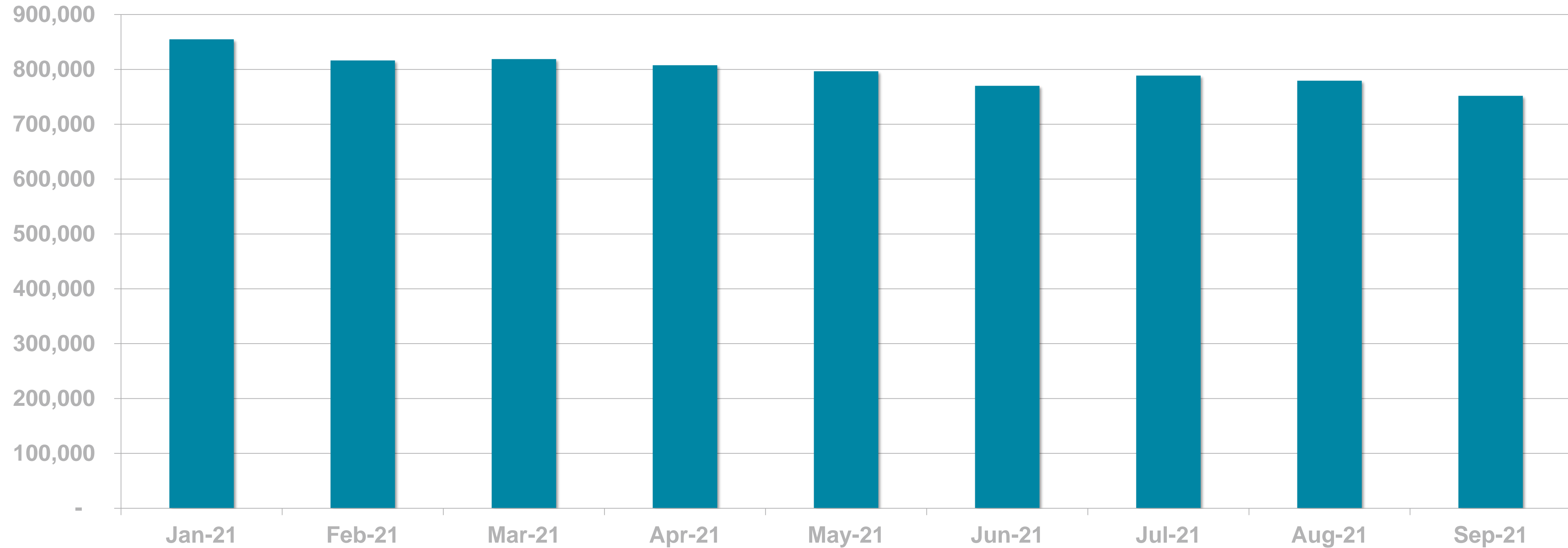
App Downloads



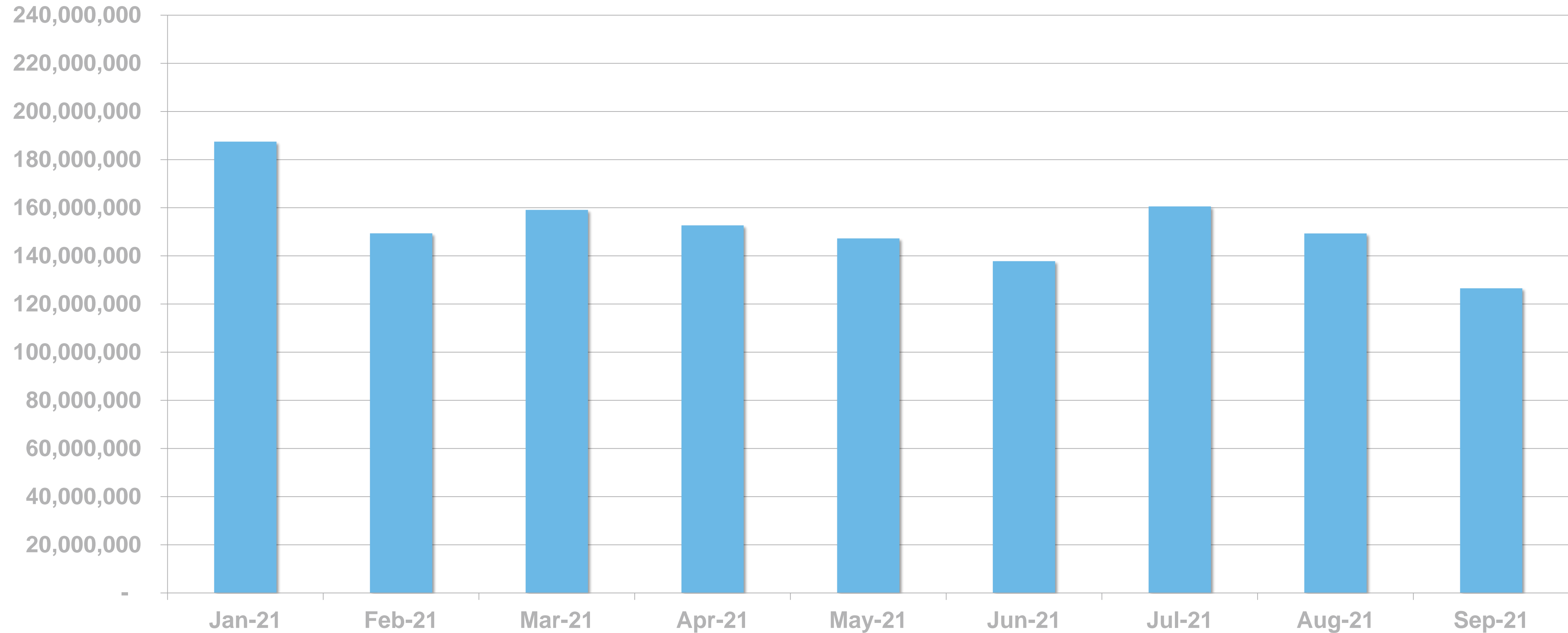
## News Apps Ever Used – November 2019 (Adults 18+)



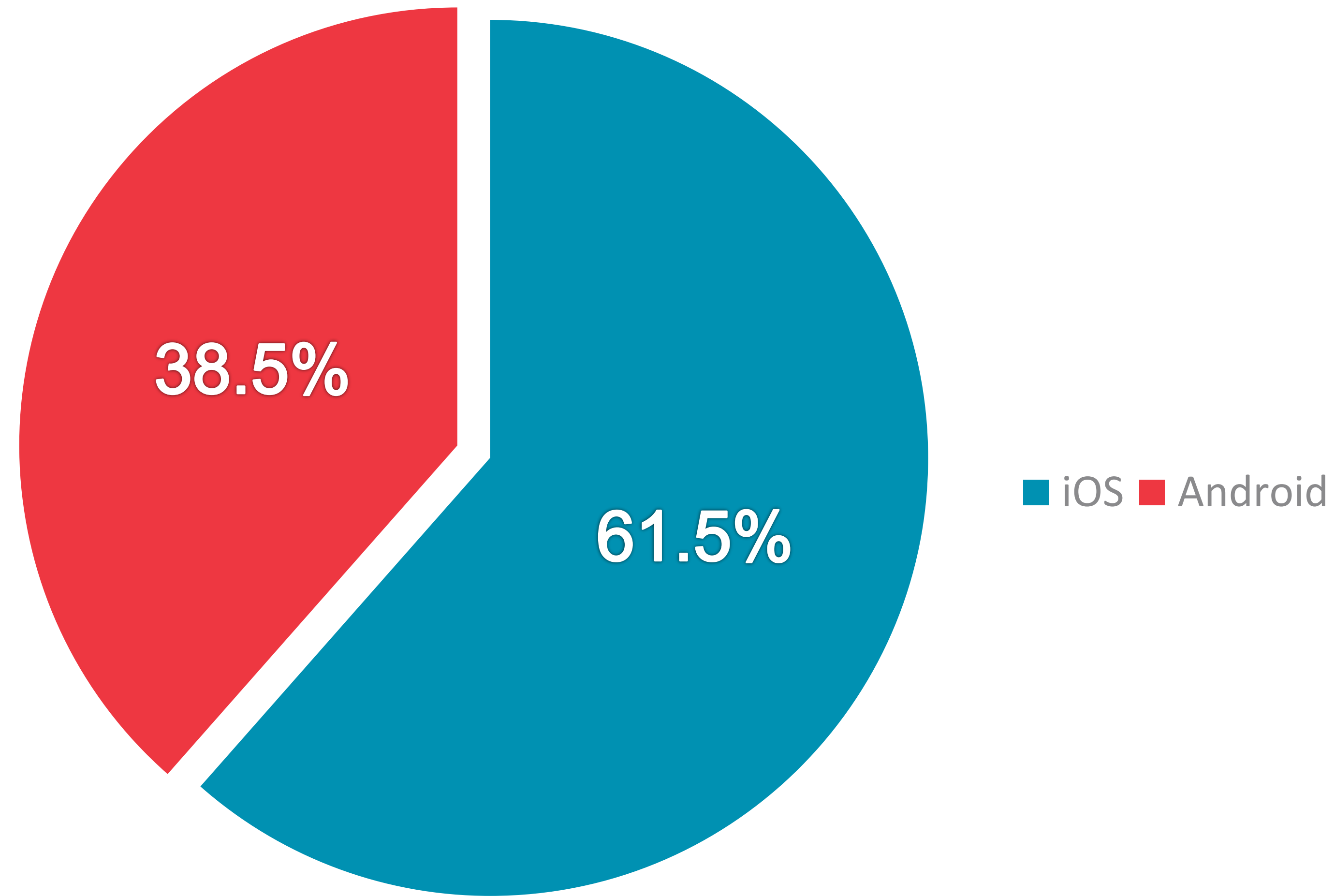
# RTÉ News App UNIQUE BROWSERS PER MONTH



# RTÉ News App PAGE VIEWS PER MONTH

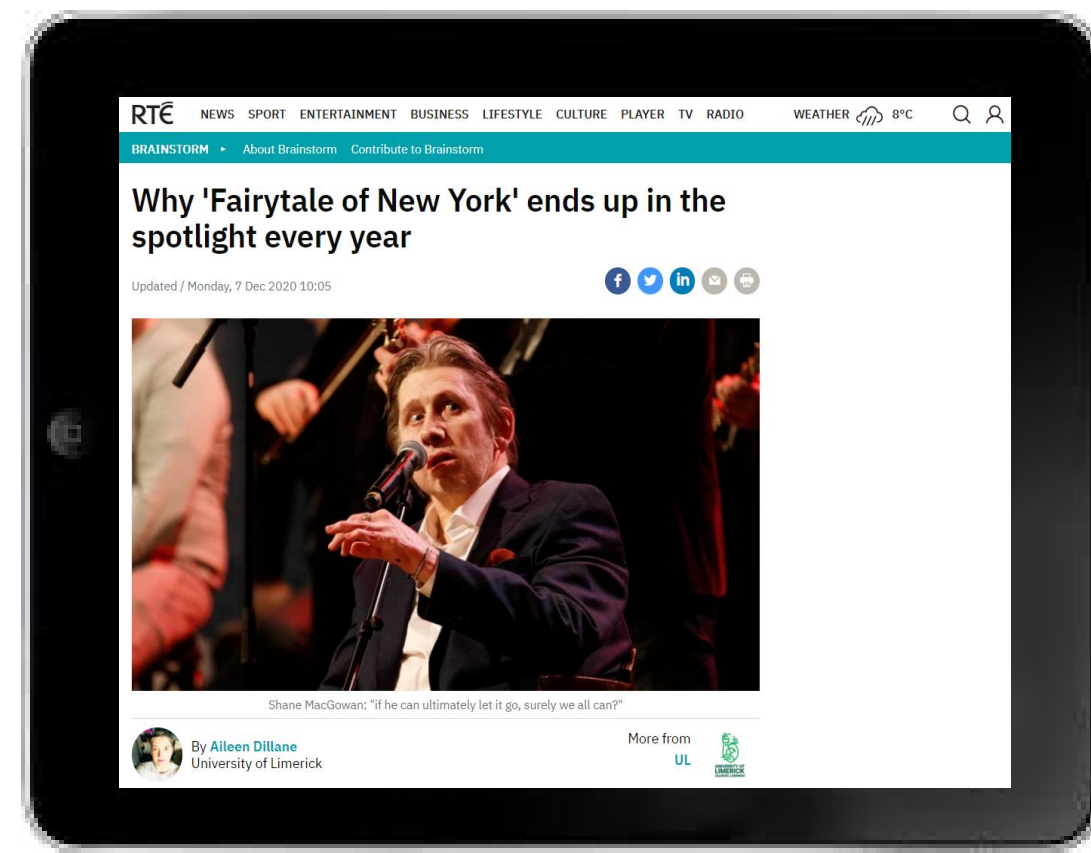


# PAGE VIEWS PER APP VERSION





# RTÉ.ie



Ireland's No. 1  
Multi-Media  
Website



7 mins  
Average visit



13 million  
Monthly Unique  
Browsers\*



RTÉ.ie is the Number 1 multi-media website in Ireland, used by 38% of Irish adults

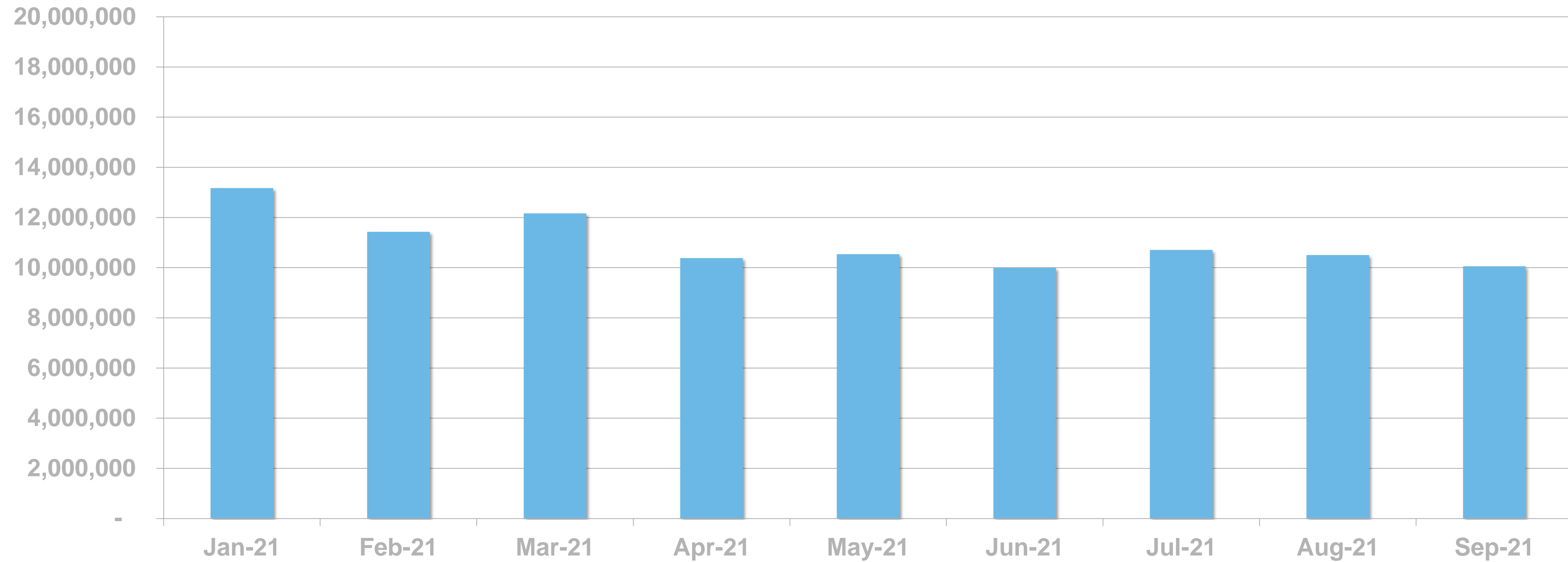
## News & Entertainment Websites Ever Used November 2019 (Adults 18+)



RTÉ Media Sales

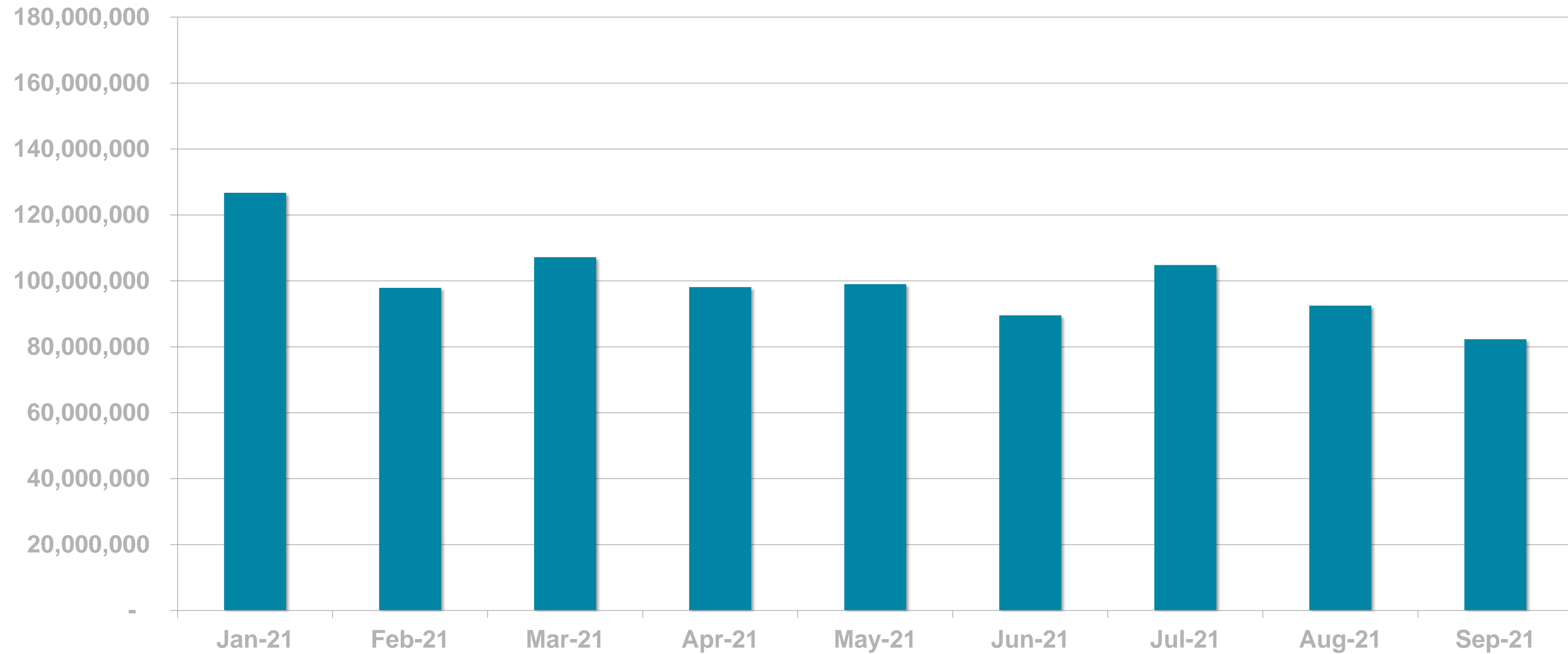
Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)  
\*Worldwide, Device-based metric

# RTÉ.ie UNIQUE BROWSERS PER MONTH

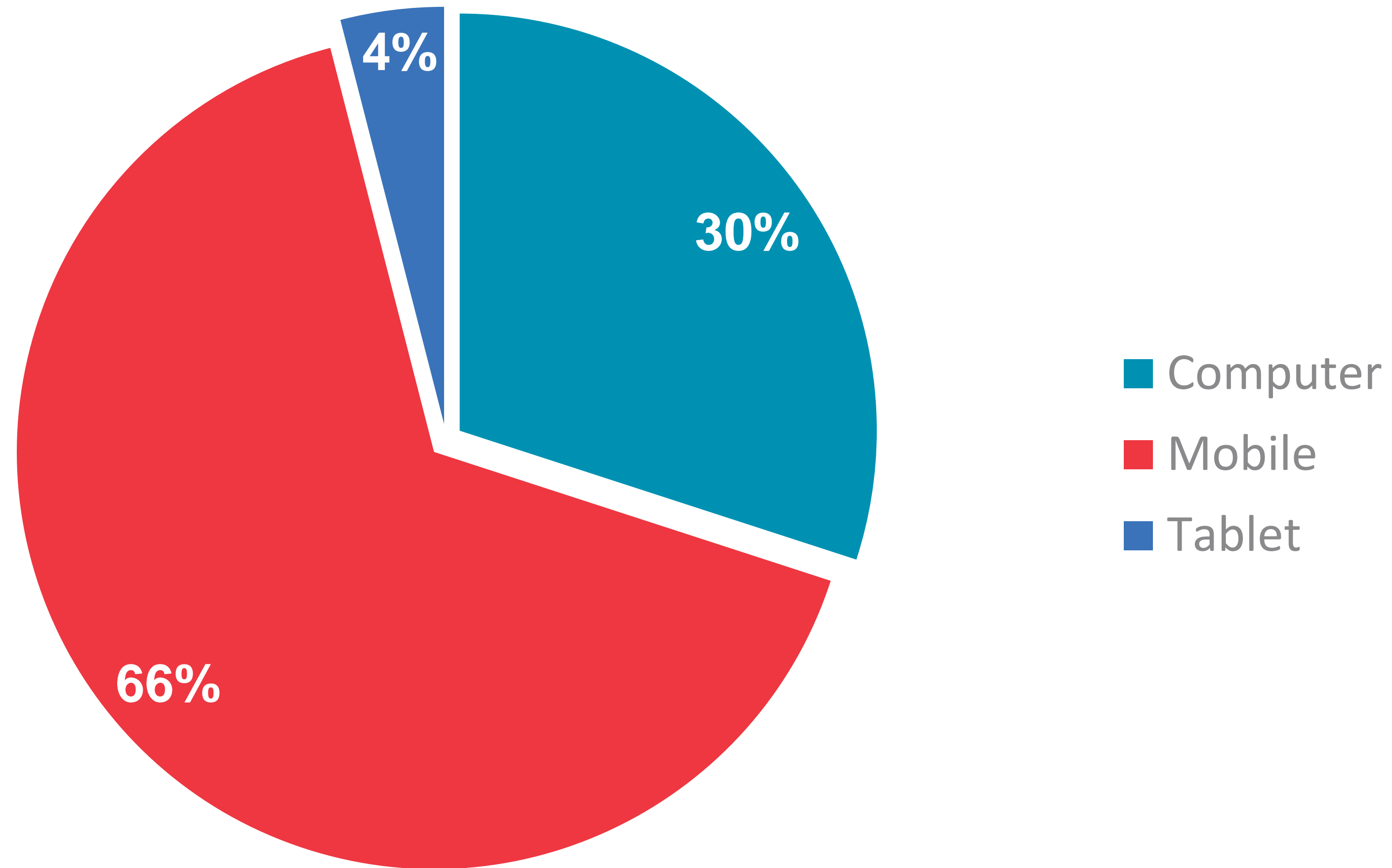




# RTÉ.ie PAGE VIEWS PER MONTH

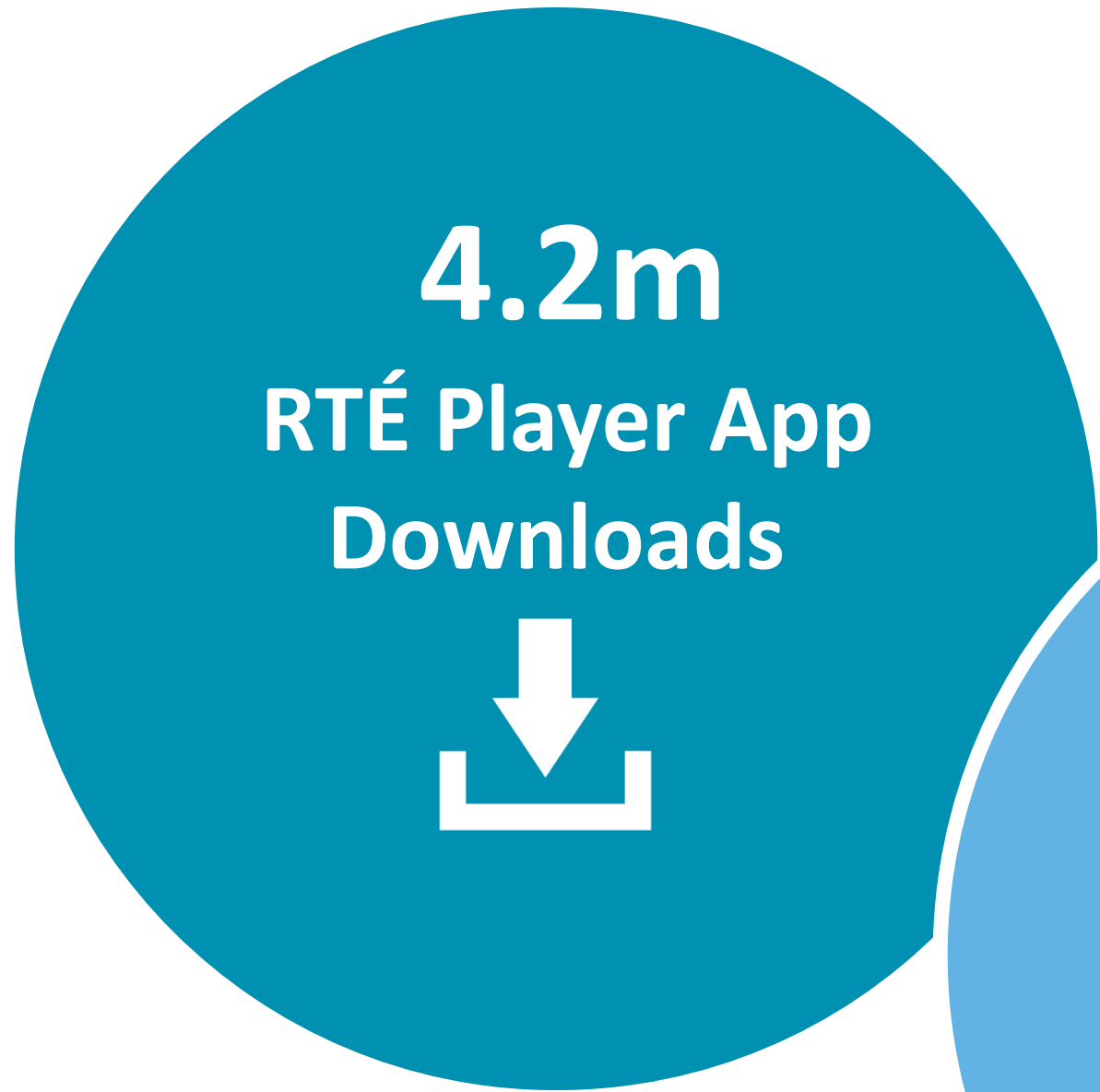


# RTÉ.ie PAGE VIEWS PER DEVICE

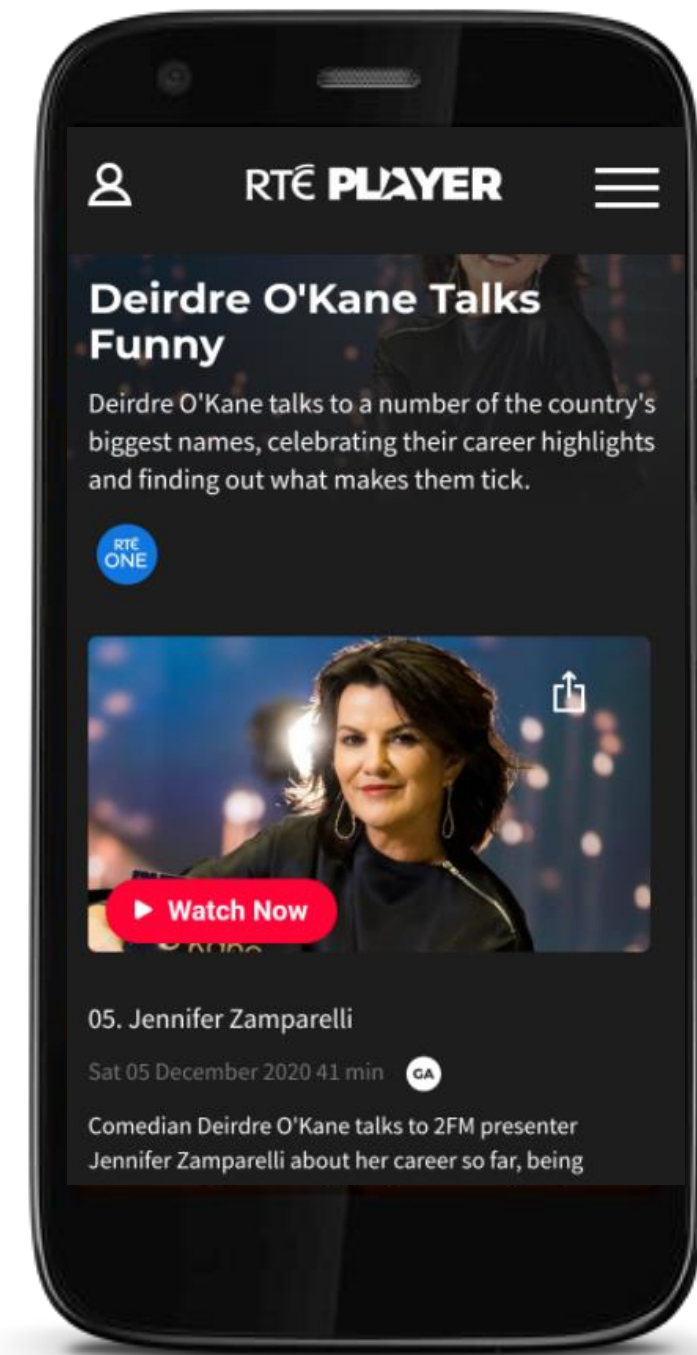
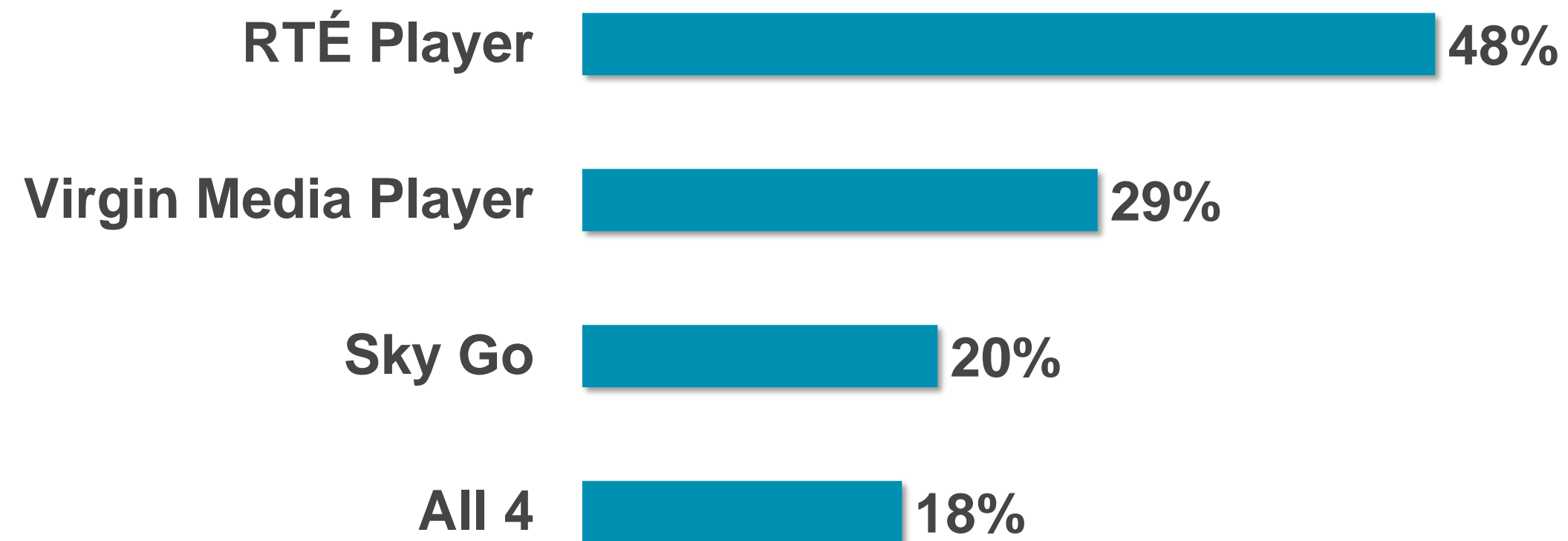




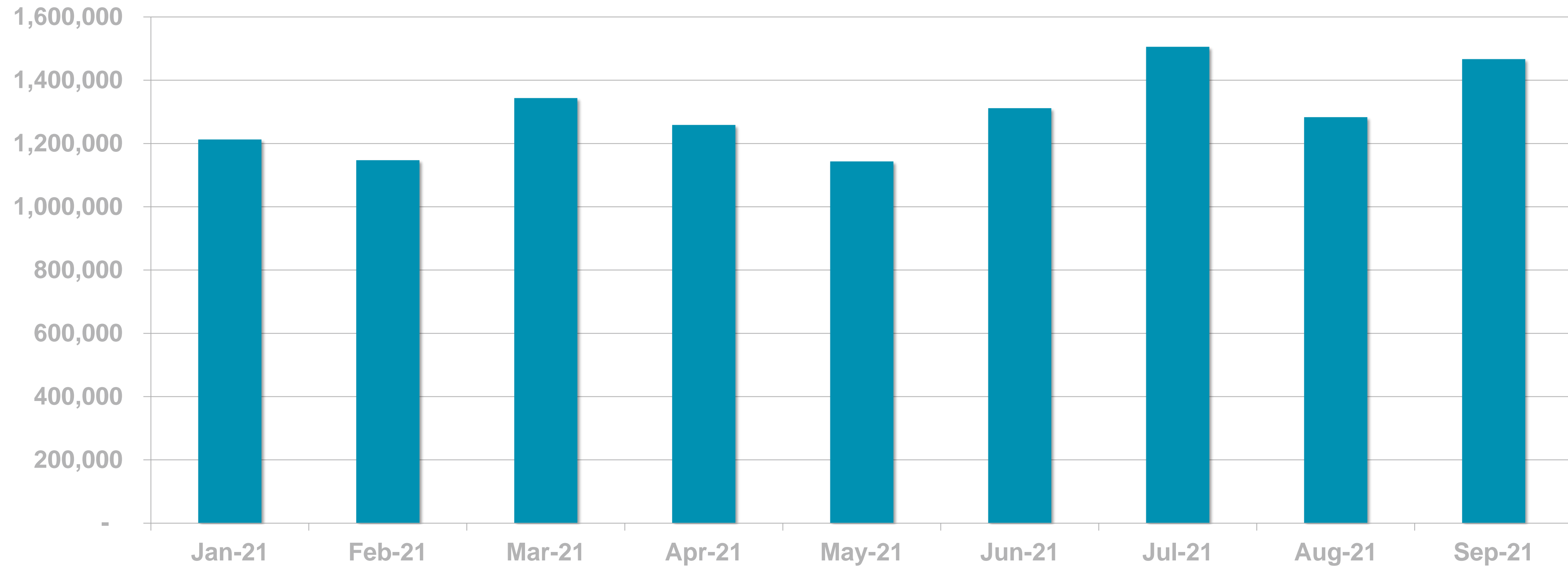
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



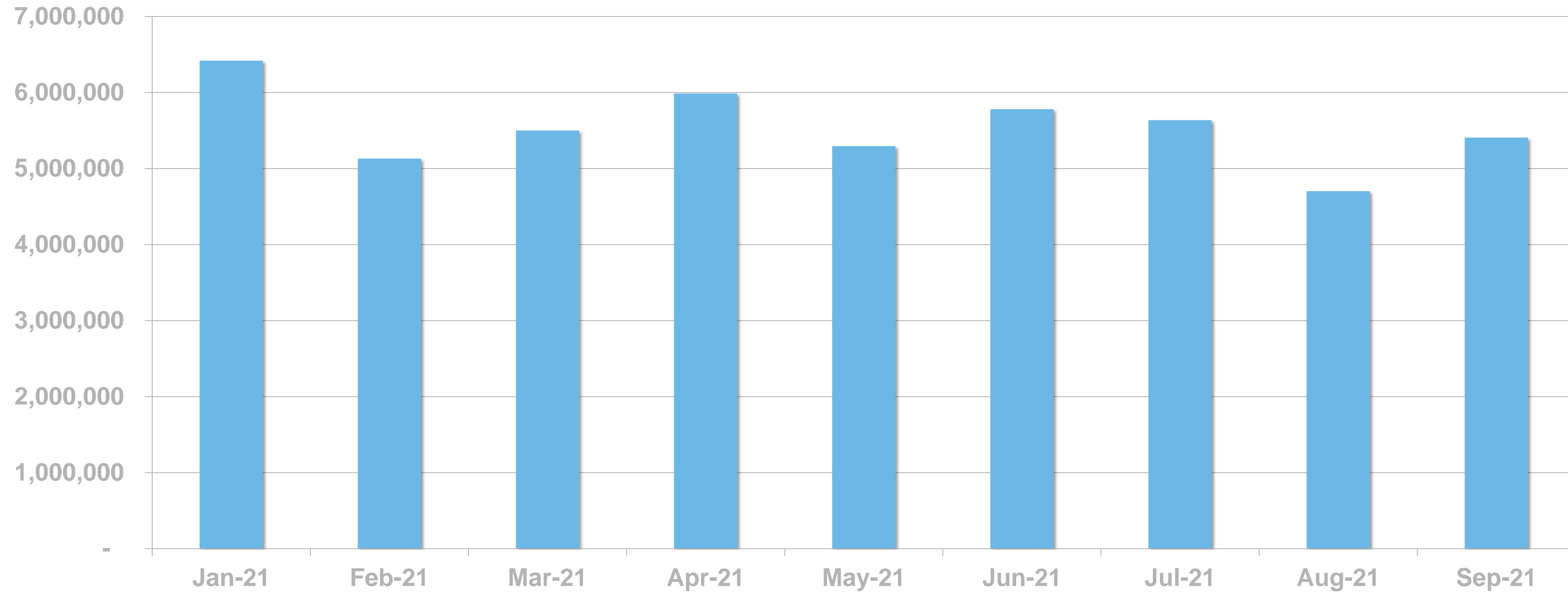
BVOD Services Ever Used  
November 2019 (Adults 18+)



# RTÉ PLAYER UNIQUE BROWSERS PER MONTH



# RTÉ PLAYER STREAMS PER MONTH



# Top Programmes

	Programme	Streams
1	Kin	627,000
2	Home & Away	494,000
3	Fair City	358,000
4	EastEnders	300,000
5	Unforgotten	269,000
6	Love/Hate	178,000
7	Special Forces: Ultimate Hell Week	174,000
8	The Saturday Game Live	153,000
9	European Qualifiers World Cup 2022	148,000
10	RTÉ News: Nine O'Clock	138,000
11	The Late Late Show	130,000
12	Neighbours	116,000
13	RTÉ News: Six One	108,000
14	Frasier	94,000
15	Gossip Girl	90,000



# AUDIENCE TARGETING

Audience targeting across RTÉ Online services

Indexed data (100 is average)

DEMO	AUDIENCE						
	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

Source: TGI

# RTE Media Sales



[mediasales@rte.ie](mailto:mediasales@rte.ie)



[www.rte.ie/mediasales](http://www.rte.ie/mediasales)