

DIGITAL AUDIENCE REPORT

September 2023

RTÉ



RTÉ News

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

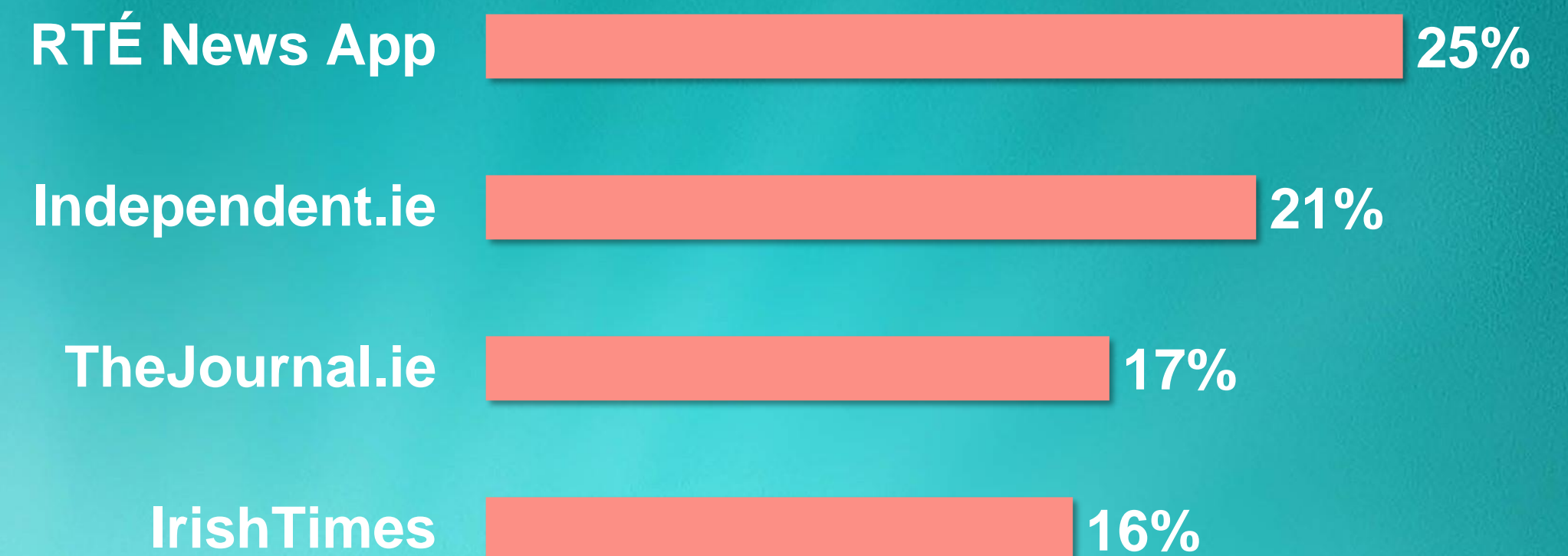
Nº. 1
News
App



3.1m
App
Downloads

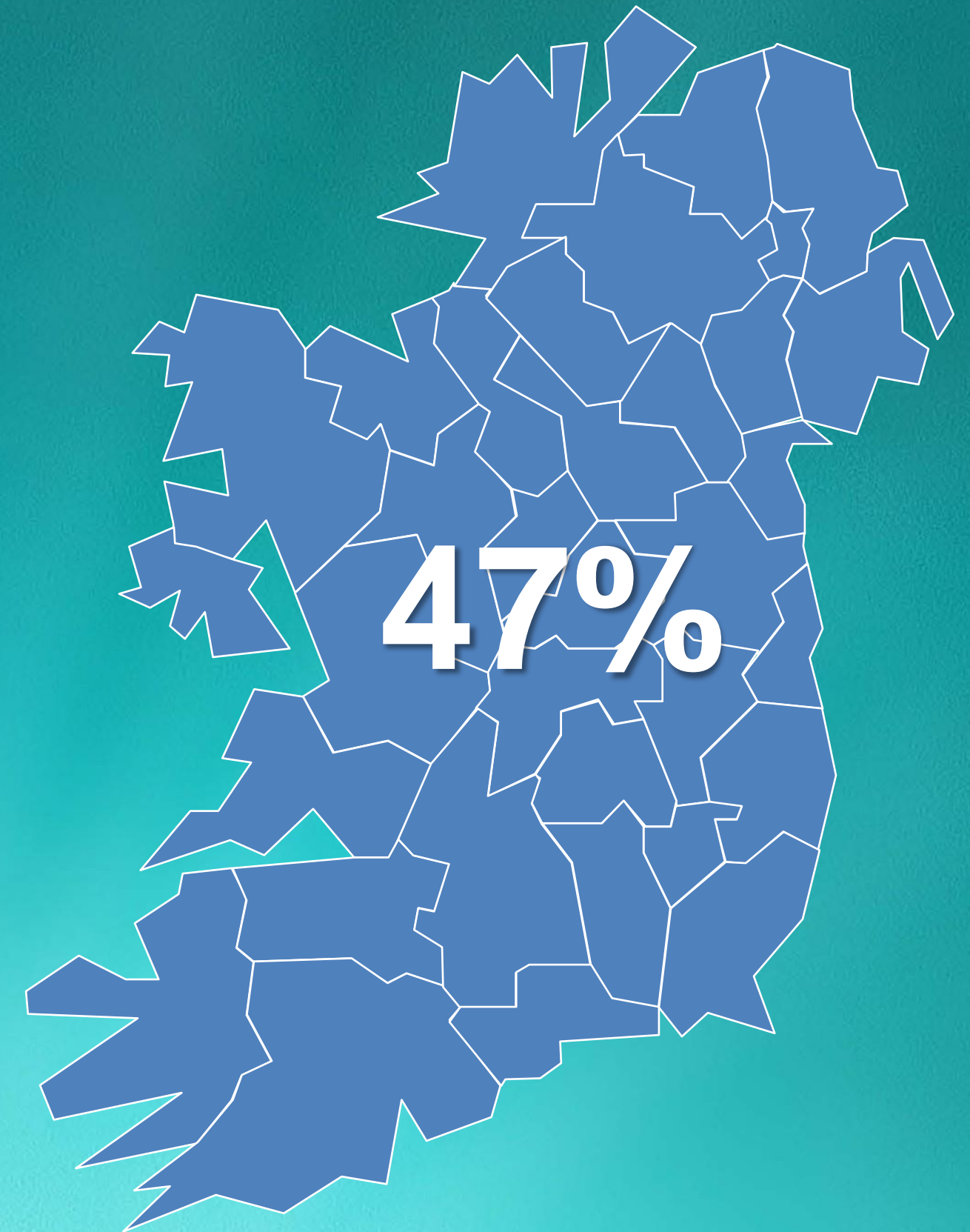


News Apps Ever Use – November 2022 (Adults 18+)



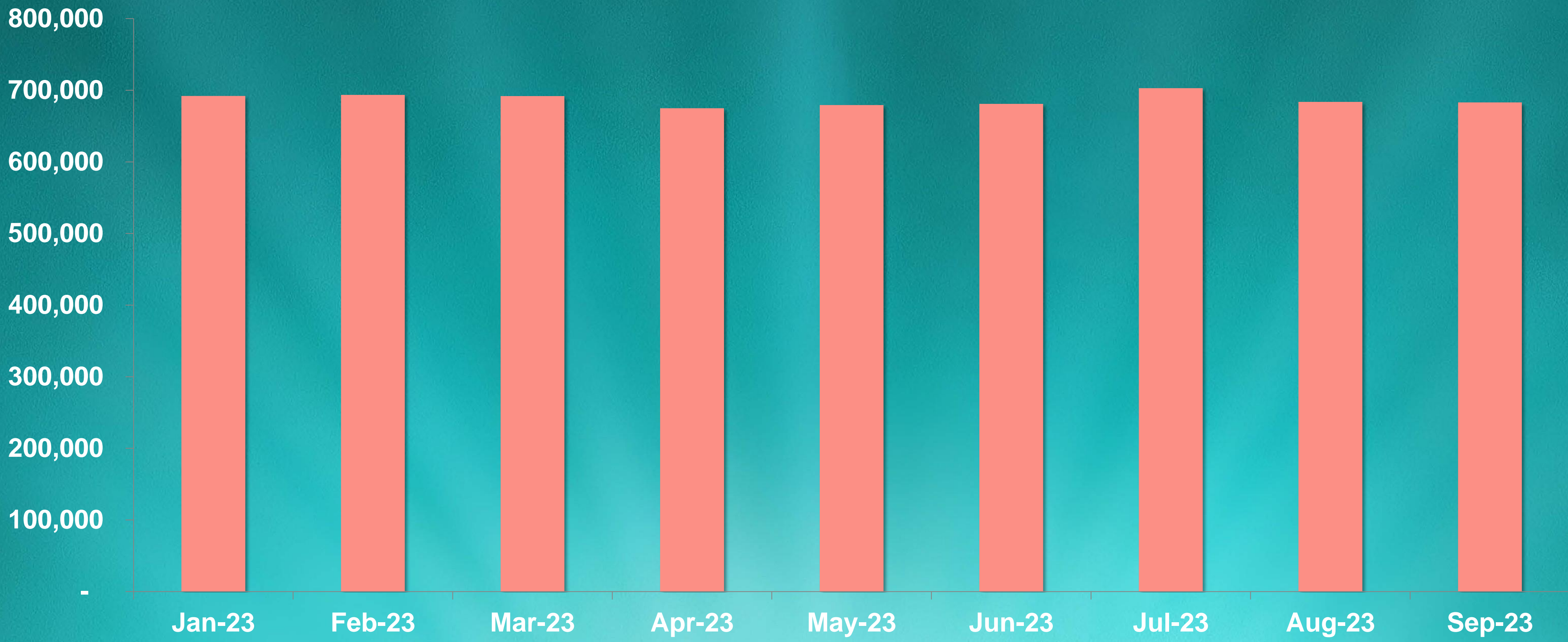
Digital Service Usage

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

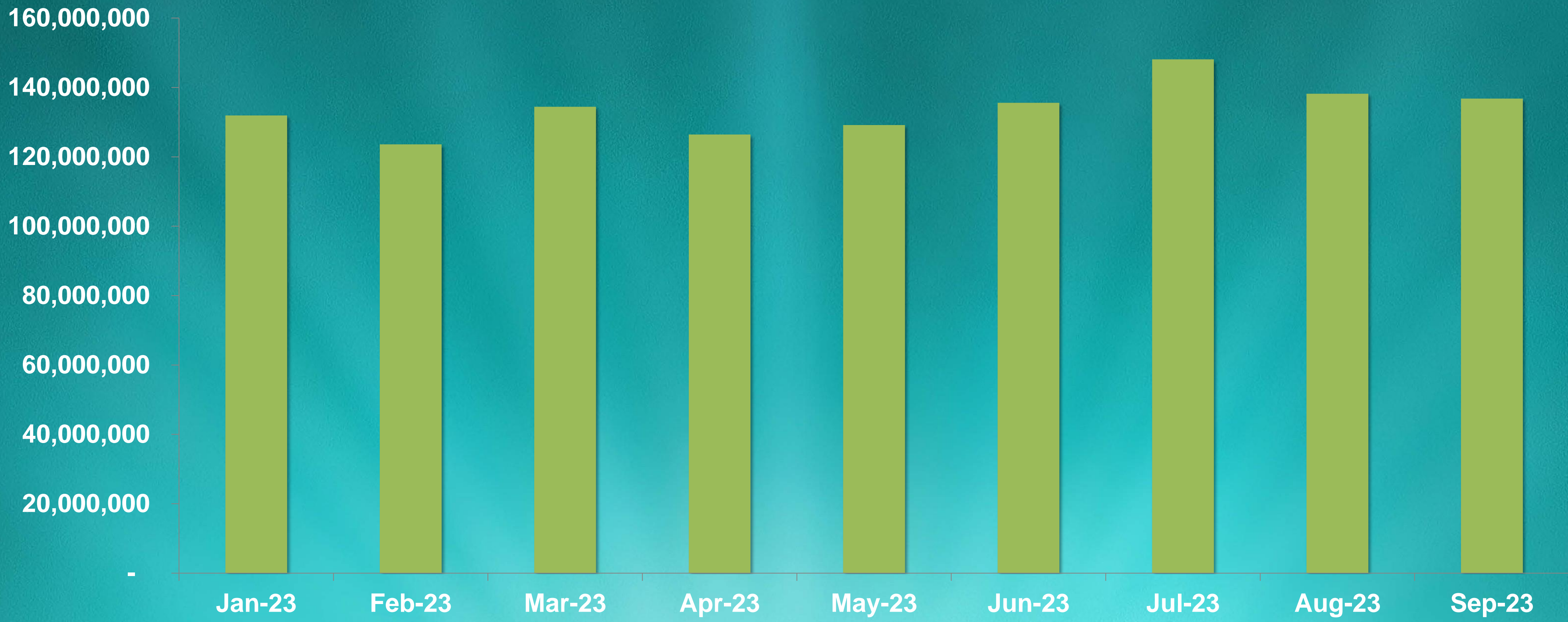


Source: Ongoing Survey. Weekly+ reach for RTÉ.ie, RTÉ News Now Online, RTÉ Player, RTÉ Radio Player, Other RTÉ Apps)

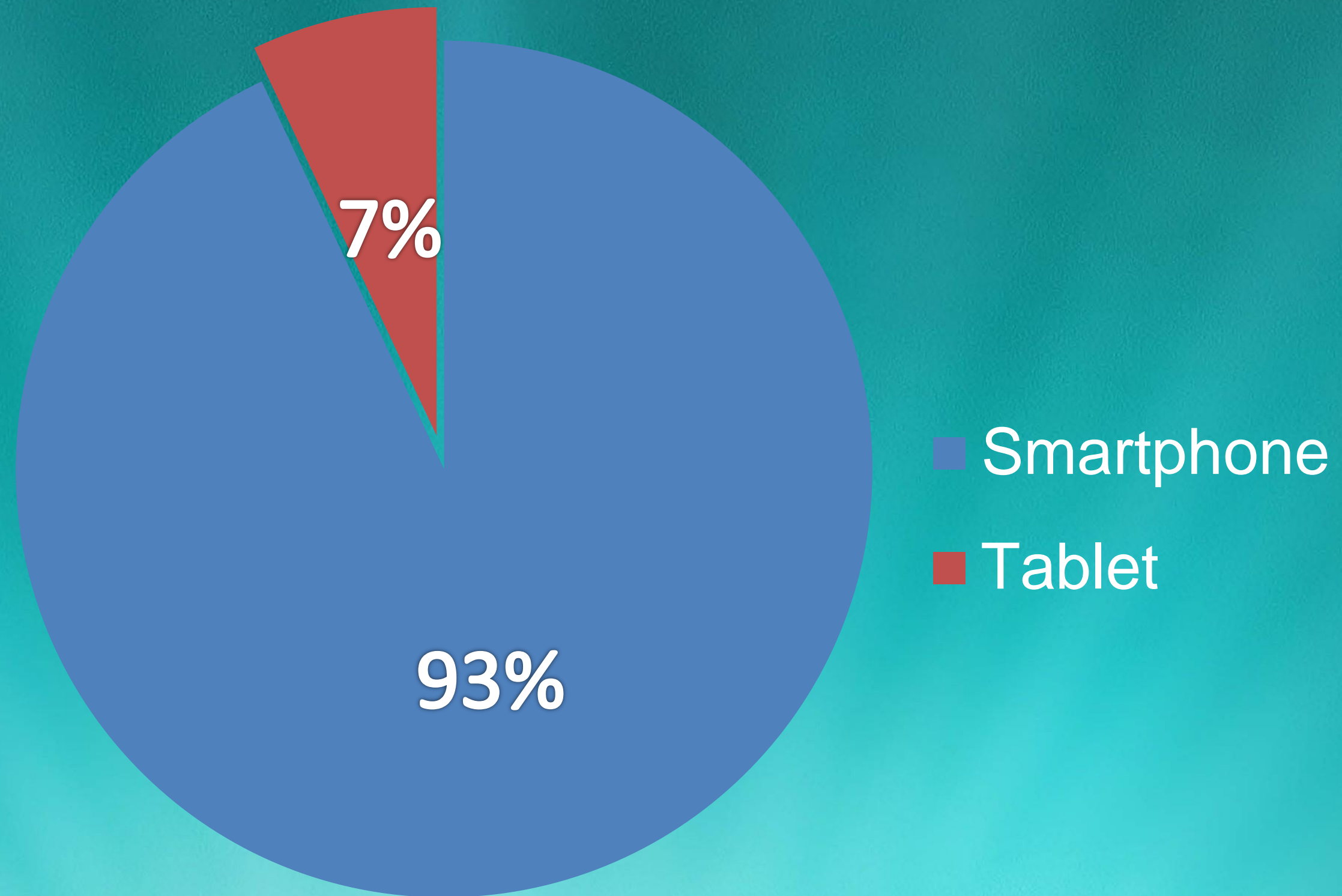
RTÉ News App – Unique Browsers Per Month



RTÉ News App – Page Views Per Month

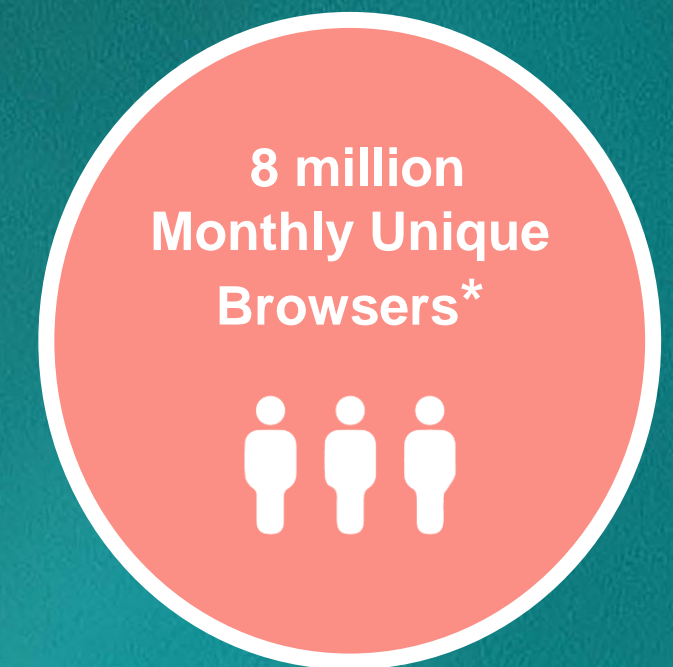
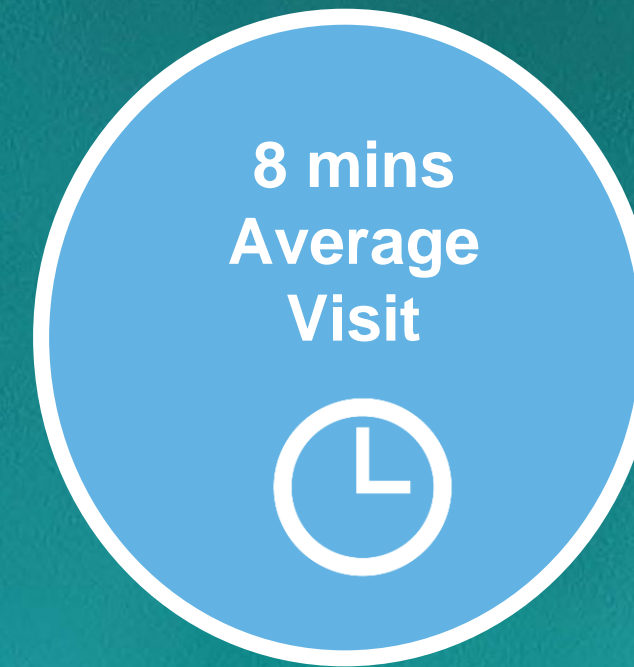


Page Views Per Device

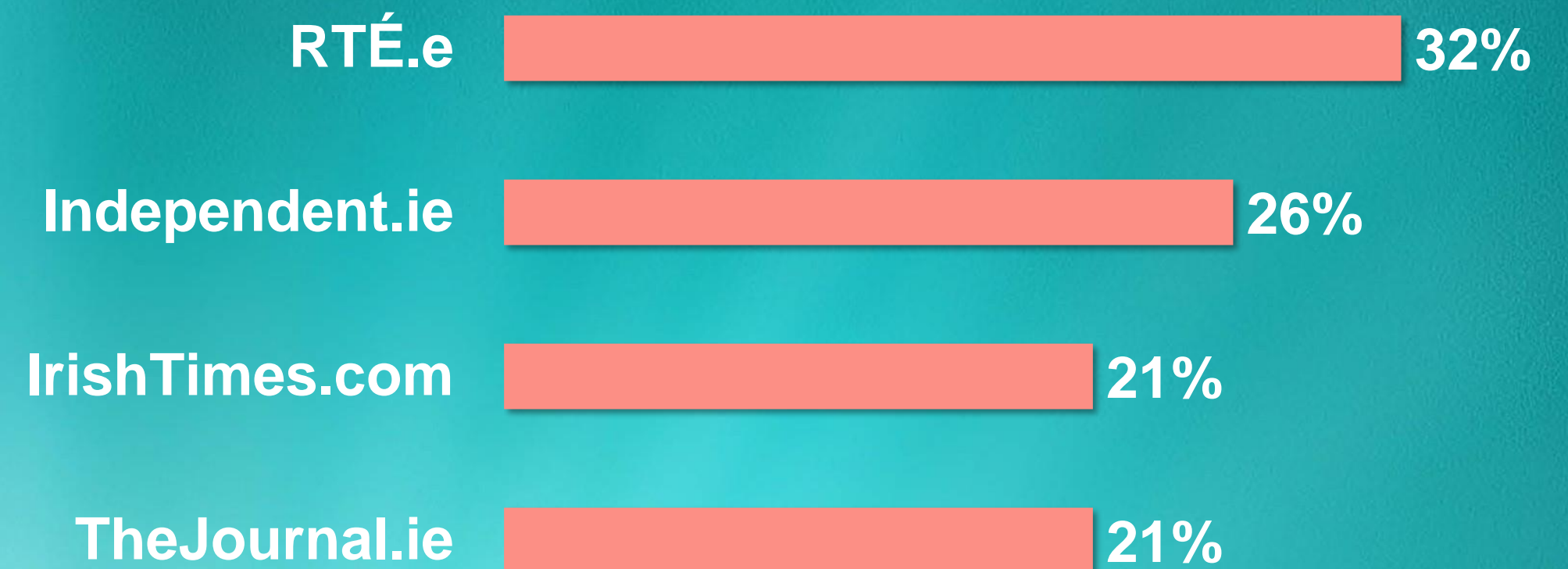




- RTÉ.ie is the Number 1 multi-media website in Ireland, used by 41% of adults in Ireland

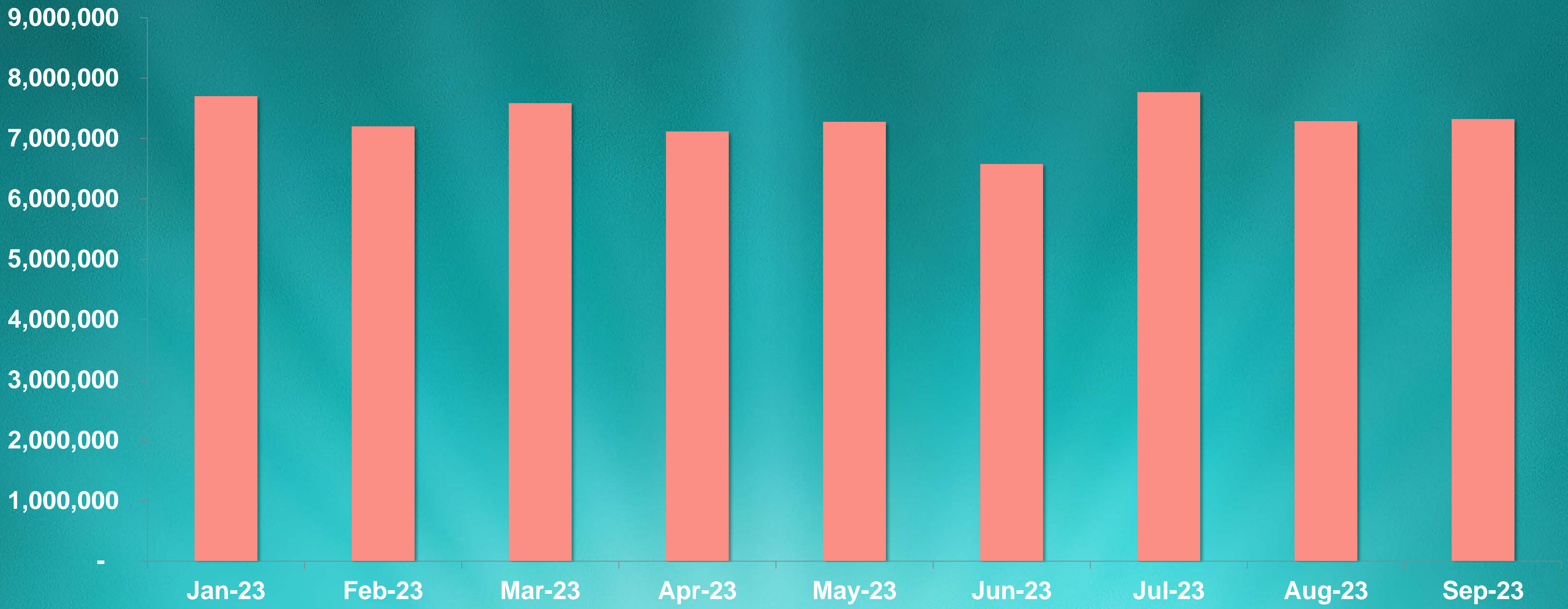


News & Entertainment Websites Ever Use– November 2022 (Adults 18+)

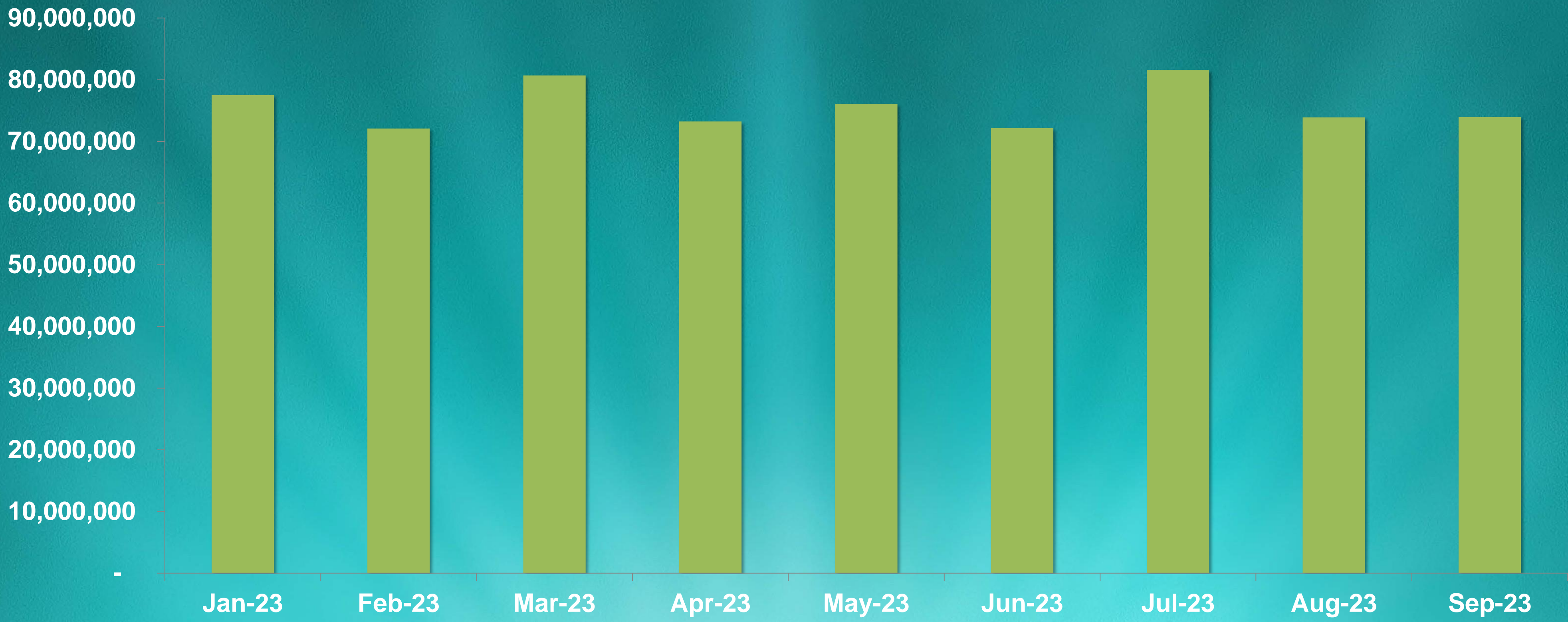


Source: B&A Survey, Nov 2022 (Adults 18+ in Ireland)

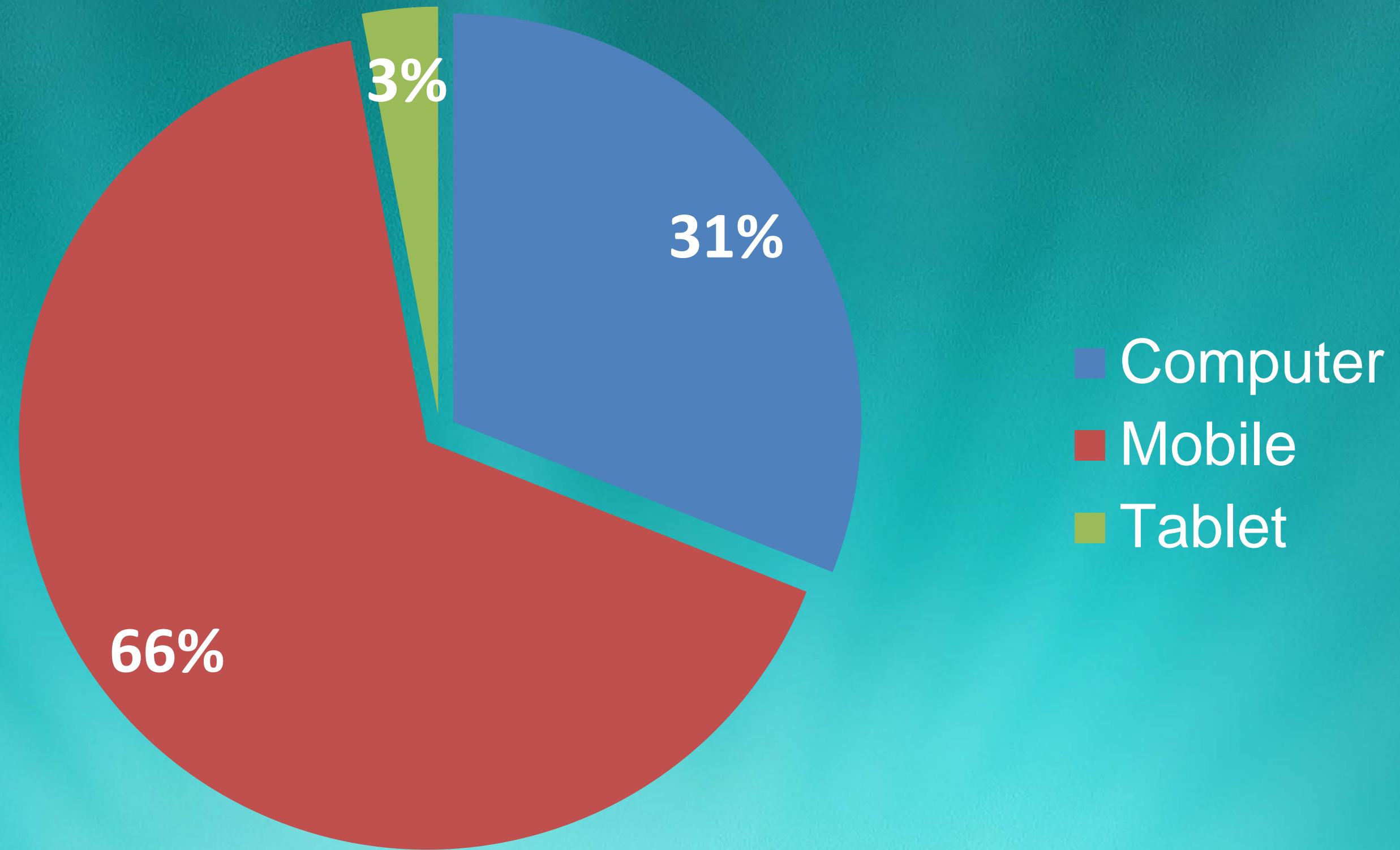
RTÉ.ie – Unique Browsers Per Month



RTÉ.ie – Page Views Per Month



RTÉ.ie – Page Views Per Device

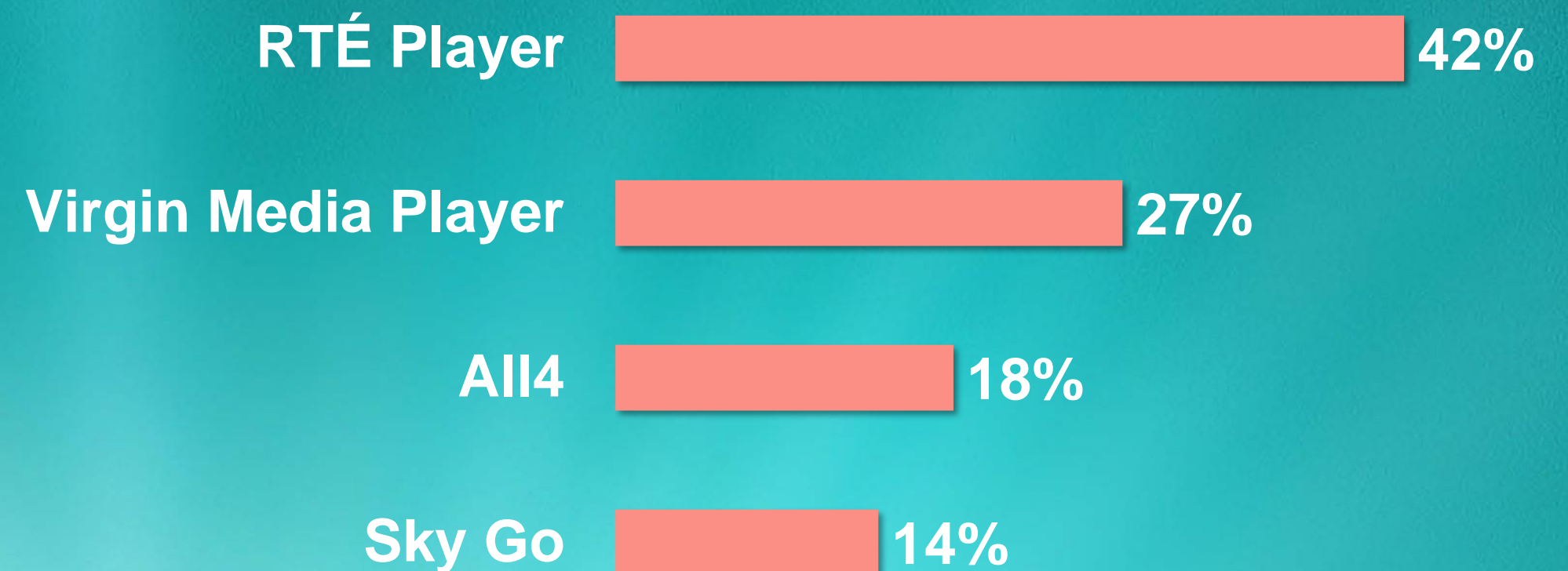




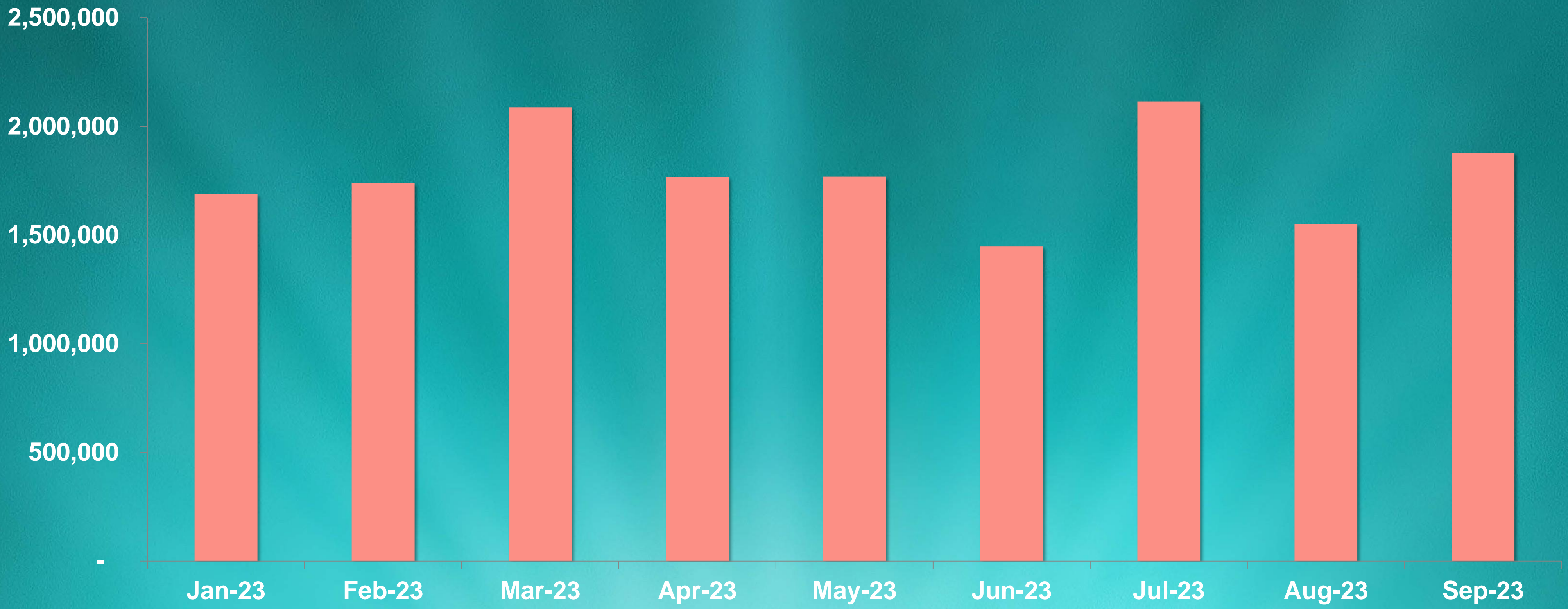
- RTÉ Player is the Number 1 broadcaster video on demand service used by 42% of adults in Ireland



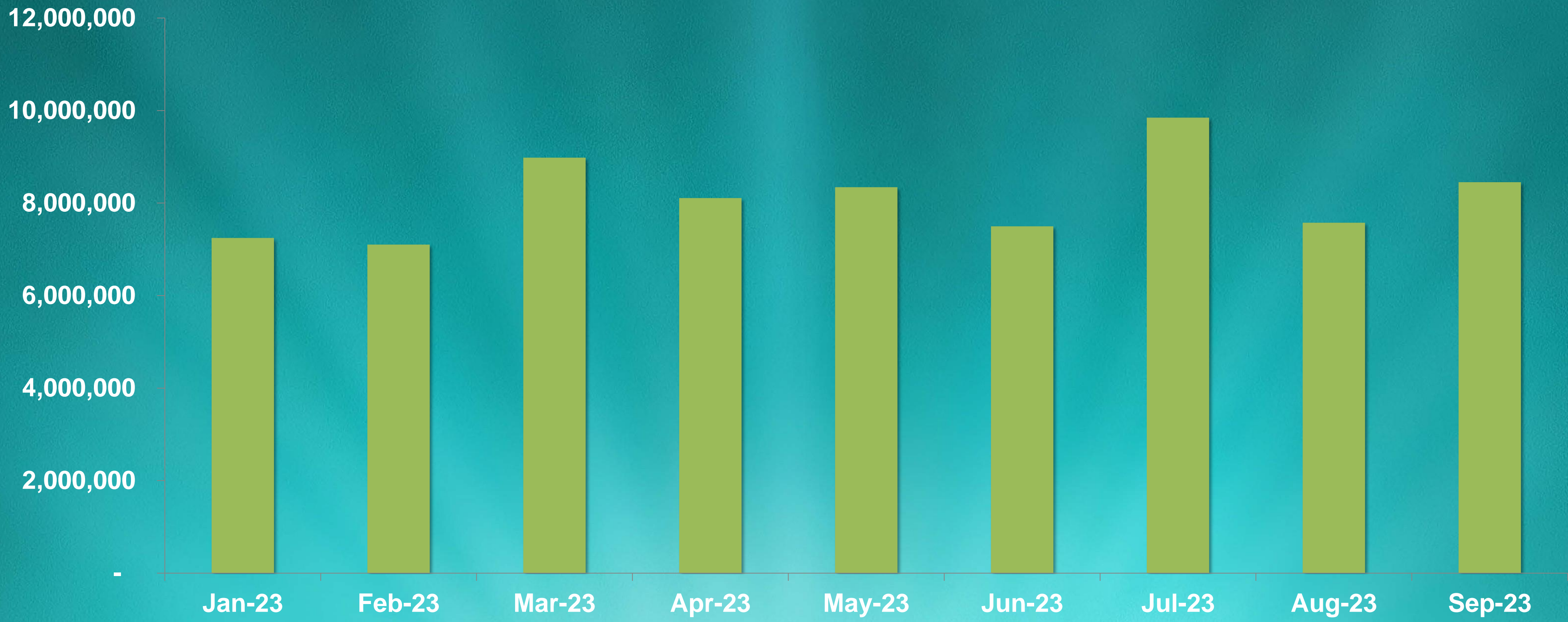
BVOD Services Ever Use– November 2022 (Adults 18+)



RTÉ Player – Unique Browsers Per Month



RTÉ Player – Streams Per Month

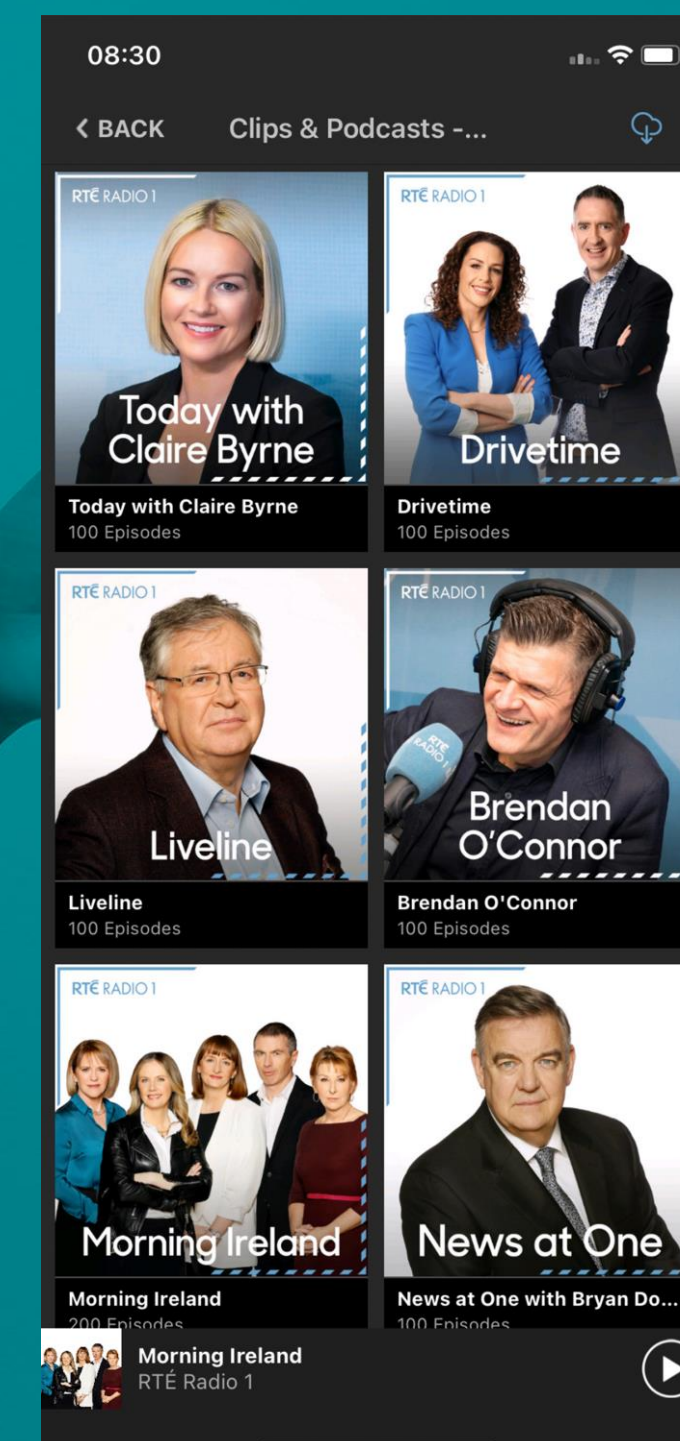
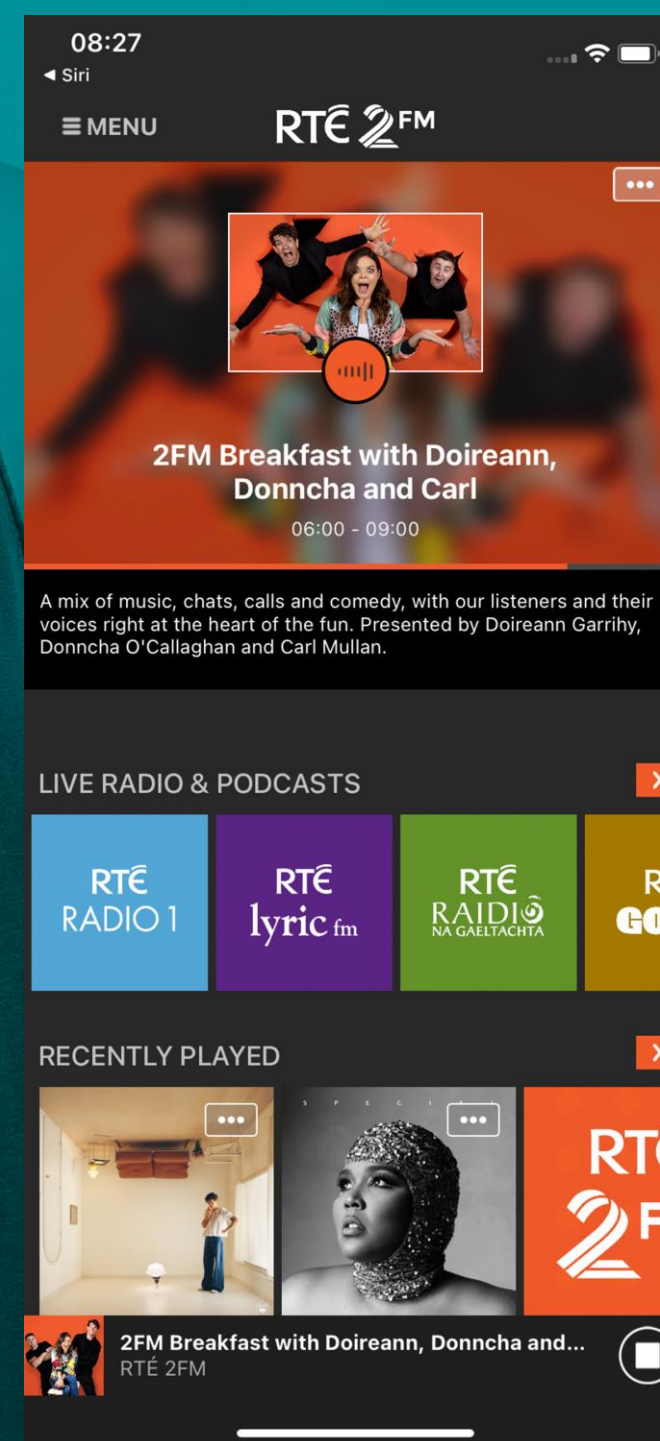


RTÉ Player – Top Programmes

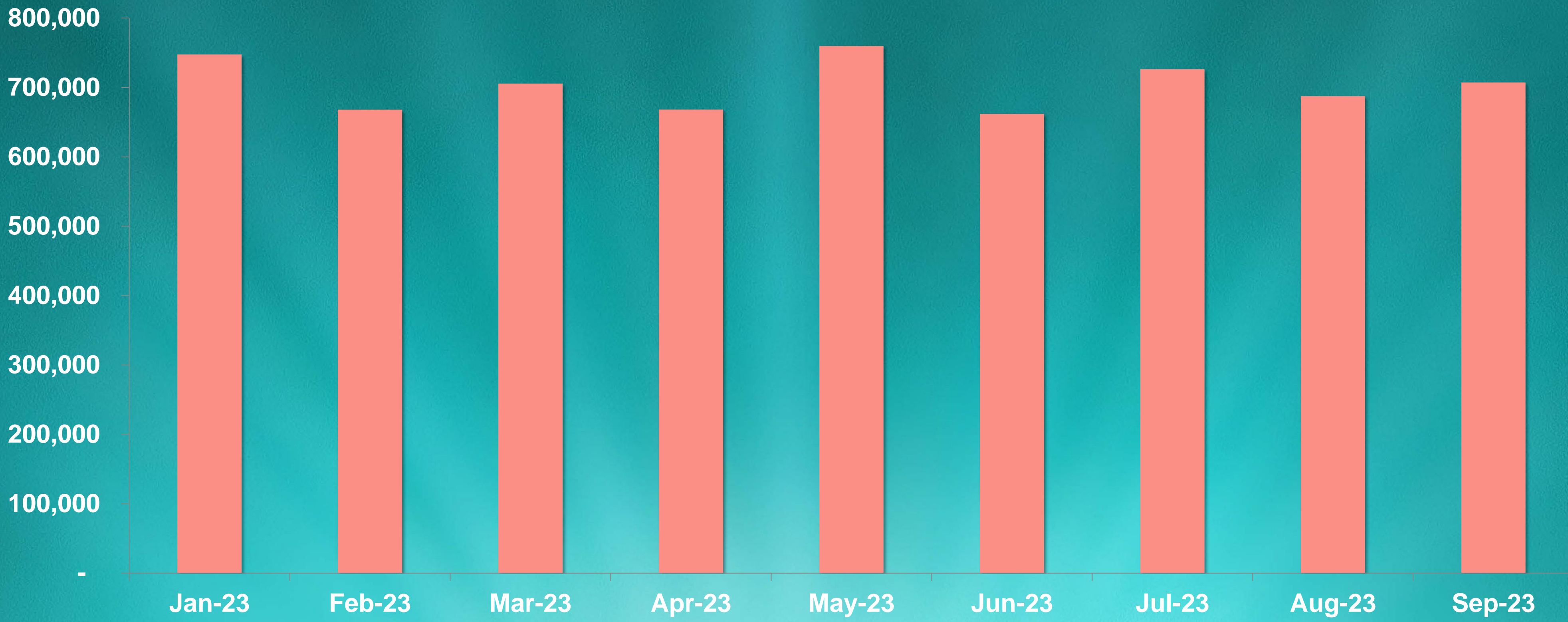


	Programme
1	Rugby World Cup 2023
2	Eastenders
3	Home and Away
4	Fair City
5	The Late Late Show
6	Hidden Assets
7	RTÉ News: Nine O'Clock
8	European Qualifiers
9	RTÉ News: Six One
10	The Split
11	Shortland Street
12	Kin
13	Nine O'Clock Weather
14	Happy Valley
15	Luther

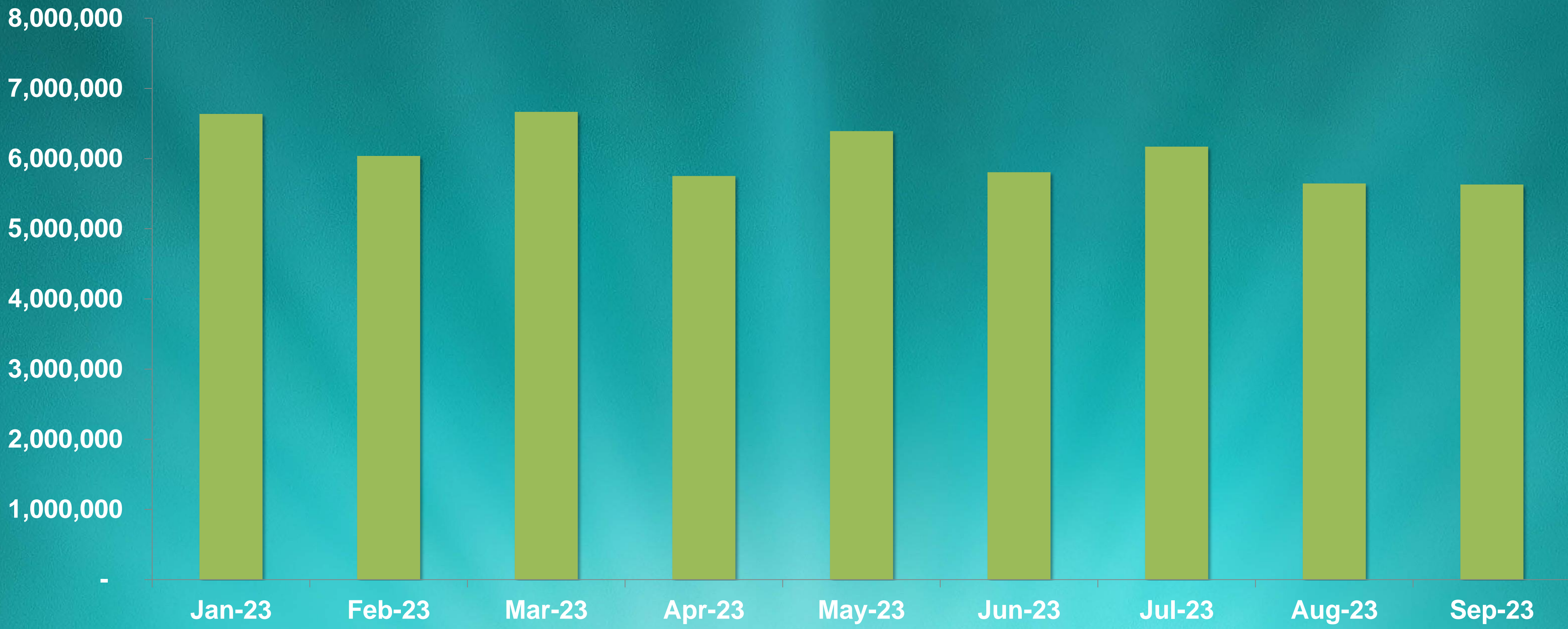
Audio



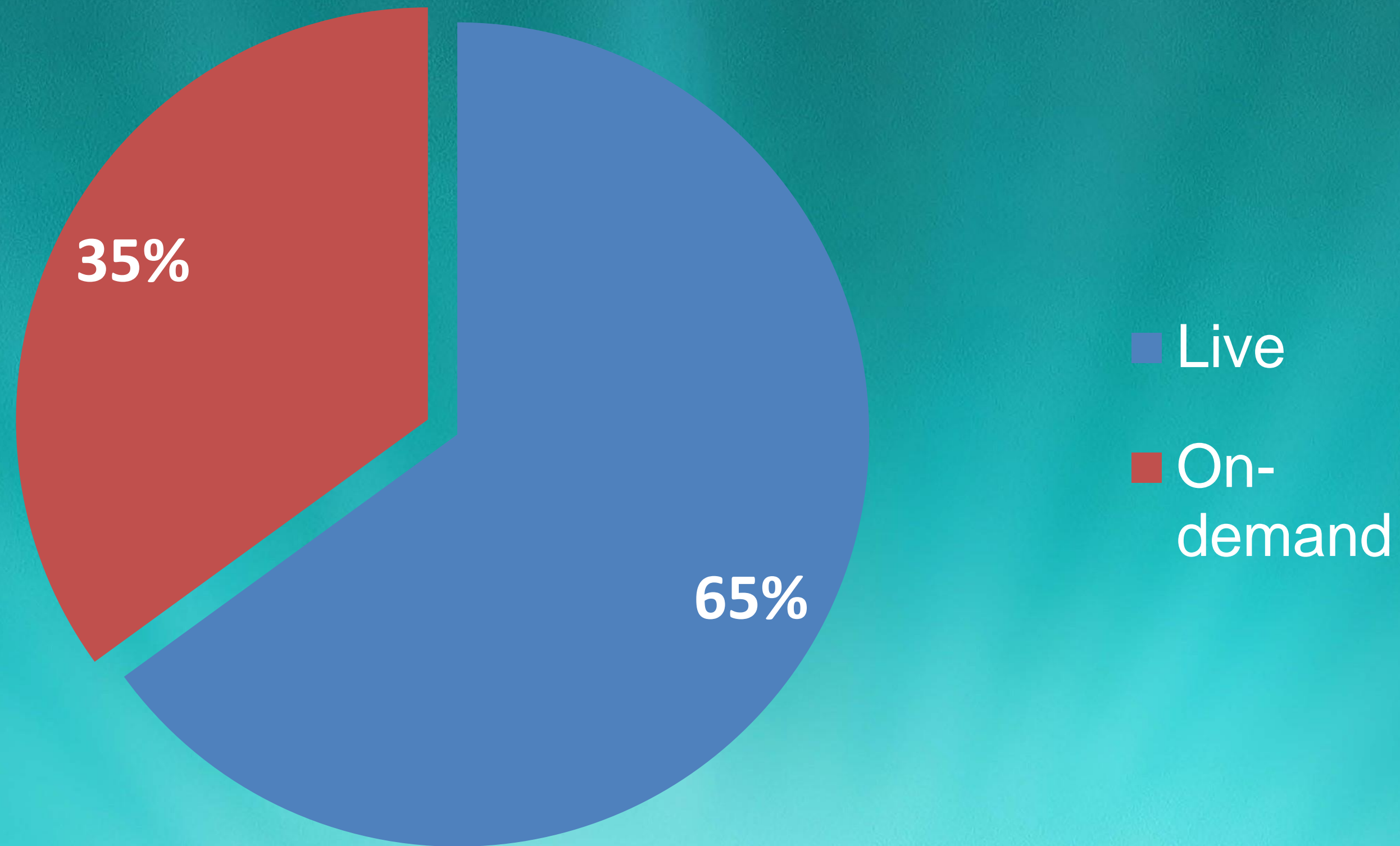
RTÉ Audio – Unique Browsers Per Month



RTÉ Audio – Streams Per Month



RTÉ Audio Streams by Broadcast Type



RTÉ Audio Streams by Device

