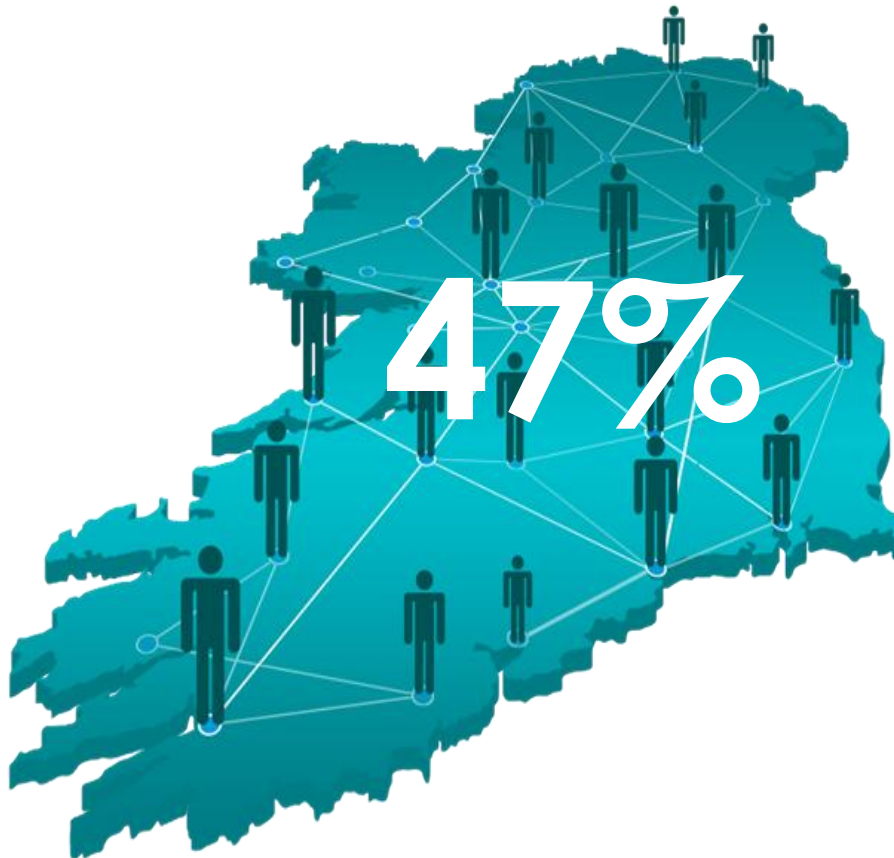




Digital Audience Report

August 2016

**47% of Irish adults use a digital service
from RTÉ every week**





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

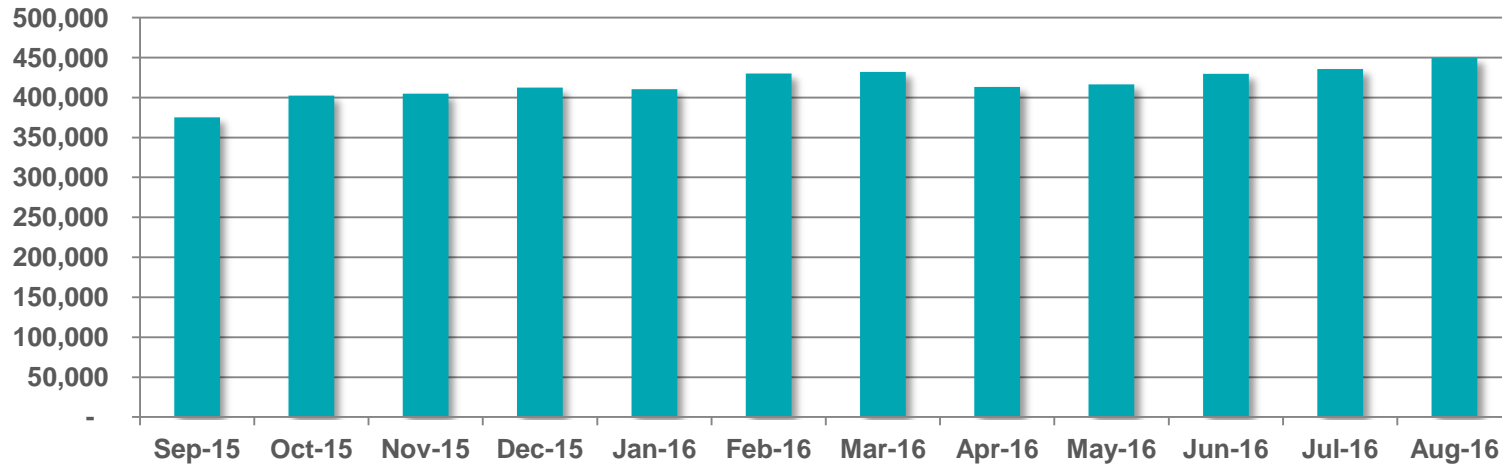


News Now App

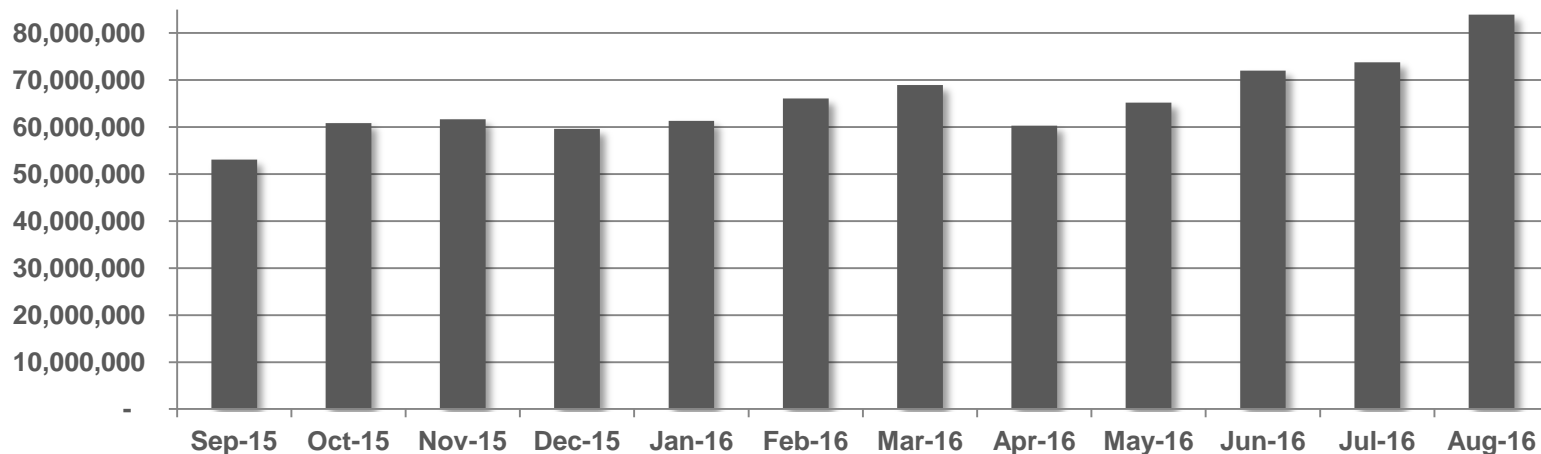


News Now App
downloads

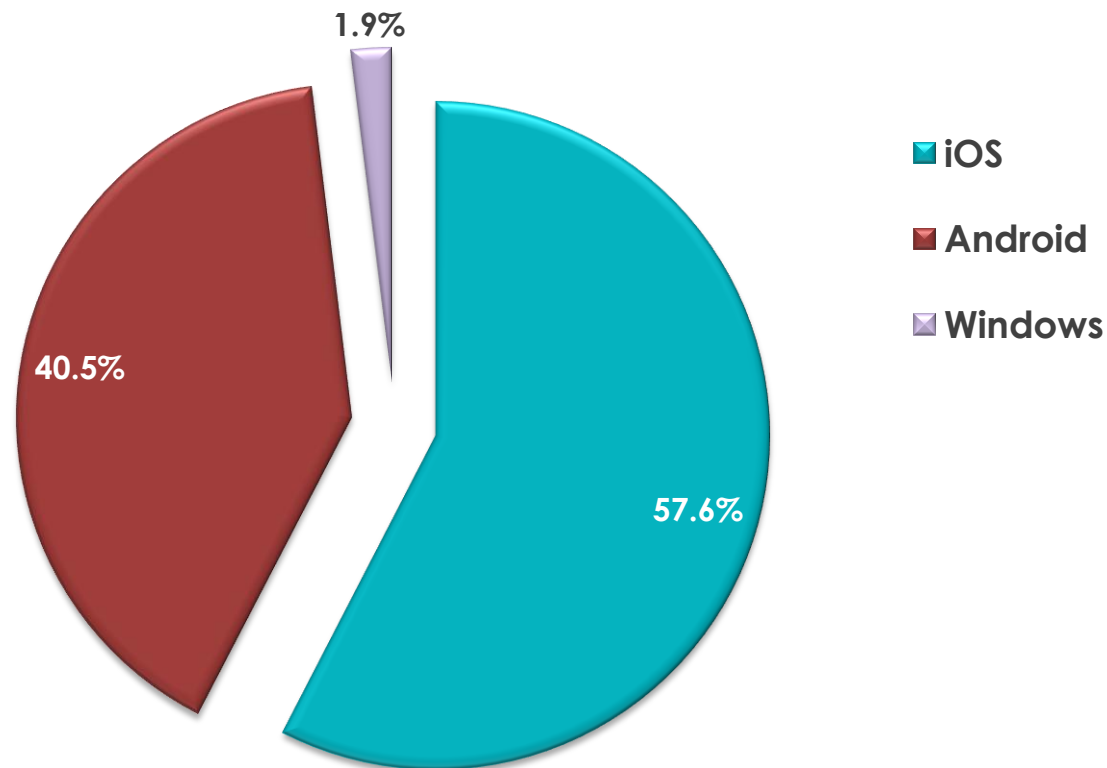
Unique Browsers per Month

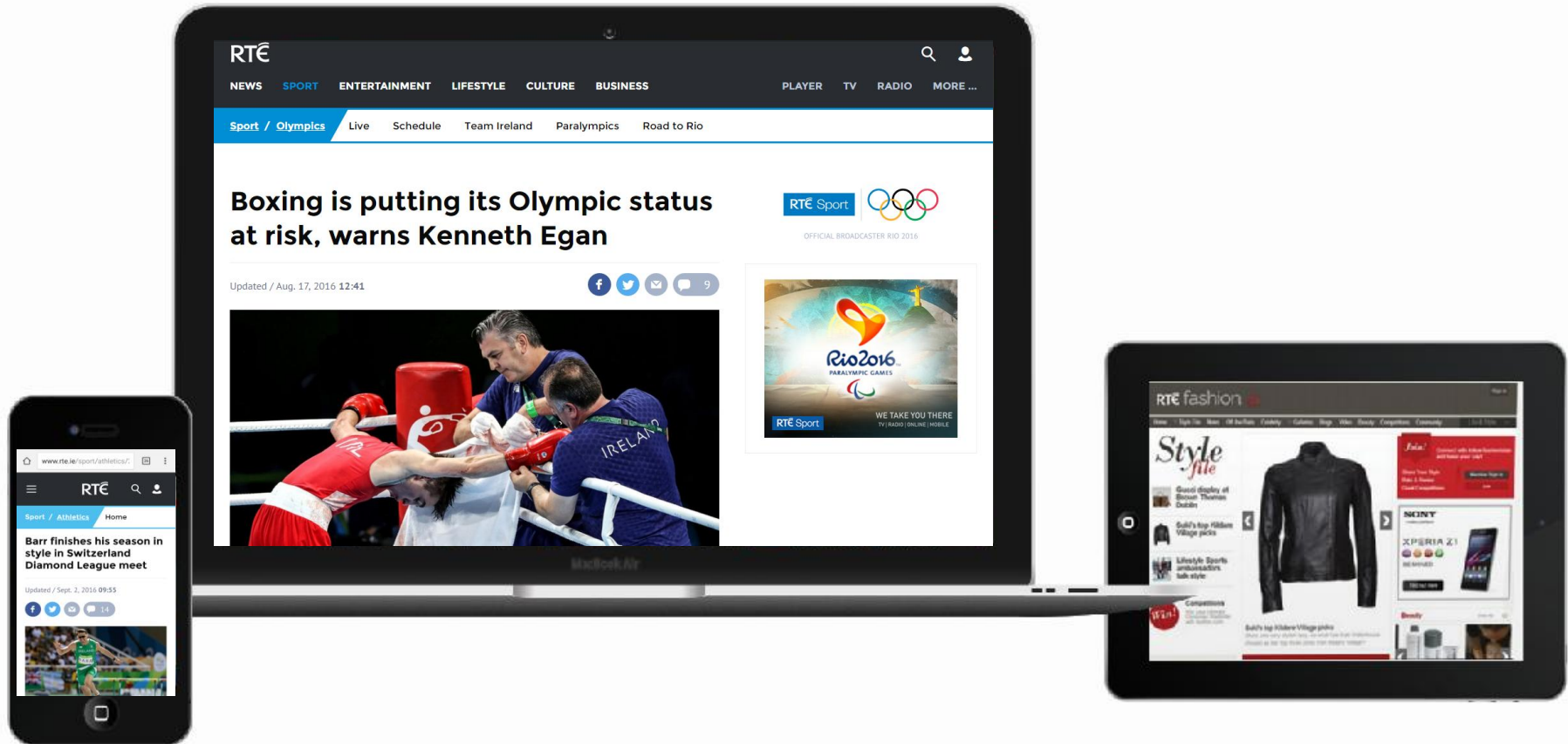


Page Views per Month



Page Views per App Version – August 2016





**RTE.ie is the Number 1 multi-media website in Ireland
with 788,000 users in the past week and the
number 1 Irish media web brand
used by 53% of Irish Internet users in the last month**



**No.1 Multi-media
Website**



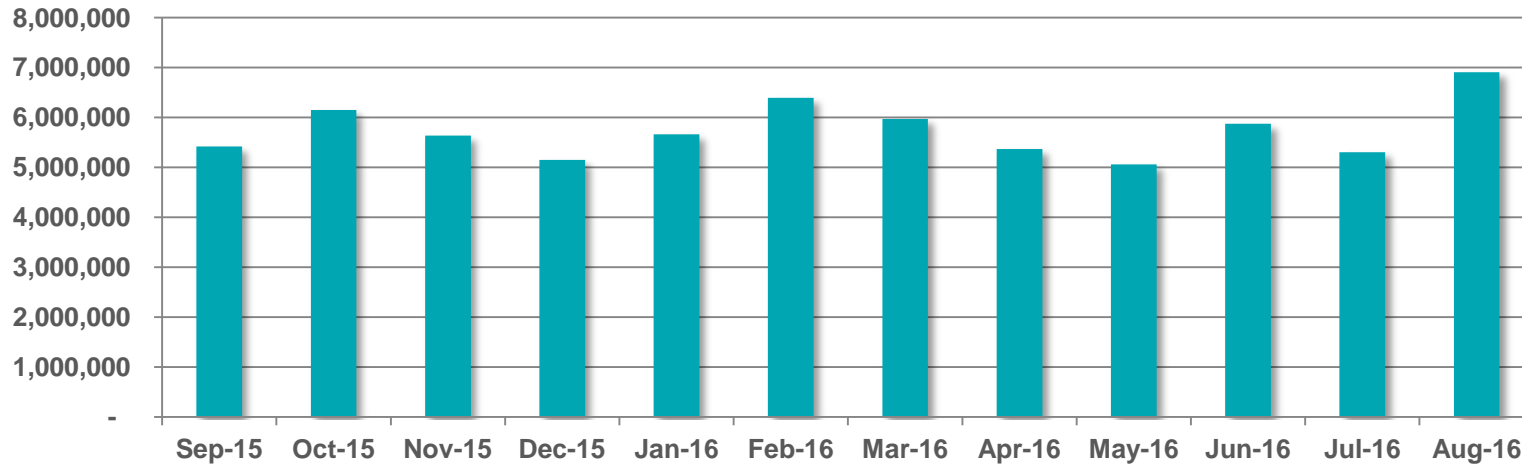
**The average visit on RTE.ie
is longer than Irish Times,
Independent and The Journal**

RTE.ie: 5.57min, Irish Times.com: 5.24min, msn.ie: 5.11min,
CNN.com: 4.93min, Independent.ie: 4.64min, BuzzFeed.com: 4.50min,
TheJournal.ie: 4.46min (Source: B&A, 2014). The average duration per
visit on RTE.ie was 6 mins 15 secs in January 2016 (comscore DAX, 2016)

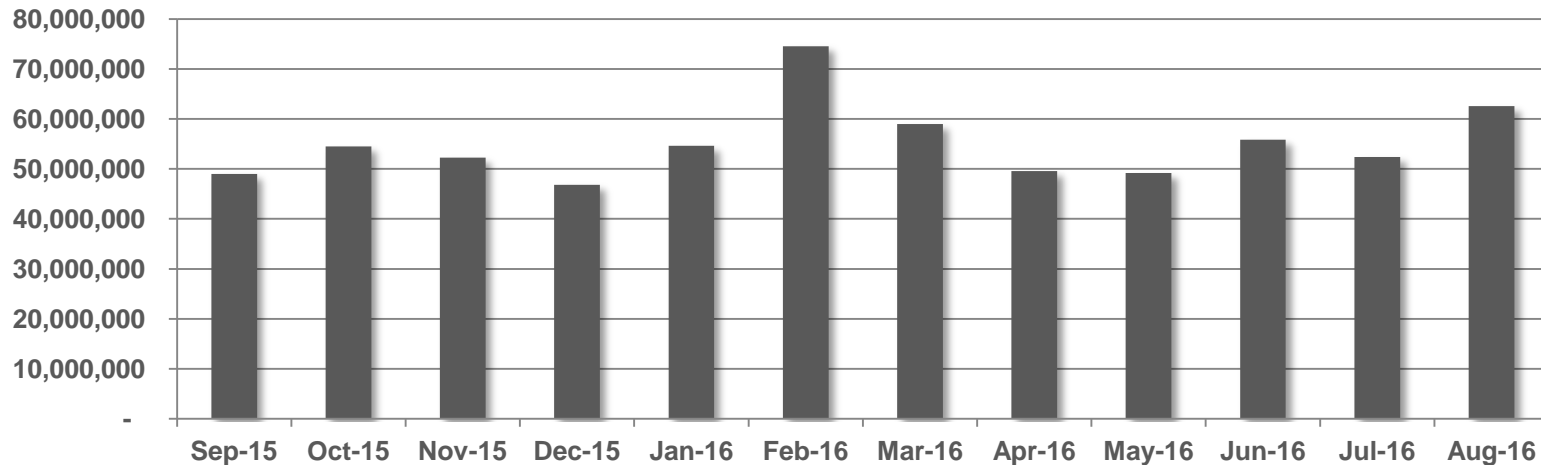


**Monthly Unique
Browsers**

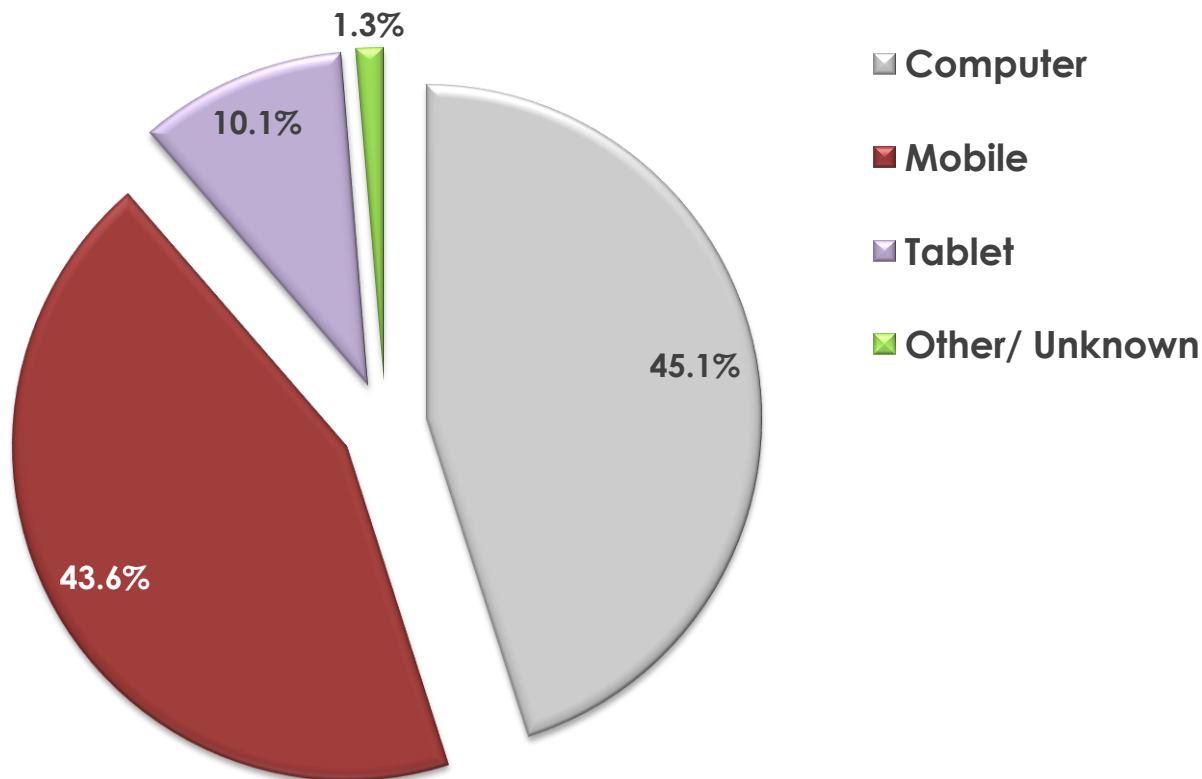
Unique Browsers per Month



Page Views per Month



Page Views per Device – August 2016





RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 374,000 users in last 7 days



RTÉ Player App
downloads



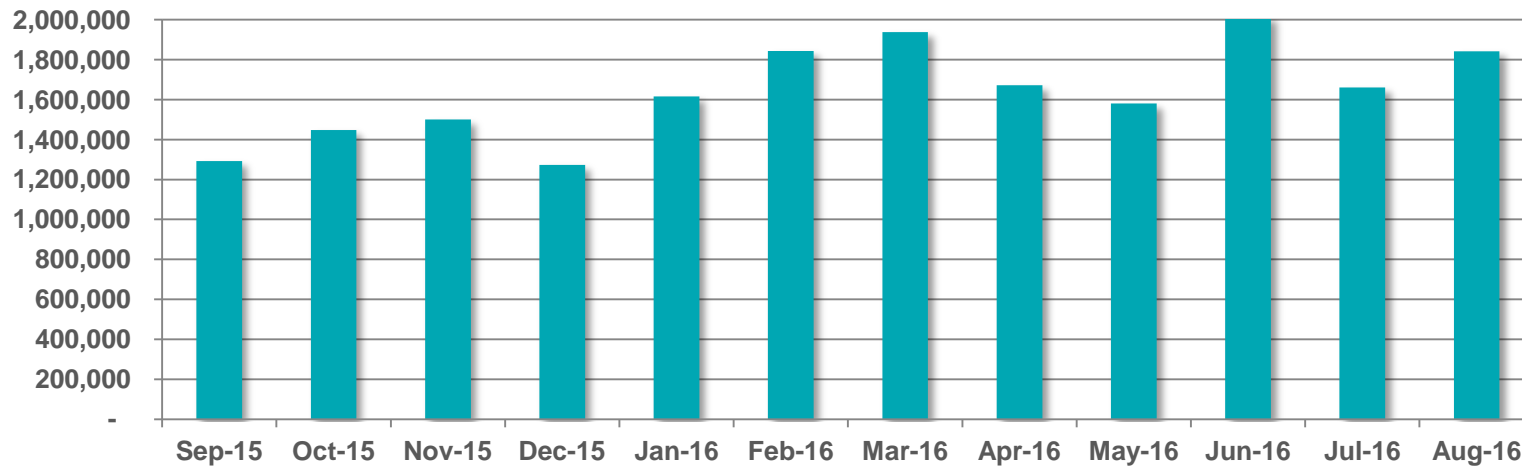
Ireland's No.1 VOD service



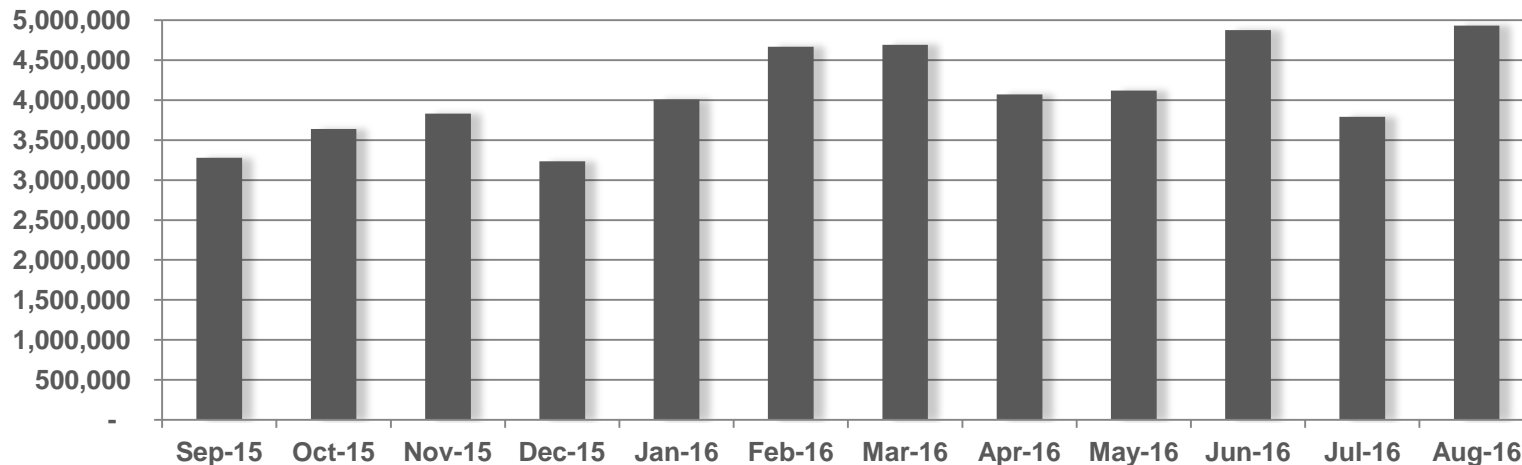
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

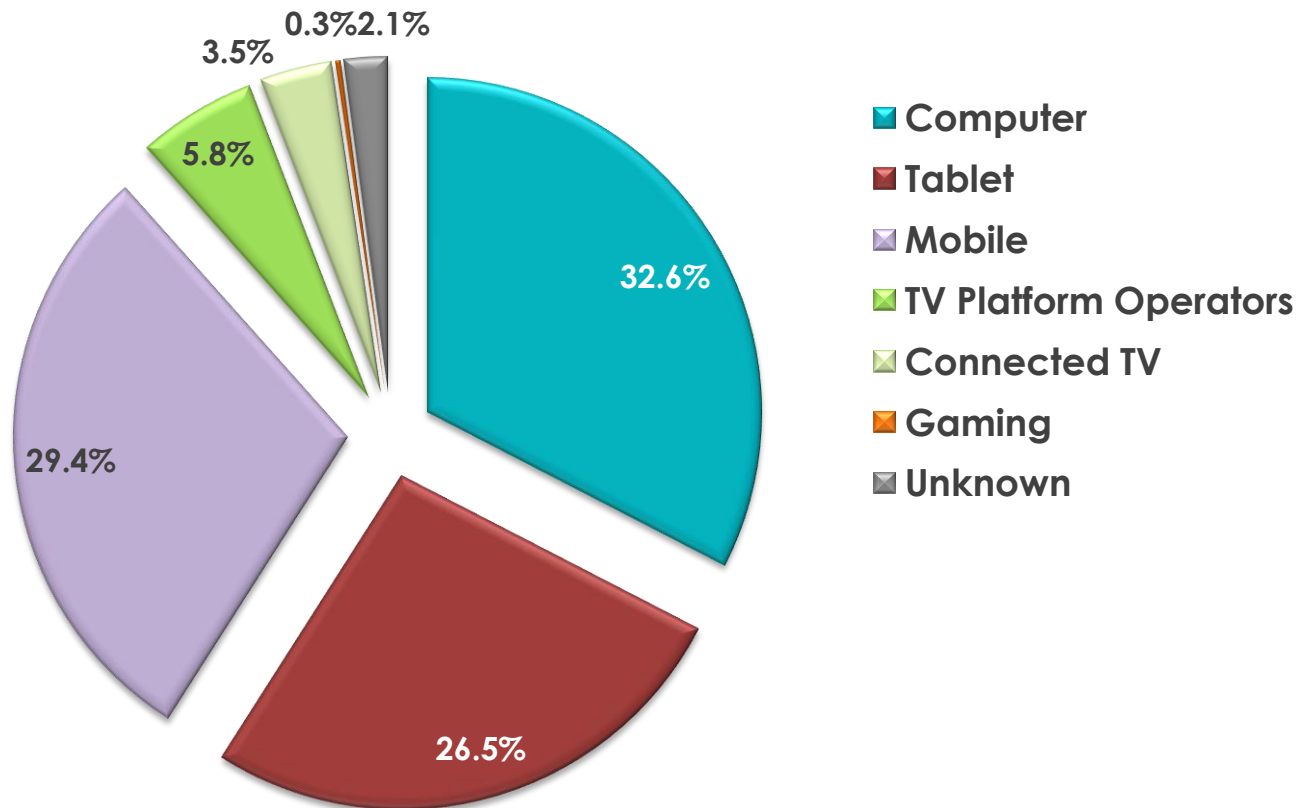


Source: comScore Dax
(Unique Browsers
excluding Virgin Media/
Sky)

Top Programmes in August 2016

Programme		Streams
1	Rio 2016	1,186,000
2	Home and Away	553,000
3	Fair City	438,000
4	EastEnders	422,000
5	Rio 2016 Extras	215,000
6	The Sunday Game Live	184,000
7	Neighbours	163,000
8	Nine News	117,000
9	Six One News	74,000
10	The Rose of Tralee Extras	72,000
11	The Rose of Tralee	71,000
12	The Sunday Game	60,000
13	Fair City Extras	56,000
14	Mrs Brown's Boys	50,000
15	The Sunday Game Extras	49,000
16	Shortland Street	46,000
17	Weather	42,000
18	Francis Brennan's Grand Indian Tour	36,000
19	Saturday Night with Miriam	34,000
20	One News	31,000

Streams by Device – August 2016



Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Can't Cope Won't Cope	The Late Late Show	The Ray D'Arcy Show
Male						X	X
Female	X	X	X	X	X		
Male 18-34							
Female 18-34		X	X		X		
Main Shopper + kids	X	X		X		X	X

AUDIENCE	Food Bites	Nine News	Guinness Rugby Series	Celeb Operation Transform.	Doc Hub	Supervet	Champions League
Male		X	X		X		X
Female	X			X		X	
Male 18-34			X				X
Female 18-34	X			X			
Main Shopper + kids	X	X		X	X	X	

The crosses above simply indicate the over-indexing audiences (compared to RTÉ Player average).
Programmes will also reach other audiences in large volumes

Audience Targeting – across RTÉ's digital services

AUDIENCE	RTÉ.ie	News & Business	Sport	Lifestyle	Player	News Now App	Player App
DEMO							
Male	112	114	145	73	107	118	104
Female	88	86	57	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



**RTÉ has an online user base
of 1.187m adults in Ireland**

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Website: www.rte.ie/mediasales/digital