

RTÉ Mobile

November 2015 Review

RTÉ Mobile

RTÉ Media Sales | Digital

Monthly Page Impressions – All Mobile Services

Page Impressions



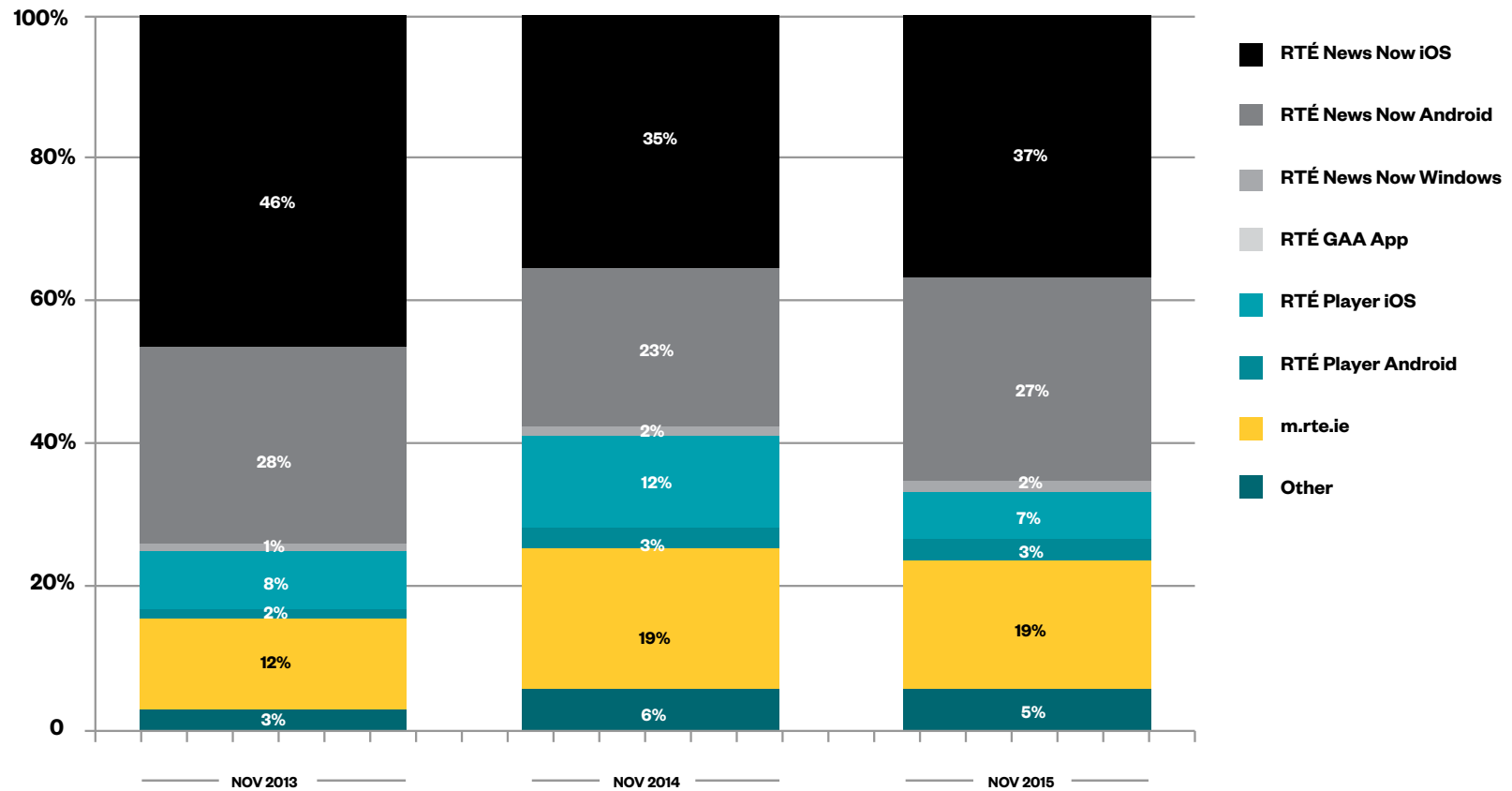
- There were 94 million page impressions delivered through RTÉ’s Mobile services in November, 31% higher than in the same month of 2014

Source: comScore DAX; Google Analytics

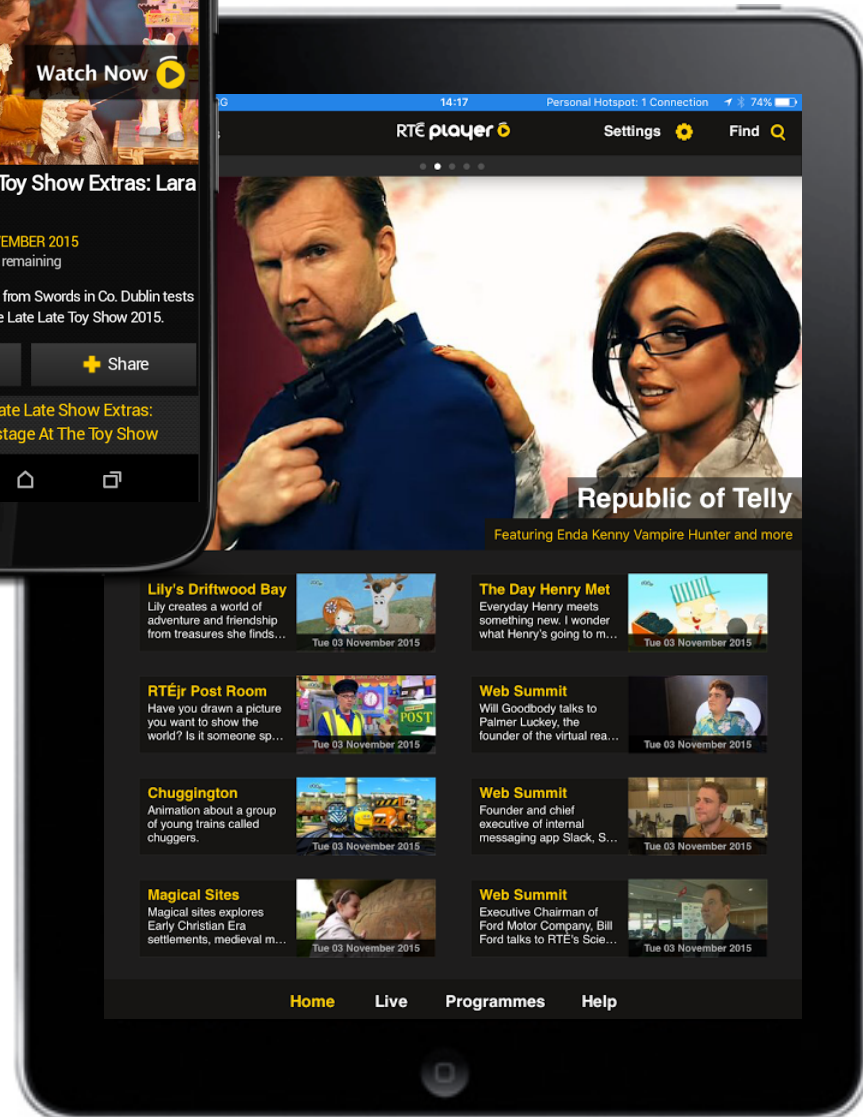
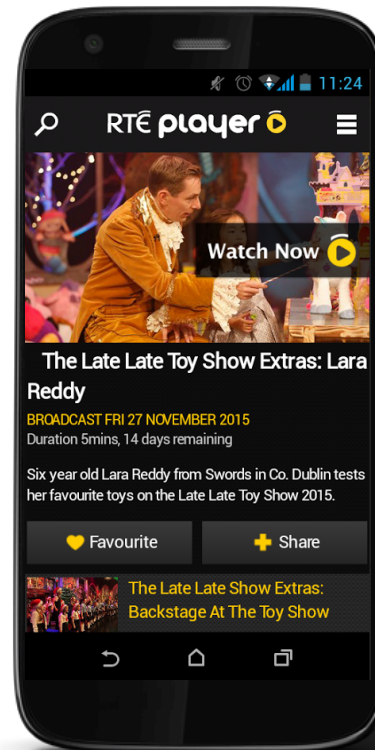
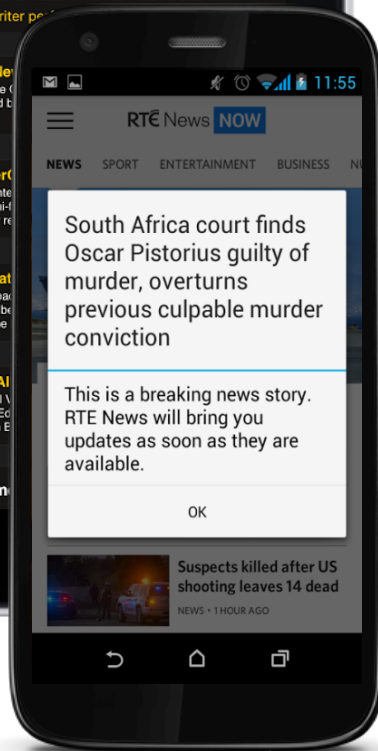
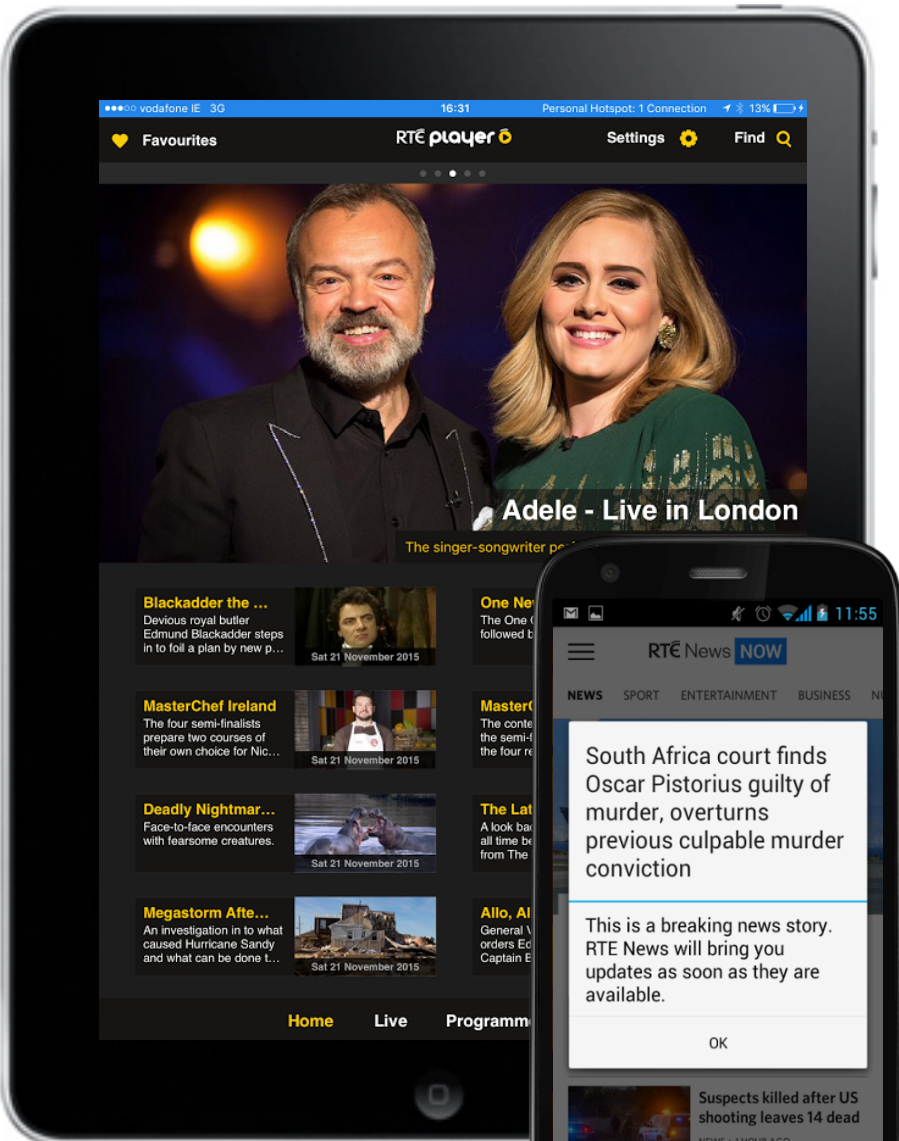


RTÉ Mobile Page Impressions by Service & Platform

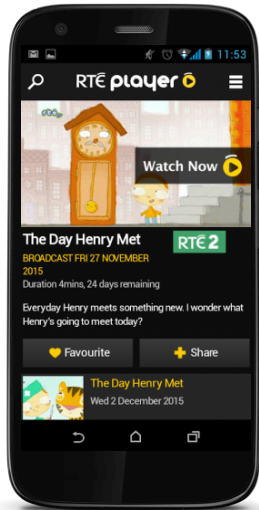
Share of Mobile Services Page Impressions



- The RTÉ News Now App accounted for over half of mobile traffic in November



App Downloads to end November



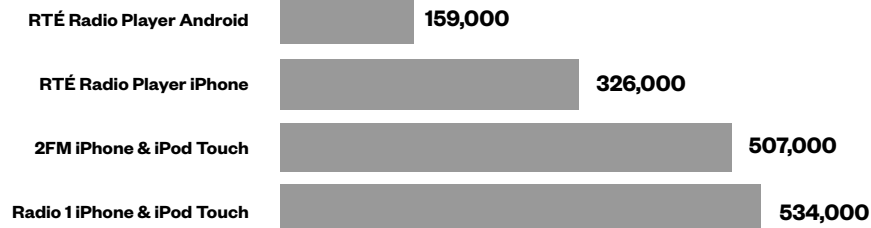
RTÉ Player



RTÉ News Now

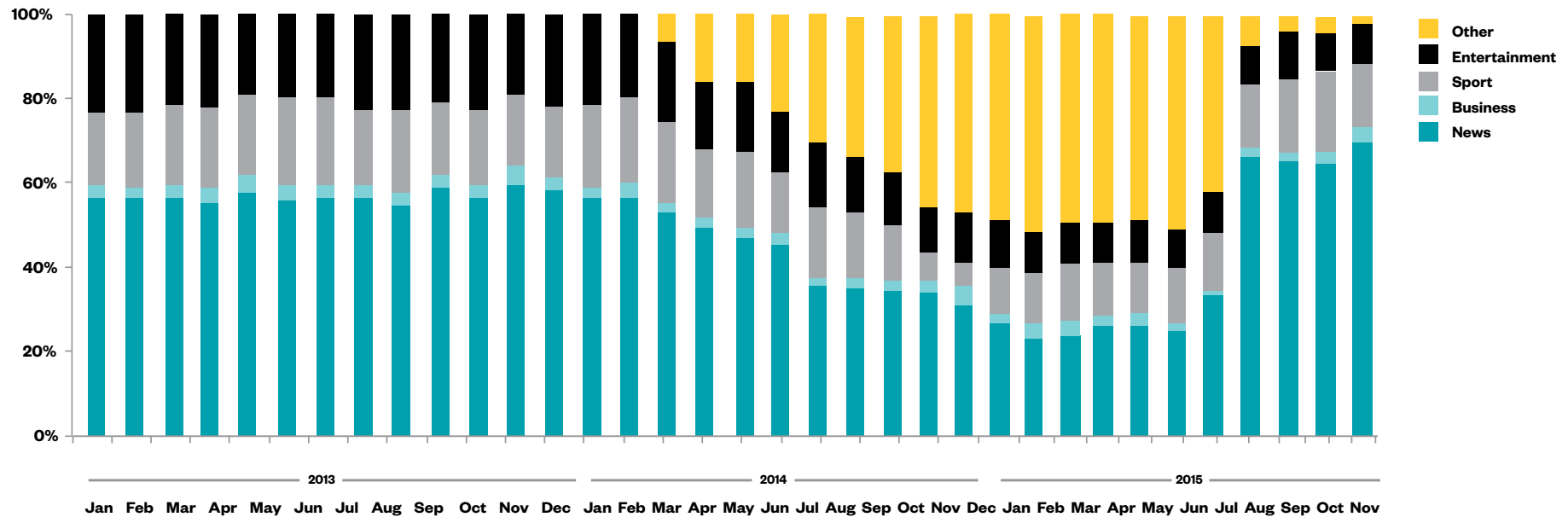


Radio Apps



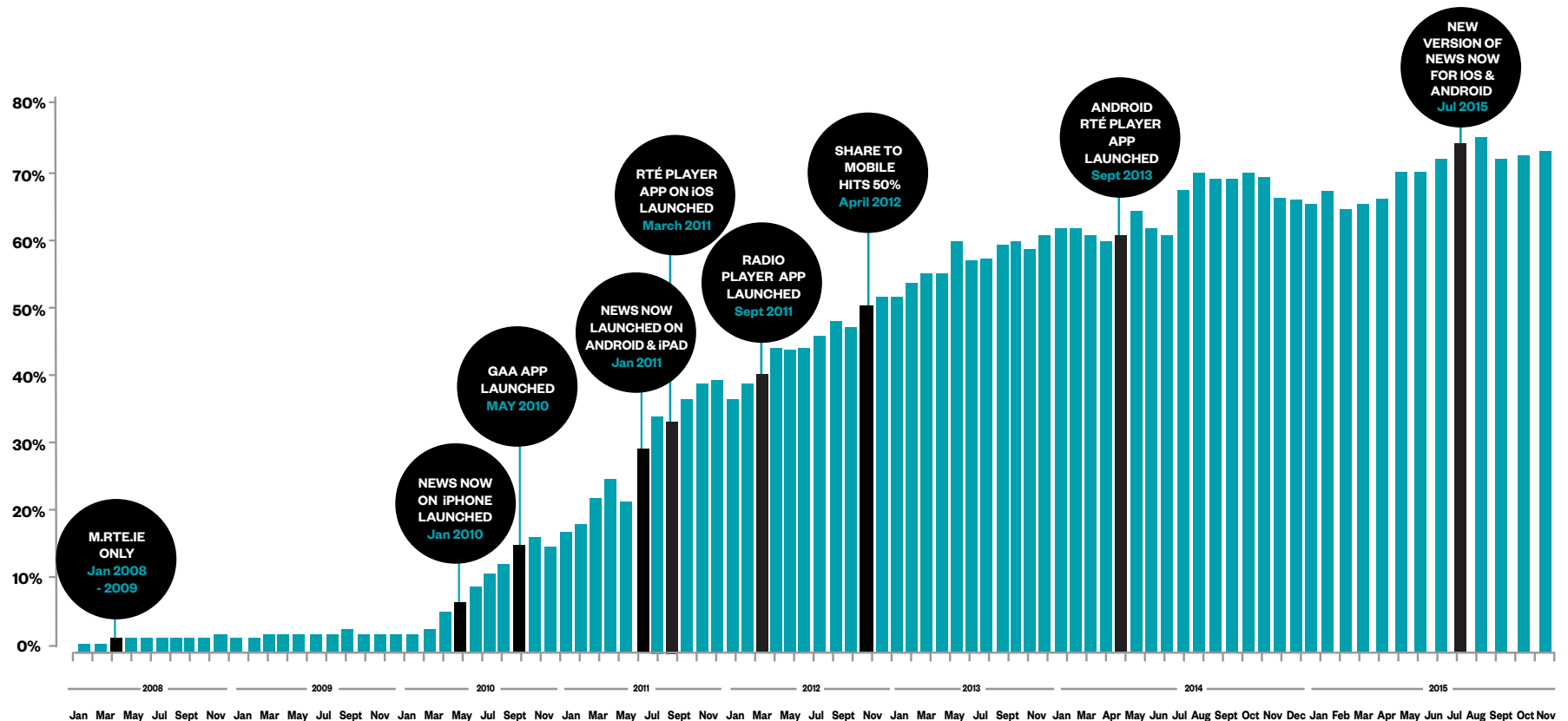
Source: Apple & Android; Please note that the above refers to downloads of the app and not current users

RTÉ News Now Page Impression Analysis



- News grew to 70% of app traffic in November, with strong traffic to storm updates

Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for 73% of traffic in November

Ireland's most popular News App, RTÉ News Now, gets user-inspired refresh

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