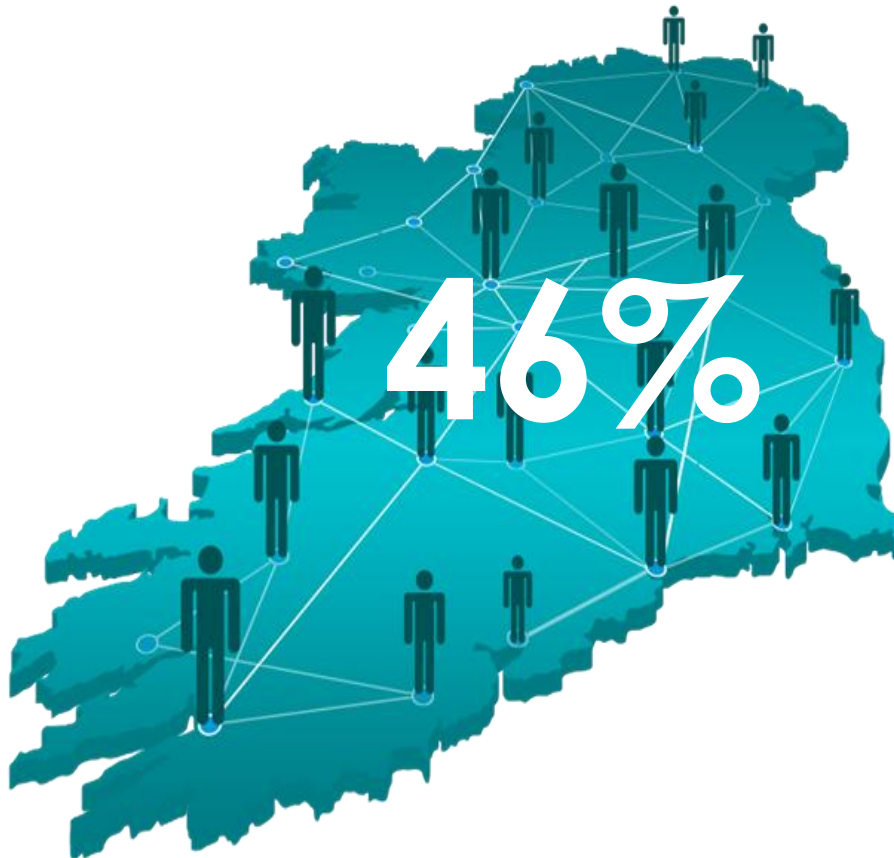




Digital Audience Report

April 2017

**46% of Irish adults use a digital service
from RTÉ every week**



RTÉ NEWS NOW



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

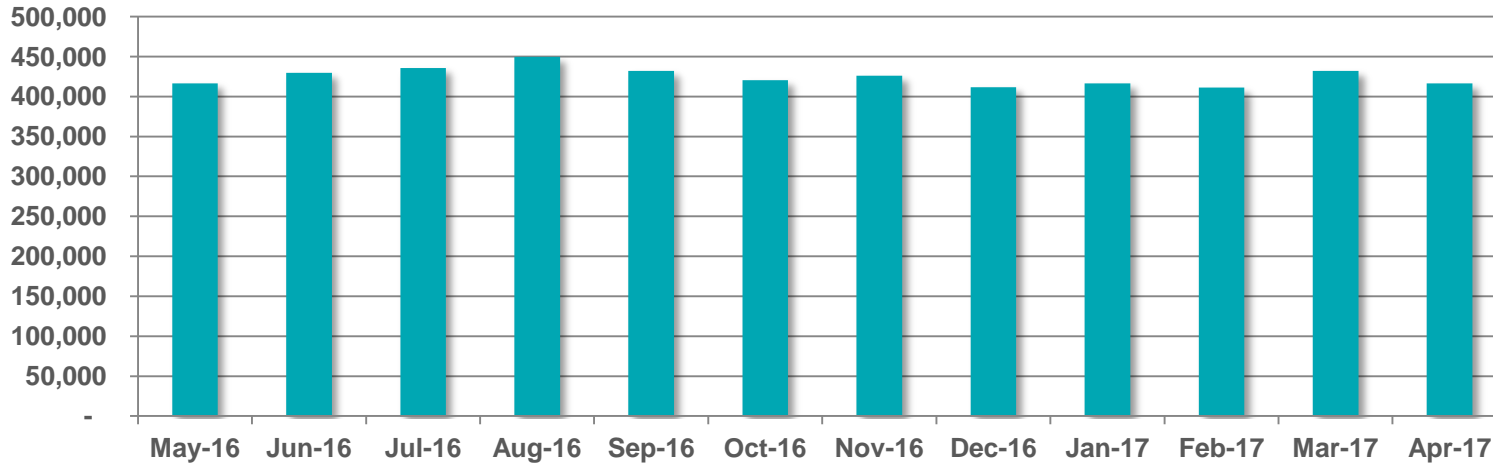


News Now App

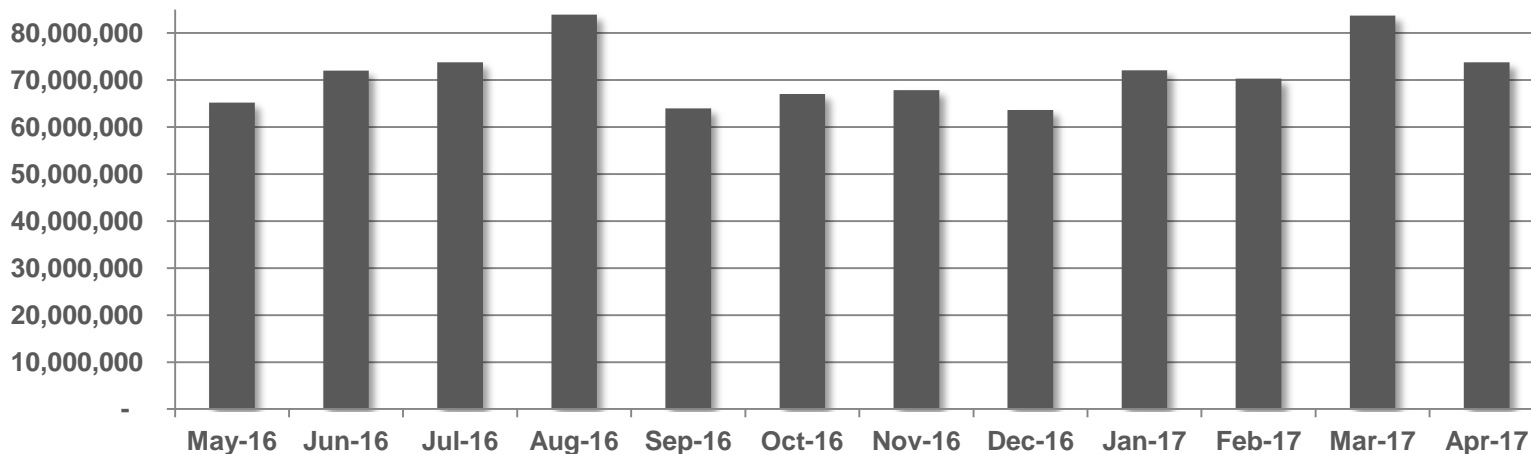


News Now App
downloads

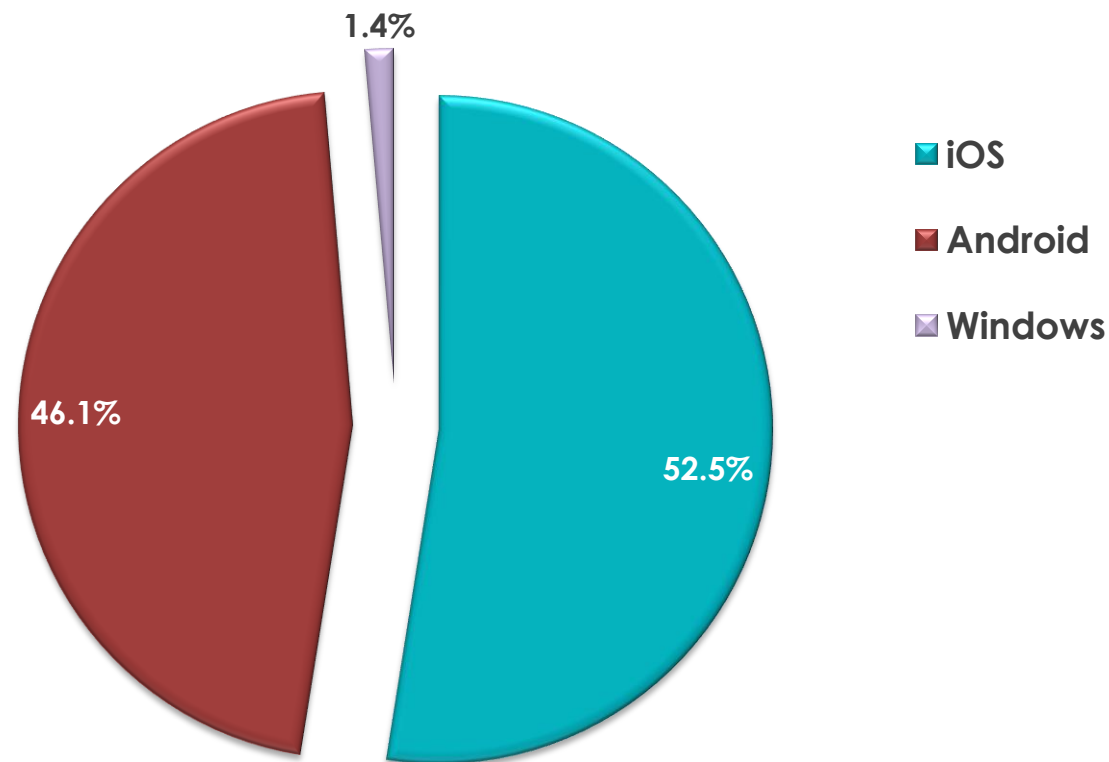
Unique Browsers per Month

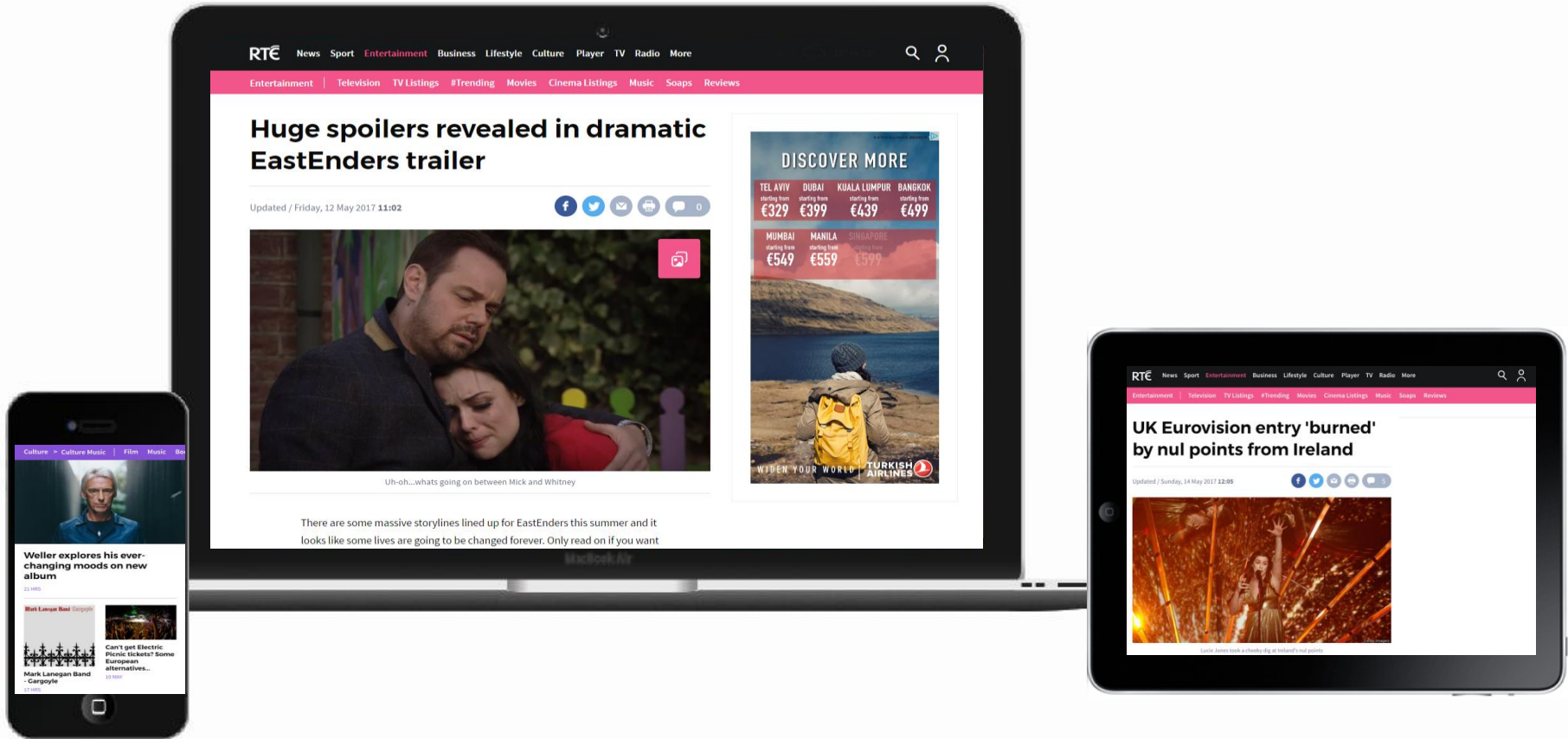


Page Views per Month



Page Views per App Version – April 2017





RTÉ.ie is the Number 1 multi-media website in Ireland with 922,000 users in the past week and the number 1 Irish media web brand used by 47% of Irish Internet users in the last month



**No.1 Multi-media
Website**



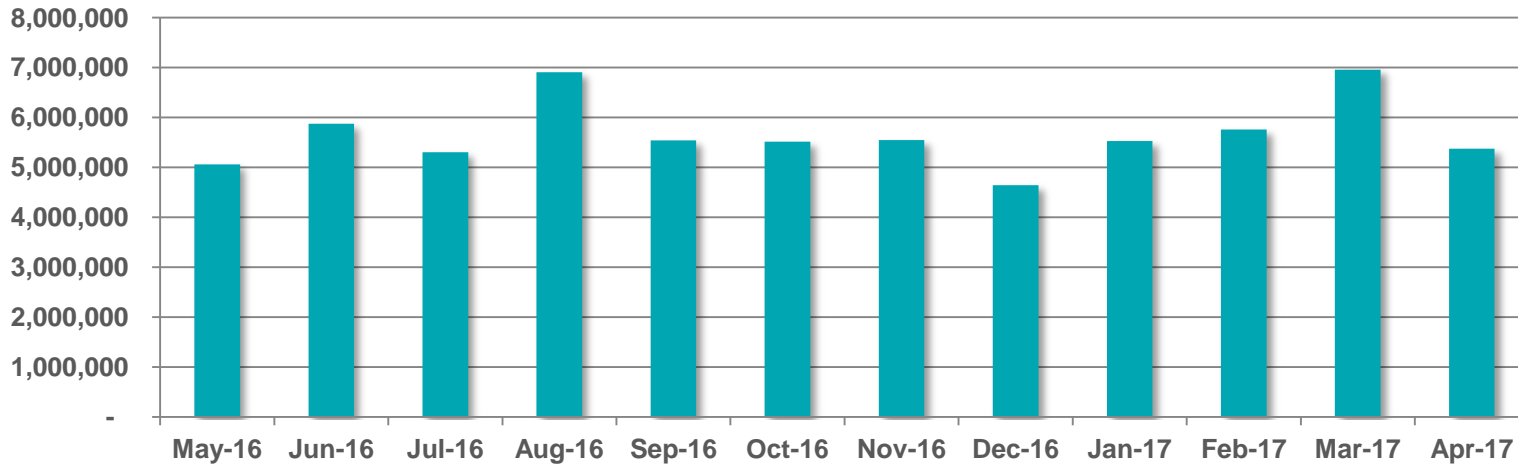
The average visit on RTÉ.ie is longer than Irish Times, Independent and The Journal

RTÉ.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 RTÉ.ie was 6 mins 15 secs in January 2016 (comscore DAX, 2016)

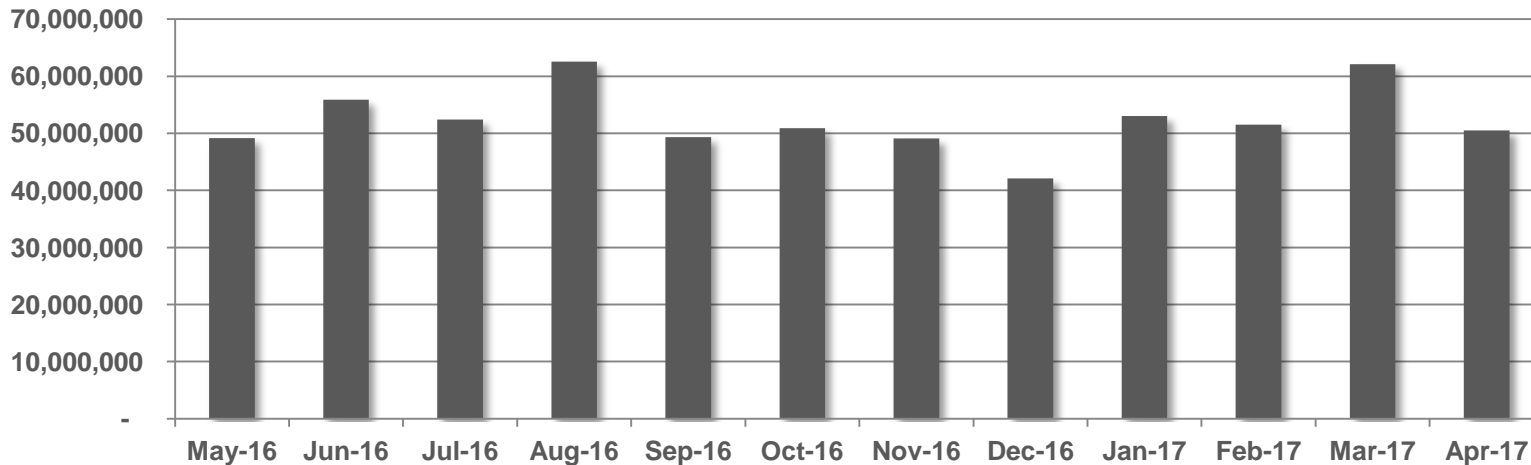


**Monthly Unique
Browsers**

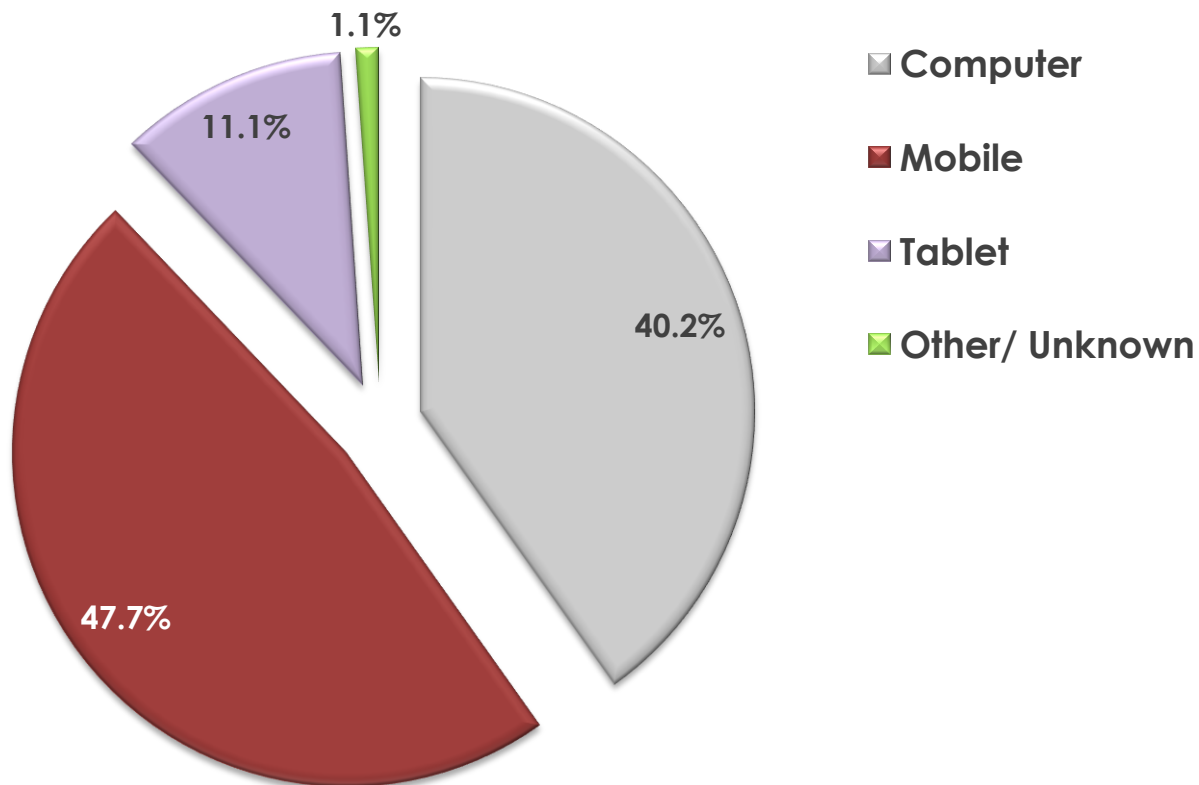
Unique Browsers per Month

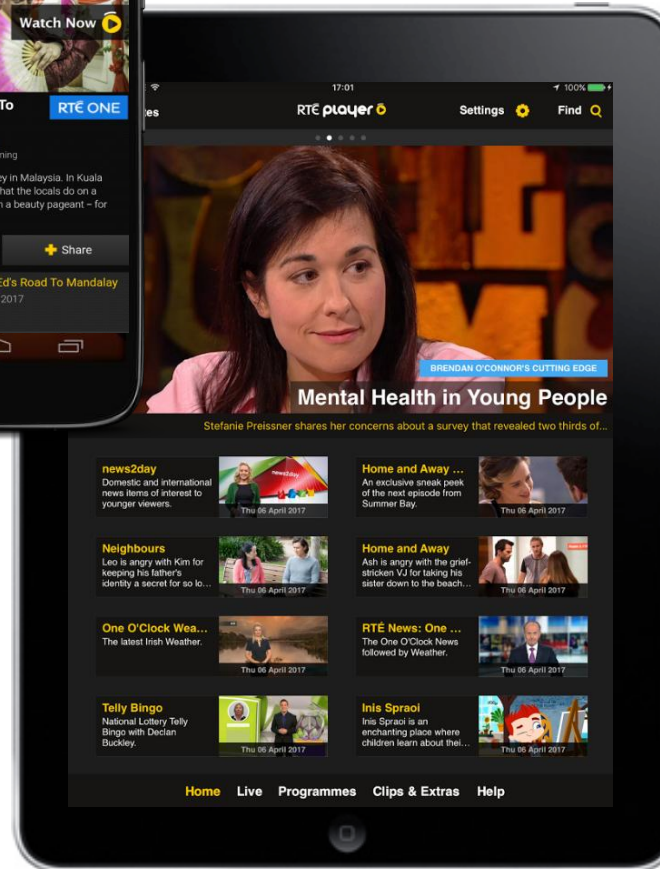
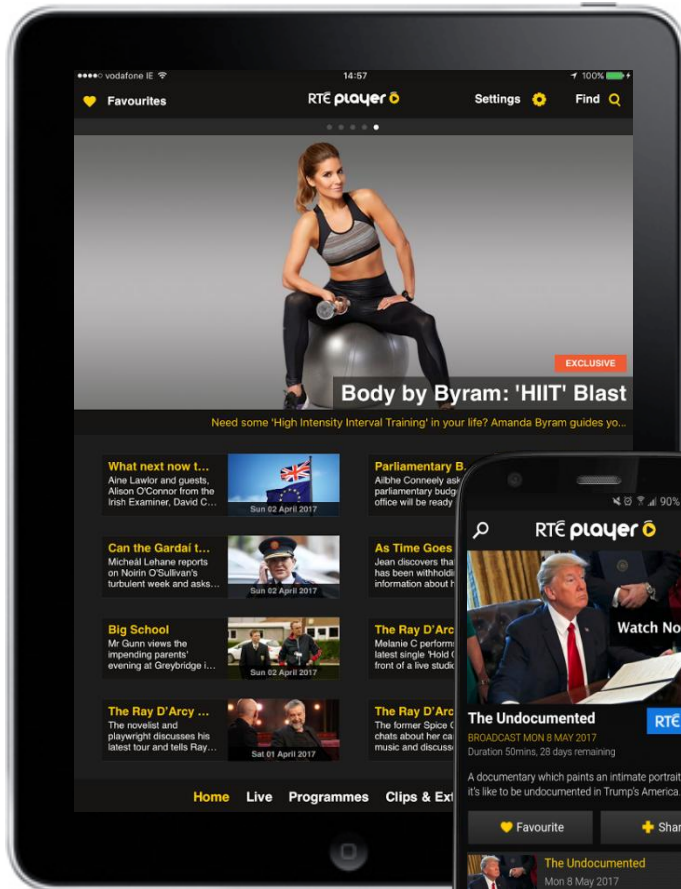


Page Views per Month



Page Views per Device – April 2017





RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 400,000 users in last 7 days



RTÉ Player App
downloads



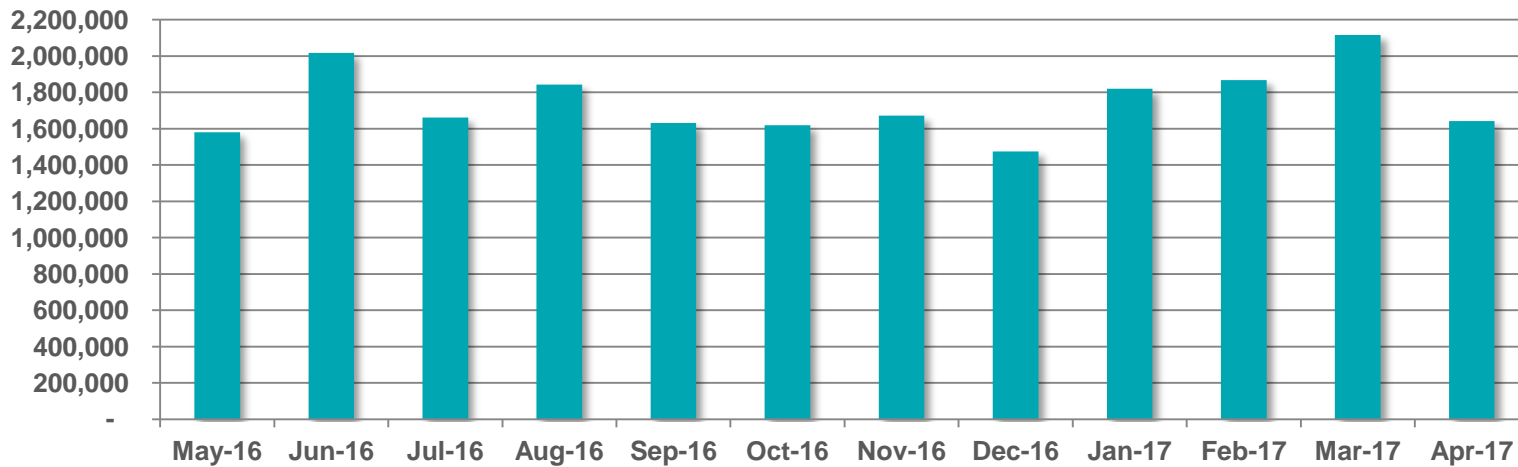
Ireland's No.1 VOD service



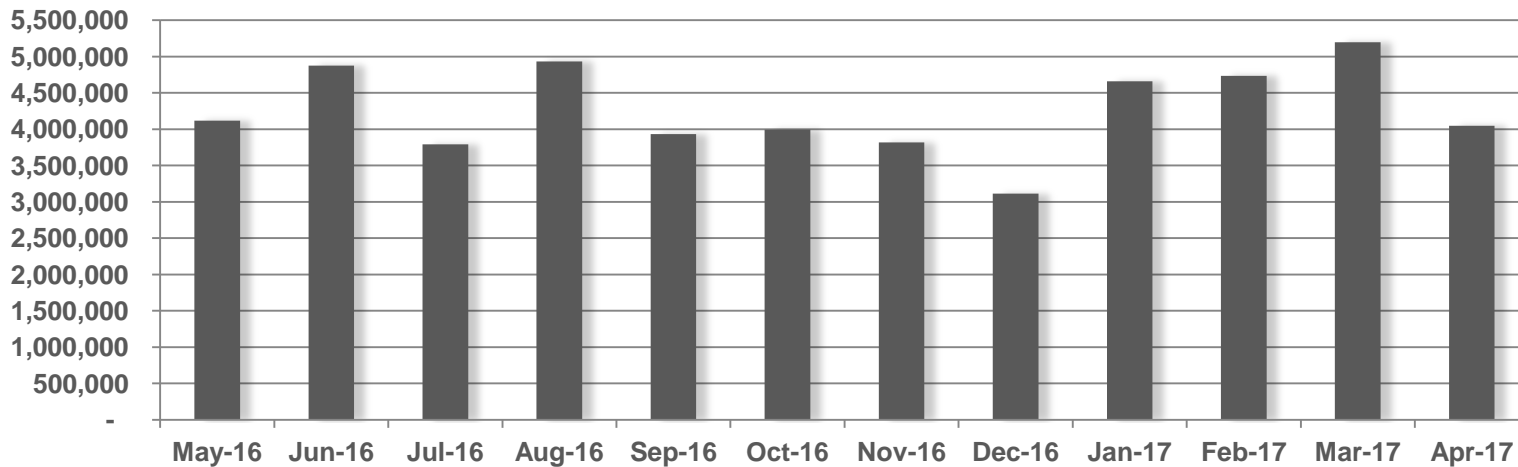
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

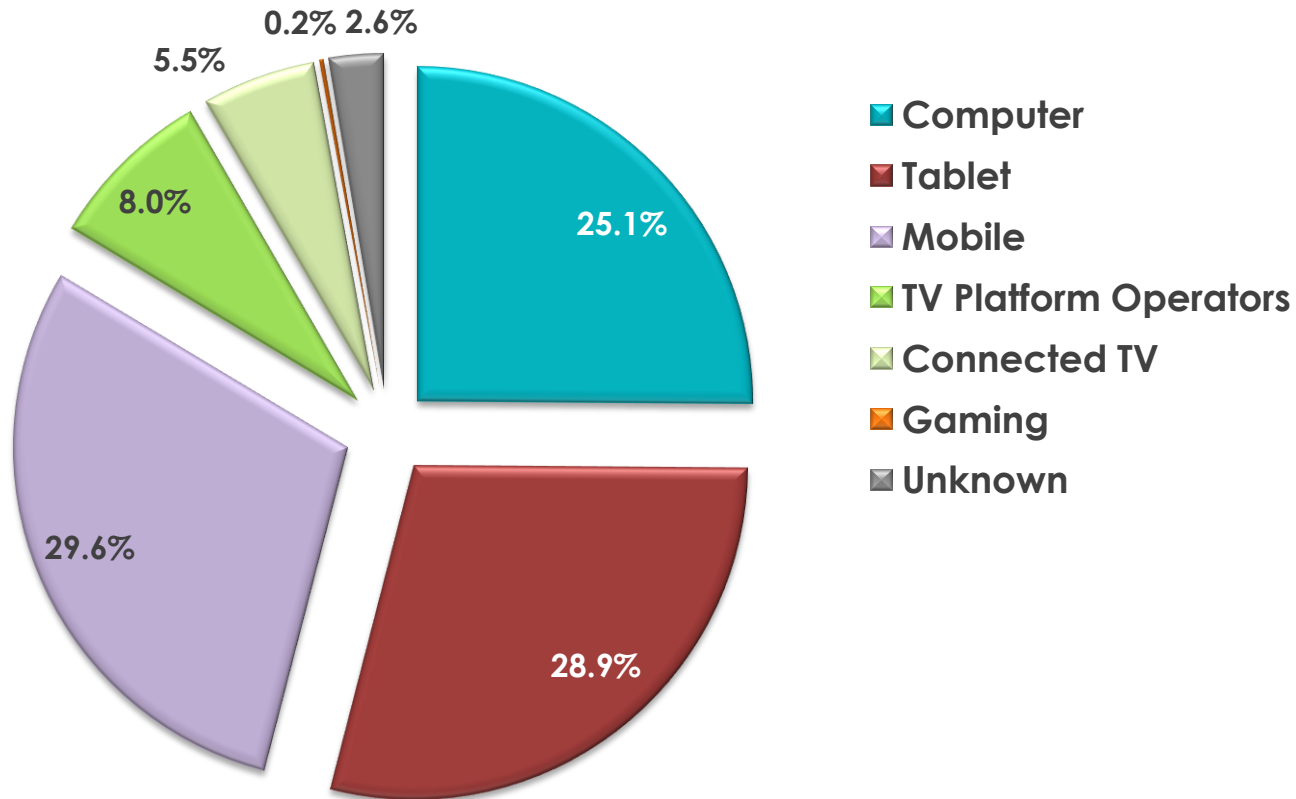


Source: comScore Dax
(Unique Browsers
excluding Virgin Media/
Sky. Streams exc .Sky)

Top Programmes in April 2017

	Programme	Streams
1	Fair City	630,000
2	Home and Away	508,000
3	EastEnders	345,000
4	Neighbours	167,000
5	Fair City Extras	111,000
6	First Dates Ireland	106,000
7	The Late Late Show Extras	105,000
8	RTÉ News: Nine O'Clock	101,000
9	The Late Late Show	87,000
10	All Round to Mrs Brown's	82,000
11	RTÉ News: Six One	70,000
12	Home and Away Extras	59,000
13	Shortland Street	51,000
14	Homeland	46,000
15	Home of the Year	45,000
16	Grey's Anatomy	43,000
17	UEFA Champions League Live	42,000
18	Room to Improve	41,000
19	The Ray D'Arcy Show Extras	40,000
20	Home of the Year Extras	40,000

Streams by Device – April 2017



Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Redwater	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				
Main Shopper + kids	X	X		X	X	X	X

AUDIENCE	Food Bites	News	GAA	Don't tell the Bride	Dara & Ed's Road to Mandalay	Body Shopping	Champions League
Male		X	X		X		X
Female	X			X		X	
Male 18-34							X
Female 18-34	X			X			
Main Shopper + kids	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 1.337m adults in Ireland**

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Website: www.rte.ie/mediasales/digital