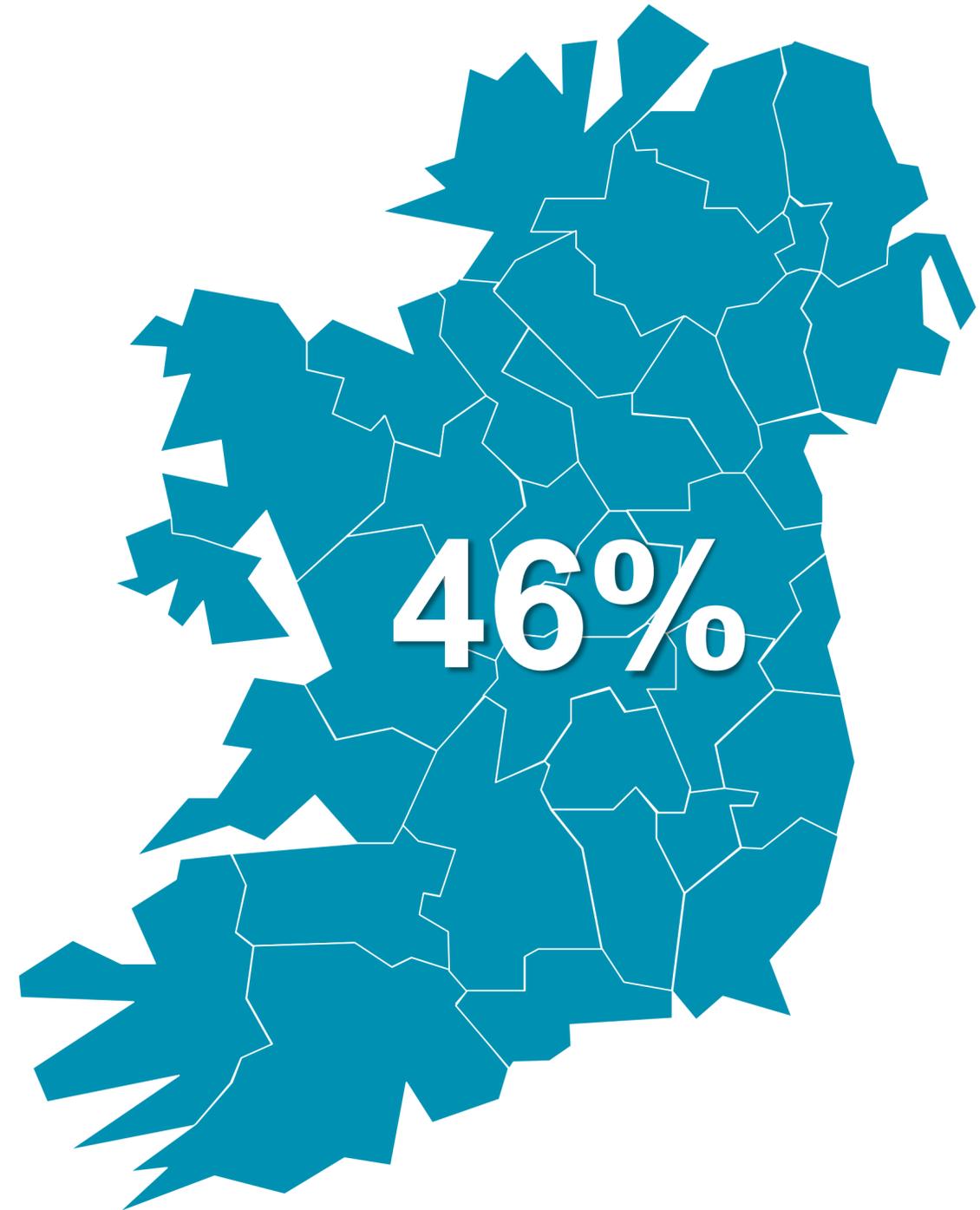


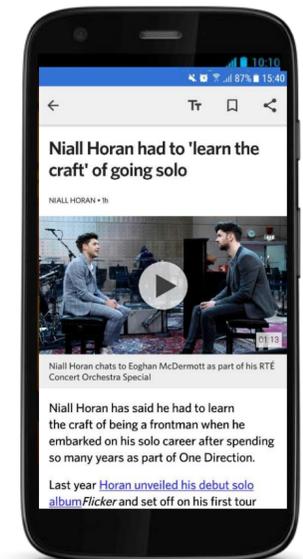
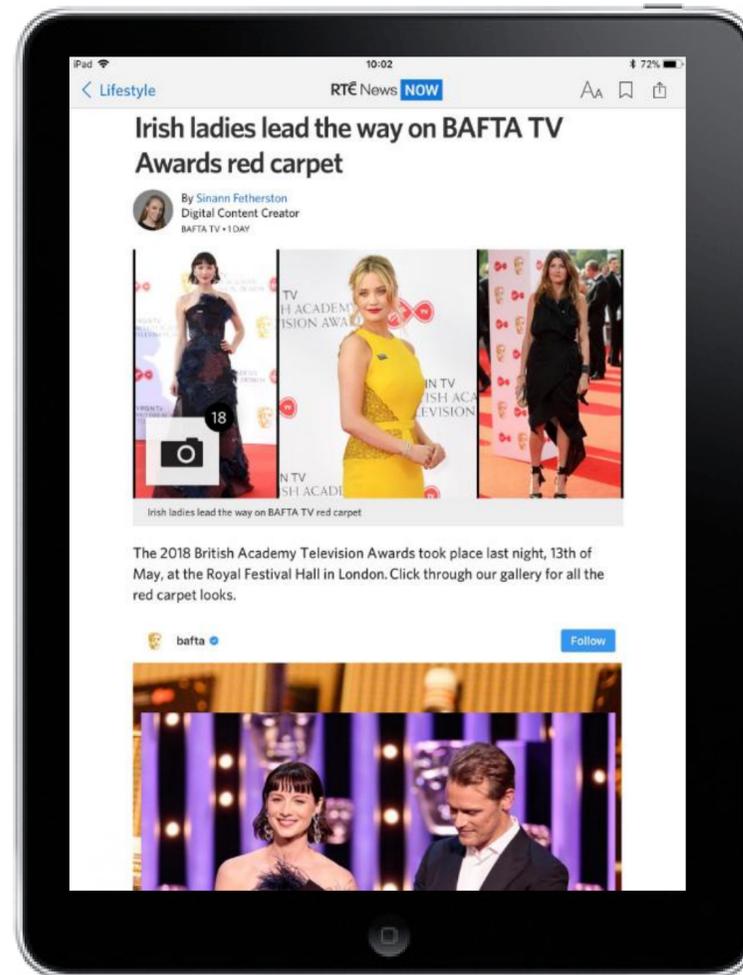
DIGITAL SERVICE USAGE

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



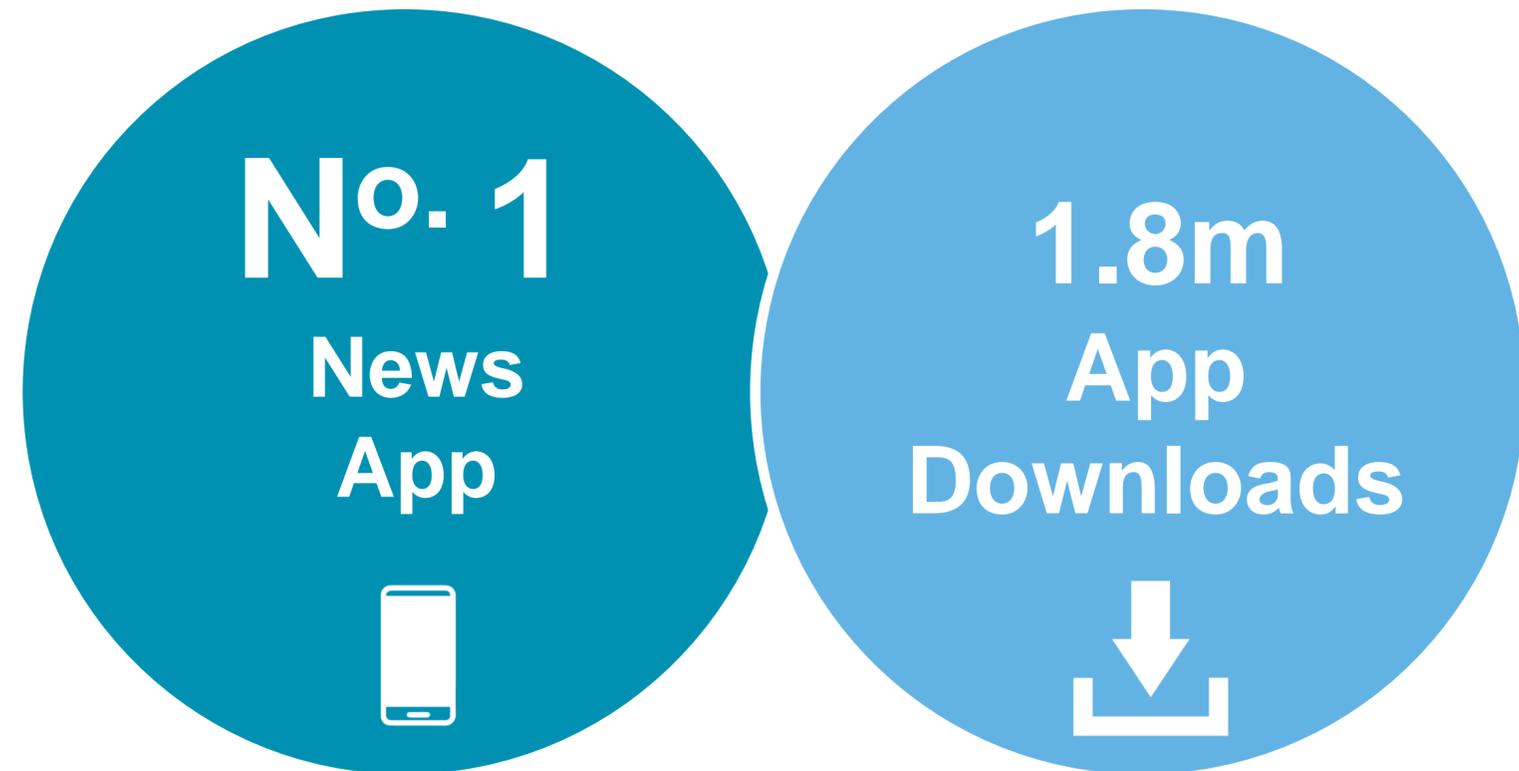
RTÉ NEWS NOW APP

RTÉ NEWS NOW

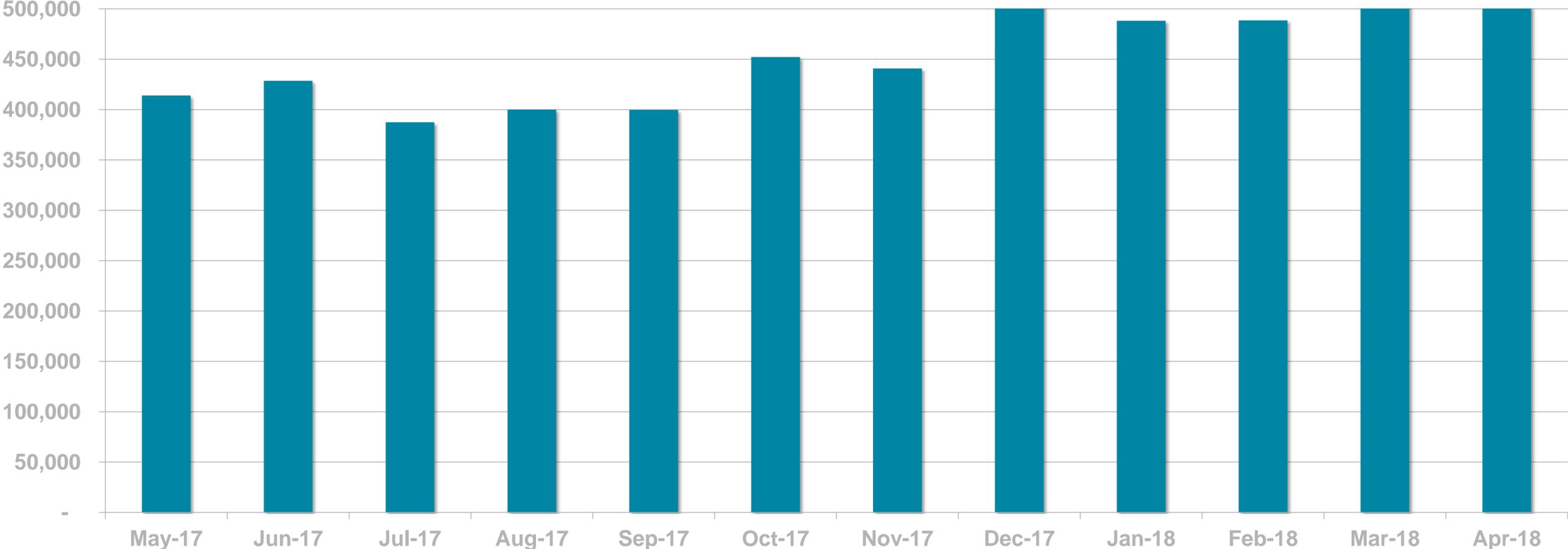


RTÉ NEWS NOW APP

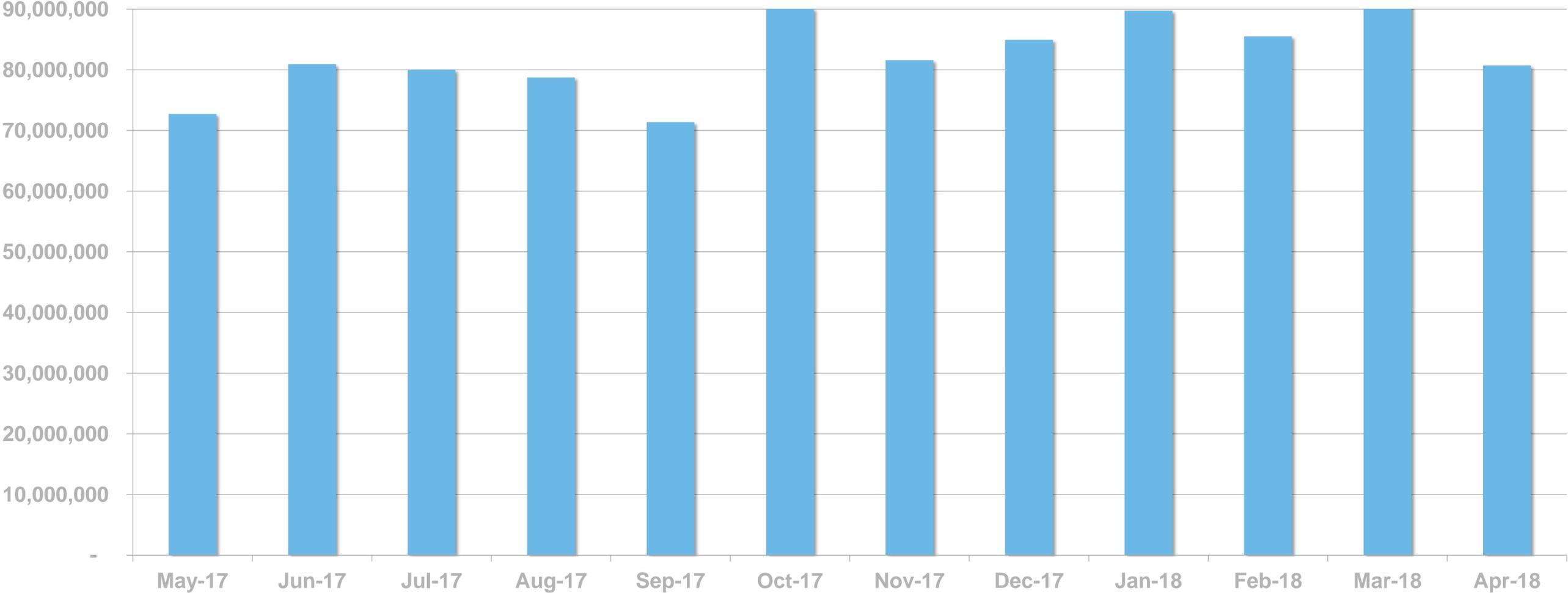
RTÉ News Now is the Number 1 news and entertainment app in Ireland



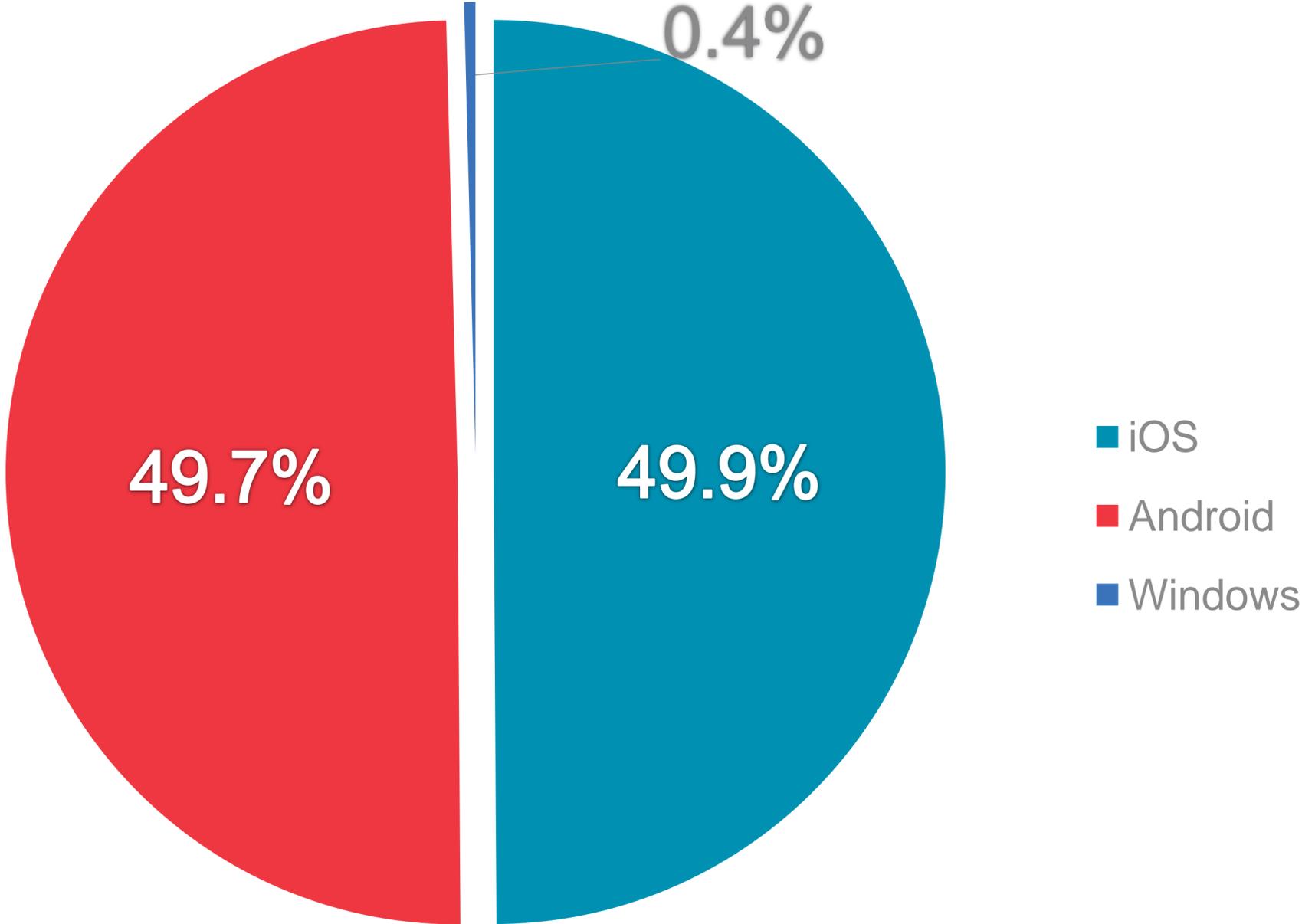
UNIQUE BROWSERS PER MONTH

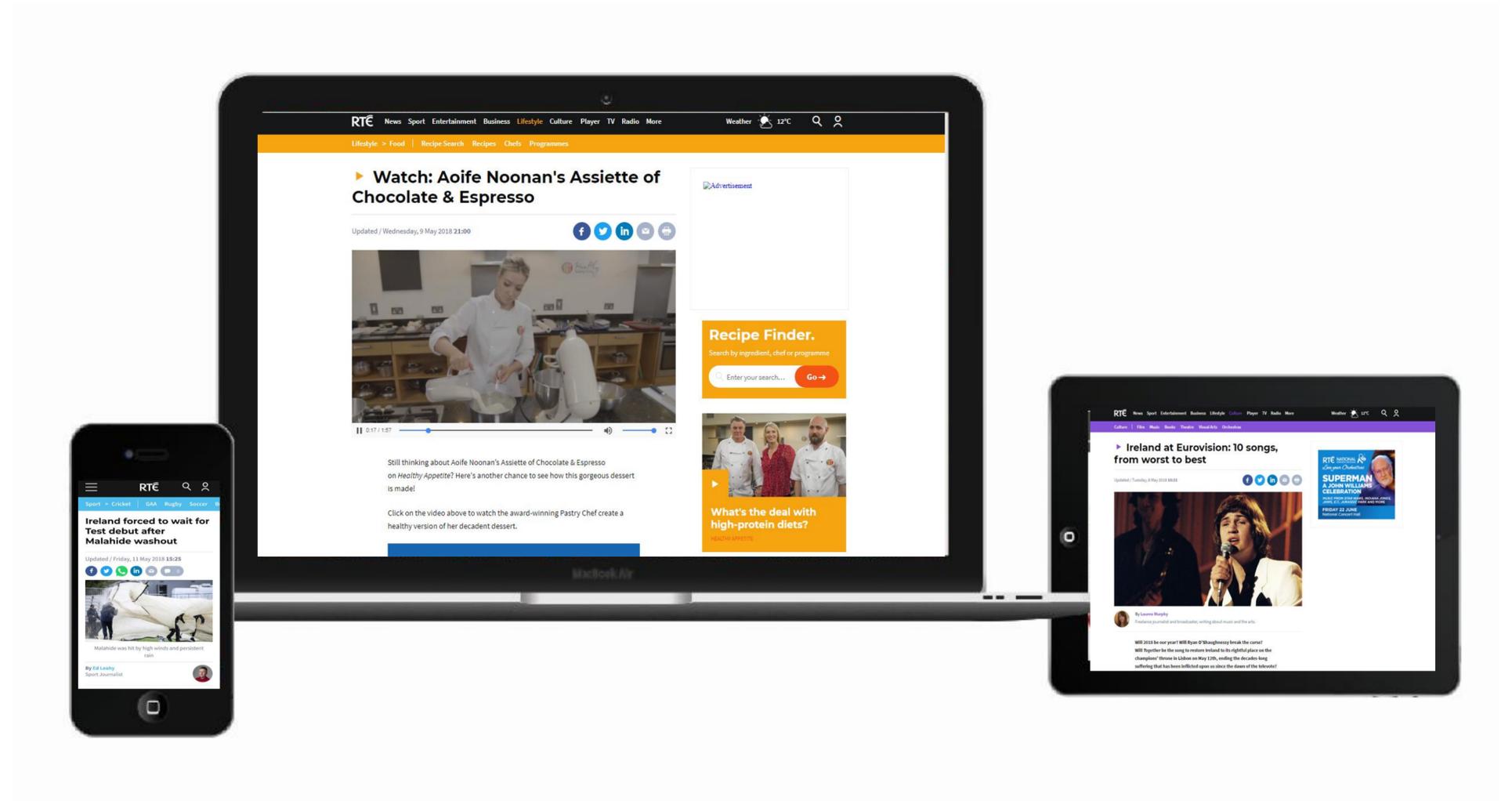


PAGE VIEWS PER MONTH



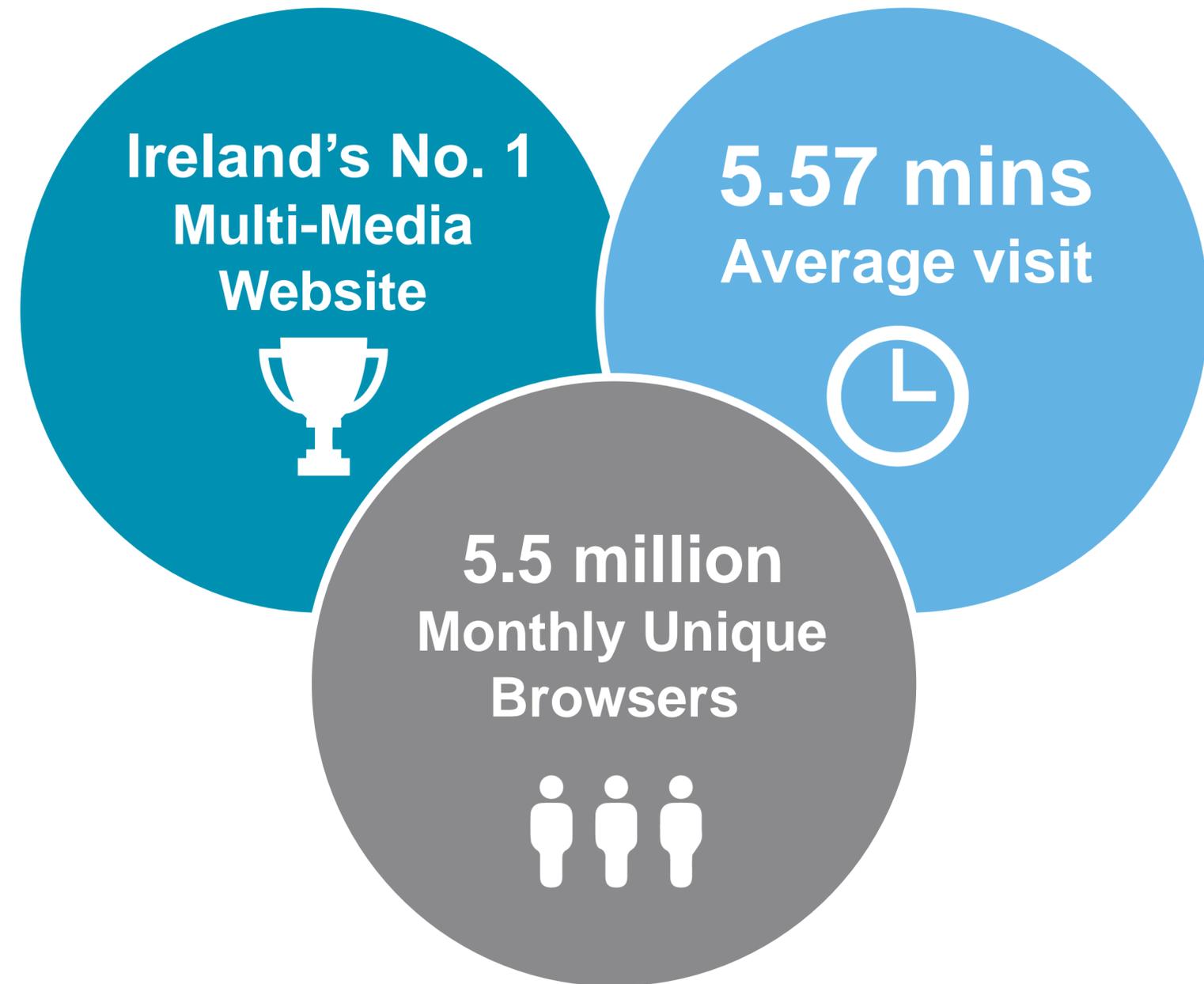
PAGE VIEWS PER APP VERSION





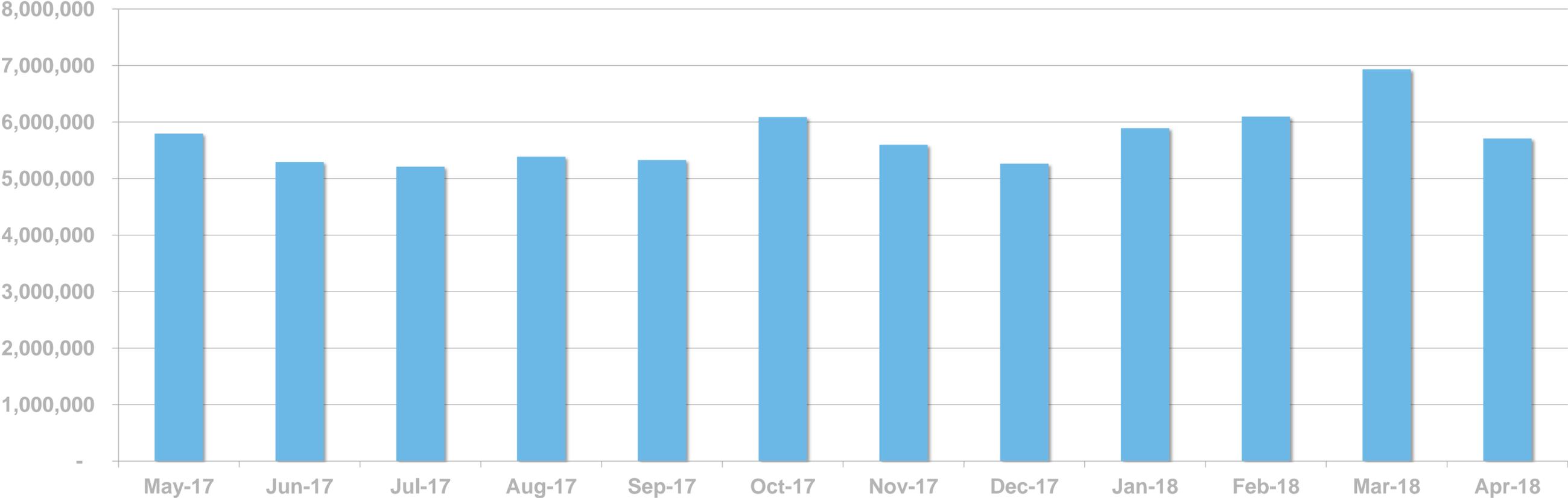
RTÉ.ie is the Number 1 multi-media website in Ireland with 1.2m Irish users aged under 65 and 6m unique browsers per month.

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

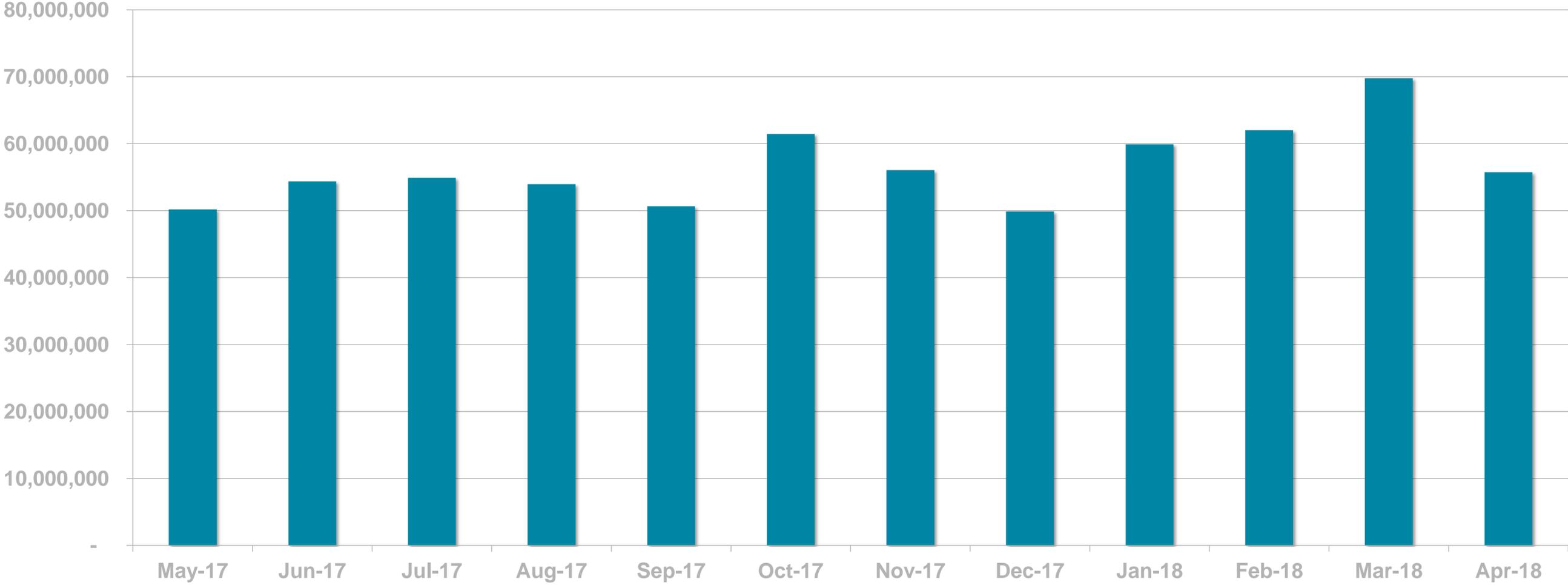


(Source: Global Web Index Q1-Q4 2017; comScore Dax)

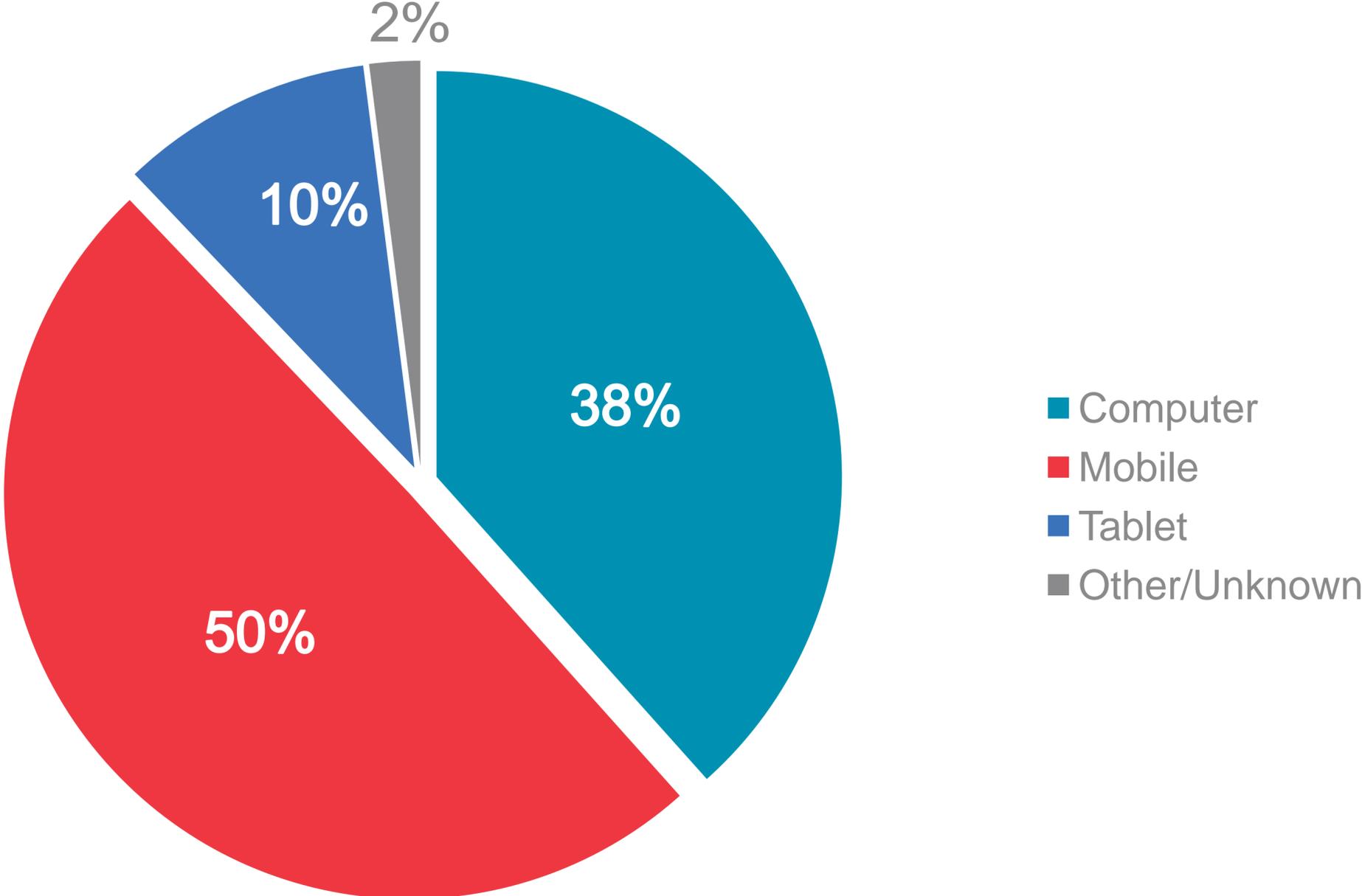
UNIQUE BROWSERS PER MONTH

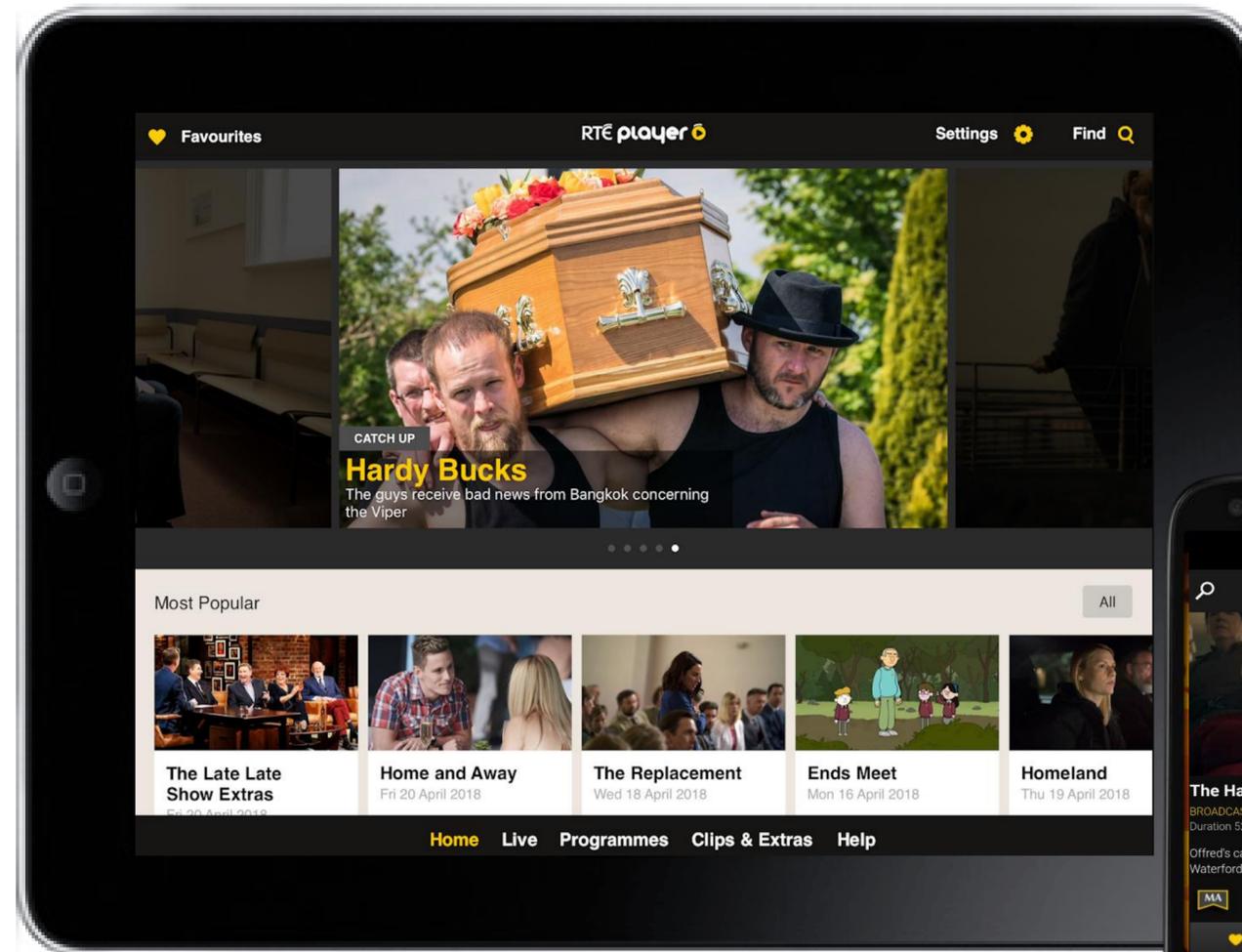


PAGE VIEWS PER MONTH



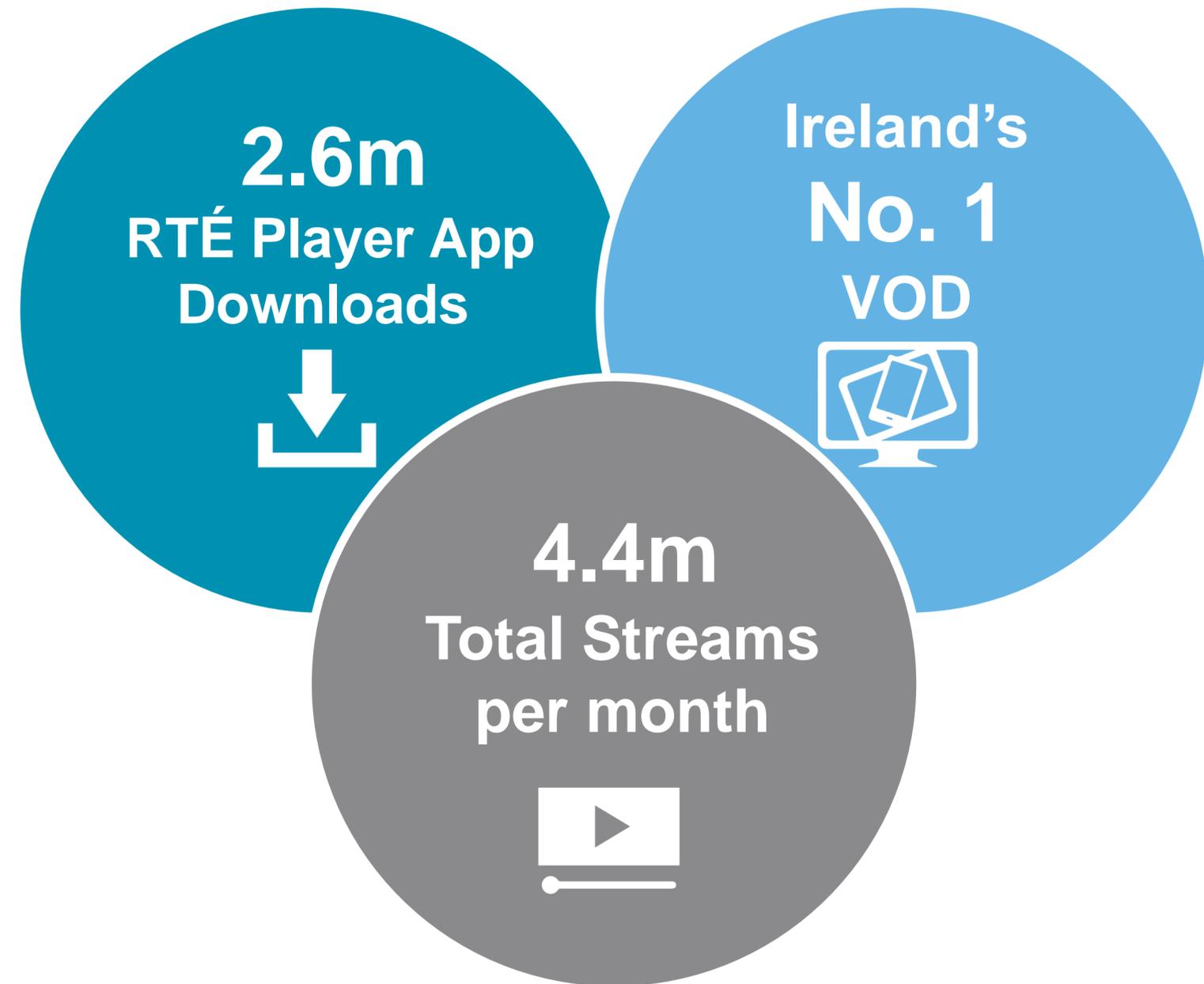
PAGE VIEWS PER APP VERSION





RTÉ PLAYER

RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 1m users aged under 65 in the last month



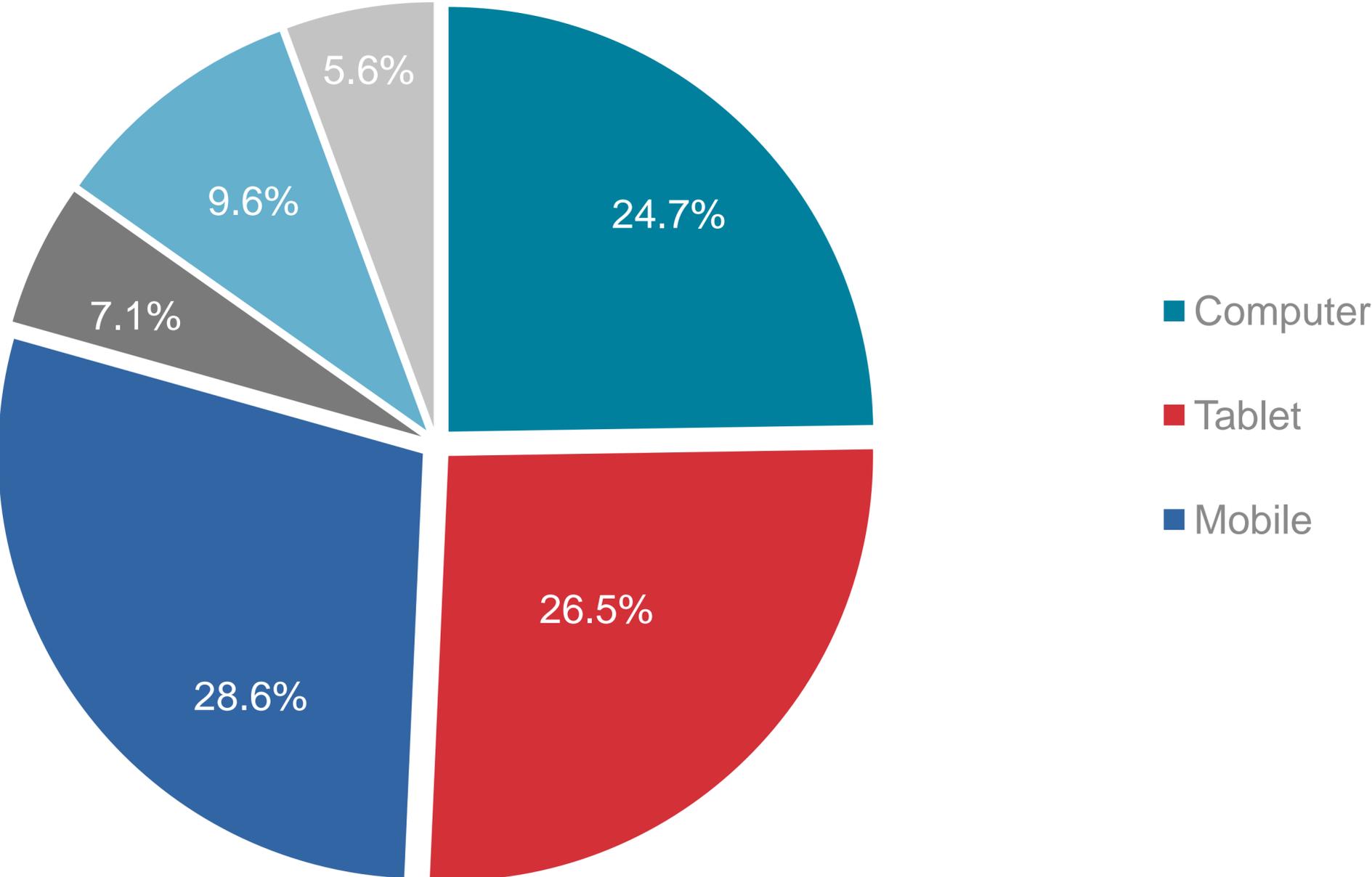
(Source: Global Web Index Q1-Q3 2017; comScore Dax)

Top Programmes

	Programme	Streams
1	Home and Away	497,000
2	Fair City	465,000
3	Eastenders	310,000
4	UEFA Champions League Live	217,000
5	Room to Improve	165,000
6	Neighbours	147,000
7	The Late Late Show	124,000
8	The Late Late Show Extras	127,000
9	RTÉ News: Nine O'Clock	100,000
10	Homeland	81,000
11	Hardy Bucks	68,000
12	Fair City Extras	68,000
13	RTÉ News: Six One	64,000
14	First Dates Ireland	56,000
15	The Ray D'Arcy Show Extras	58,000
16	Grey's Anatomy	58,000
17	Home and Away Extras	56,000
18	The Handmaids Tale	53,000
19	Home of the Year	46,000
20	Shortland Street	51,000

April 2017 Excludes Sky

STREAMS BY DEVICE



STREAMS BY DEVICE

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

	FAIR CITY	EASTENDERS	HOME & AWAY	SHORTLAND STREET	NEIGHBOURS	ALL ROUND TO MRS BROWN'S	FRANCIS BRENNAN'S GRAND TOUR
Male						X	
Female	X	X	X	X	X		X
Female 18-34		X	X		X		
Main Shopper + Kids	X	X		X		X	X

	STRESSED	THE ROAD LESS TRAVELLED	A WILD IRISH YEAR	THE GAME	EUROPEAN CHAMPIONSHIPS (MULTI-SPORT)	THE GAA CHAMPIONSHIP
Male		X		X	X	X
Female	X		X			
Male 18-34					X	X
Female 18-34	X					
Main Shopper + Kids	X	X	X			

AUDIENCE TARGETING

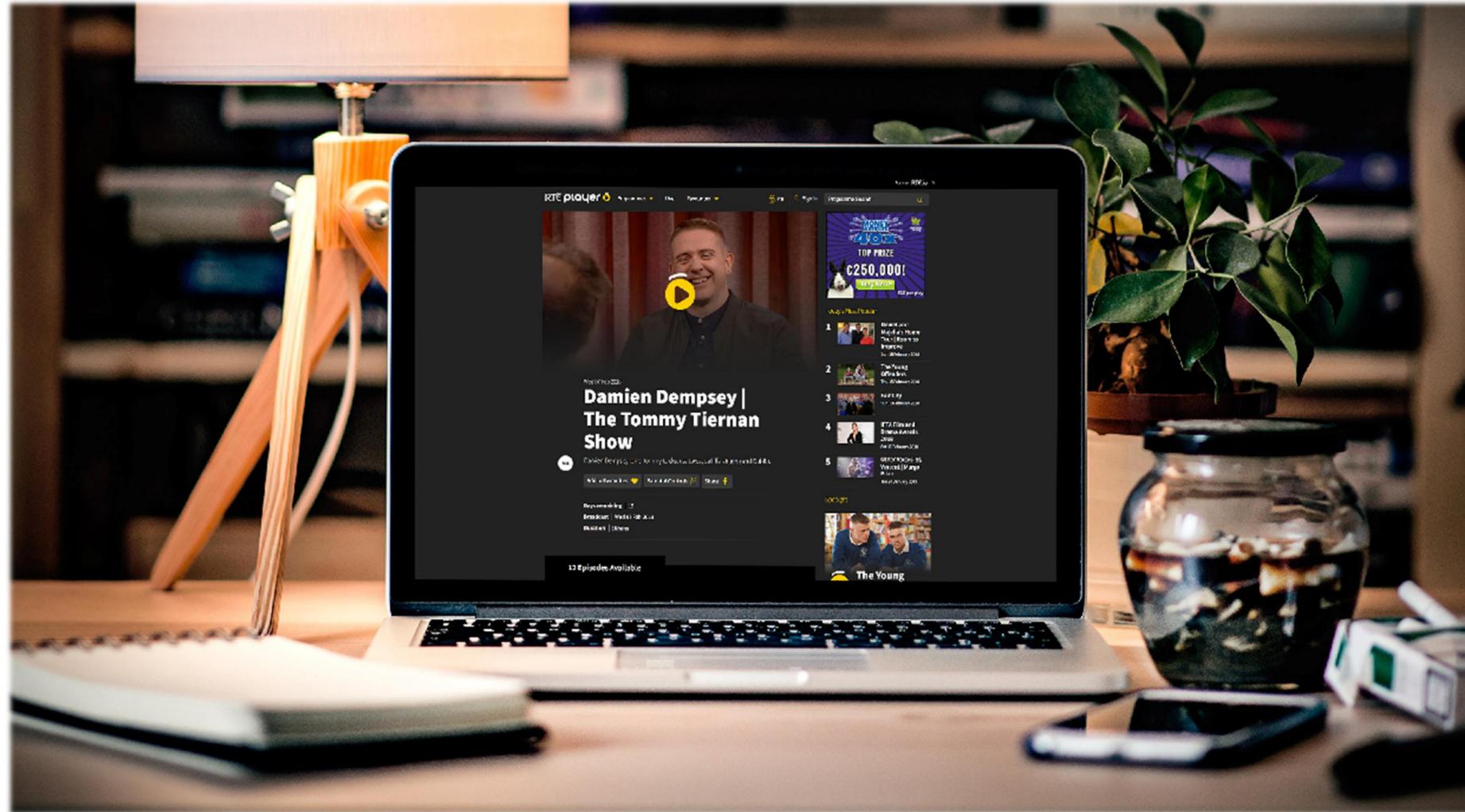
Audience targeting across RTÉ Online services

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

REACH

RTÉ has an online user base of 1.25m adults in Ireland



RTÉ Media Sales

 01 208 330

 mediasales@rte.ie

 www.rte.ie/mediasales