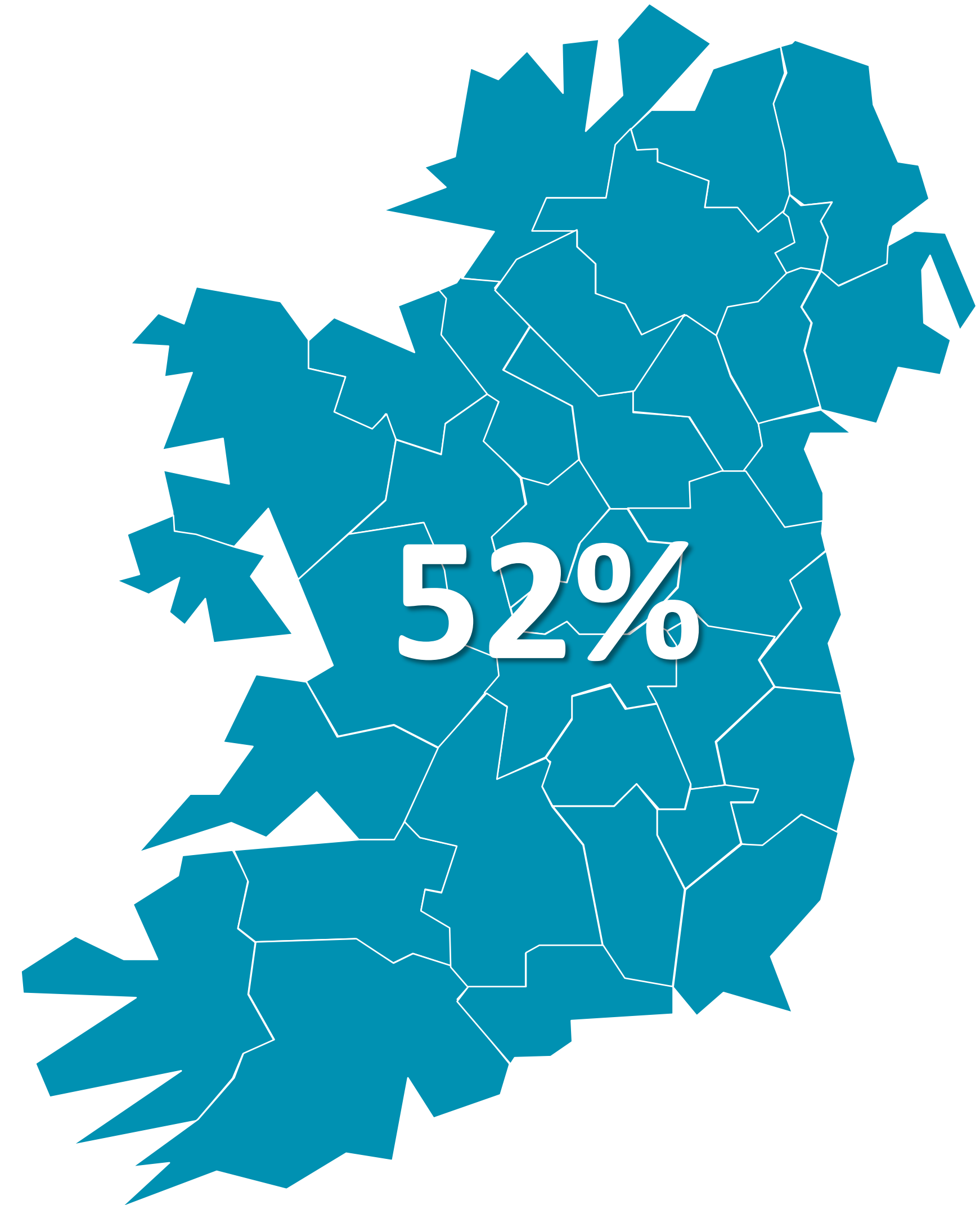


RTÉ Media Sales
Digital Audience Report
April 2020

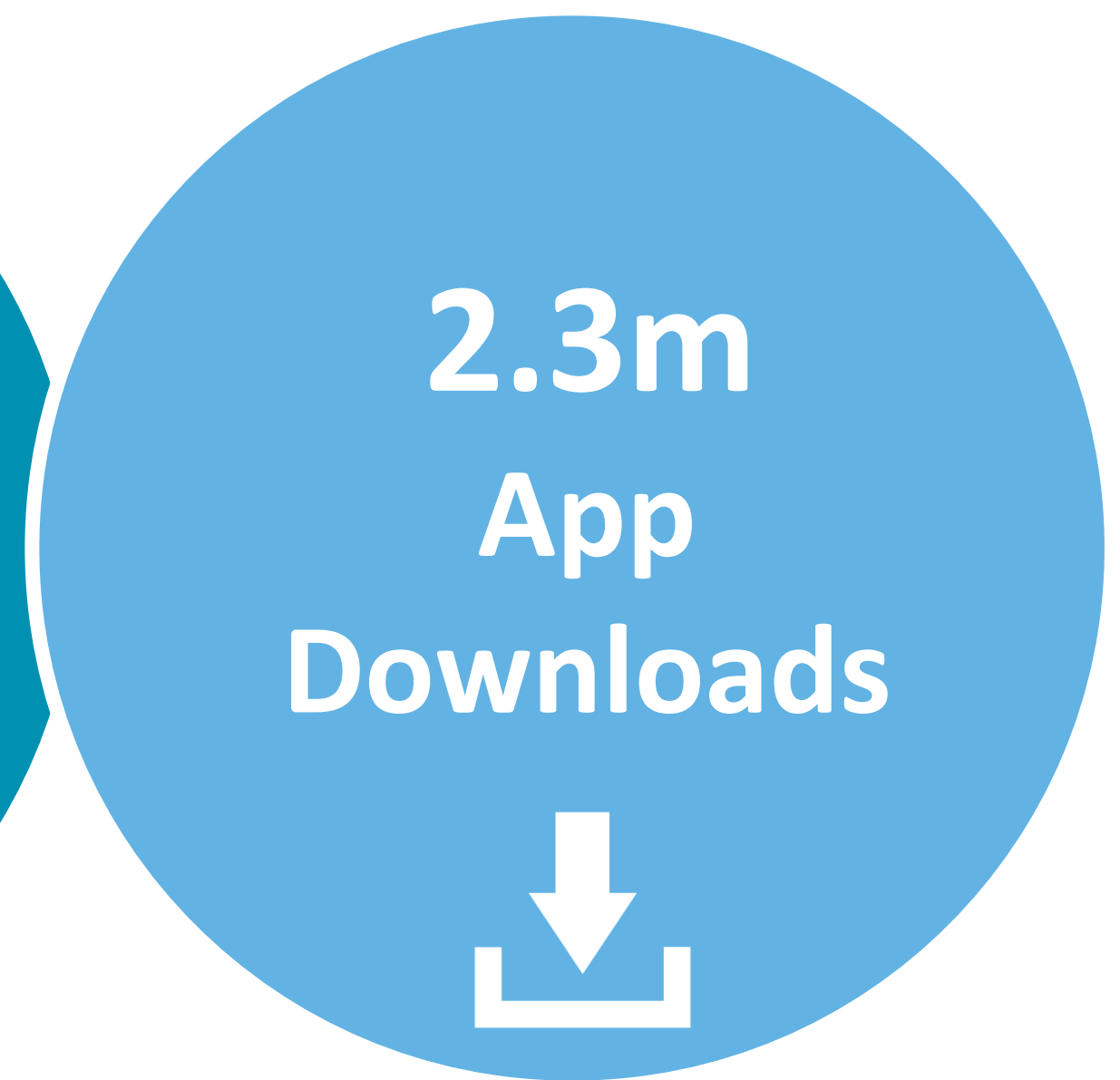
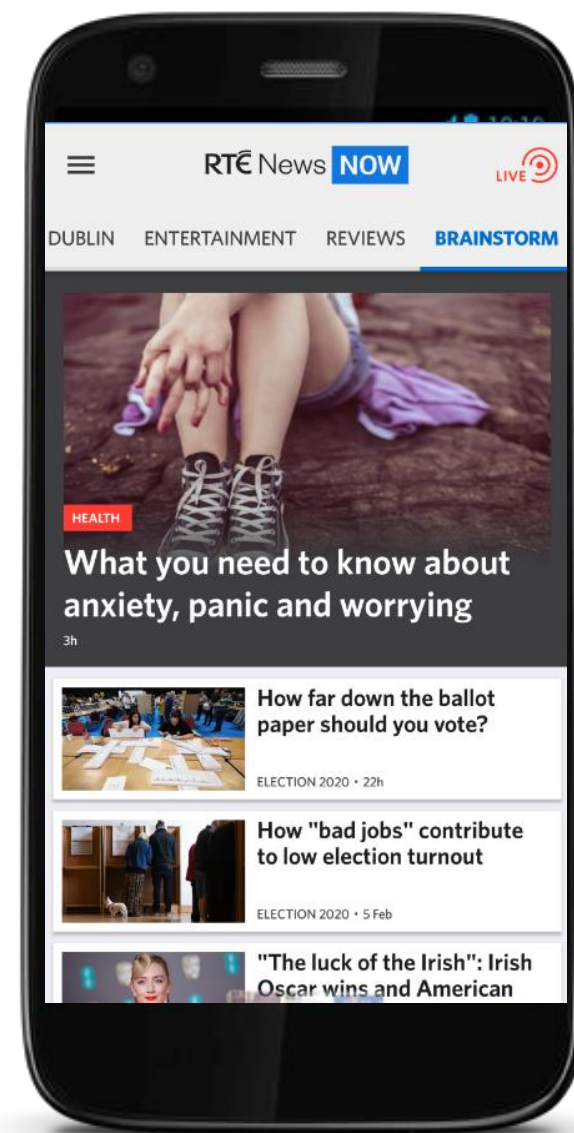
DIGITAL SERVICE USAGE

52% of Irish adults use a digital service from RTÉ every week



RTÉ NEWS NOW

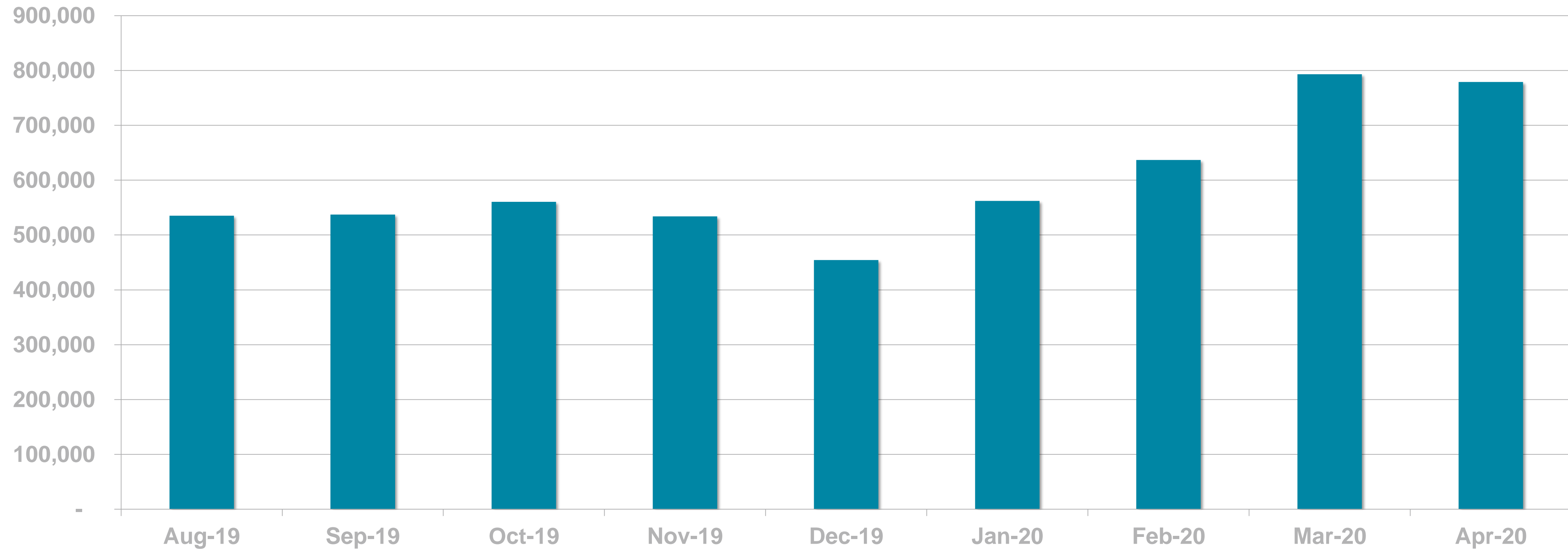
RTÉ News Now is the Number 1 news and entertainment app in Ireland



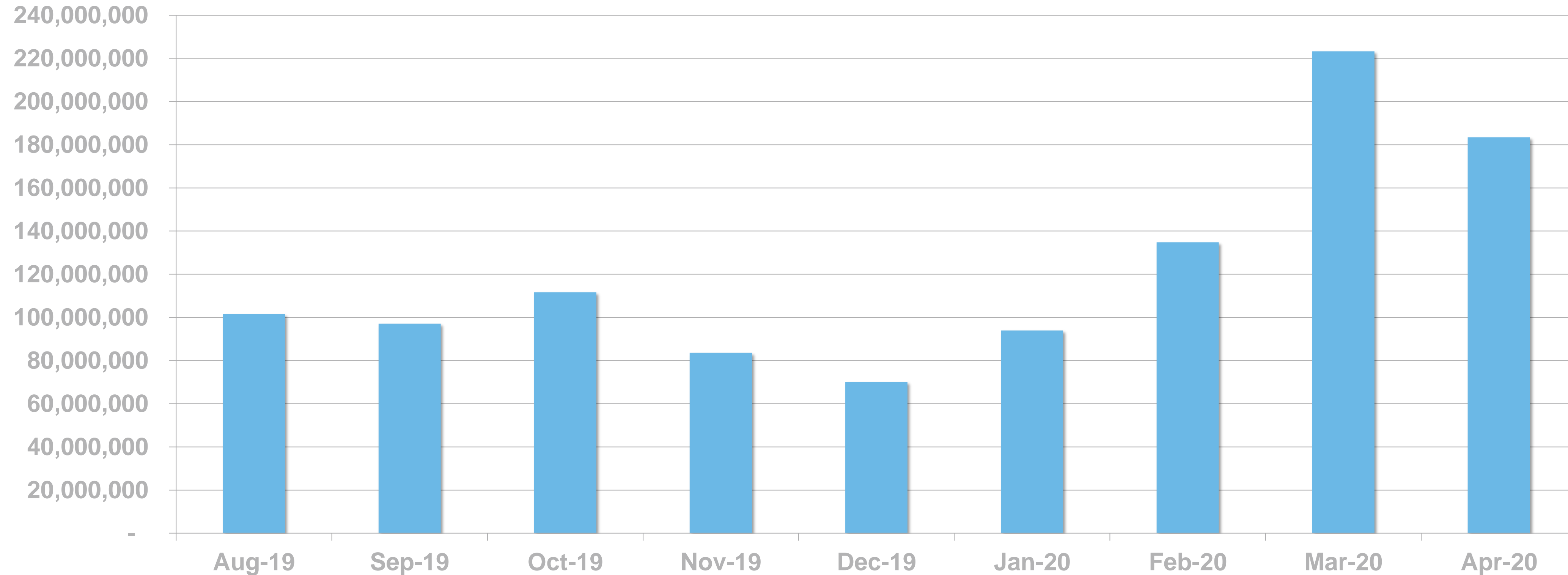
News Apps Ever Used – November 2019 (Adults 18+)



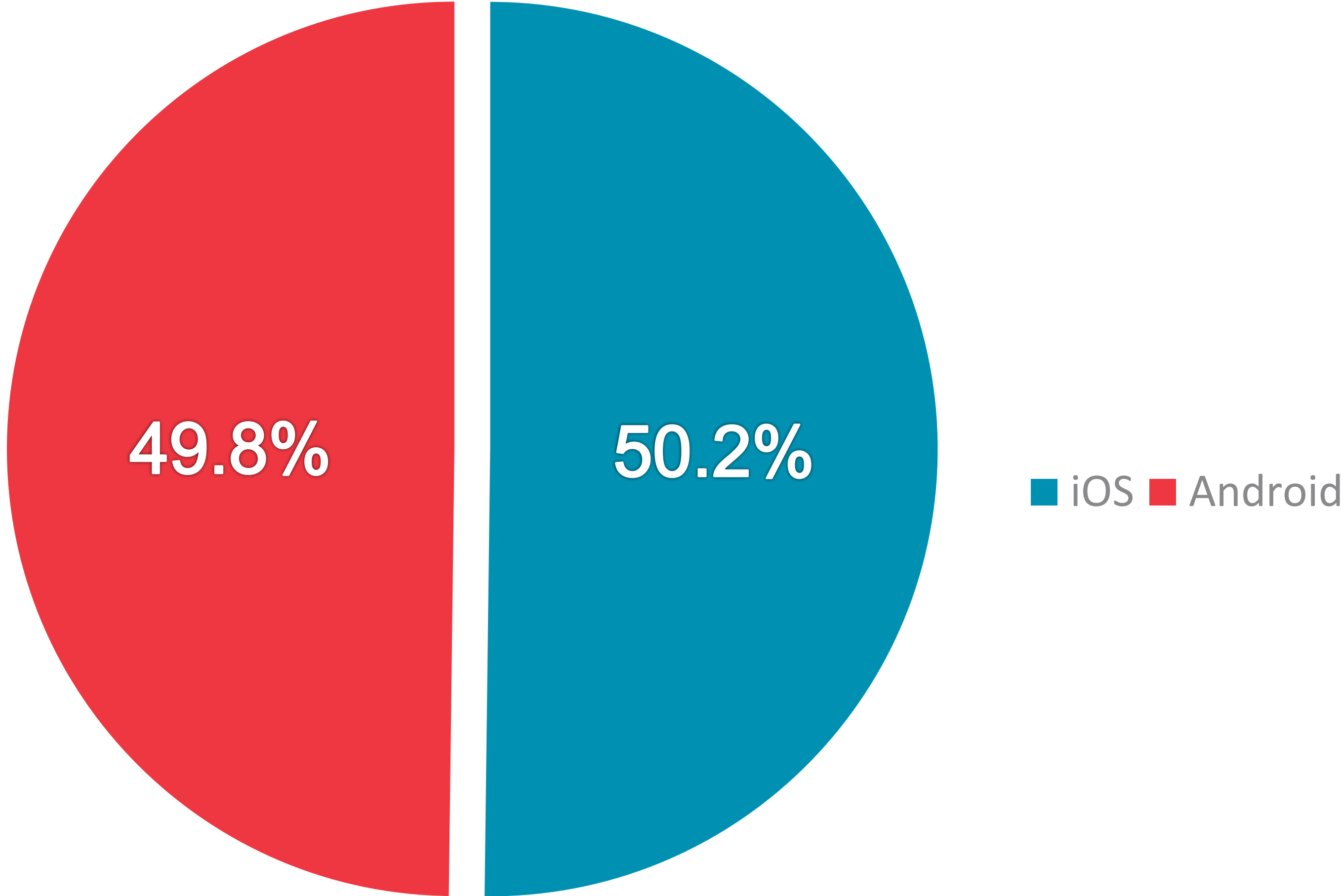
RTÉ News Now UNIQUE BROWSERS PER MONTH



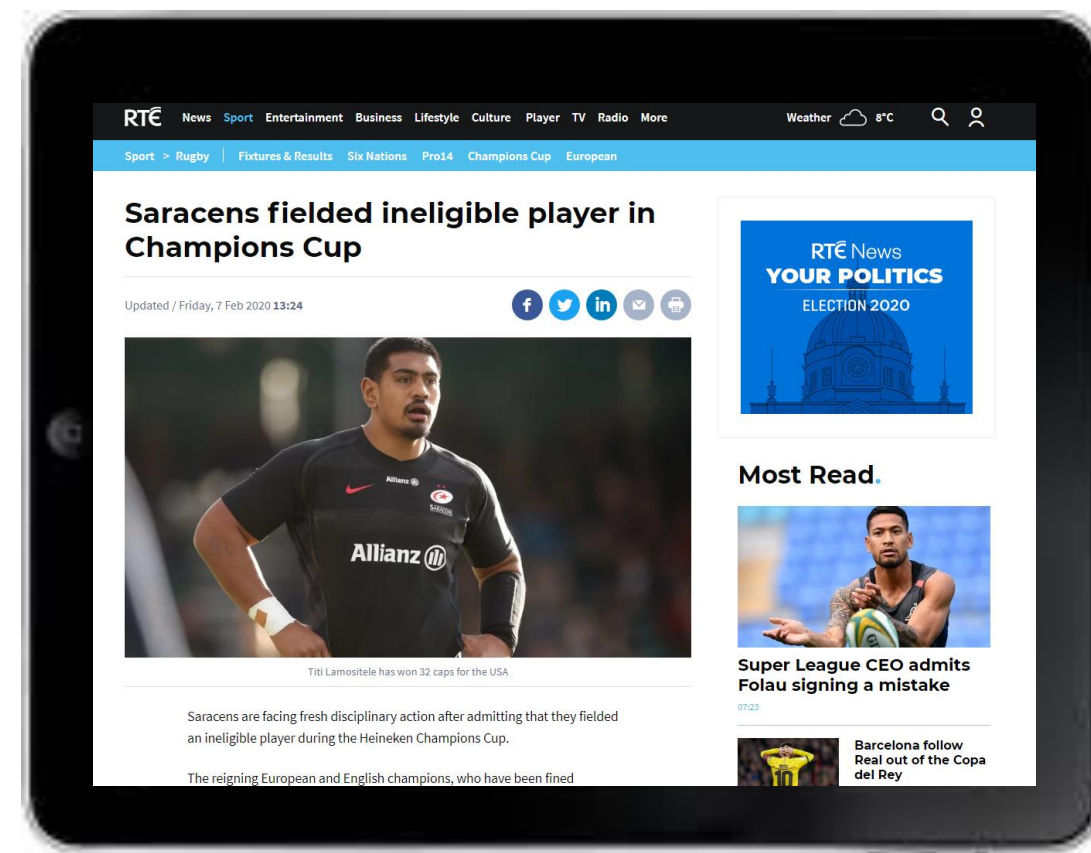
RTÉ News Now PAGE VIEWS PER MONTH



PAGE VIEWS PER APP VERSION



RTÉ.ie



Ireland's No. 1
Multi-Media
Website



7 mins
Average visit



8.3 million
Monthly Unique
Browsers

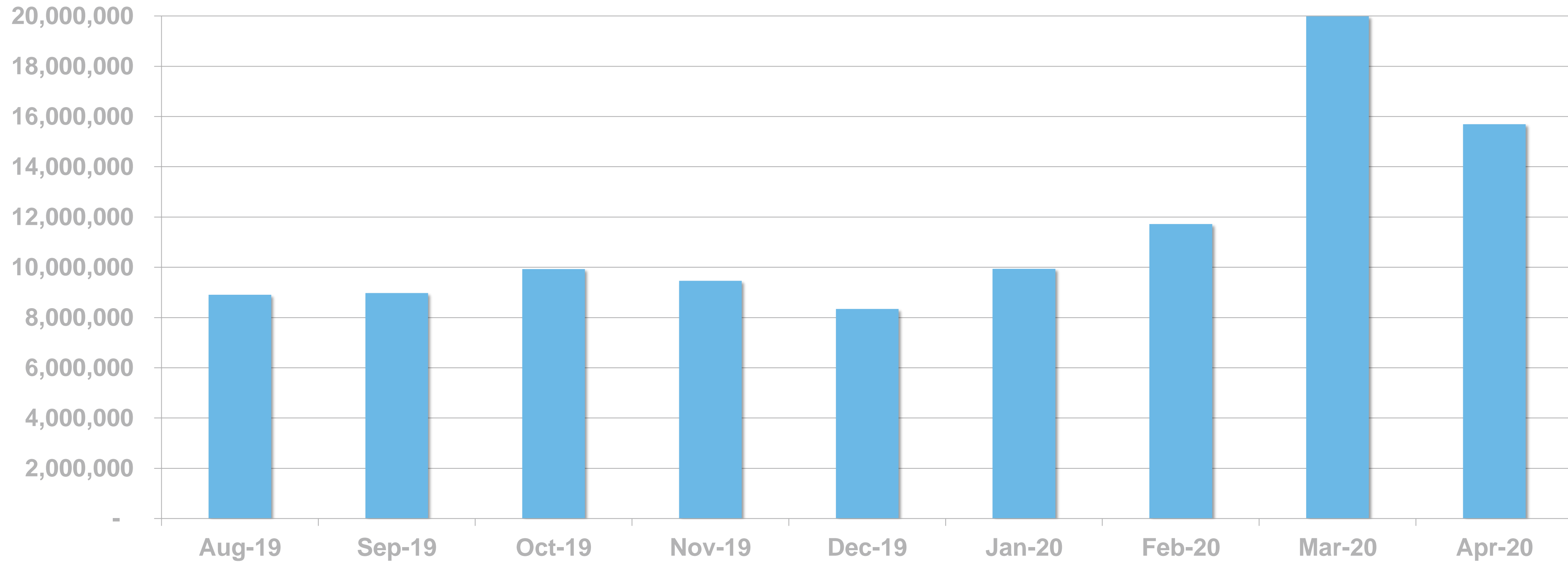


RTÉ.ie is the Number 1 multi-media website in Ireland, used by 38% of Irish adults

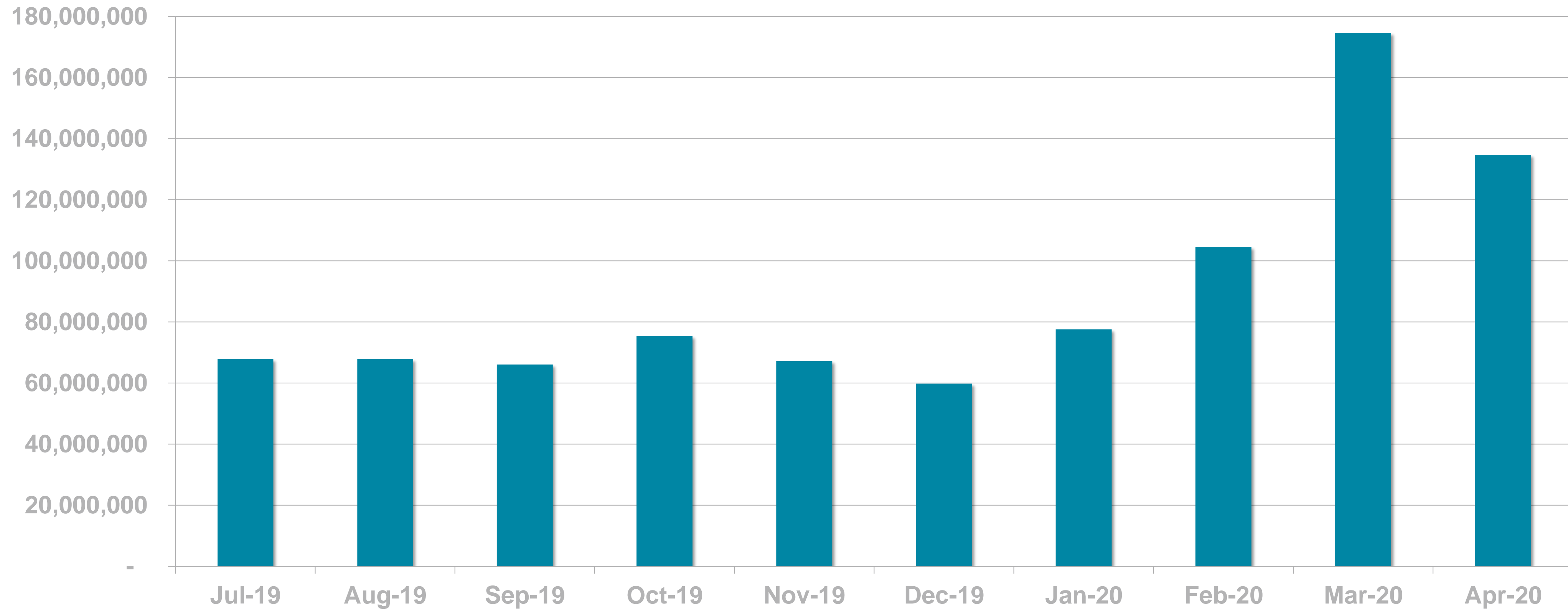
News & Entertainment Websites Ever Used November 2019 (Adults 18+)



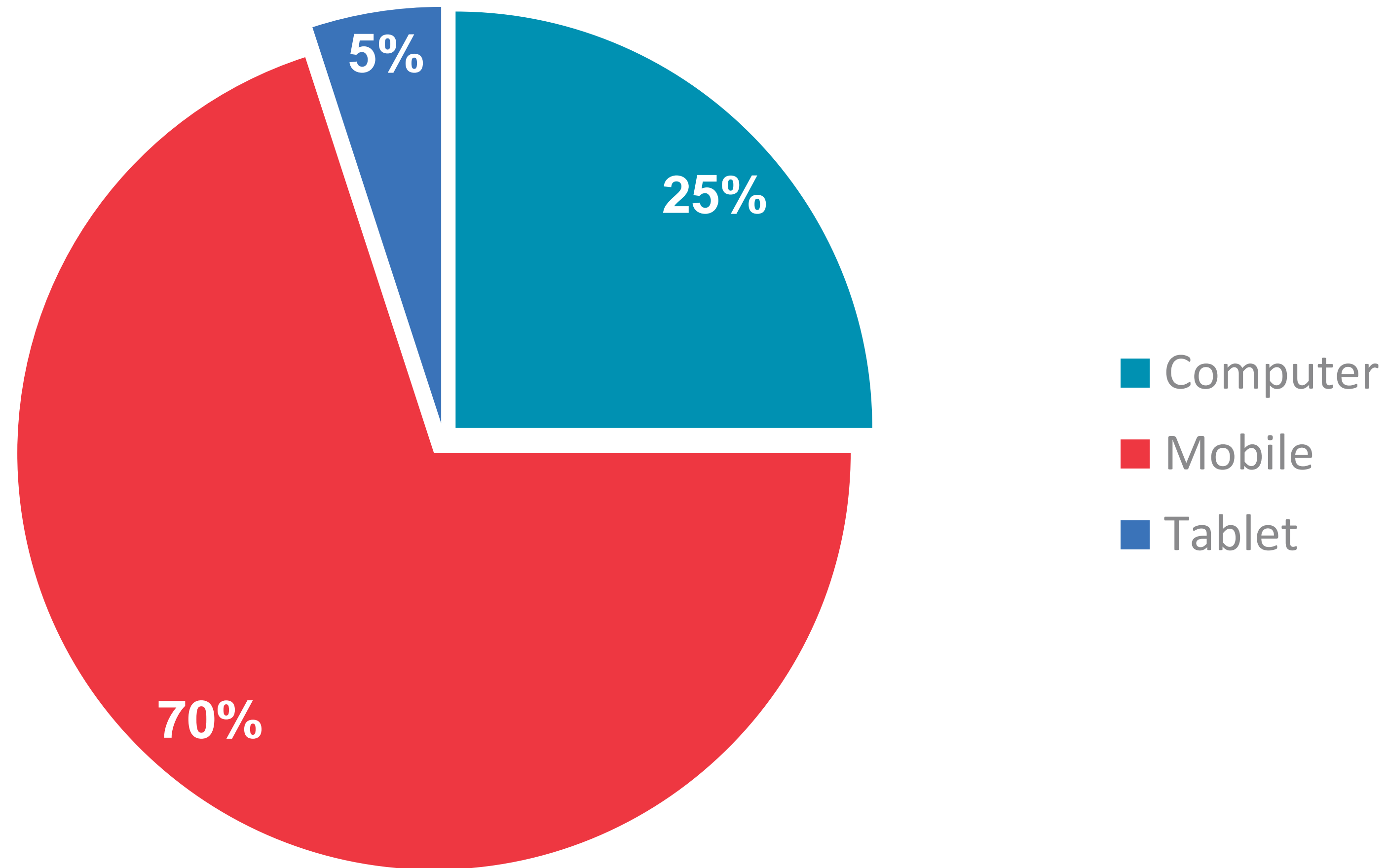
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH

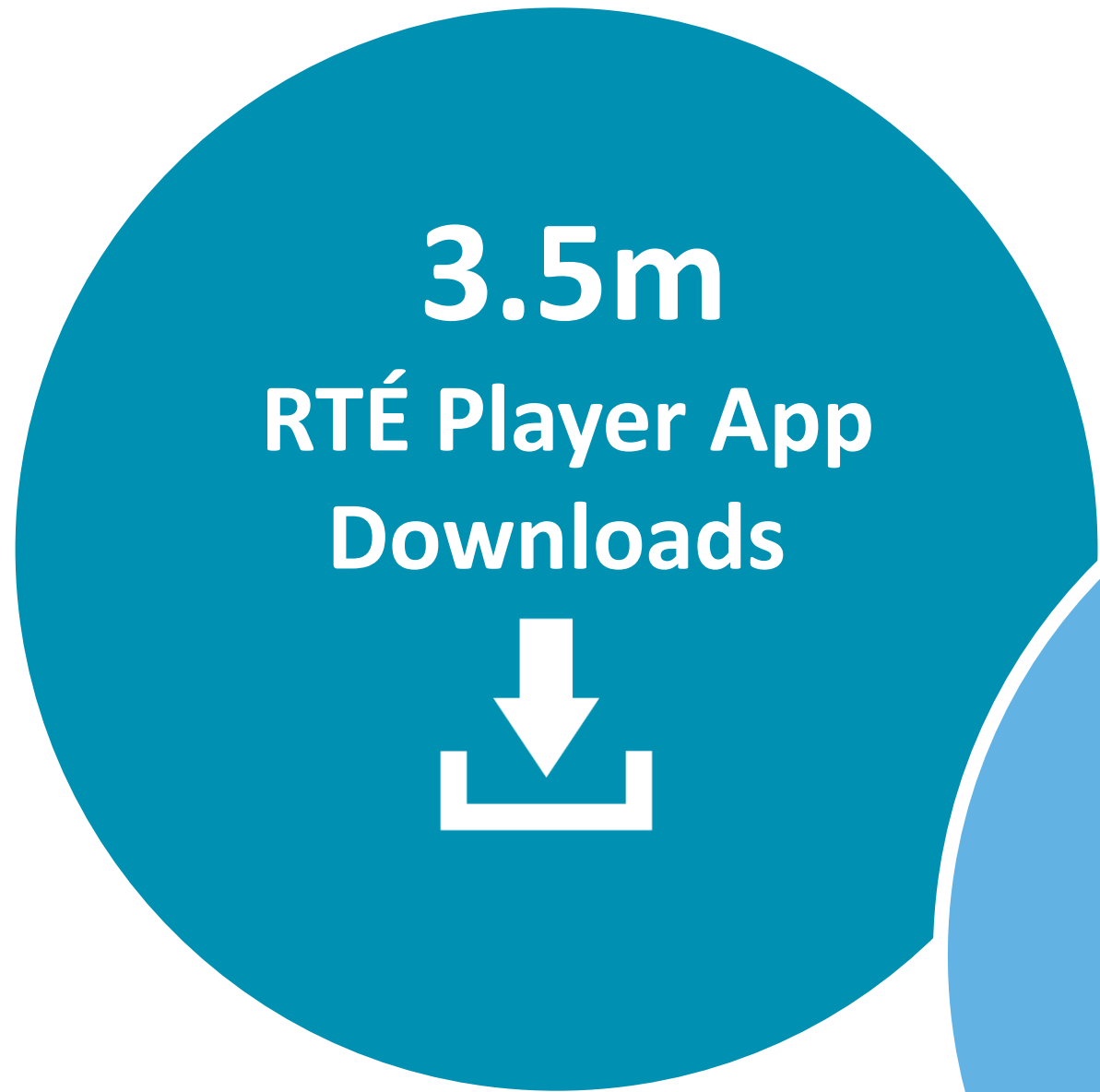


RTÉ.ie PAGE VIEWS PER DEVICE

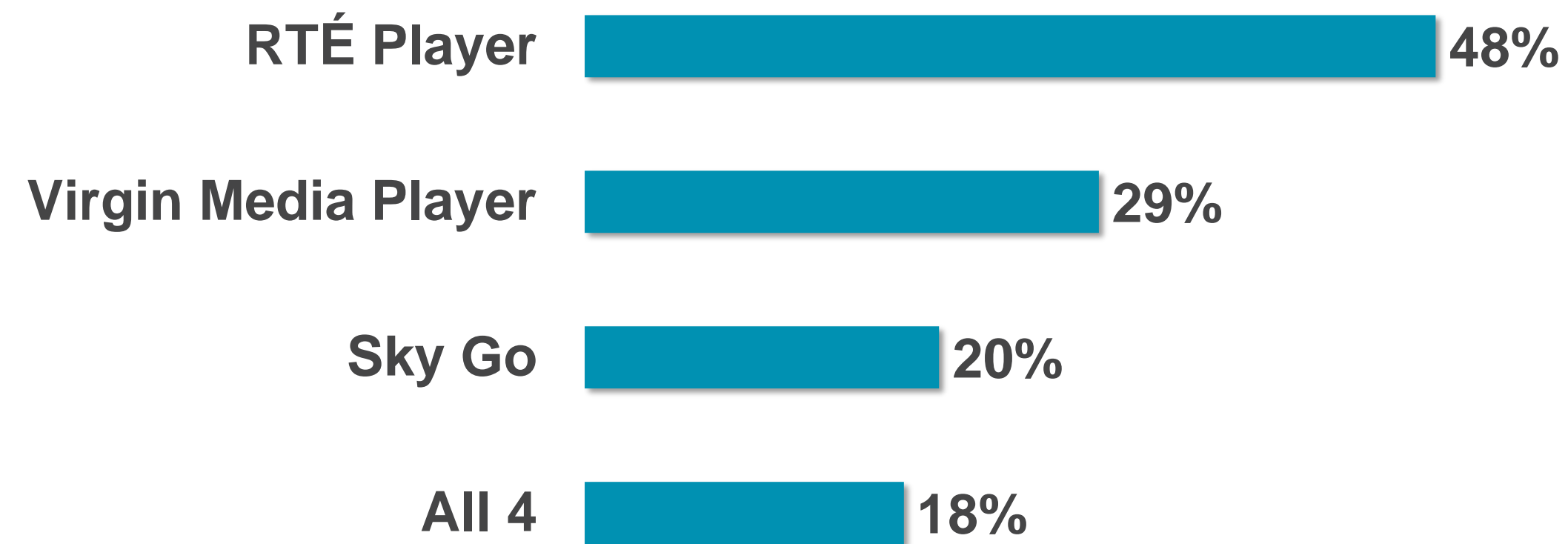




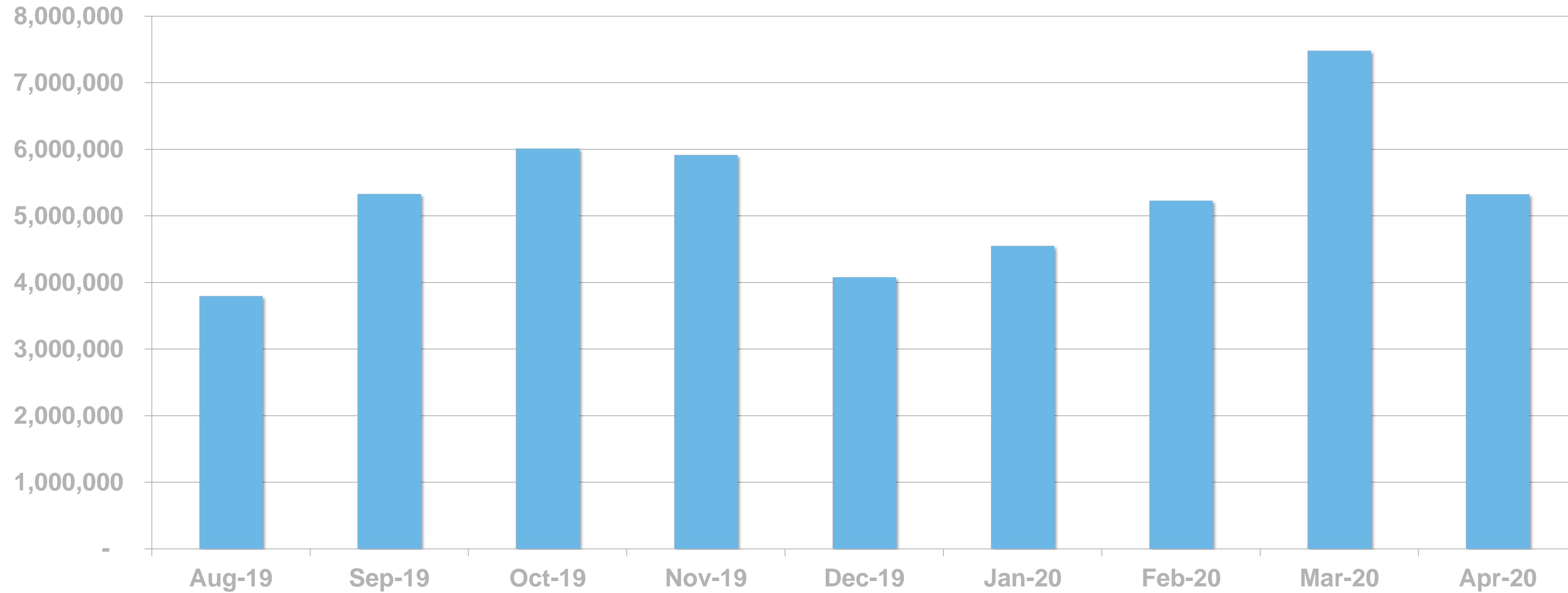
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



BVOD Services Ever Used
November 2019 (Adults 18+)



RTÉ PLAYER STREAMS/ PLAYCOUNT PER MONTH



Top Programmes

	Programme	Streams
1	RTÉ News: Nine O'Clock	389,000
2	RTÉ News: Six One	373,000
3	Love/ Hate	357,000
4	Home & Away	233,000
5	RTÉ's Home School Hub	200,000
6	The Late Late Show	188,000
7	EastEnders	163,000
8	News Special (10 th April)	143,000
9	Normal People	133,000
10	The Act	130,000
11	Home of the Year	125,000
12	Fair City	117,000
13	RTÉ News: One O'Clock	102,000
14	Frasier	102,000
15	ER	101,000

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

RTE Media Sales



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www.rte.ie/mediasales