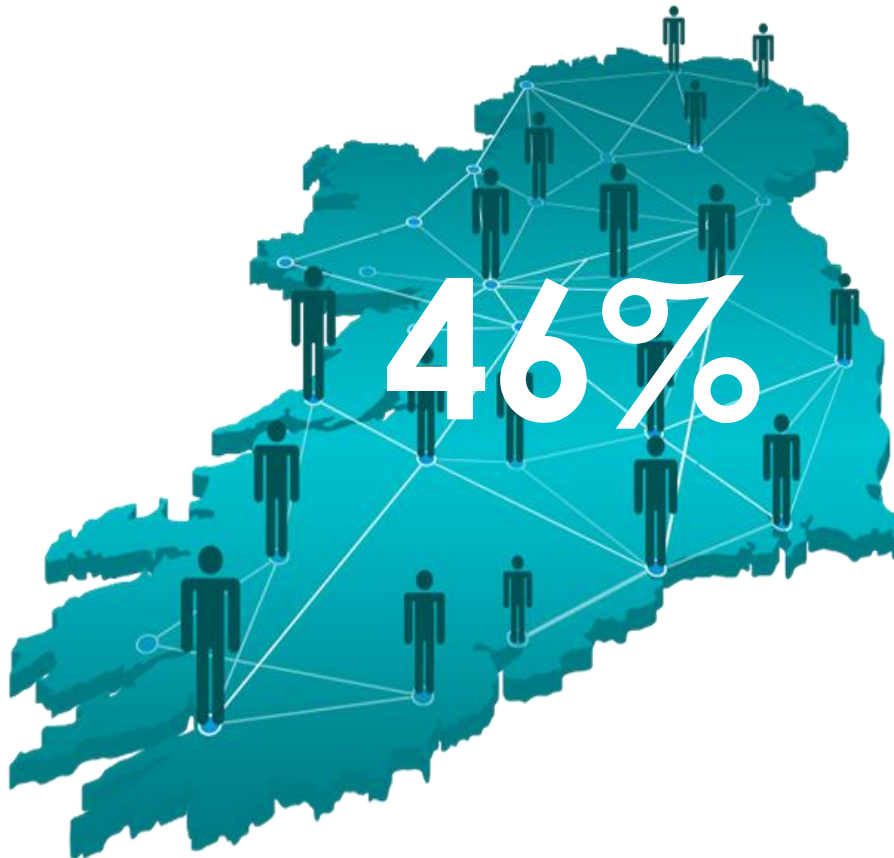


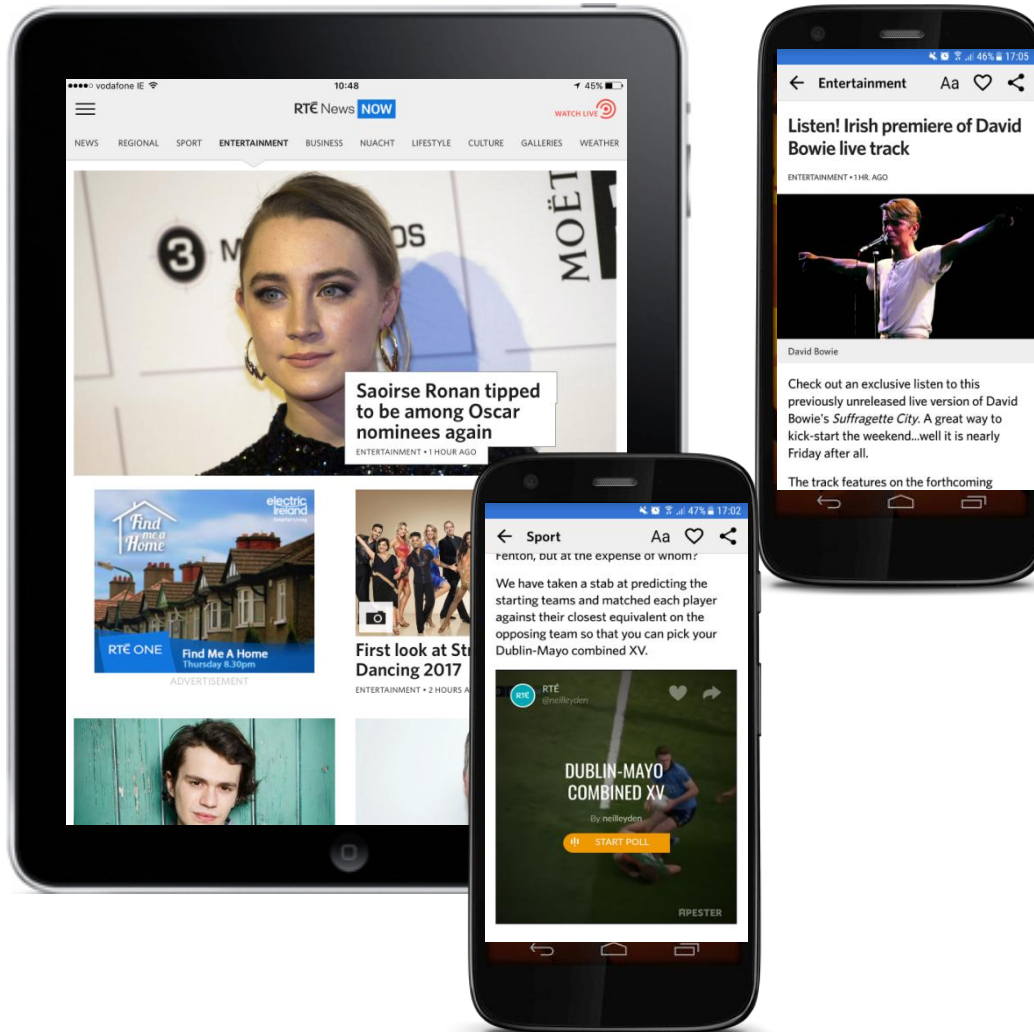


Digital Audience Report August 2017

**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**

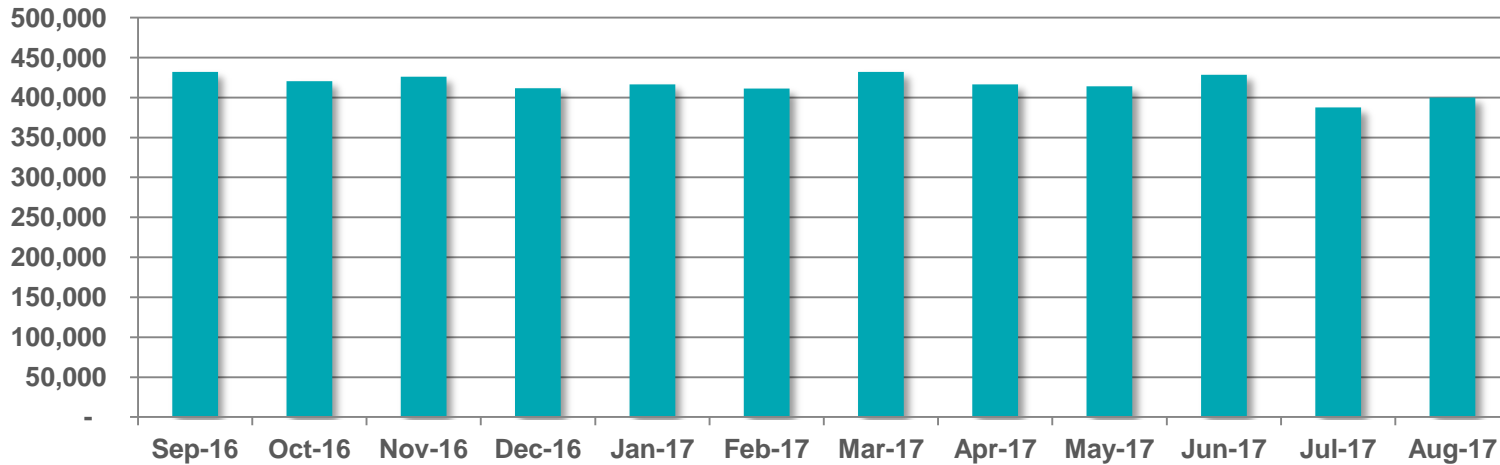


News Now App

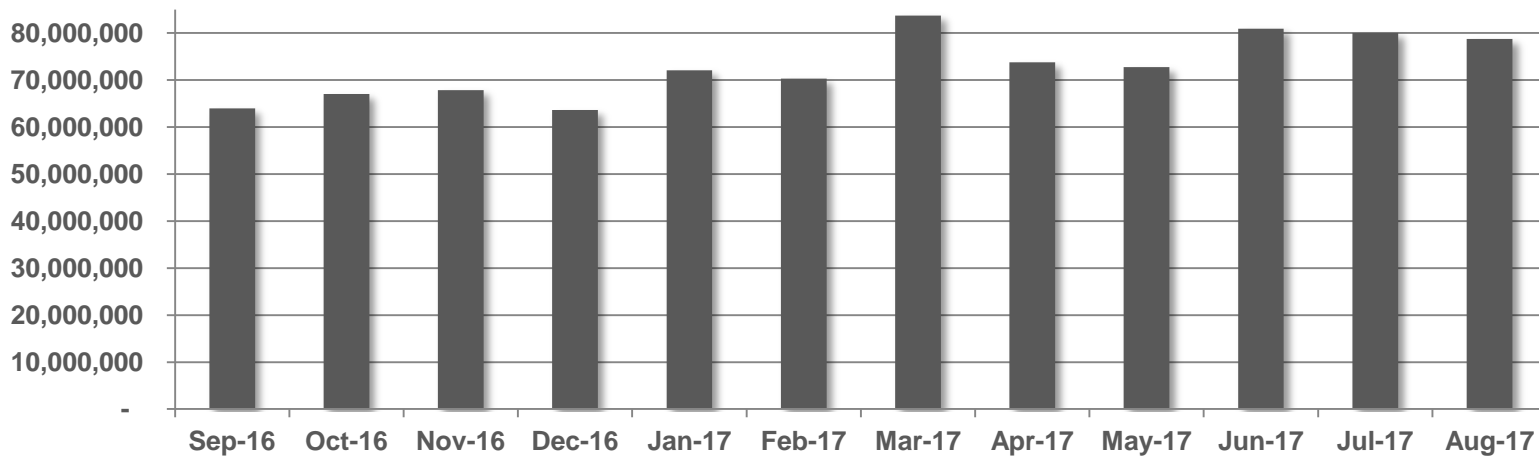


News Now App
downloads

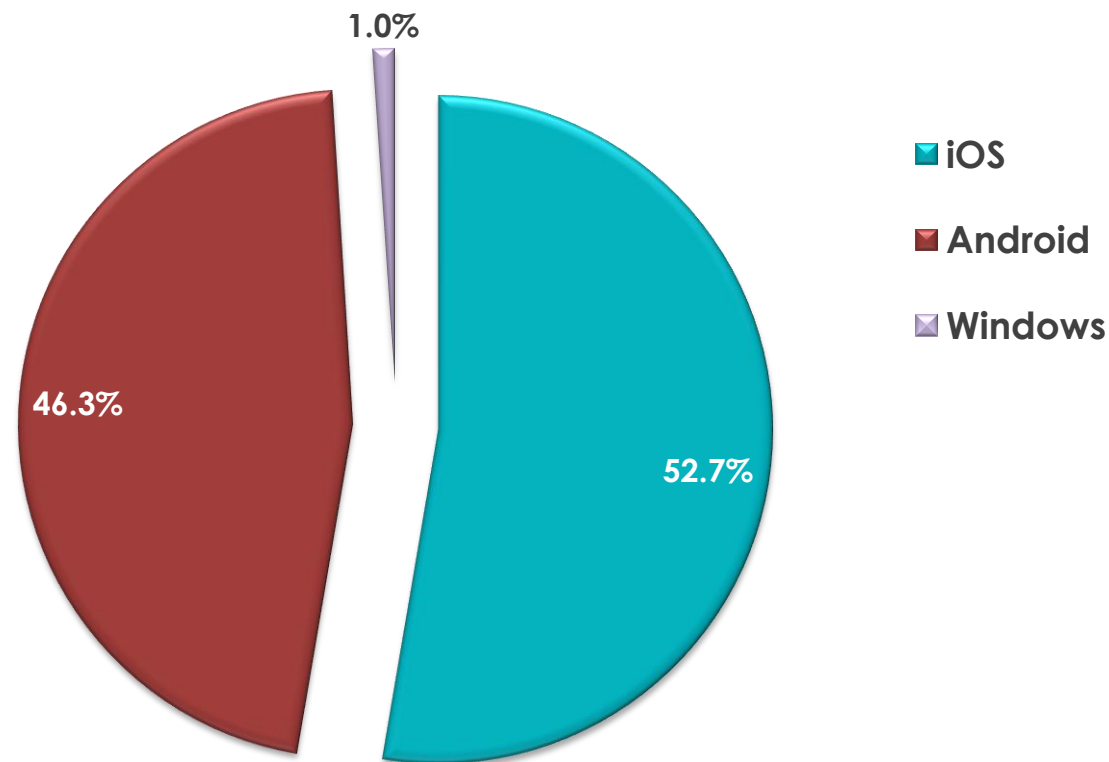
Unique Browsers per Month

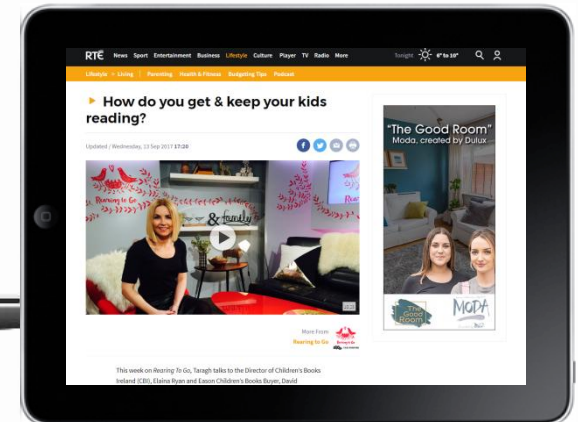


Page Views per Month



Page Views per App Version – August 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 44% of Irish Internet users in the last month



No.1 Multi-media Website



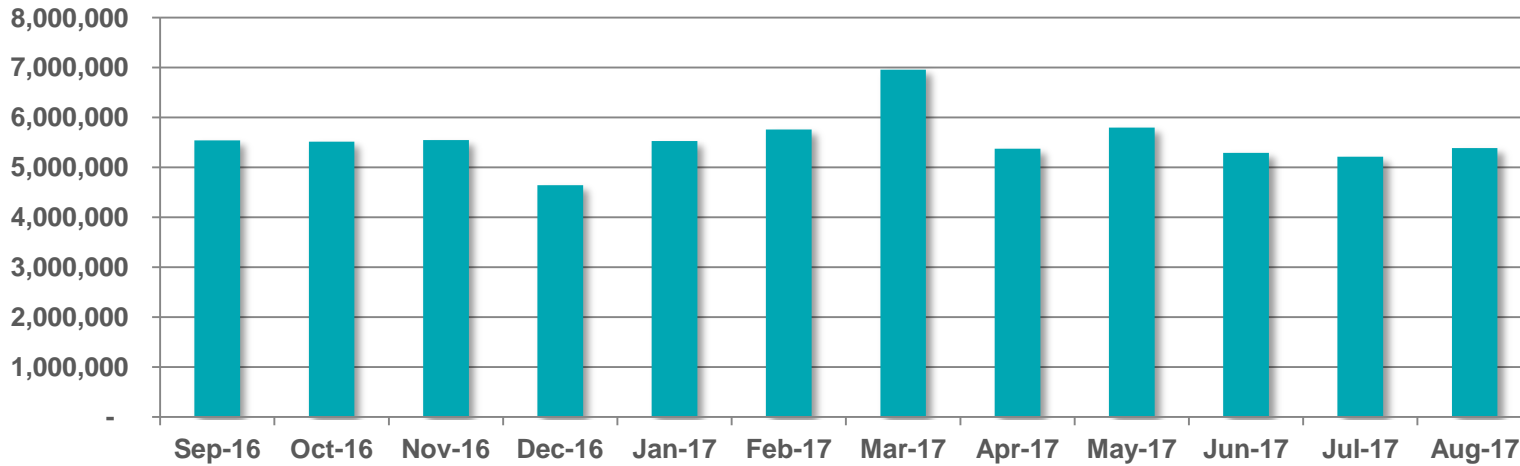
The average visit on RTÉ.ie is longer than Irish Times, Independent and The Journal

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)

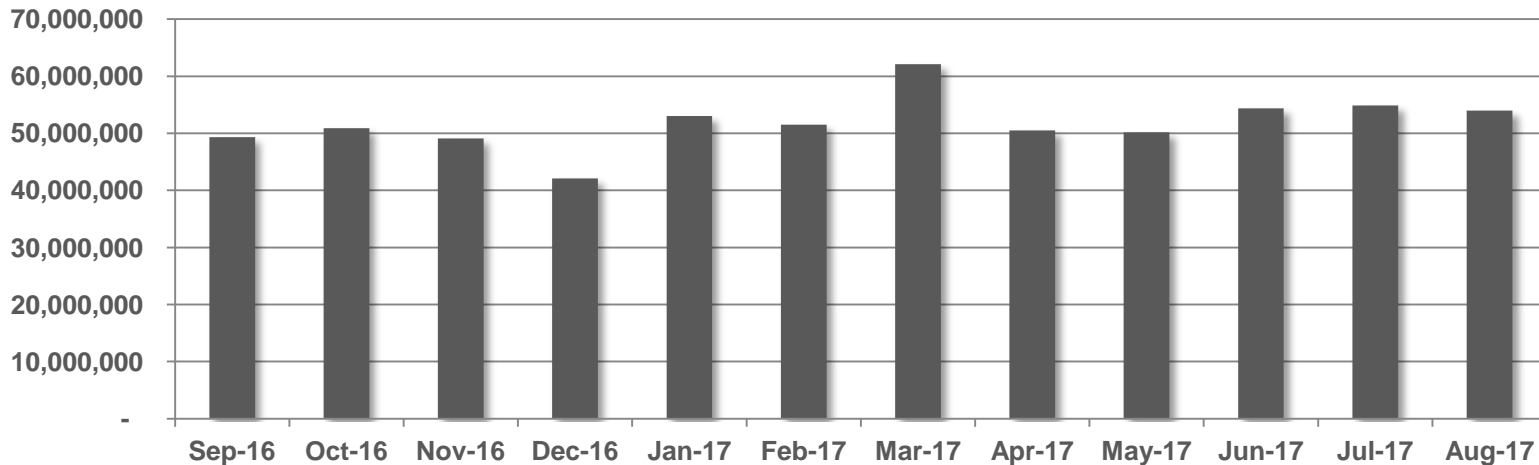


Monthly Unique Browsers

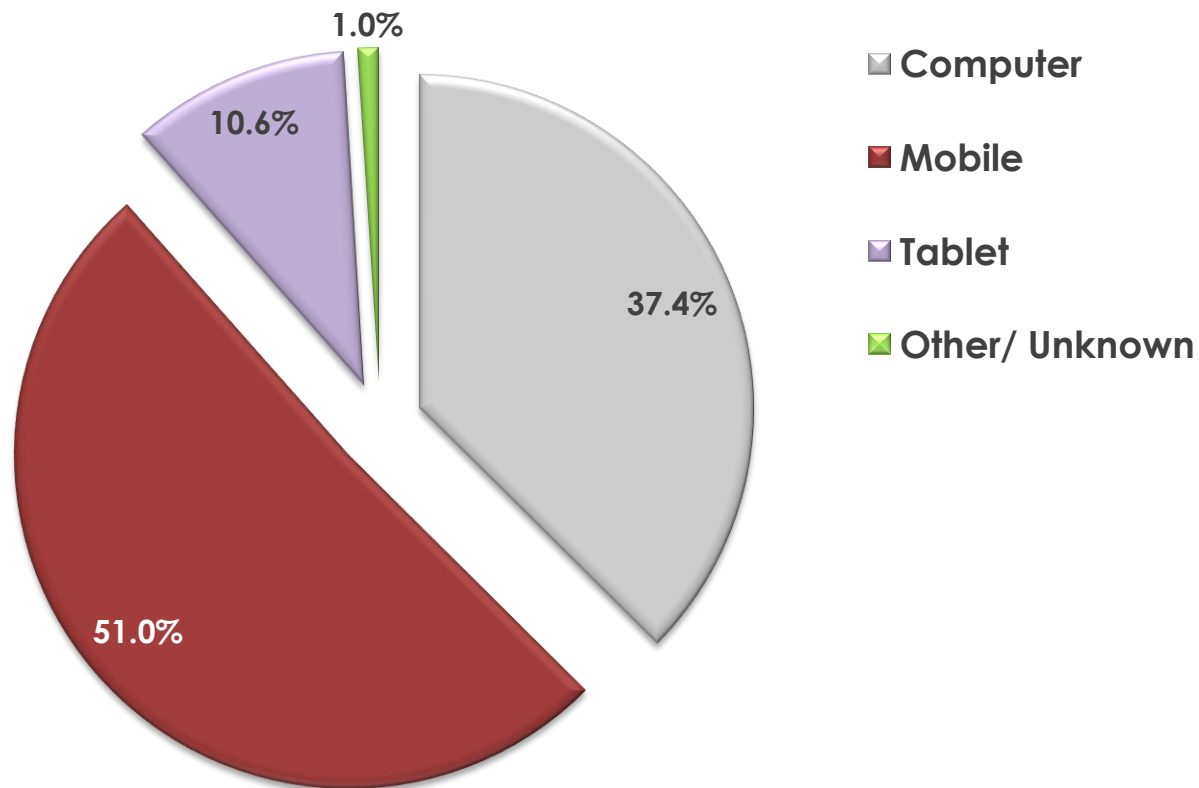
Unique Browsers per Month

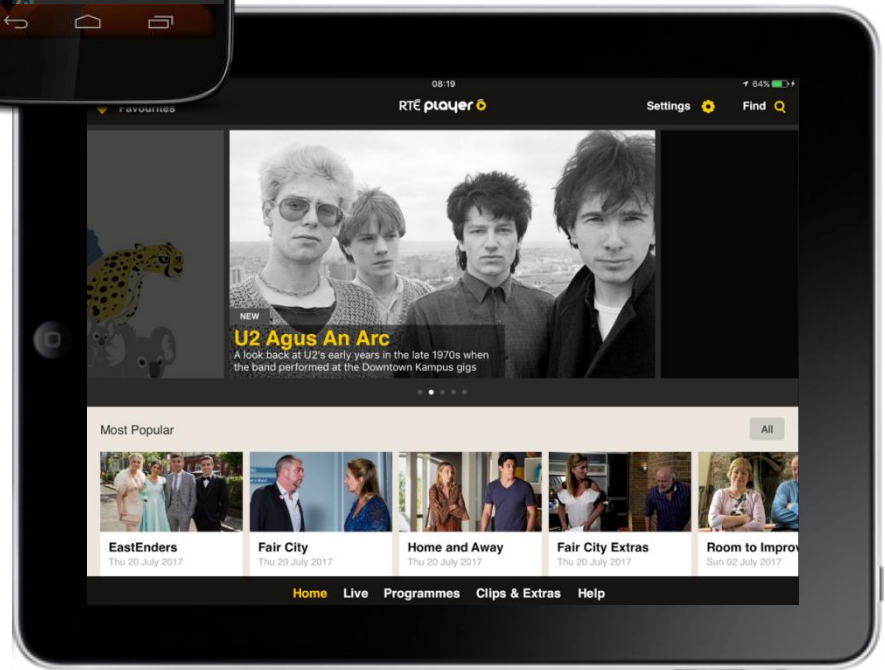
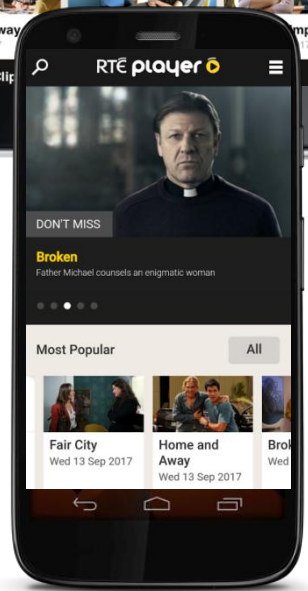
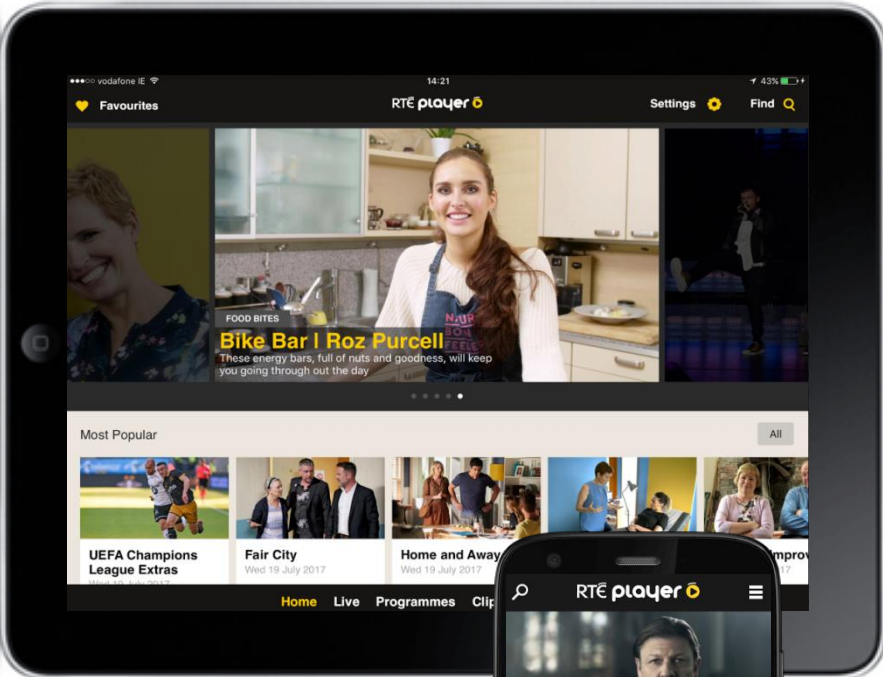


Page Views per Month



Page Views per Device – August 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



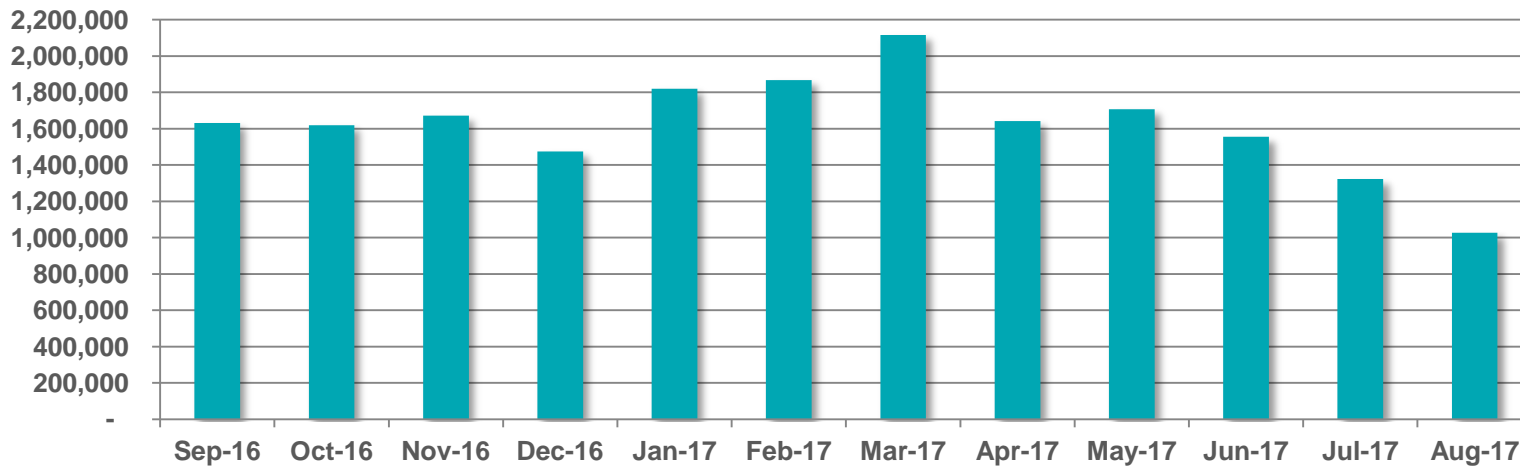
Ireland's No.1 VOD service



Total Streams
Per Month

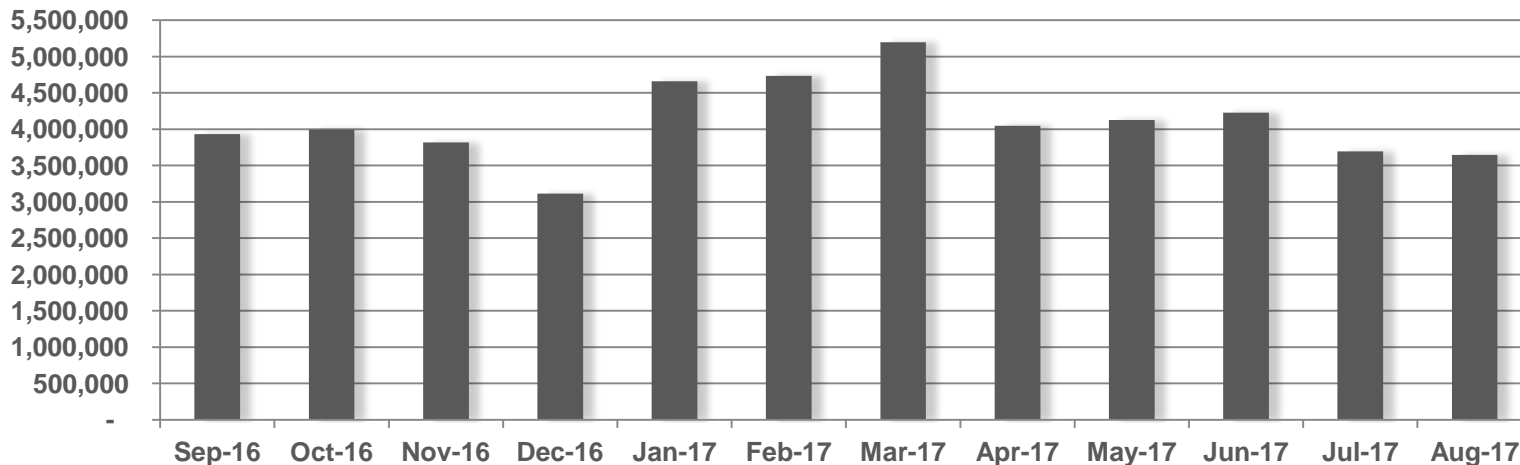


Unique Browsers per Month



N.B. A more accurate measure of browsers has been available since July 2017

Streams per Month

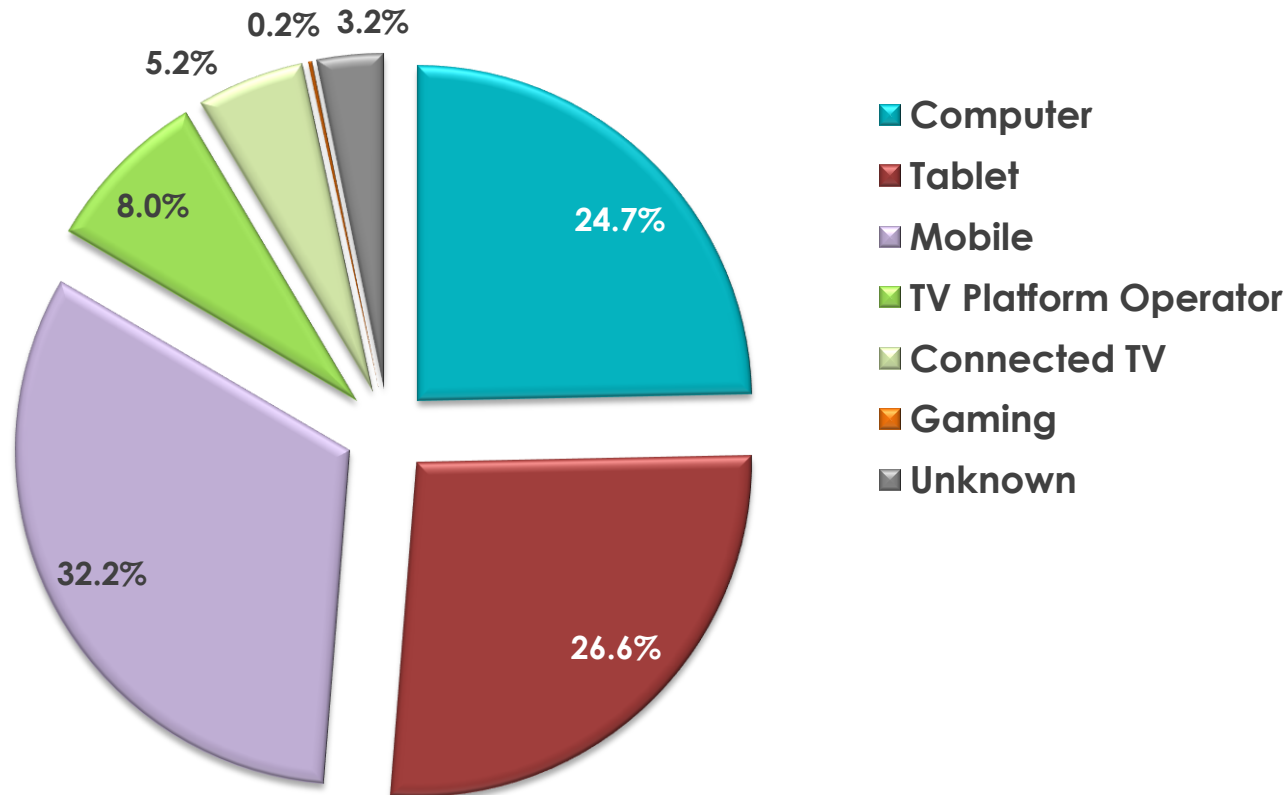


Source: comScore Dax (Unique Browsers excluding Virgin Media/Sky. Streams exc .Sky)

Top Programmes in August 2017

	Programme	Streams
1	Home and Away	458,000
2	EastEnders	439,000
3	Fair City	426,000
4	The Sunday Game Live	295,000
5	Neighbours	171,000
6	RTÉ News: Nine O'Clock	103,000
7	The Rose of Tralee	95,000
8	The Sunday Game Extras	76,000
9	The Sunday Game	70,000
10	The Rose of Tralee Extras	64,000
11	Latest News and Weather	61,000
12	RTÉ News: Six One	58,000
13	Shortland Street	51,000
14	Home and Away Extras	41,000
15	Weather	40,000
16	Fair City Extras	38,000
17	RTÉ News Stories	34,000
18	Nationwide	32,000
19	Women's Rugby World Cup	30,000
20	Saturday Night with Miriam Extras	29,000

Streams by Device – August 2017



Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Neighbours	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	News	GAA	The Today Show	Celebrity Op Trans	Autumn Rugby Internationals
Male		X	X			X
Female	X			X	X	
Male 18-34						X
Female 18-34	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