

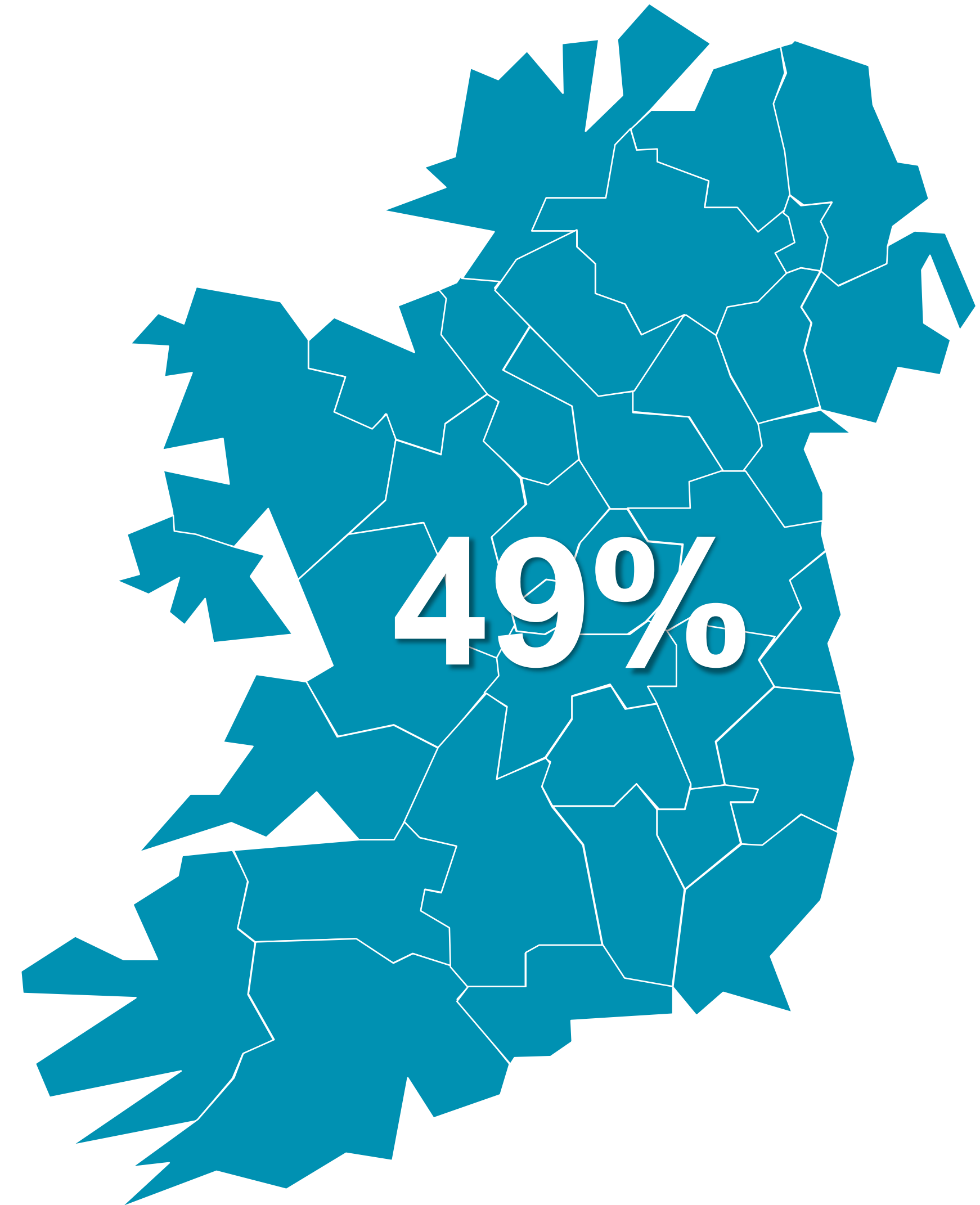
**RTÉ Media Sales**

# **Digital Audience Report**

**August 2018**

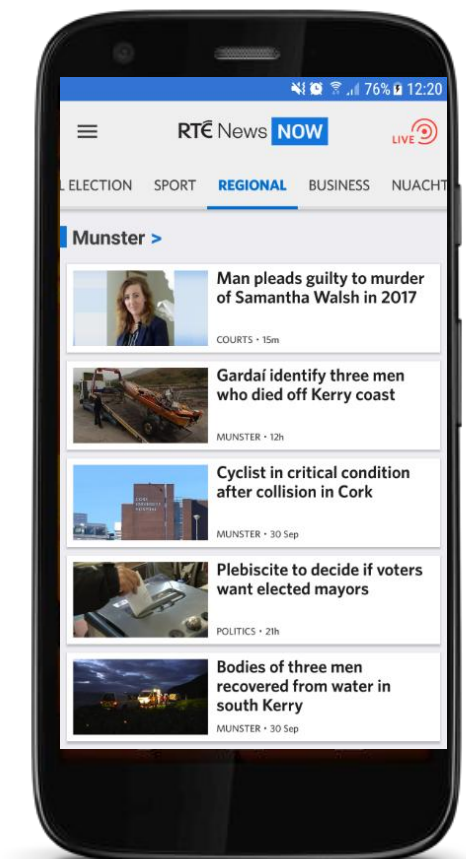
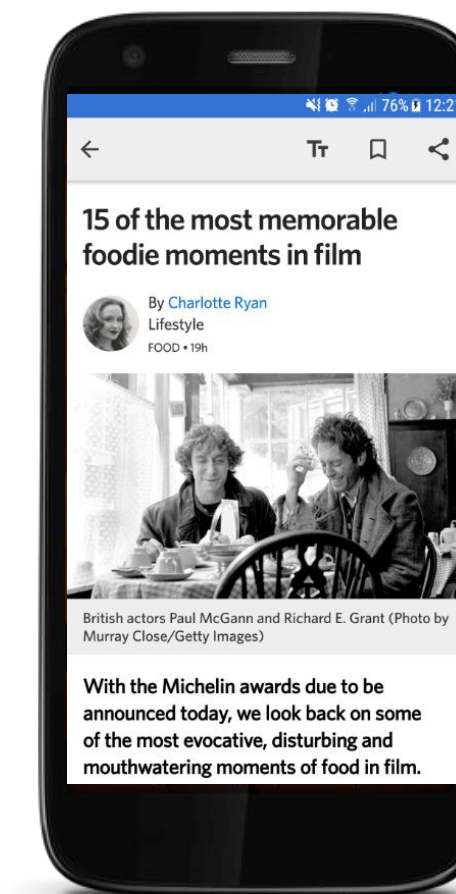
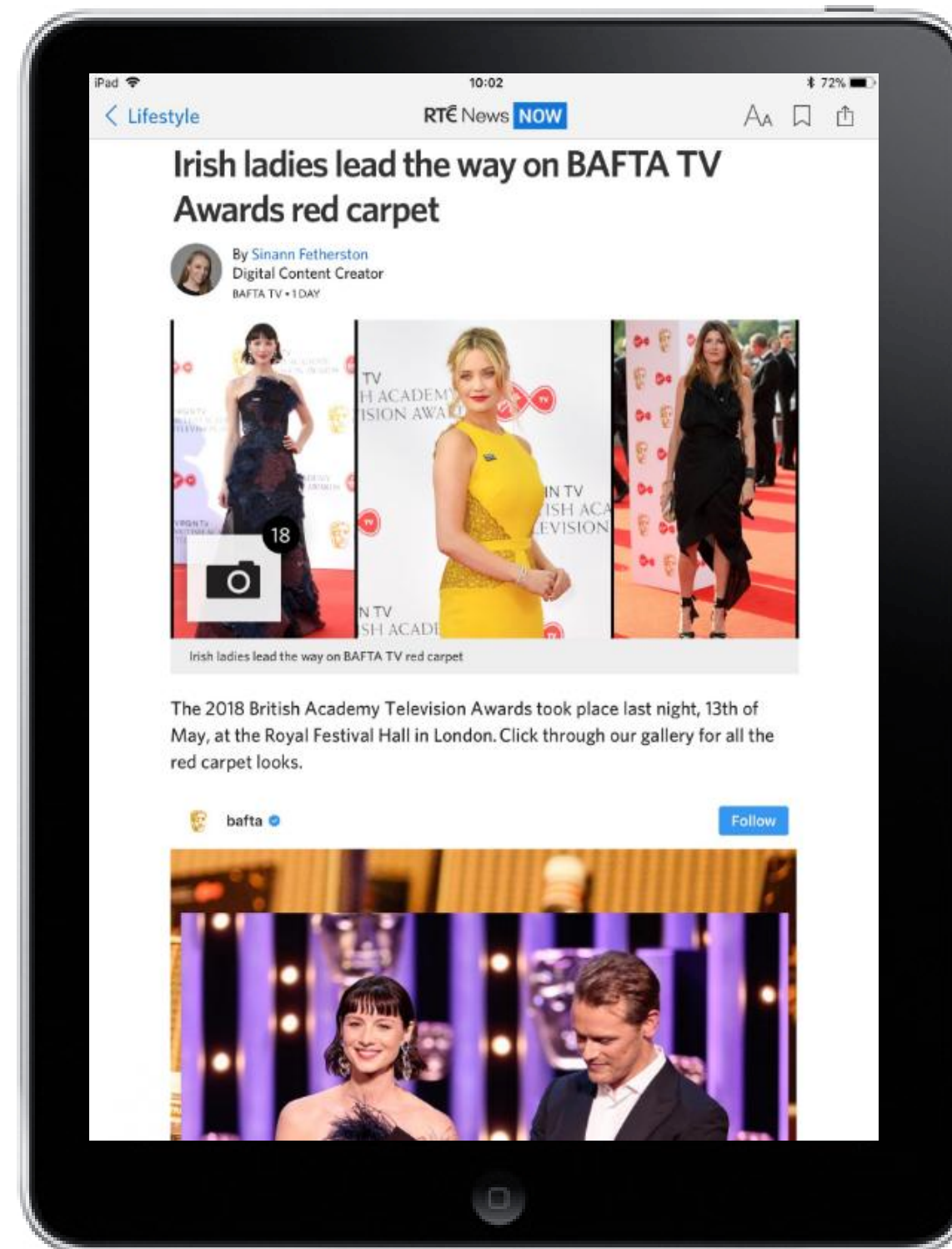
# DIGITAL SERVICE USAGE

49% of Irish adults use a digital service from RTÉ every week



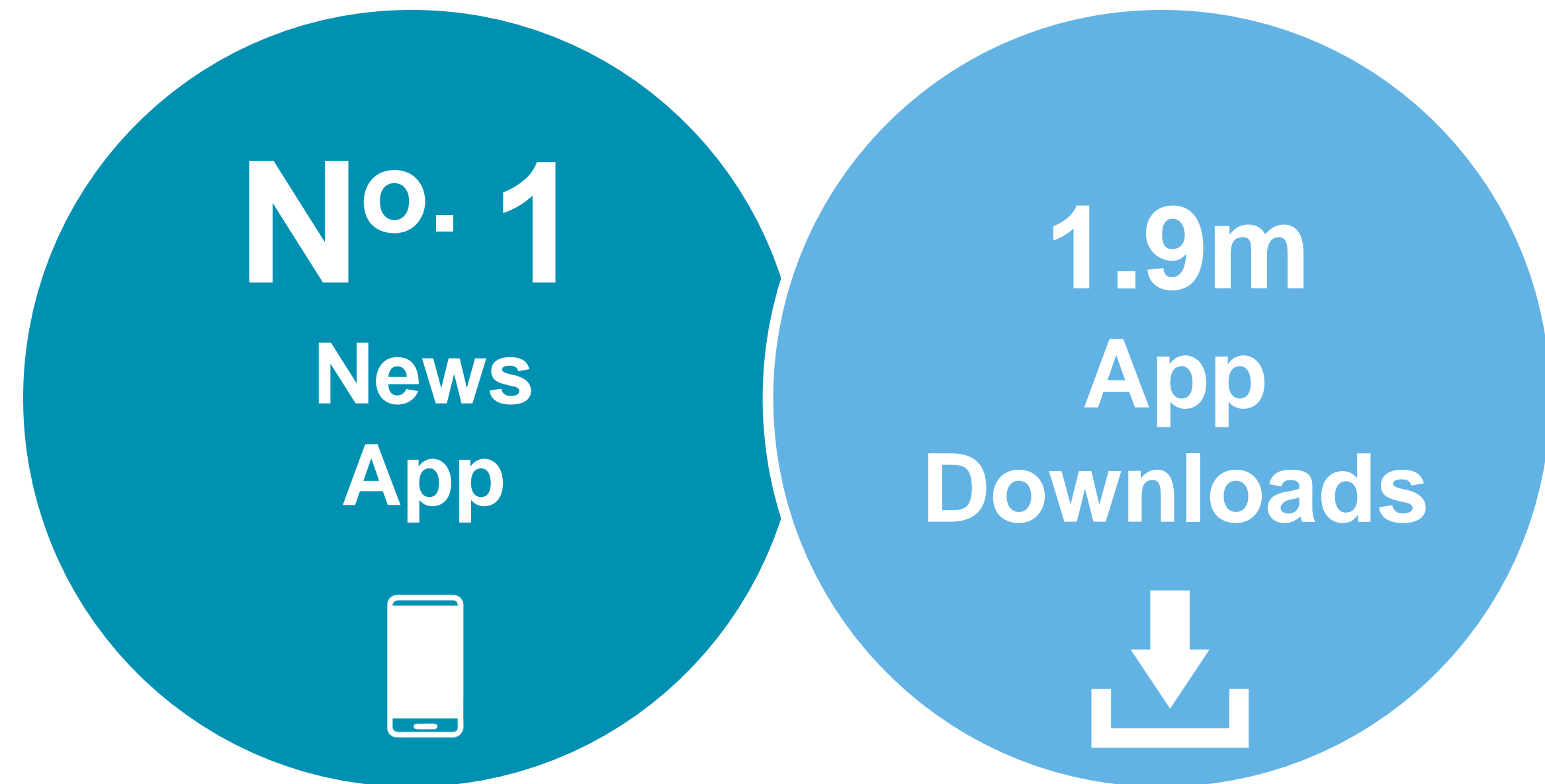
# RTÉ NEWS NOW APP

## RTÉ NEWS NOW

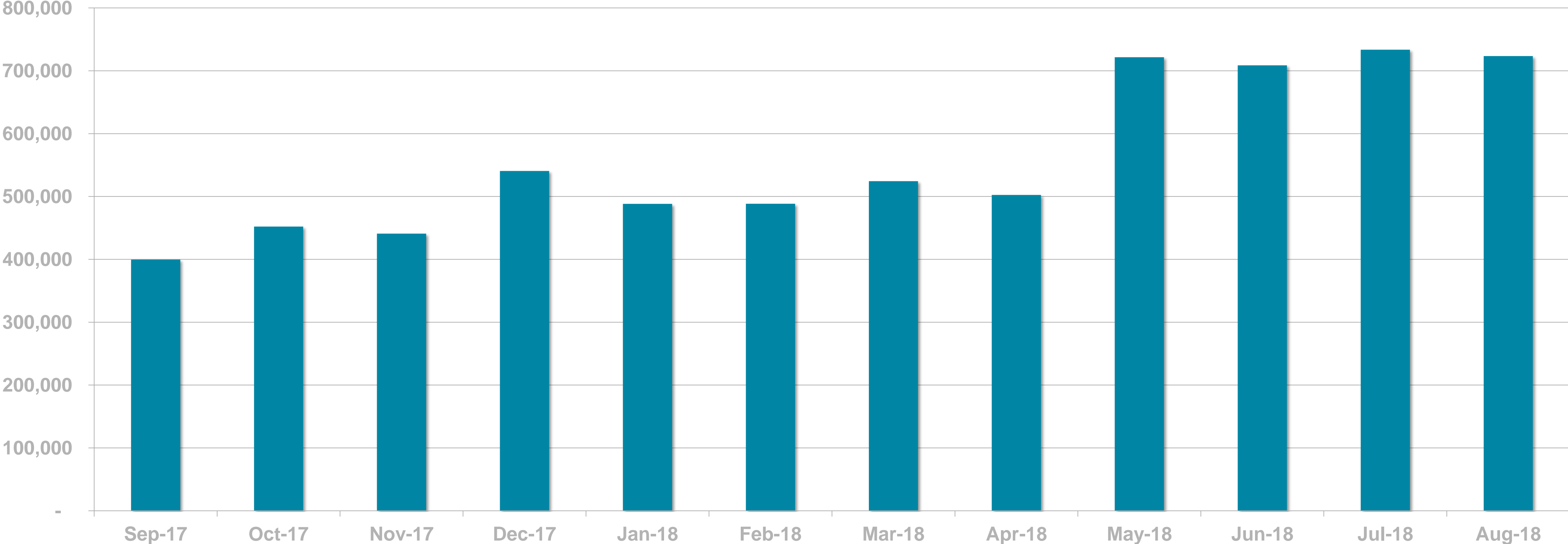


# RTÉ NEWS NOW APP

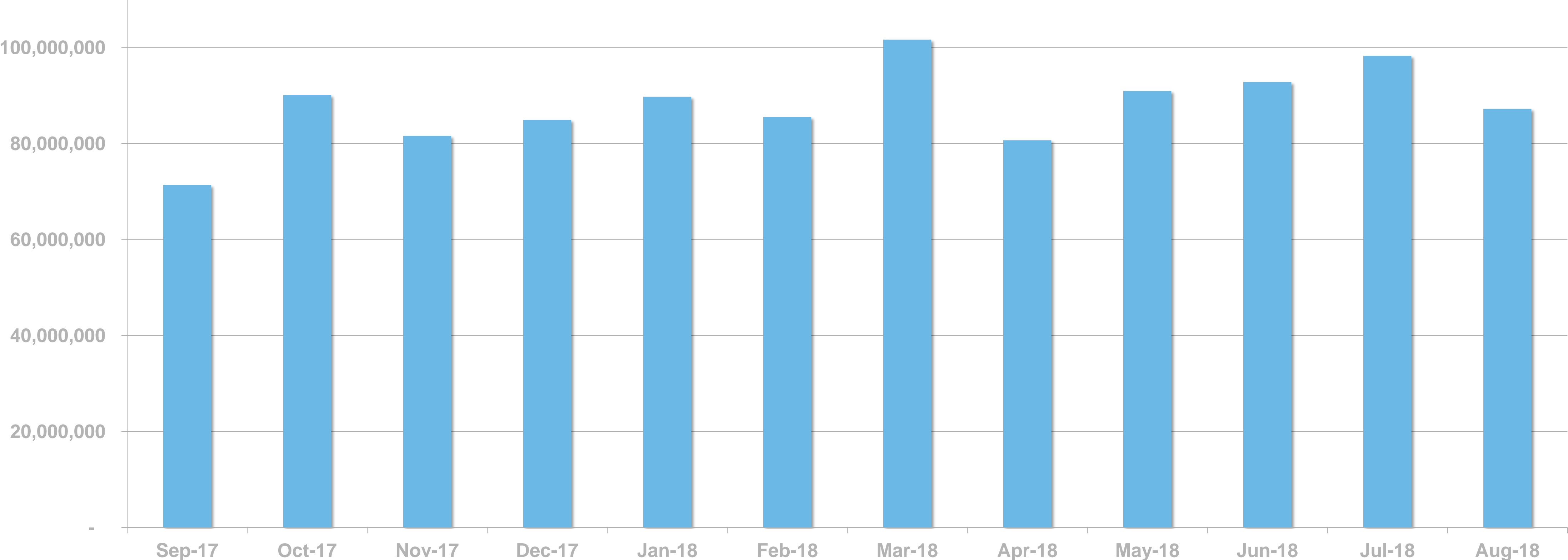
RTÉ News Now is the Number 1 news and entertainment app in Ireland



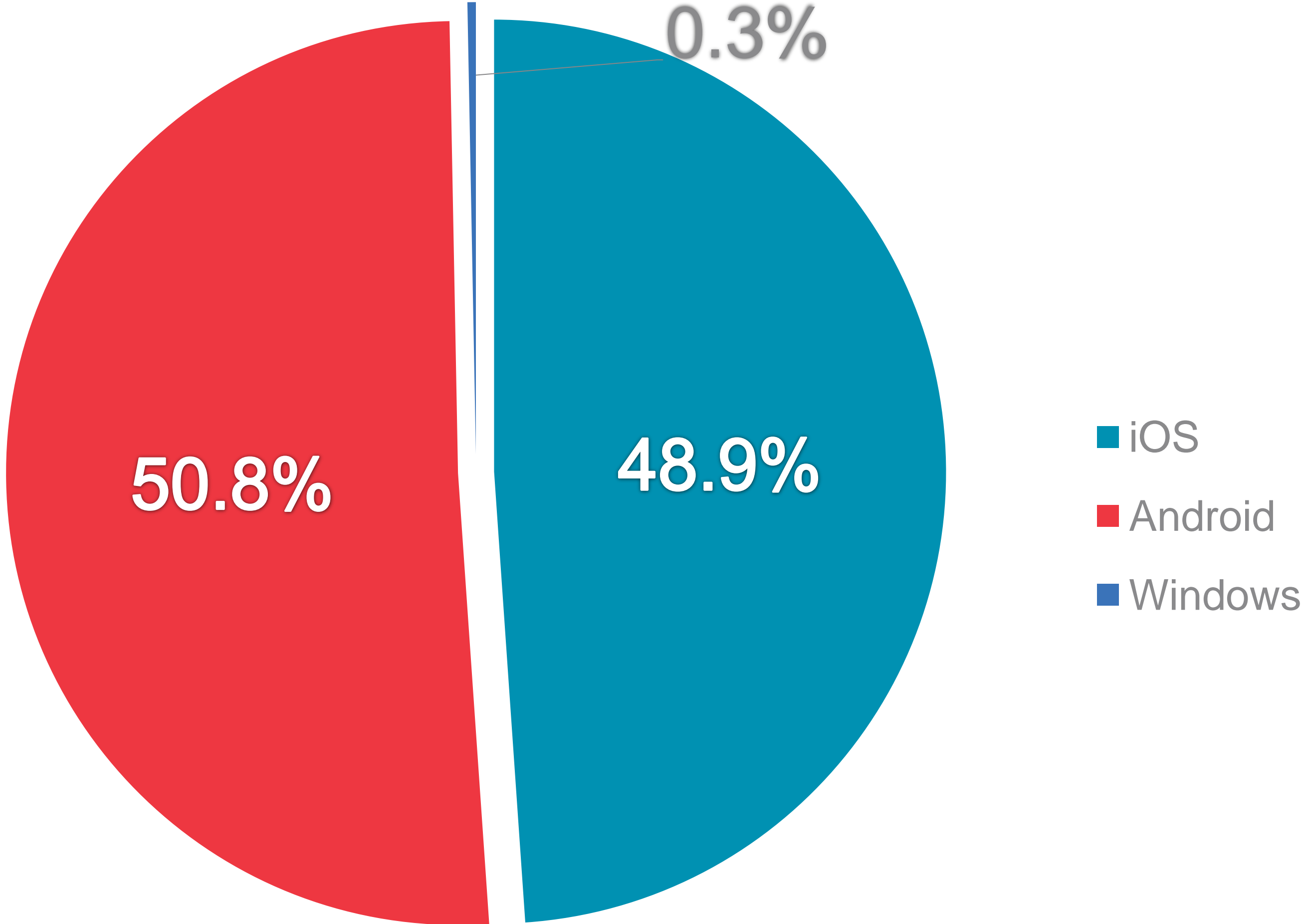
# UNIQUE BROWSERS PER MONTH

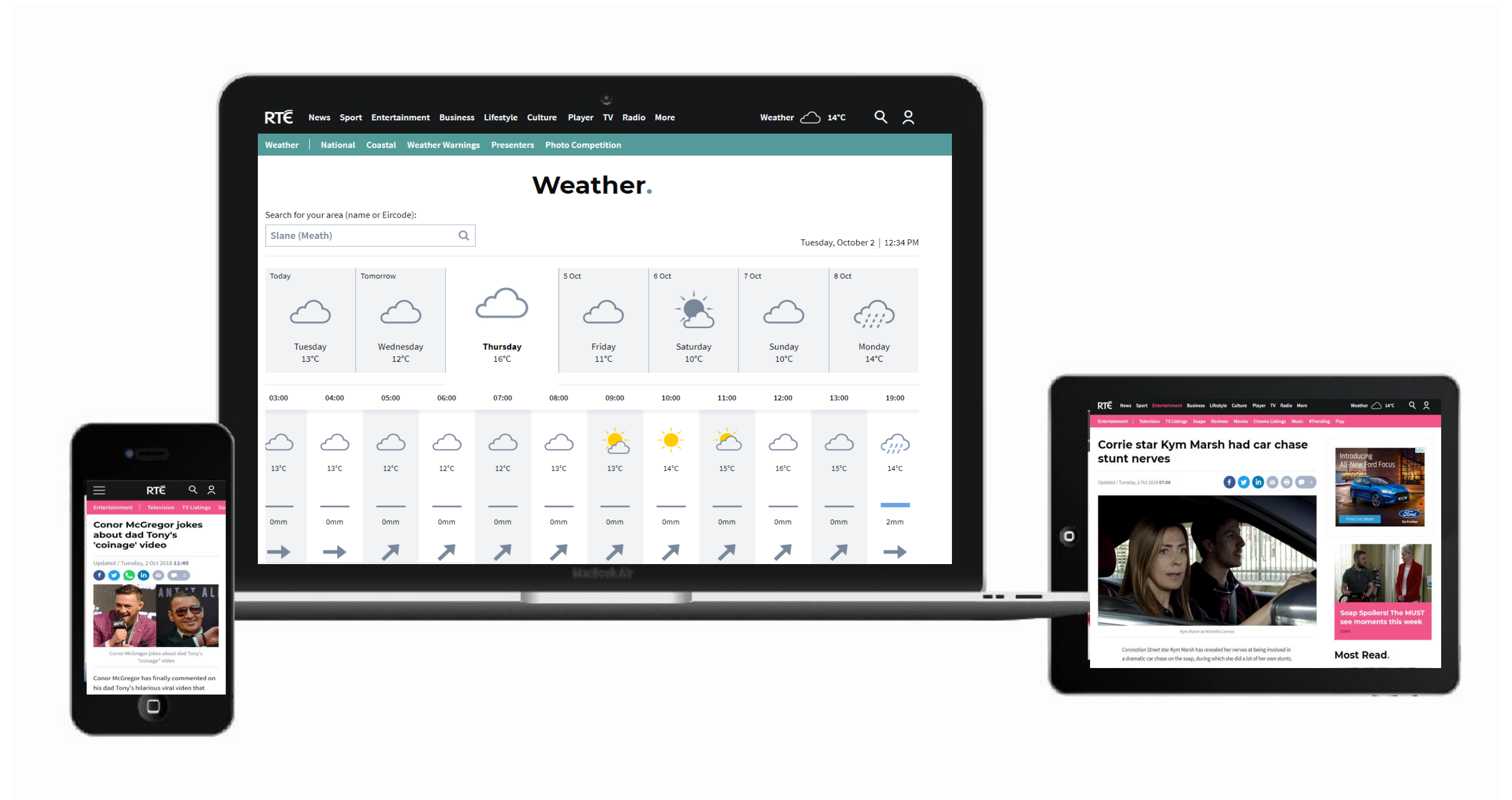


# PAGE VIEWS PER MONTH



# PAGE VIEWS PER APP VERSION

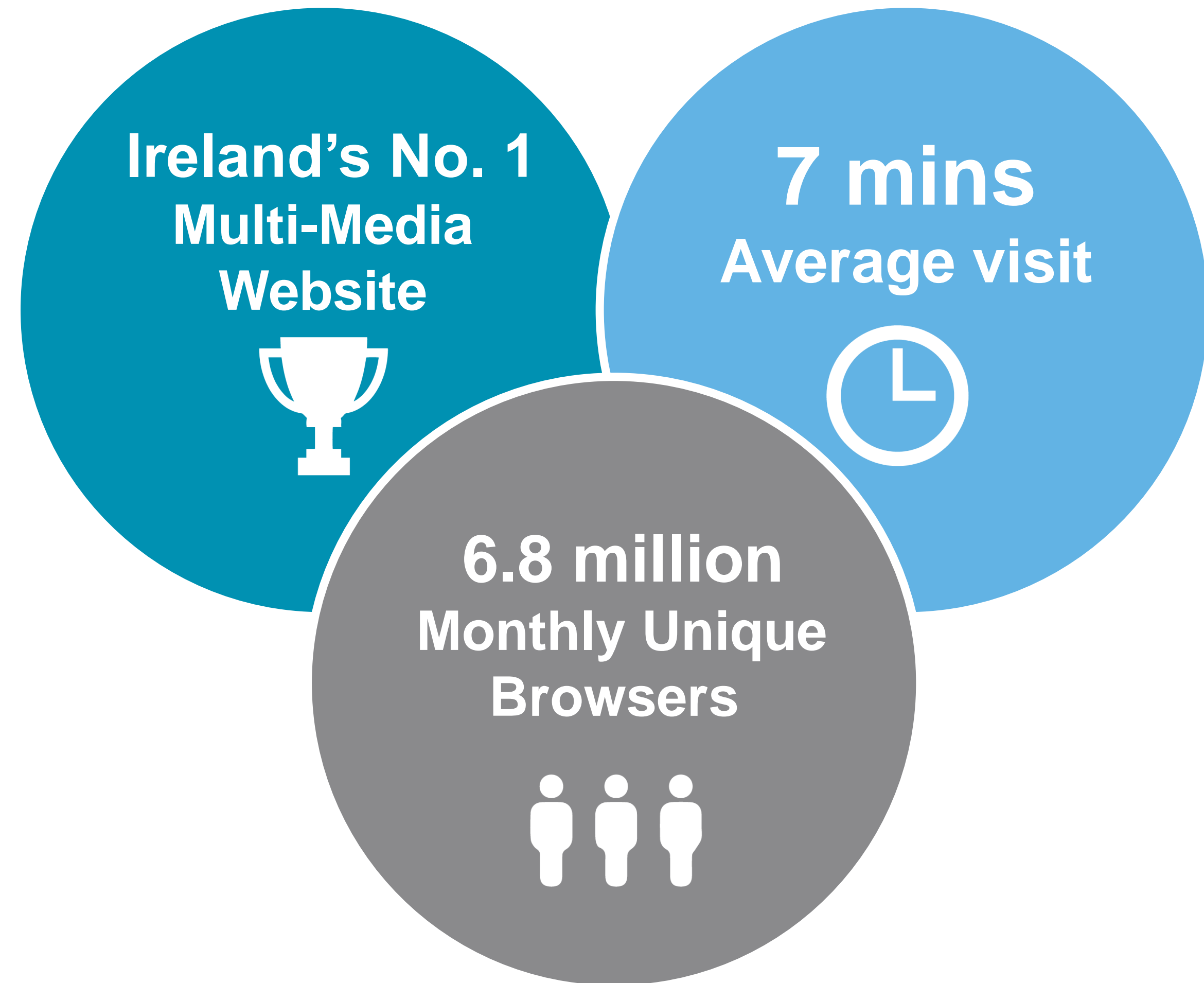






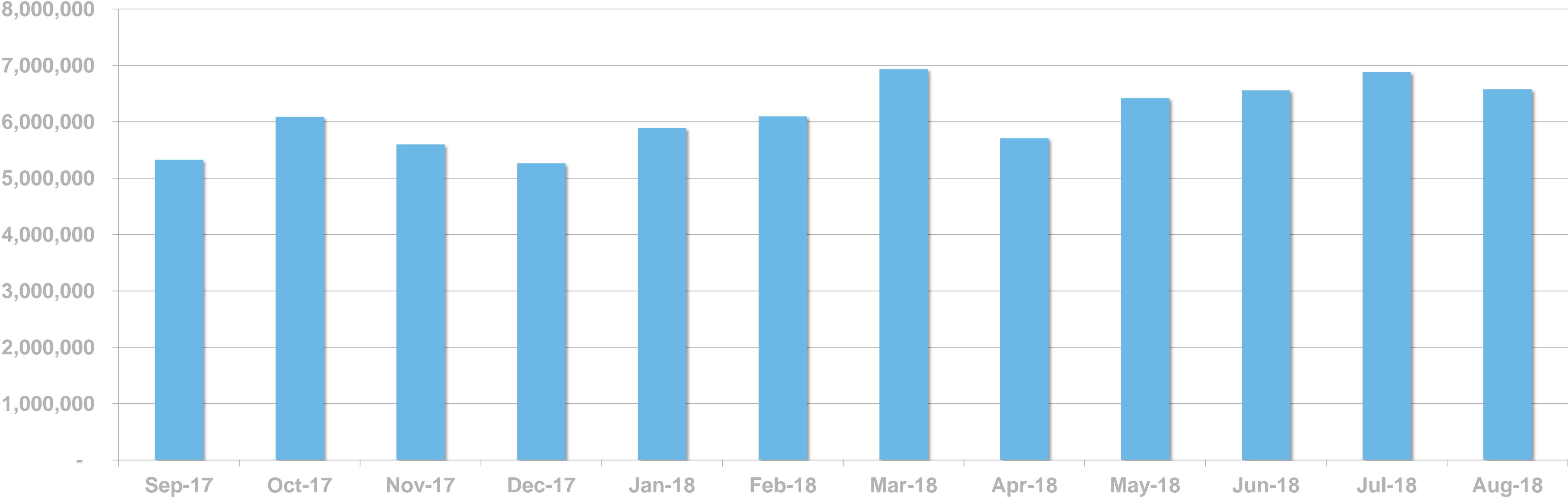
RTÉ.ie is the Number 1 multi-media website in Ireland with 1.2m Irish users aged under 65 and 6m unique browsers per month.

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

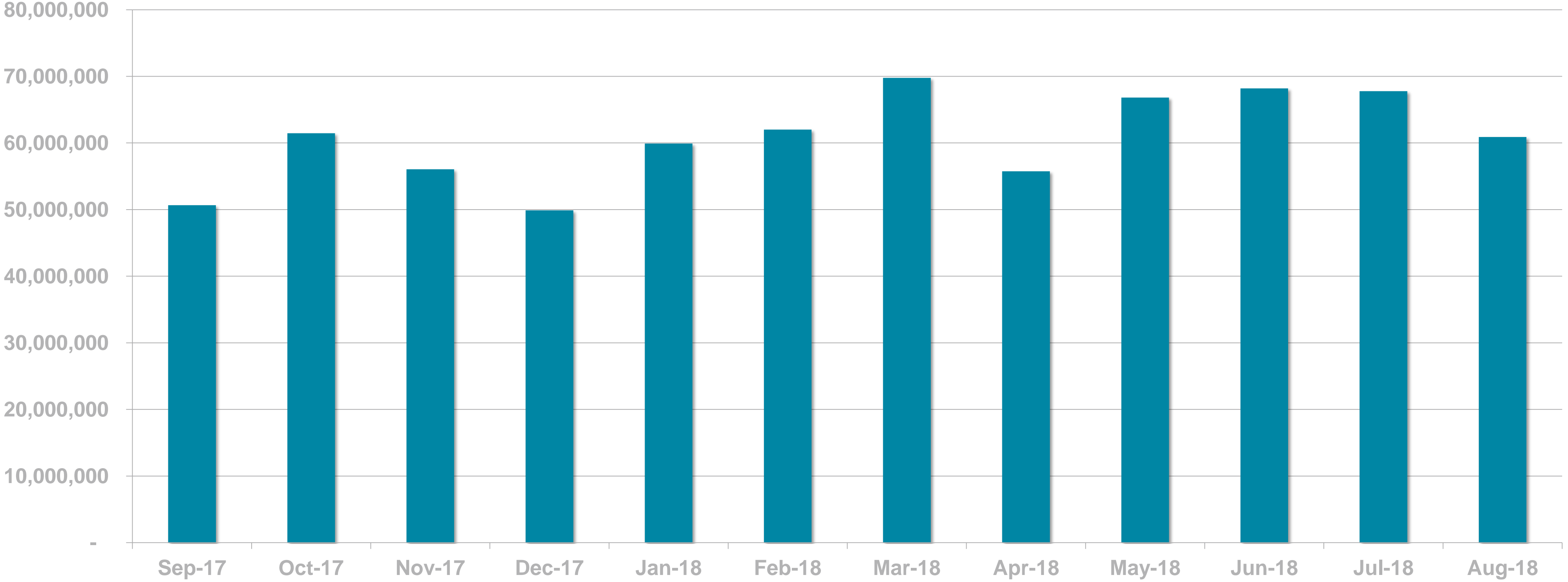


(Source: Global Web Index Q1-Q4 2017; comScore Dax)

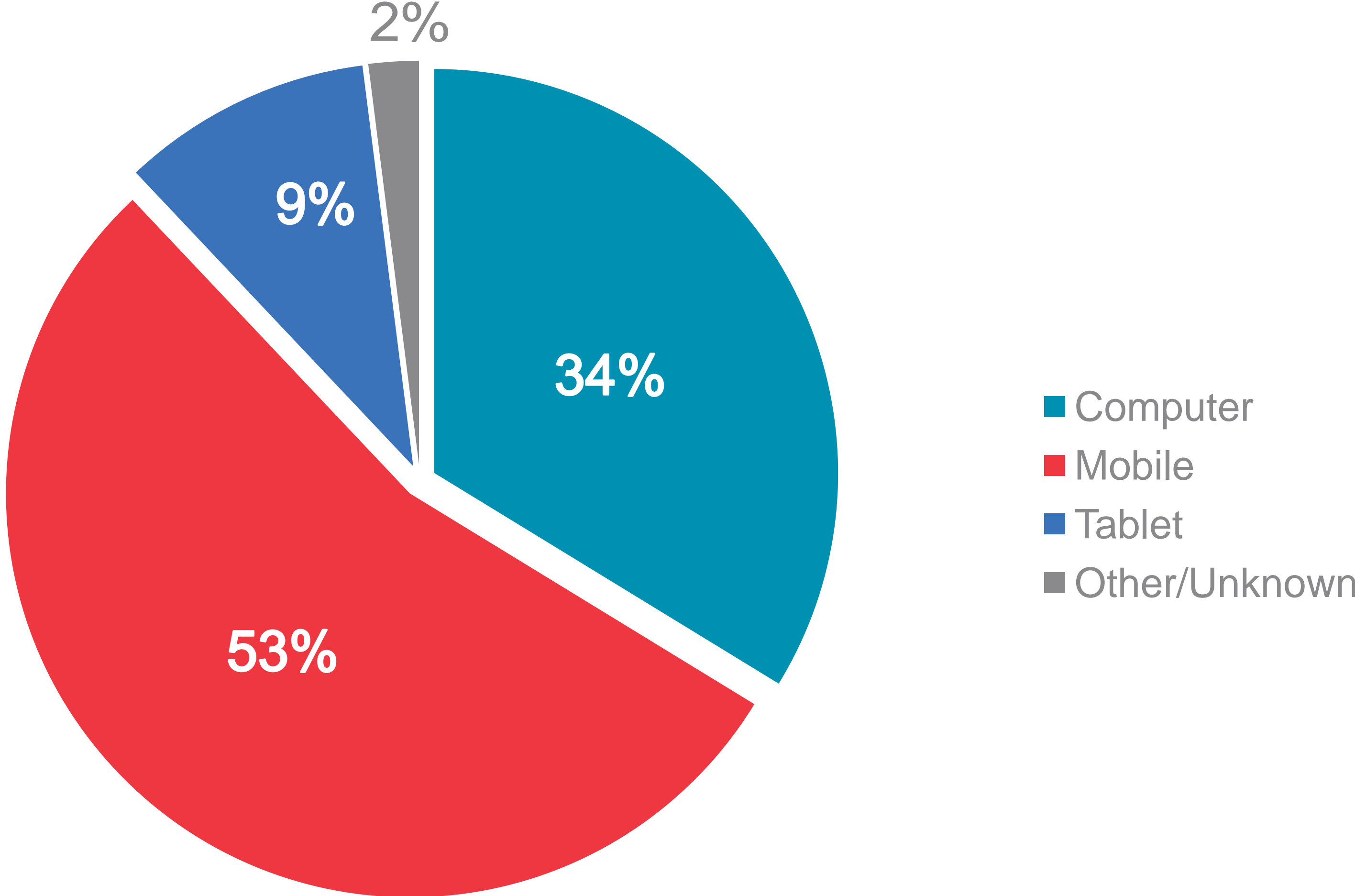
# UNIQUE BROWSERS PER MONTH

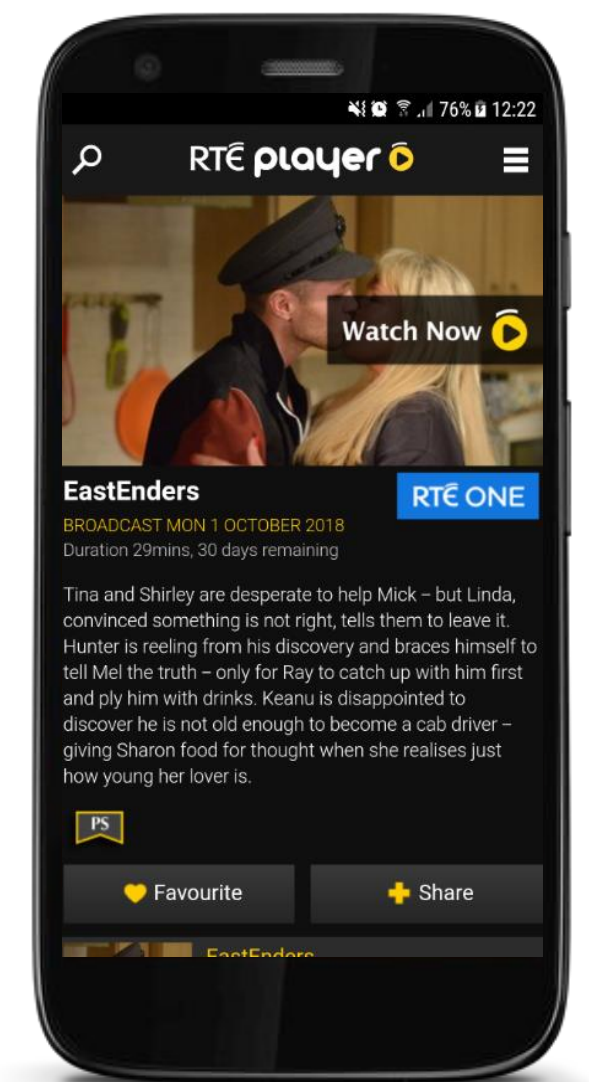
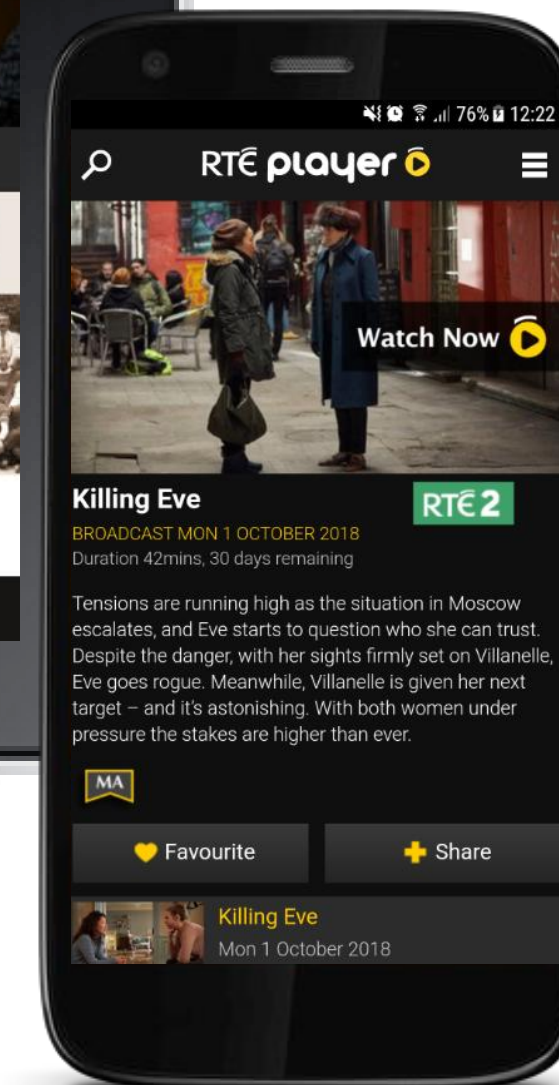
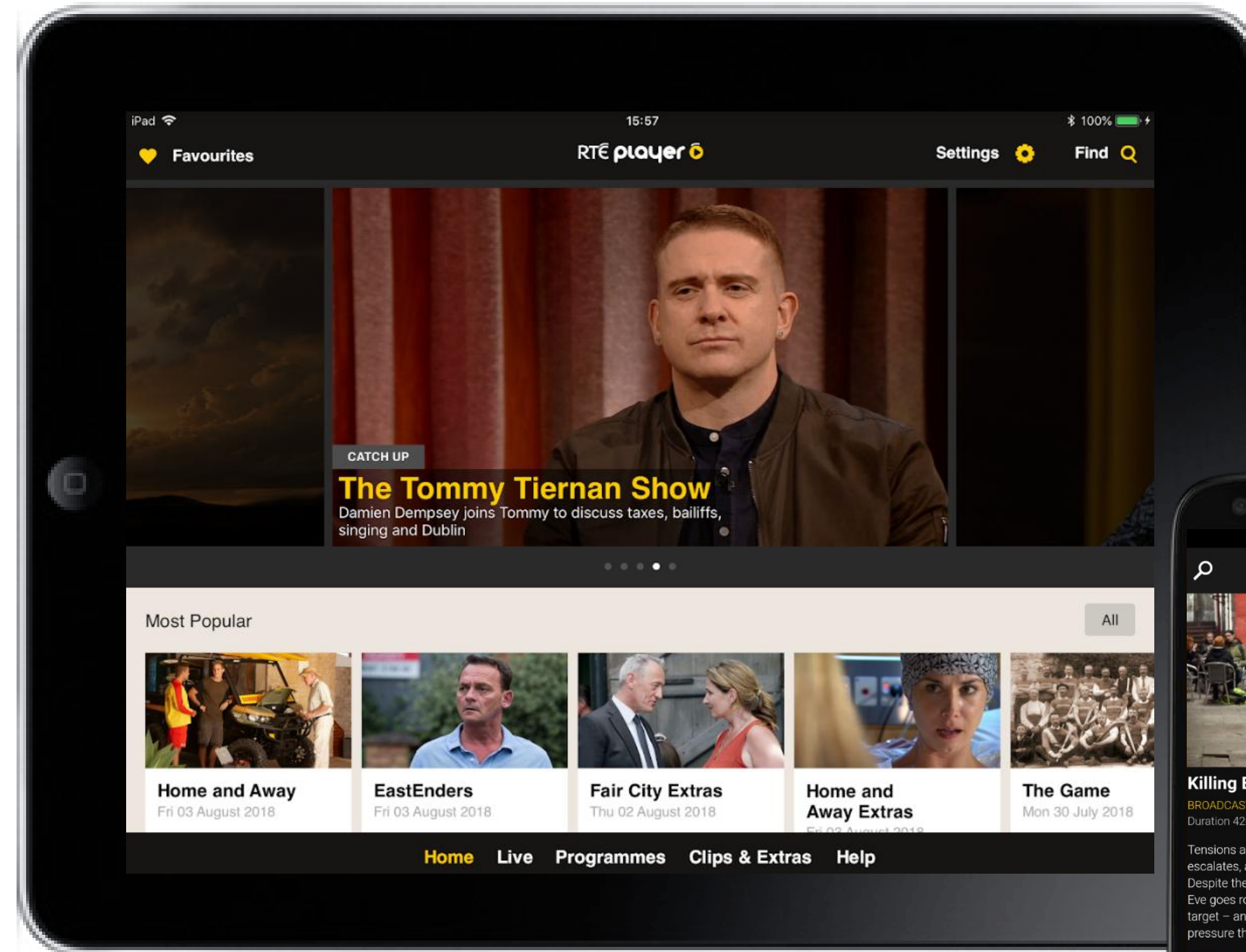


# PAGE VIEWS PER MONTH



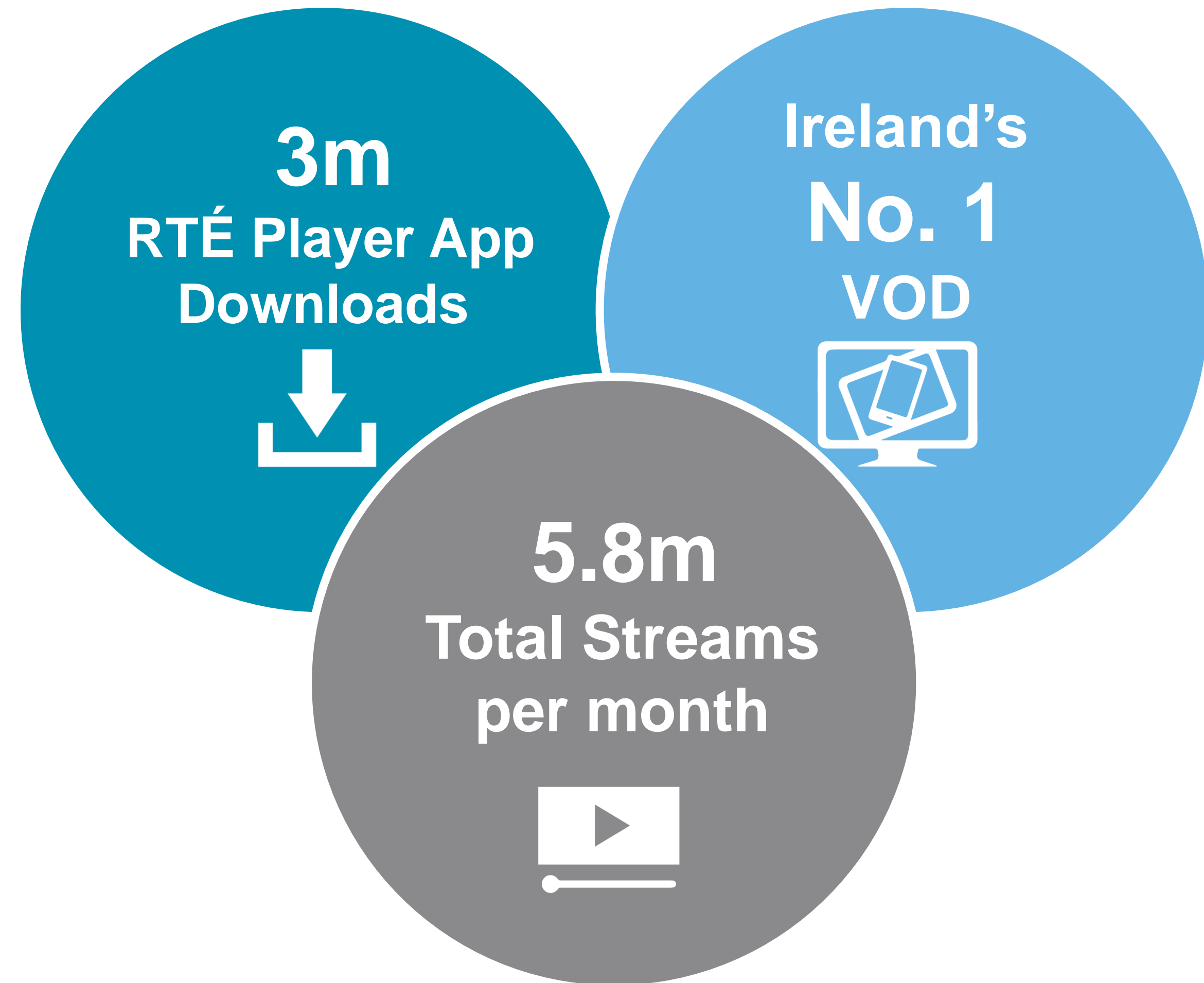
# PAGE VIEWS PER DEVICE





# 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



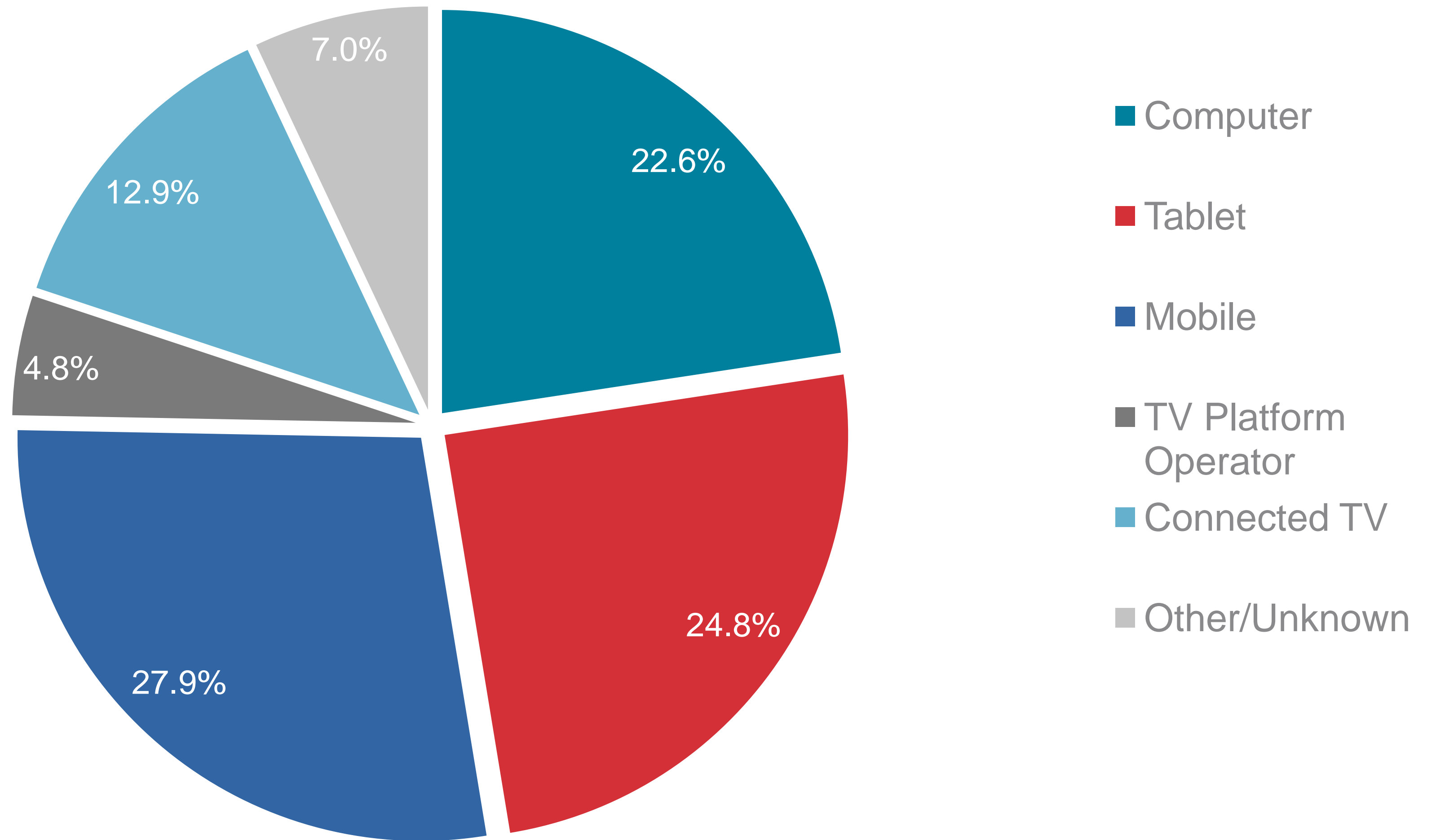
(Source: Global Web Index Q1-Q3 2017; comScore Dax)

# Top Programmes

	Programme	Streams
1	Home and Away	591,000
2	Fair City	400,000
3	EastEnders	254,000
4	The Sunday Game Live	199,000
5	The Rose of Tralee	139,000
6	Neighbours	131,000
7	The Sunday Game	110,000
8	Pope Francis in Ireland	91,000
9	RTÉ News: Nine O'Clock	87,000
10	The Game	78,000
11	The Good Fight	73,000
12	Latest News and Weather	72,000
13	RTÉ News: Six One	61,000
14	The Saturday Game Live	56,000
15	Shortland Street	53,000
16	European Championships	51,000
17	The Split	46,000
18	Nationwide	43,000
19	Up for the Match	41,000
20	Suits	36,000

August 2018 Excludes Sky and Virgin Media

# STREAMS BY DEVICE





# AUDIENCE TARGETING

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	KILLING EVE
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

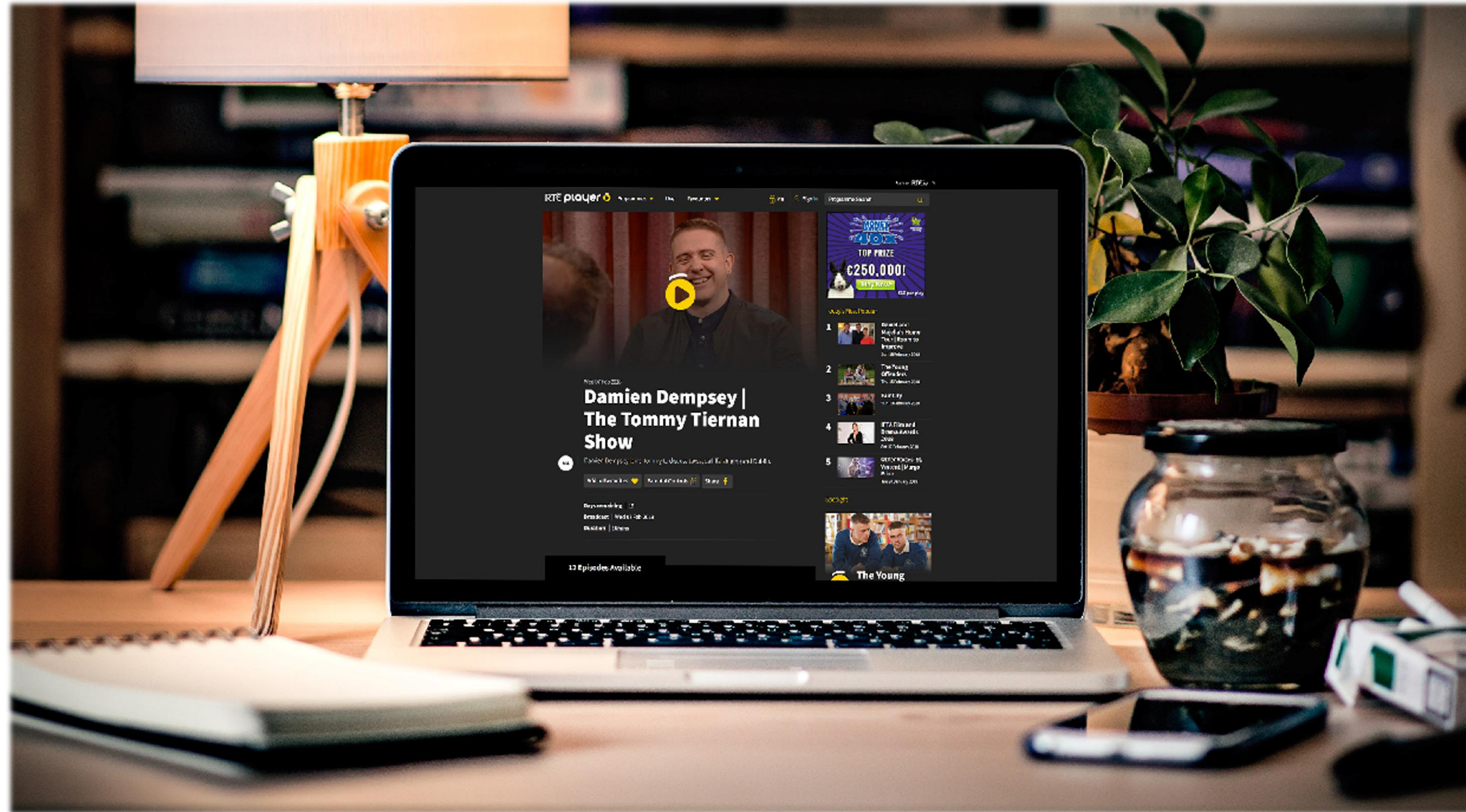
Audience targeting across RTÉ Online services

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

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 [www.rte.ie/mediasales](http://www.rte.ie/mediasales)