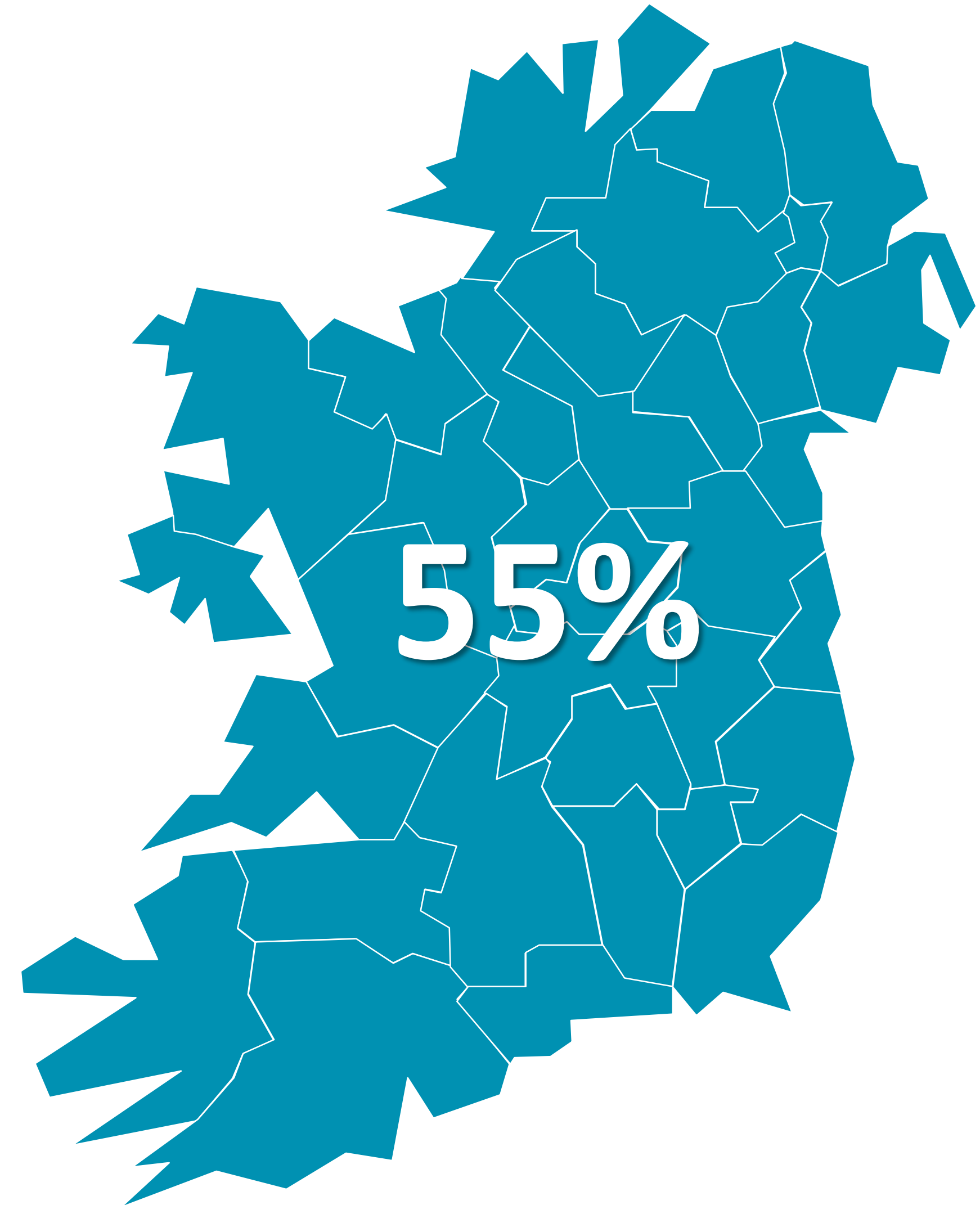




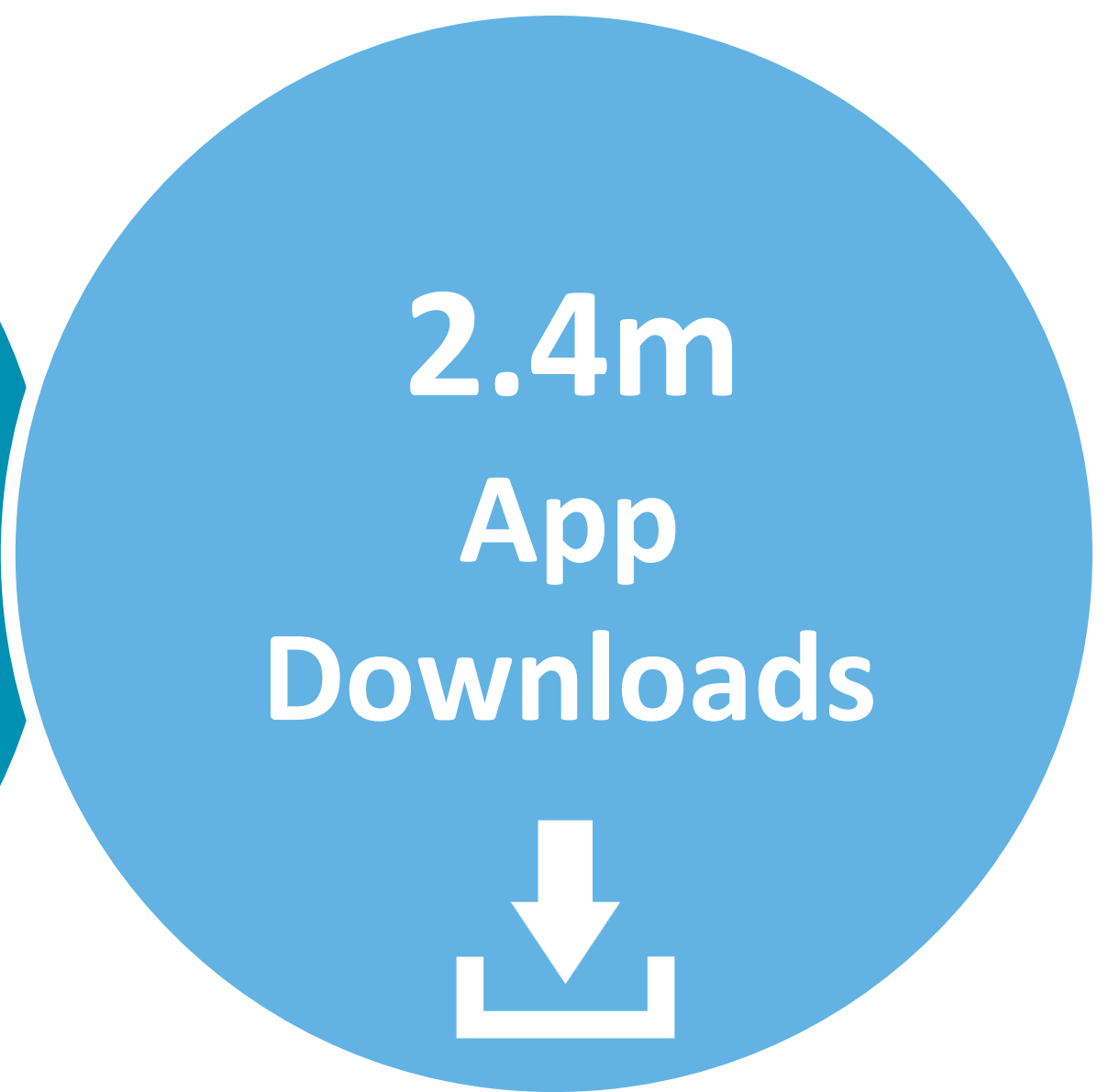
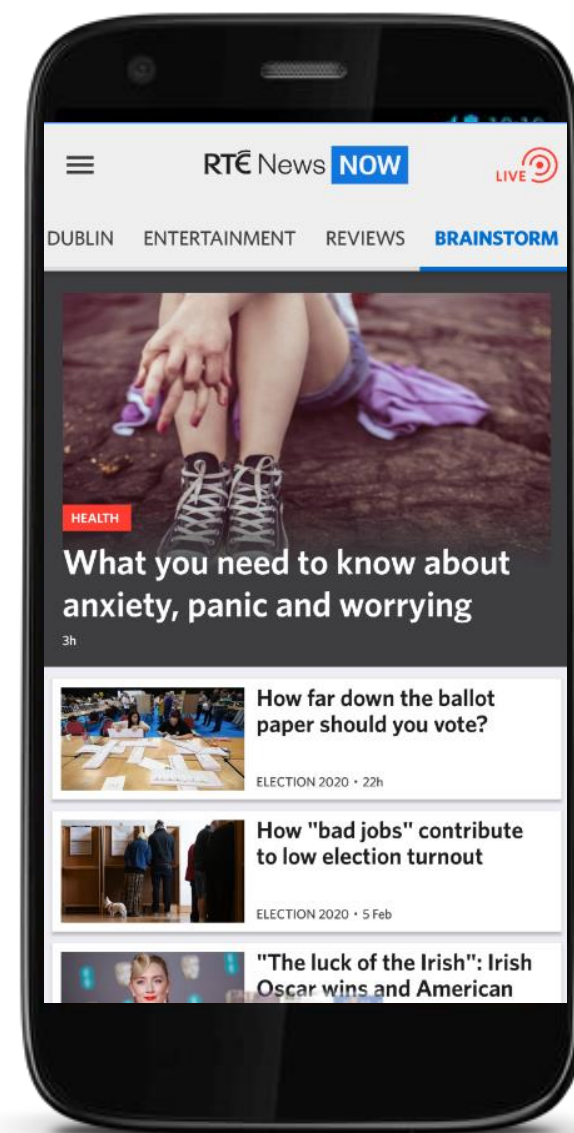
# DIGITAL SERVICE USAGE

55% of Irish adults use a digital service from RTÉ every week



# RTÉ NEWS NOW

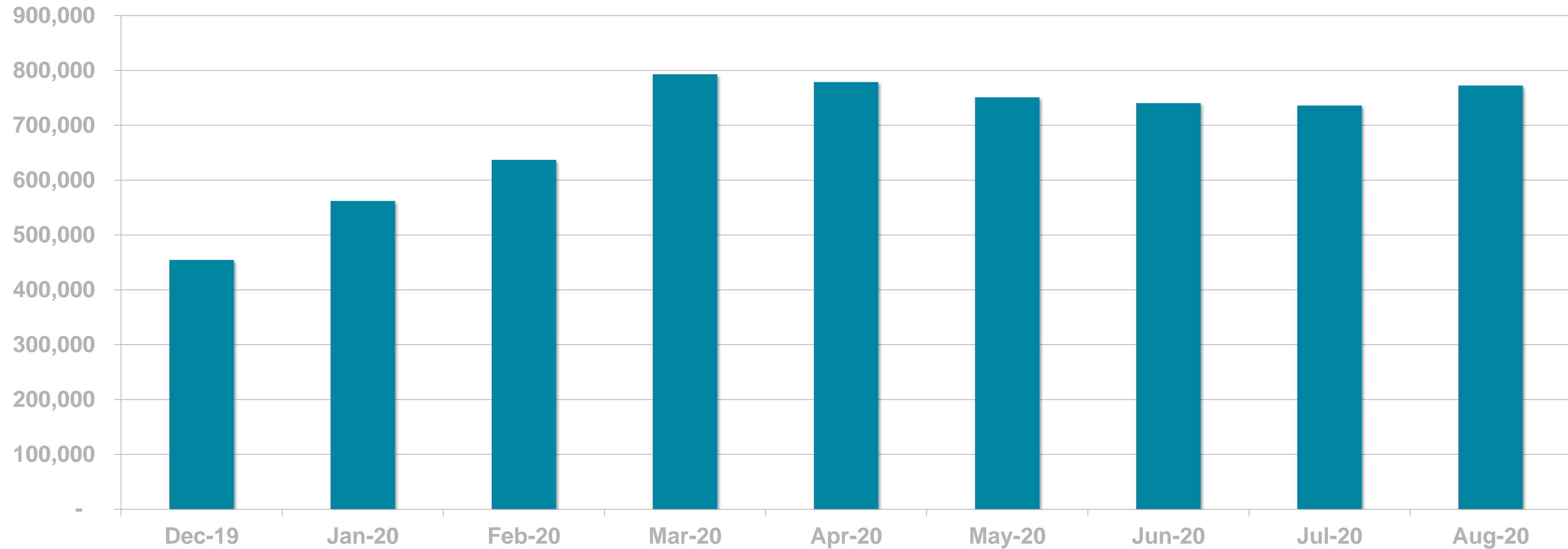
RTÉ News Now is the Number 1 news and entertainment app in Ireland



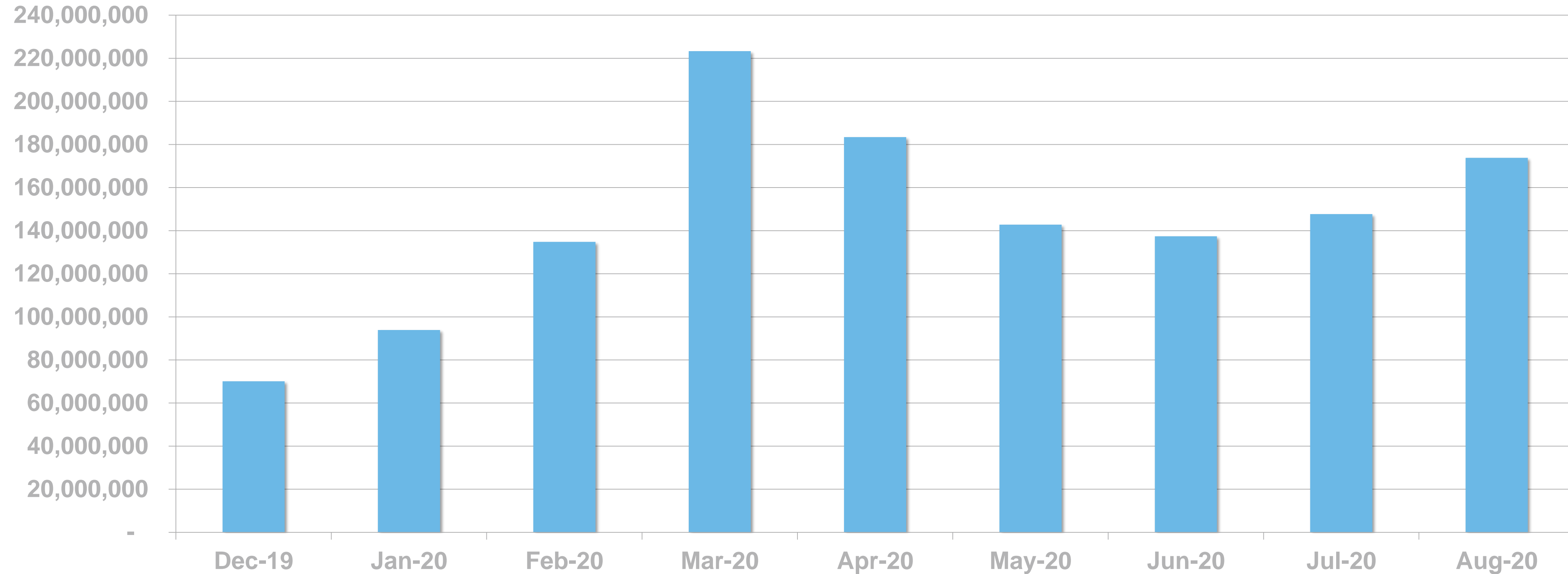
## News Apps Ever Used – November 2019 (Adults 18+)



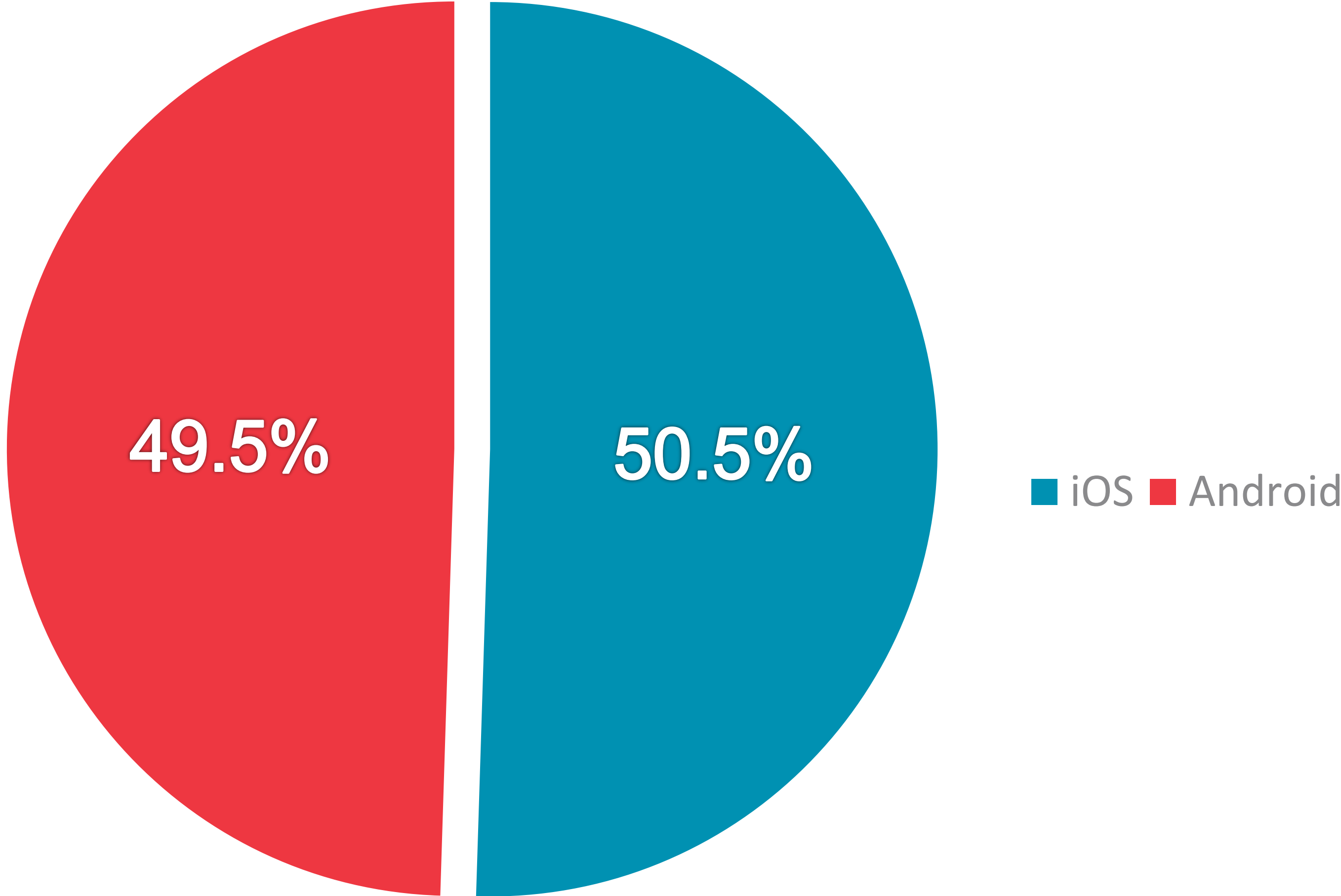
# RTÉ News Now UNIQUE BROWSERS PER MONTH



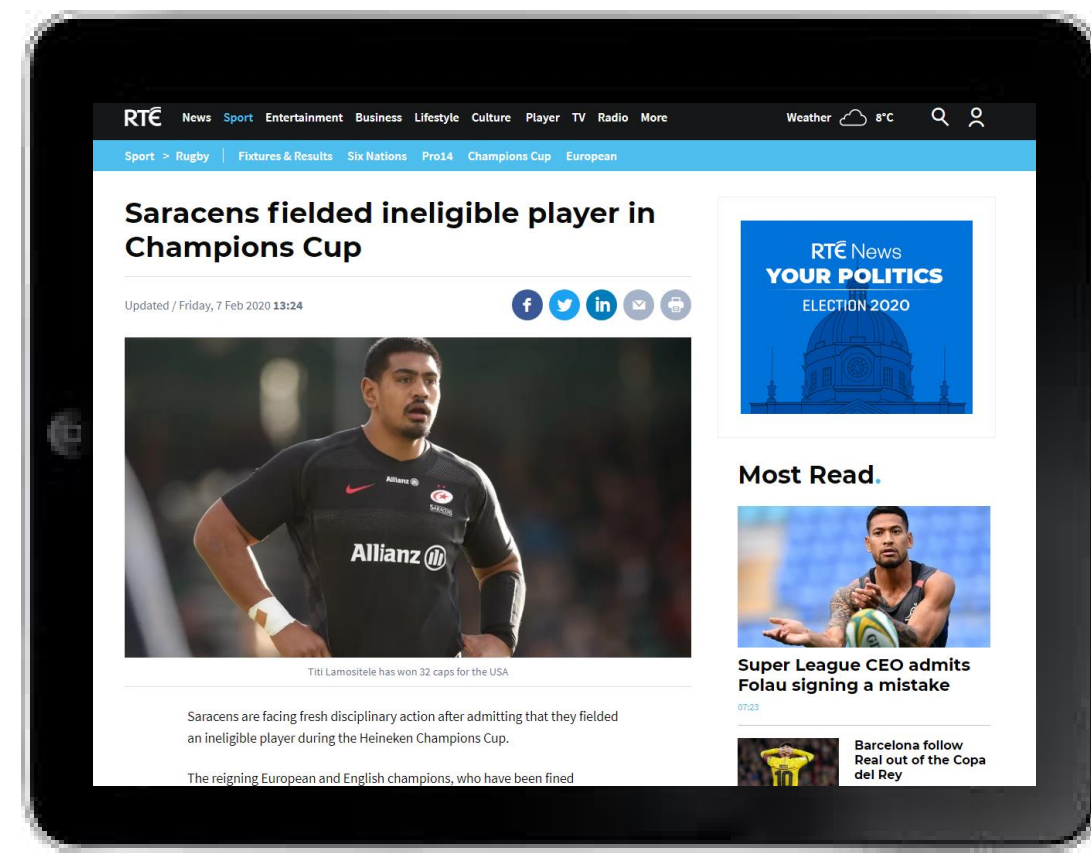
# RTÉ News Now PAGE VIEWS PER MONTH



# PAGE VIEWS PER APP VERSION



# RTÉ.ie



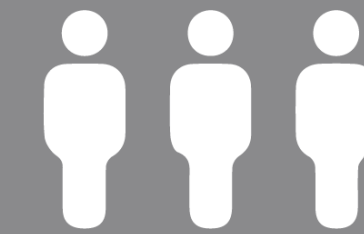
Ireland's No. 1  
Multi-Media  
Website



7 mins  
Average visit



13 million  
Monthly Unique  
Browsers\*



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

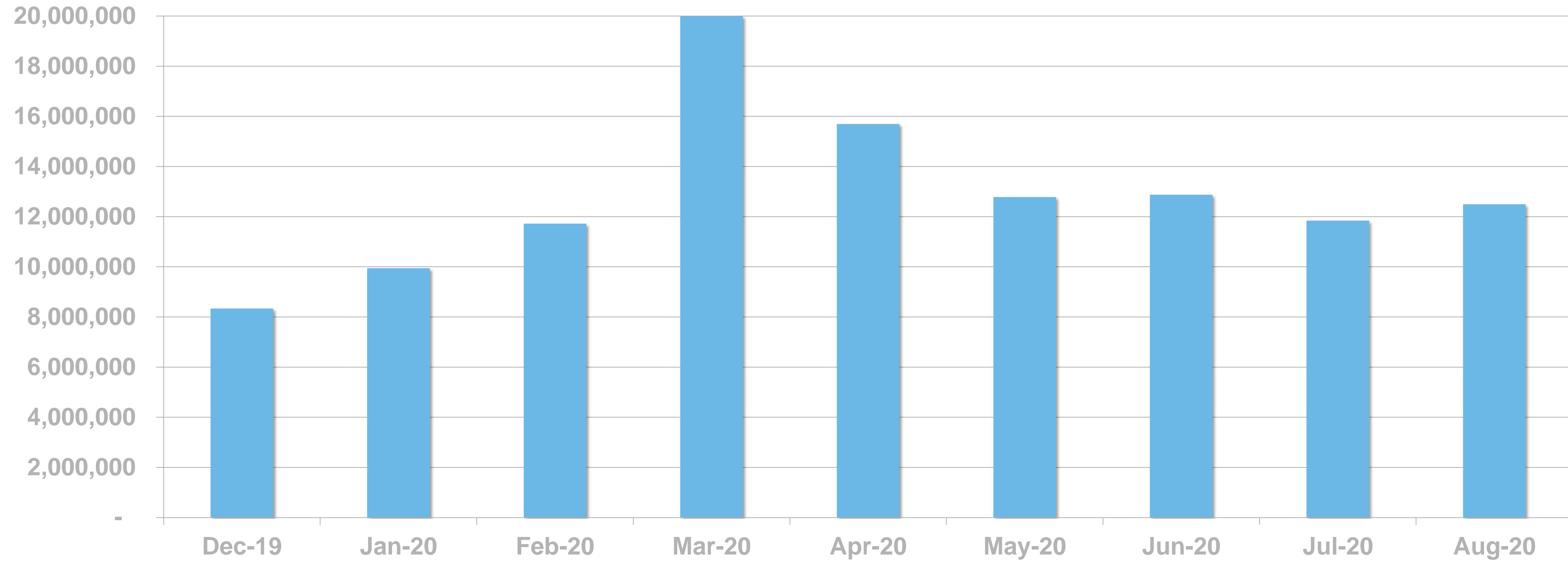
## News & Entertainment Websites Ever Used November 2019 (Adults 18+)



RTÉ Media Sales

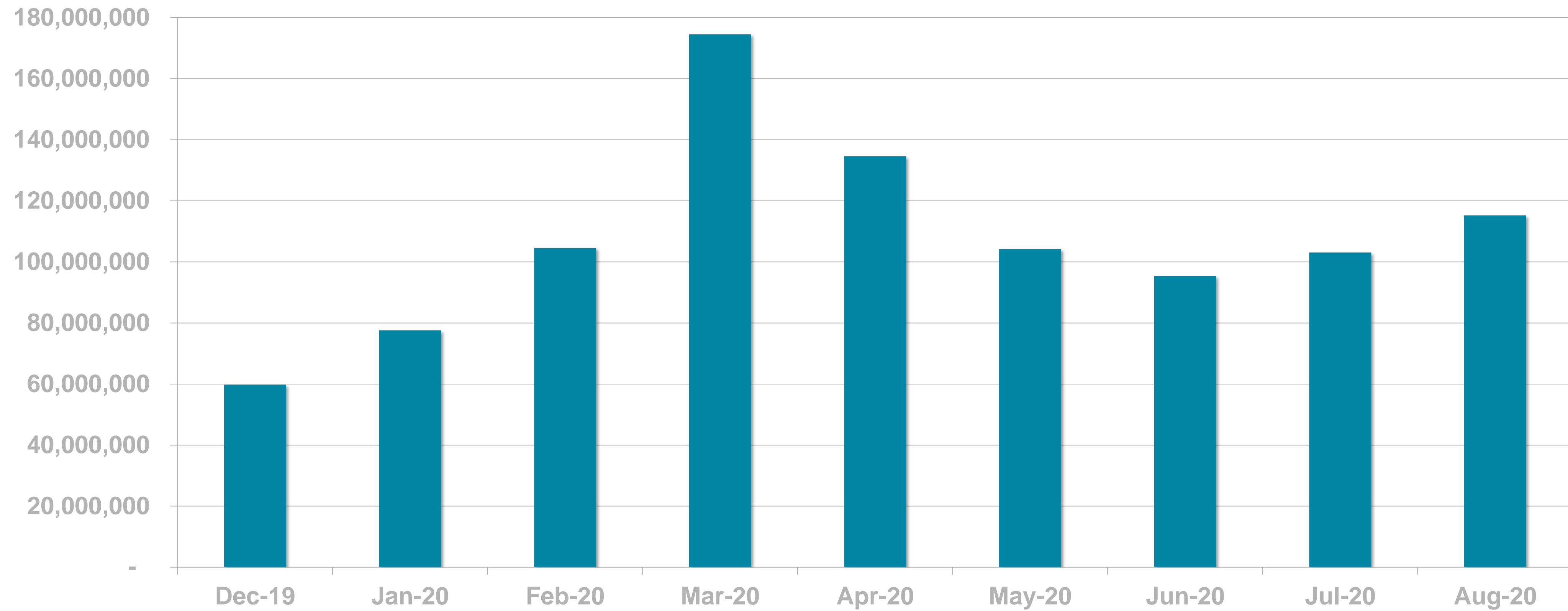
Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)  
\*Worldwide, Device-based metric

# RTÉ.ie UNIQUE BROWSERS PER MONTH

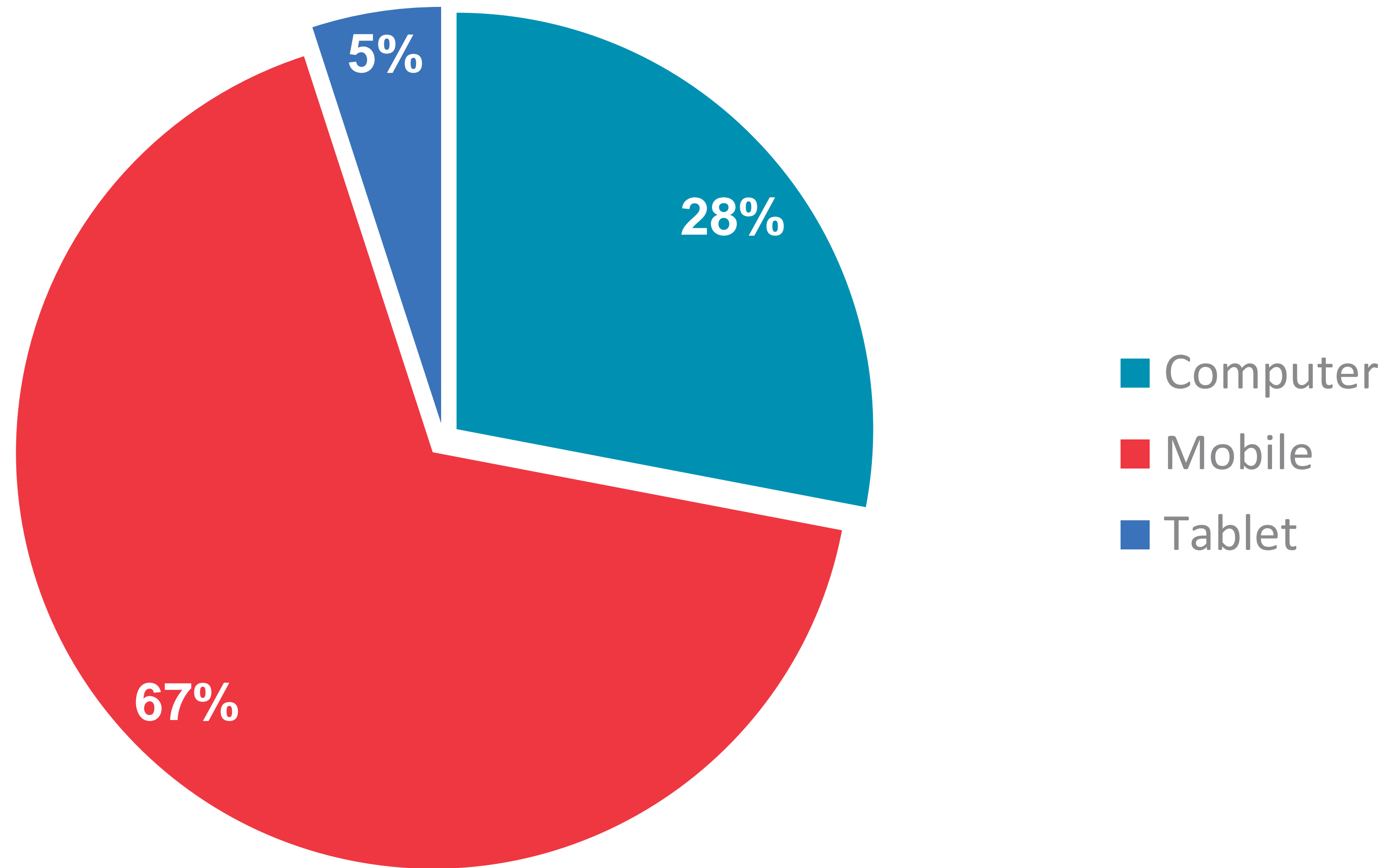




# RTÉ.ie PAGE VIEWS PER MONTH

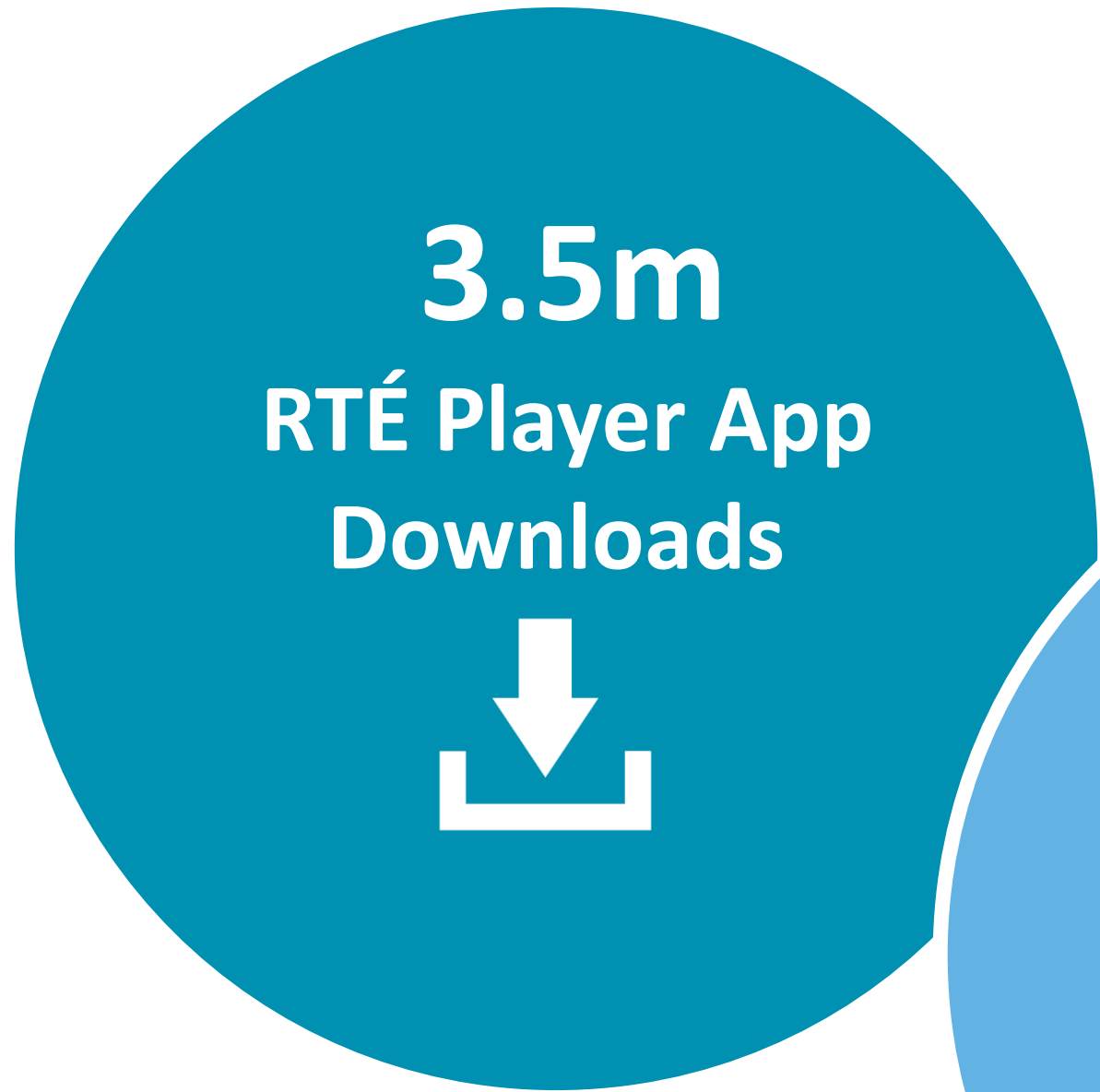


# RTÉ.ie PAGE VIEWS PER DEVICE

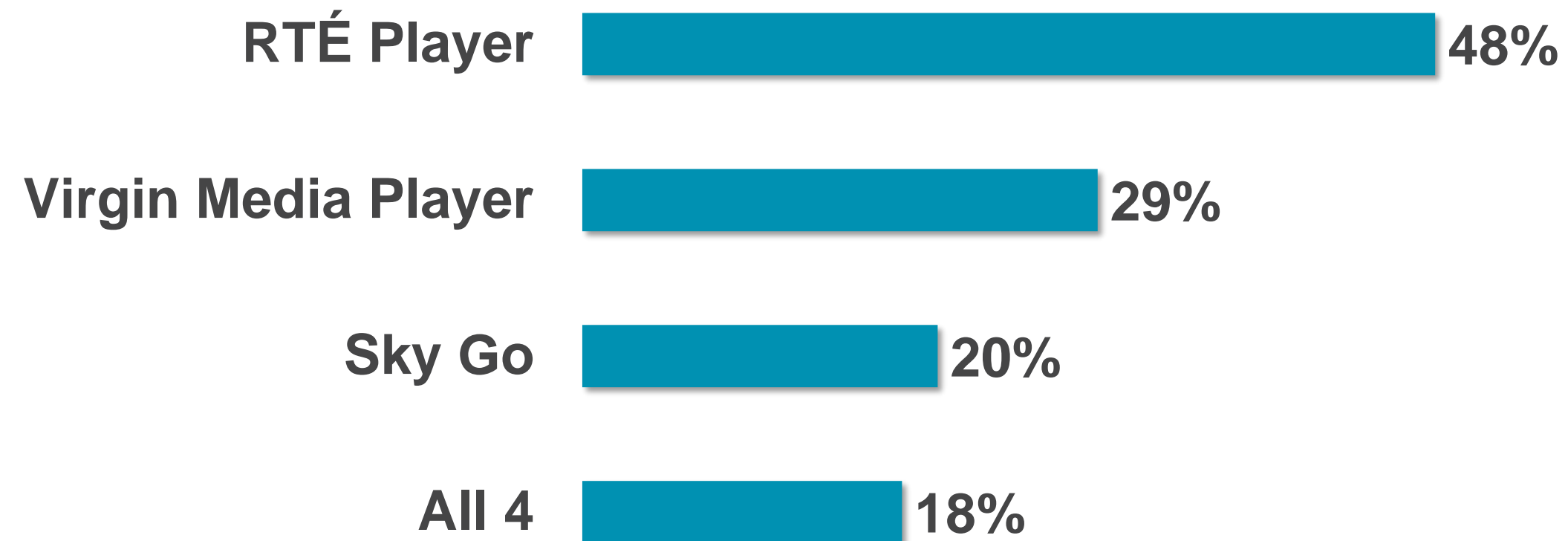




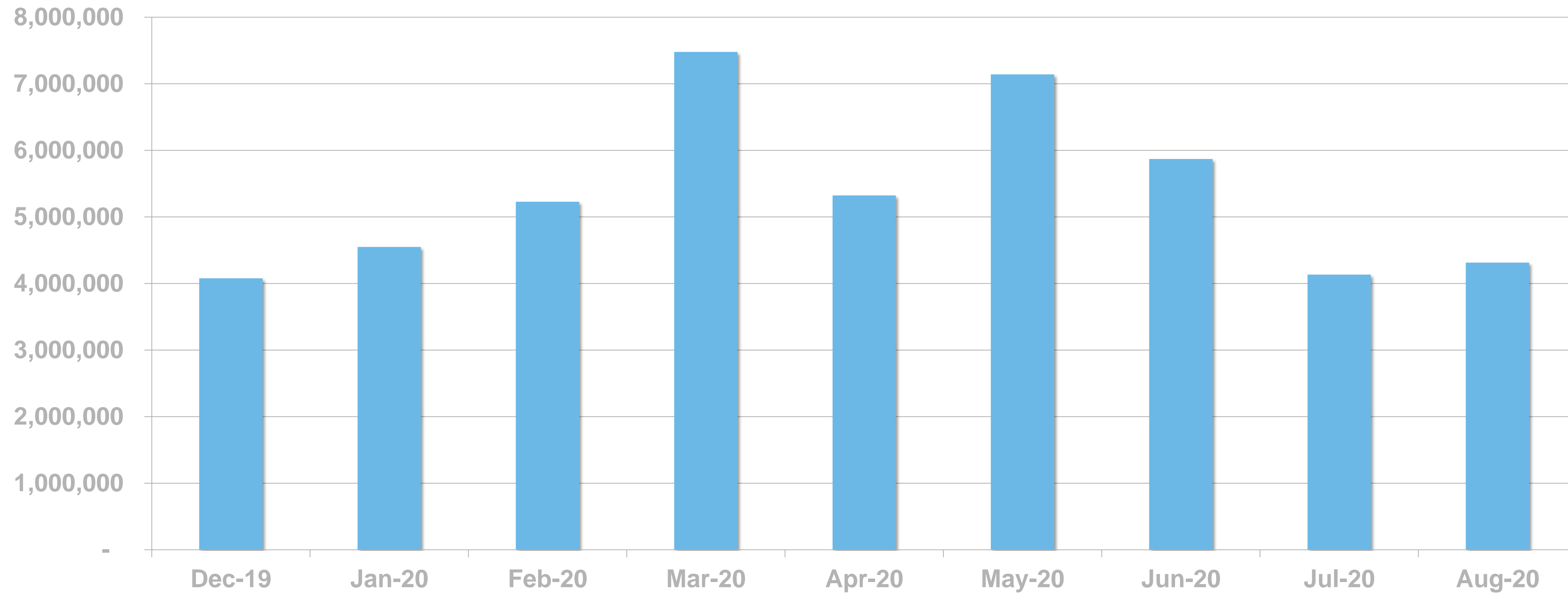
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



BVOD Services Ever Used  
November 2019 (Adults 18+)



# RTÉ PLAYER STREAMS/ PLAYCOUNT PER MONTH



# Top Programmes

|    | Programme              | Streams |
|----|------------------------|---------|
| 1  | The Young Offenders    | 442,000 |
| 2  | Home and Away          | 412,000 |
| 3  | Love/ Hate             | 266,000 |
| 4  | RTÉ News: Six One      | 219,000 |
| 5  | RTÉ News: Nine O’Clock | 179,000 |
| 6  | Normal People          | 175,000 |
| 7  | Neighbours             | 119,000 |
| 8  | Prime Time             | 73,000  |
| 9  | Frasier                | 70,000  |
| 10 | No Place like Home     | 60,000  |
| 11 | The Secrets She Keeps  | 57,000  |
| 12 | Shortland Street       | 55,000  |
| 13 | The Victim             | 54,000  |
| 14 | ER                     | 50,000  |
| 15 | Yellowstone            | 50,000  |

# 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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