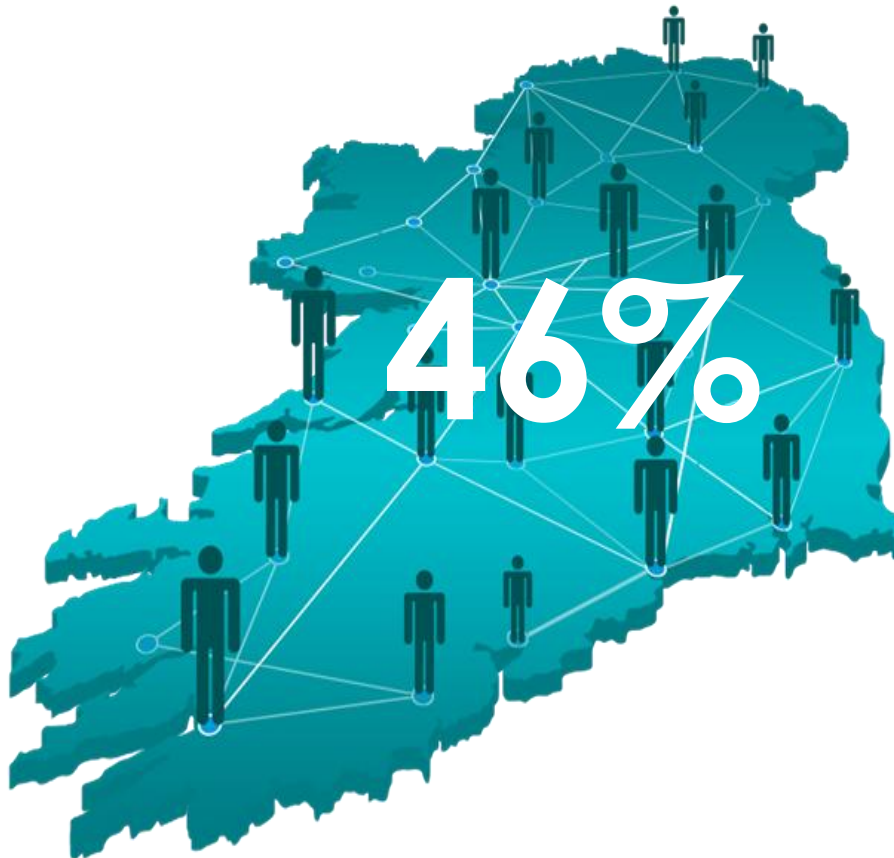


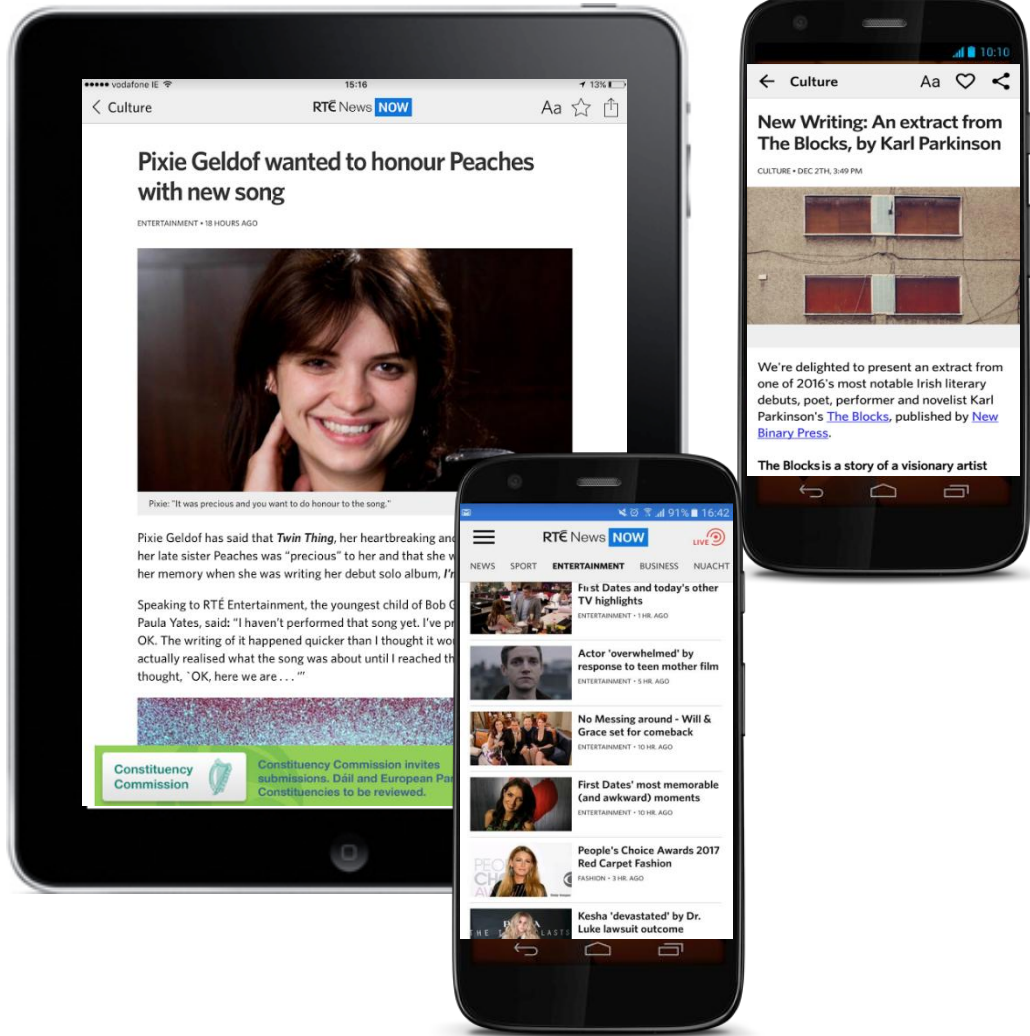


Digital Audience Report

December 2016

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





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

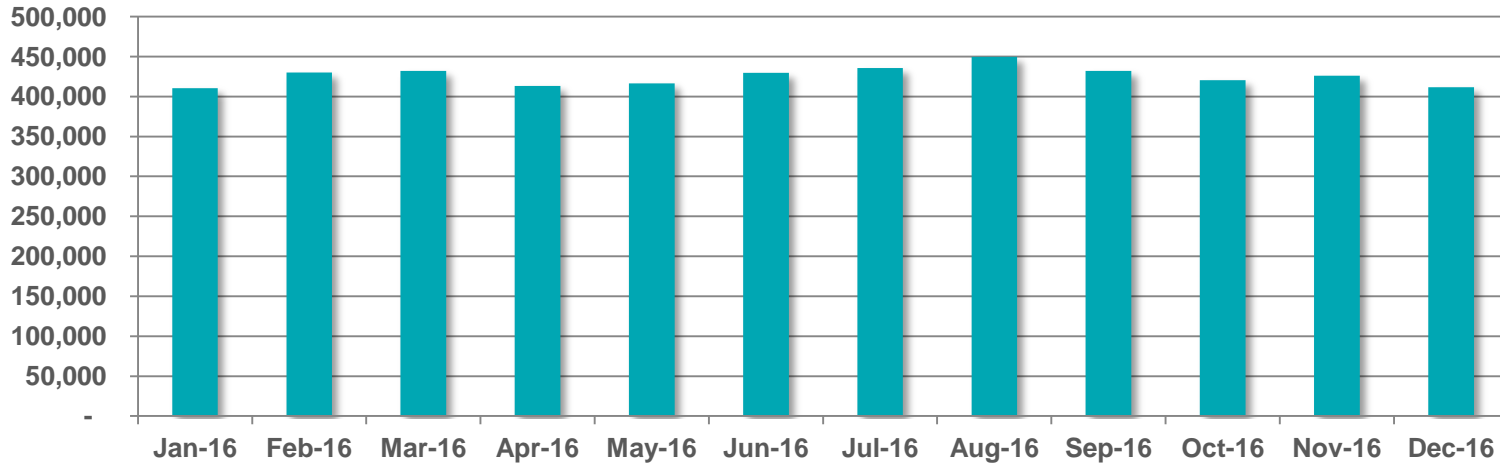


News Now App

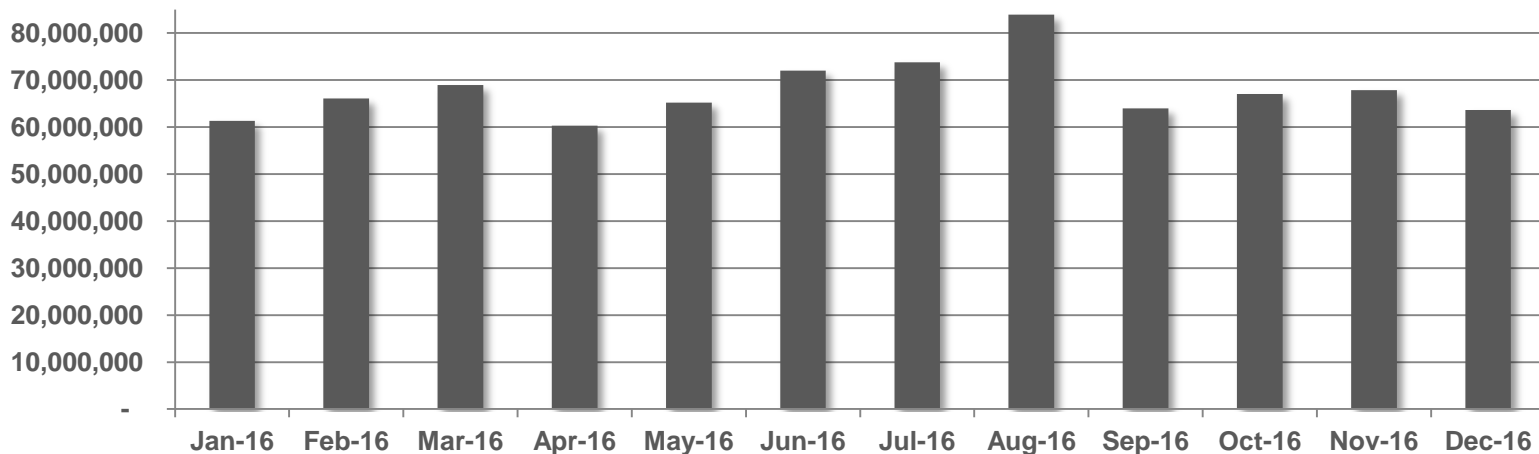


News Now App
downloads

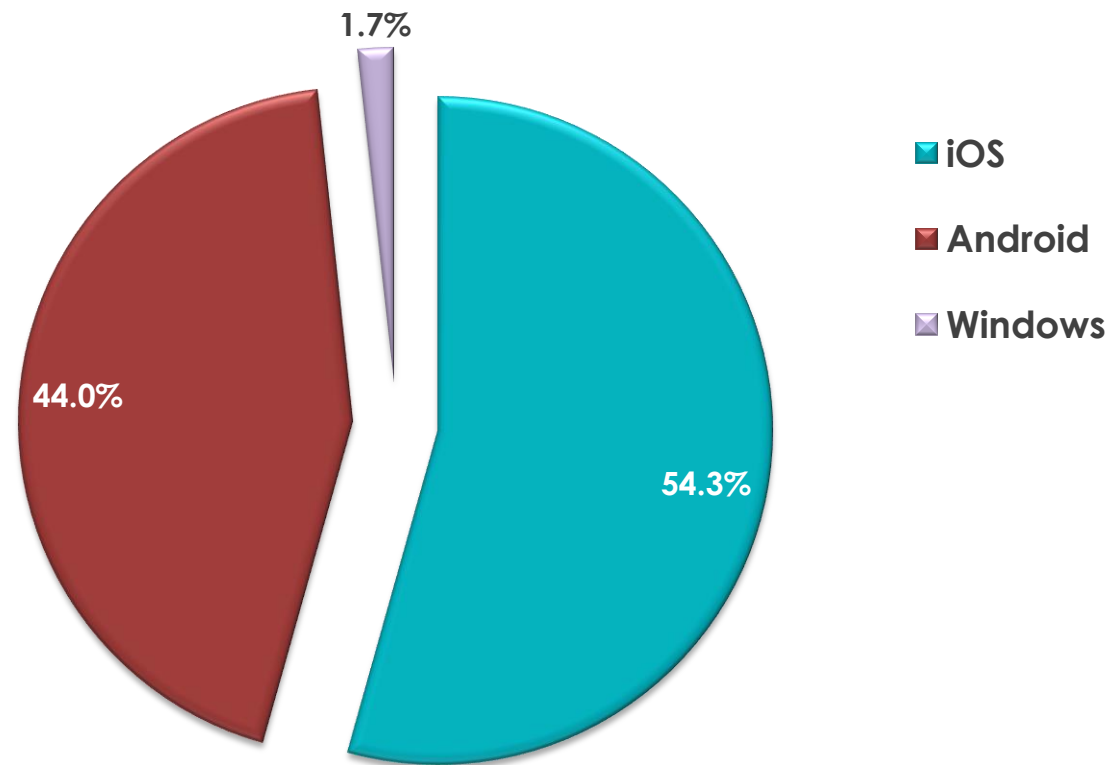
Unique Browsers per Month



Page Views per Month



Page Views per App Version – December 2016





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 51% of Irish Internet users in the last month



**No.1 Multi-media
Website**



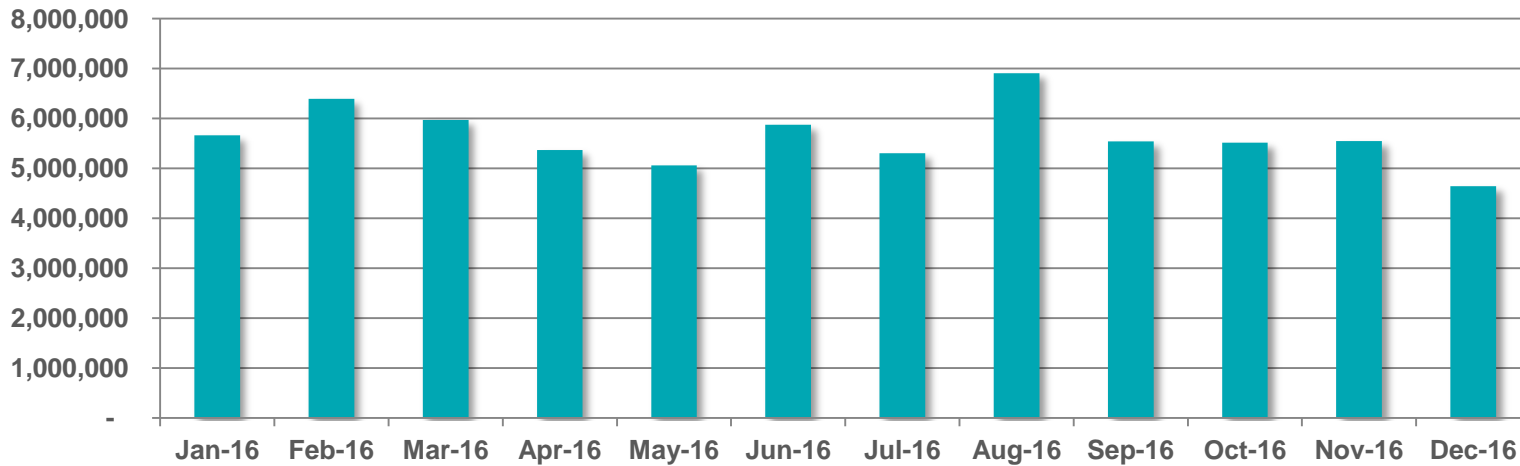
The average visit on RTÉ.ie is longer than Irish Times, Independent and The Journal

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)

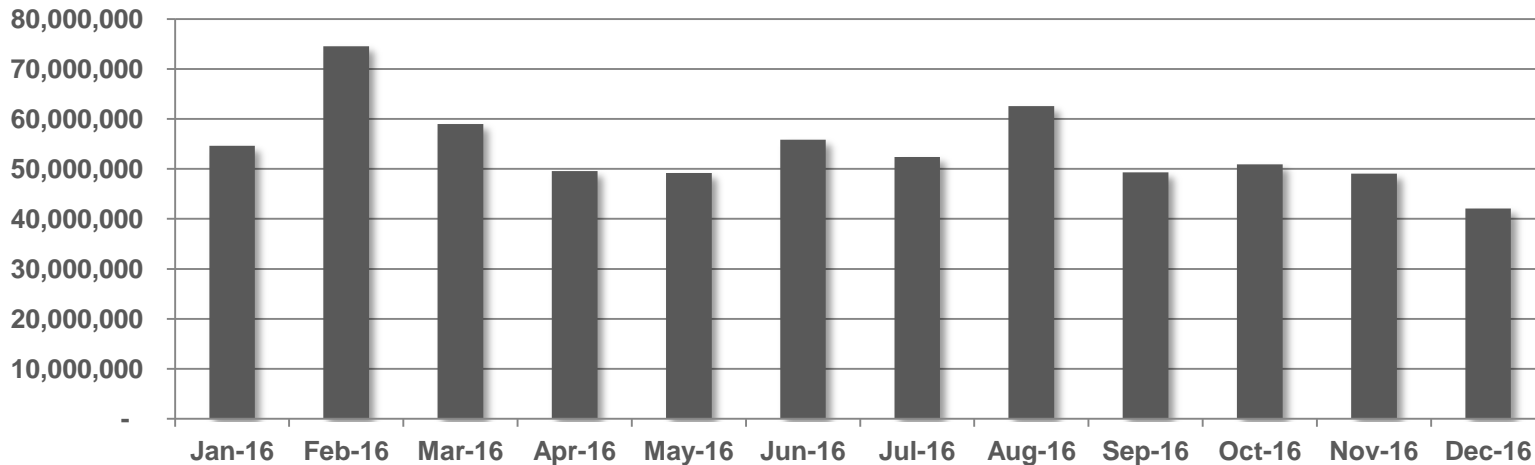


**Monthly Unique
Browsers**

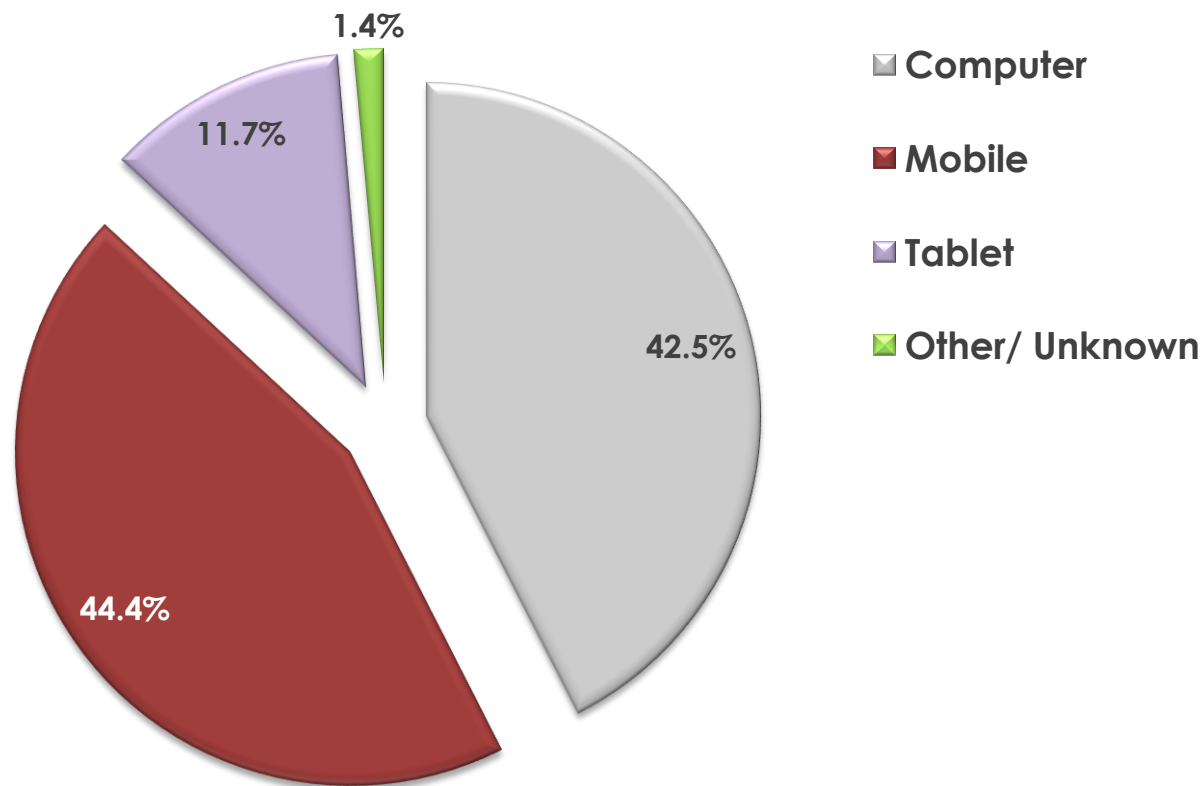
Unique Browsers per Month

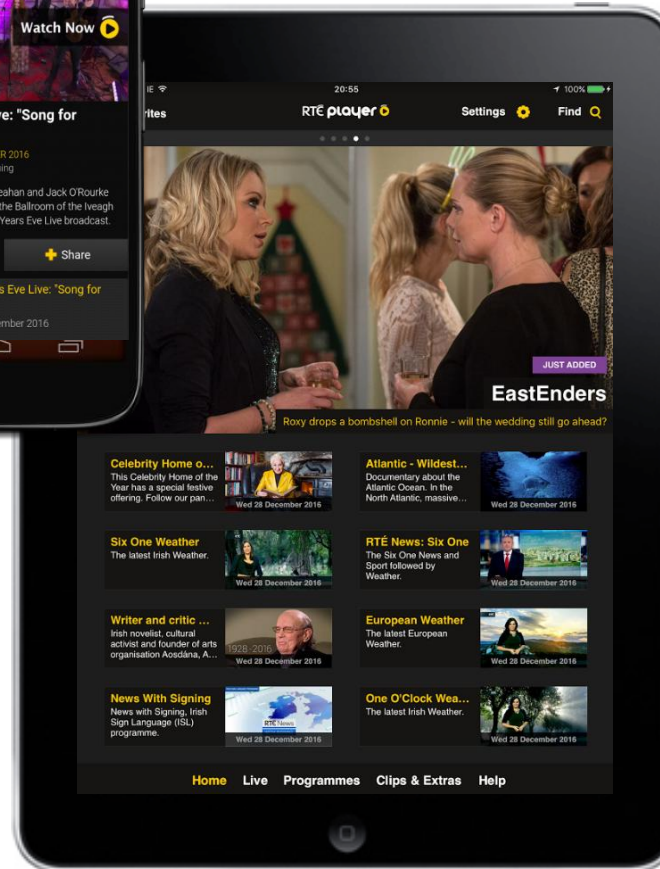
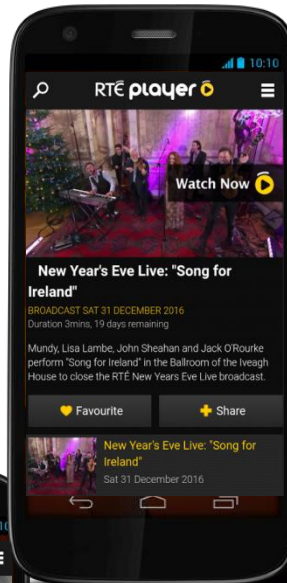
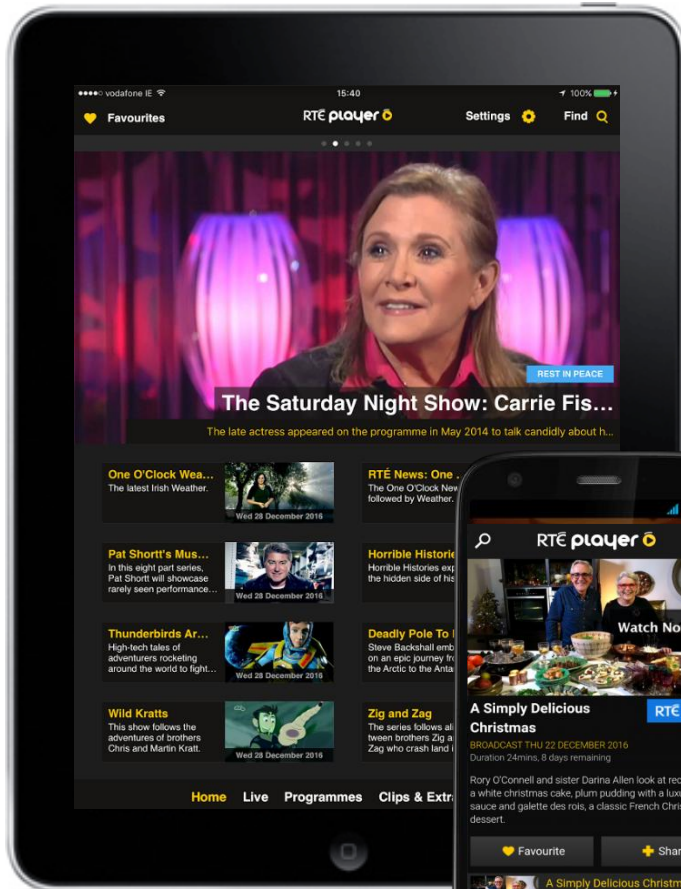


Page Views per Month



Page Views per Device – December 2016





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



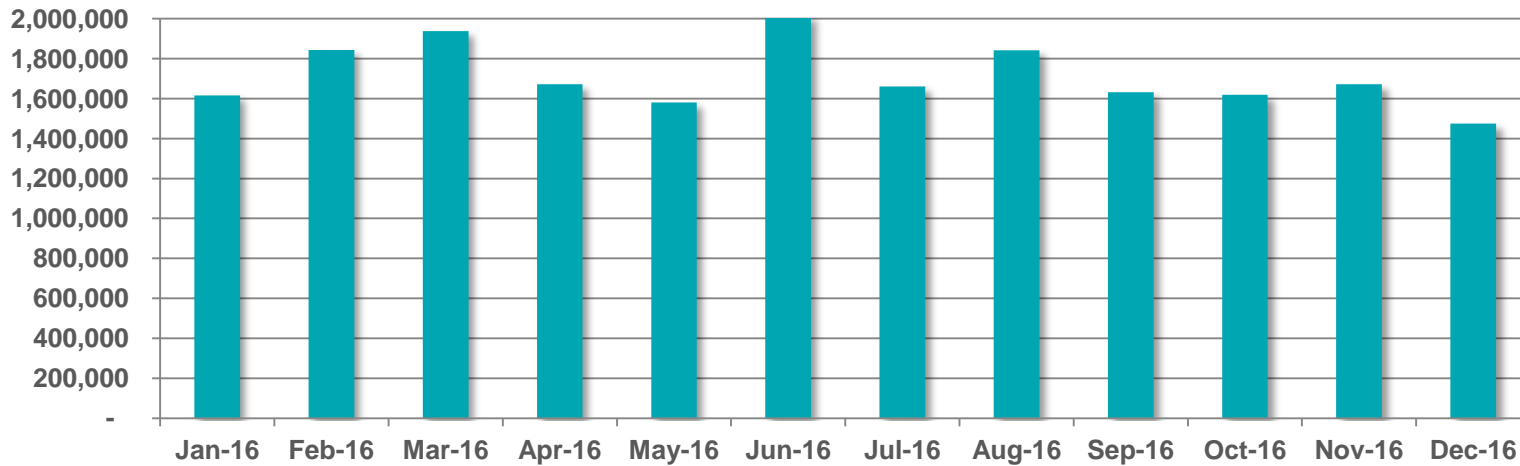
Ireland's No.1 VOD service



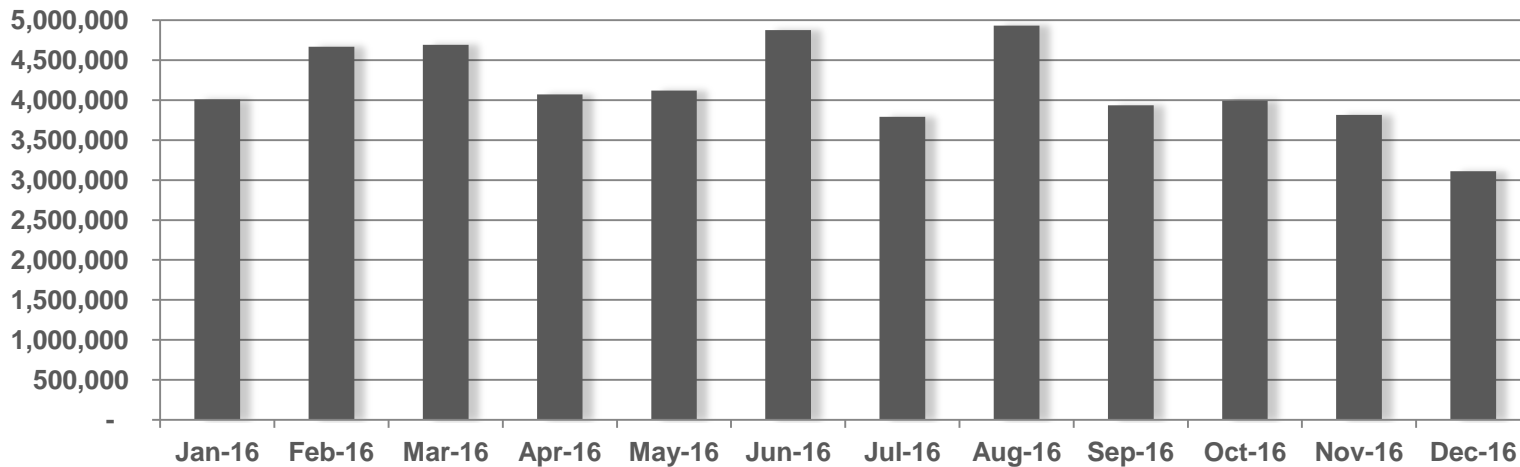
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

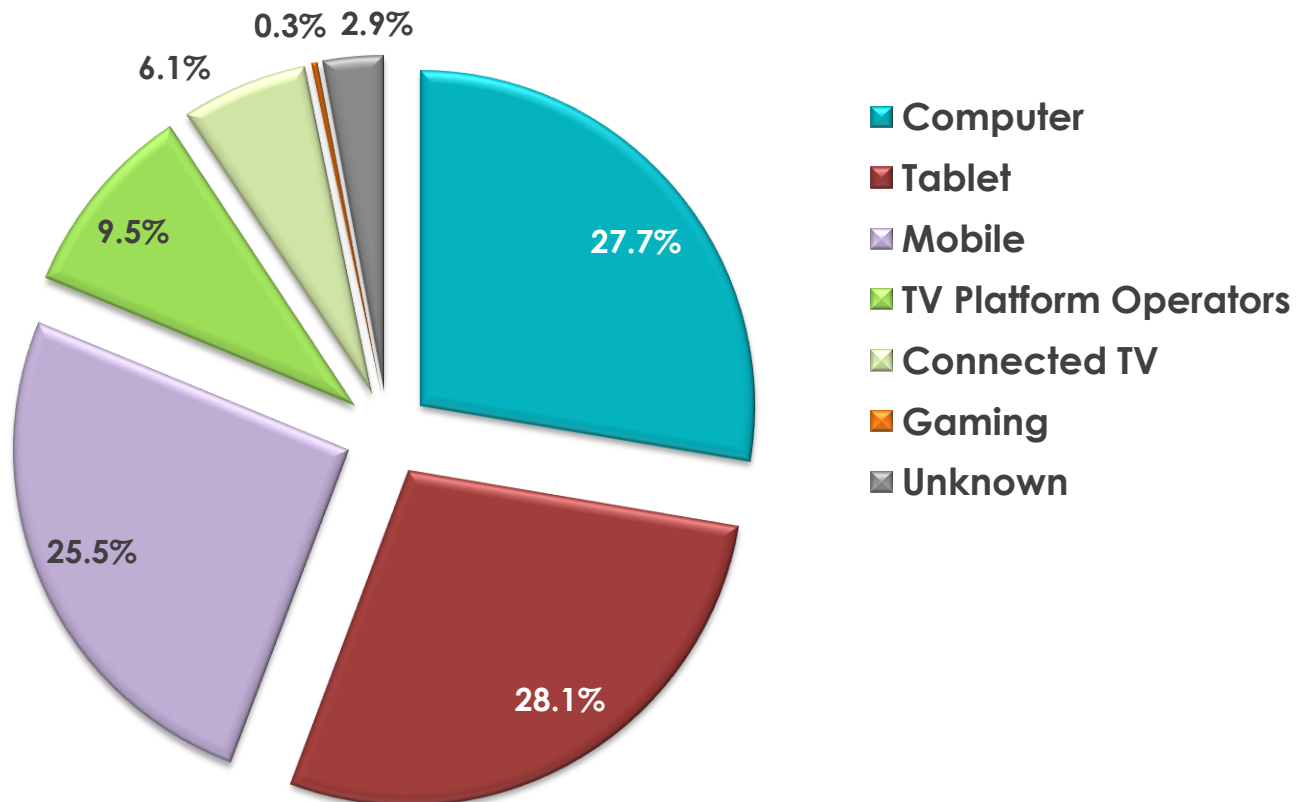


Source: comScore Dax
(Unique Browsers
excluding Virgin Media/
Sky. Streams exc .Sky)

Top Programmes in December 2016

	Programme	Streams
1	Fair City	516,000
2	EastEnders	408,000
3	The Late Late Show	201,000
4	The Late Late Show Extras	113,000
5	Nine News	93,000
6	Home and Away	86,000
7	Mrs Brown's Boys	62,000
8	Fair City Extras	61,000
9	Six One News	61,000
10	Bridget and Eamon	49,000
11	Shortland Street	47,000
12	Today	36,000
13	Don't Tell The Bride	36,000
14	Weather	28,000
15	Ireland's Fittest Family	27,000
16	Latest News and Weather	26,000
17	One News	25,000
18	Nationwide	25,000
19	Atlantic	24,000
20	The Late Late Toy Show Unwrapped	24,000

Streams by Device – December 2016



Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Operation Transform.	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				
Main Shopper + kids	X	X		X	X	X	X

AUDIENCE	Food Bites	Nine News	Six Nations	Striking Out	Doc Hub	Dancing with the Stars	Champions League
Male		X	X		X		X
Female	X			X		X	
Male 18-34			X				X
Female 18-34	X			X			
Main Shopper + kids	X	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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Email: rtedigitalsales@rte.ie

Website: www.rte.ie/mediasales/digital