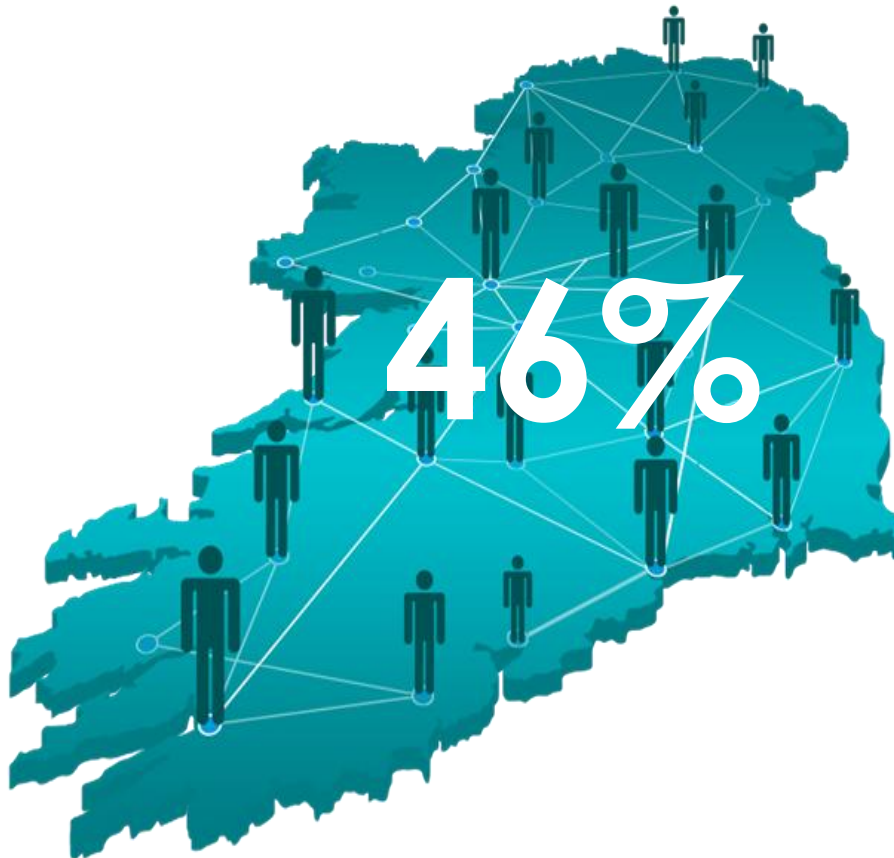




Digital Audience Report December 2017

**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**



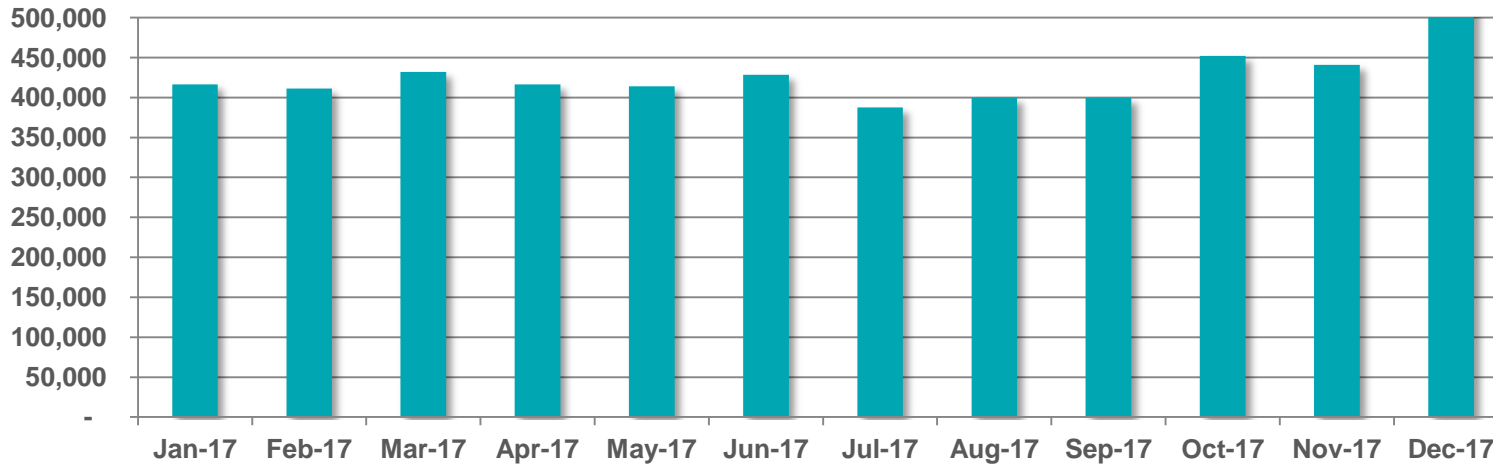
News Now App



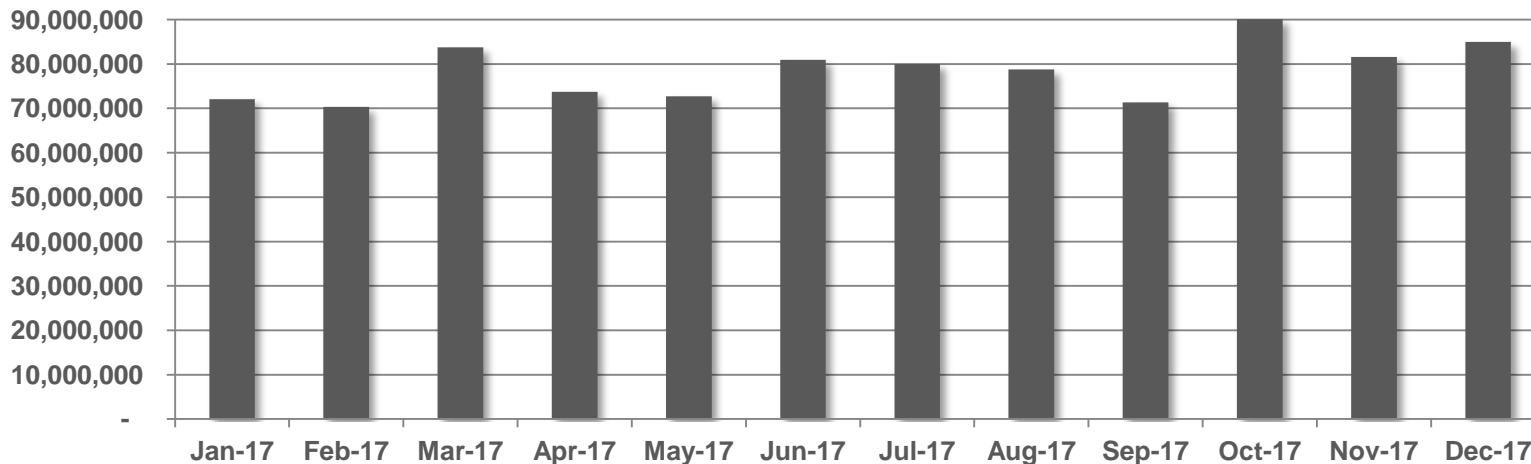
News Now App
downloads

RTÉ NEWS NOW

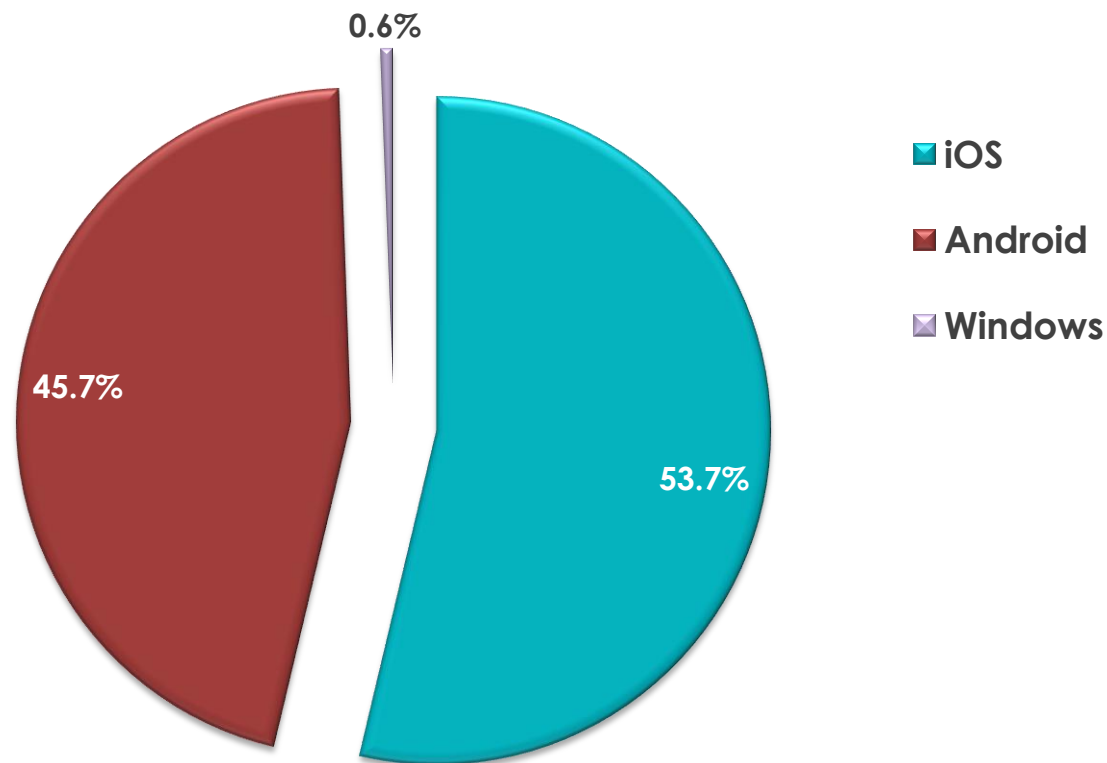
Unique Browsers per Month

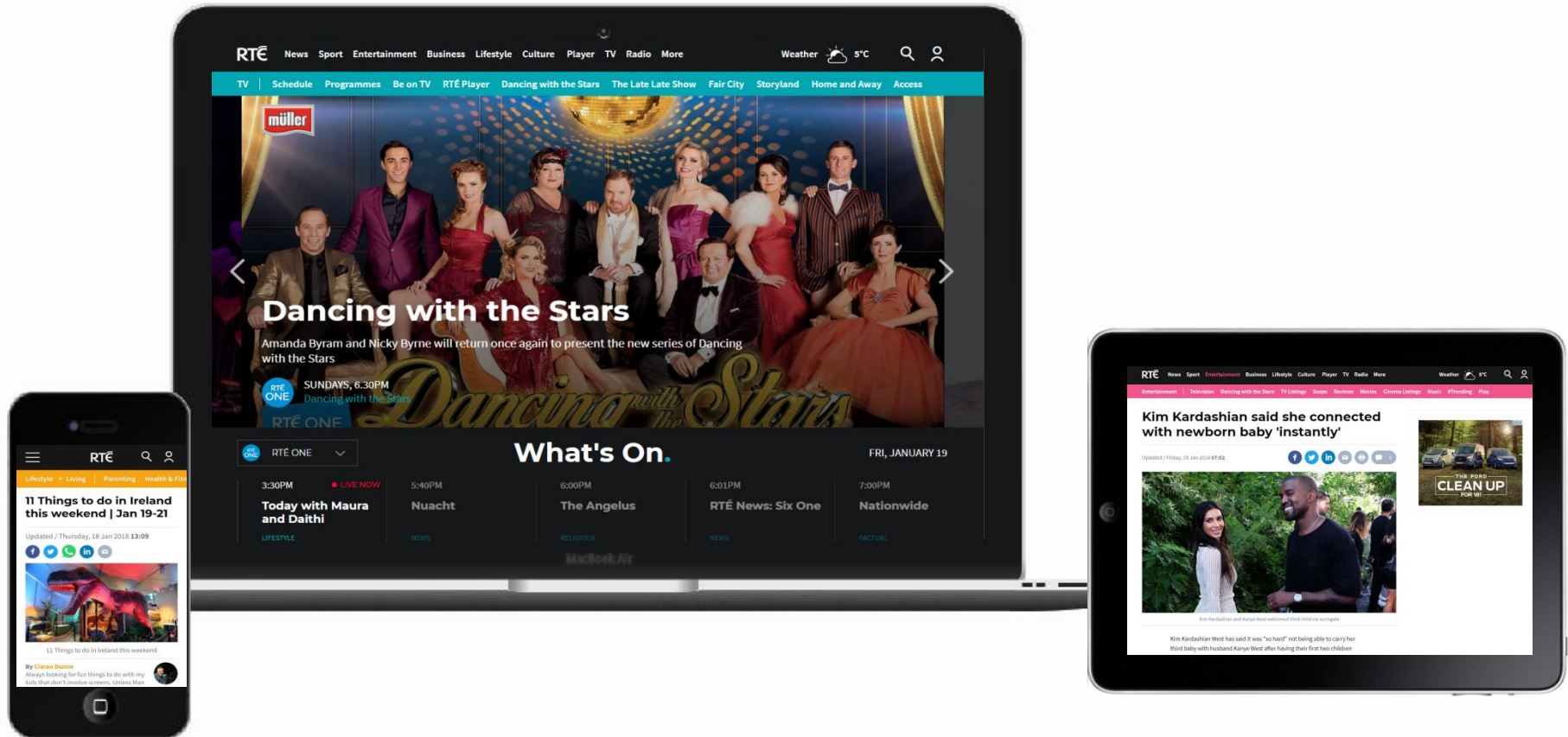


Page Views per Month



Page Views per App Version – December 2017





**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**



No.1 Multi-media
Website



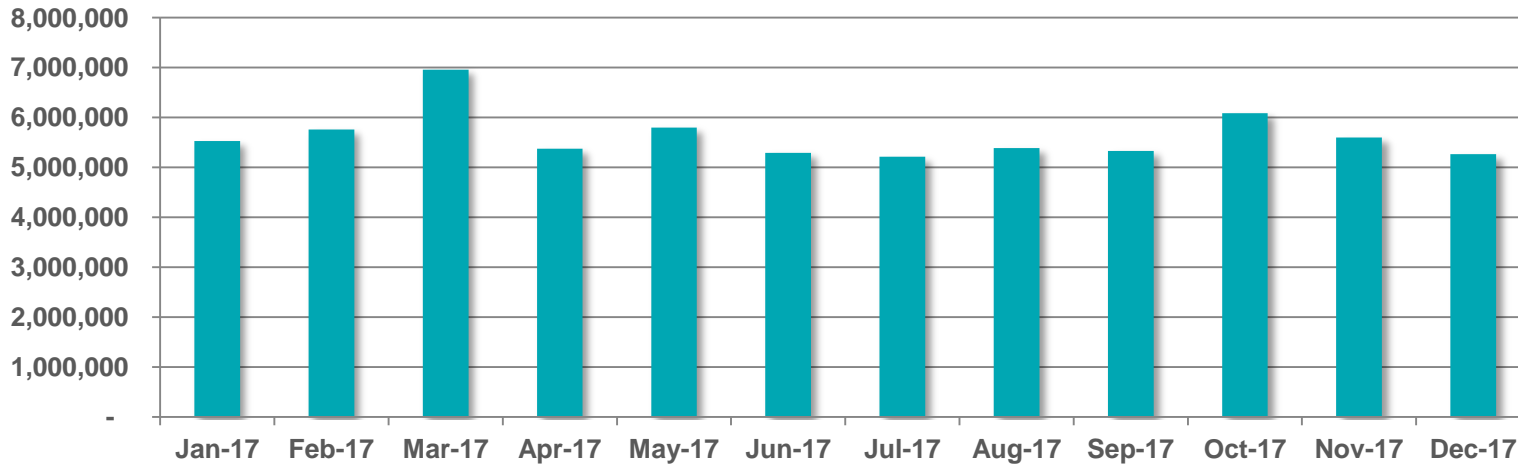
The average visit on RTÉ.ie
is longer than Irish Times,
Independent and The Journal

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)



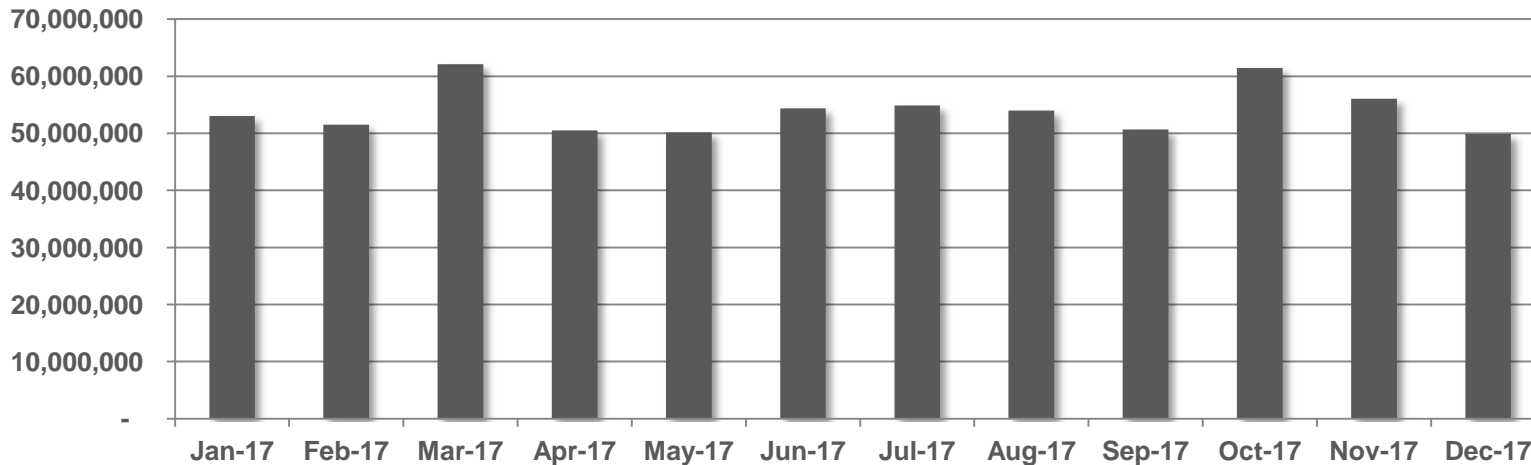
Monthly Unique
Browsers

Unique Browsers per Month

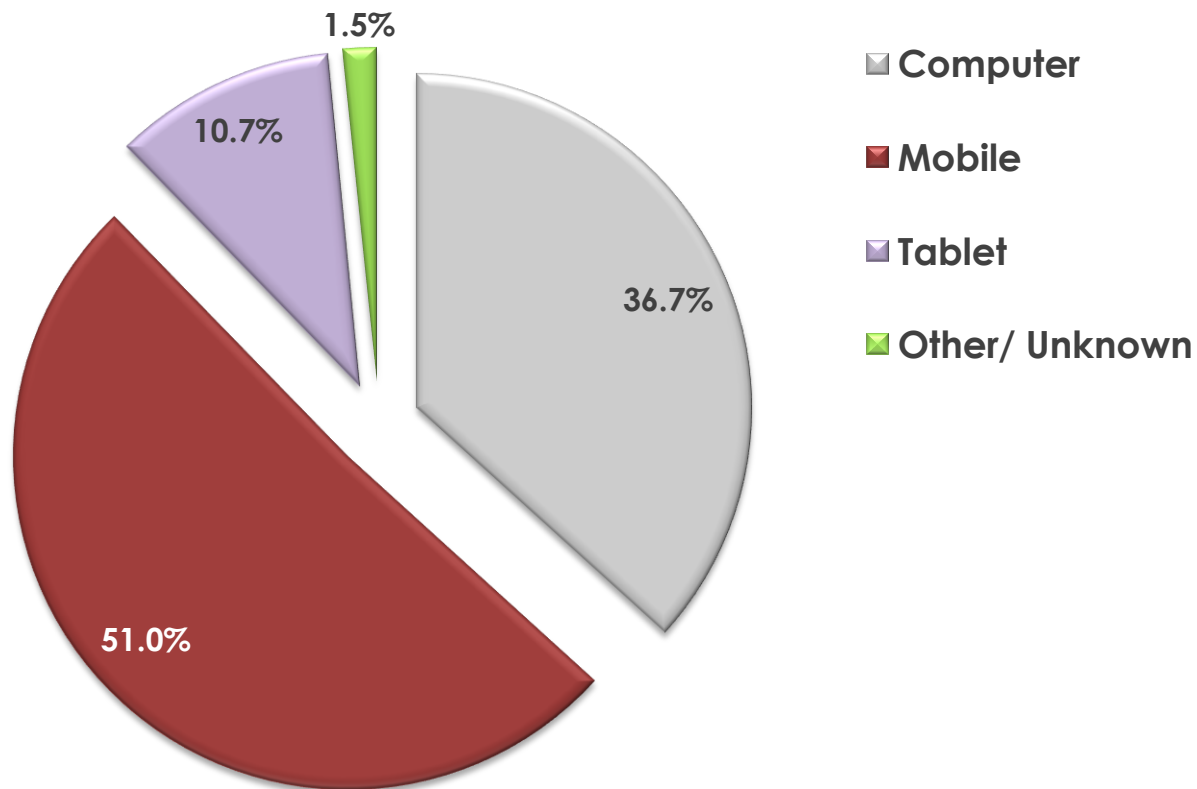


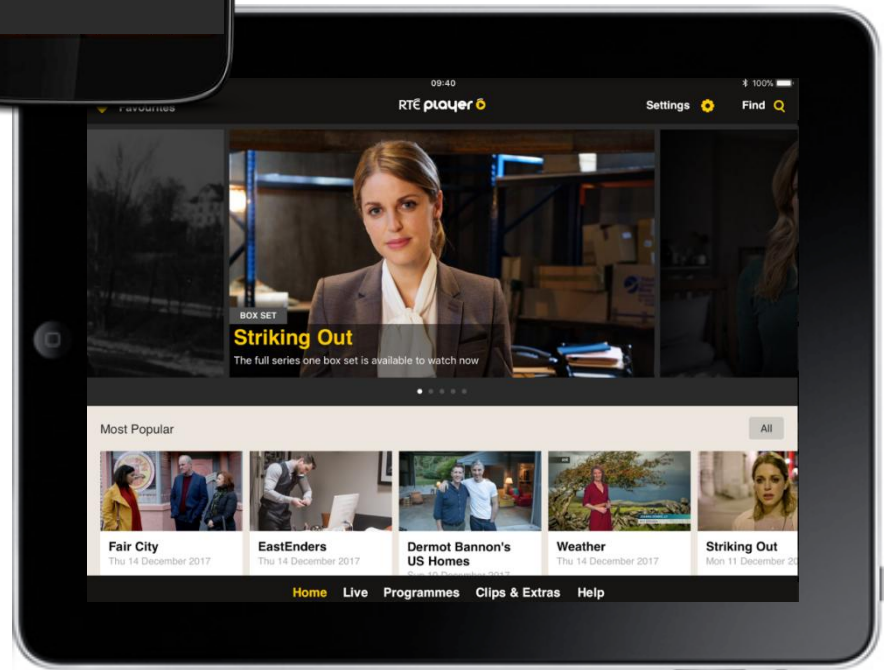
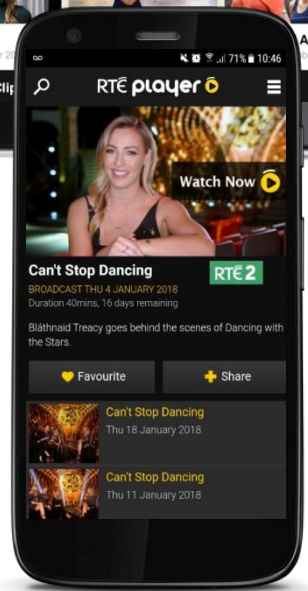
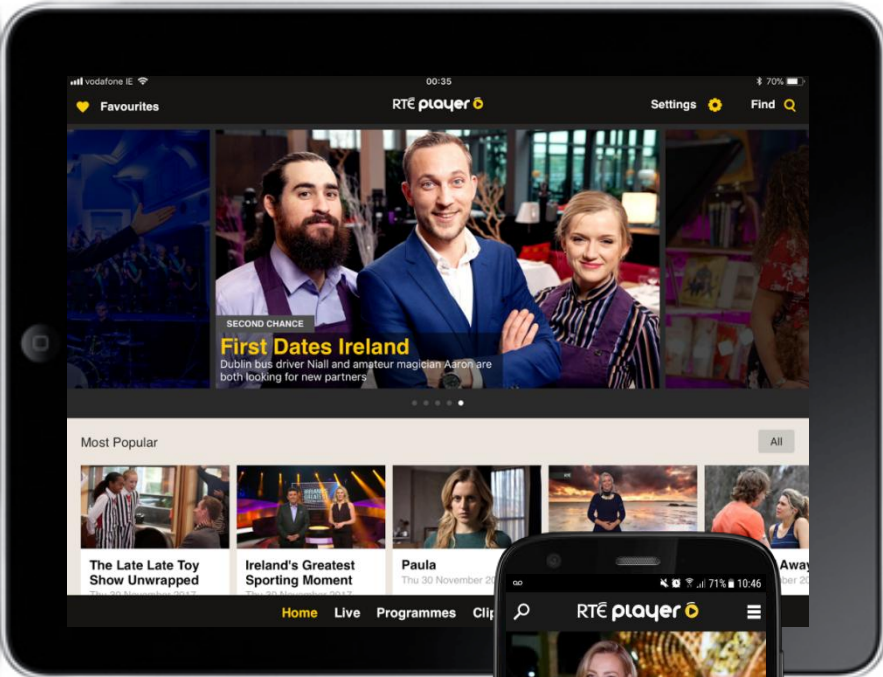
* Google Analytics source for Oct '17-Jan '18 due to comScore browser measurement issue

Page Views per Month



Page Views per Device – December 2017





RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 1m users aged under 65 in the last month



RTÉ Player App
downloads



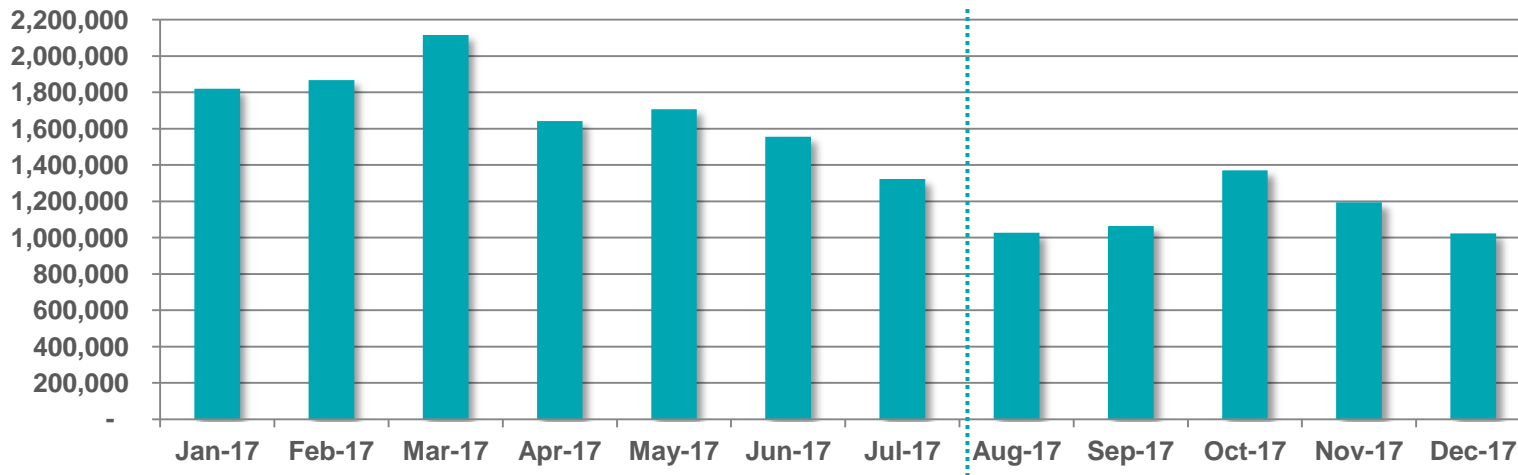
Ireland's No.1 VOD service



Total Streams
Per Month

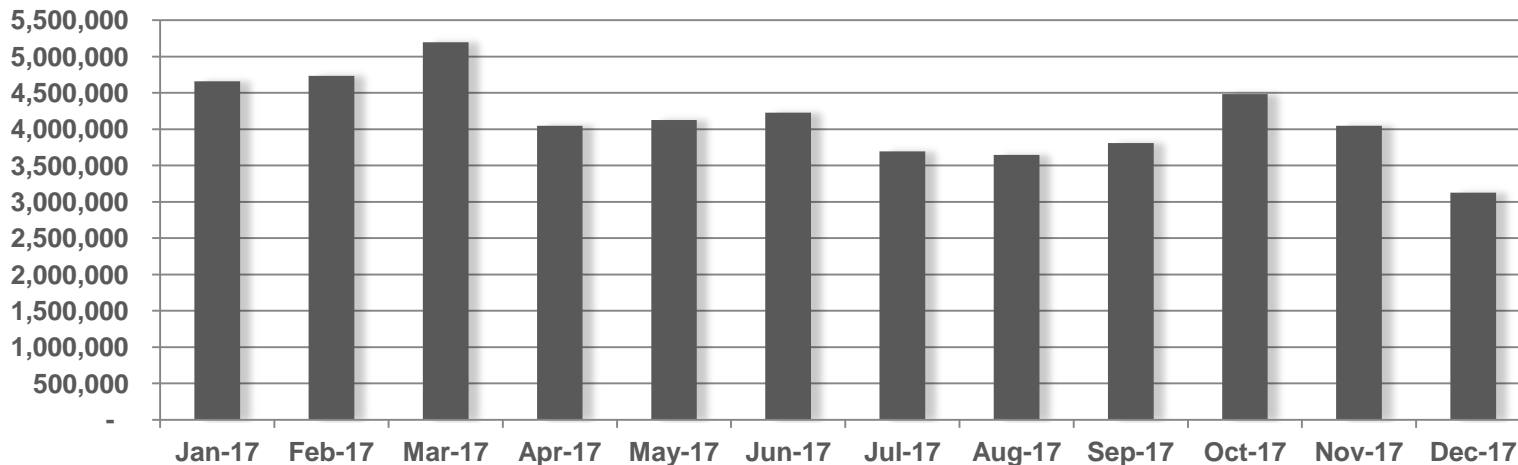


Unique Browsers per Month



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

Streams per Month

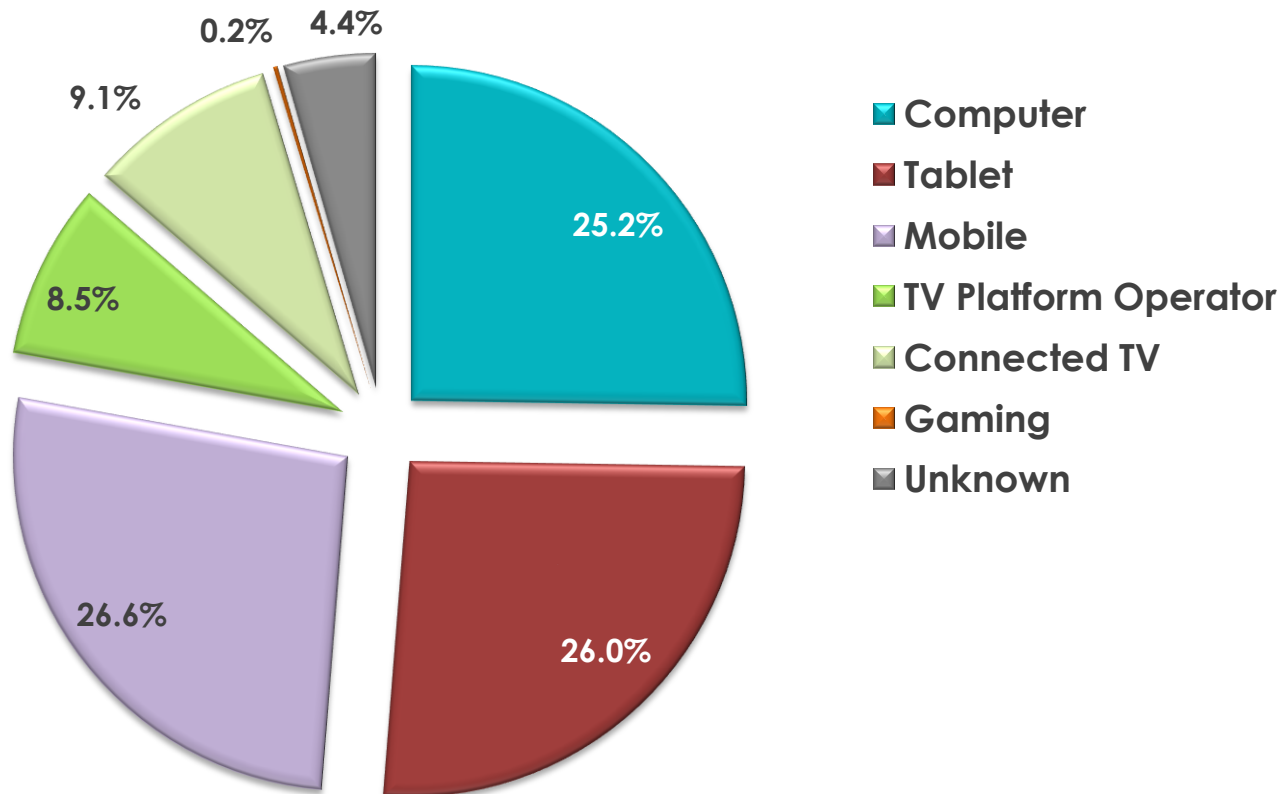


Source: comScore Dax (Unique Browsers excluding Virgin Media/Sky. Streams exc .Sky)

Top Programmes in December 2017

	Programme	Streams
1	EastEnders	501,000
2	Fair City	403,000
3	The Late Late Show	262,000
4	The Late Late Show Extras	135,000
5	RTÉ News: Nine O'Clock	118,000
6	Mrs Brown's Boys	106,000
7	RTÉ News: Six One	70,000
8	Neighbours	58,000
9	Fair City Extras	51,000
10	Weather	52,000
11	Dermot Bannon's US Homes	58,000
12	Shortland Street	44,000
13	Nowhere Fast	49,000
14	Today with Maura and Daithi	38,000
15	Latest News and Weather	34,000
16	Say Yes To The Dress Ireland	38,000
17	Ireland's Fittest Family	34,000
18	The Late Late Toy Show Unwrapped	32,000
19	Home and Away	28,000
20	RTÉ News: One O'Clock	26,000

Streams by Device – December 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	Operation Transformation	News	Dancing with the Stars	The Today Show	Striking Out	Allianz League (GAA)
Male		X				X
Female	X		X	X	X	
Male 18-34						X
Female 18-34	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 1.25m adults in Ireland**

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Email: rtedigitalsales@rte.ie

Website: www.rte.ie/mediasales/digital