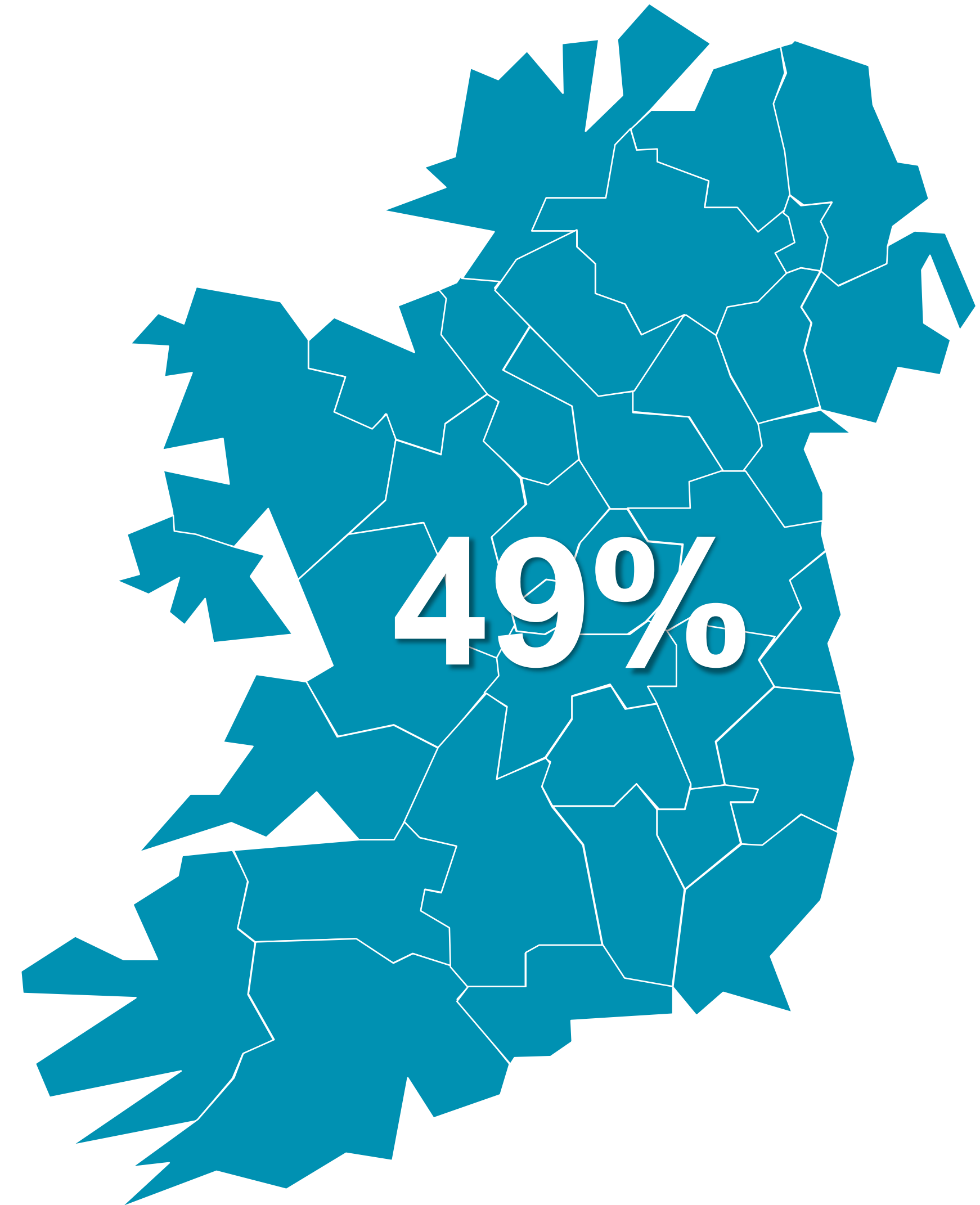


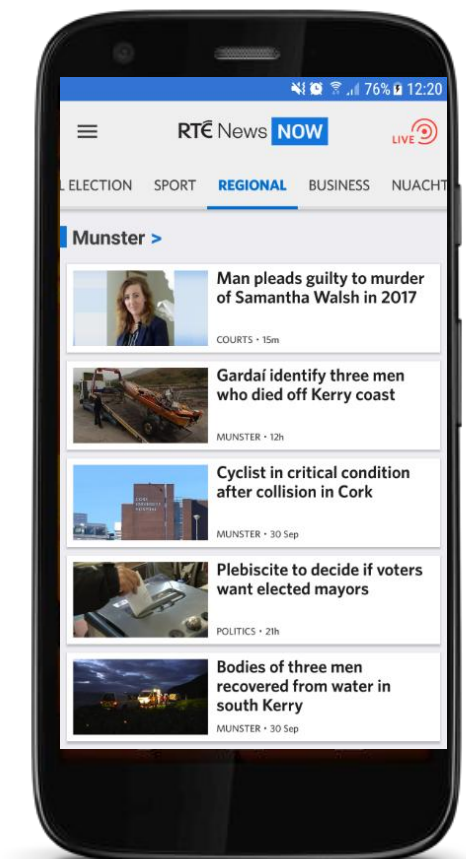
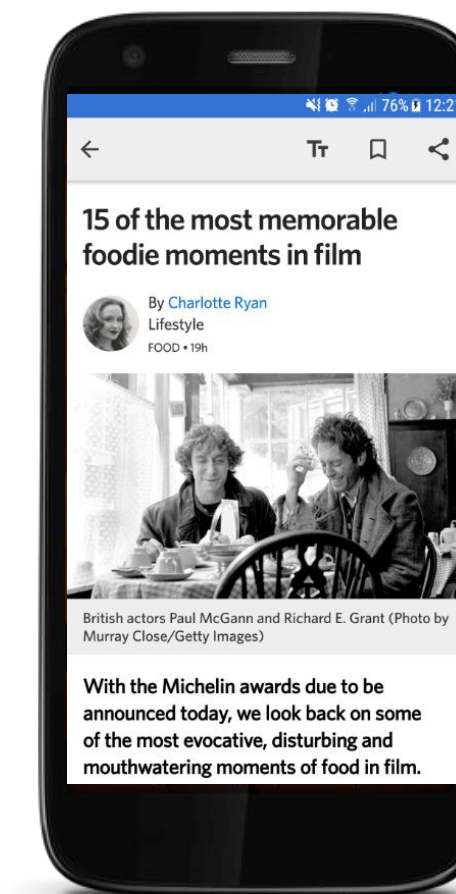
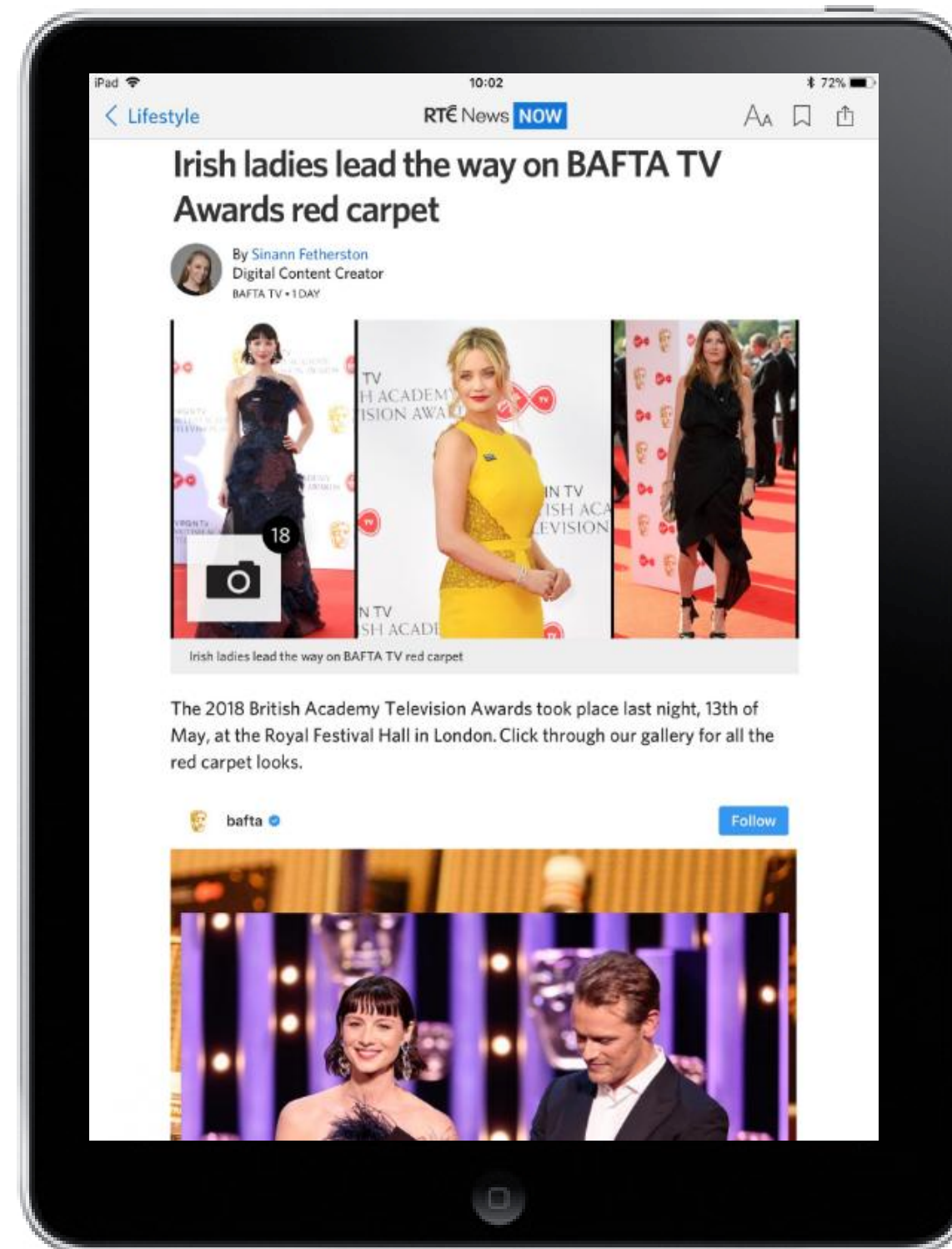
DIGITAL SERVICE USAGE

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



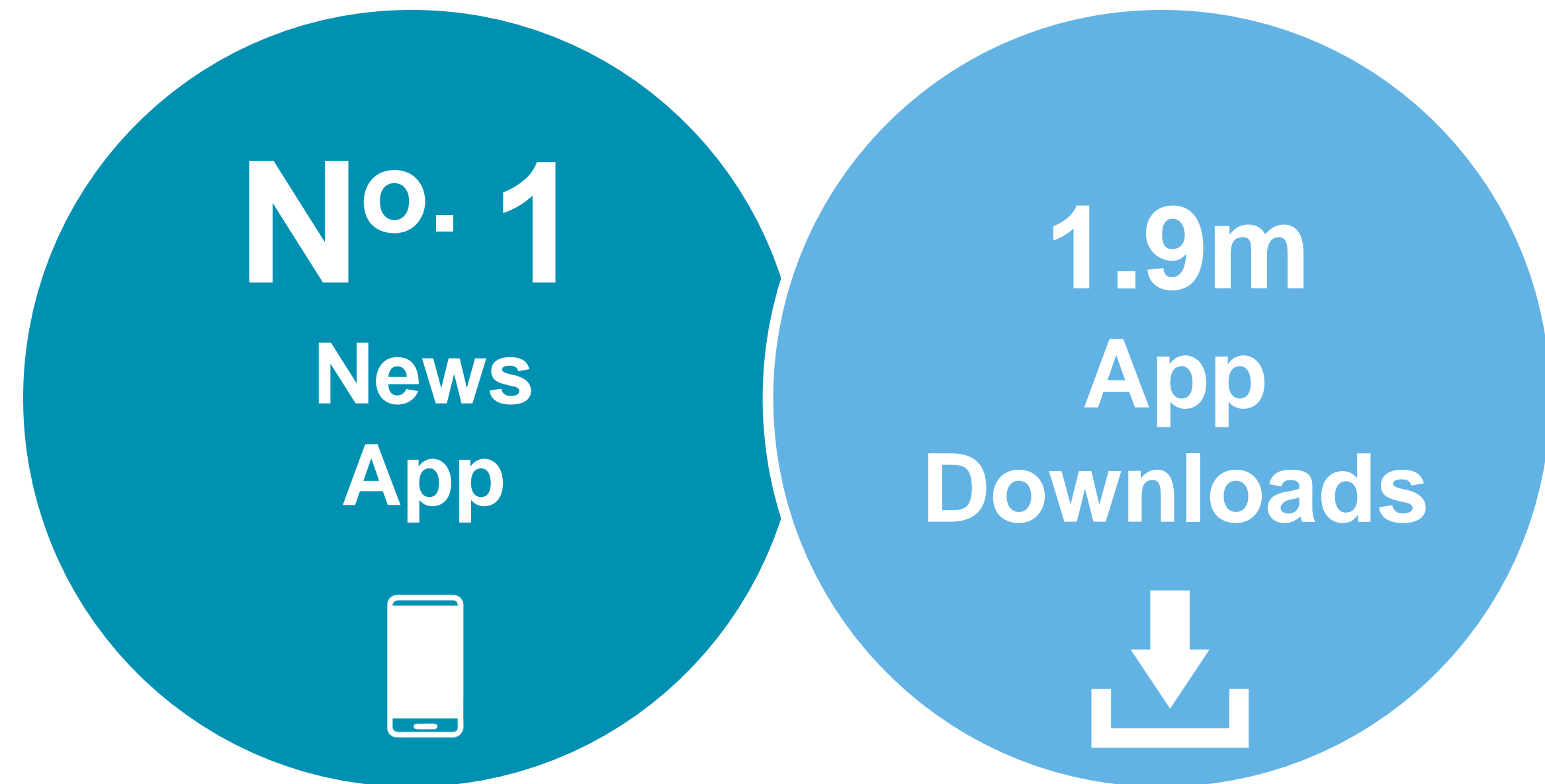
RTÉ NEWS NOW APP

RTÉ NEWS NOW

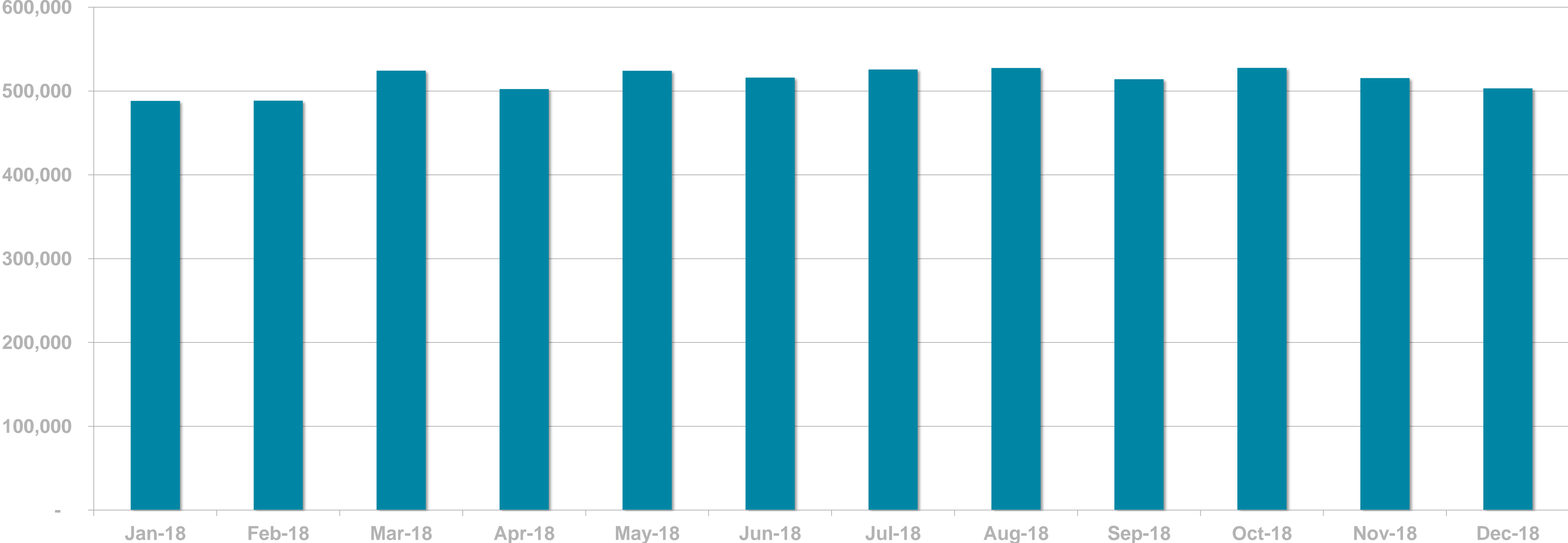


RTÉ NEWS NOW APP

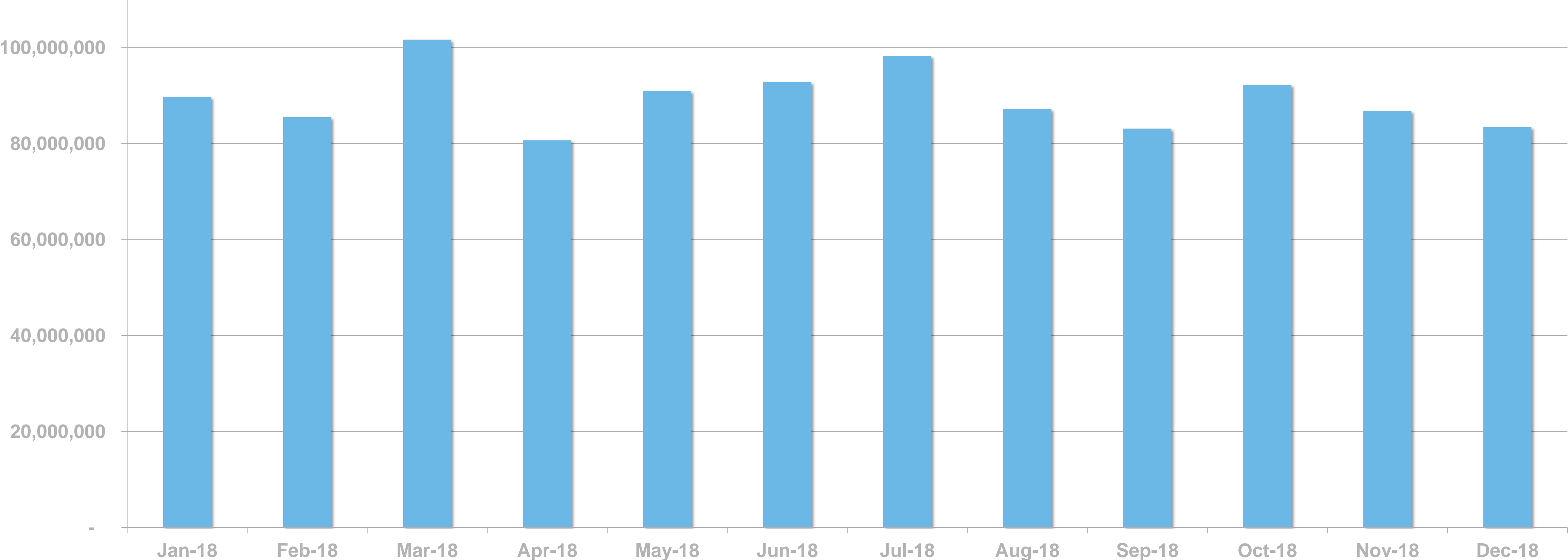
RTÉ News Now is the Number 1 news and entertainment app in Ireland



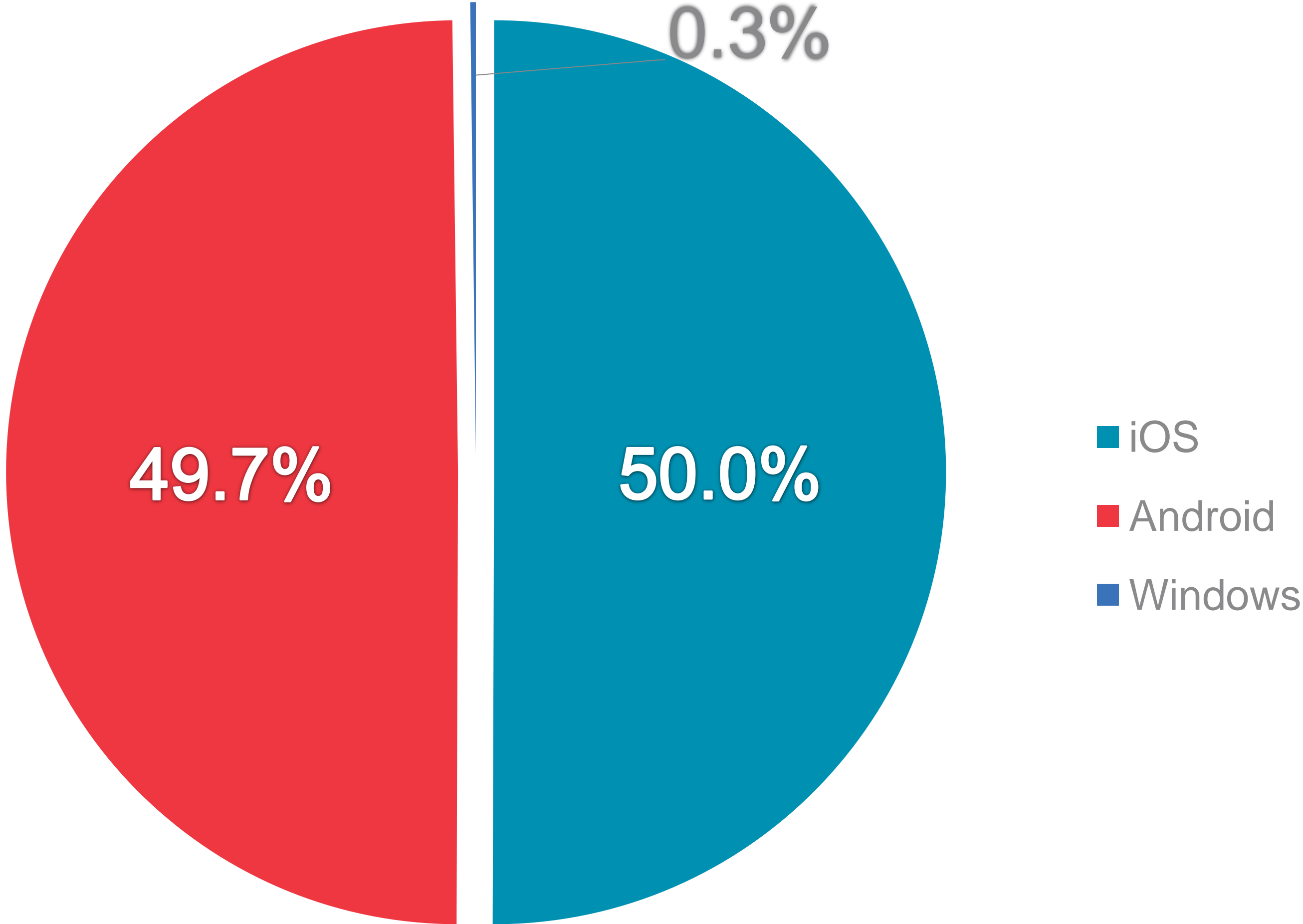
UNIQUE BROWSERS PER MONTH

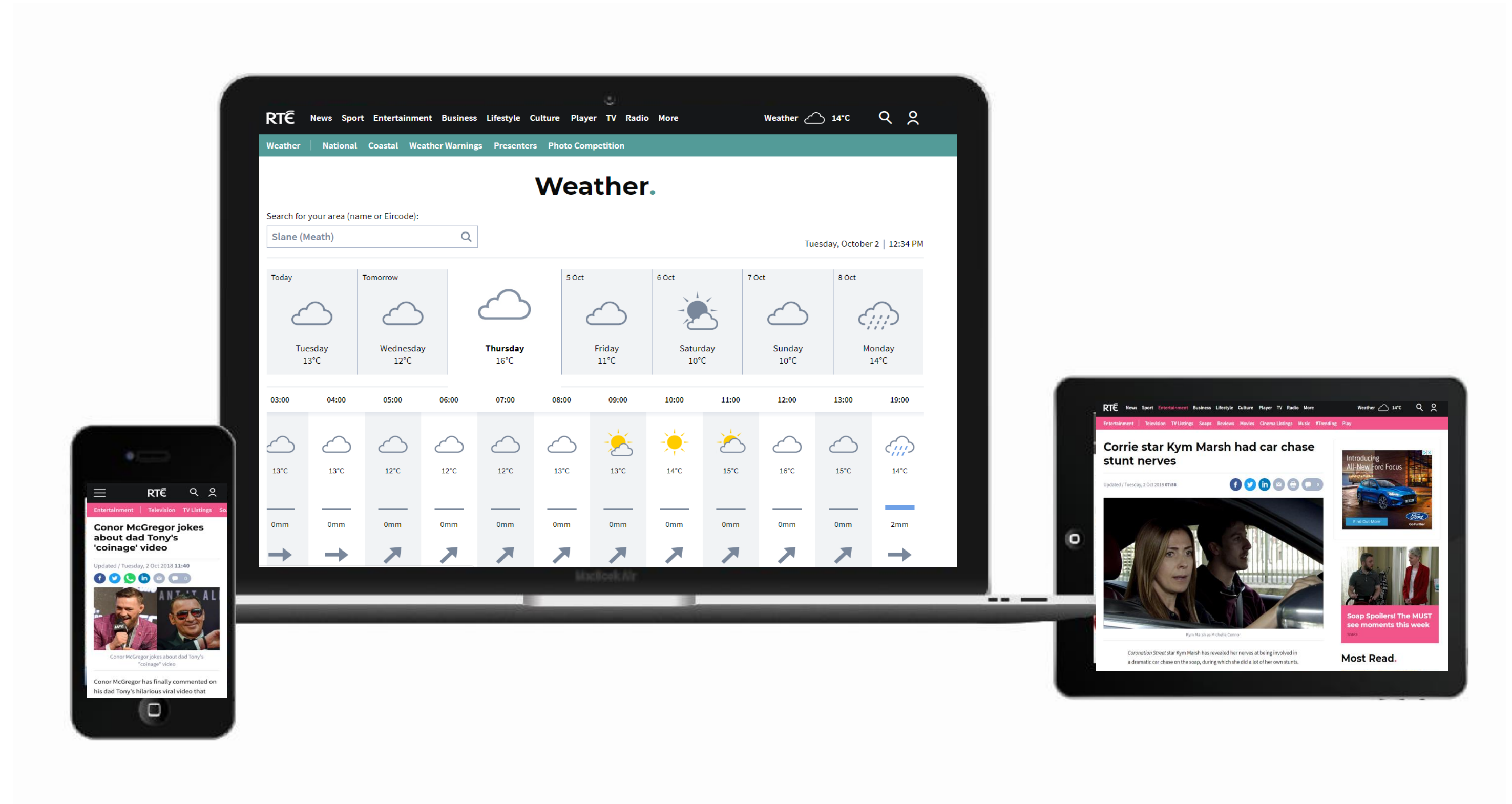


PAGE VIEWS PER MONTH



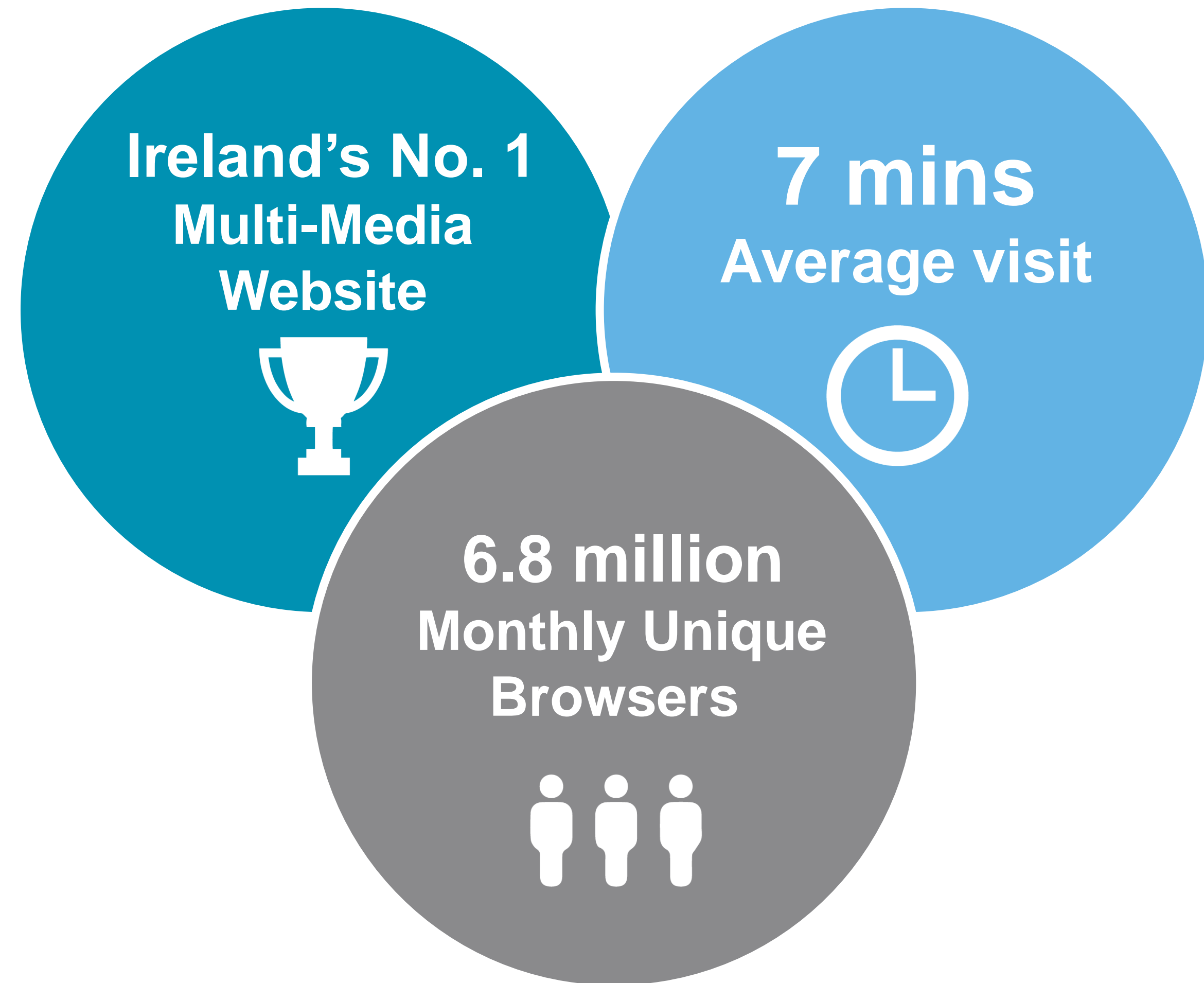
PAGE VIEWS PER APP VERSION





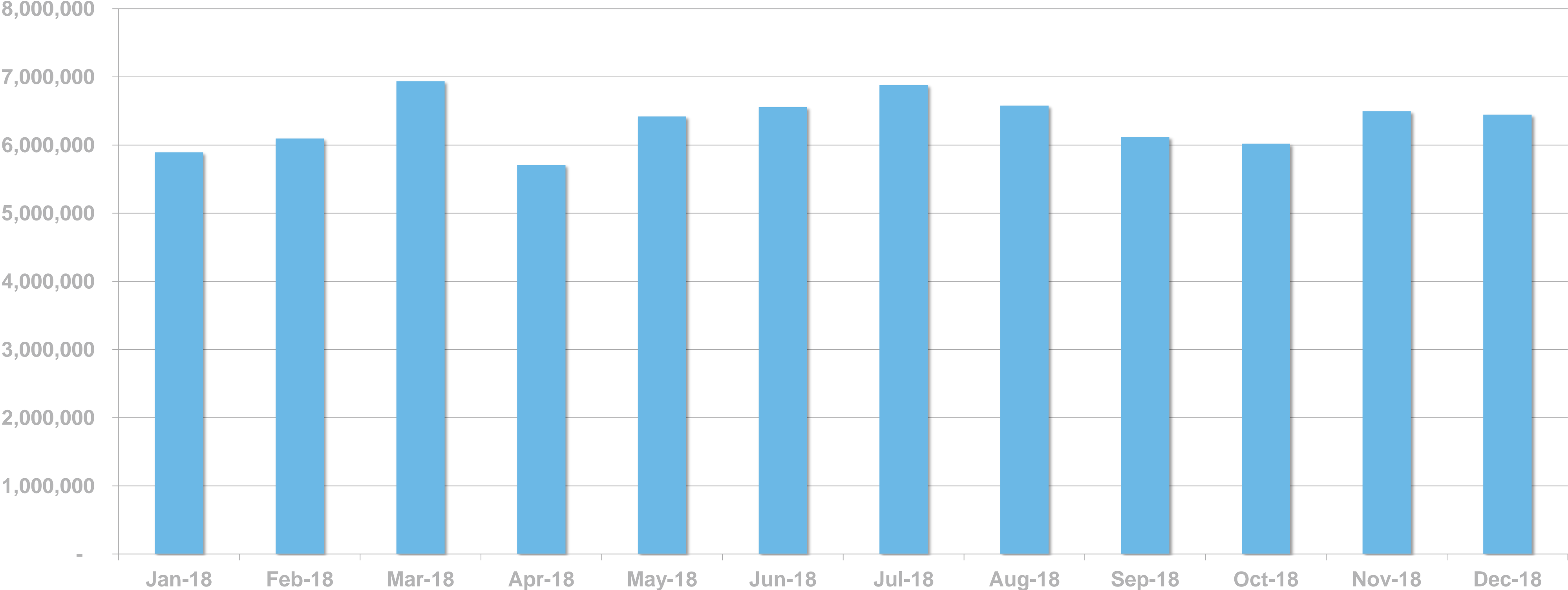
RTÉ.ie is the Number 1 multi-media website in Ireland with 1.2m Irish users aged under 65 and 6m unique browsers per month.

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

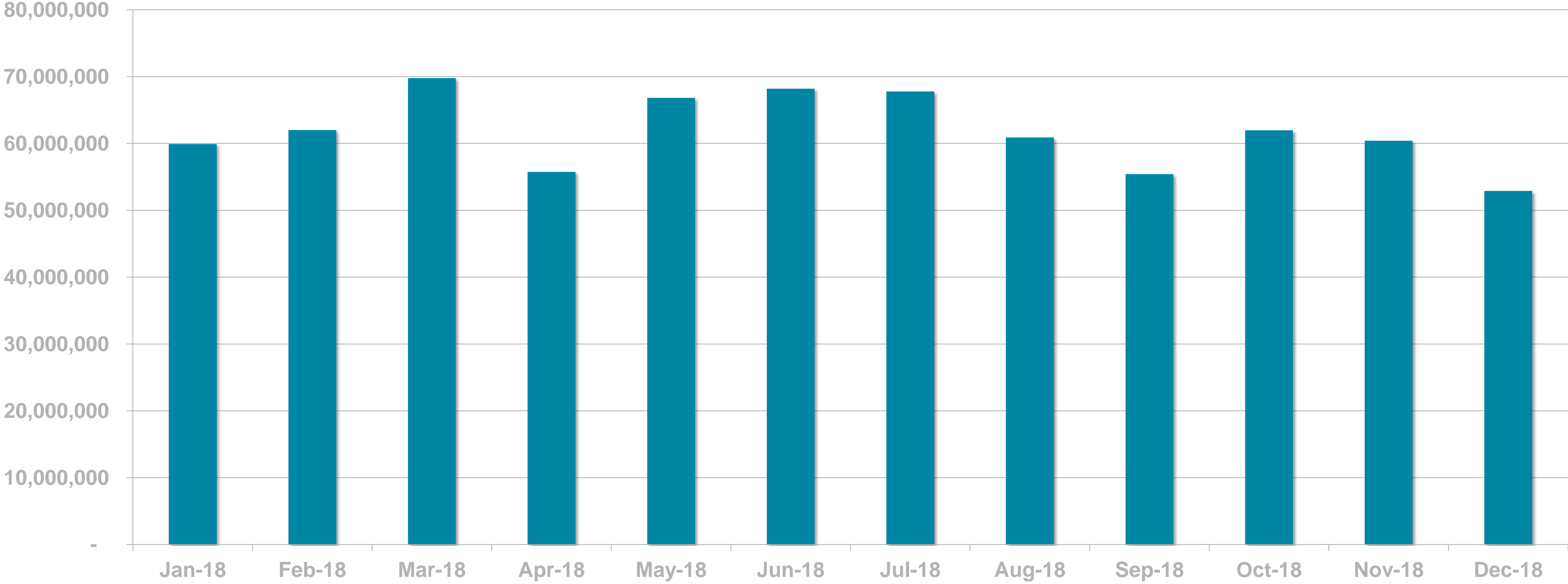


(Source: Global Web Index Q1-Q4 2017; comScore Dax)

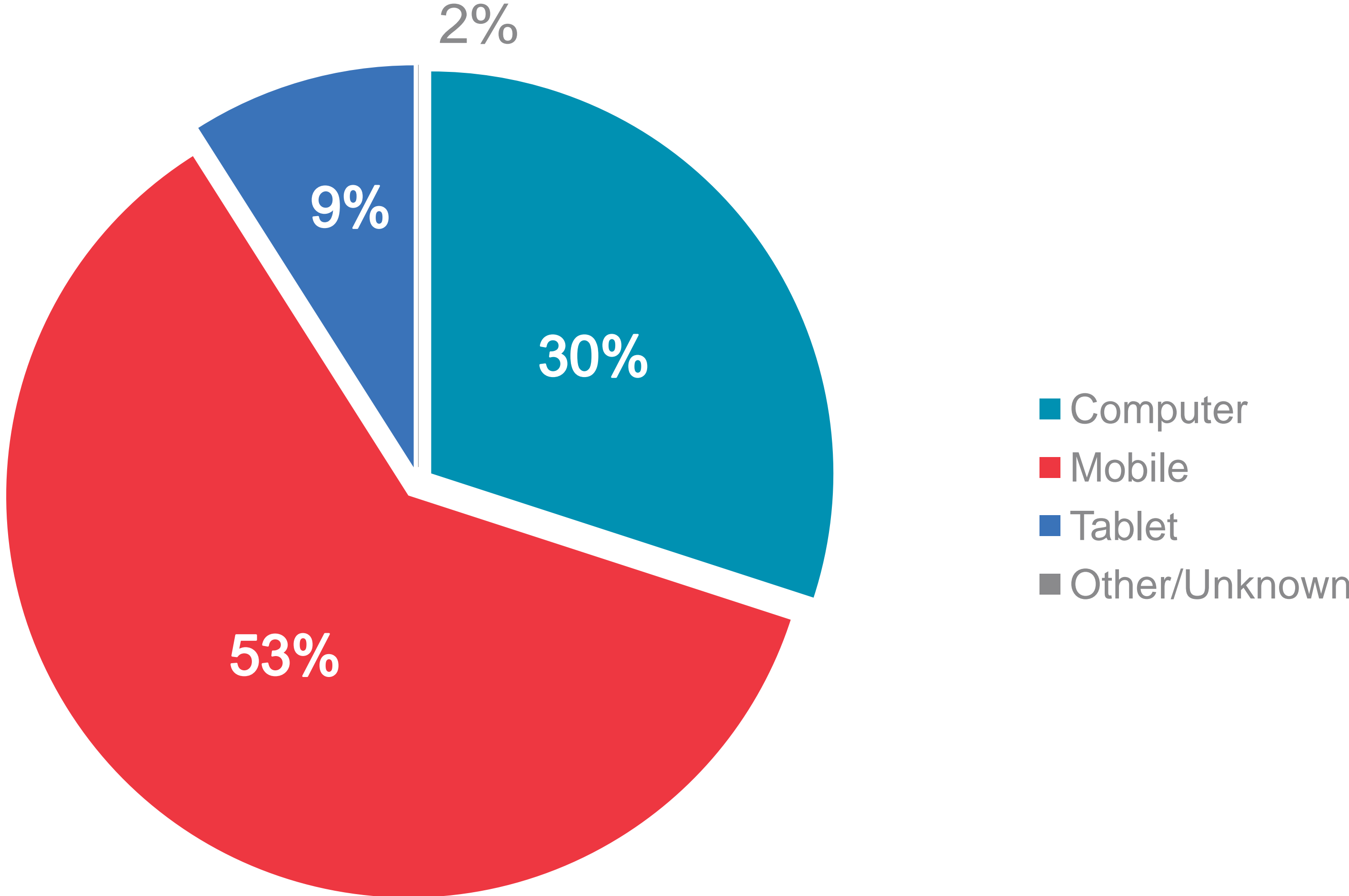
UNIQUE BROWSERS PER MONTH

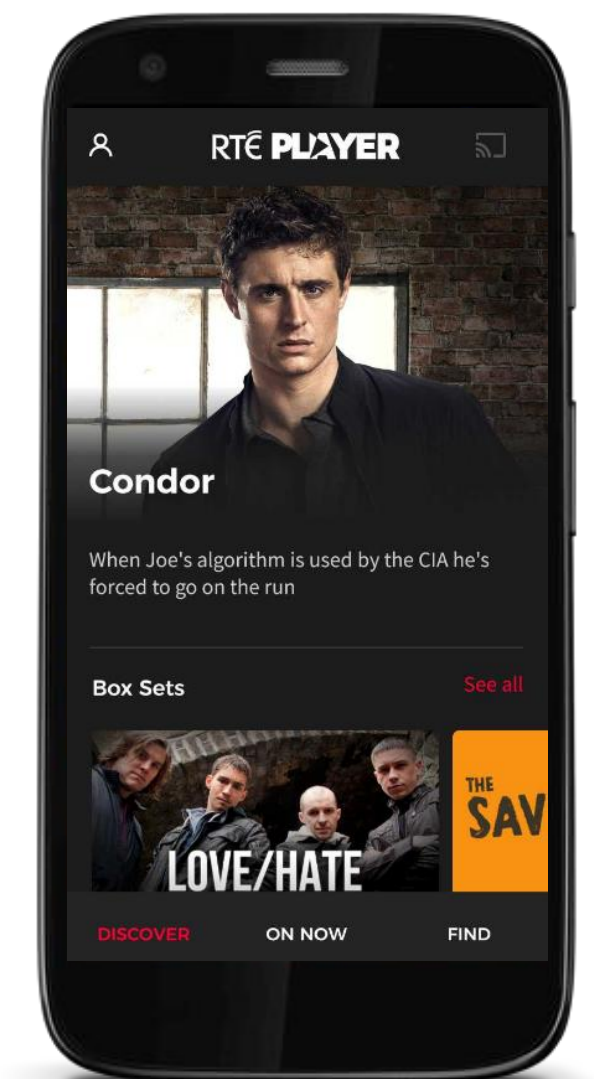


PAGE VIEWS PER MONTH



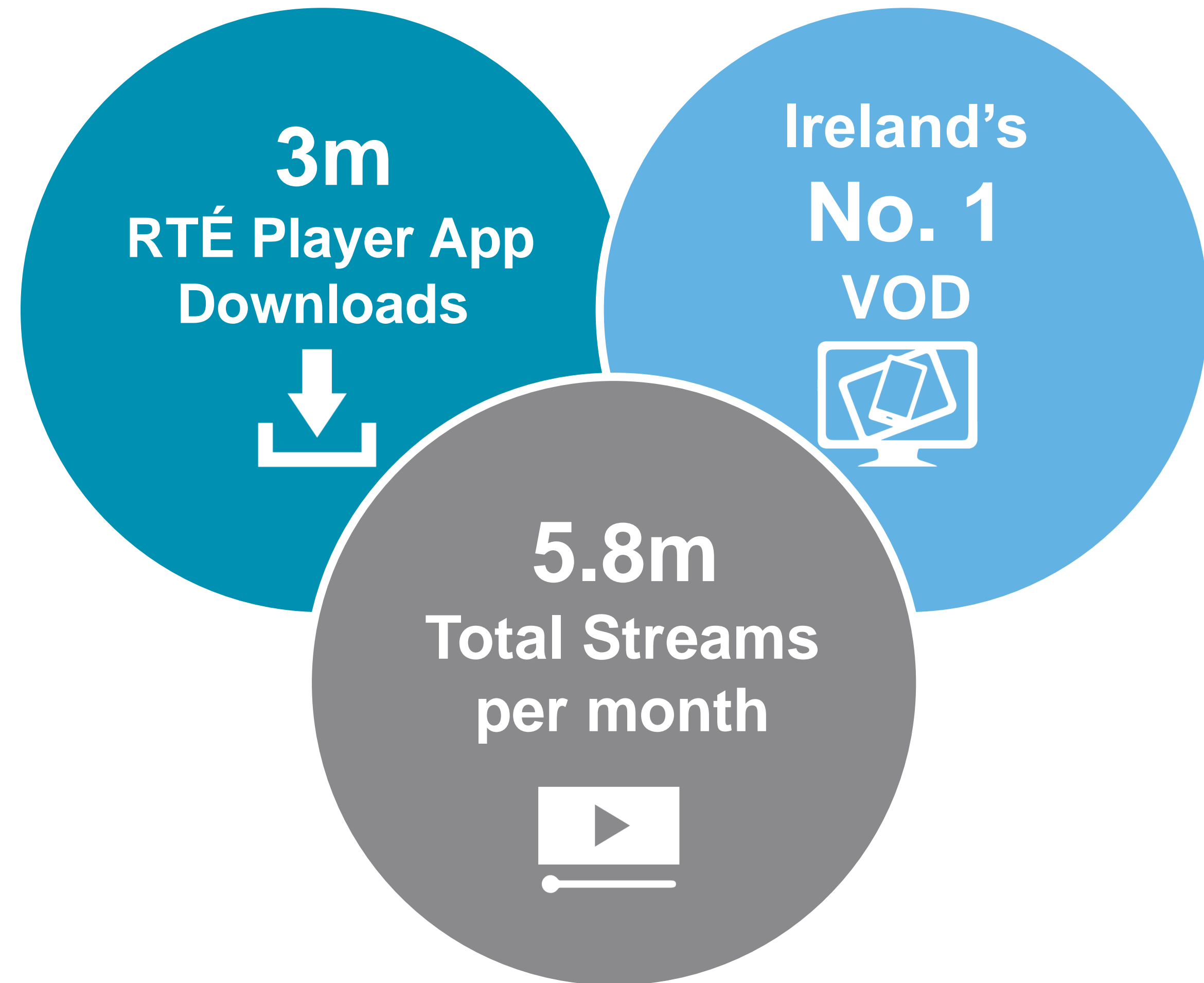
PAGE VIEWS PER DEVICE





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



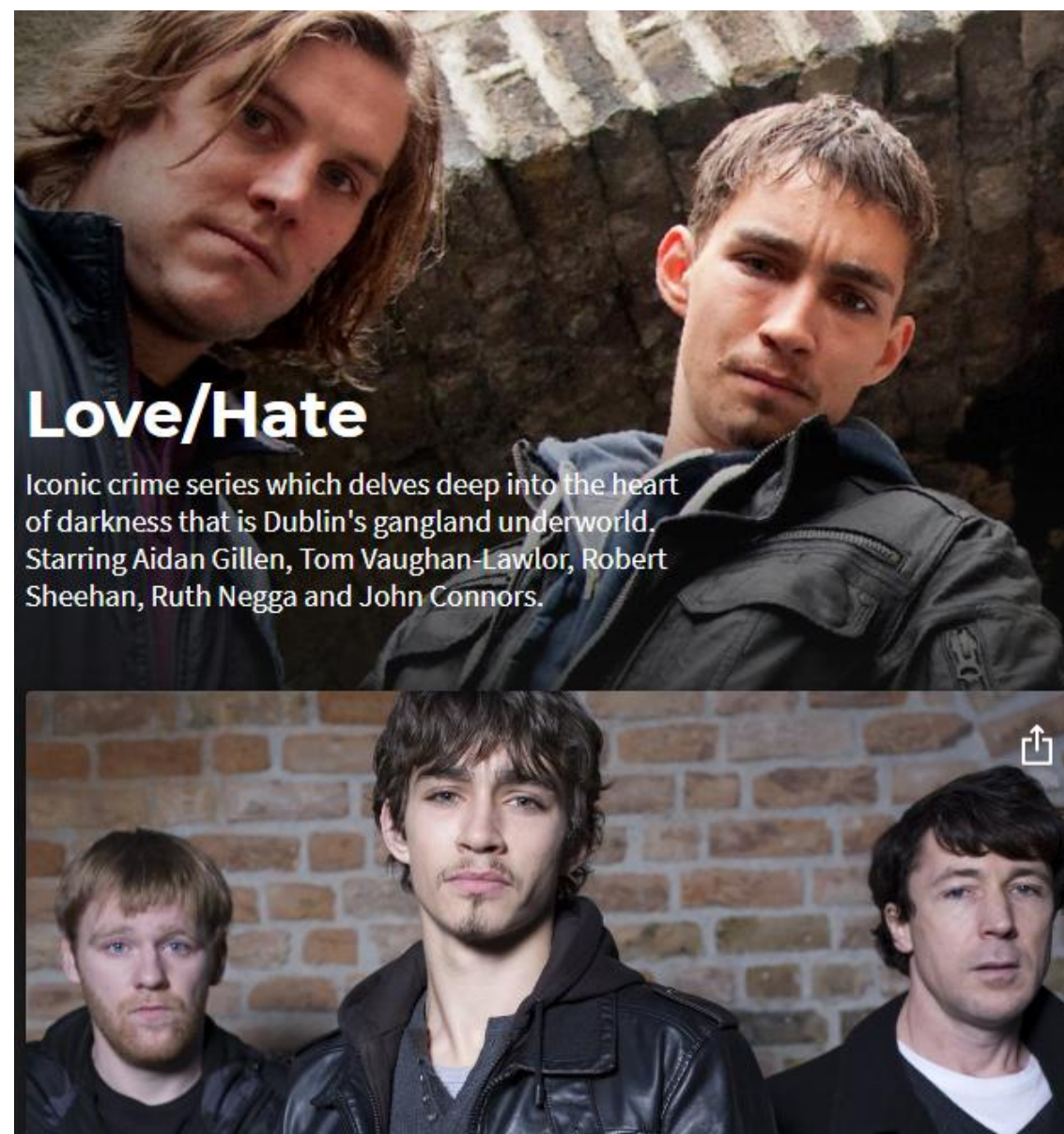
(Source: Global Web Index Q1-Q3 2017; comScore Dax)

Key Programmes: December



264k streams

The most watched Toy Show ever



Love/Hate

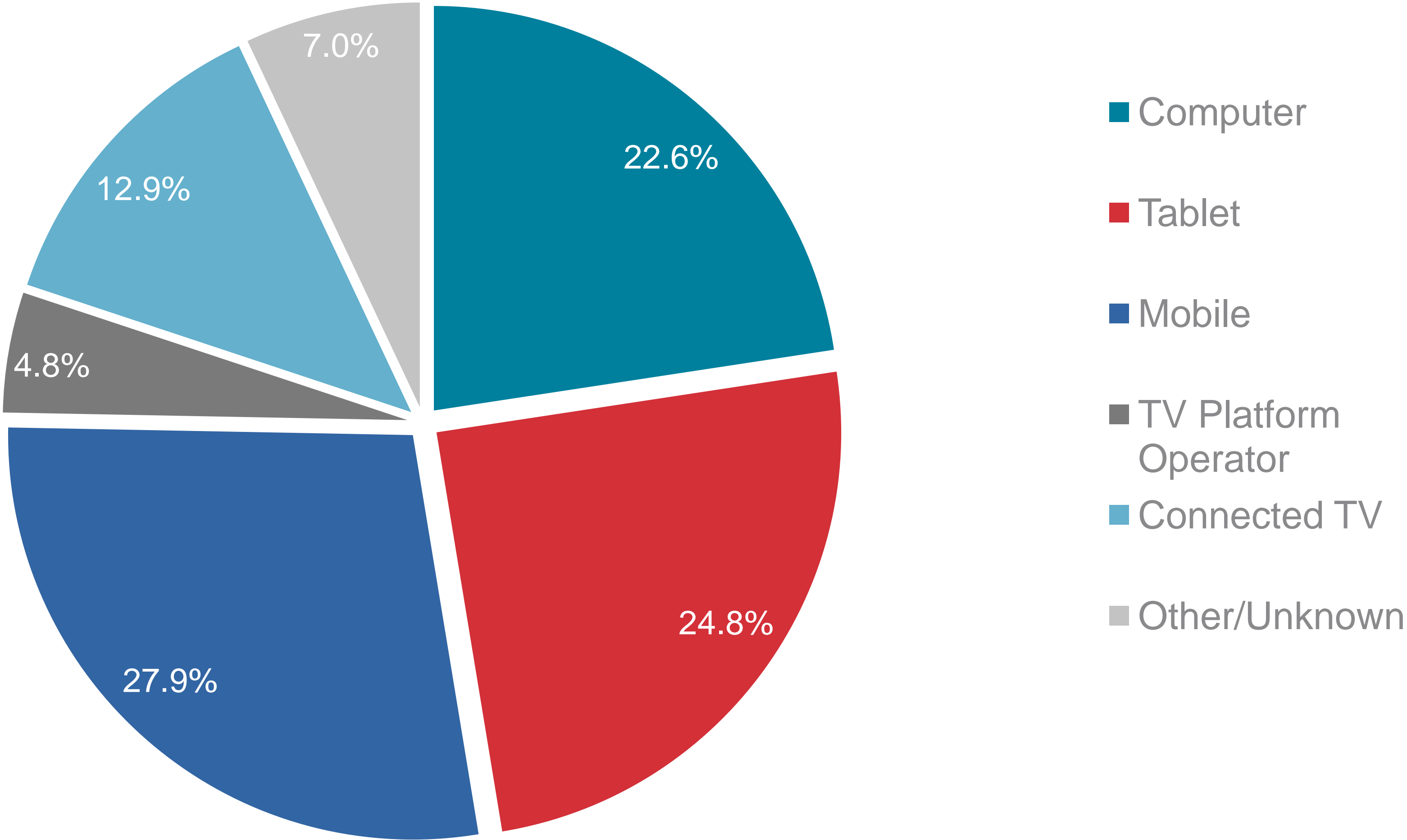
Iconic crime series which delves deep into the heart of darkness that is Dublin's gangland underworld. Starring Aidan Gillen, Tom Vaughan-Lawlor, Robert Sheehan, Ruth Negga and John Connors.

169k streams
The Box Set



175k streams
Strongest RTÉ Drama
since Love/Hate

STREAMS BY DEVICE



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



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