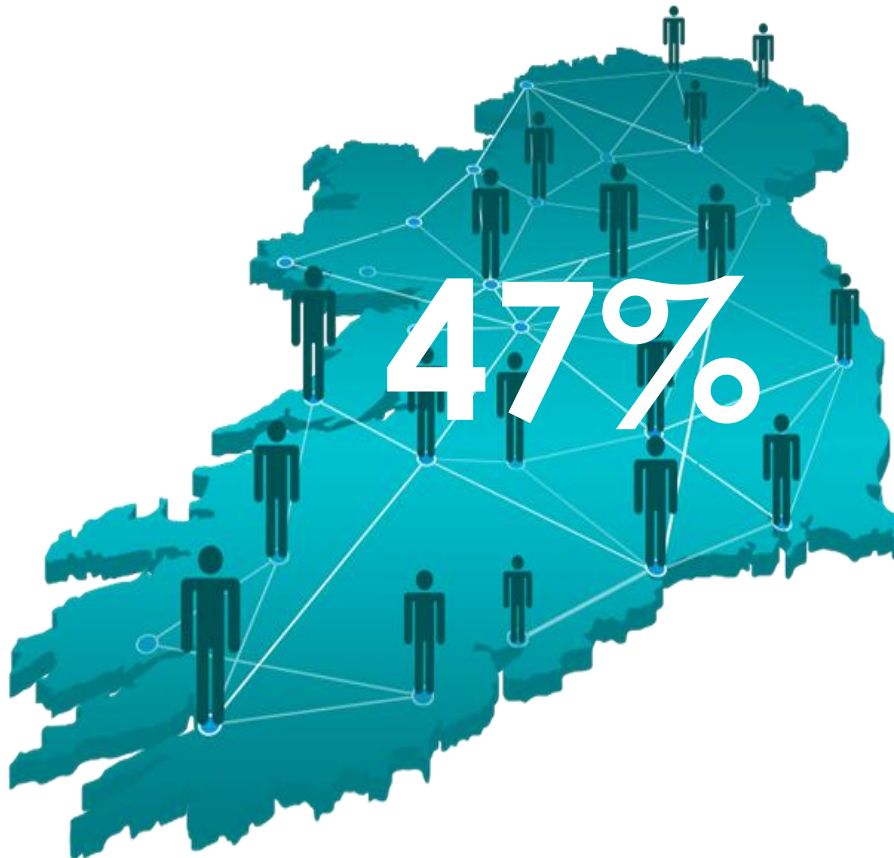




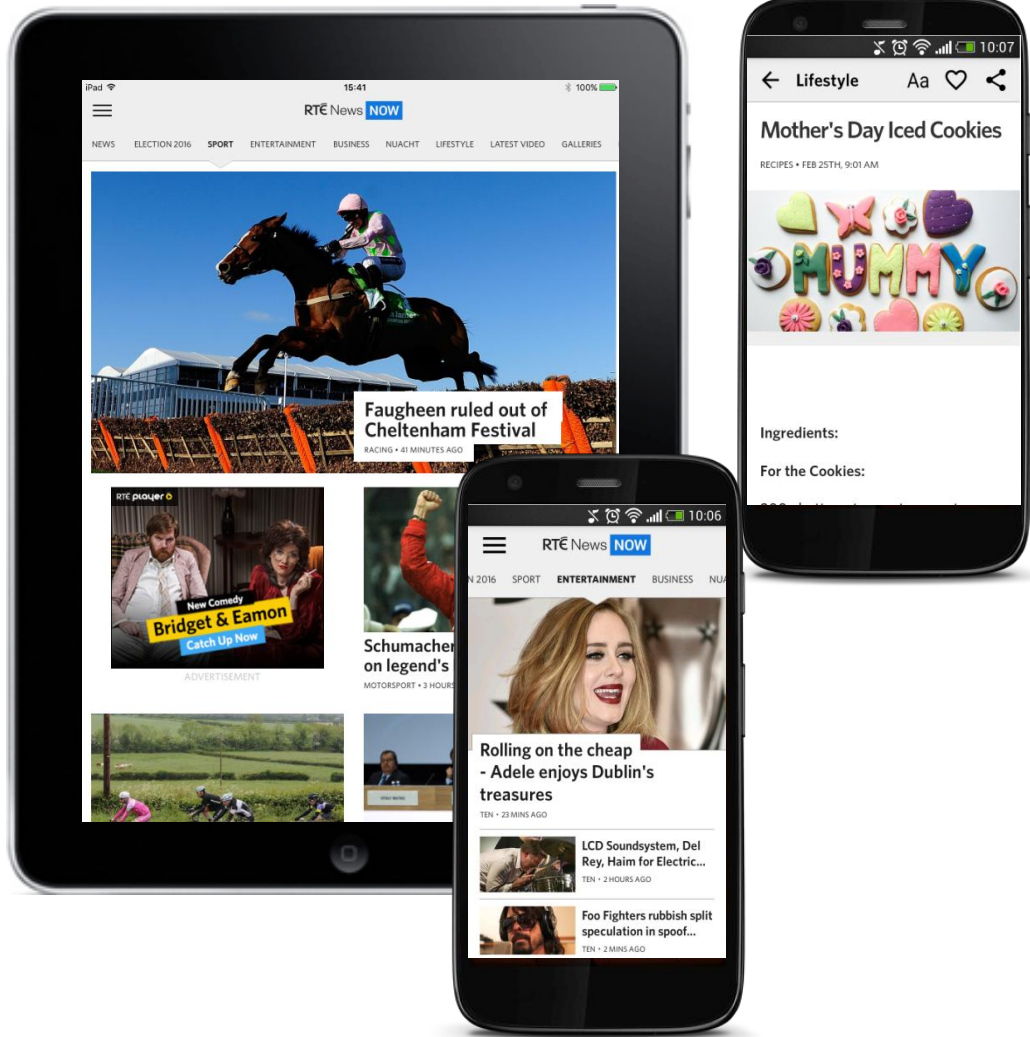
# Digital Audience Report

## February 2016

**47% 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**

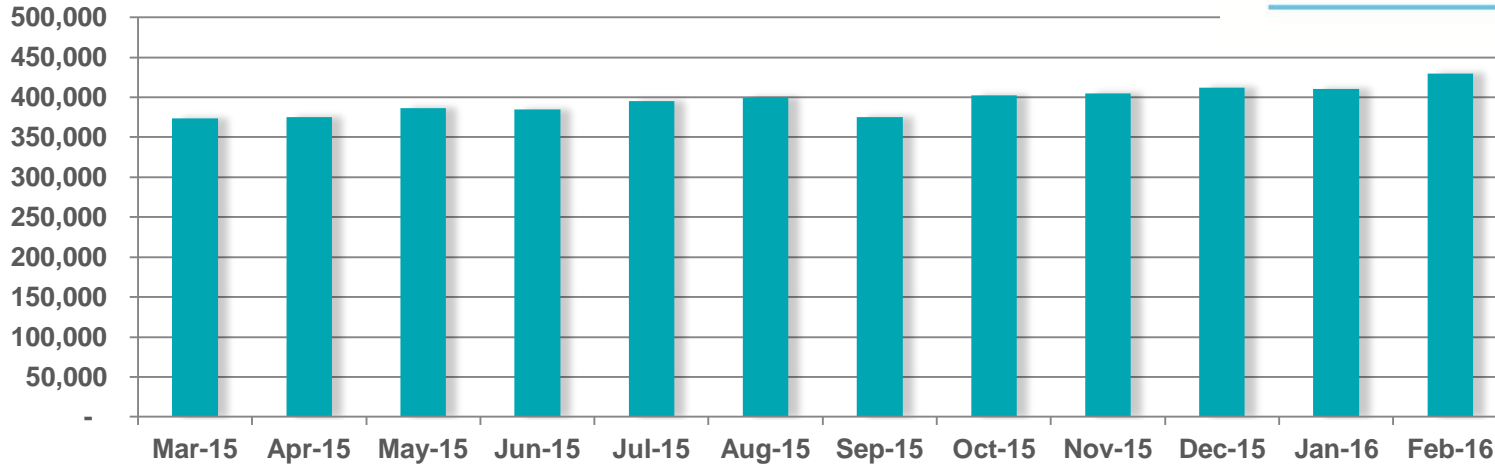


News Now App

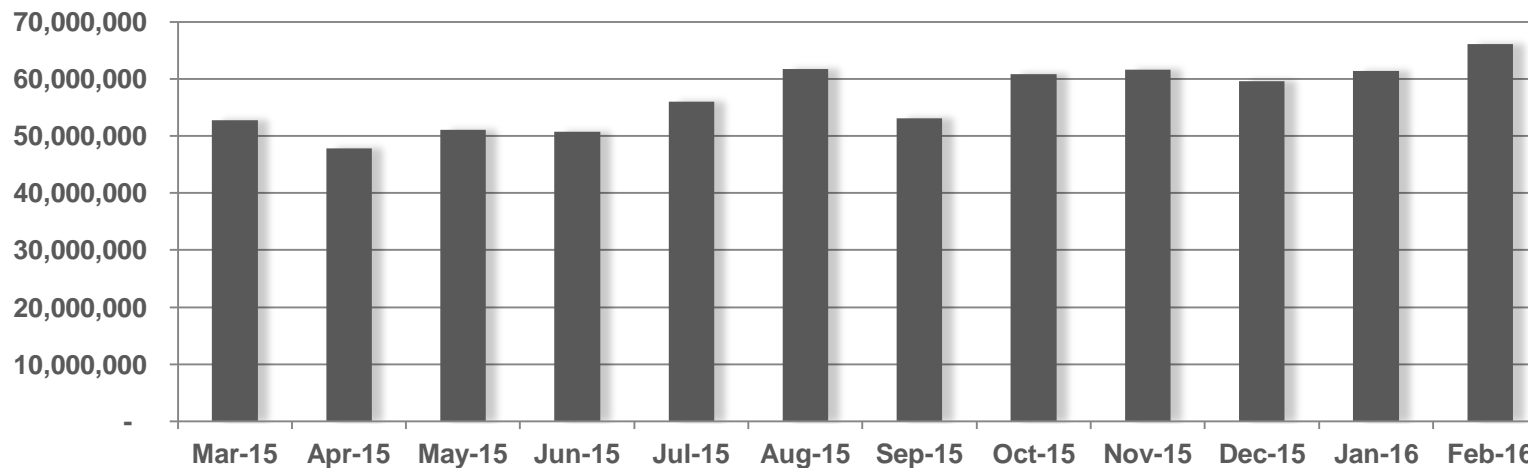


News Now App  
downloads

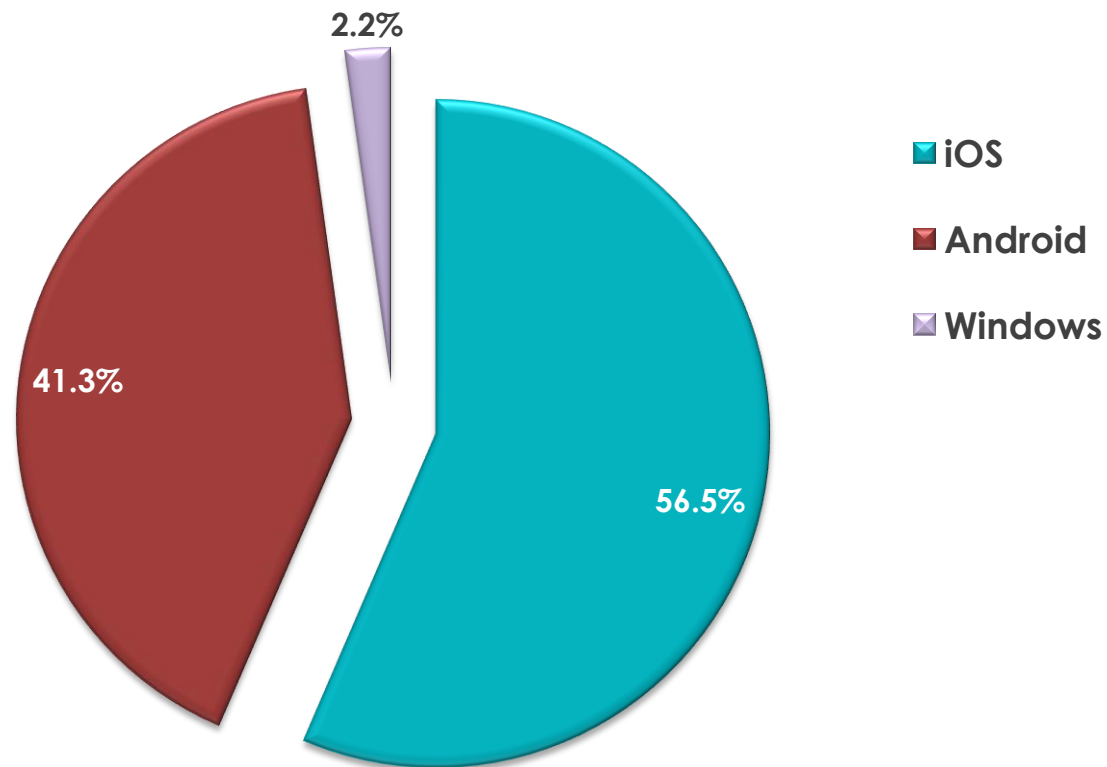
### Unique Browsers per Month



### Page Views per Month



## Page Views per App Version – February 2016





RTÉ.ie Today 5° Tonight 0°

News Business Sport Entertainment Lifestyle RTÉ Player Television Radio Orchestras More

**SEATS FILLED** 158/158      **TURNOUT** 65.1%      **COUNTS COMPLETED** 40/40

FG 50 SEATS	LAB 7 SEATS	FF 44 SEATS	SF 23 SEATS	AAA-PBP 6 SEATS	RN 0 SEATS	SD 3 SEATS	GP 2 SEATS	IA 6 SEATS	IND 17 SEATS	OTH 0 SEATS
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**News**

**Penrose seat secures Labour Dáil speaking rights**

Cadbury workers begin indefinite strike in Dublin

FF, FG parties to discuss govt options at meetings

**Business**

**AIB posts annual pre-tax profits of €1.9 billion**

CRH revenues up 25% on positive American momentum

Services sector growth slips in February - PMI

February was worst month for euro firms in a year

**Sport**

**McGregor ready to show 'a new level of power'**

Wenger 'not in the mood' to talk about title hopes

Tributes pour in for NZ legend Martin Crowe

**Entertainment**

**Rolling on the cheap - Adele enjoys Dublin's treasures**

LCD Soundsystem, Del Rey, Haim for Electric Picnic

Foo Fighters rubbish spilt speculation in spoof video

Mourners told Fr Jack will tell St Peter to 'feck off'

www.rte.ie/news/election

Count 11

Excluded  Elected

MICHAEL HEALY-RAE, IND  Count: 1

BRENDAN GRIFFIN, FG  Count: 11

DANNY HEALY-RAE, IND  Count: 2

RTÉ fashion

Style file

Great display at Brian Thomas Dublin

Sally's top Kilburn Village picks

Lifestyle Sports ambassador's talk style

Compromises

Win!

XPÉRIA Z1

Beauty

RTÉ.ie is the Number 1 multi-media website in Ireland with 788,000 users in the past week and the Number 1 Irish media web brand used by 42% 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

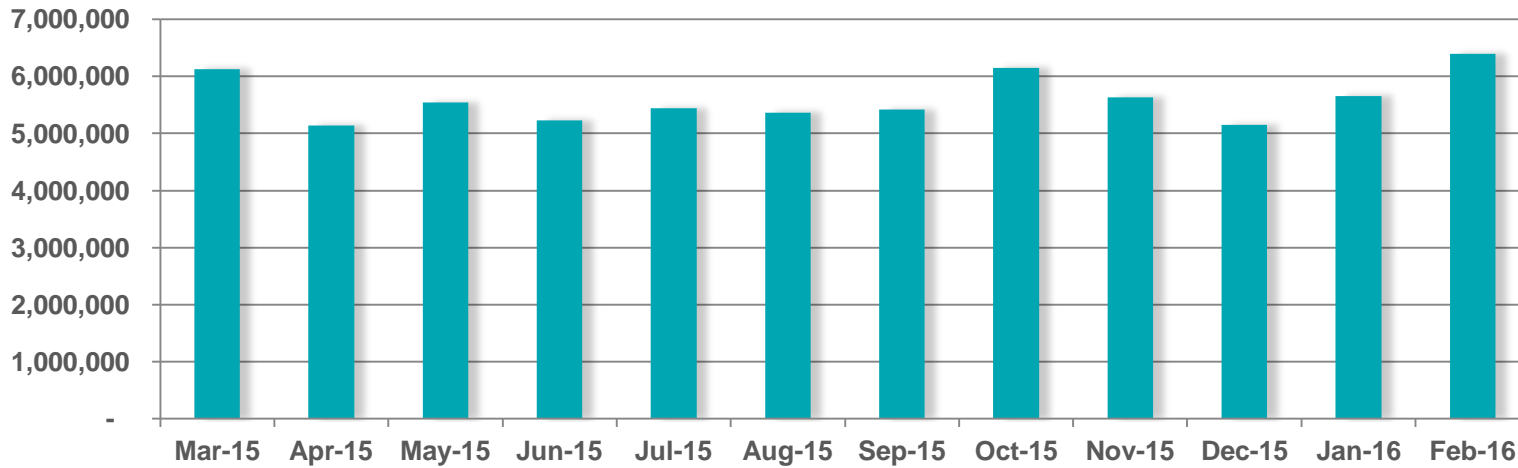
RTÉ.ie: 5.57min, Irish Times.com: 5.24min, msn.ie: 5.11min, CNN.com: 4.93min, Independent.ie: 4.64min, BuzzFeed.com: 4.50min, TheJournal.ie: 4.46min (Source: B&A, 2014). The average duration per visit on RTÉ.ie was 6 mins 15 secs in January 2016 (comscore DAX, 2016)



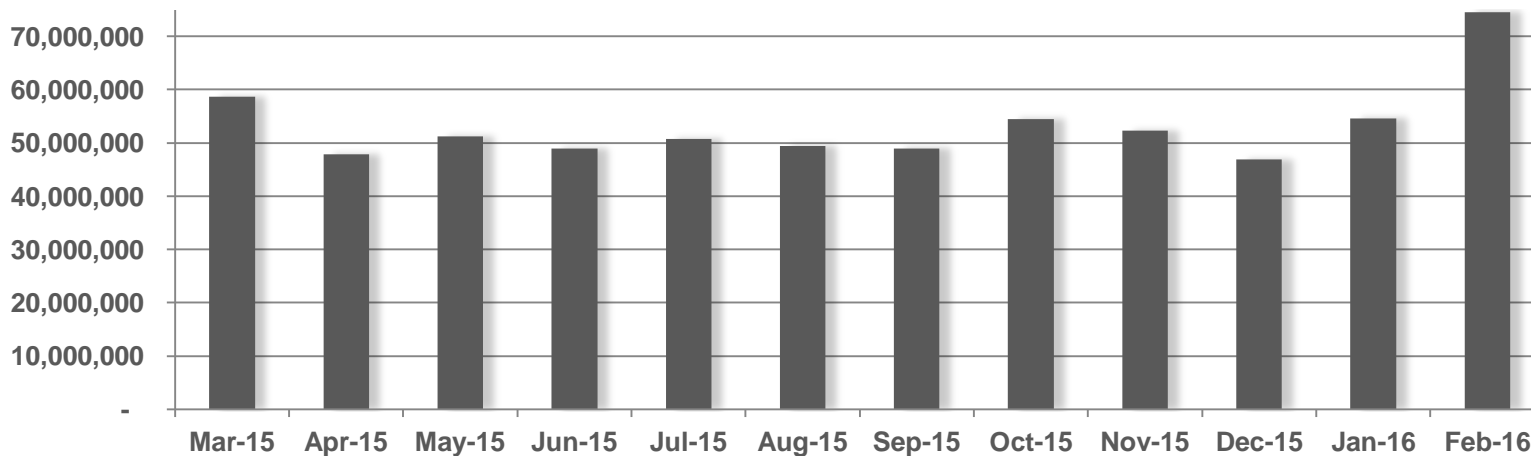
Monthly Unique Browsers



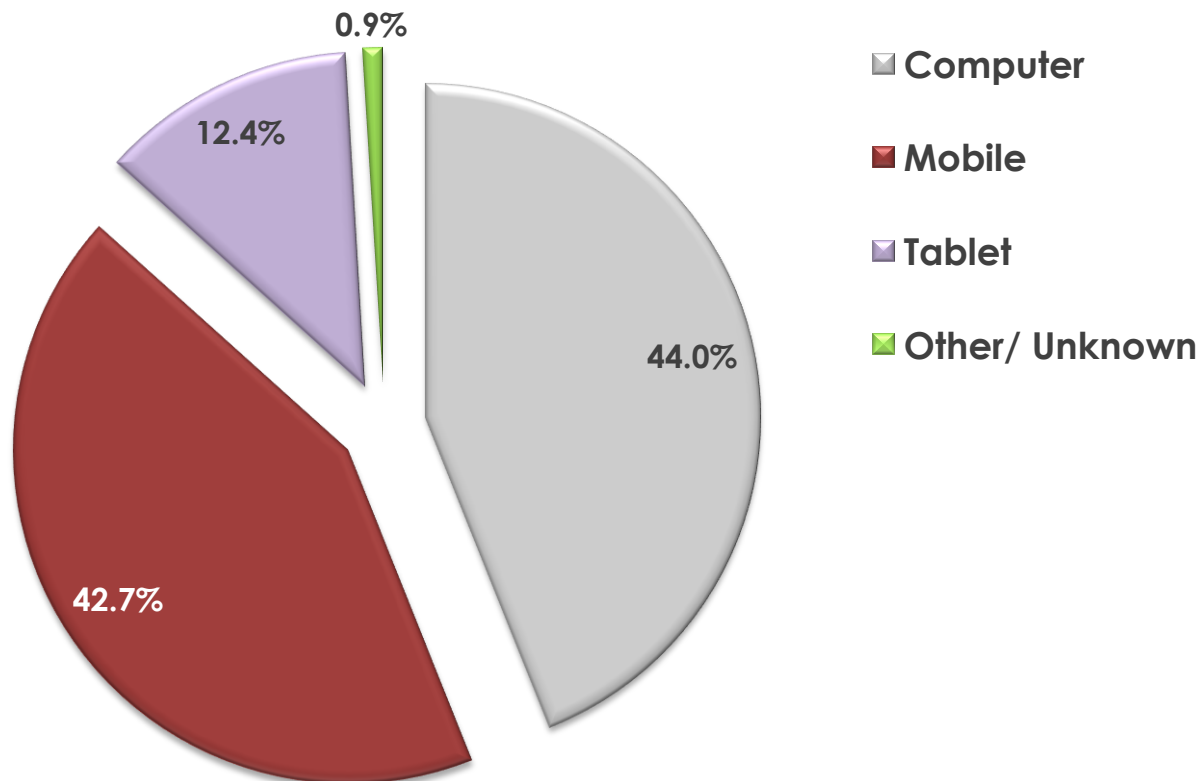
## Unique Browsers per Month

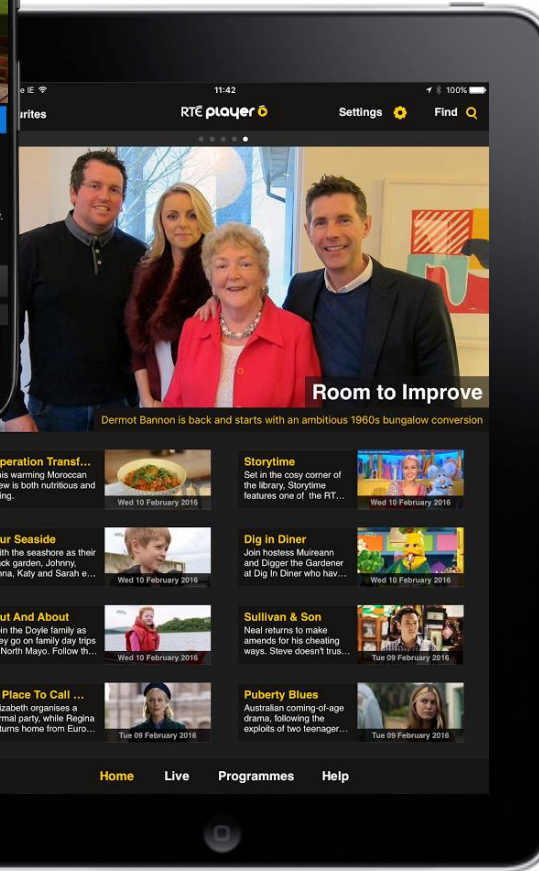
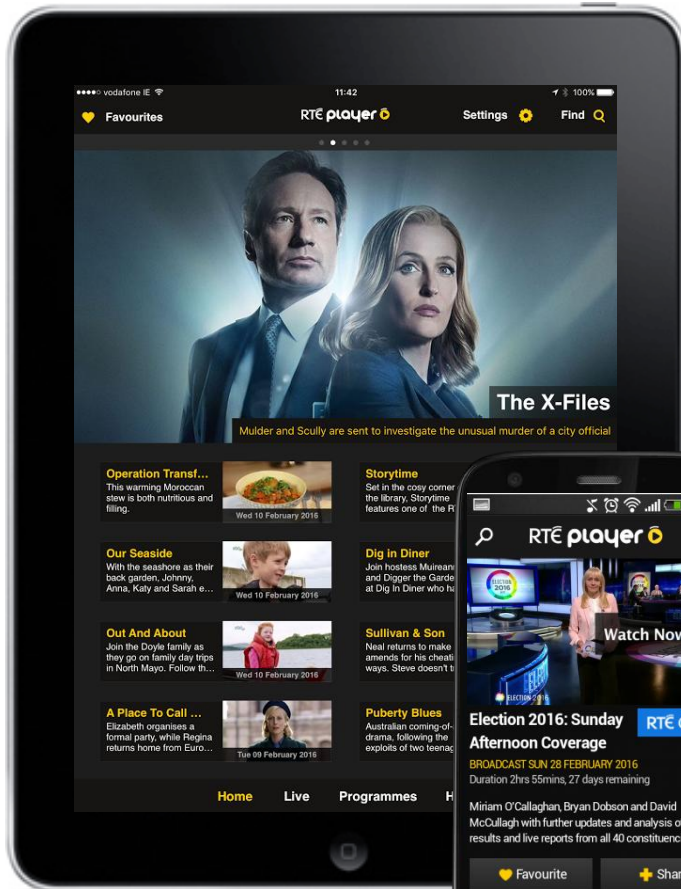


## Page Views per Month



## Page Views per Device – February 2016





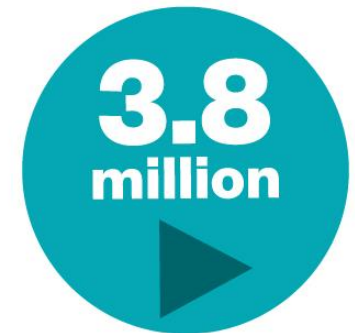
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 374,000 users in last 7 days



RTÉ Player App  
downloads



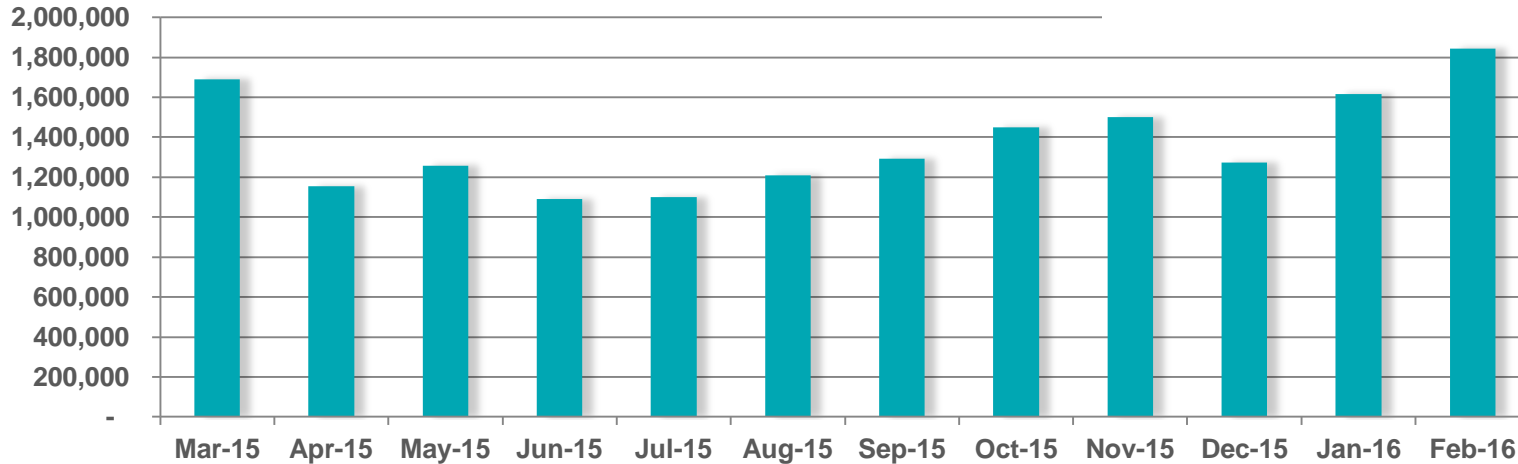
Ireland's No.1 VOD service



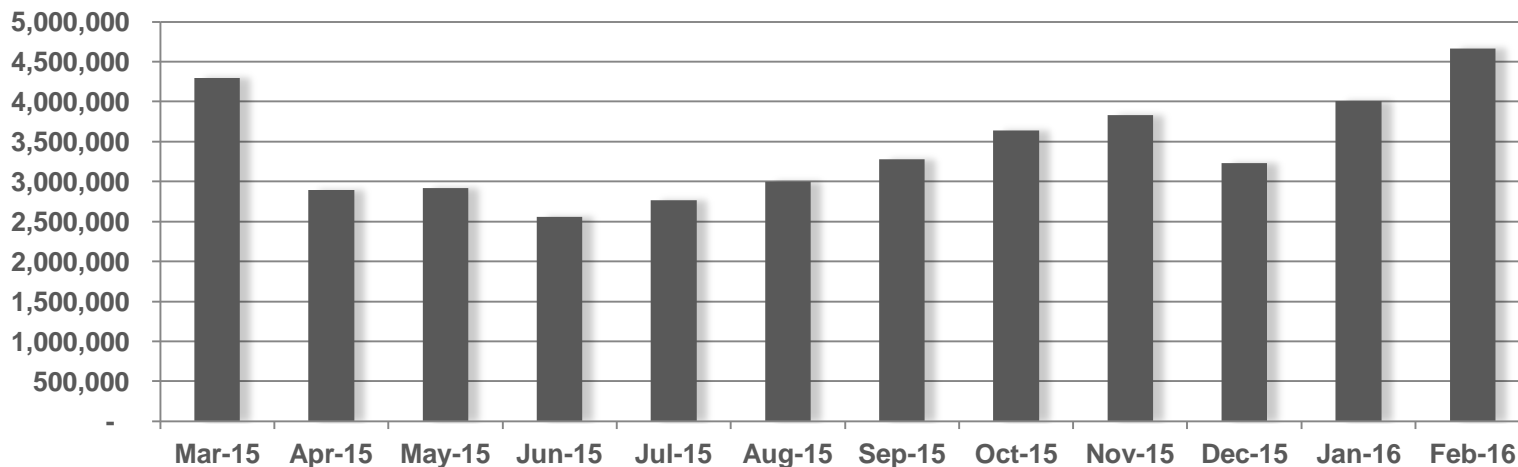
Total Streams  
Per Month



## Unique Browsers per Month



## Streams per Month

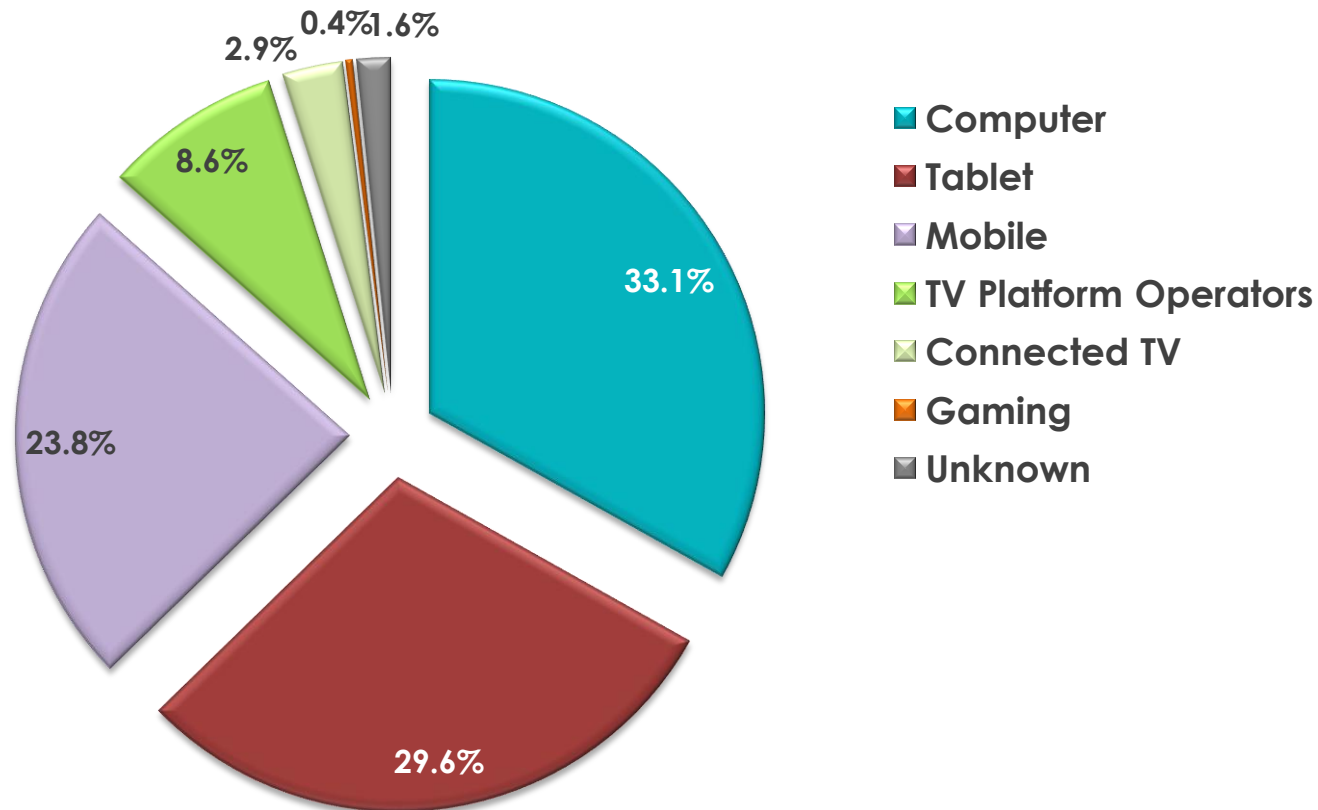


Source: comScore Dax  
(Unique Browsers  
excluding Virgin Media)

## Top Programmes in February 2016

	Programme	Streams
1	Home and Away	380,000
2	Fair City	331,000
3	EastEnders	288,000
4	RBS 6 Nations	200,000
5	Bridget and Eamon	192,000
6	Latest Irish News	178,000
7	Election 2016	126,000
8	Room to Improve	109,000
9	Operation Transformation	108,000
10	The Late Late Show Extras	102,000
11	Nine News	101,000
12	Neighbours	96,000
13	The Late Late Show	87,000
14	Six One News	70,000
15	1916	63,000
16	The Good Wife	59,000
17	Fair City Extras	58,000
18	Rebellion	49,000
19	Shortland Street	41,000
20	The Voice of Ireland	41,000

## Streams by Device – February 2016



## Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Vikings	The Late Late Show	The Ray D'Arcy Show
Male					X	X	X
Female	X	X	X	X			
Male 18-34					X		
Female 18-34		X	X				
Main Shopper + kids	X	X		X	X	X	X

AUDIENCE	Food Bites	Nine News	Champions League	First Dates	Voice of Ireland	Room to Improve	Don't Tell the Bride
Male		X	X				
Female	X			X	X	X	X
Male 18-34			X				
Female 18-34	X			X	X		X
Main Shopper + kids	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 1.187m adults in Ireland**

**For further details contact:**

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**Email:** [rtedigitalsales@rte.ie](mailto:rtedigitalsales@rte.ie)

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