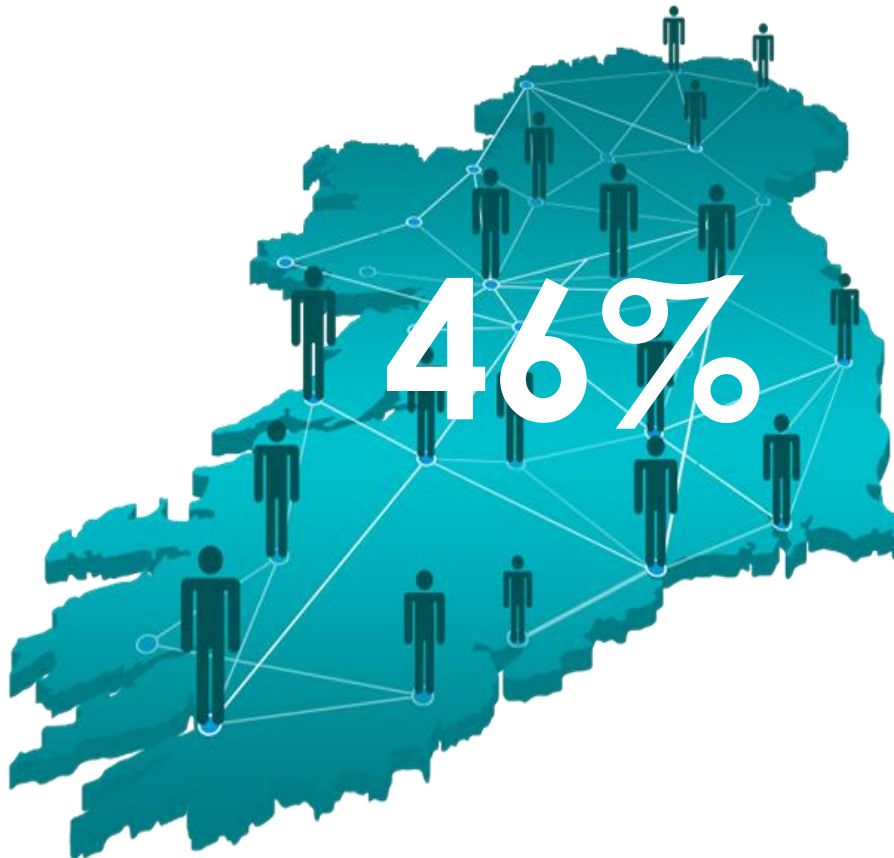




Digital Audience Report

February 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**

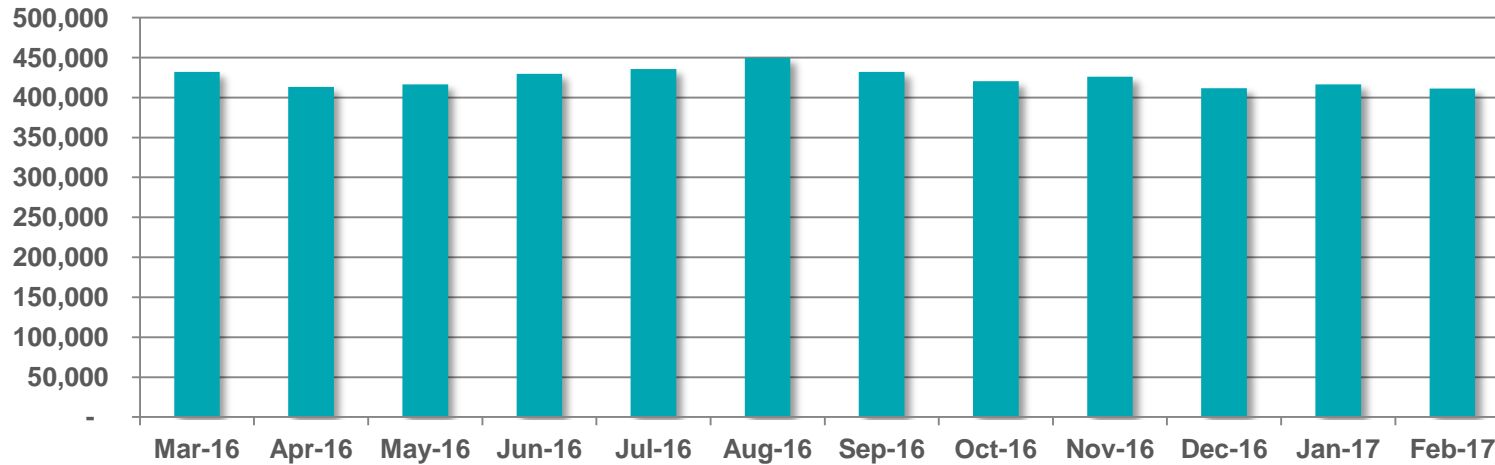


News Now App

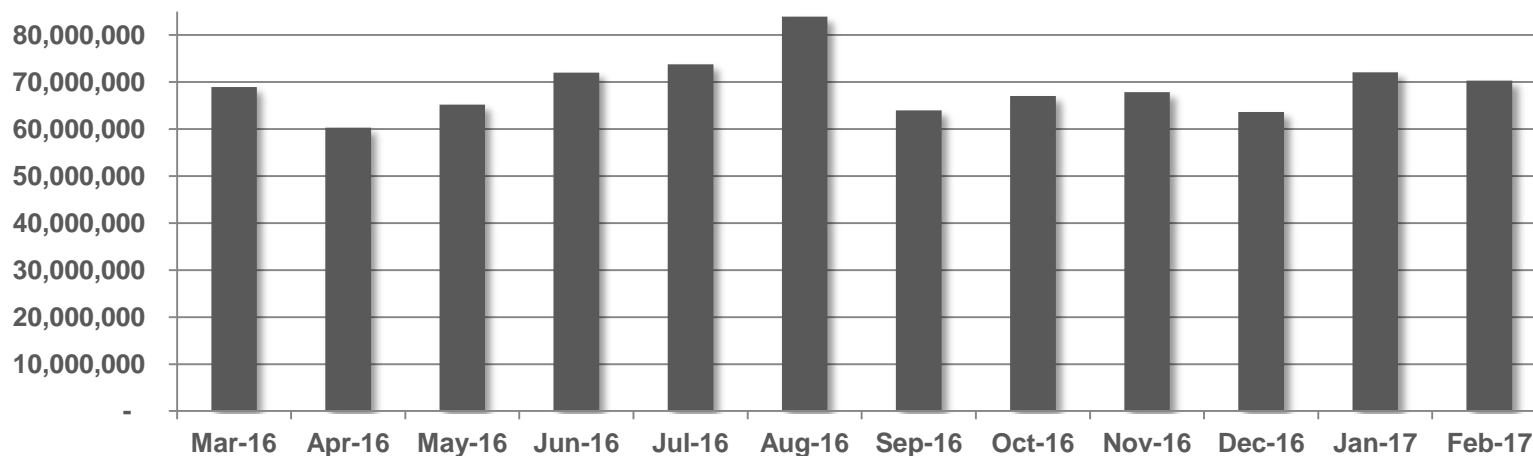


News Now App
downloads

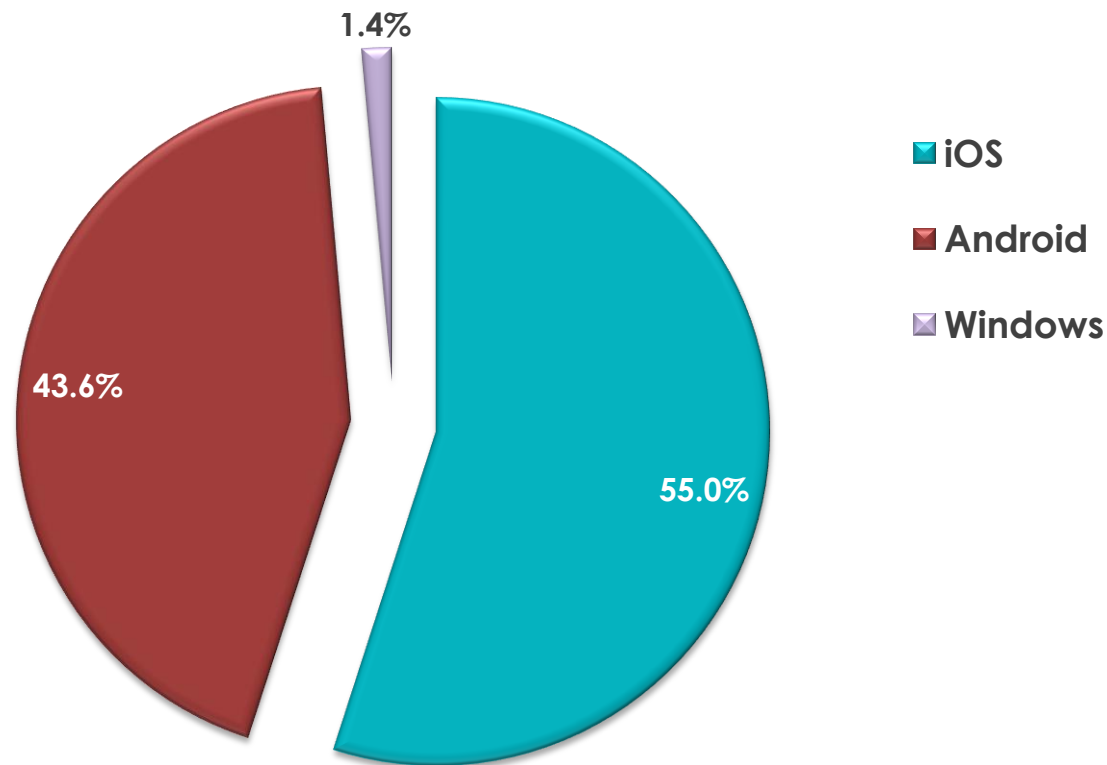
Unique Browsers per Month

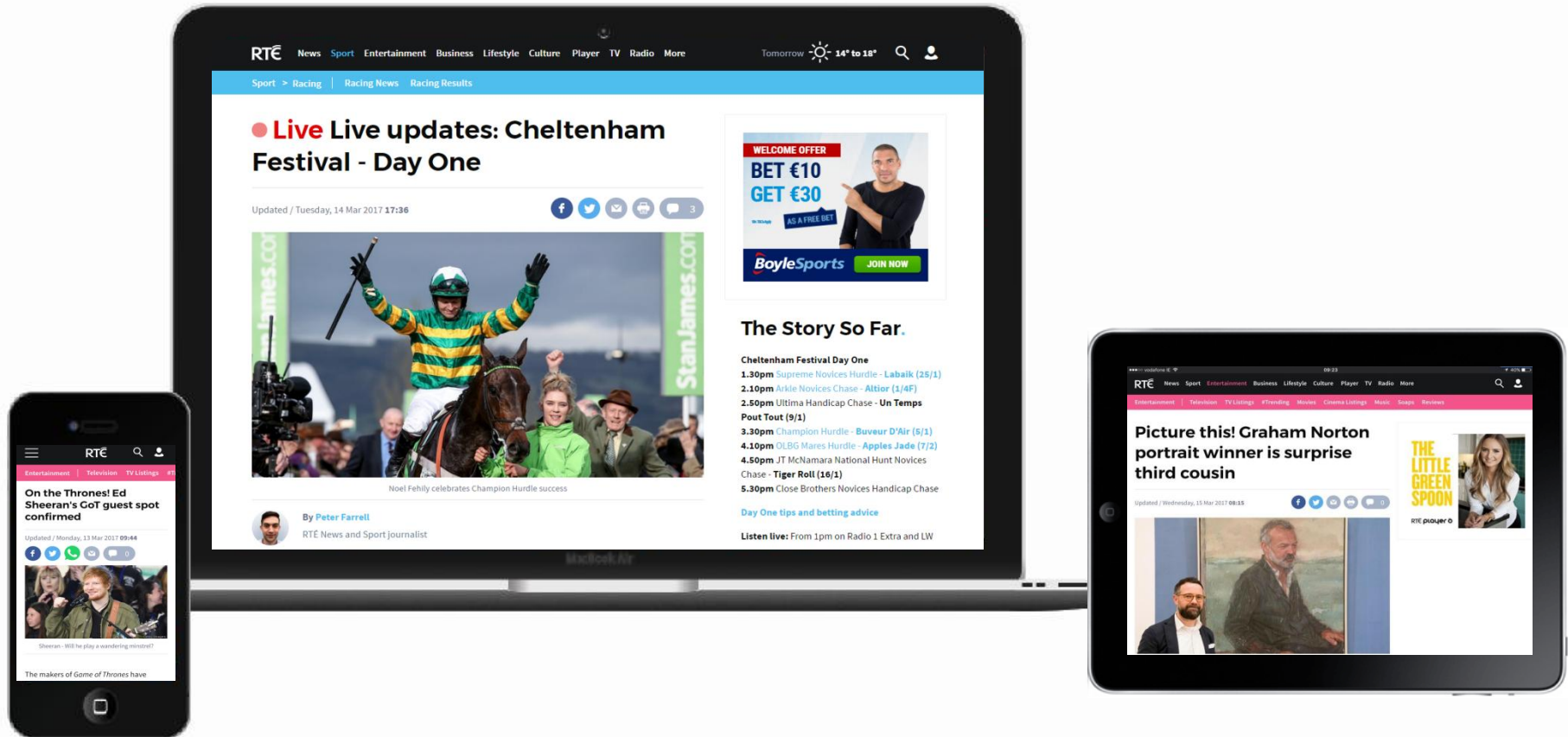


Page Views per Month



Page Views per App Version – February 2017





**RTE.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 47% of Irish Internet users in the last month**



No.1 Multi-media
Website



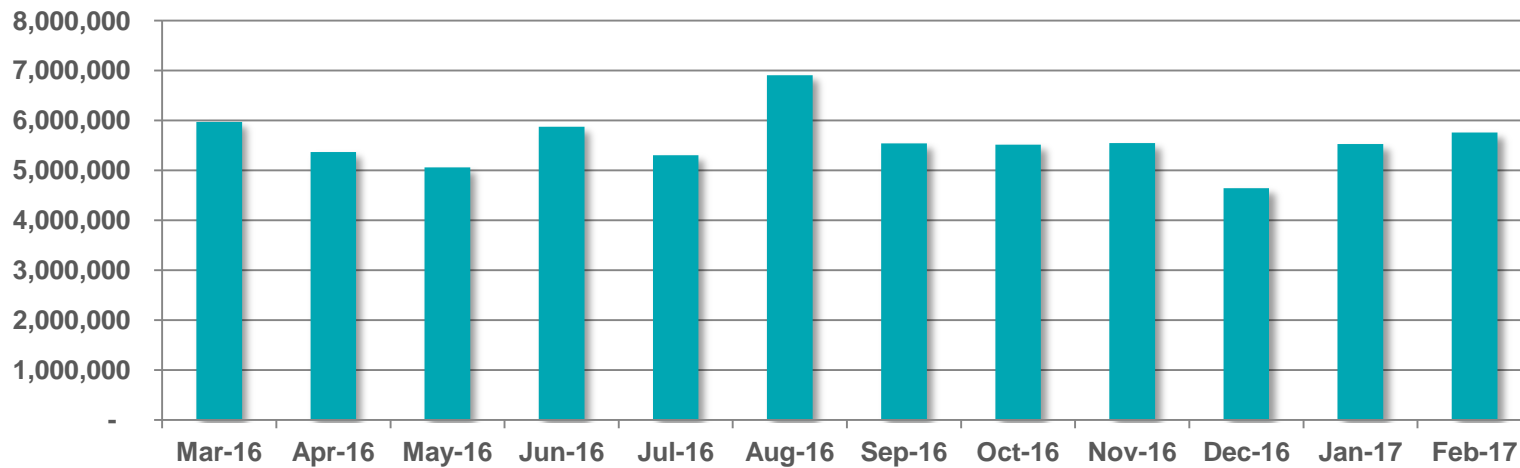
The average visit on RTE.ie
is longer than Irish Times,
Independent and The Journal

RTE.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 RTE.ie was 6 mins 15 secs in January 2016 (comScore DAX, 2016)

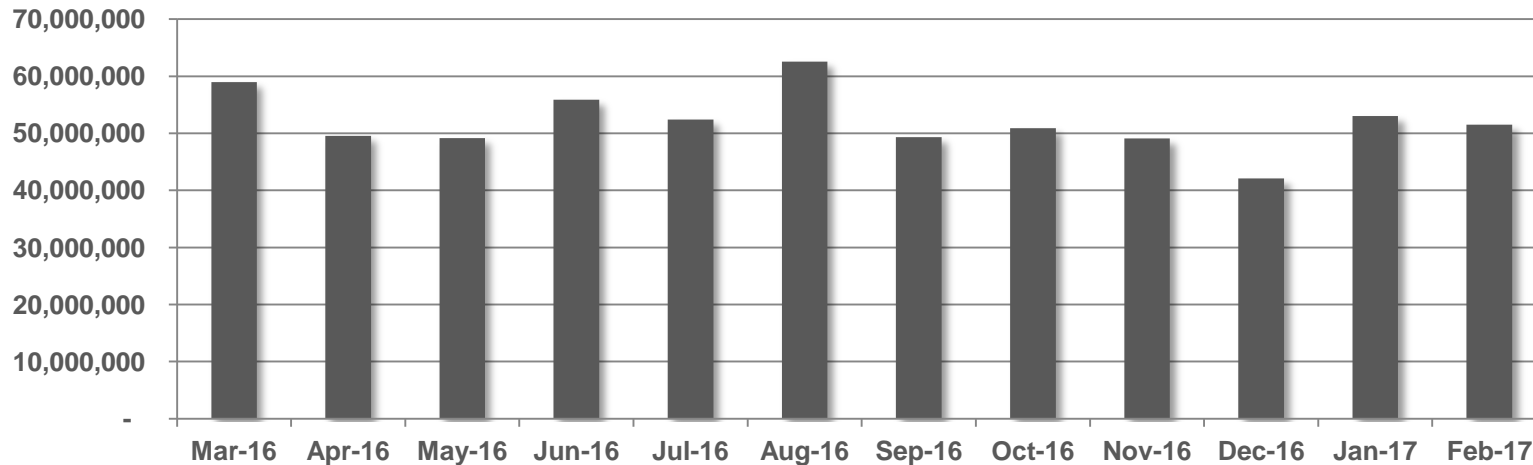


Monthly Unique
Browsers

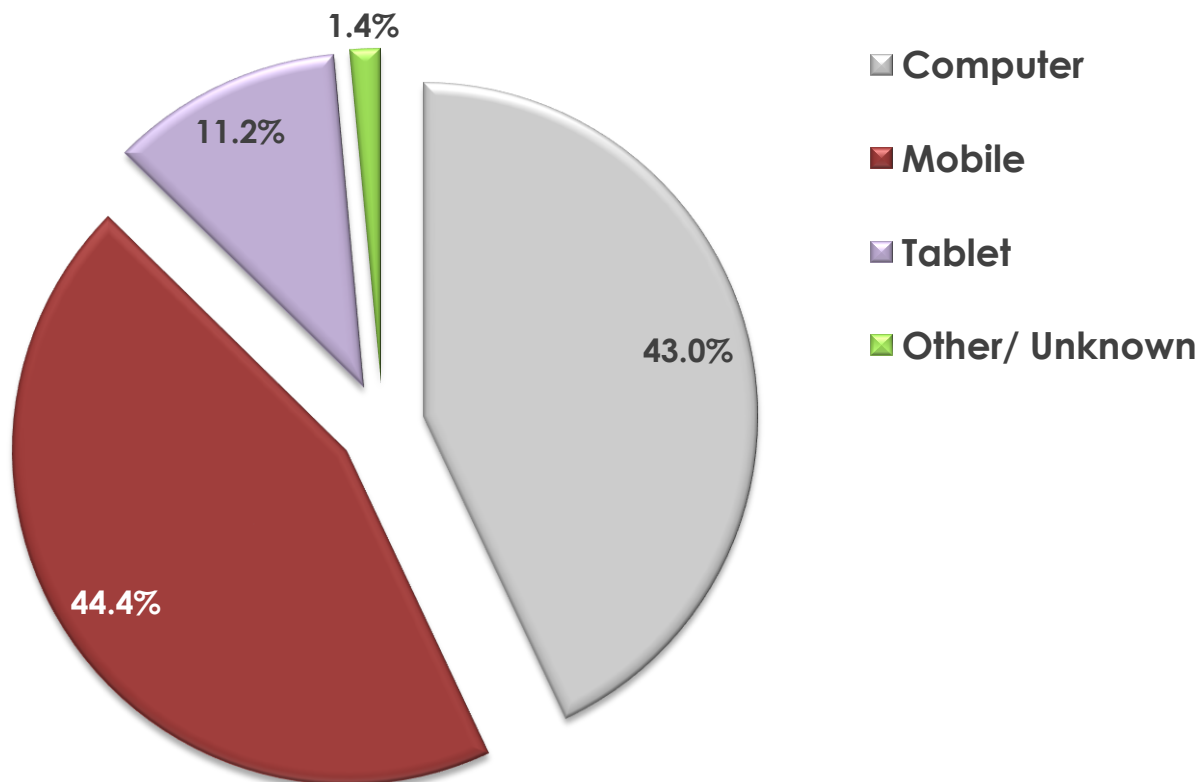
Unique Browsers per Month



Page Views per Month



Page Views per Device – February 2017





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



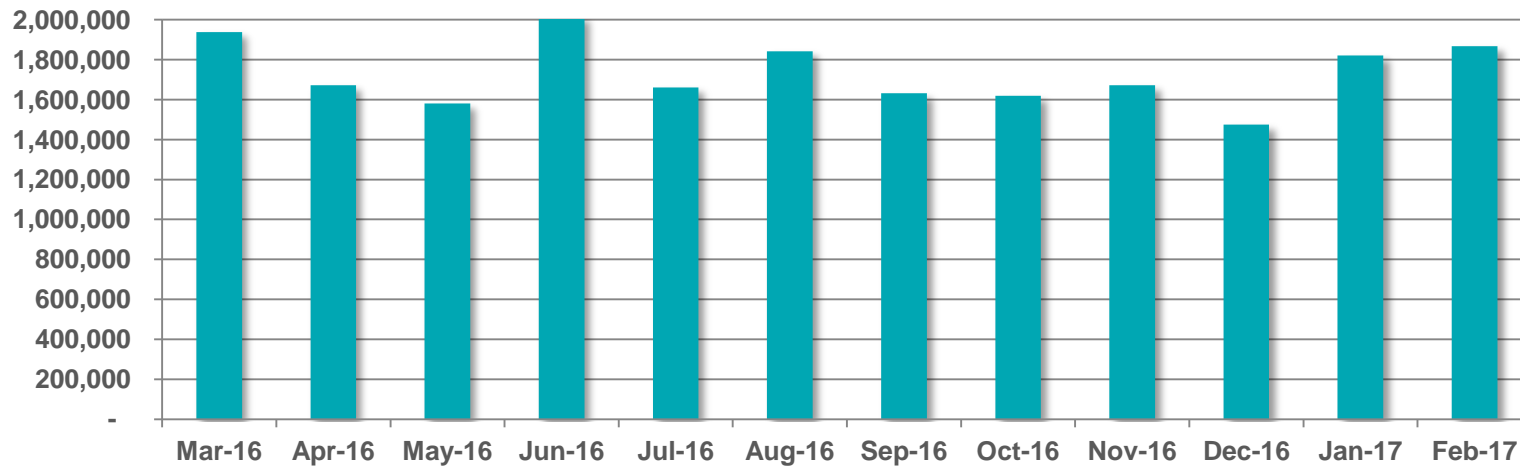
Ireland's No.1 VOD service



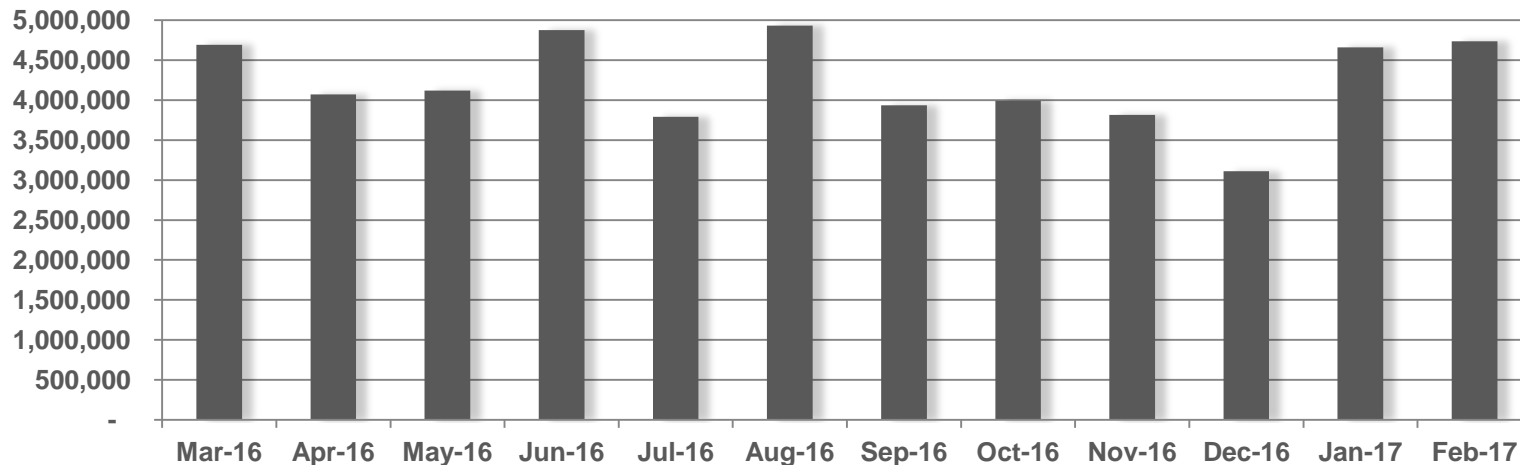
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

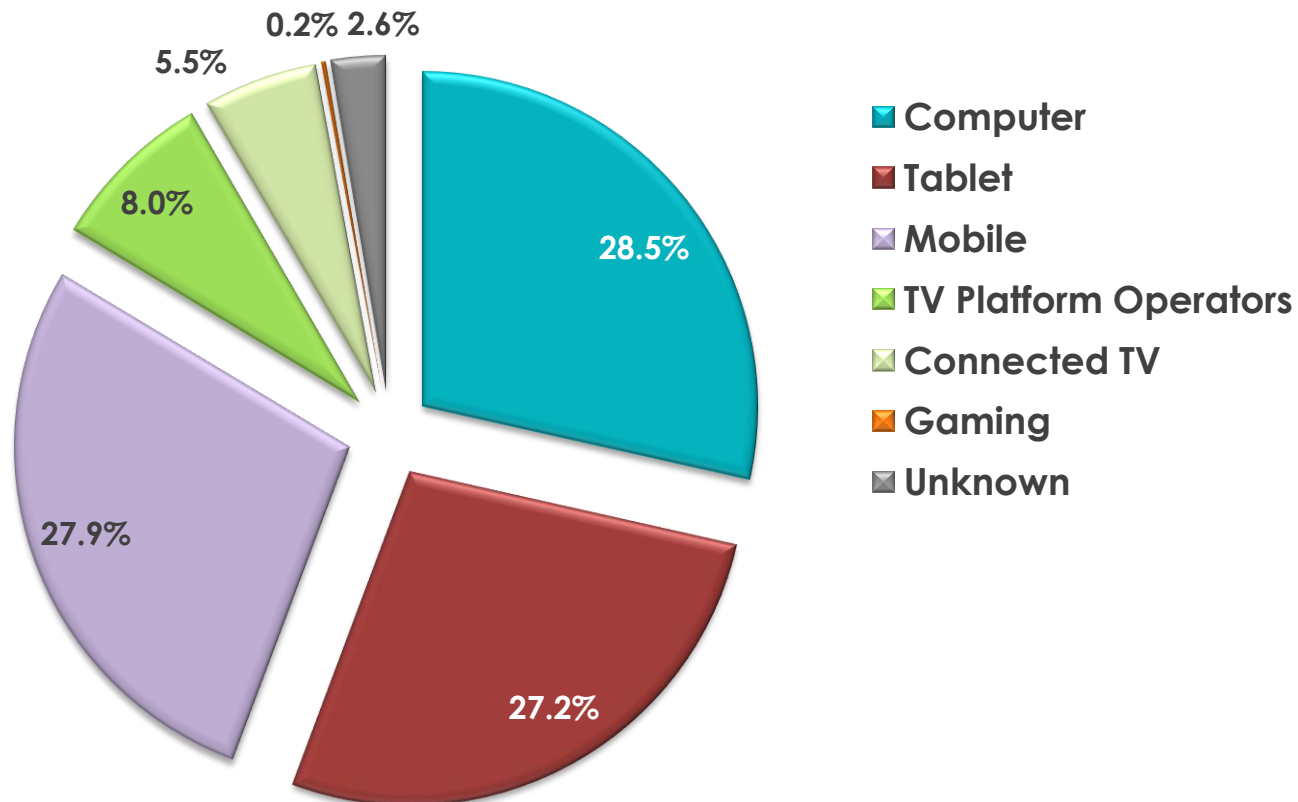


Source: comScore Dax
(Unique Browsers
excluding Virgin Media/
Sky. Streams exc .Sky)

Top Programmes in February 2017

	Programme	Streams
1	Fair City	510,000
2	Home and Away	438,000
3	EastEnders	326,000
4	First Dates Ireland	293,000
5	RBS 6 Nations	288,000
6	Room to Improve	218,000
7	Neighbours	147,000
8	Operation Transformation	118,000
9	RTÉ News: Nine O'Clock	108,000
10	The Late Late Show Extras	97,000
11	The Late Late Show	94,000
12	RTÉ News: Six One	76,000
13	Homeland	76,000
14	Fair City Extras	66,000
15	Grey's Anatomy	64,000
16	Dancing with the Stars	62,000
17	RBS 6 Nations Extras	58,000
18	Dancing with the Stars Extras	54,000
19	Home and Away Extras	49,000
20	Nationwide	48,000

Streams by Device – February 2017



Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Room to Improve	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	GAA	First Dates Ireland	Doc Hub	Dancing with the Stars	Champions League
Male		X	X		X		X
Female	X			X		X	
Male 18-34							X
Female 18-34	X			X			
Main Shopper + kids	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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Website: www.rte.ie/mediasales/digital