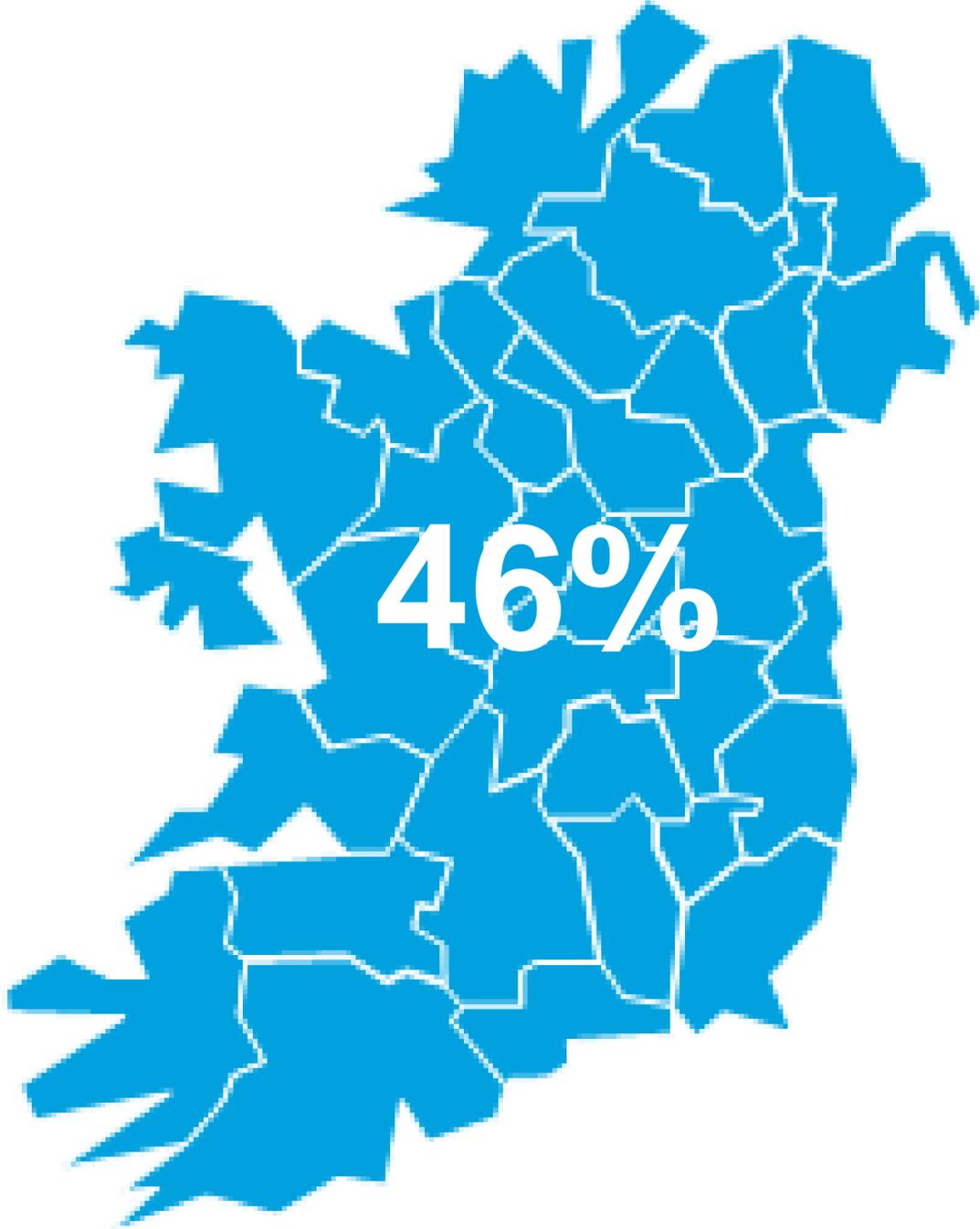


46% of Irish adults use a digital service from RTÉ every week

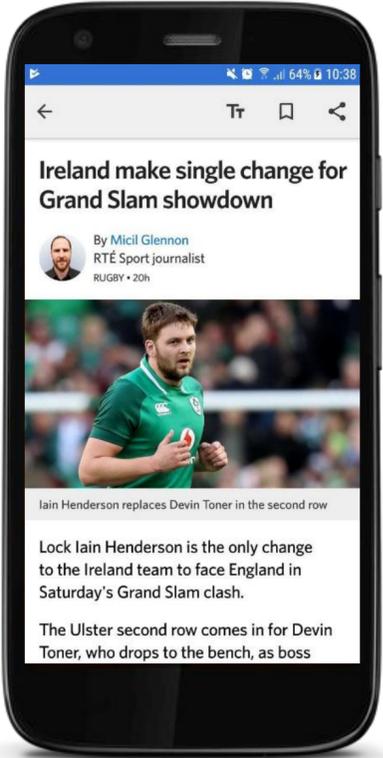
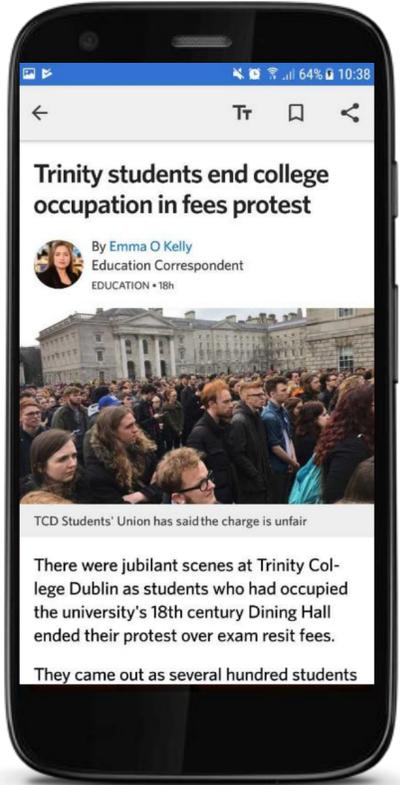


**DIGITAL SERVICE
USAGE.**

RTÉ NEWS NOW



RTÉ NEWS NOW APP.



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



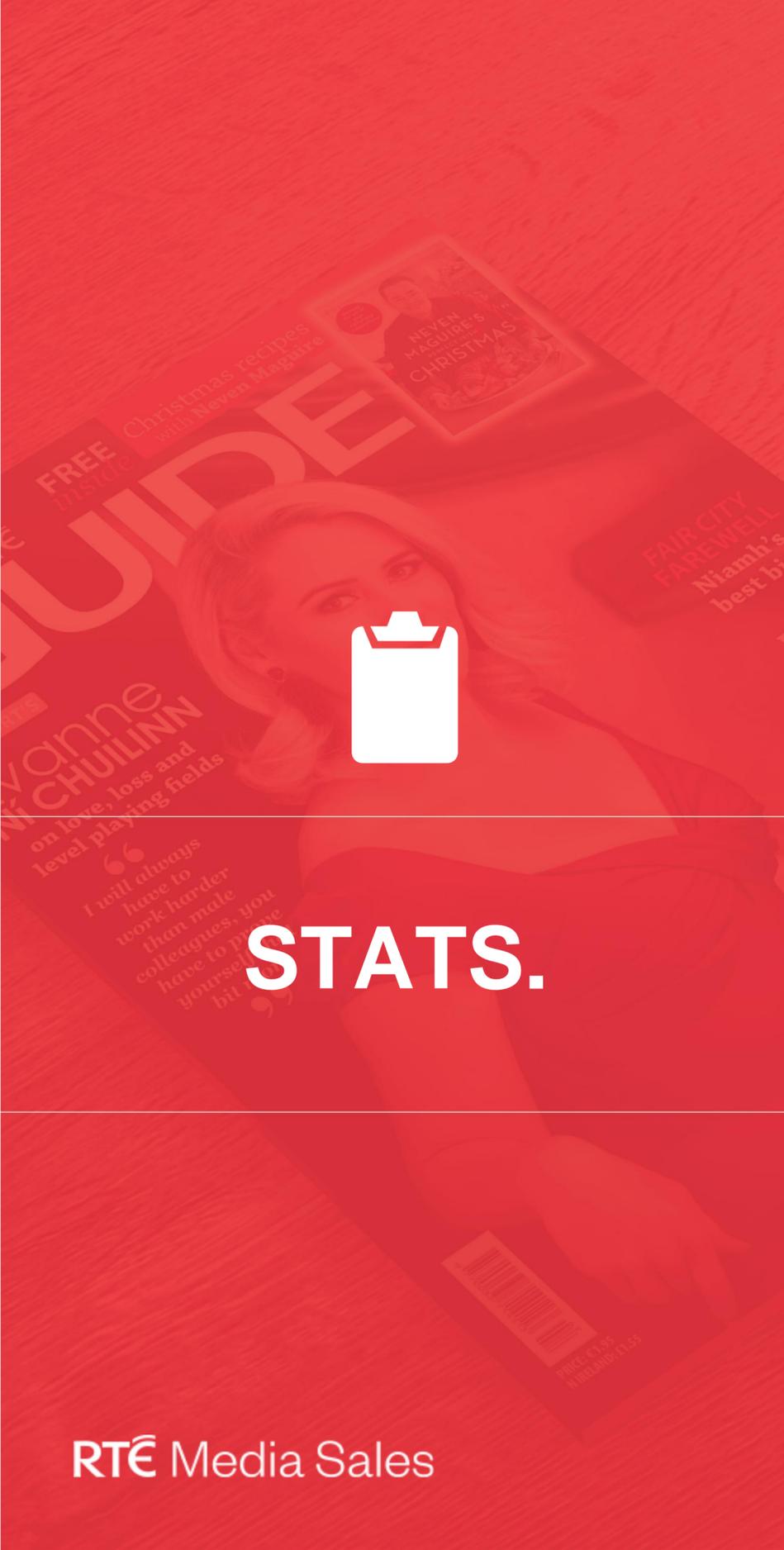
**RTÉ NEWS
NOW APP.**



RTÉ News
Now App

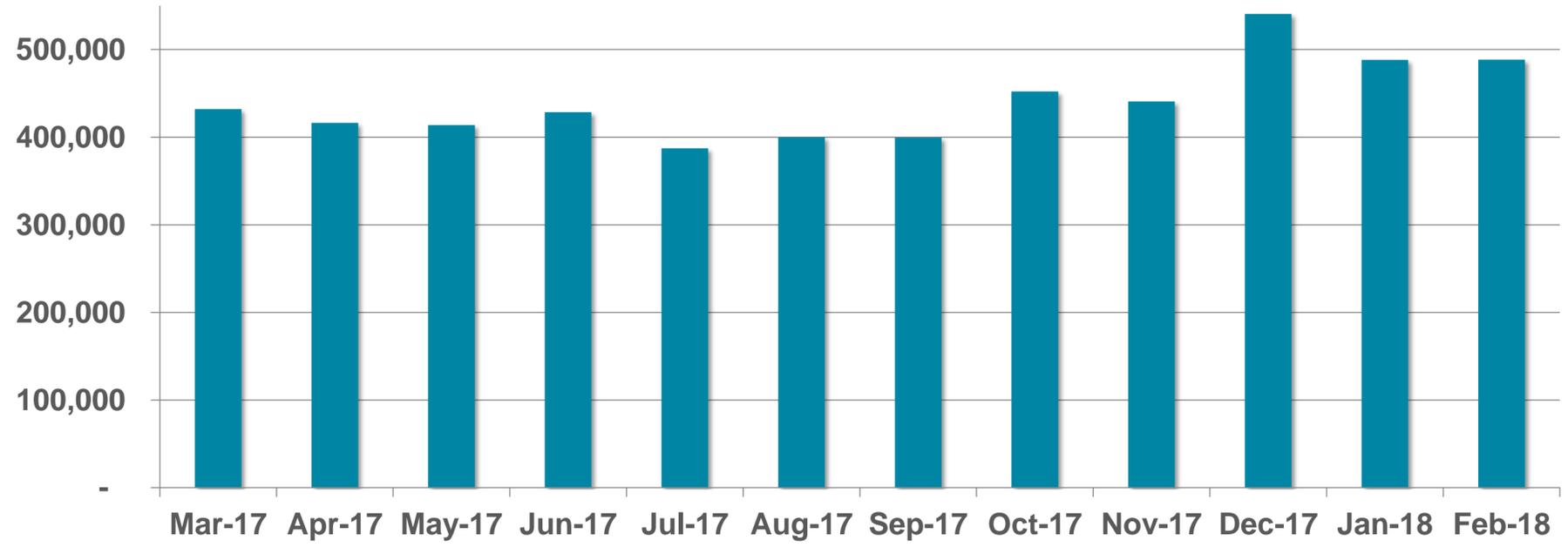


App Downloads

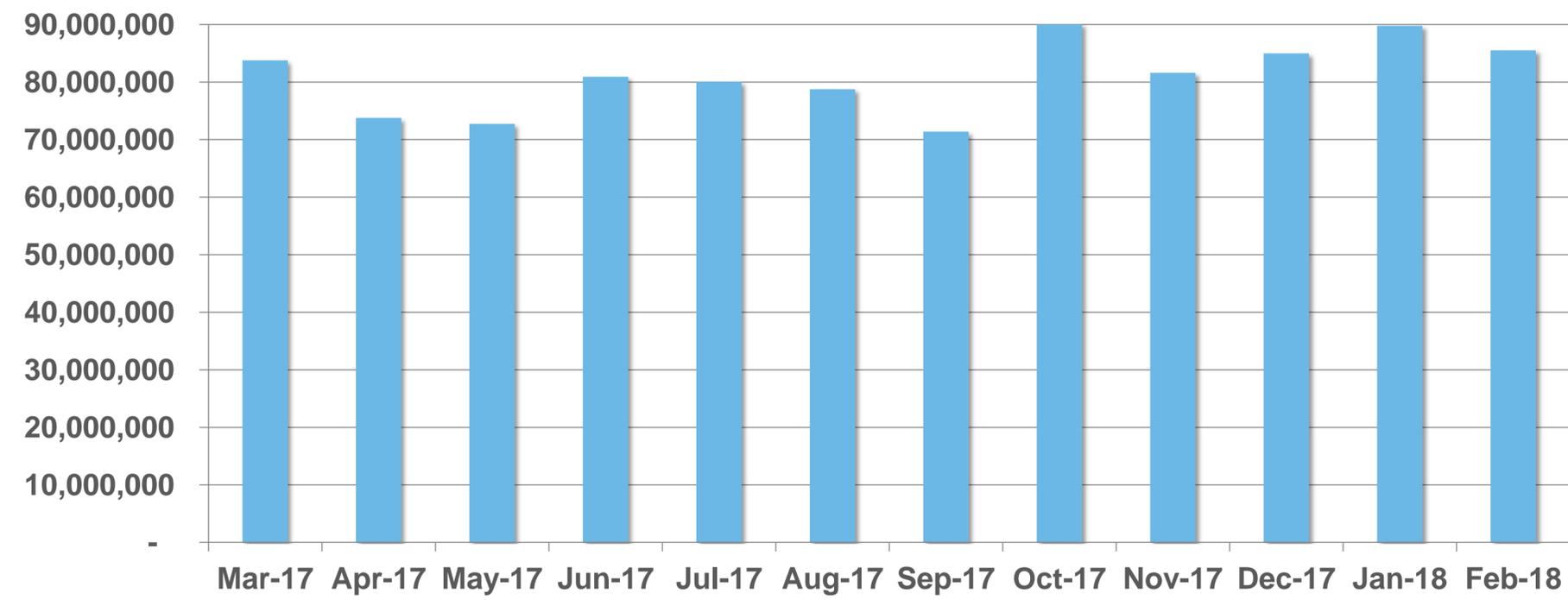


STATS.

Unique browsers per month

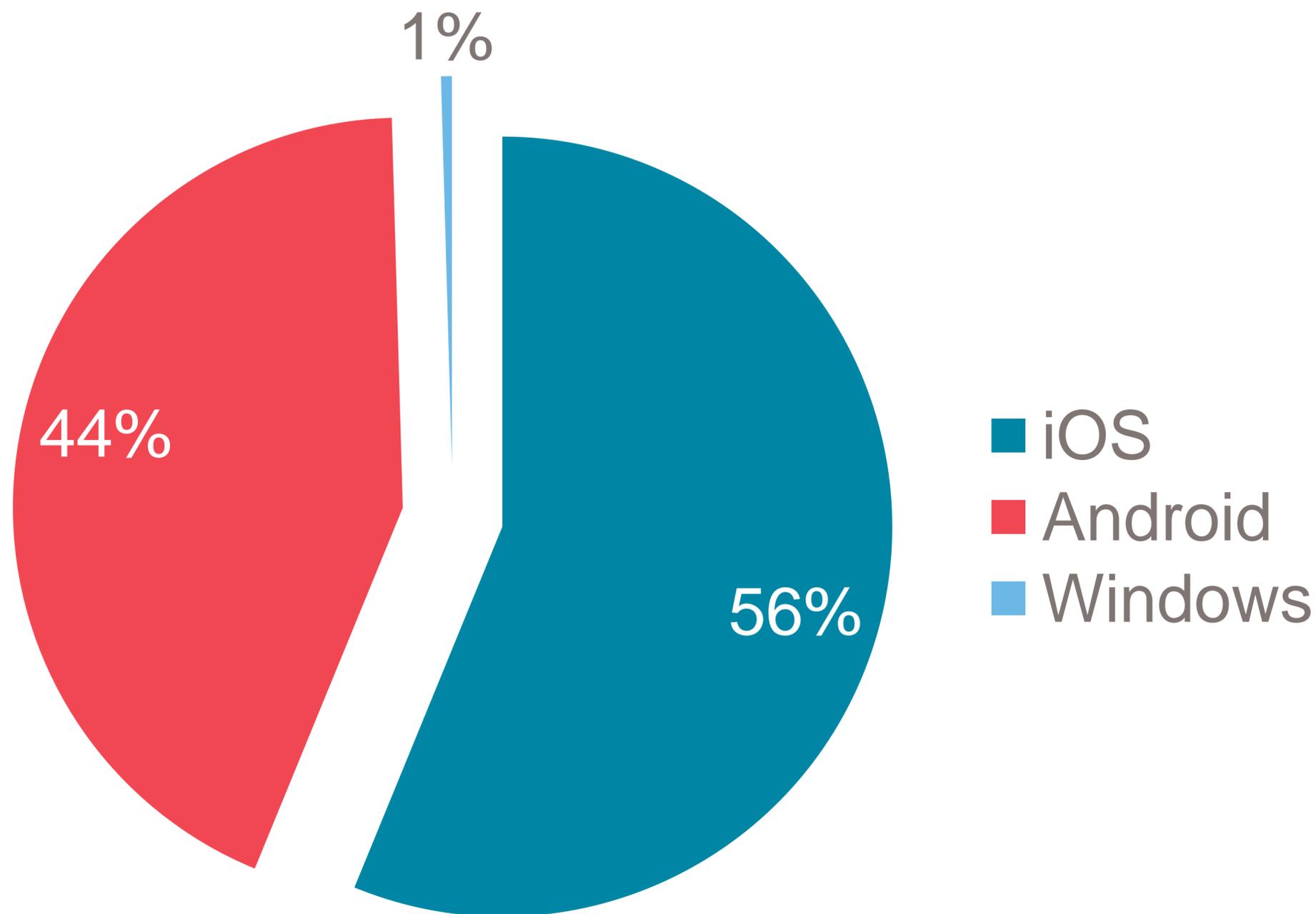


Page views per month





PAGE VIEWS PER APP VERSION.

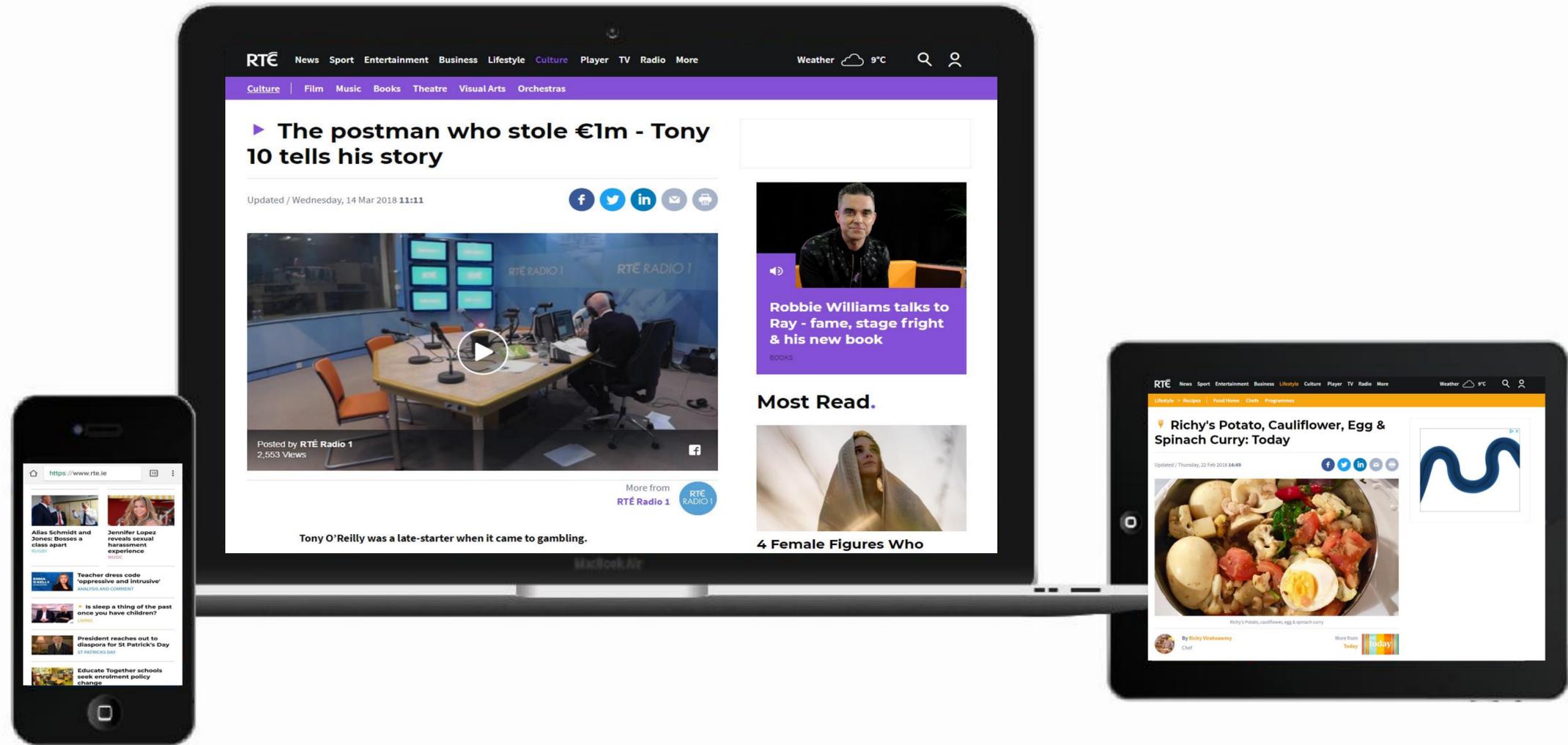


RTÉ.ie



RTÉ.IE.

RTÉ Media Sales



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



RTÉ.IE.



No.1 Multi-Media Website

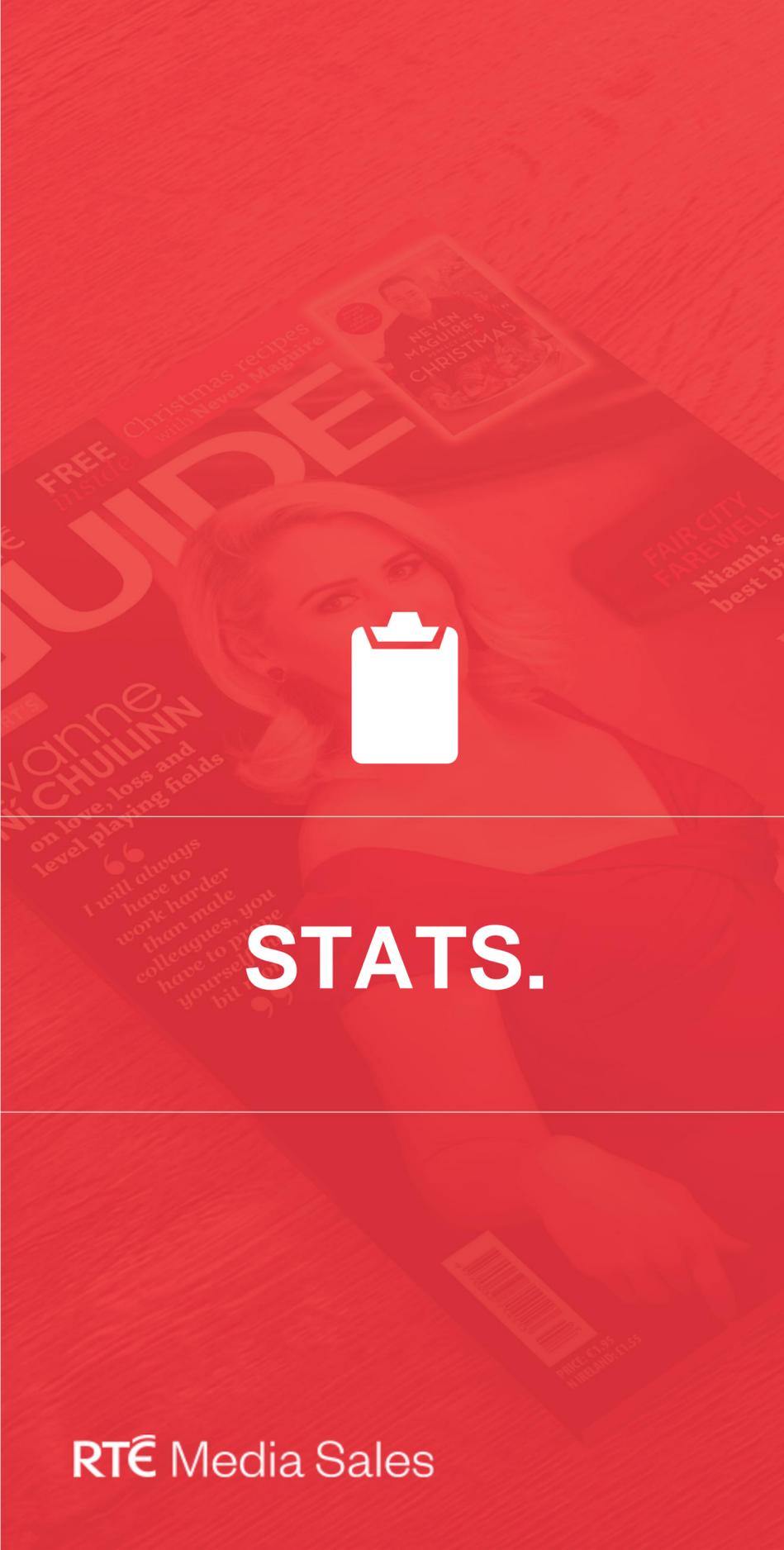


The average visit on RTÉ.ie is longer than Irish Times, Independent and The Journal

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 RTÉ.ie was 6 mins 15 secs in January 2016 (comscore DAx, 2016)

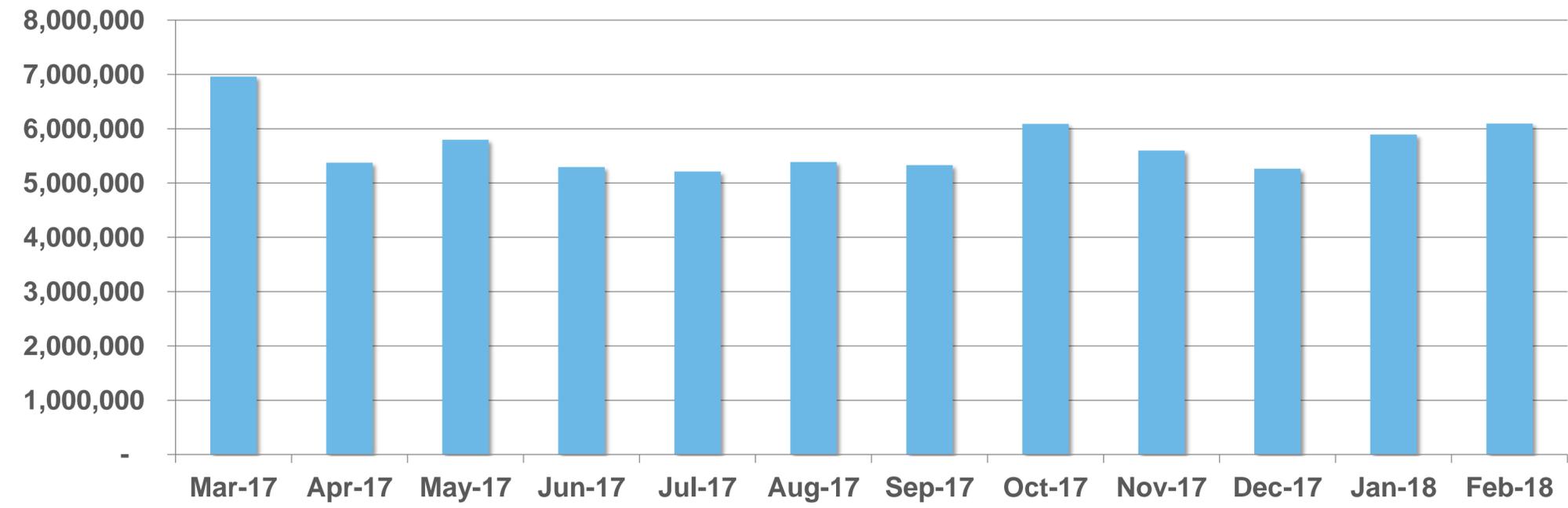


Monthly Unique Browsers

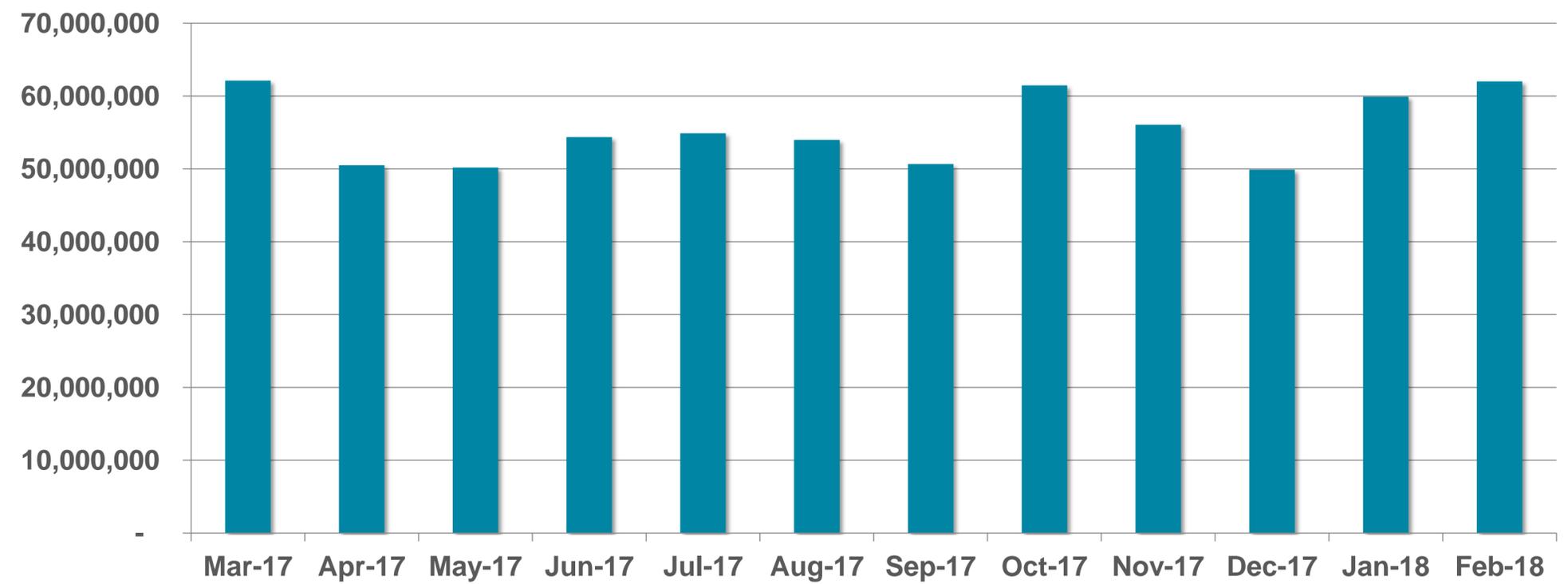


STATS.

Unique browsers per month

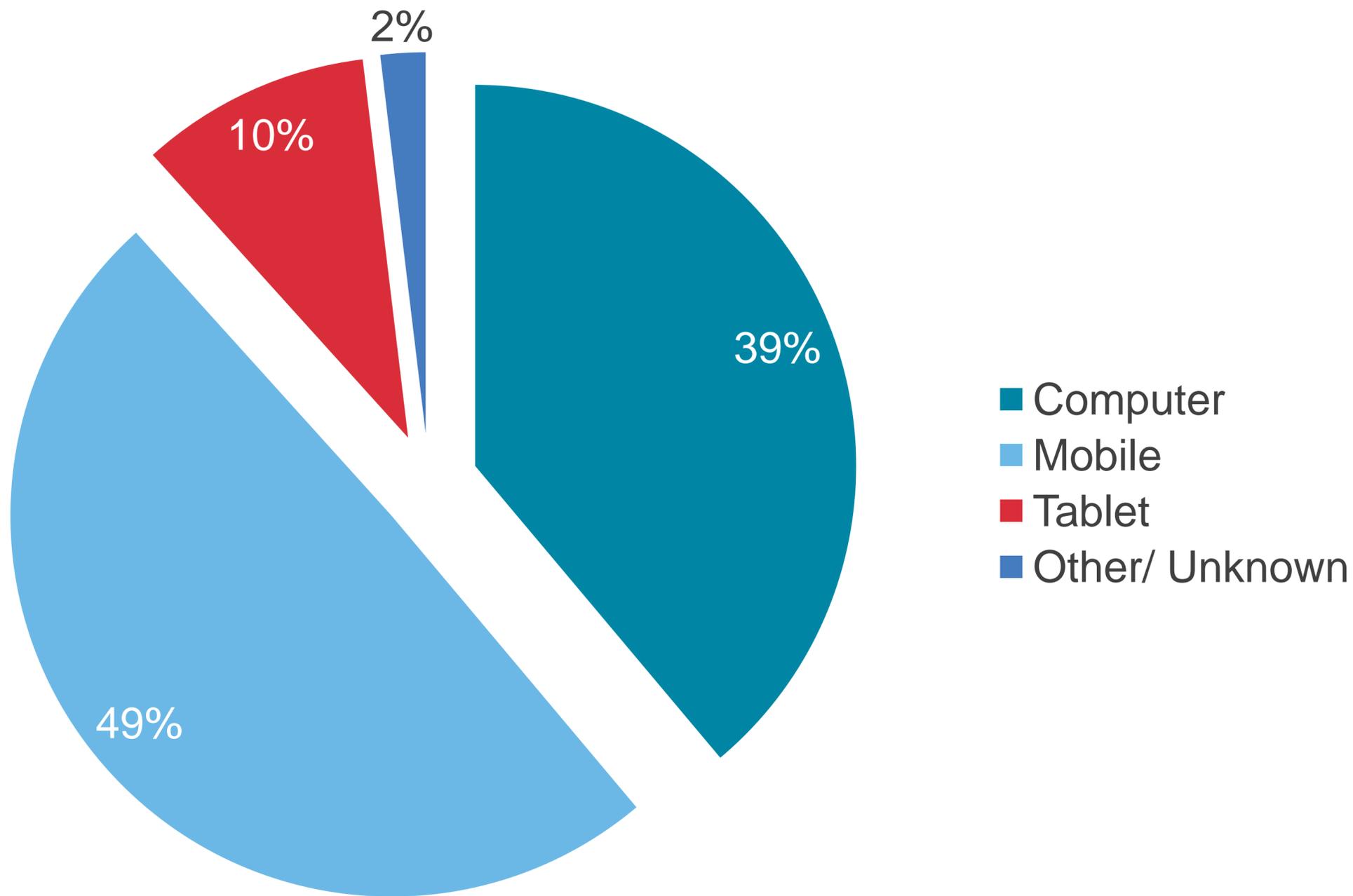


Page views per month





PAGES VIEWS PER DEVICE.

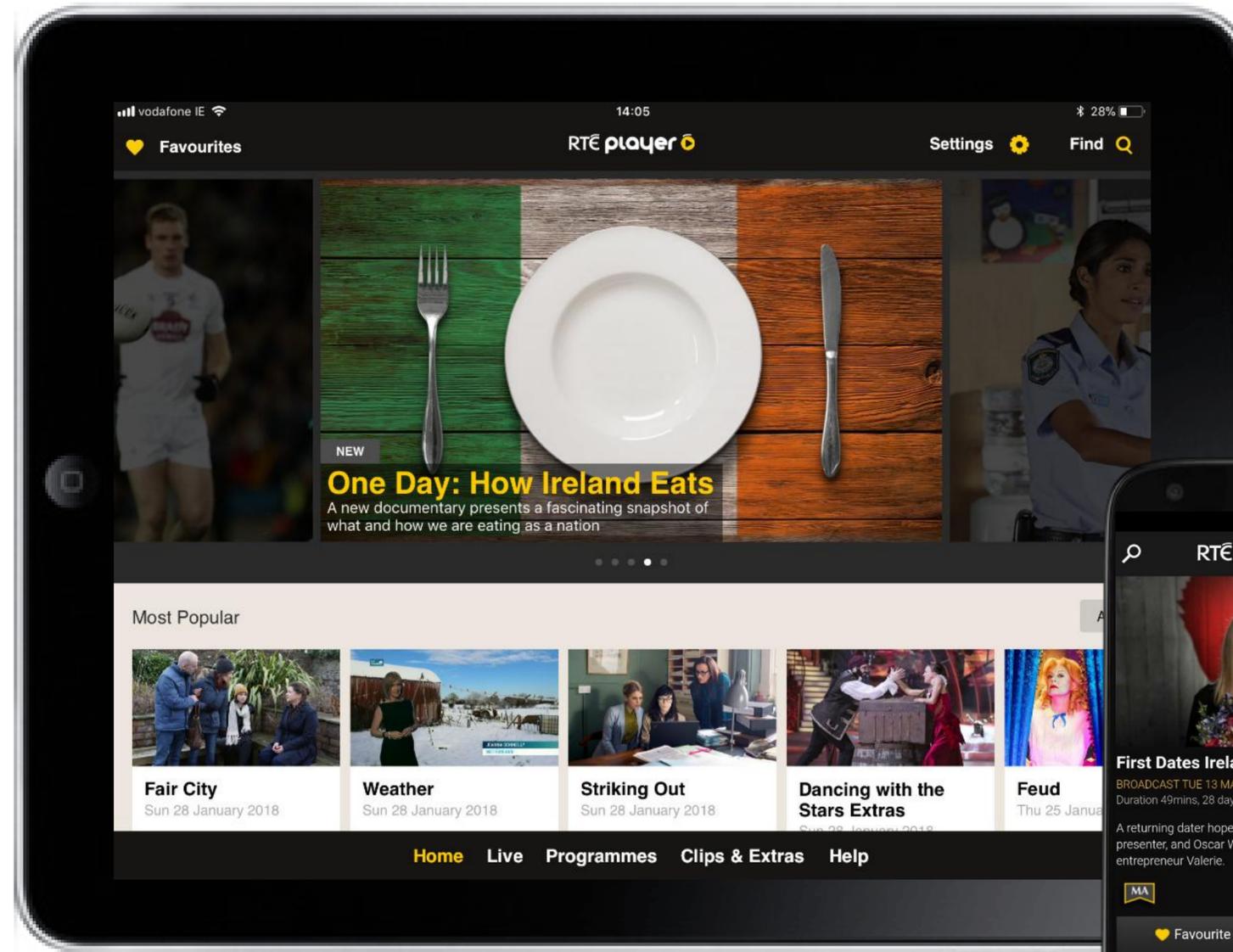


RTÉ player



RTÉ PLAYER.

RTÉ Media Sales



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



RTÉ Player App
downloads



No.1 broadcaster
VOD service



Total Streams

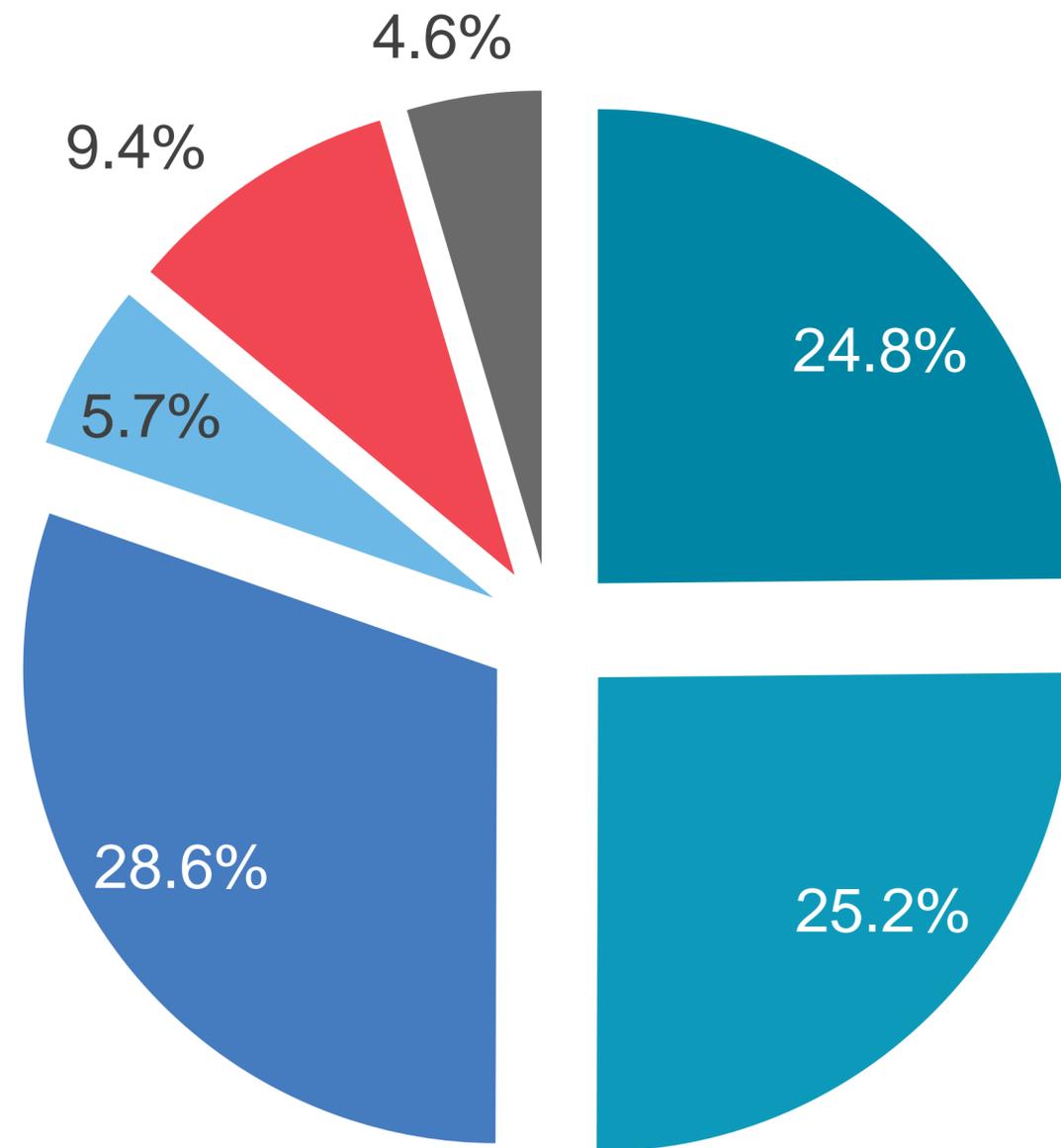


TOP PROGRAMMES.

	Programme	Streams
1	The Young Offenders	496,000
2	Home and Away	384,000
3	Fair City	345,000
4	EastEnders	300,000
5	First Dates Ireland	234,000
6	Room to Improve	187,000
7	Neighbours	143,000
8	The Late Late Show Extras	117,000
9	RTÉ News: Nine O'Clock	114,000
10	The Late Late Show	112,000
11	Striking Out	103,000
12	RTÉ News: Six One	85,000
13	Operation Transformation	83,000
14	Weather	76,000
15	Dancing with the Stars	69,000
16	UEFA Champions League Live	63,000
17	Dancing with the Stars Extras	56,000
18	Room to Improve Extras	55,000
19	Grey's Anatomy	52,000
20	The Handmaid's Tale	51,000



STREAMS BY DEVICE.



- Computer
- Tablet
- Mobile
- TV Platform Operator
- Connected TV
- Unknown

The crosses above simply indicate the over-indexing audiences (compared to RTÉ Player average). Programmes will also reach other audiences in large volumes



	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		
FEMALE 18-34		X	X		X		
MAIN SHOPPER + KIDS	X	X		X		X	X

	MY BIG DAY: HOME OR AWAY	NEWS	SCANNAL	THE TODAY SHOW	CHAMPIONS LEAGUE	THE GAA CHAMPIONSHIP
MALE		X	X		X	X
FEMALE	X			X		
MALE 18-34					X	X
FEMALE 18-34	X					
MAIN SHOPPER + KIDS	X	X		X		

AUDIENCE TARGETING..

Audience targeting across RTÉ online services



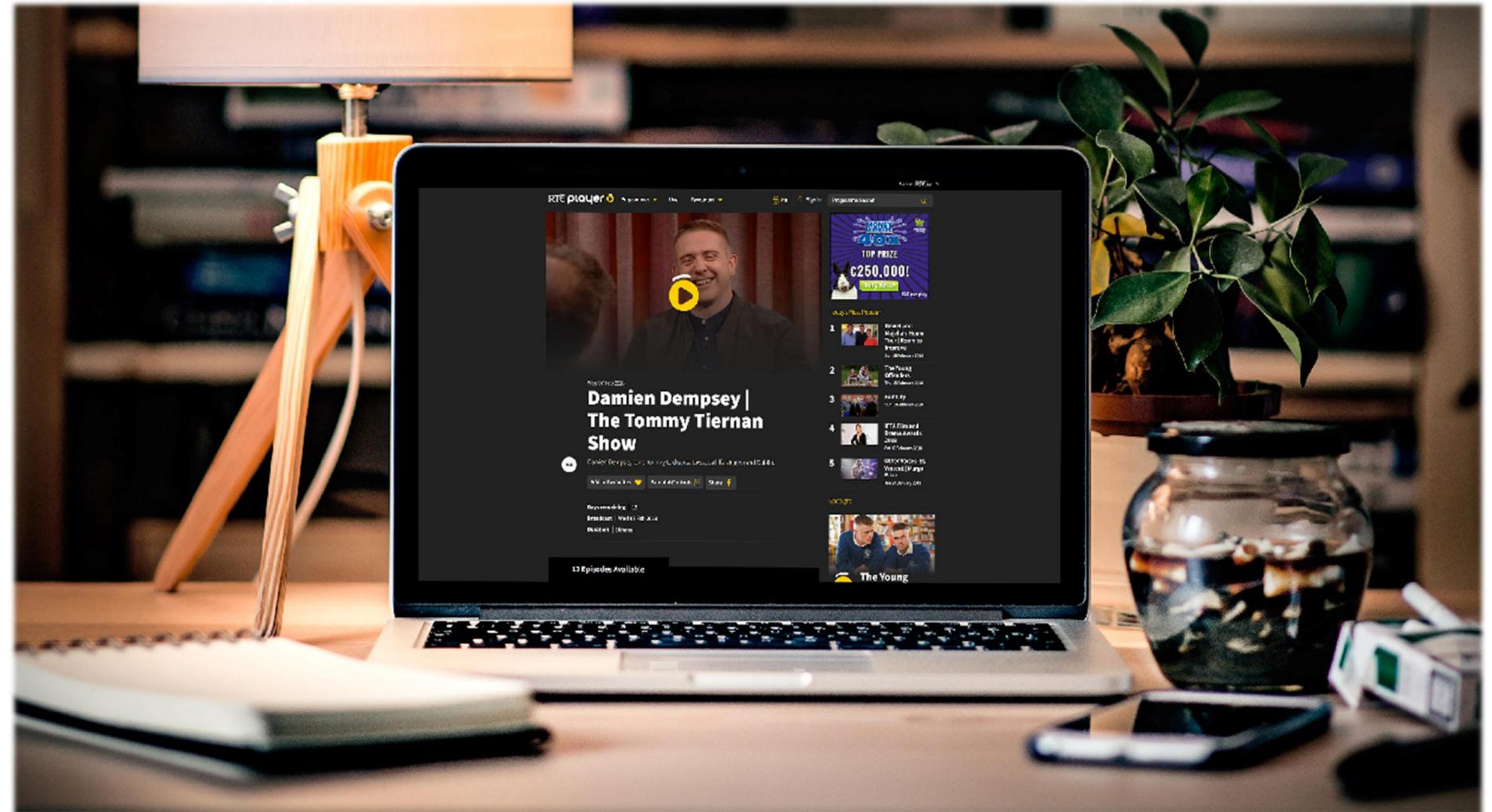
AUDIENCE TARGETING.

AUDIENCE							
DEMO	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	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



REACH.





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