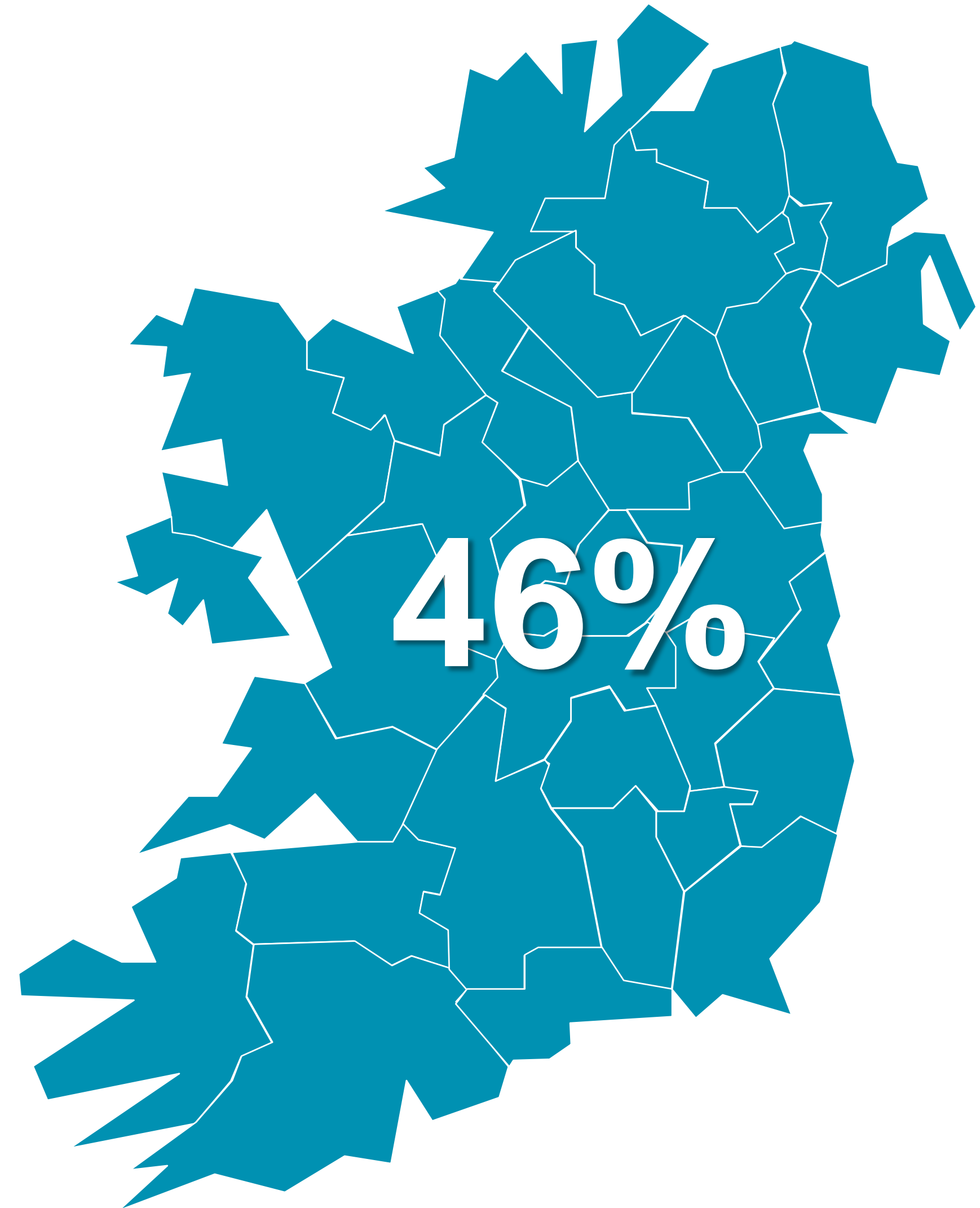




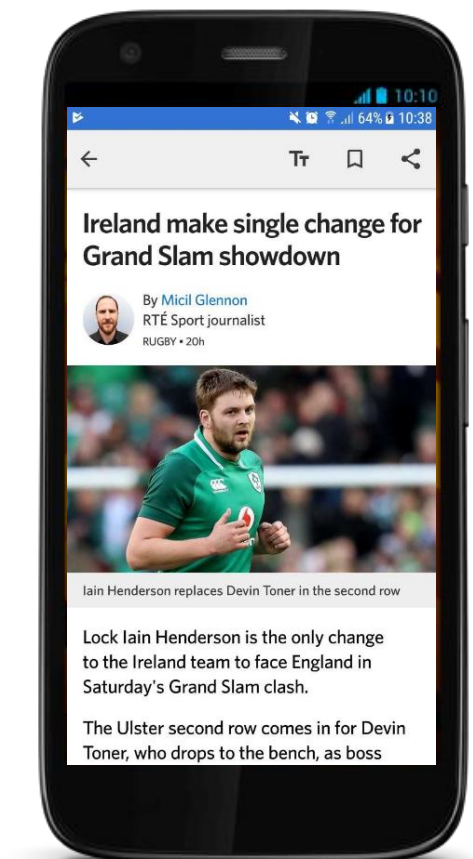
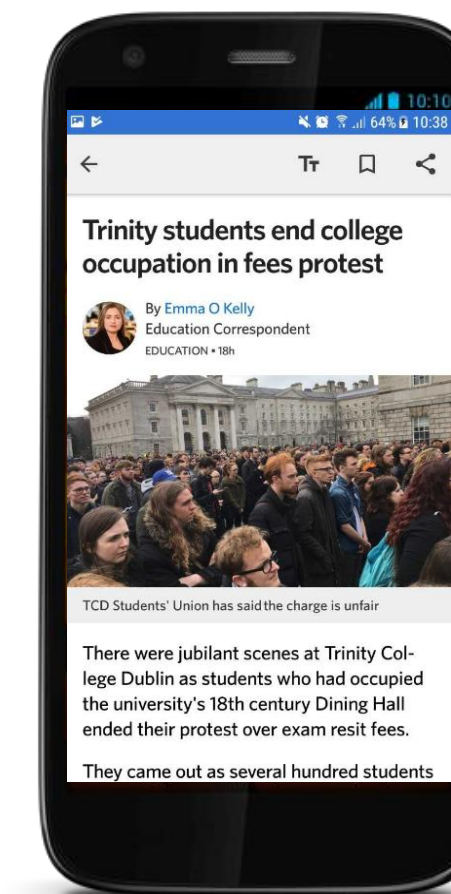
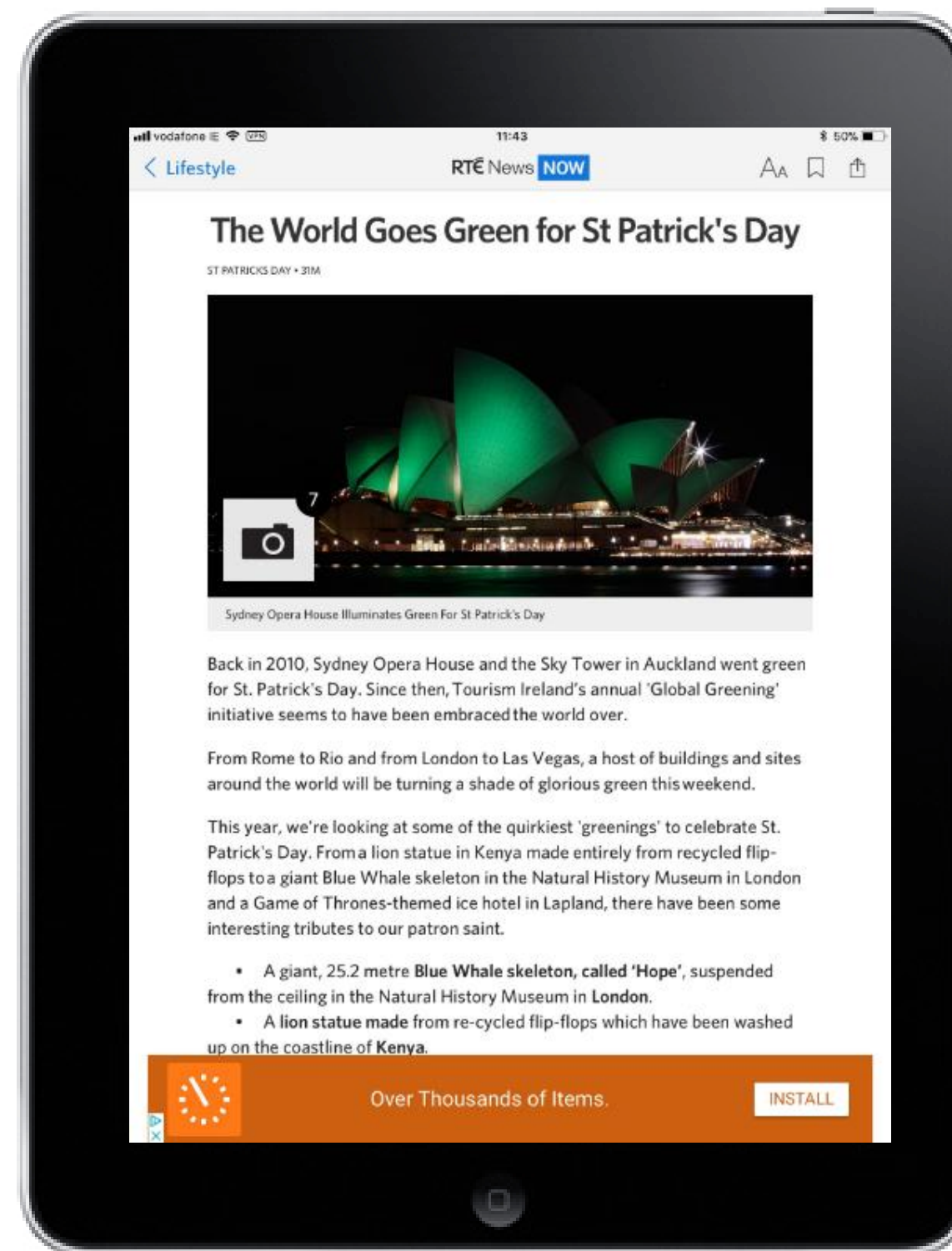
# DIGITAL SERVICE USAGE

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



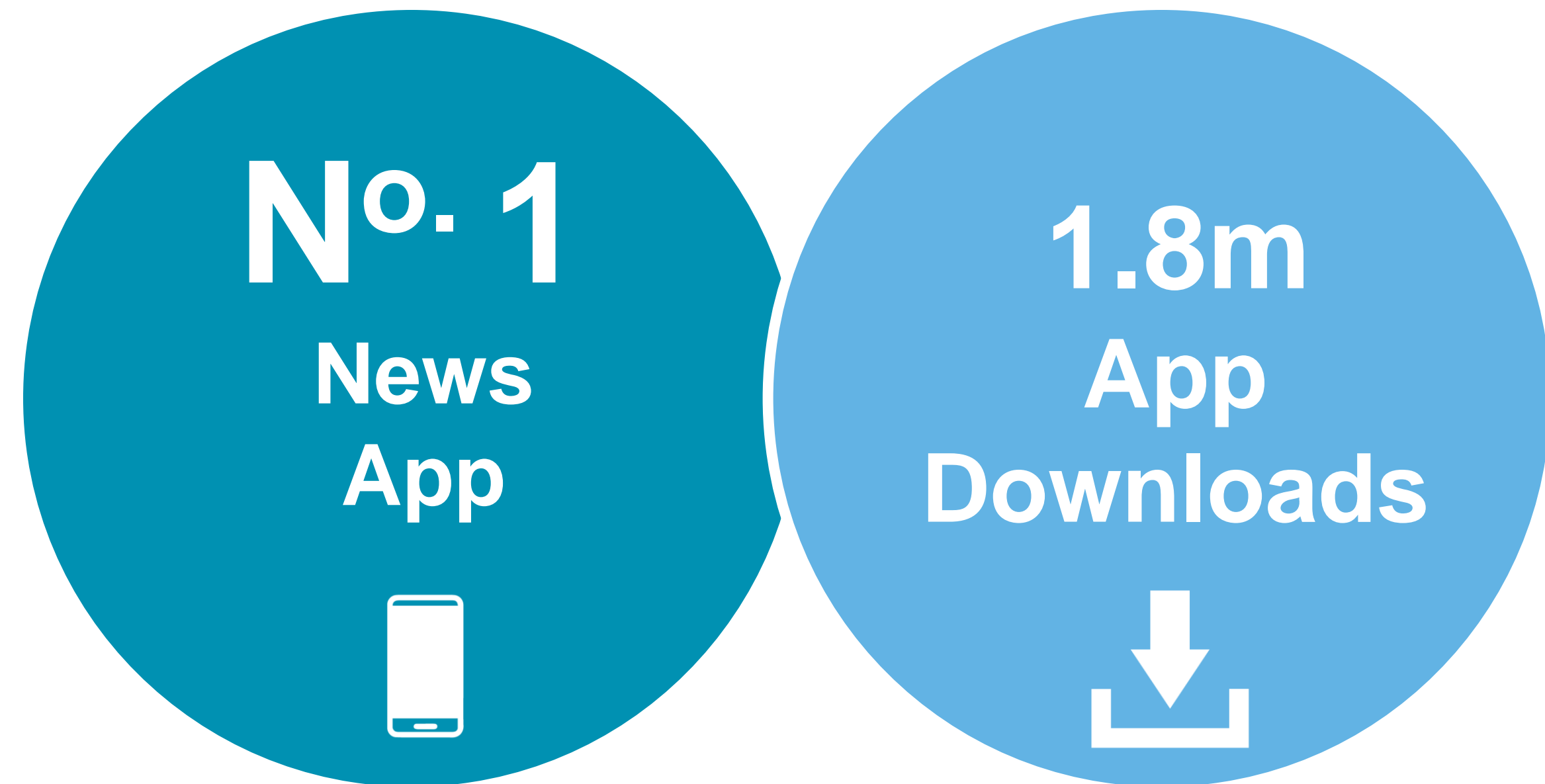
# RTÉ NEWS NOW APP

## RTÉ NEWS NOW

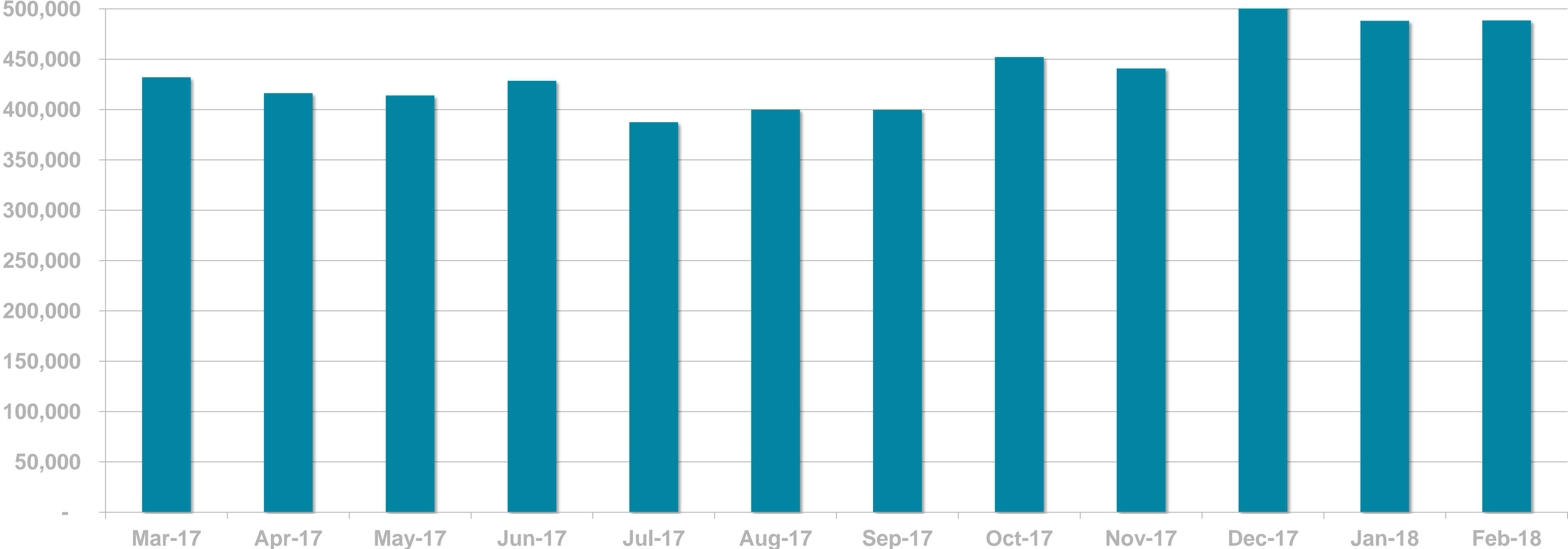


# RTÉ NEWS NOW APP

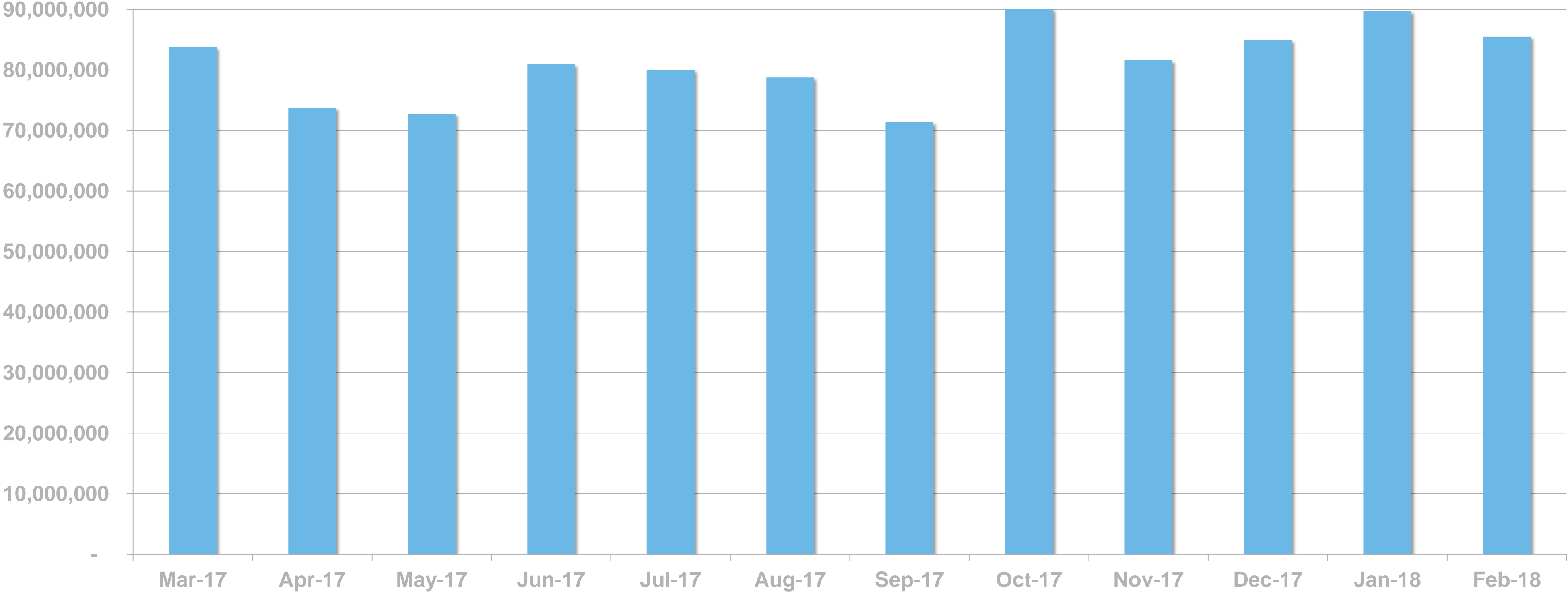
RTÉ News Now is the Number 1 news and entertainment app in Ireland



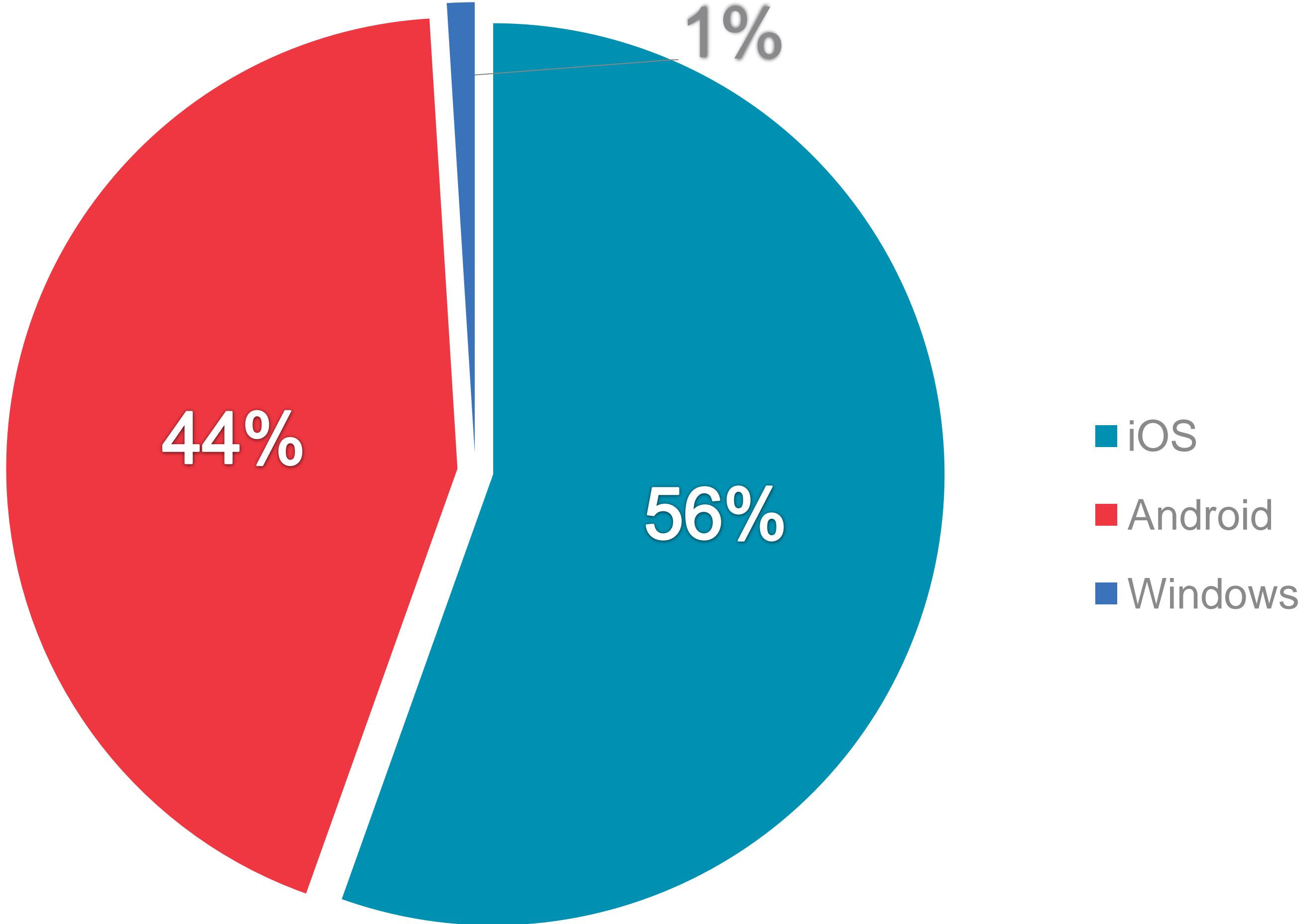
# UNIQUE BROWSERS PER MONTH

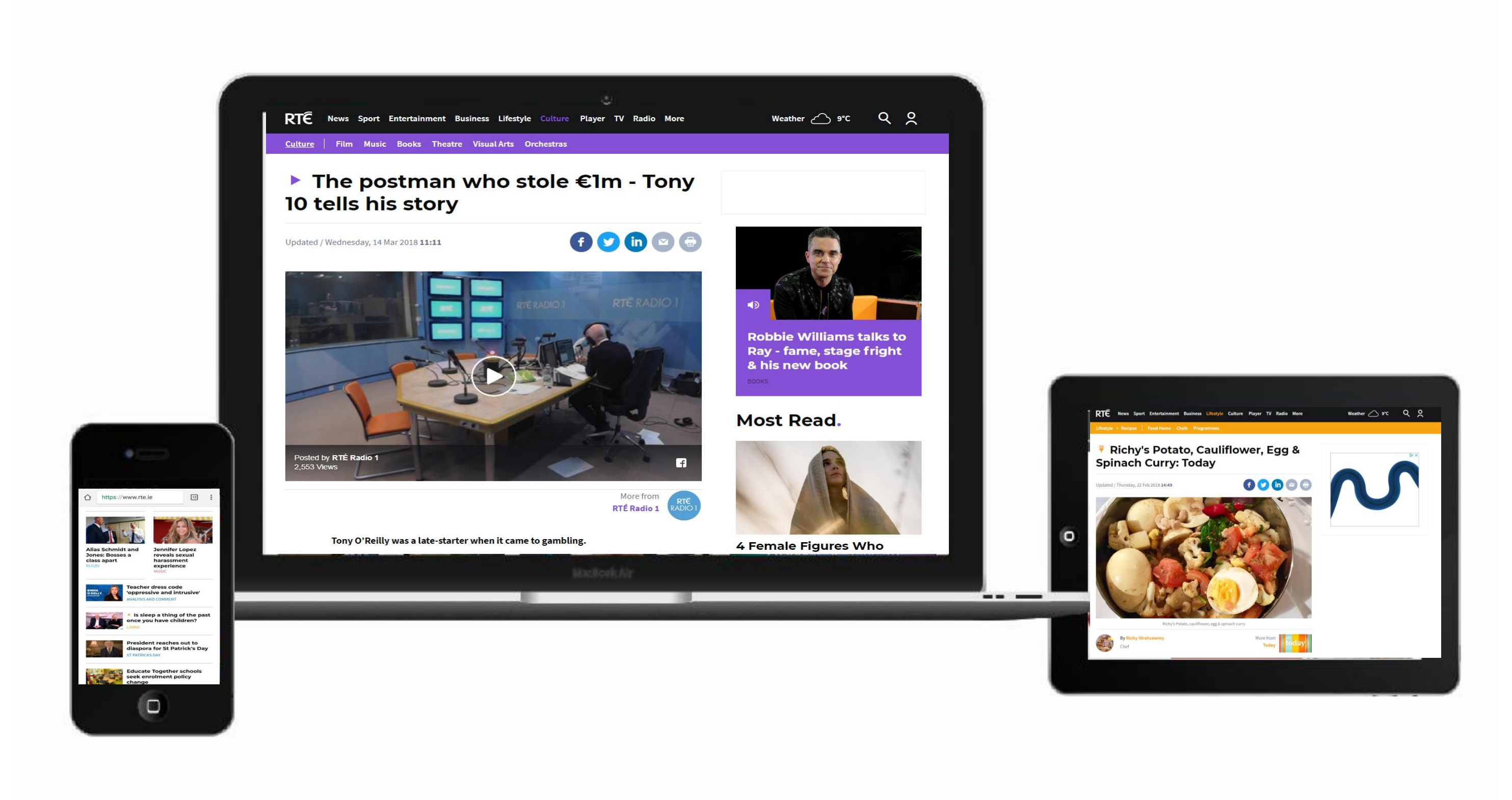


# PAGE VIEWS PER MONTH



# PAGE VIEWS PER APP VERSION



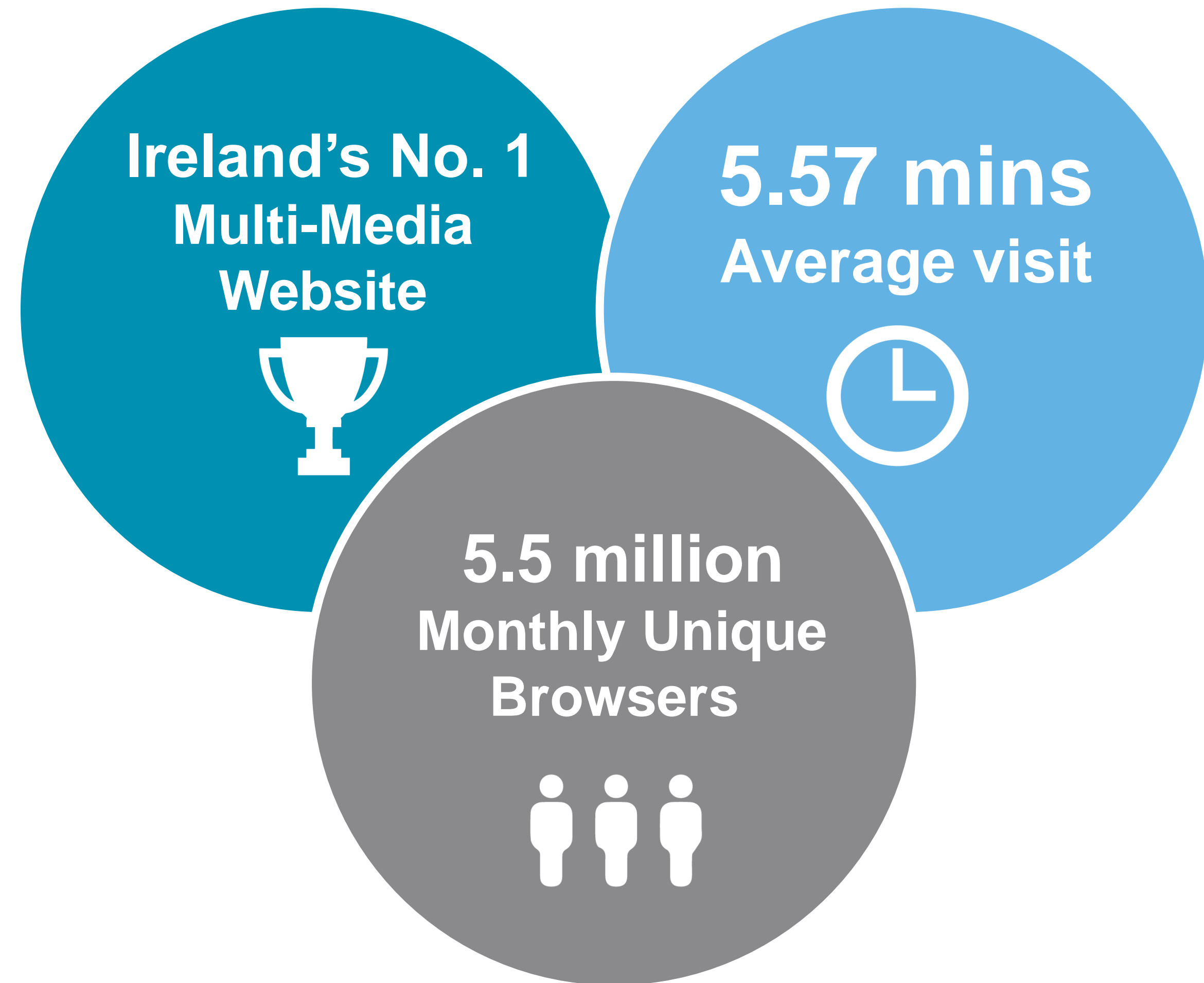


For all packages, fixed charges, discounts and volume deals please contact the RTÉ Trading team



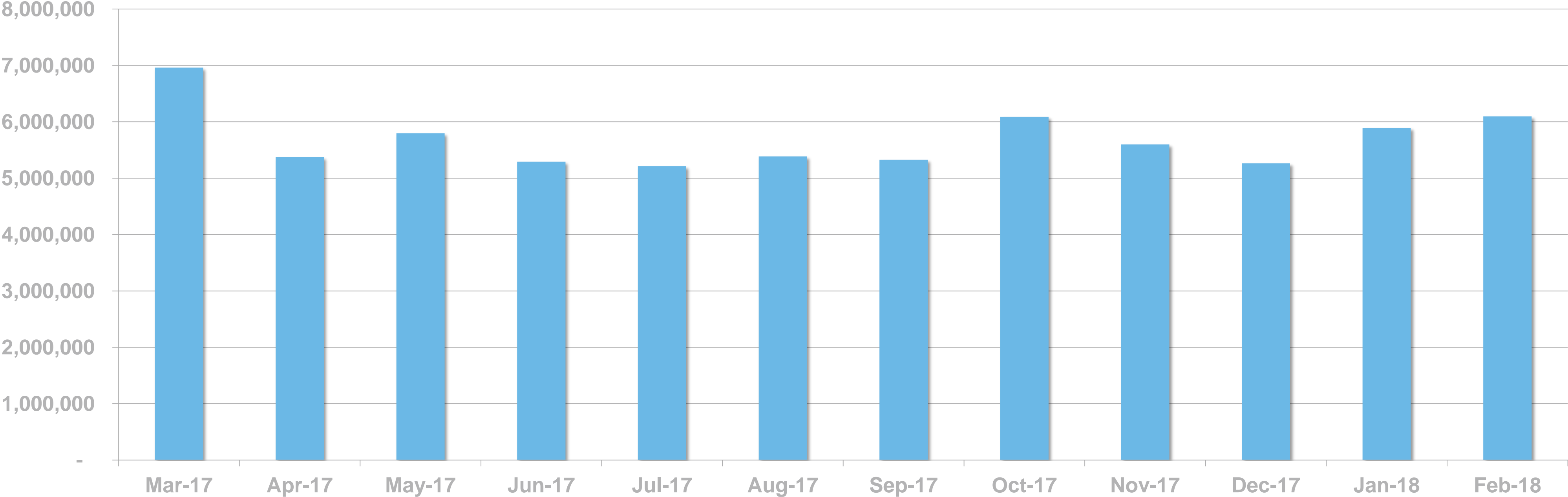
RTÉ.ie is the Number 1 multi-media website in Ireland with 1.2m Irish users aged under 65 and 6m unique browsers per month.

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

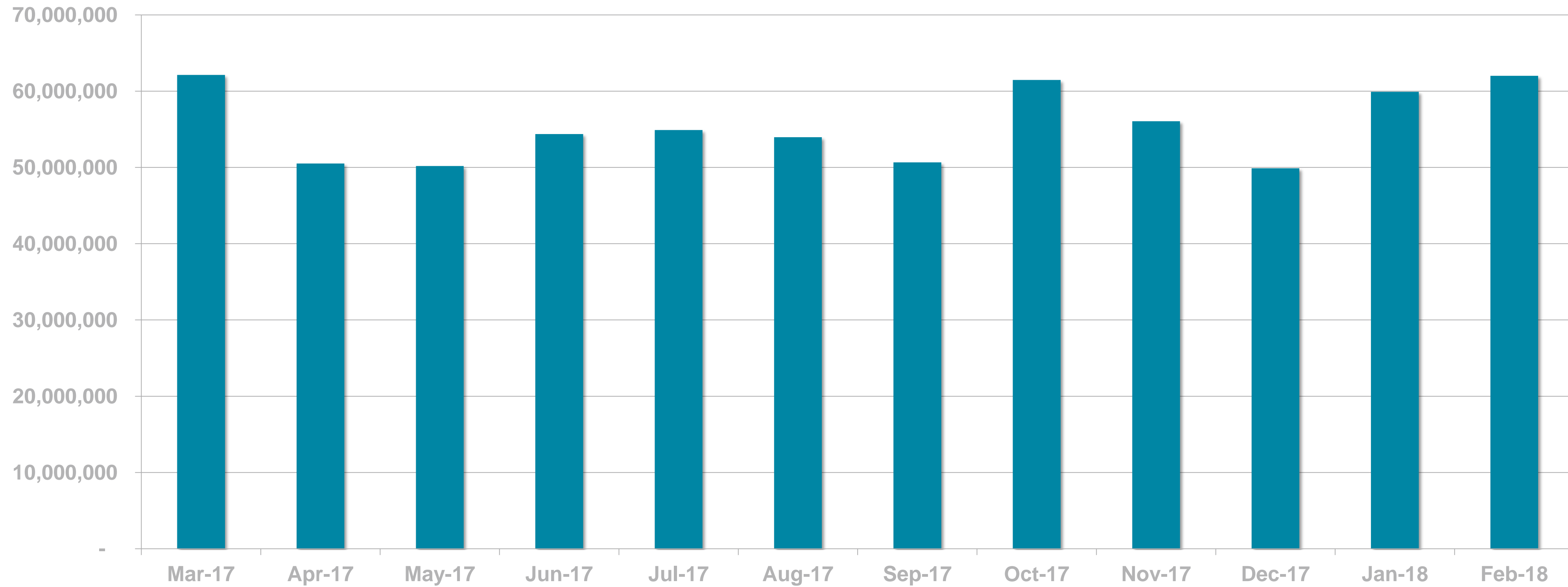


(Source: Global Web Index Q1-Q4 2017; comScore Dax)

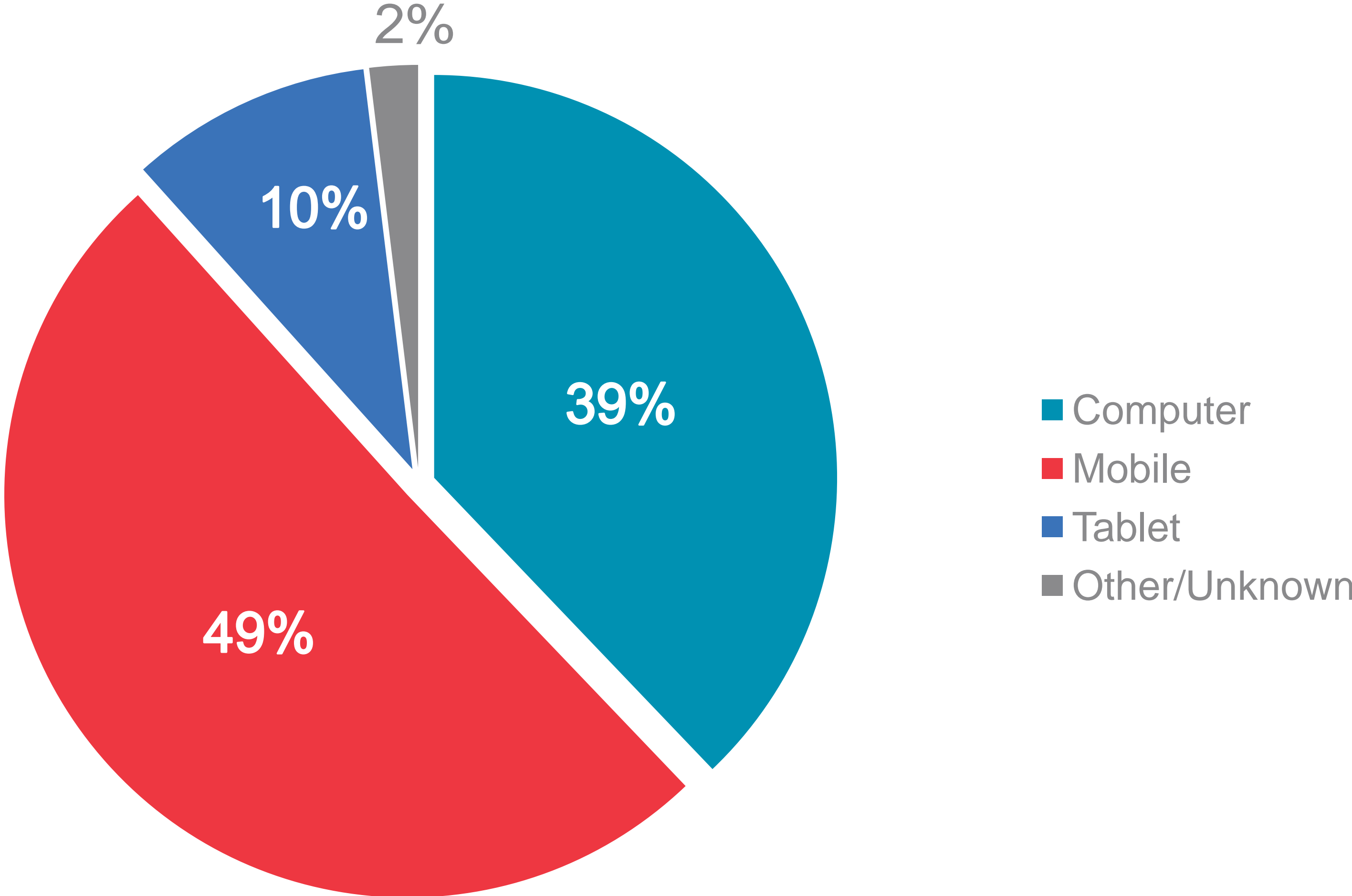
# UNIQUE BROWSERS PER MONTH

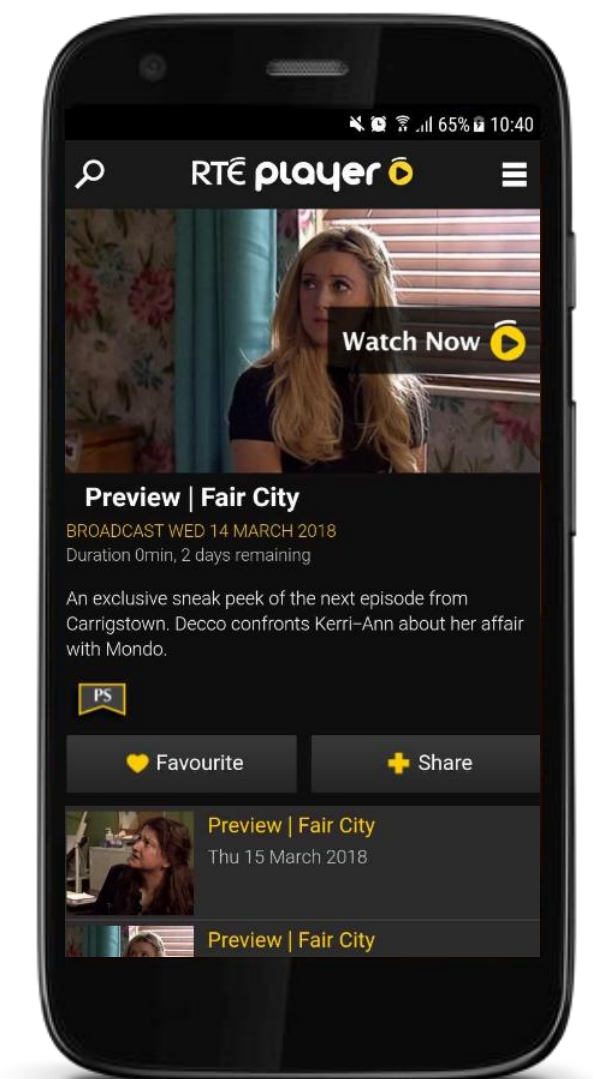
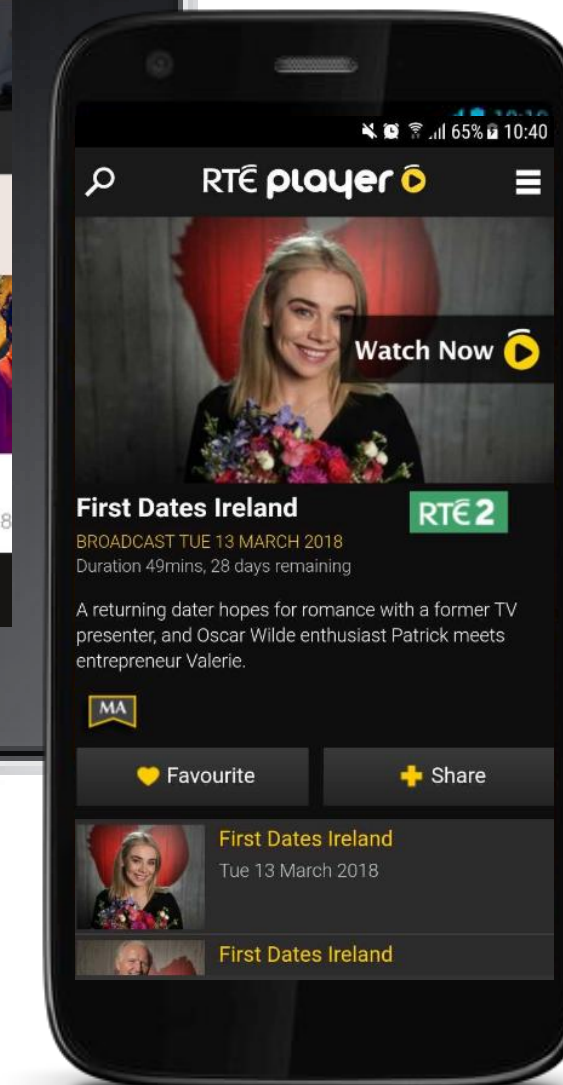
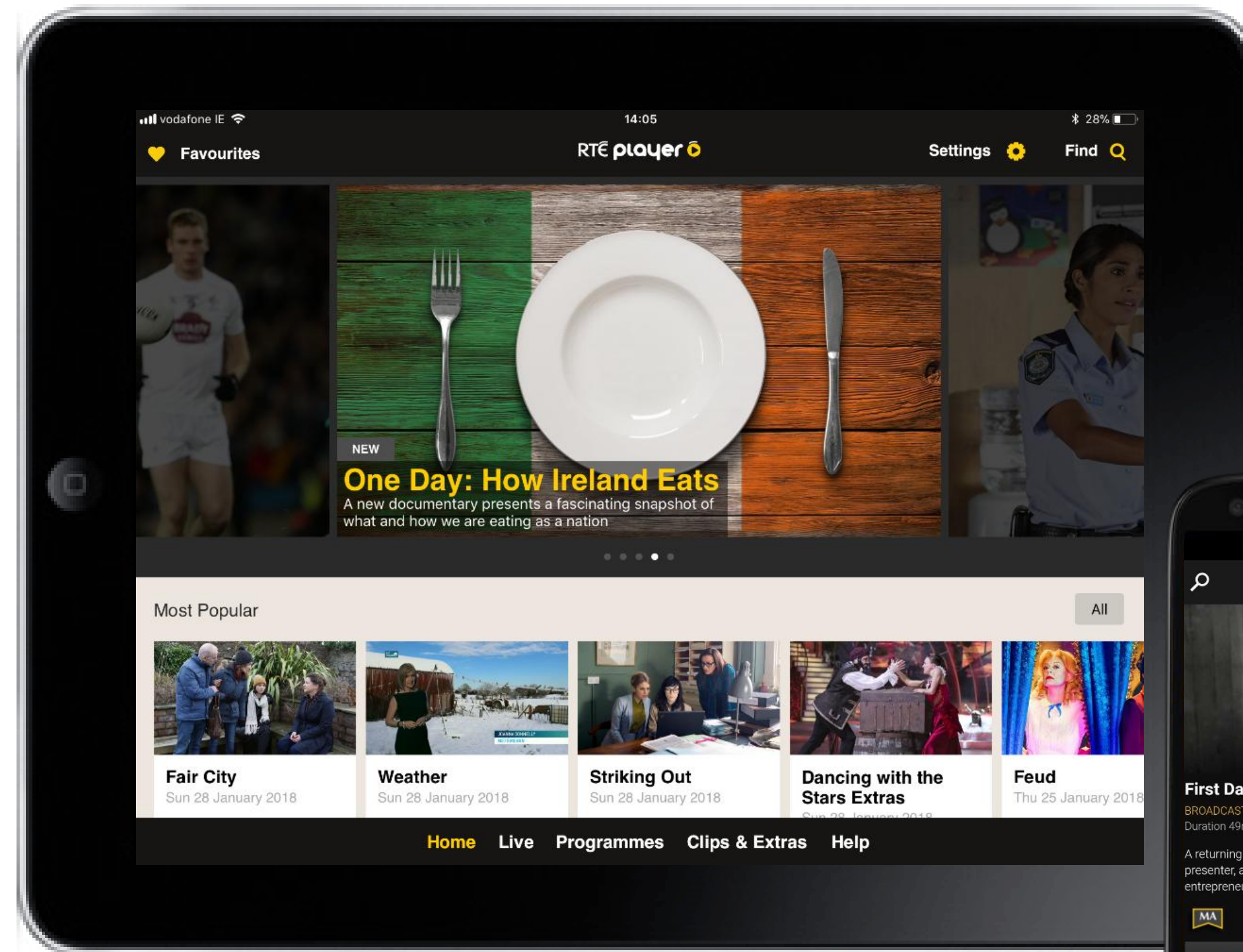


# PAGE VIEWS PER MONTH



# PAGE VIEWS PER APP VERSION

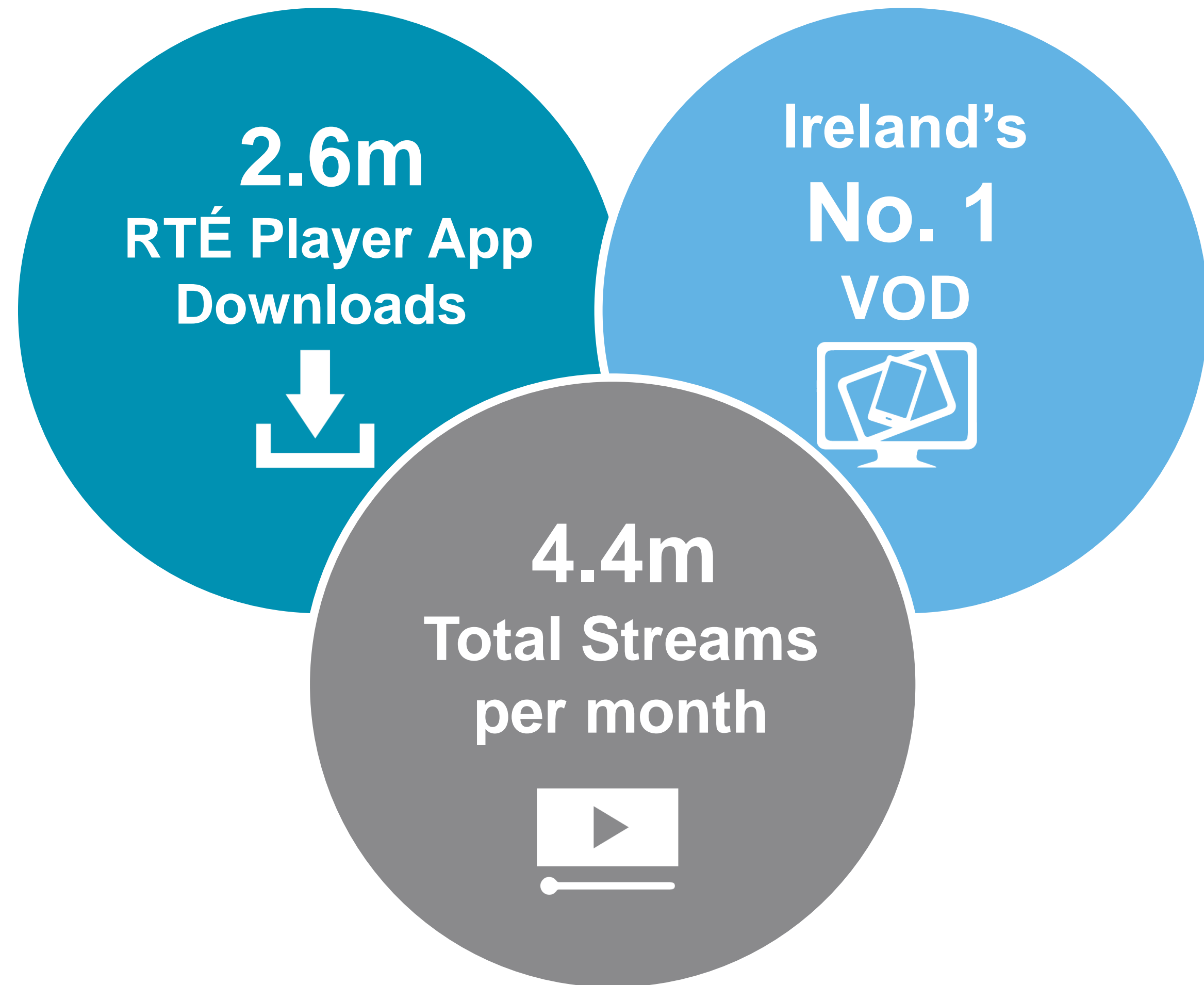




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# RTÉ PLAYER

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



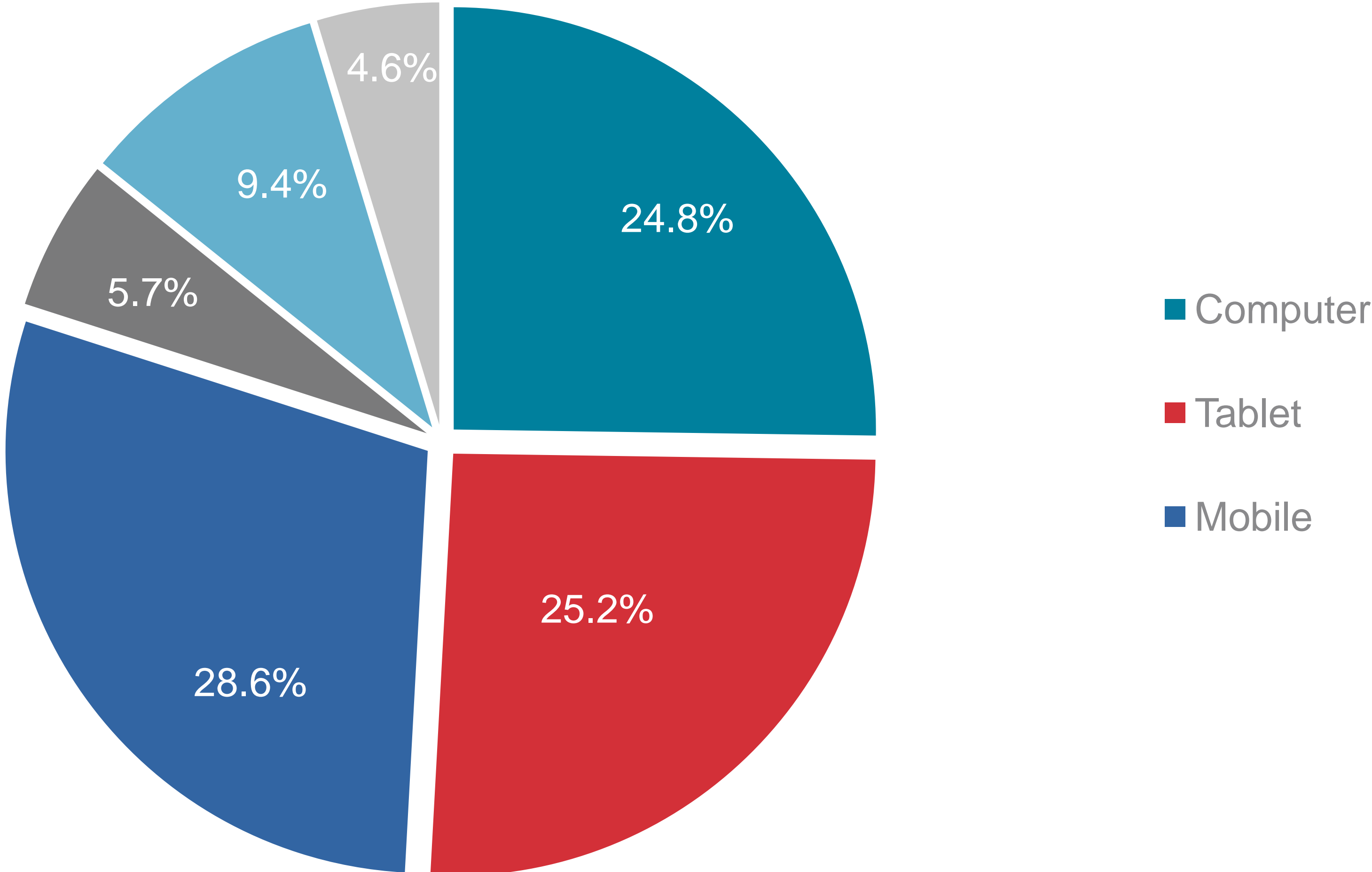
(Source: Global Web Index Q1-Q3 2017; comScore Dax)

# 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

April 2017 Excludes Sky

# STREAMS BY DEVICE





# STREAMS BY DEVICE

The crosses to the right 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

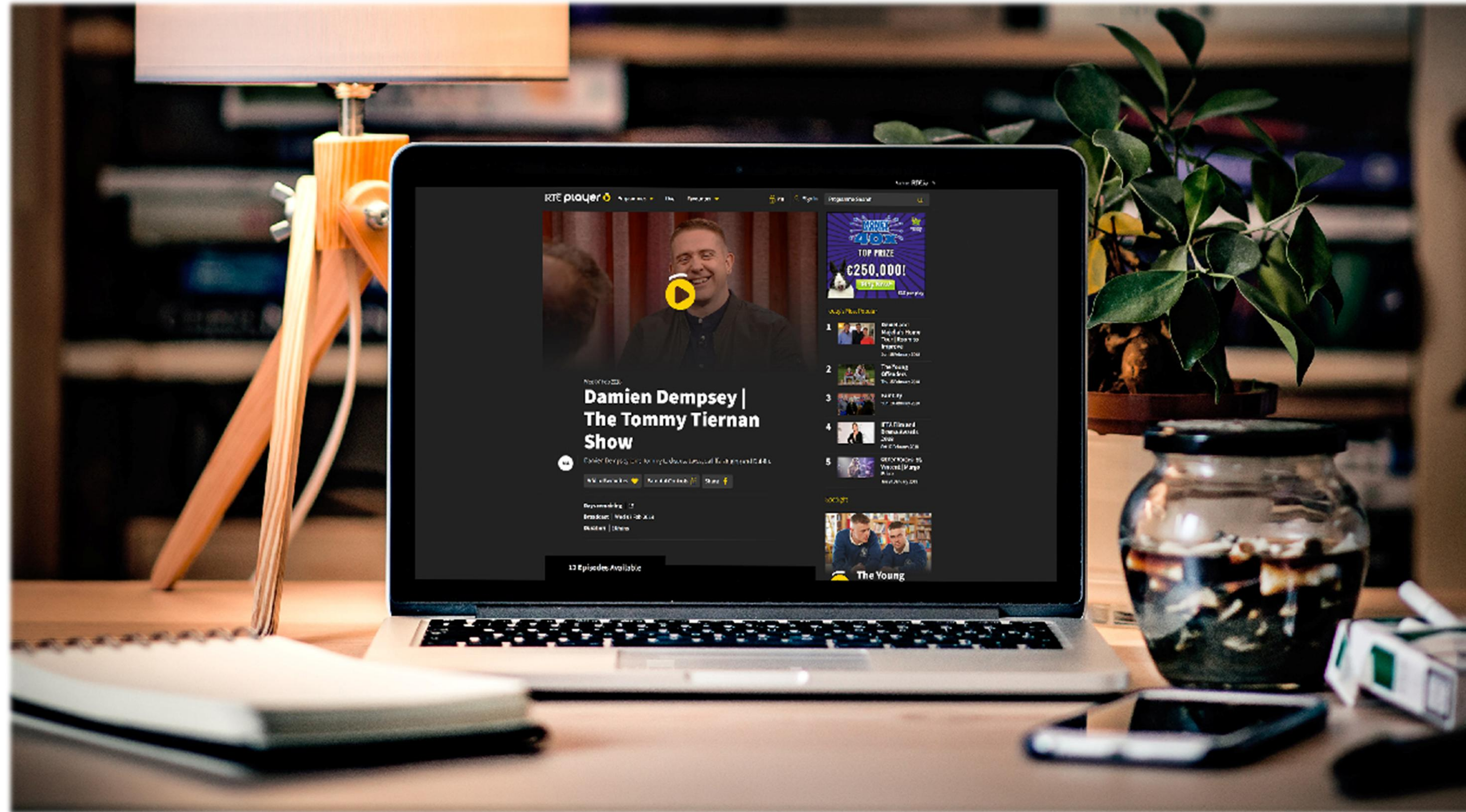
Audience targeting across RTÉ Online services

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





# RTÉ Media Sales

 01 208 330

 [mediasales@rte.ie](mailto:mediasales@rte.ie)

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