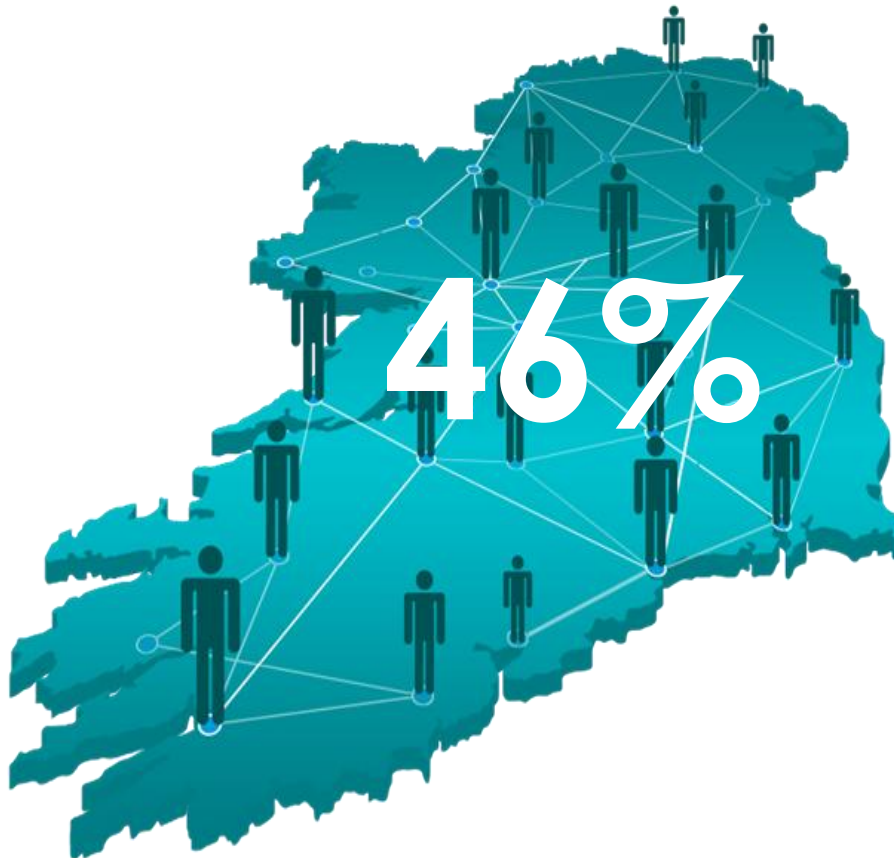




Digital Audience Report

January 2017

**46% 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**

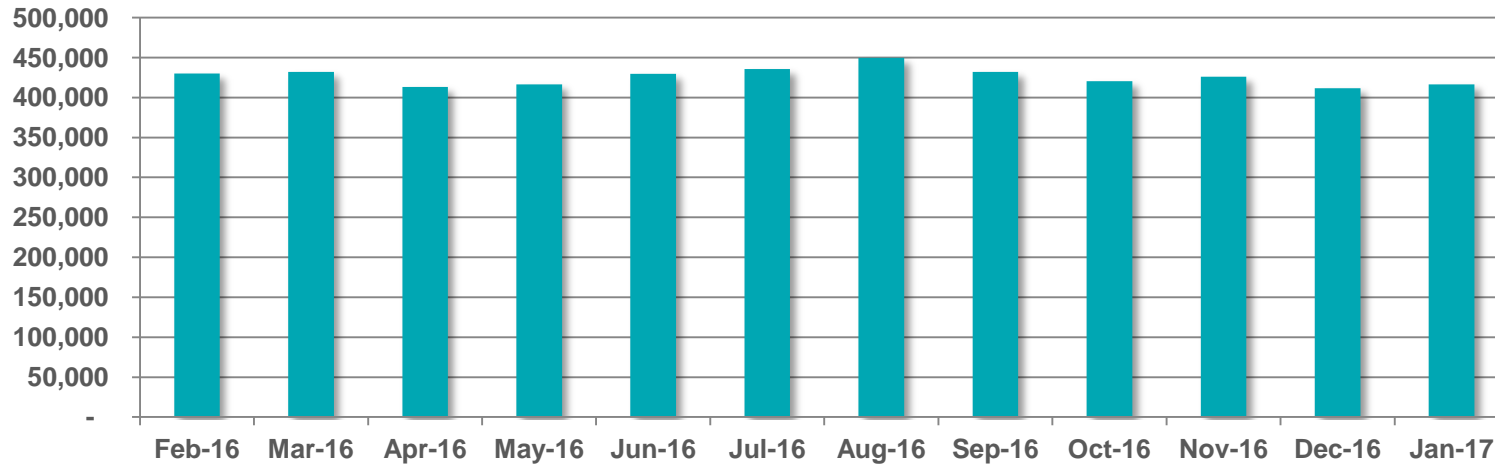


News Now App

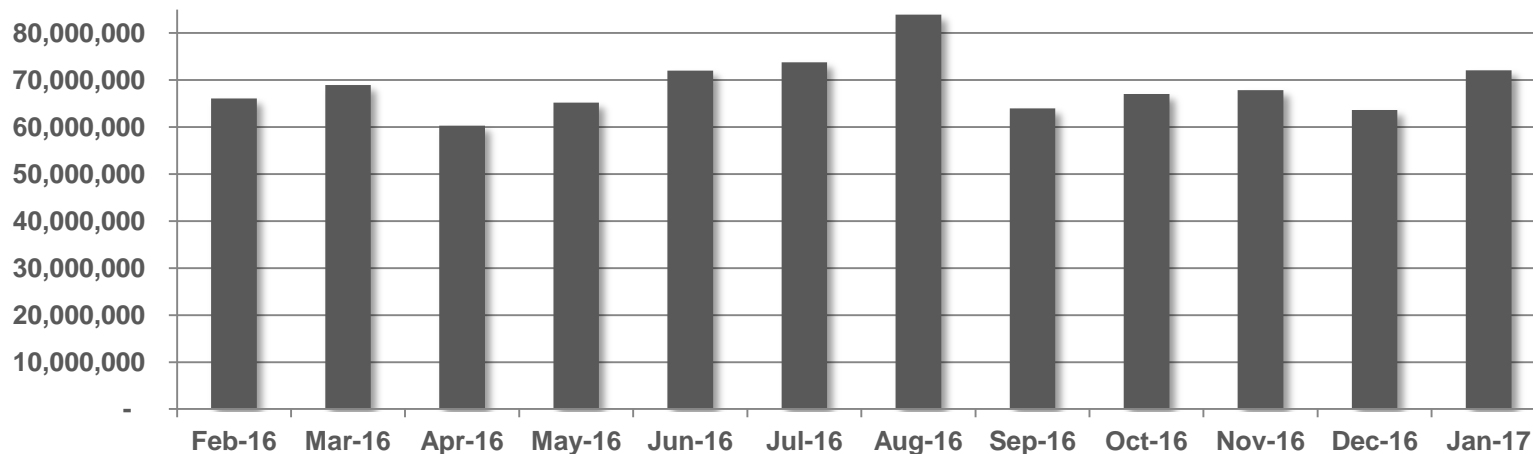


News Now App
downloads

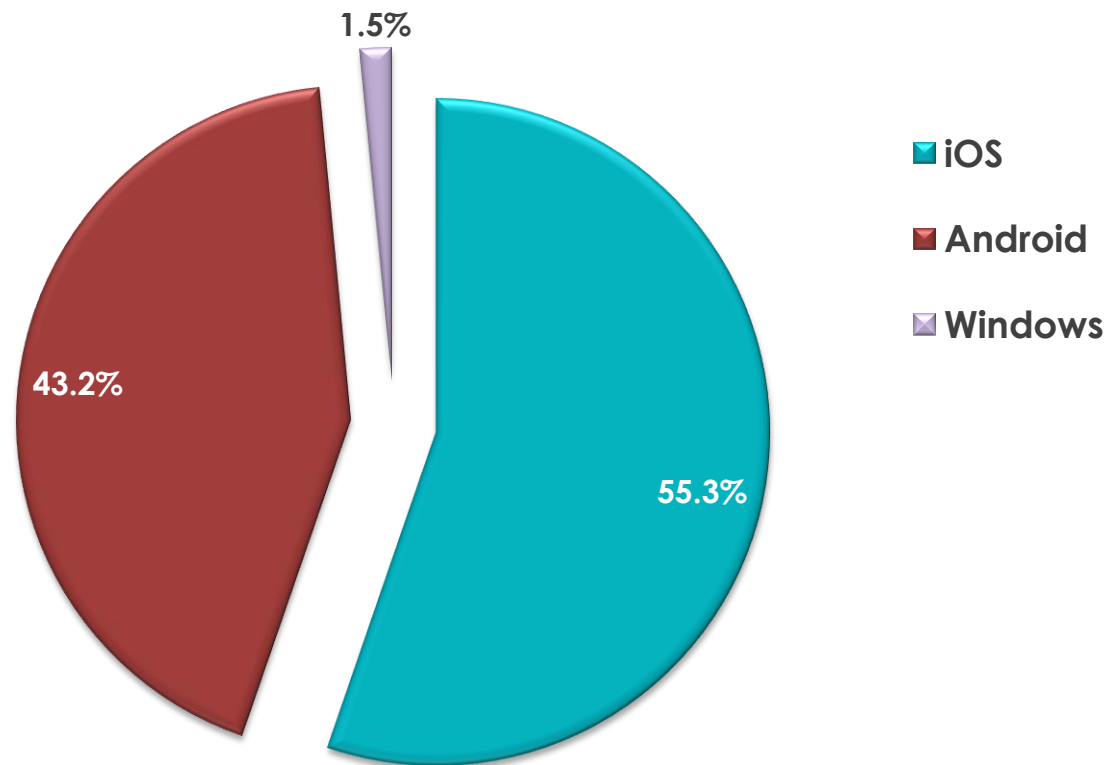
Unique Browsers per Month

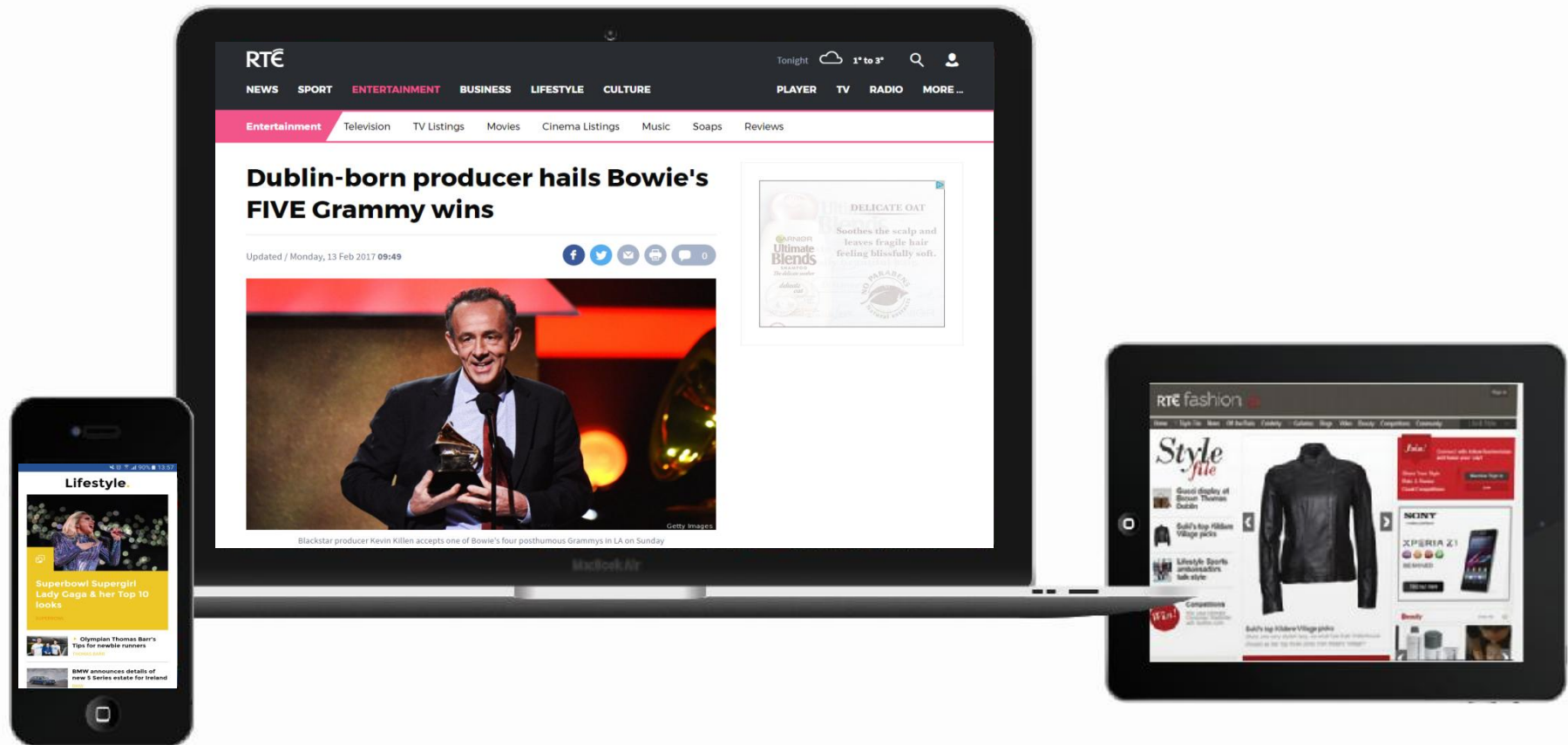


Page Views per Month



Page Views per App Version – January 2017





**RTÉ.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



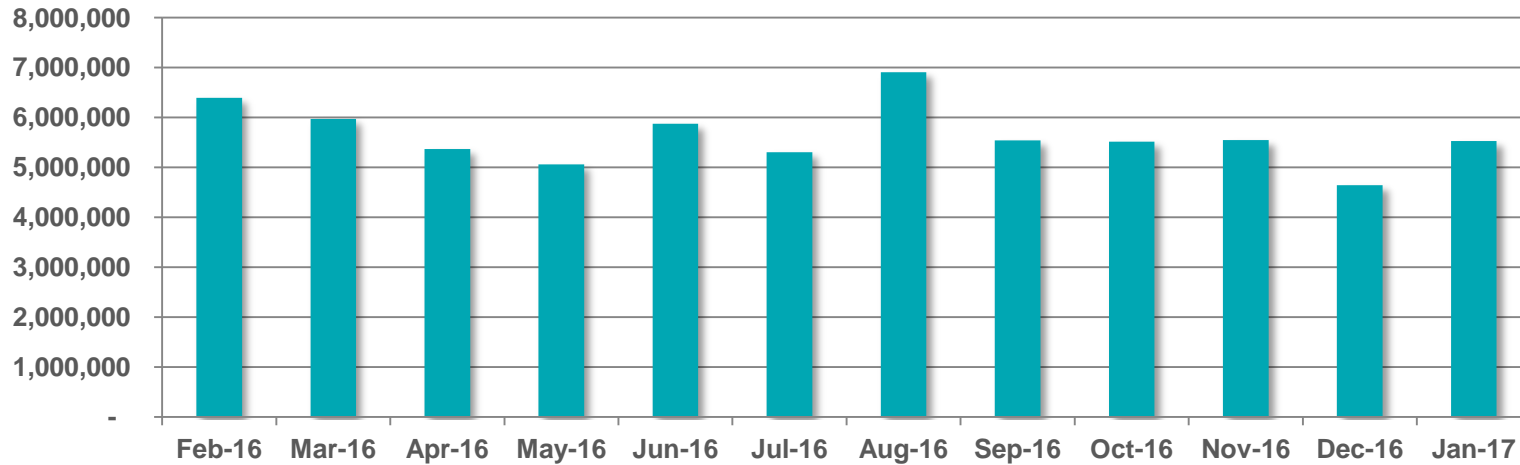
The average visit on RTÉ.ie
is longer than Irish Times,
Independent and The Journal

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)

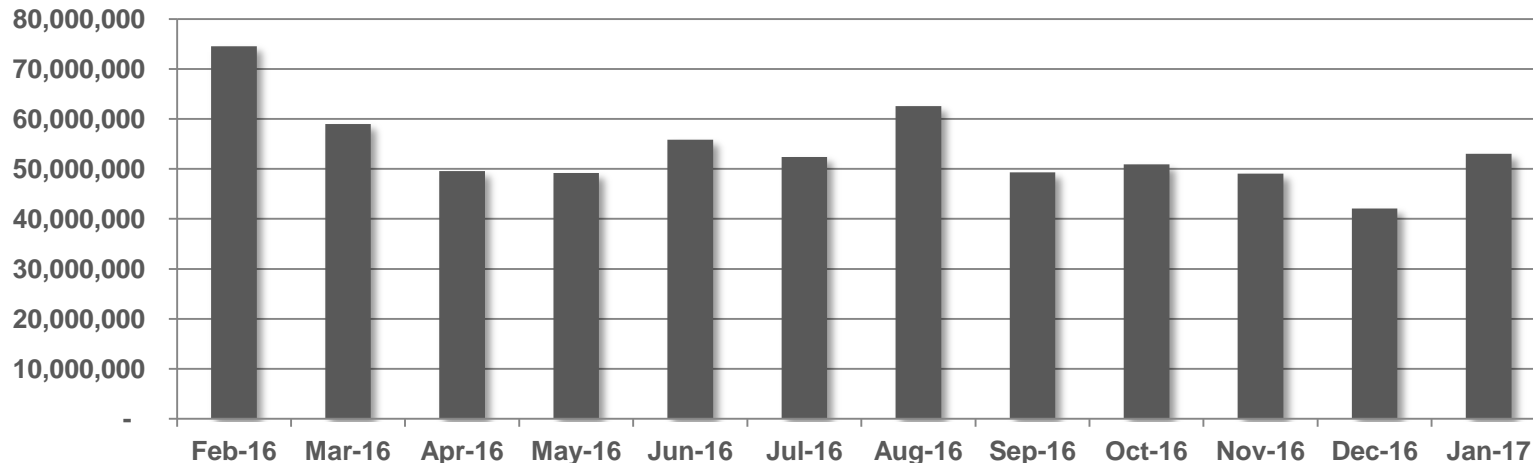


Monthly Unique
Browsers

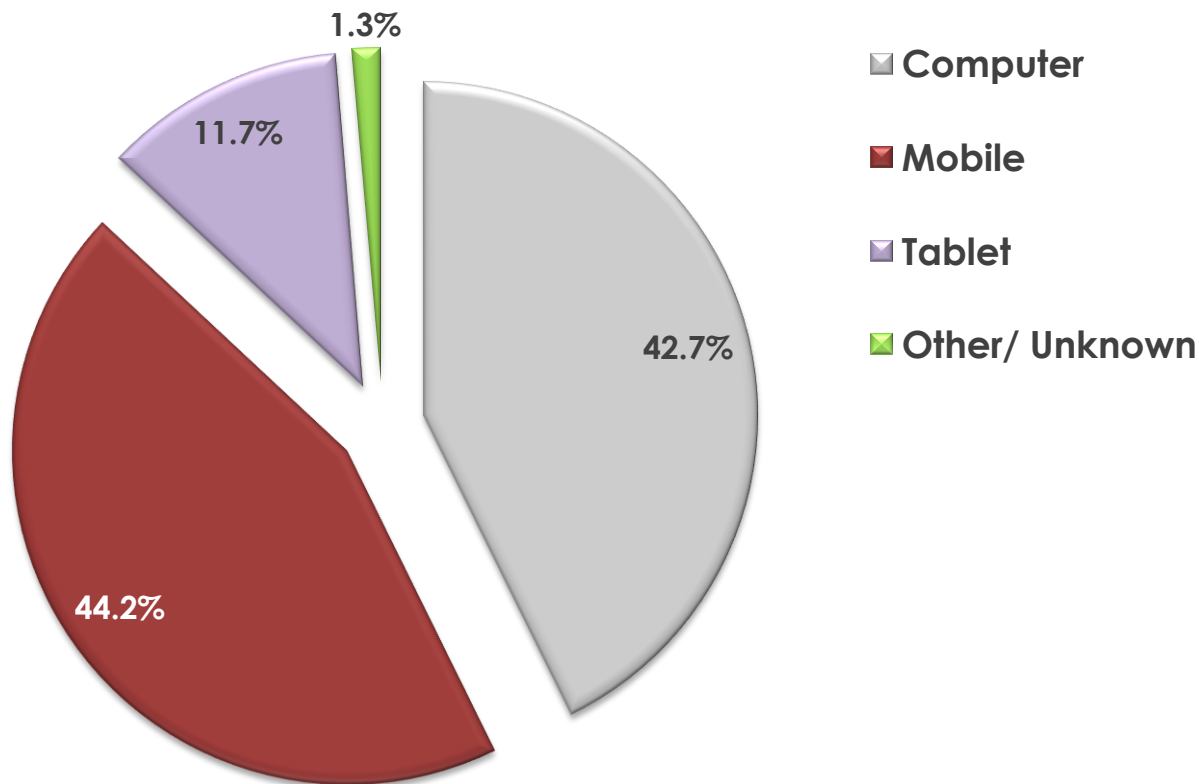
Unique Browsers per Month



Page Views per Month



Page Views per Device – January 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



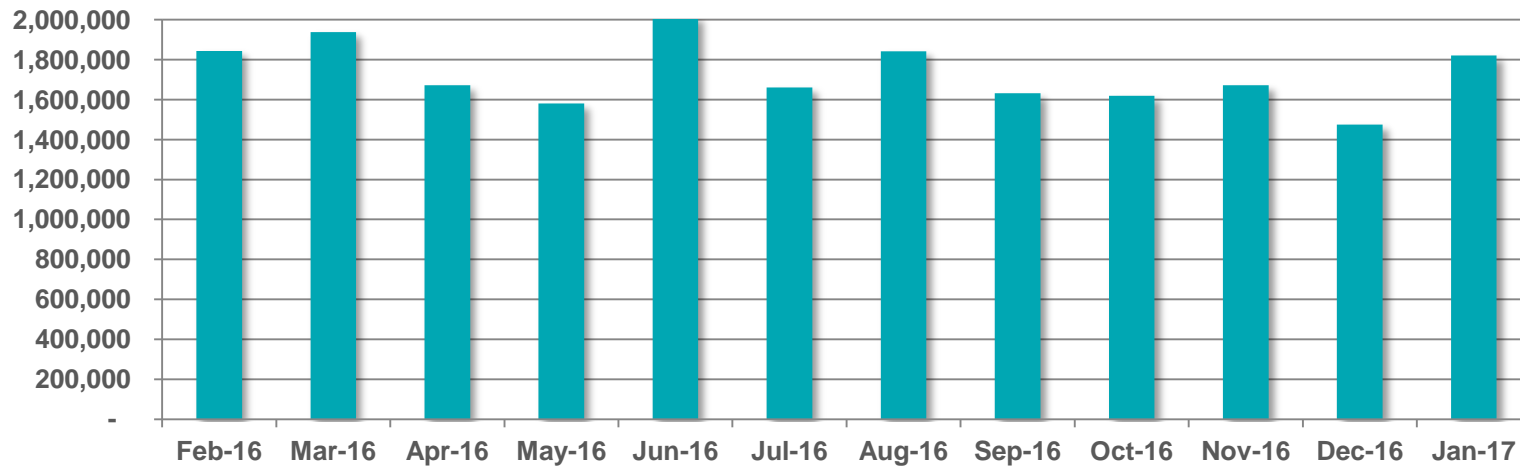
Ireland's No.1 VOD service



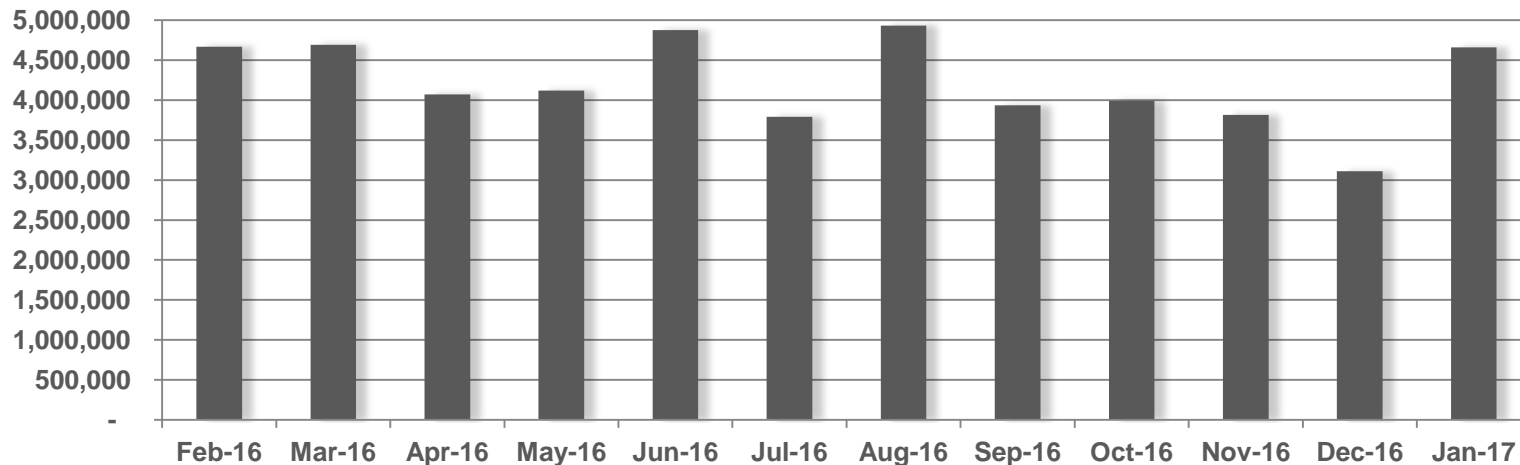
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

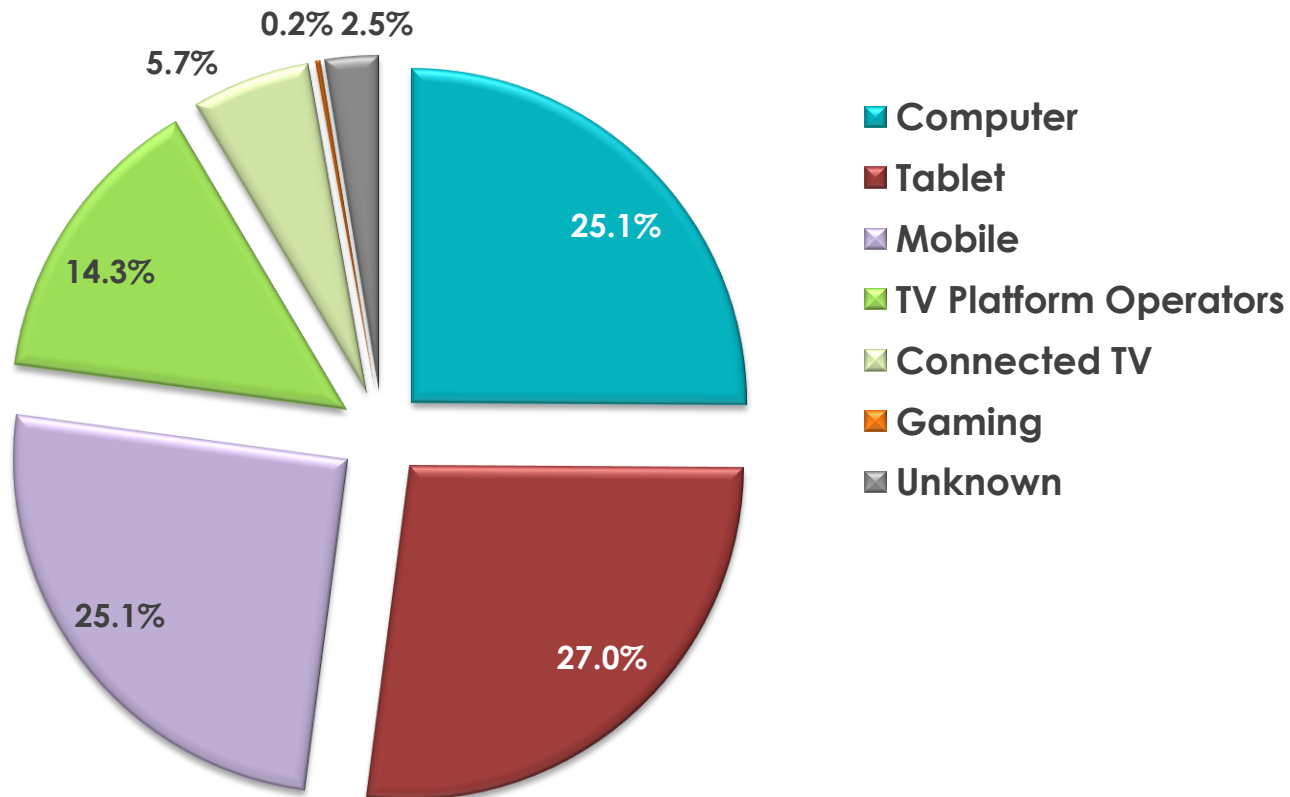


Source: comScore Dax
(Unique Browsers
excluding Virgin Media/
Sky. Streams exc .Sky)

Top Programmes in January 2017

Programme		Streams
1	Fair City	581,000
2	EastEnders	514,000
3	Striking Out	322,000
4	Home and Away	301,000
5	Operation Transformation	171,000
6	First Dates Ireland	152,000
7	The Tommy Tiernan Show	117,000
8	Neighbours	117,000
9	Nine News	111,000
10	The Late Late Show Extras	94,000
11	The Late Late Show	90,000
12	Six One News	85,000
13	Dancing with the Stars	85,000
14	Fair City Extras	74,000
15	Mrs Brown's Boys	71,000
16	Grey's Anatomy	61,000
17	Dancing with the Stars Extras	56,000
18	Room to Improve	56,000
19	Shortland Street	47,000
20	Homeland	44,000

Streams by Device – January 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	Six Nations	First Dates Ireland	Doc Hub	Dancing with the Stars	Champions League
Male		X	X		X		X
Female	X			X		X	
Male 18-34			X				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