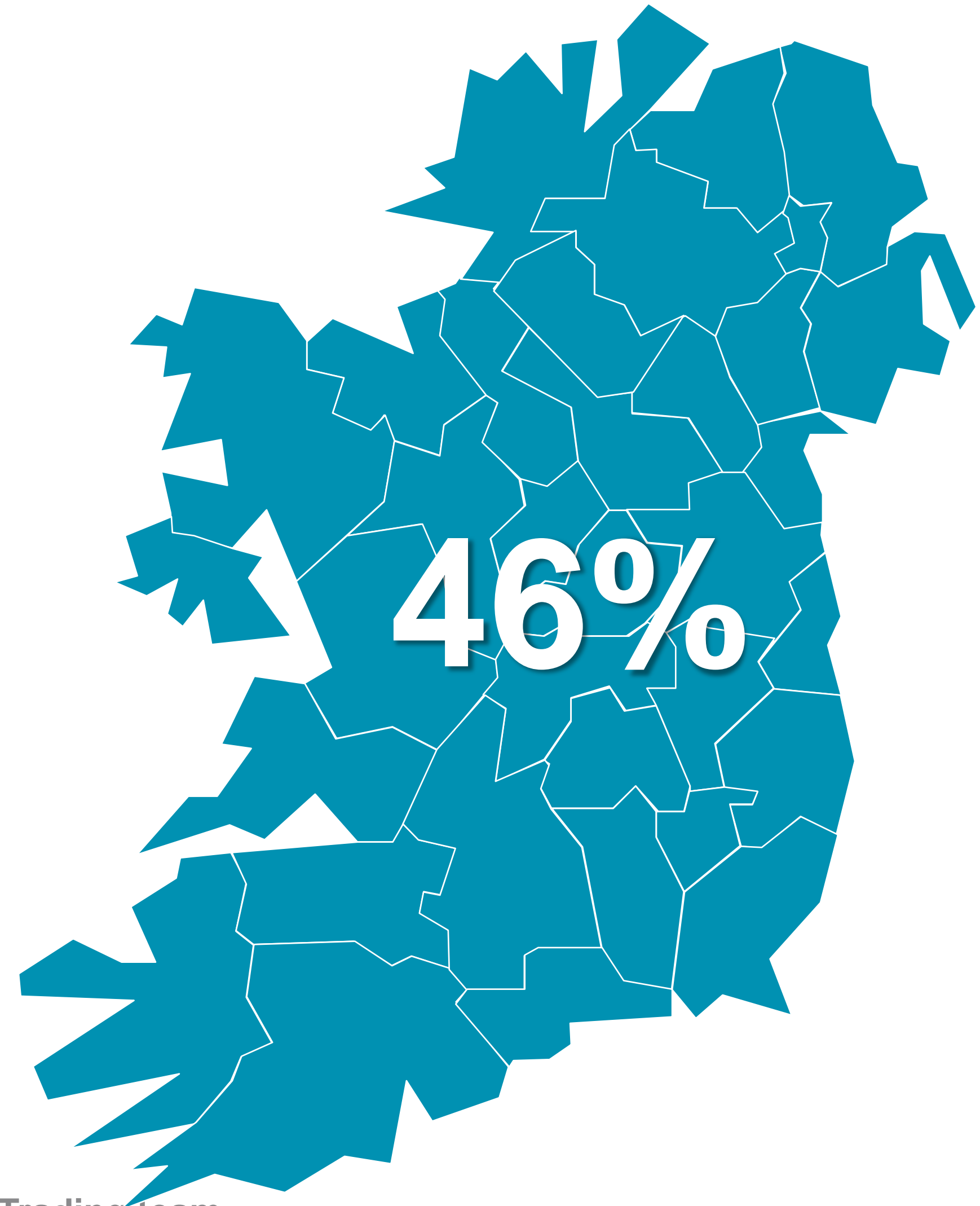


**RTÉ Media Sales  
Digital Audience Report  
January 2018**

# DIGITAL SERVICE USAGE

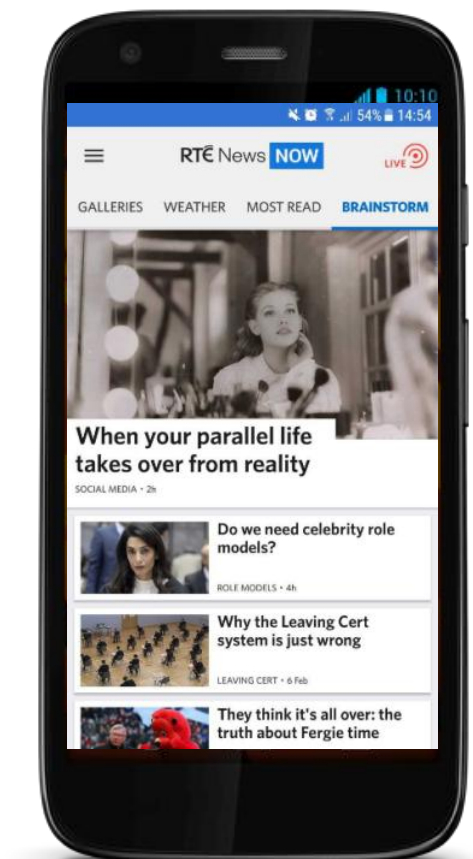
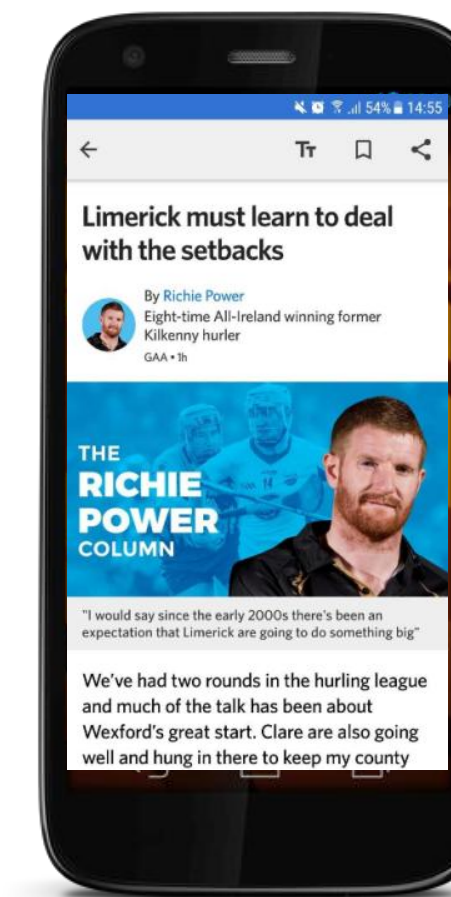
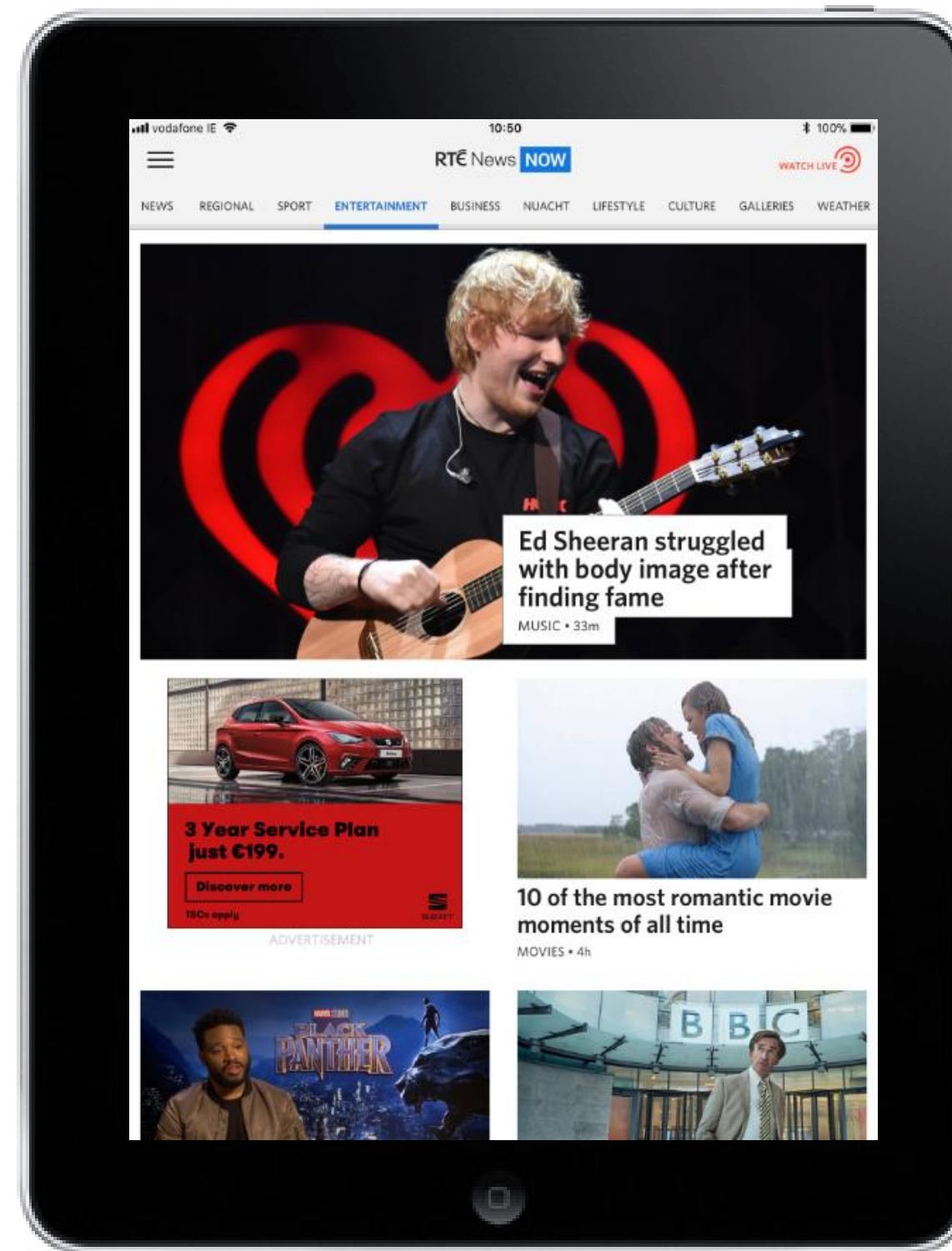
46% of Irish adults use a digital service from RTÉ every week



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

# RTÉ NEWS NOW APP

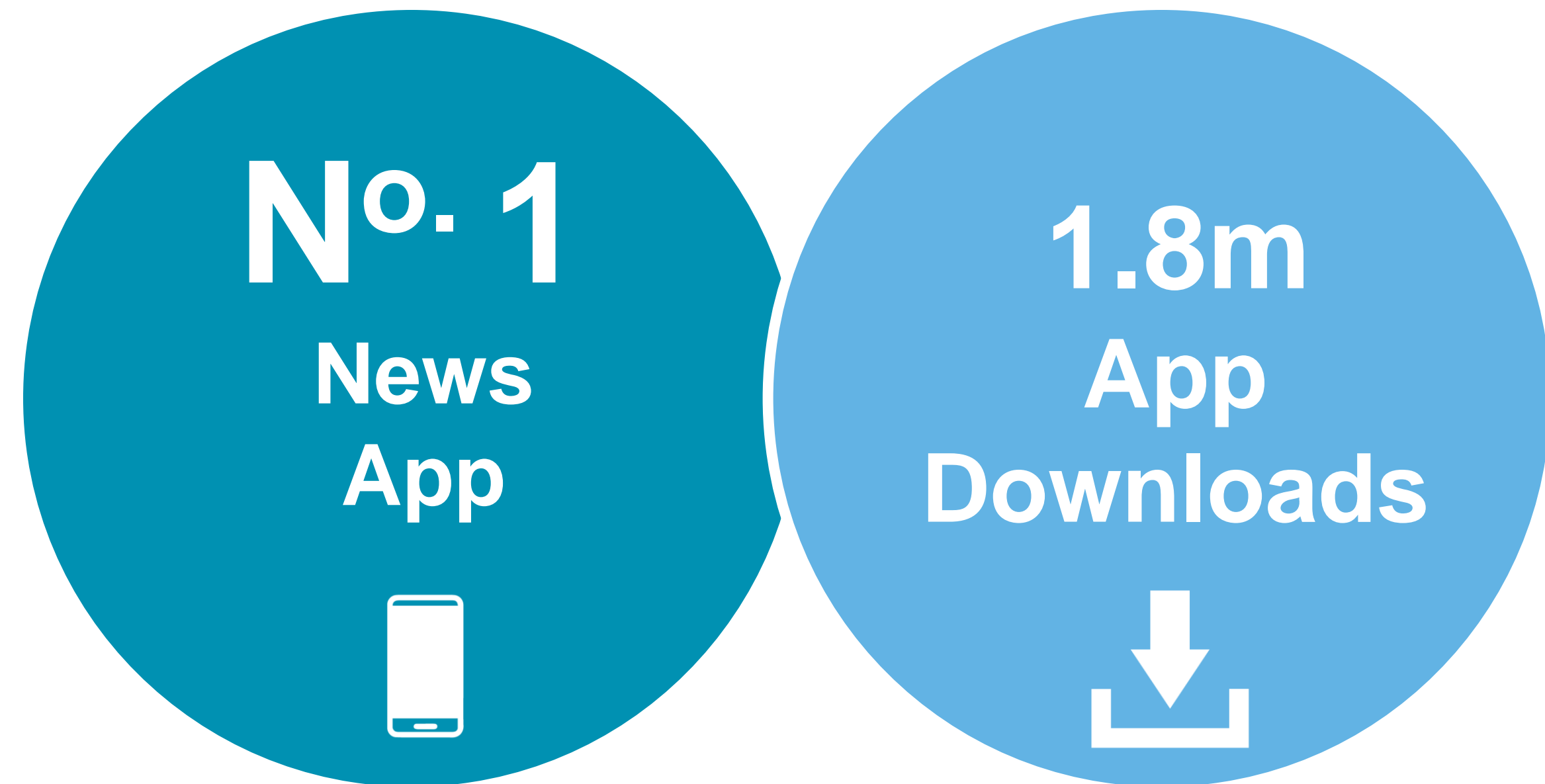
## RTÉ NEWS NOW



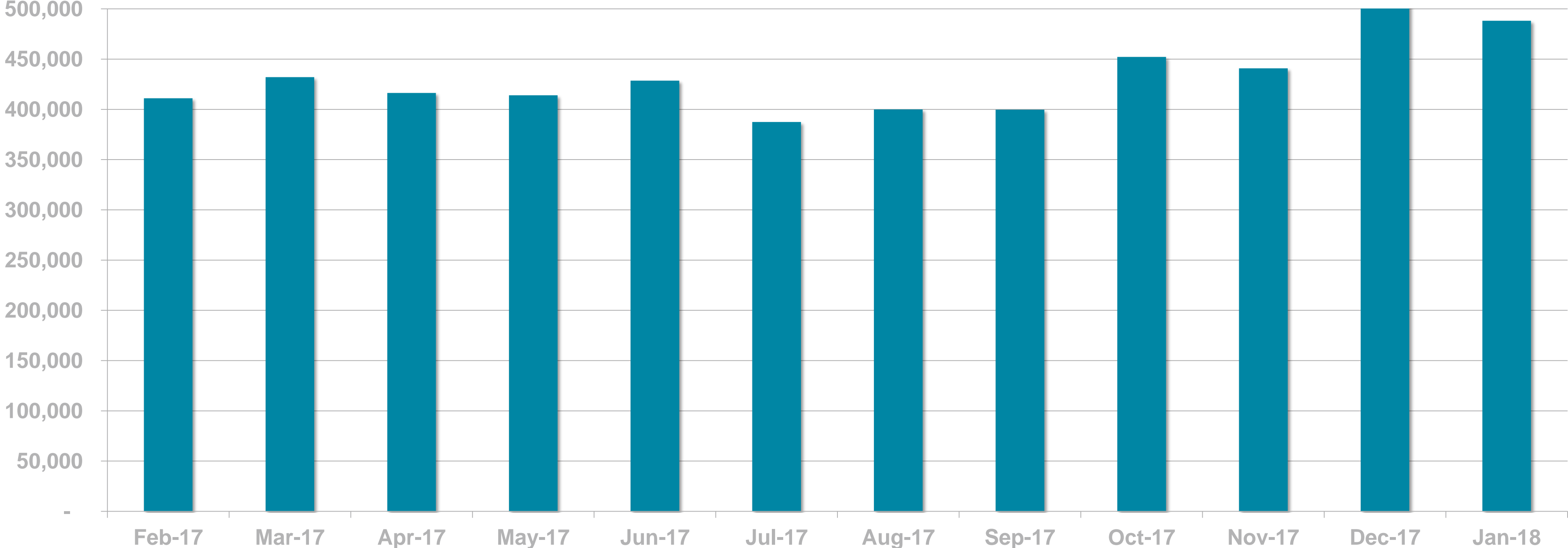
For all packages, fixed charges, discounts and volume deals please contact the RTÉ Trading team

# RTÉ NEWS NOW APP

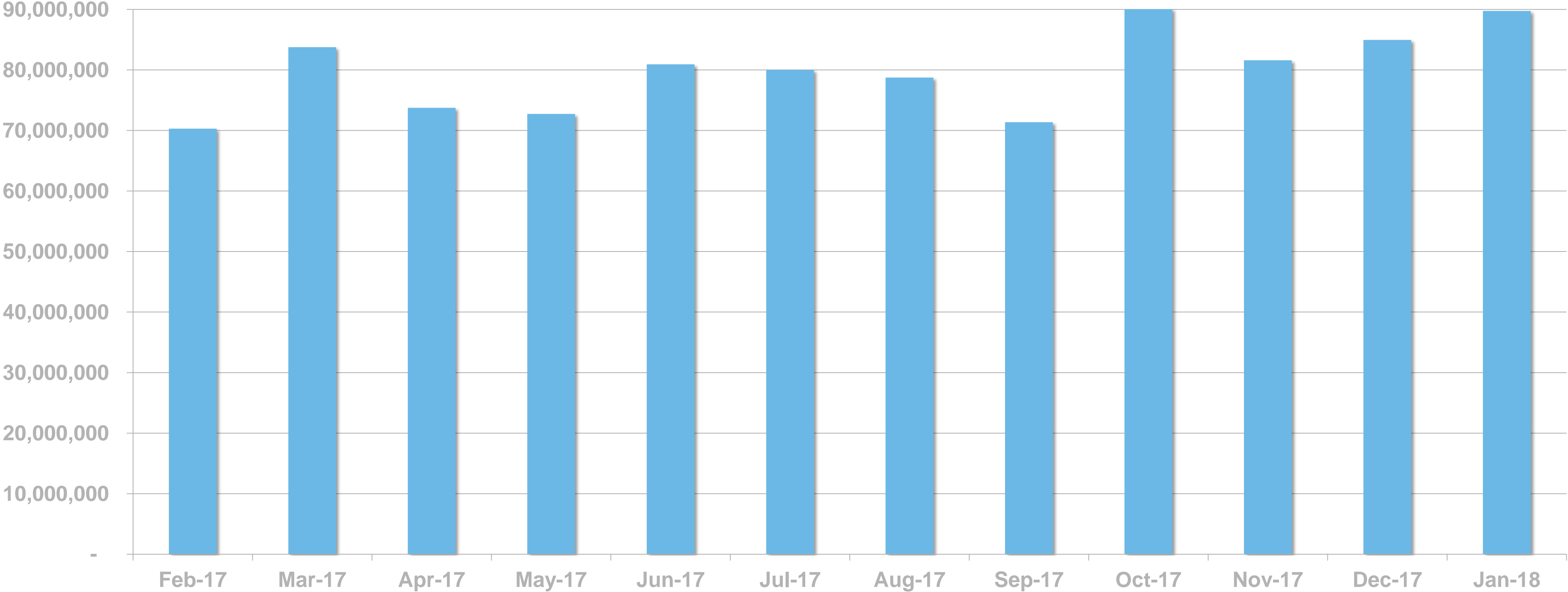
RTÉ News Now is the Number 1 news and entertainment app in Ireland



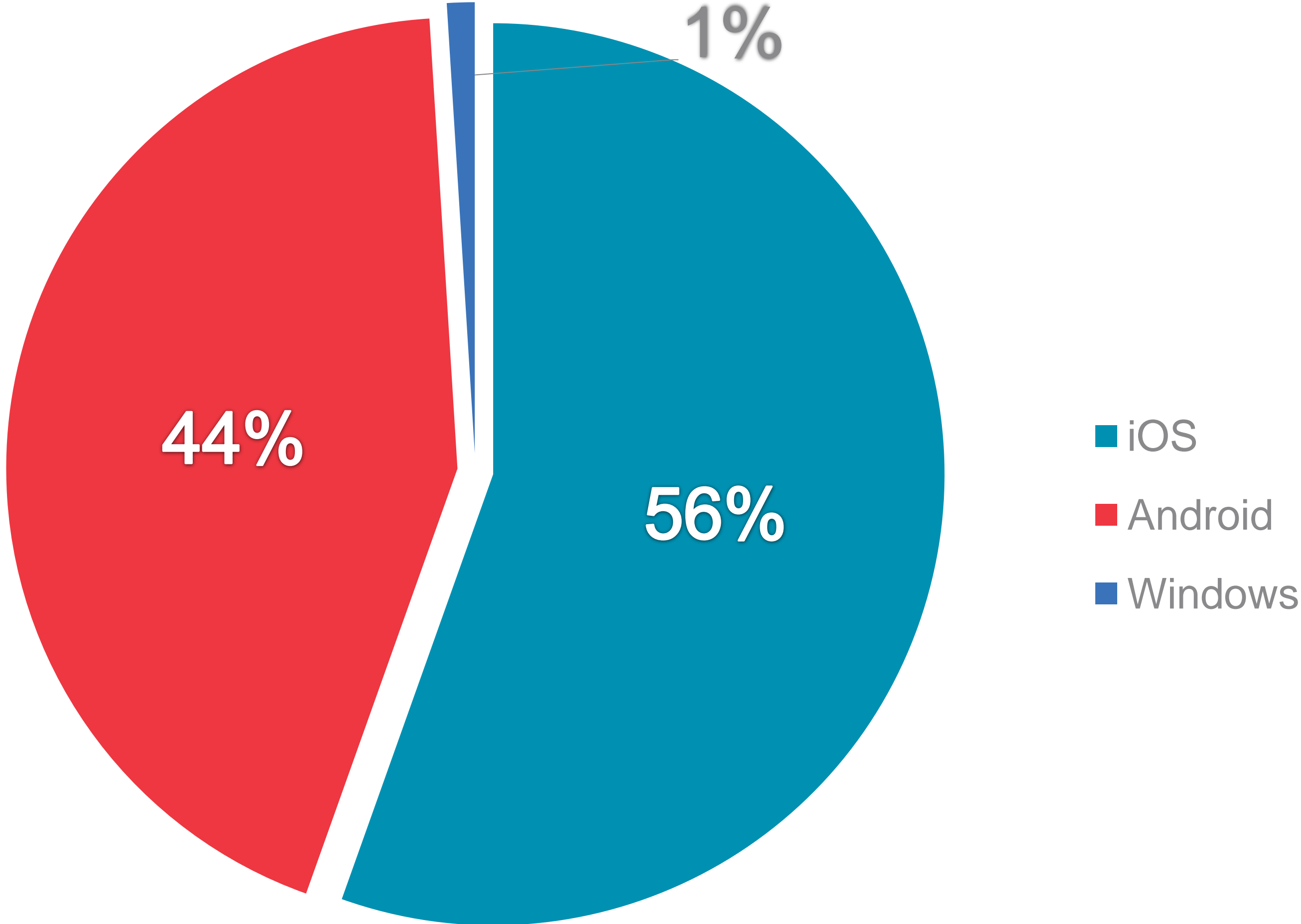
# UNIQUE BROWSERS PER MONTH

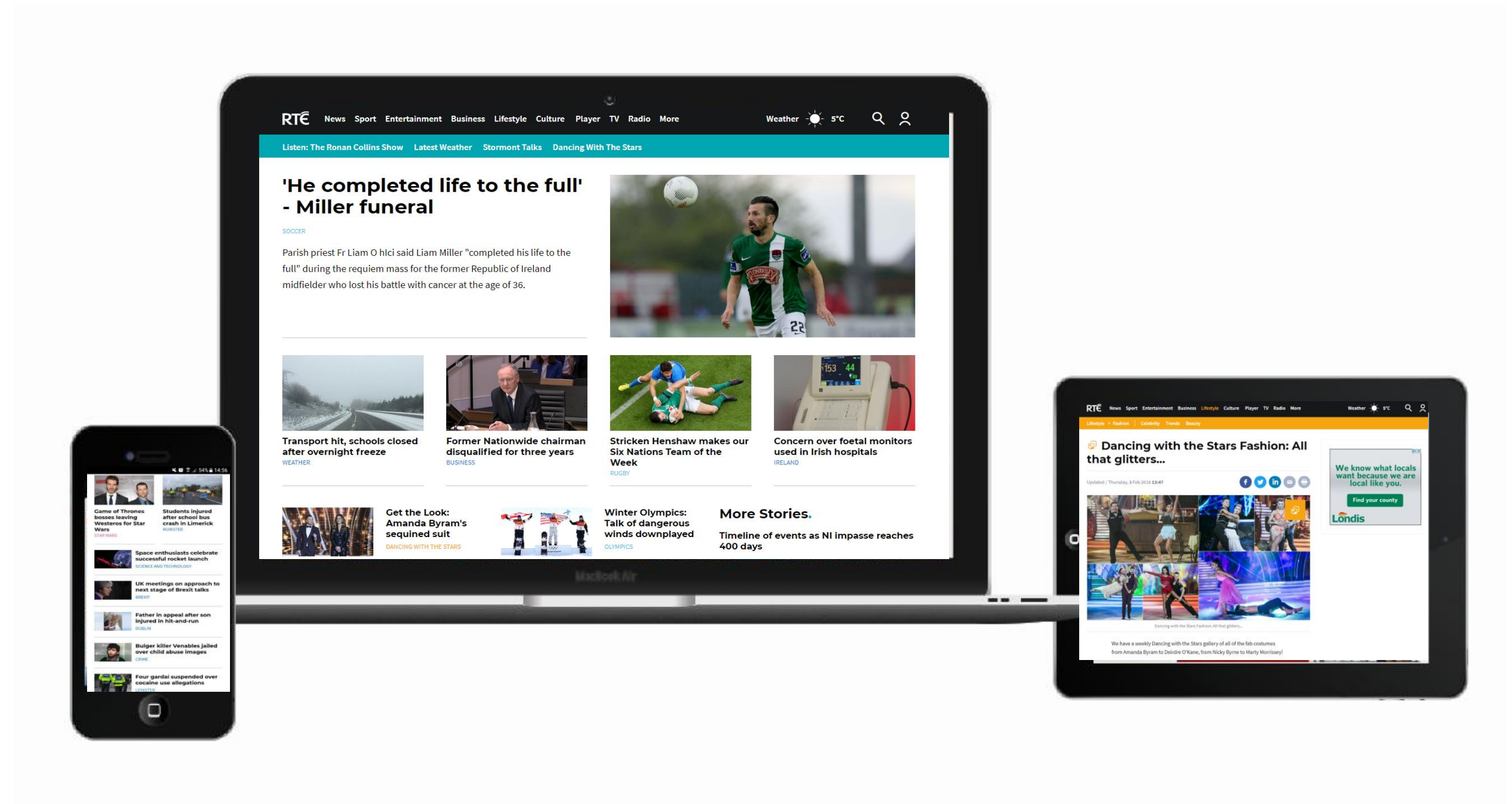


# PAGE VIEWS PER MONTH



# PAGE VIEWS PER APP VERSION



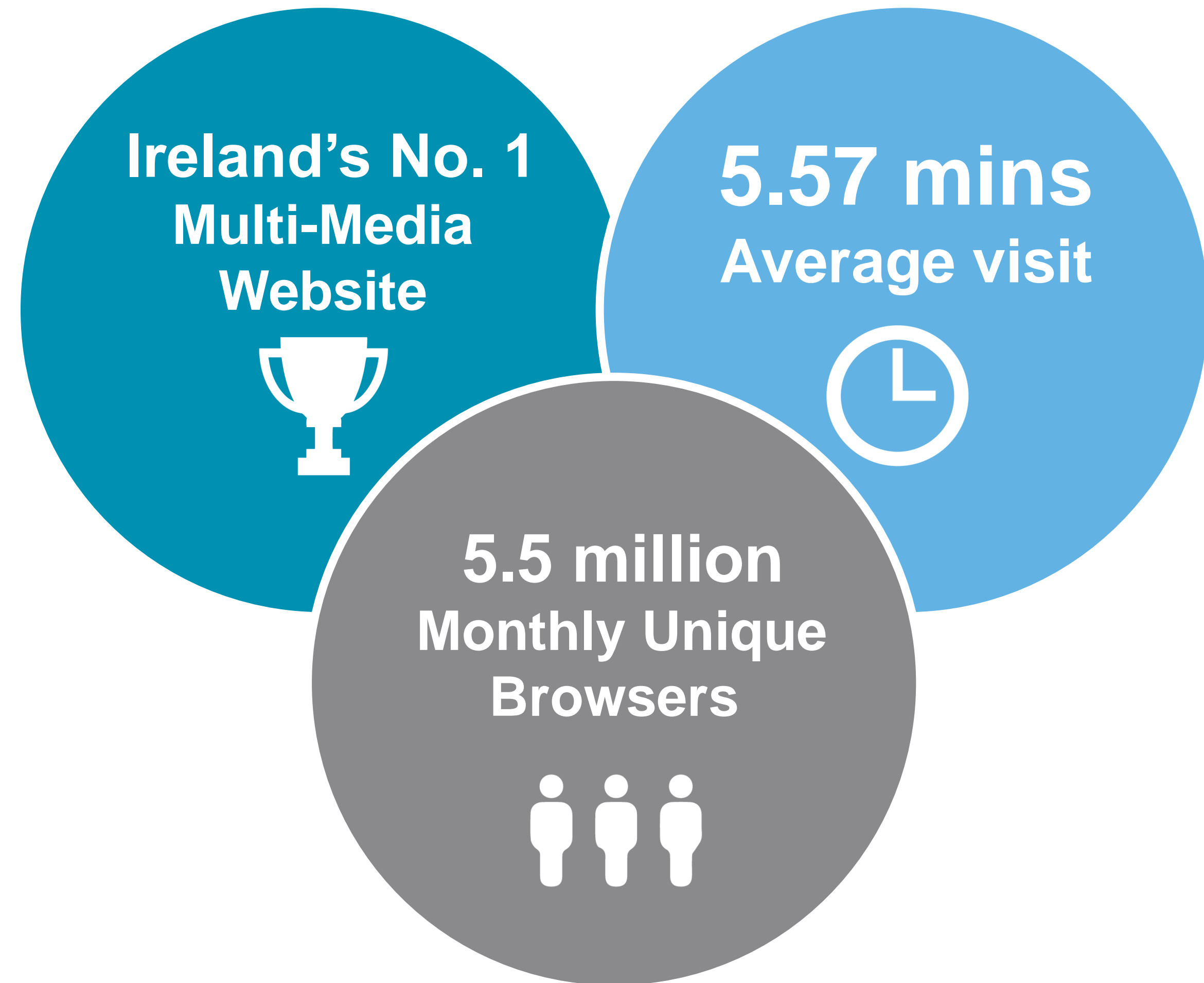


For all packages, fixed charges, discounts and volume deals please contact the RTÉ Trading team



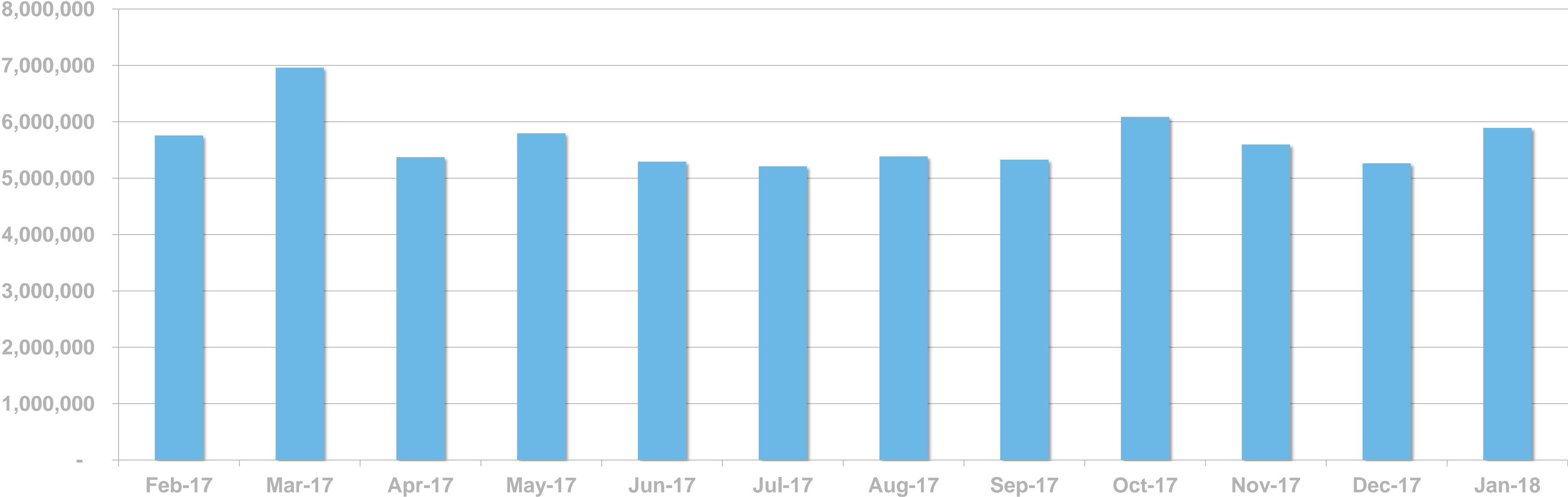
RTÉ.ie is the Number 1 multi-media website in Ireland with 1.2m Irish users aged under 65 and 6m unique browsers per month.

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

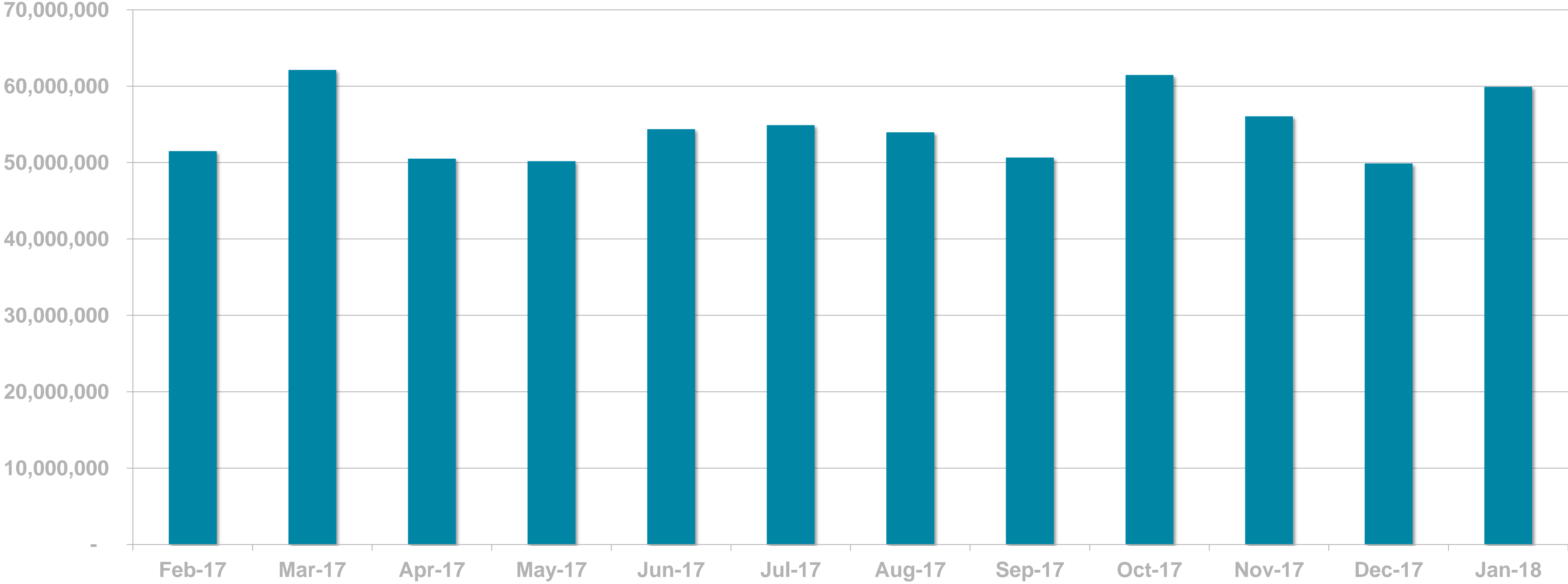


(Source: Global Web Index Q1-Q3 2017; comScore Dax)

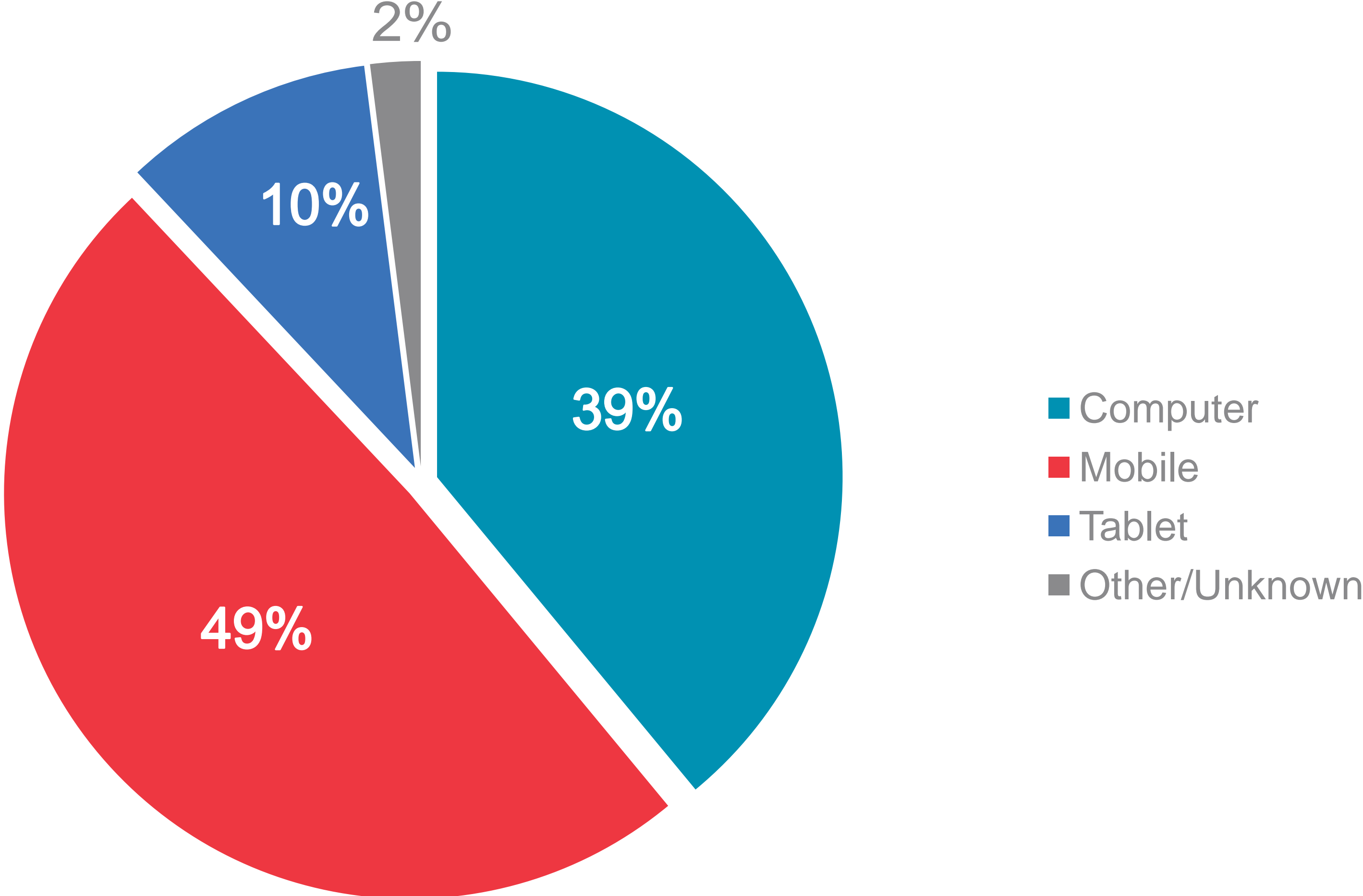
# UNIQUE BROWSERS PER MONTH

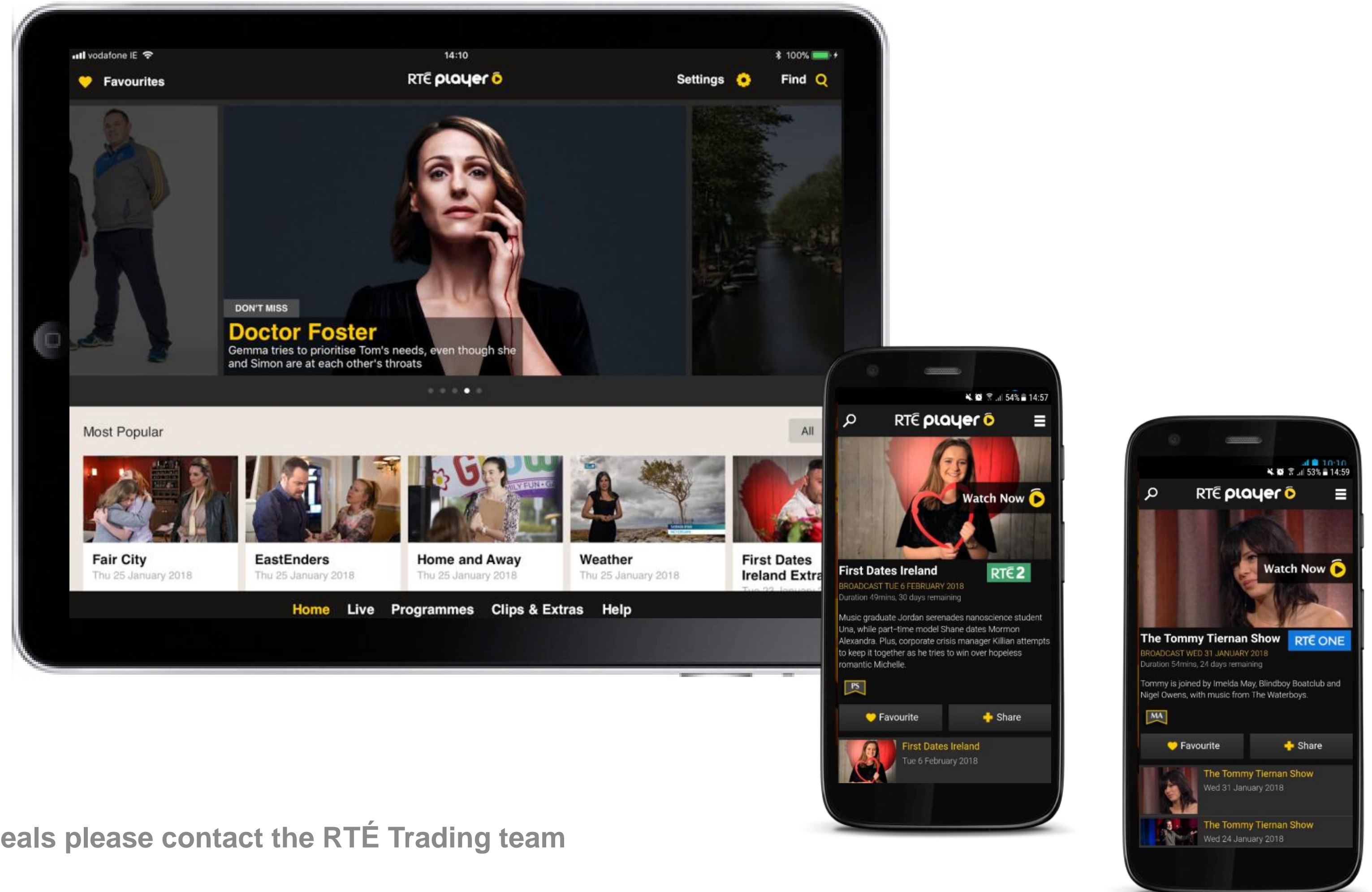


# PAGE VIEWS PER MONTH



# PAGE VIEWS PER APP VERSION

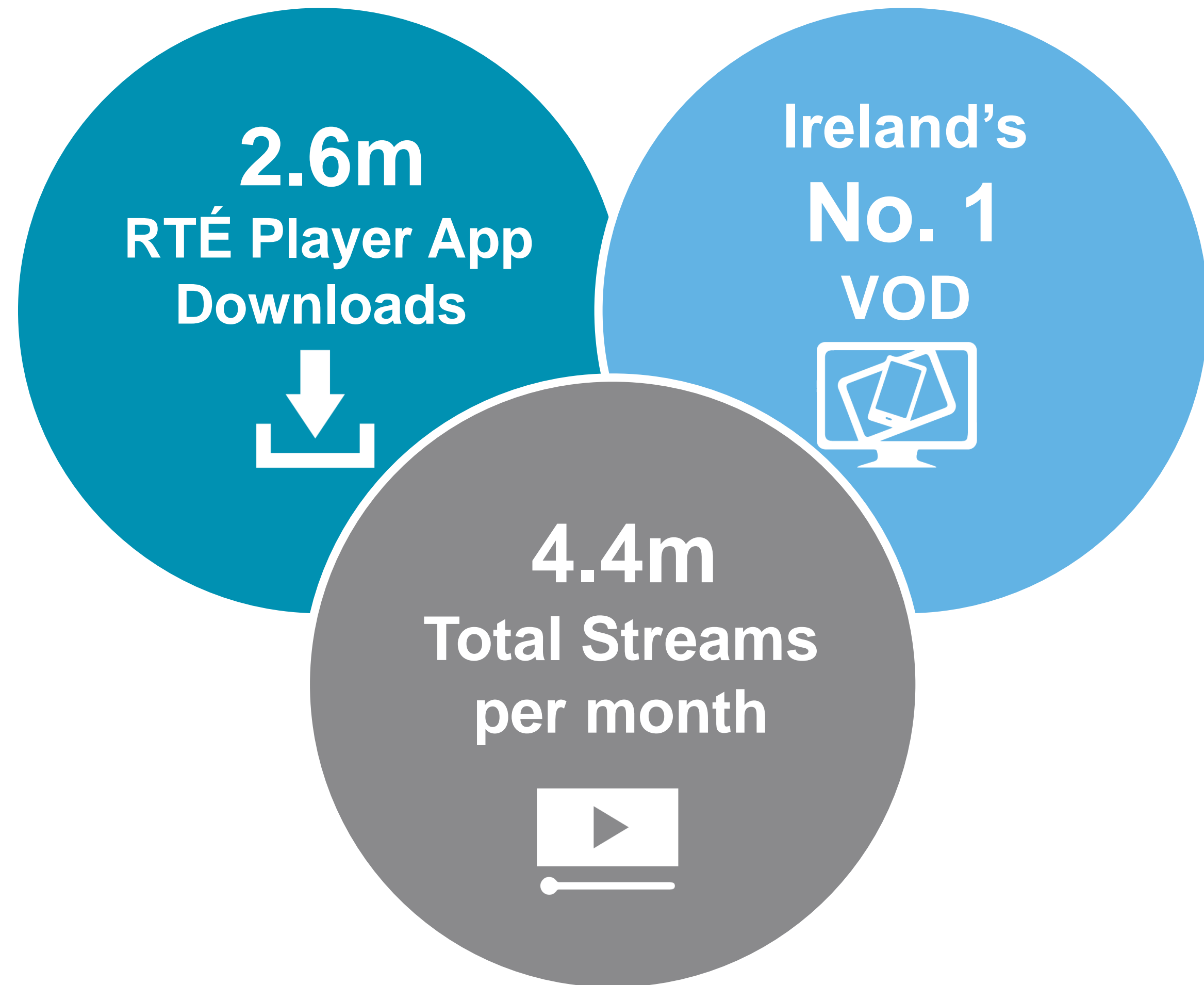




For all packages, fixed charges, discounts and volume deals please contact the RTÉ Trading team

# RTÉ PLAYER

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

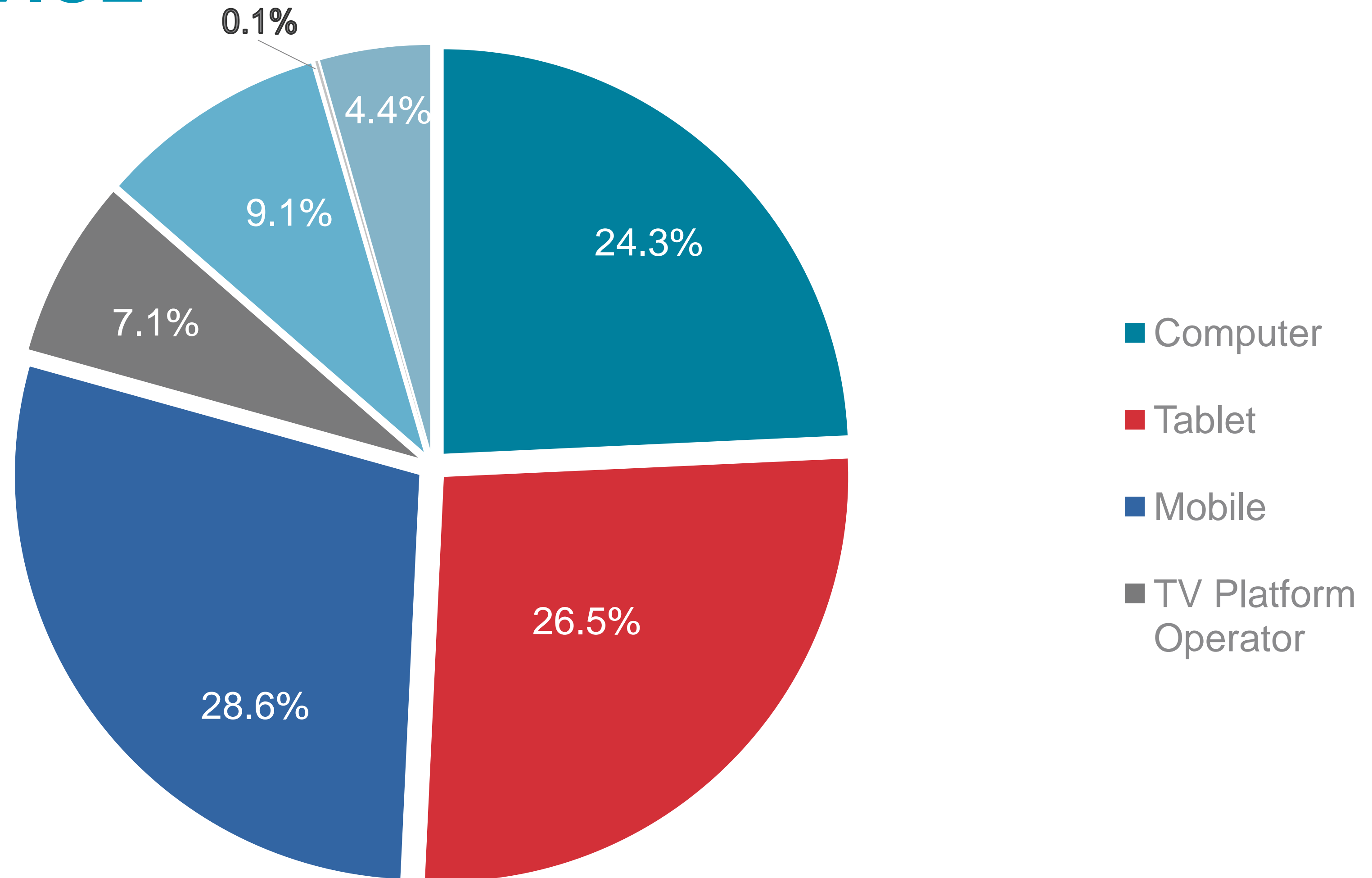


(Source: Global Web Index Q1-Q3 2017; comScore Dax)

# Top Programmes

	Programme	Streams
1	EastEnders	441,000
2	Fair City	438,000
3	Home and Away	316,000
4	First Dates Ireland	231,000
5	Striking Out	180,000
6	Operation Transformation	118,000
7	RTÉ News: Nine O'Clock	114,000
8	Neighbours	110,000
9	The Late Late Show Extras	97,000
10	The Late Late Show	95,000
11	The Doireann Project	91,000
12	RTÉ News: Six One	86,000
13	Dancing with the Stars	78,000
14	The Tommy Tiernan Show	64,000
15	Dancing with the Stars Extras	62,000
16	Fair City Extras	61,000
17	Mrs Brown's Boys	58,000
18	Shortland Street	52,000
19	Weather	49,000
20	Latest News and Weather	41,000

# STREAMS BY DEVICE



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



# 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

	OP TRANS	NEWS	DANCING WT STARS	THE TODAY SHOW	STRIKING OUT	ALLIANZ LEAGUE (GAA)
Male		X				X
Female	X		X	X	X	
Female 18-34	x					
Main Shopper + Kids	X	X	X	X	X	

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

# AUDIENCE TARGETING

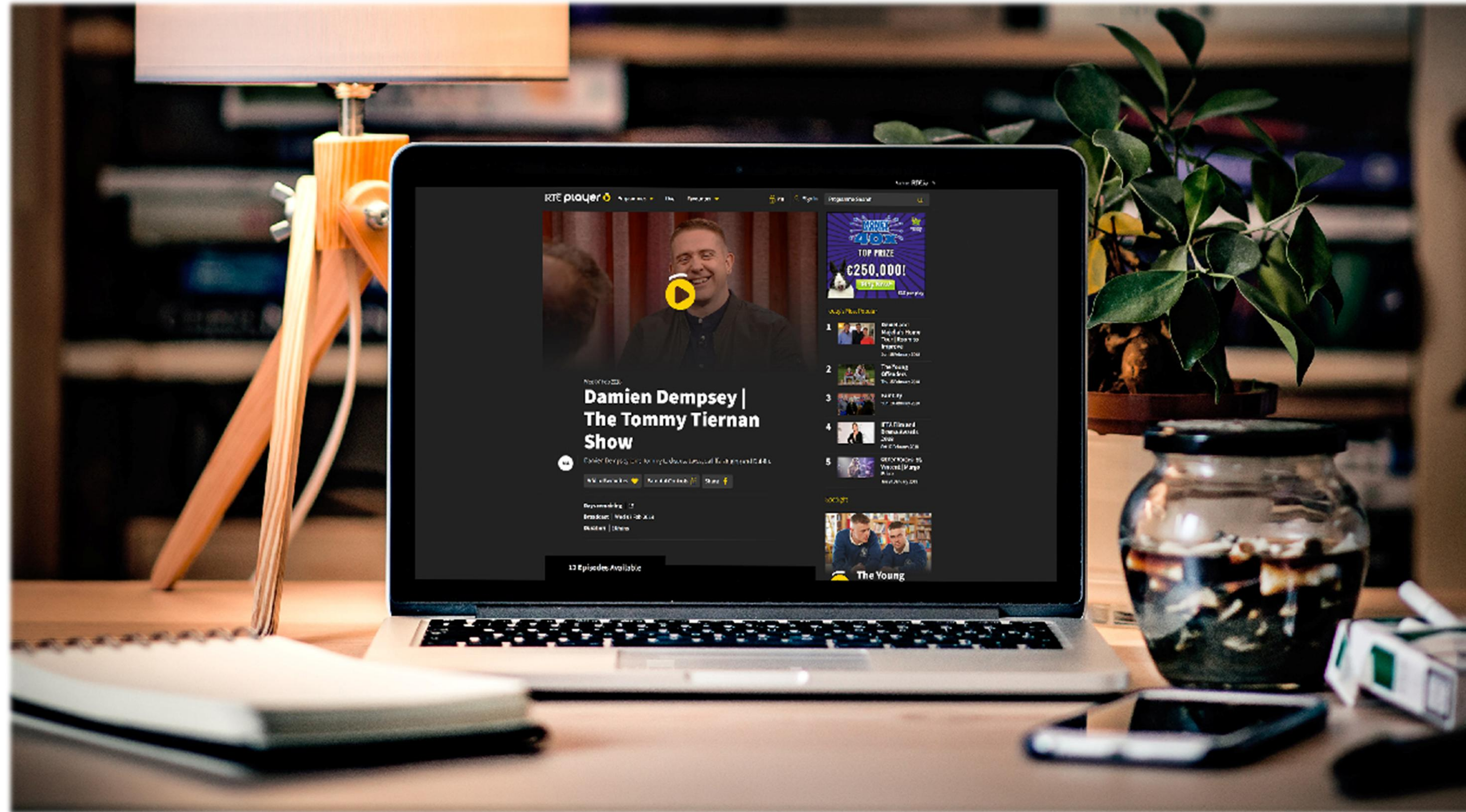
Audience targeting across RTÉ Online services

DEMO	AUDIENCE						
	FAIR CITY	EASTENDERS	HOME & AWAY	SHORTLAND STREET	NEIGHBOURS	THE LATE LATE SHOW	THE RAY D'ARCY SHOW
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

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

# REACH

RTÉ has an online user base of 1.25m adults in Ireland



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

# RTÉ Media Sales

 01 208 330

 mediasales@rte.ie

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