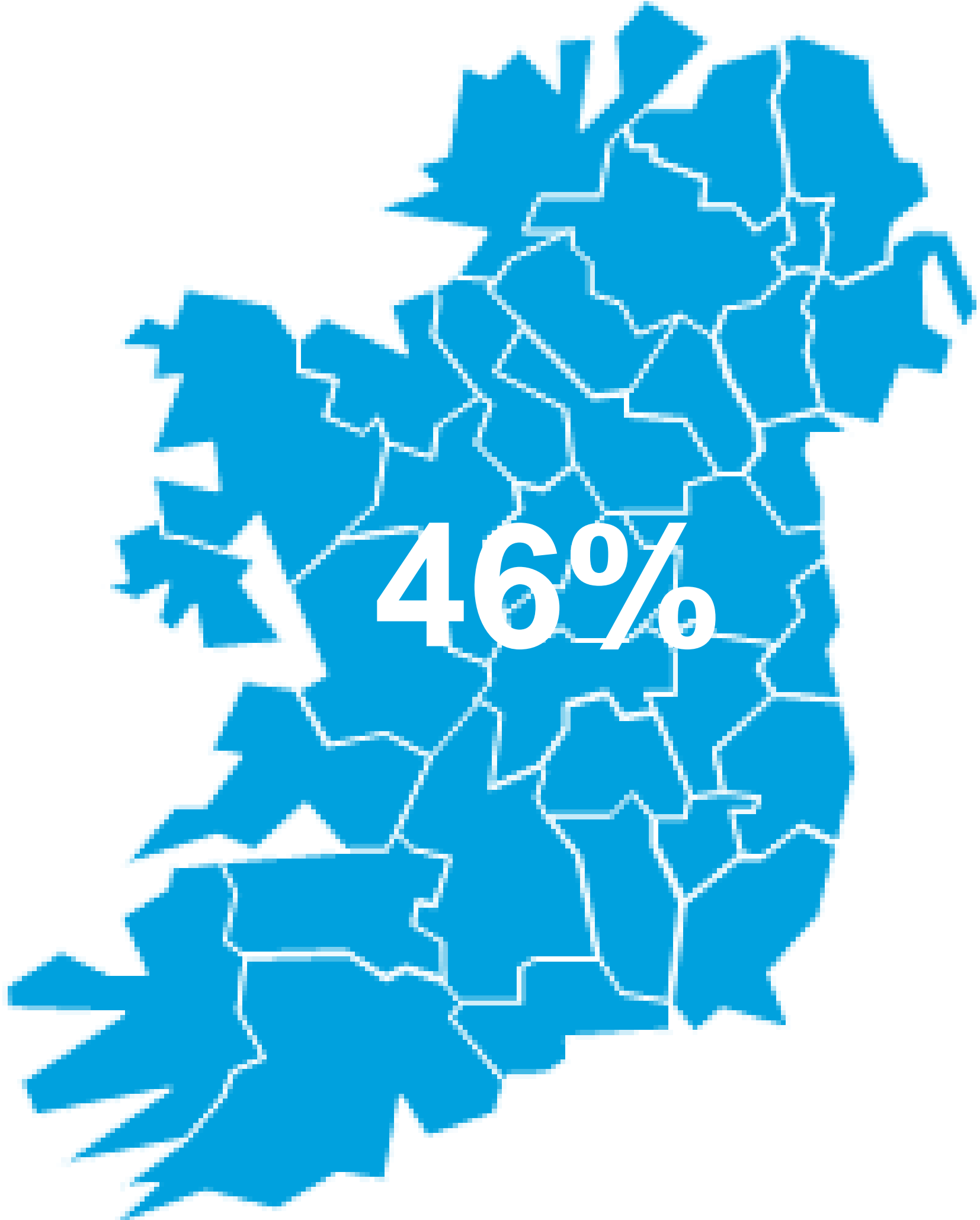


46% of Irish adults use a digital service from RTÉ every week



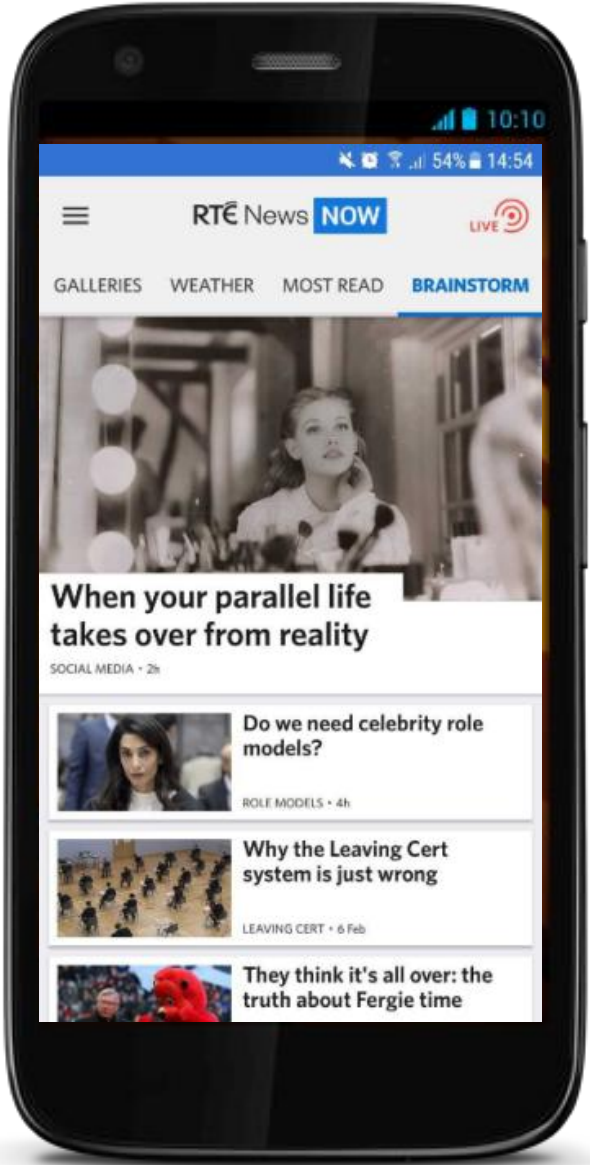
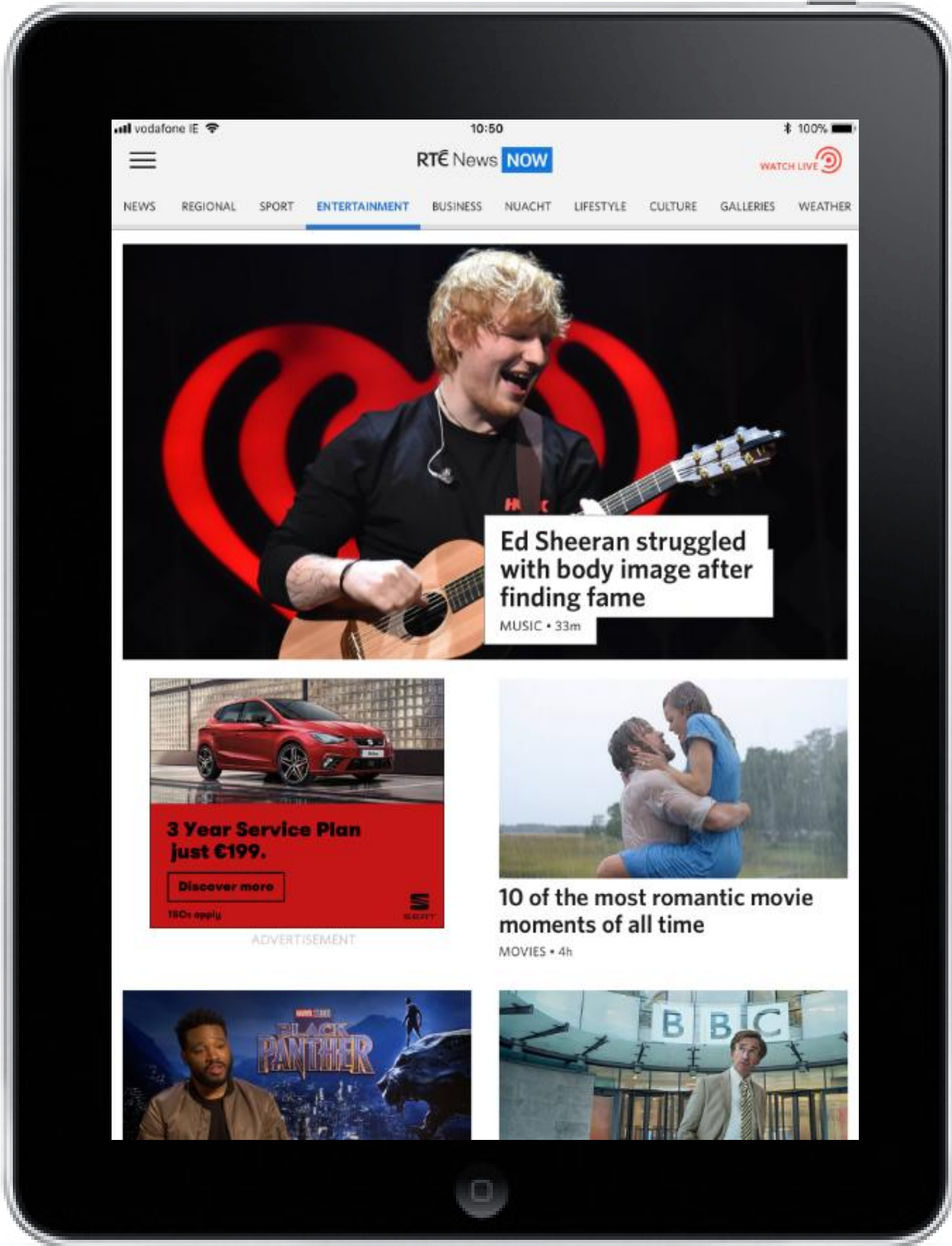
**DIGITAL SERVICE
USAGE.**

RTÉ NEWS NOW



RTÉ NEWS NOW APP.

RTÉ Media Sales



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



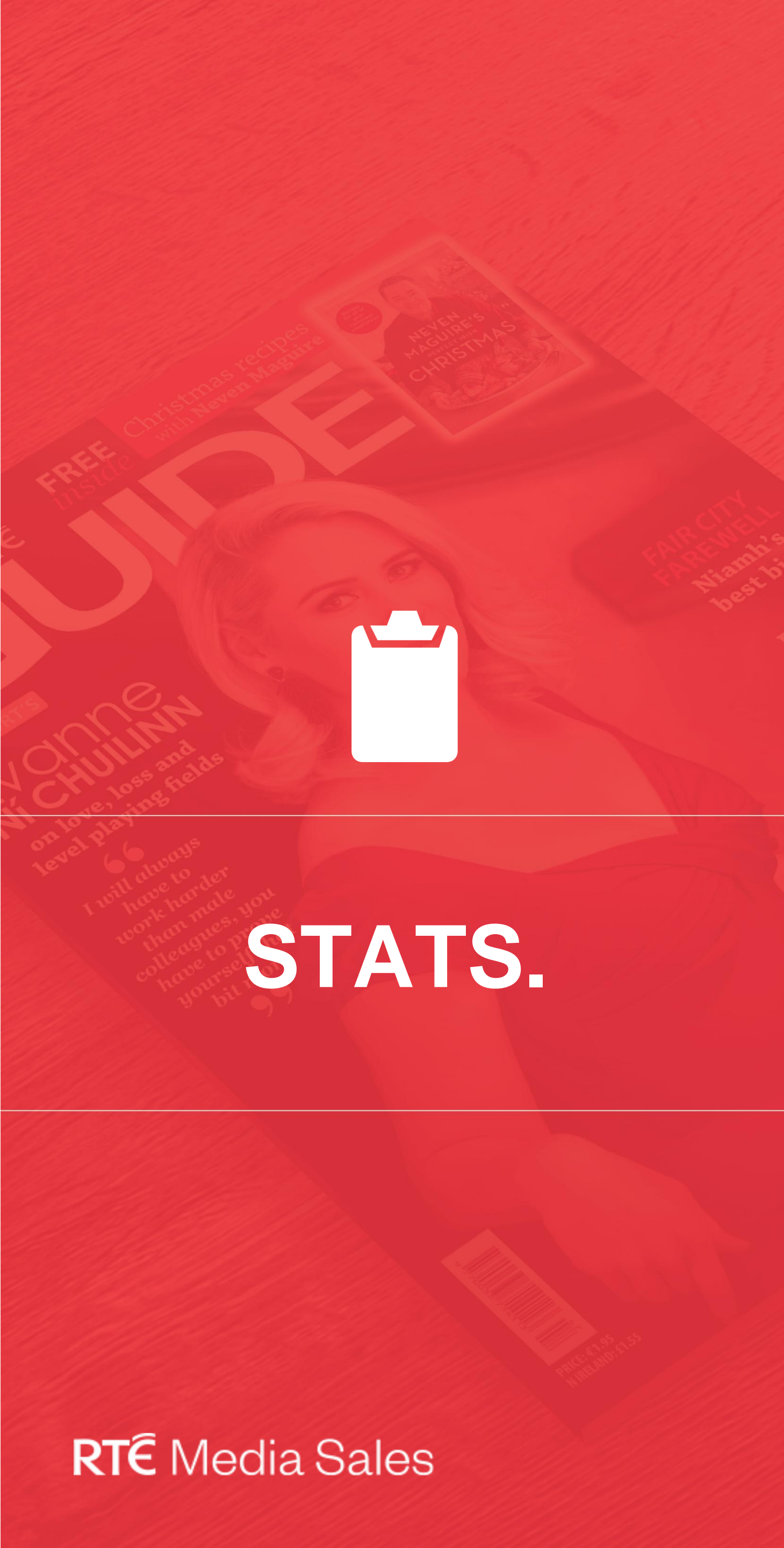
**RTÉ NEWS
NOW APP.**



RTÉ News
Now App

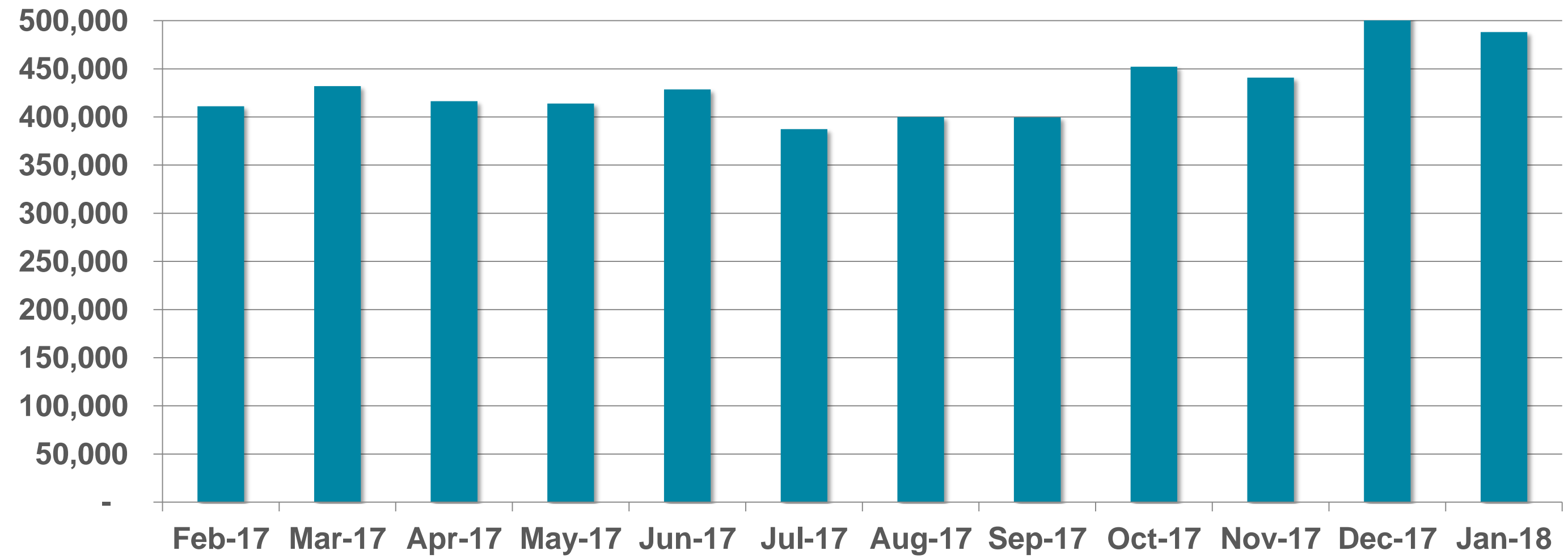


App Downloads

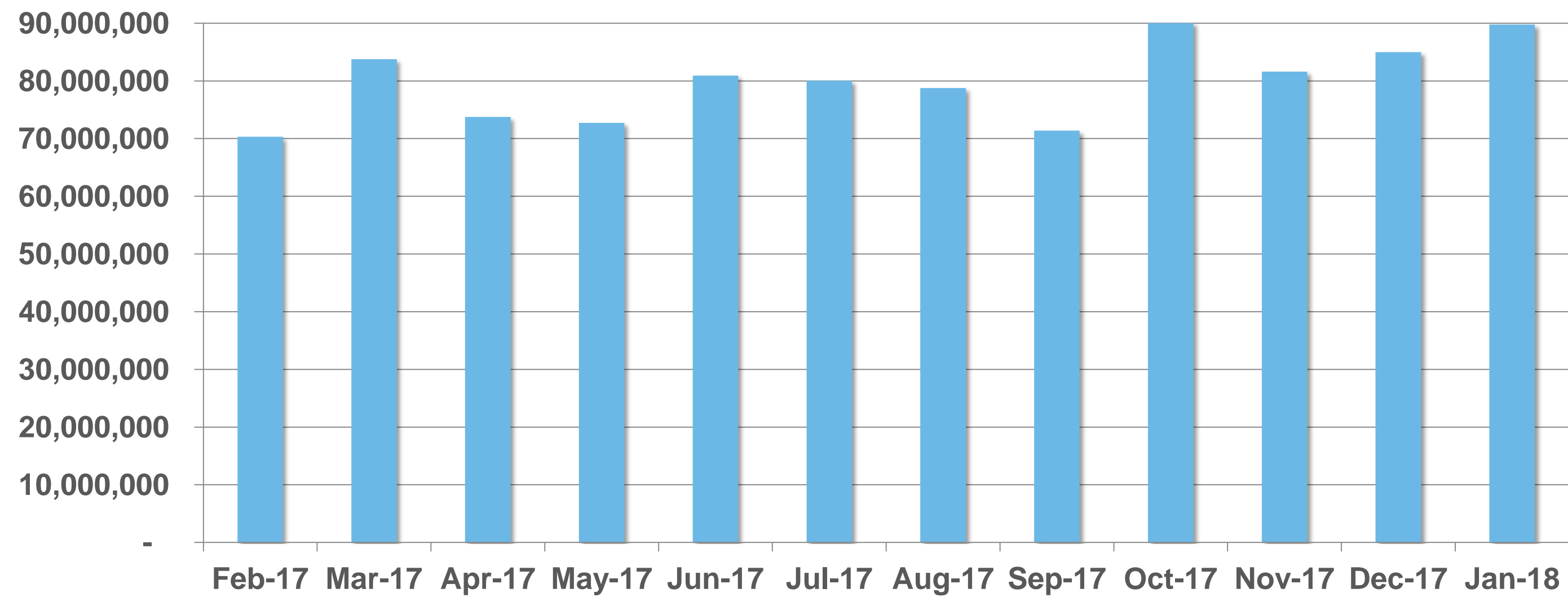


STATS.

Unique browsers per month

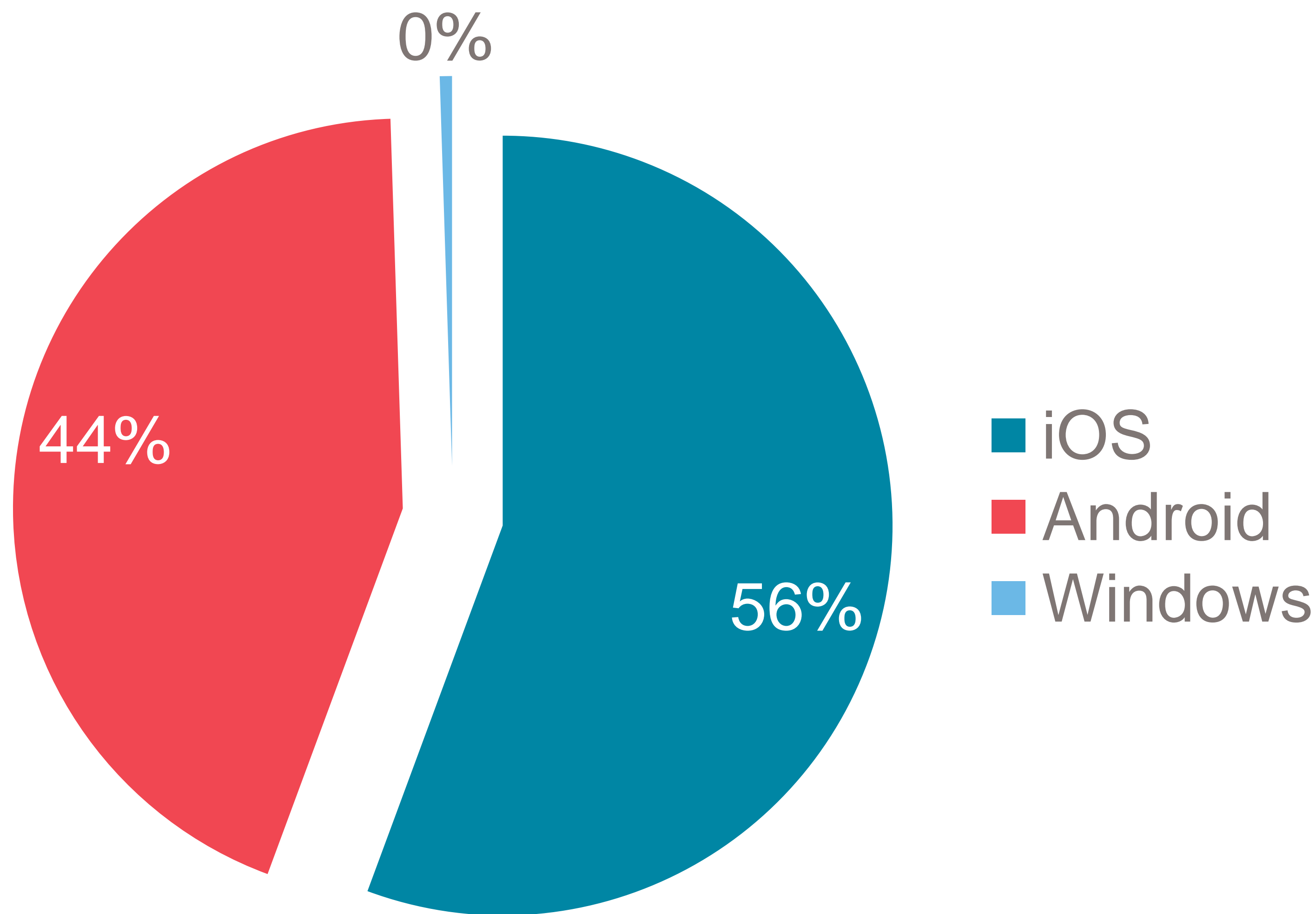


Page views per month





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)

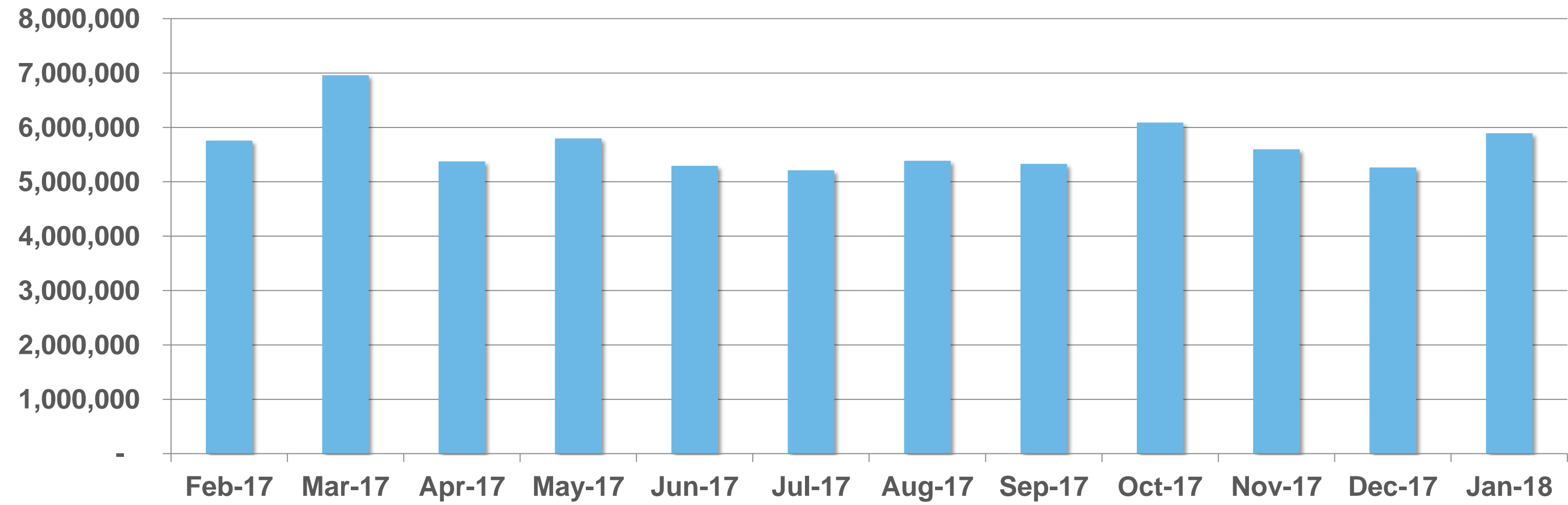


Monthly Unique Browsers

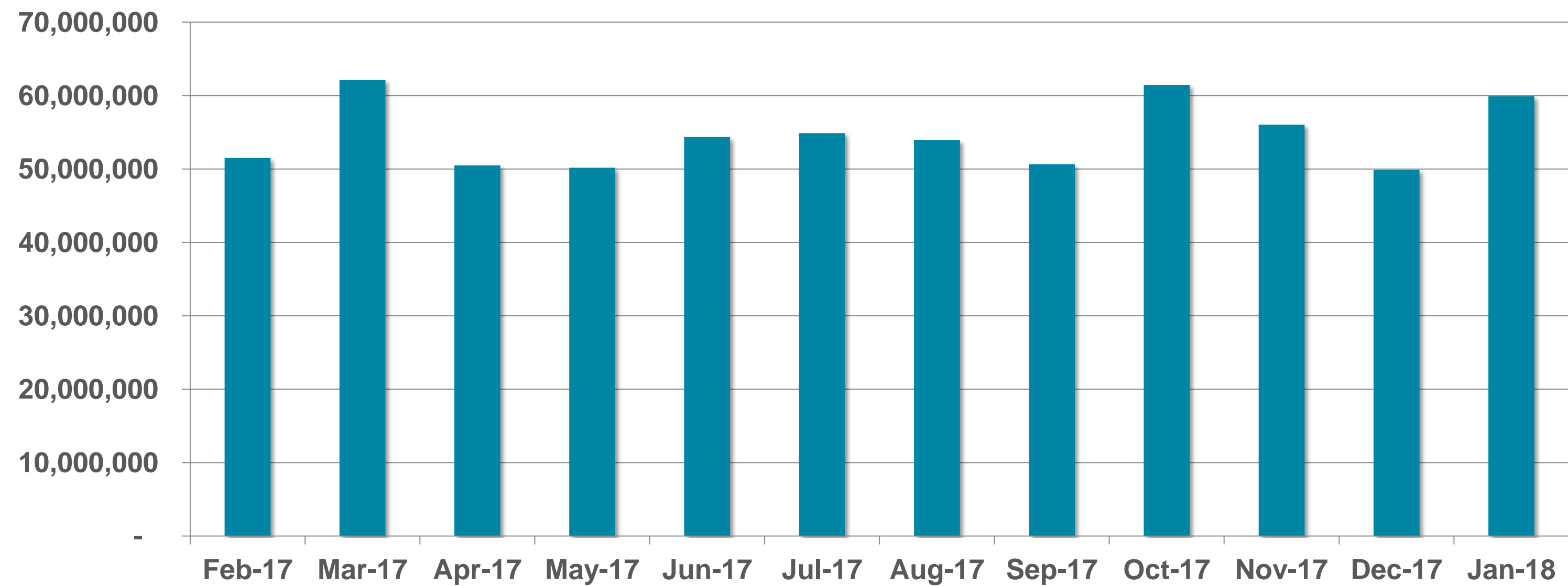


STATS.

Unique browsers per month



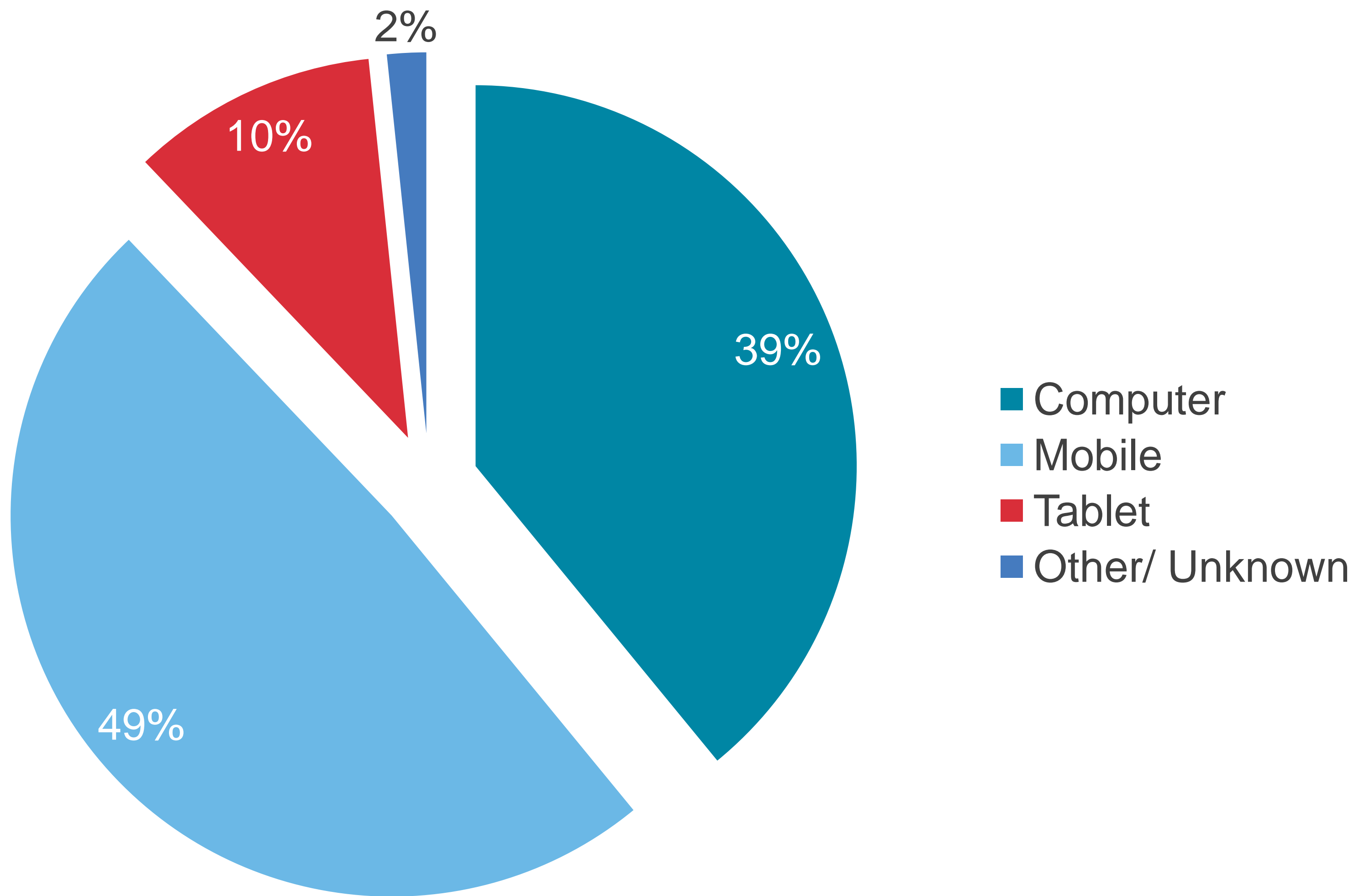
Page views per month



January 2018



PAGES VIEWS PER DEVICE.

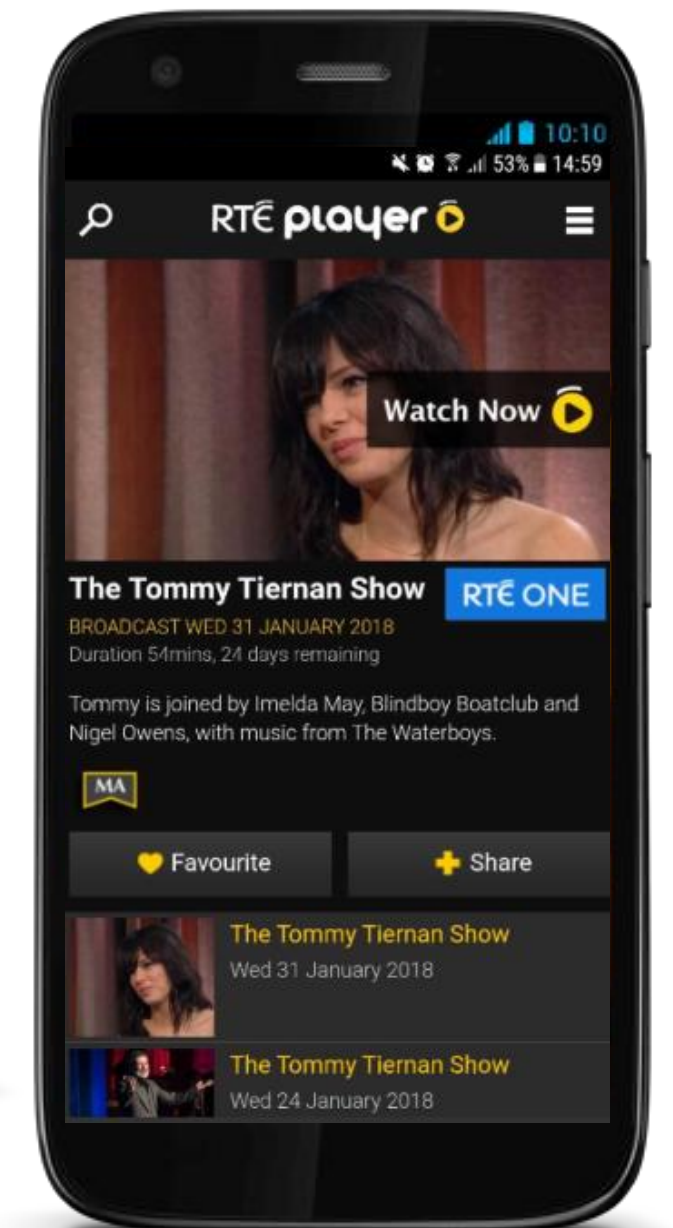
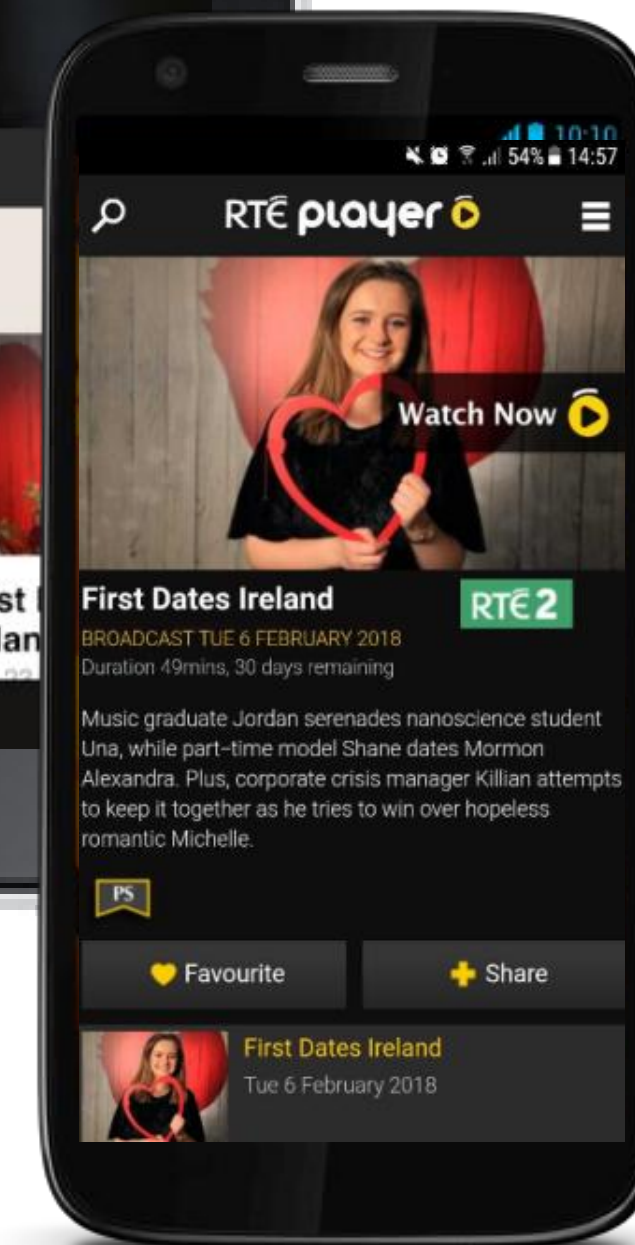
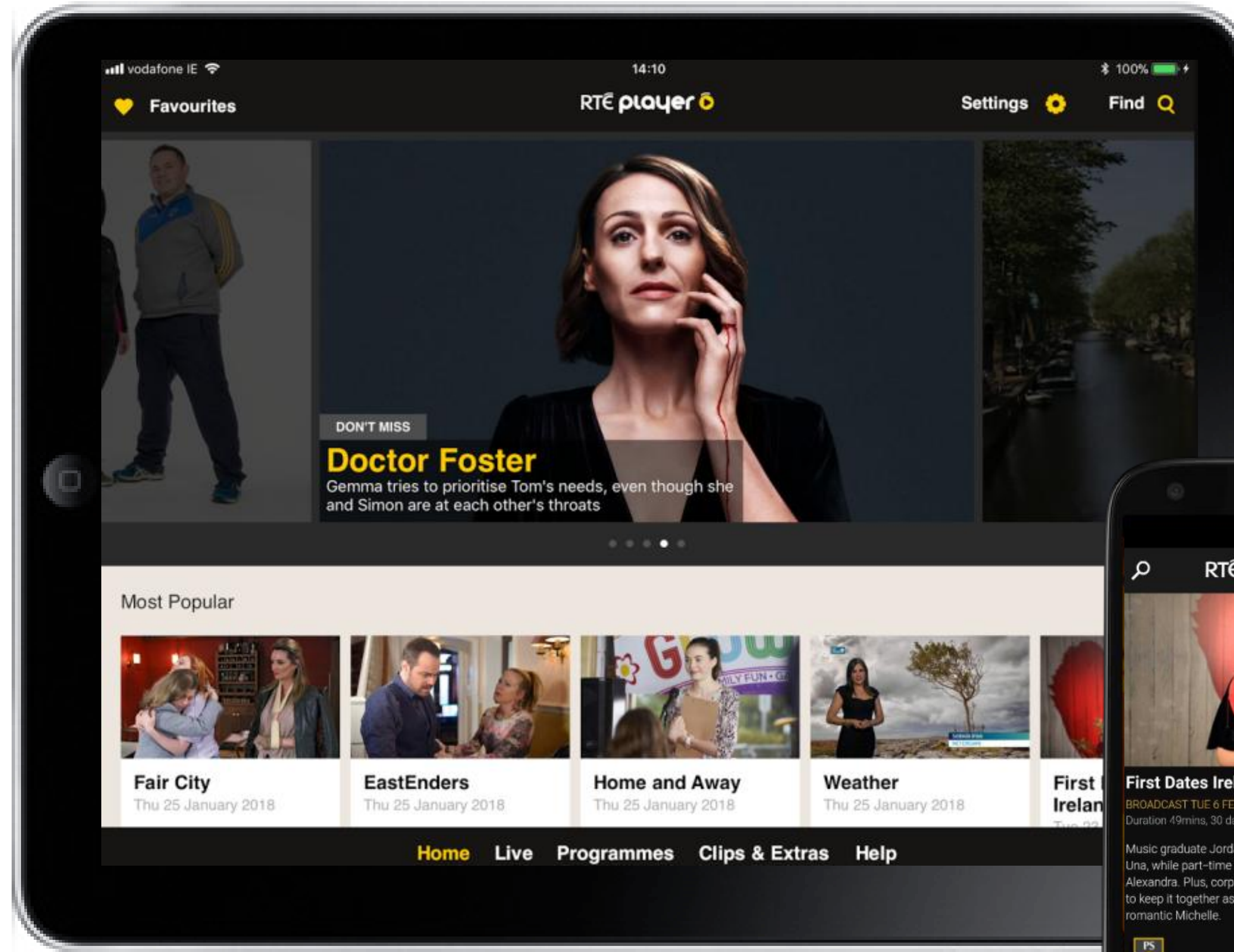


RTÉ player



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

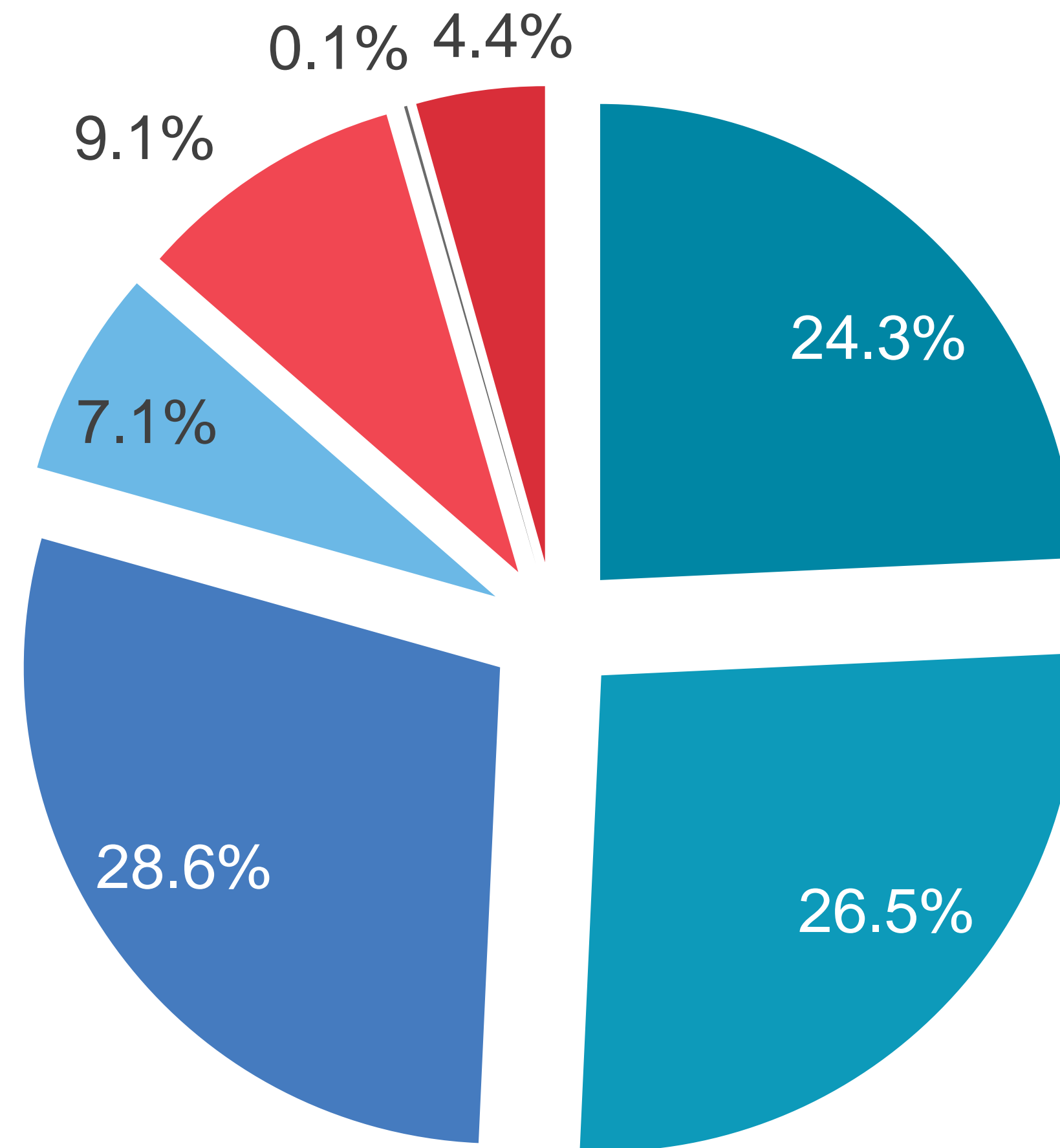


TOP PROGRAMMES.

	Programme	Streams
1	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.



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

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..

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

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.

