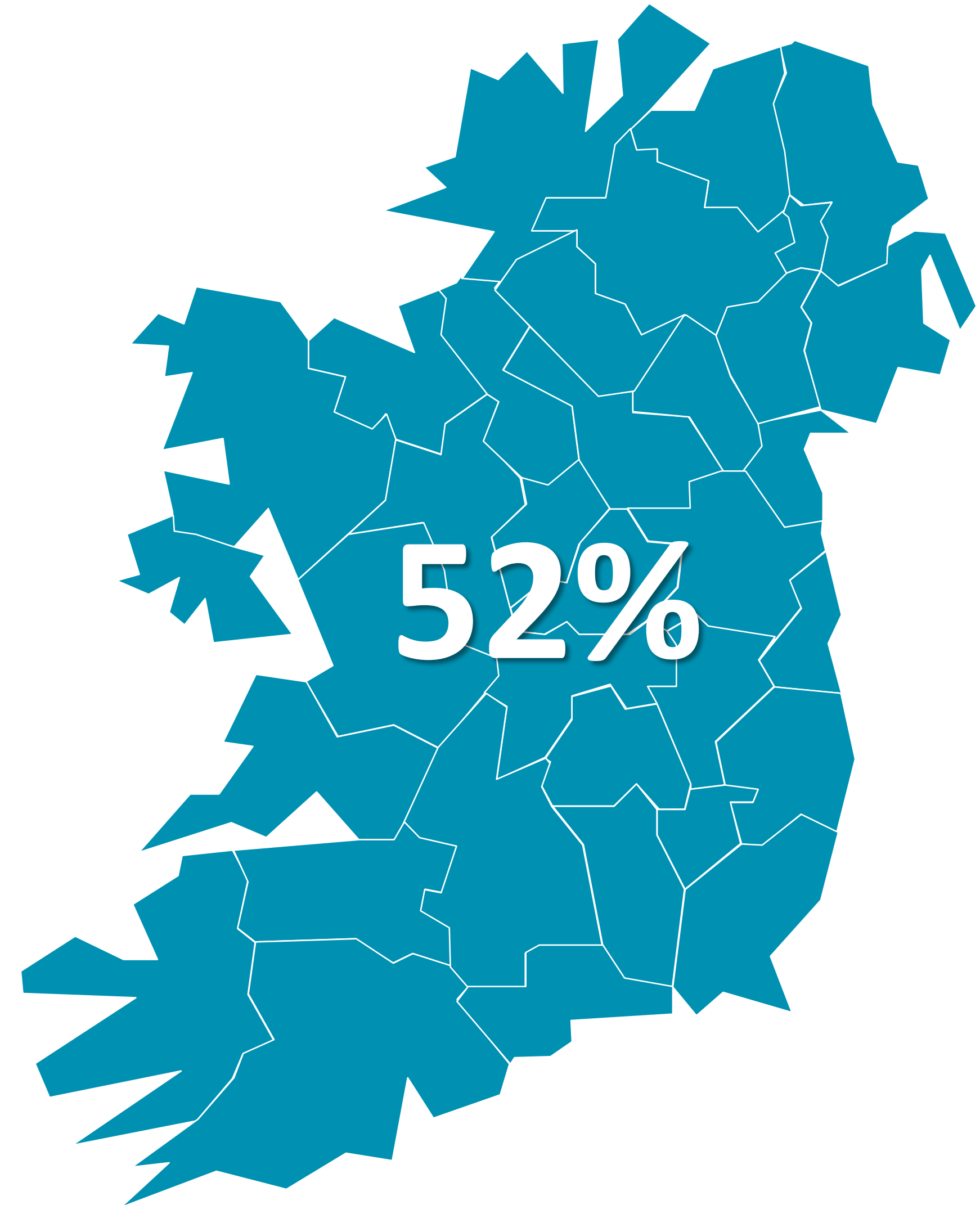


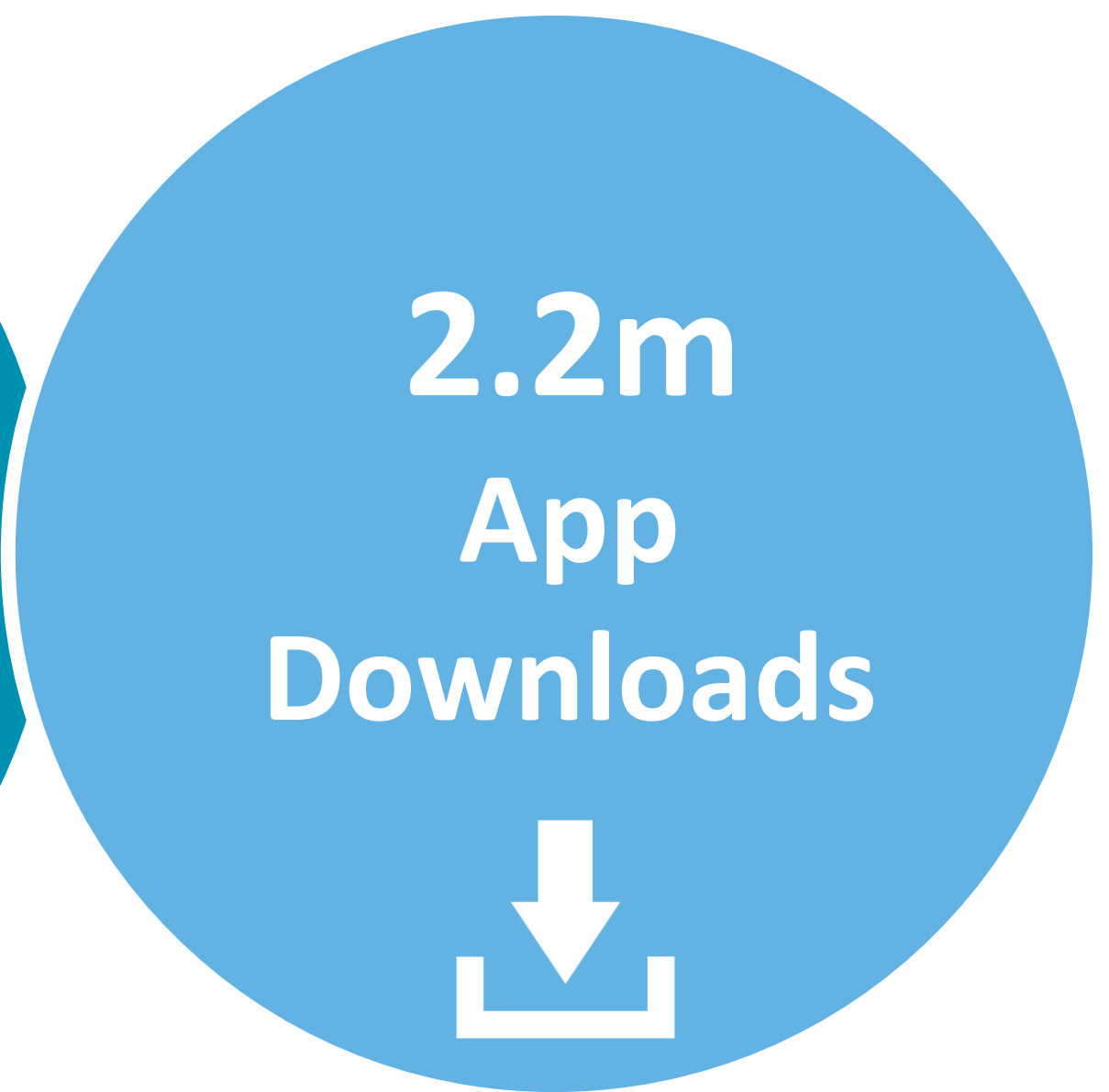
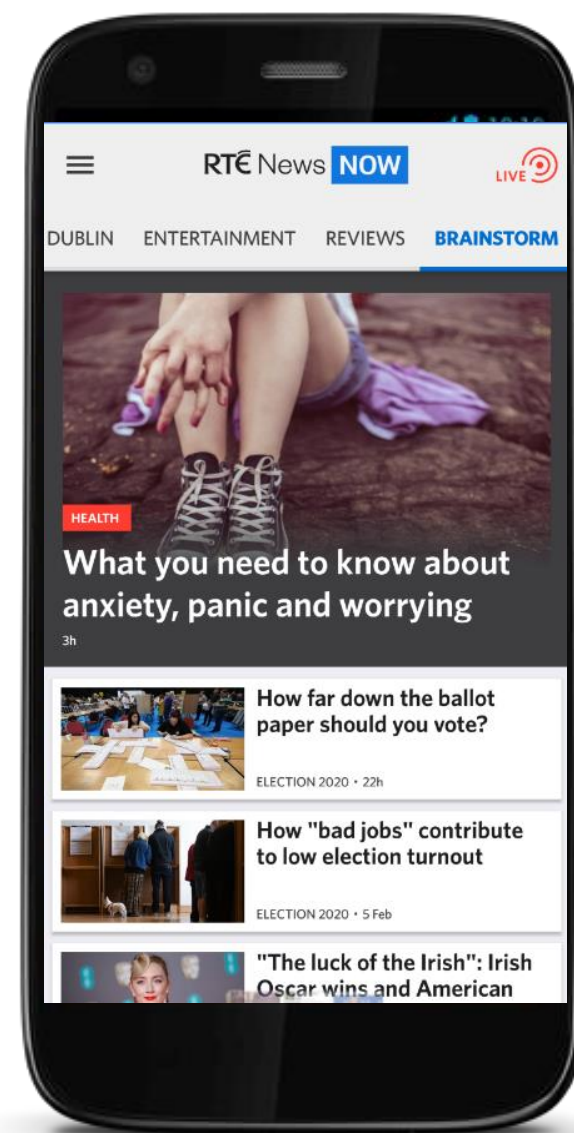
DIGITAL SERVICE USAGE

52% of Irish adults use a digital service from RTÉ every week



RTÉ NEWS NOW

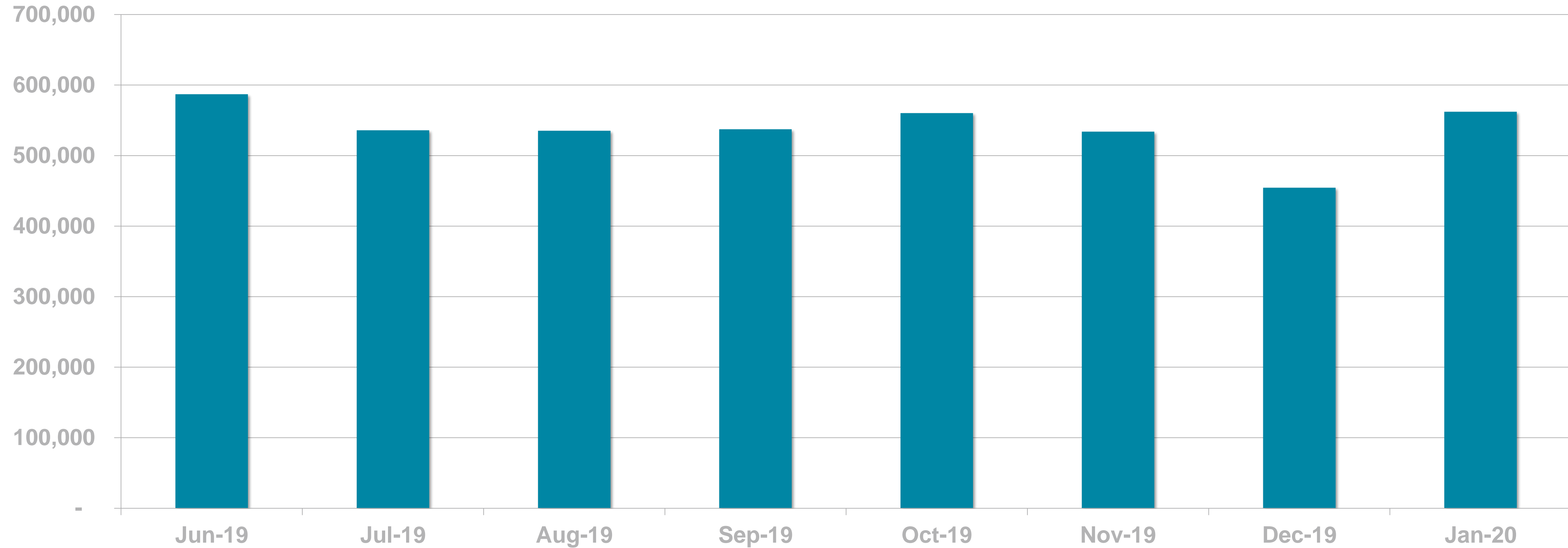
RTÉ News Now is the Number 1 news and entertainment app in Ireland



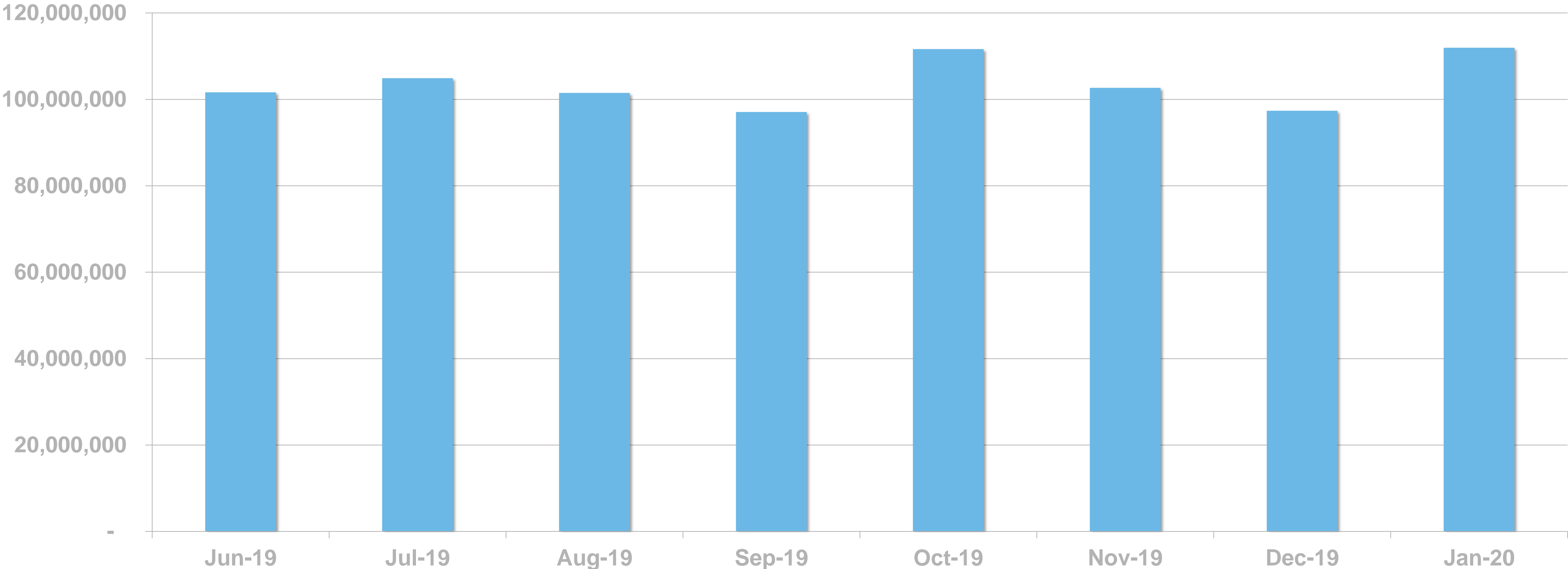
News Apps Ever Used – November 2019 (Adults 18+)



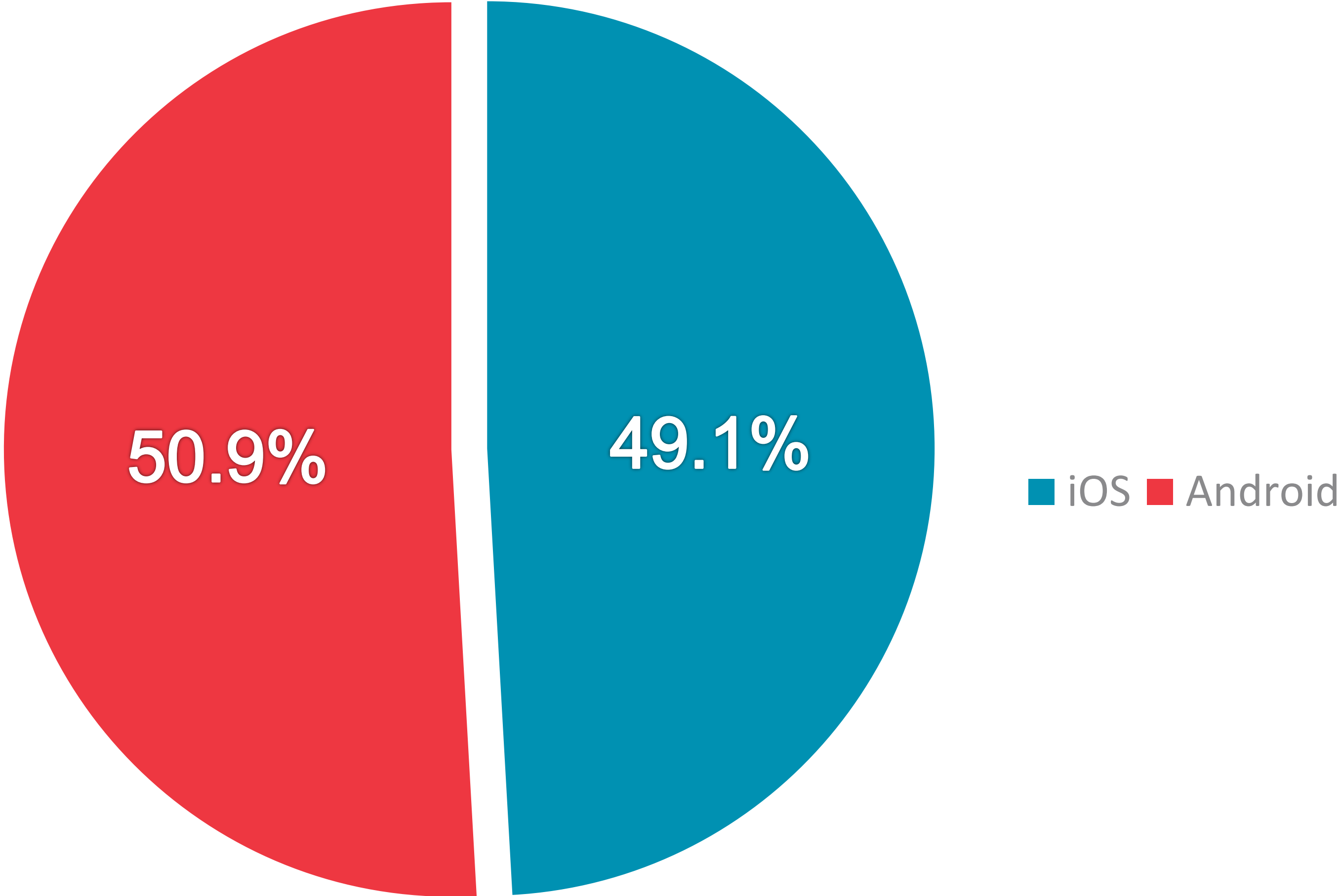
UNIQUE BROWSERS PER MONTH



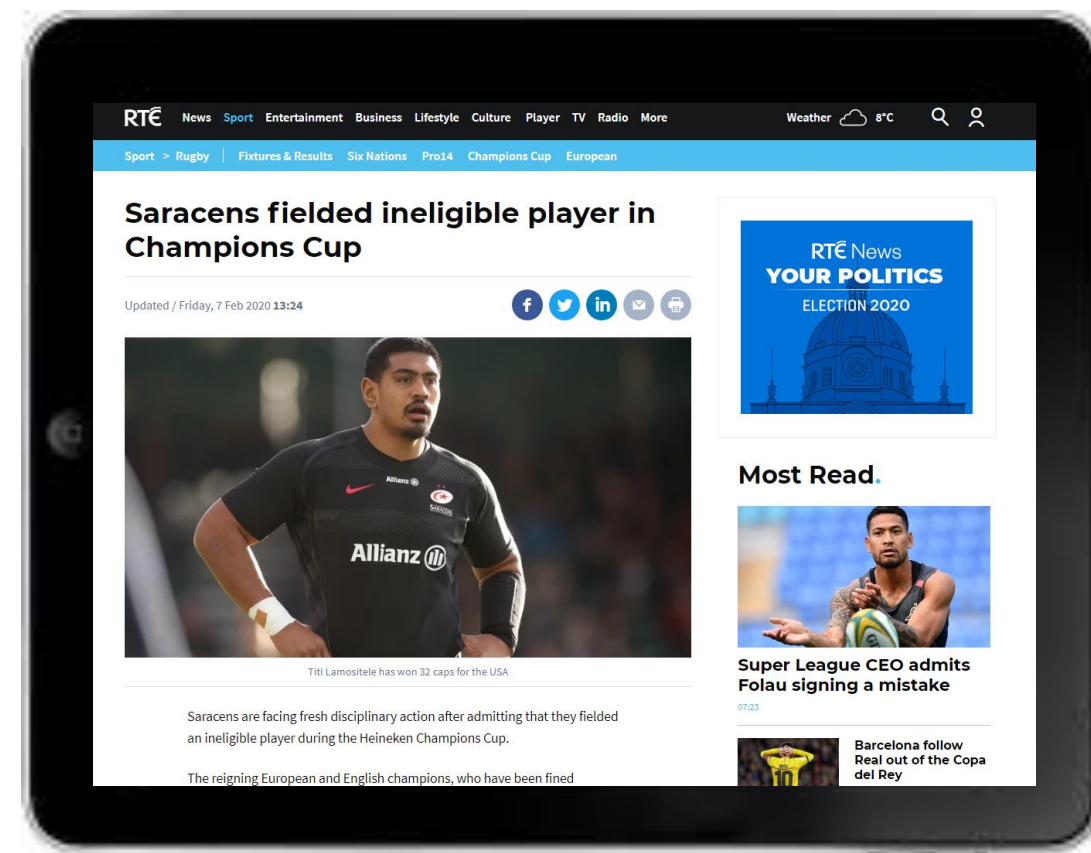
PAGE VIEWS PER MONTH



PAGE VIEWS PER APP VERSION



RTÉ.ie



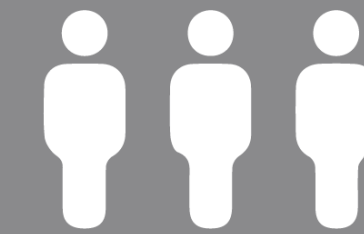
Ireland's No. 1
Multi-Media
Website



7 mins
Average visit



8.3 million
Monthly Unique
Browsers

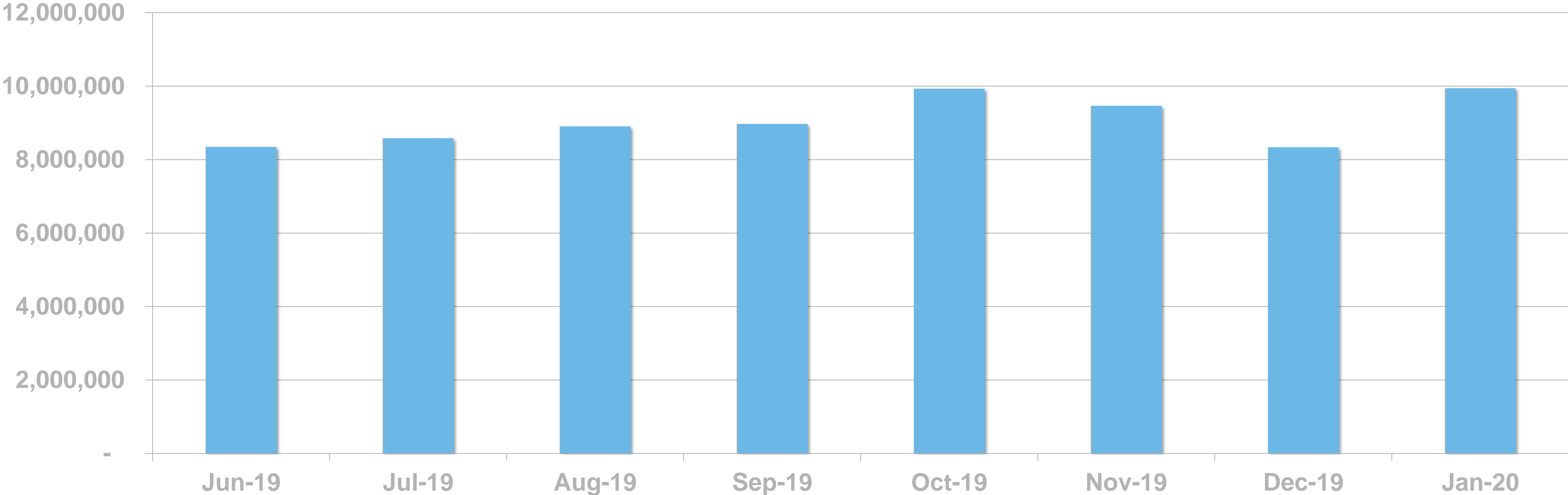


RTÉ.ie is the Number 1 multi-media website in Ireland, used by 38% of Irish adults

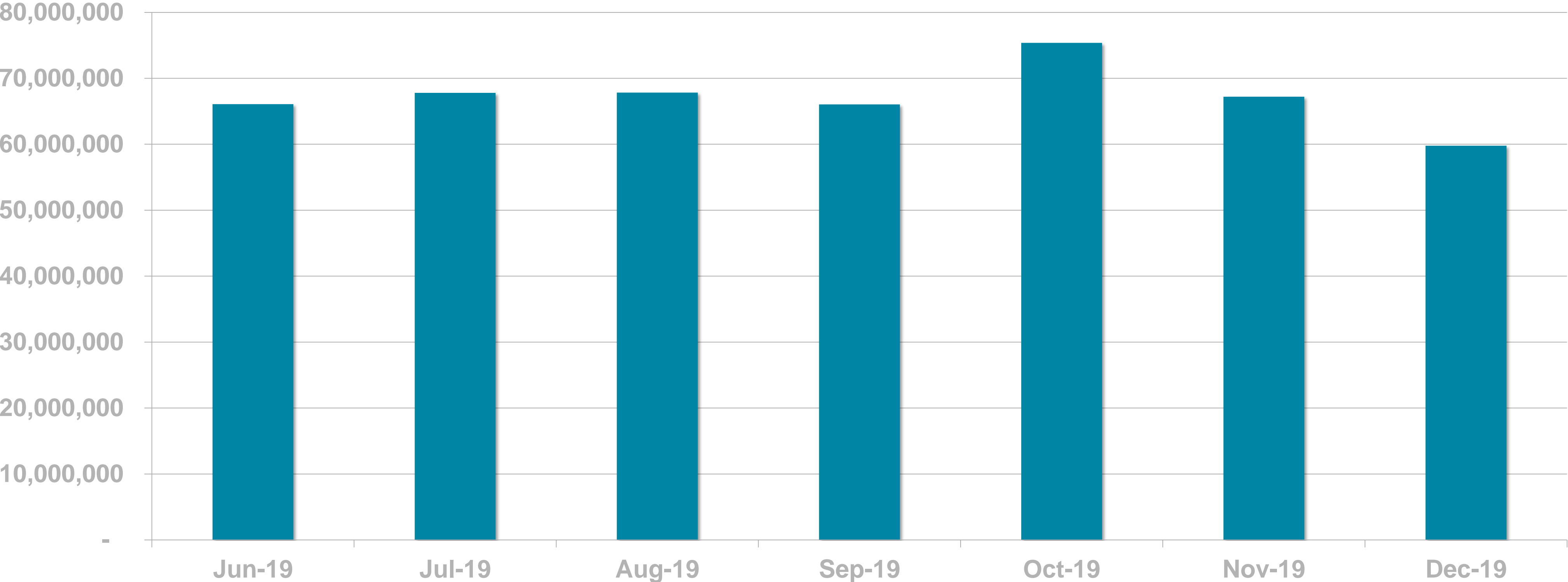
News & Entertainment Websites Ever Used November 2019 (Adults 18+)



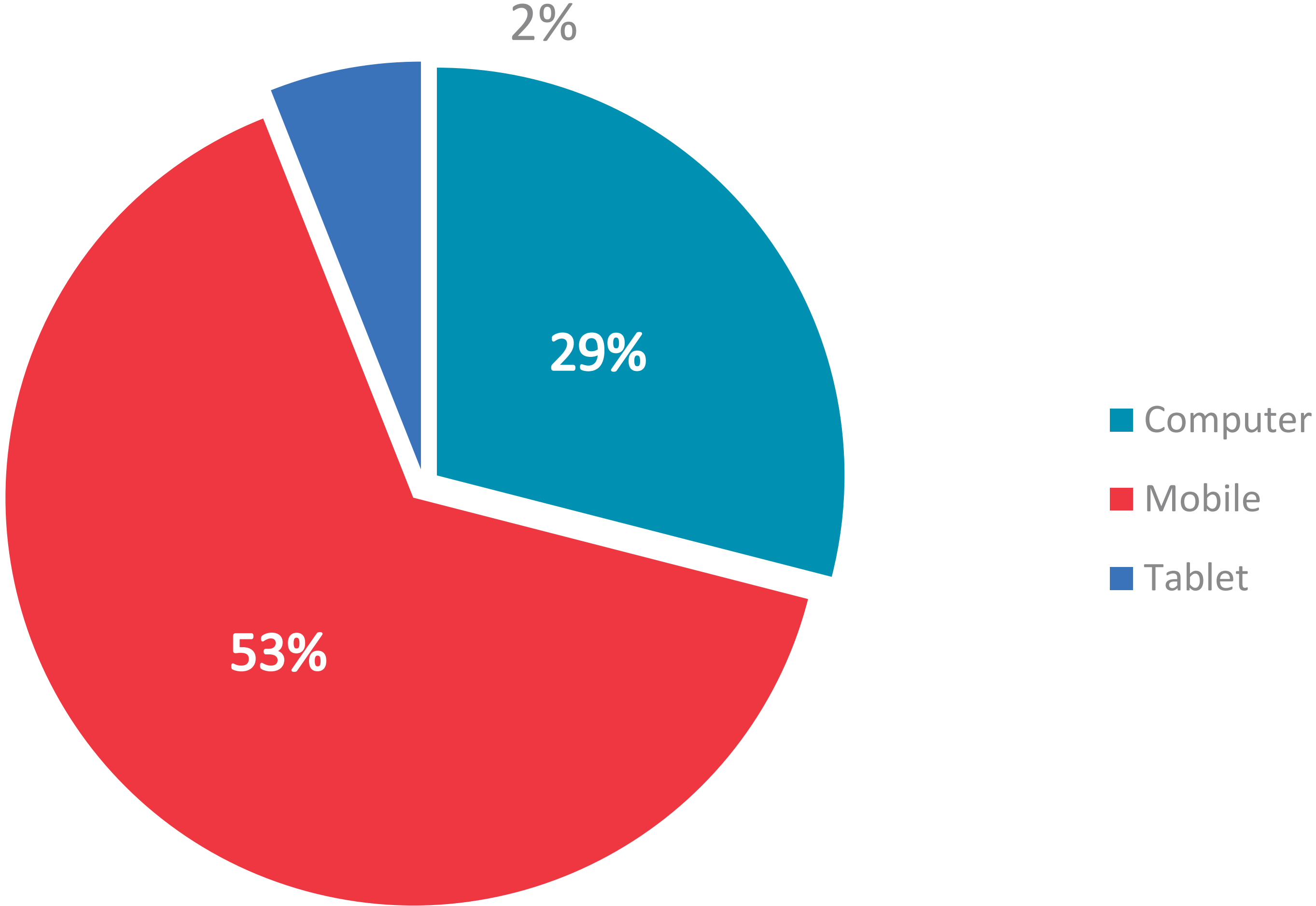
UNIQUE BROWSERS PER MONTH



PAGE VIEWS PER MONTH

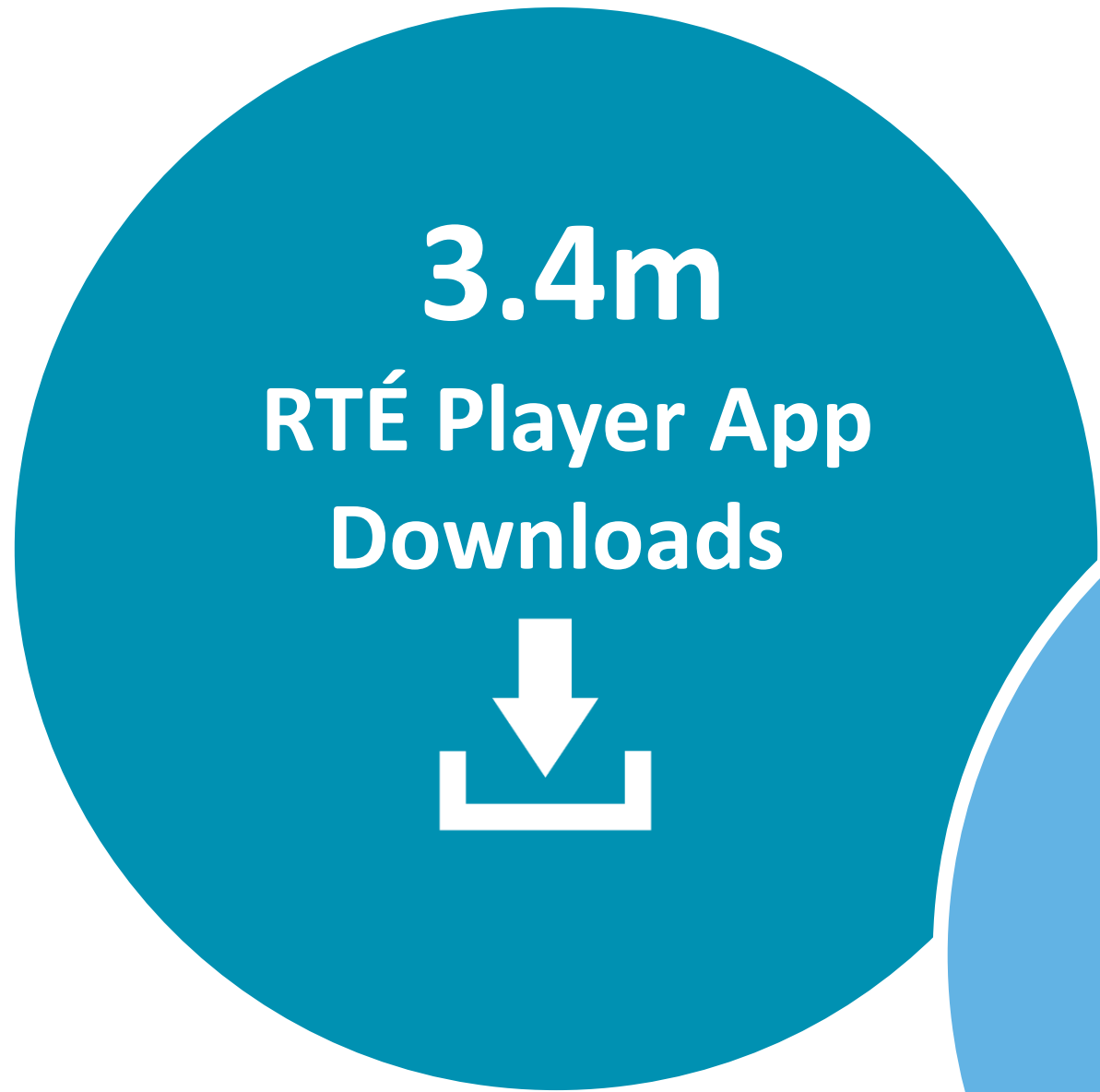


PAGE VIEWS PER DEVICE

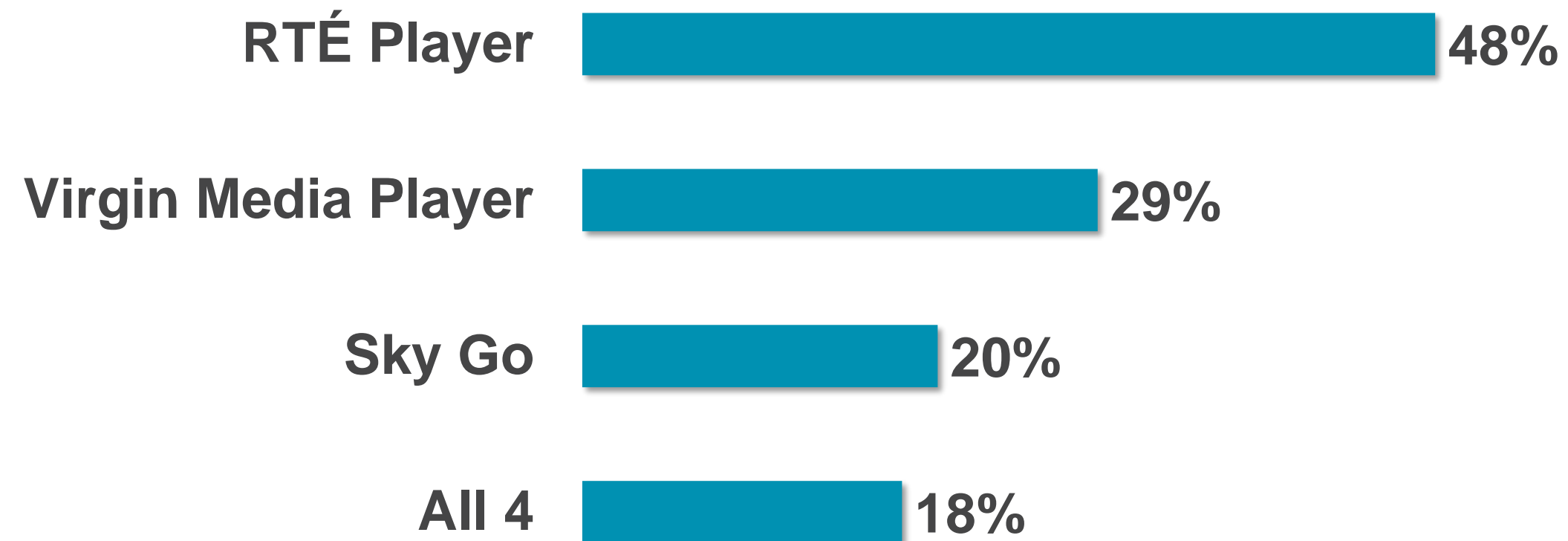




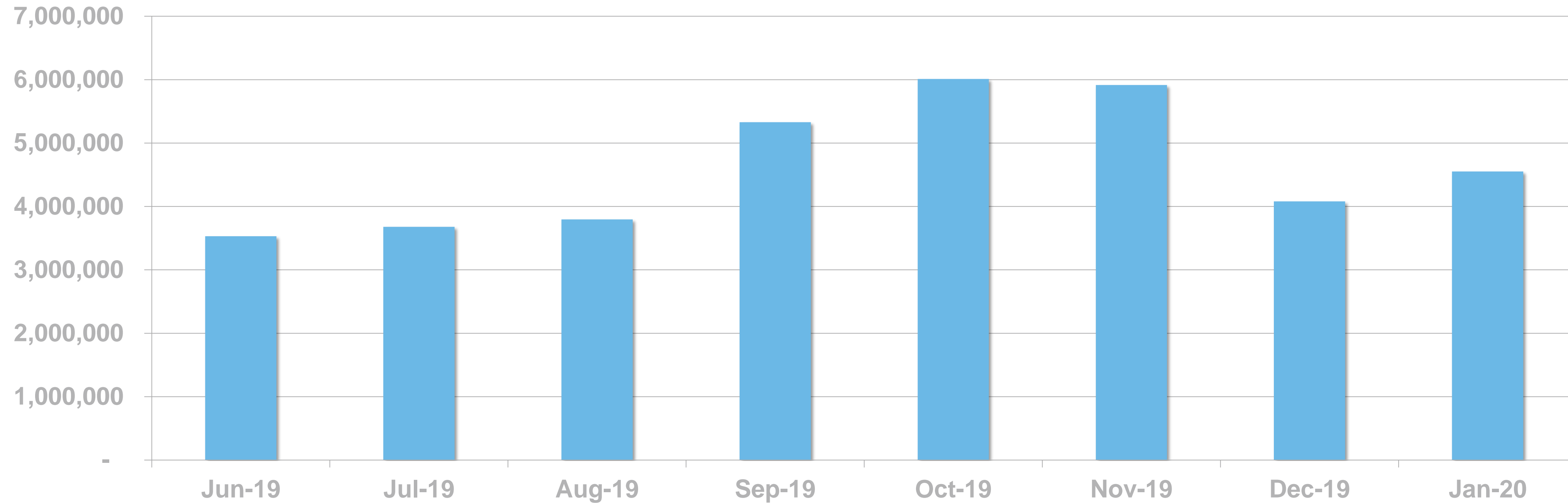
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



BVOD Services Ever Used
November 2019 (Adults 18+)



RTÉ PLAYER STREAMS/ PLAYCOUNT PER MONTH



Top Programmes

	Programme	Streams
1	Fair City	407,000
2	EastEnders	356,000
3	Home & Away	294,000
4	RTÉ News: Nine O'Clock	188,000
5	Room to Improve: Dermot's Home	171,000
6	The Late Late Show	158,000
7	Operation Transformation	141,000
8	Neighbours	130,000
9	RTÉ News: Six One	125,000
10	First Dates Ireland	119,000
11	The Tommy Tiernan Show	114,000
12	Dancing with the Stars	110,000
13	Love/ Hate	99,000
14	The Young Offenders	91,000
15	Godfather of Harlem	67,000

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

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