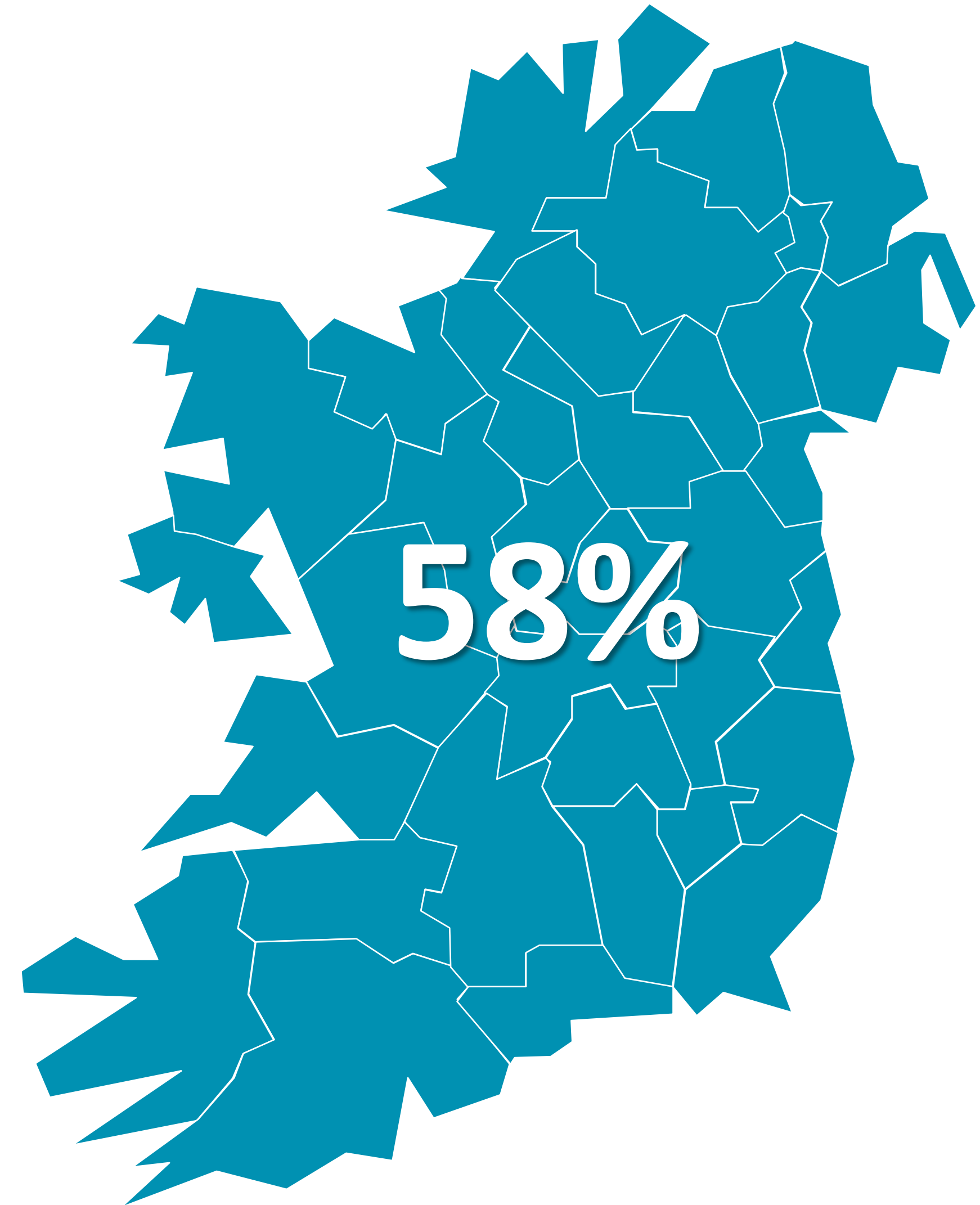




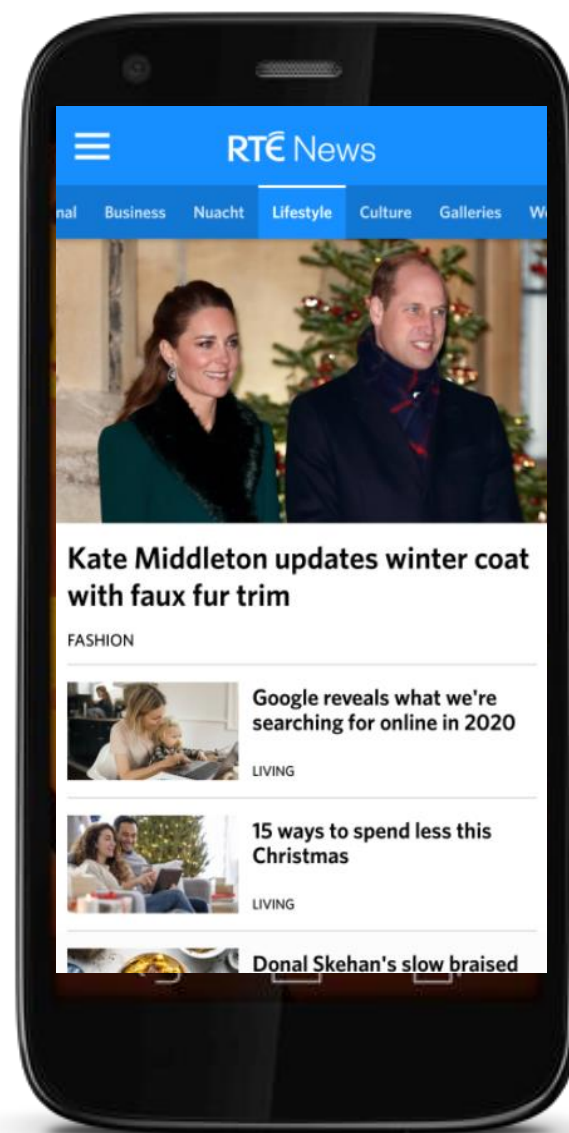
# DIGITAL SERVICE USAGE

58% of Irish adults use a digital service from RTÉ every week (2020)



# RTÉ News

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



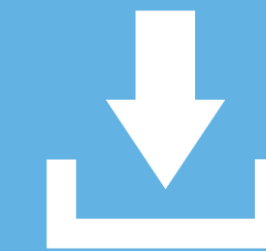
N<sup>o</sup>. 1

News App



2.9m

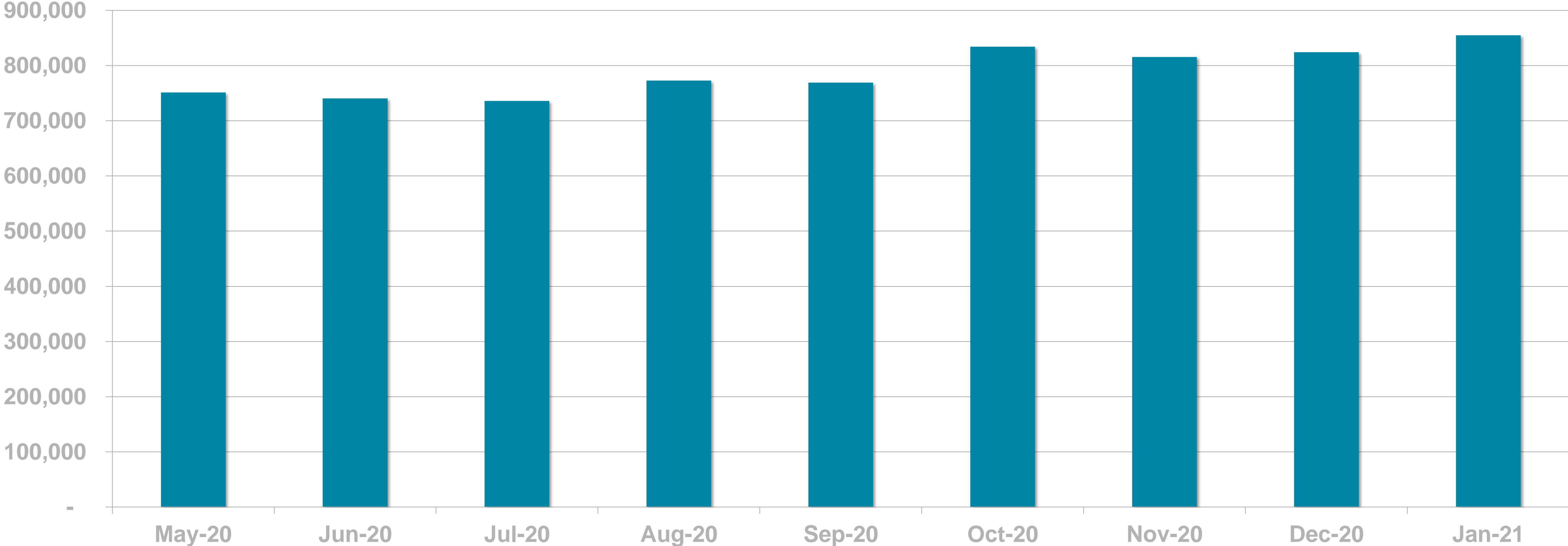
App Downloads



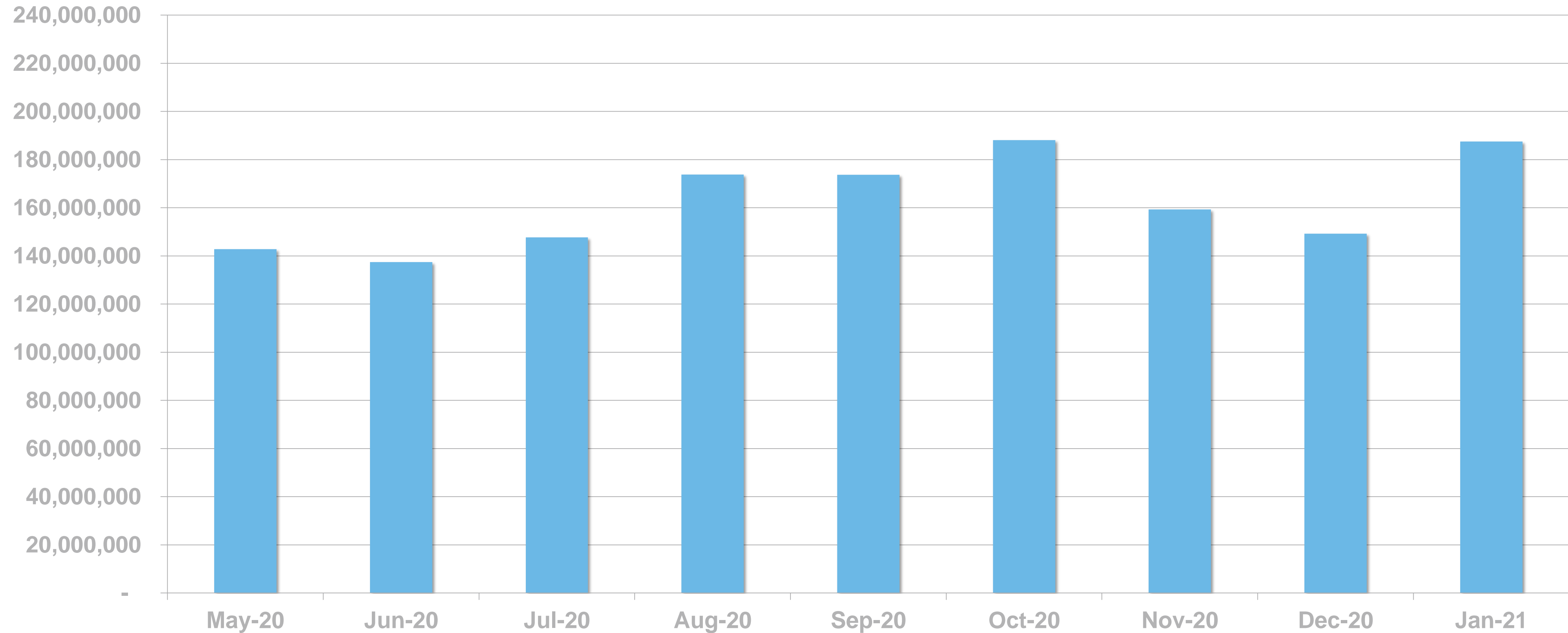
## News Apps Ever Used – November 2019 (Adults 18+)



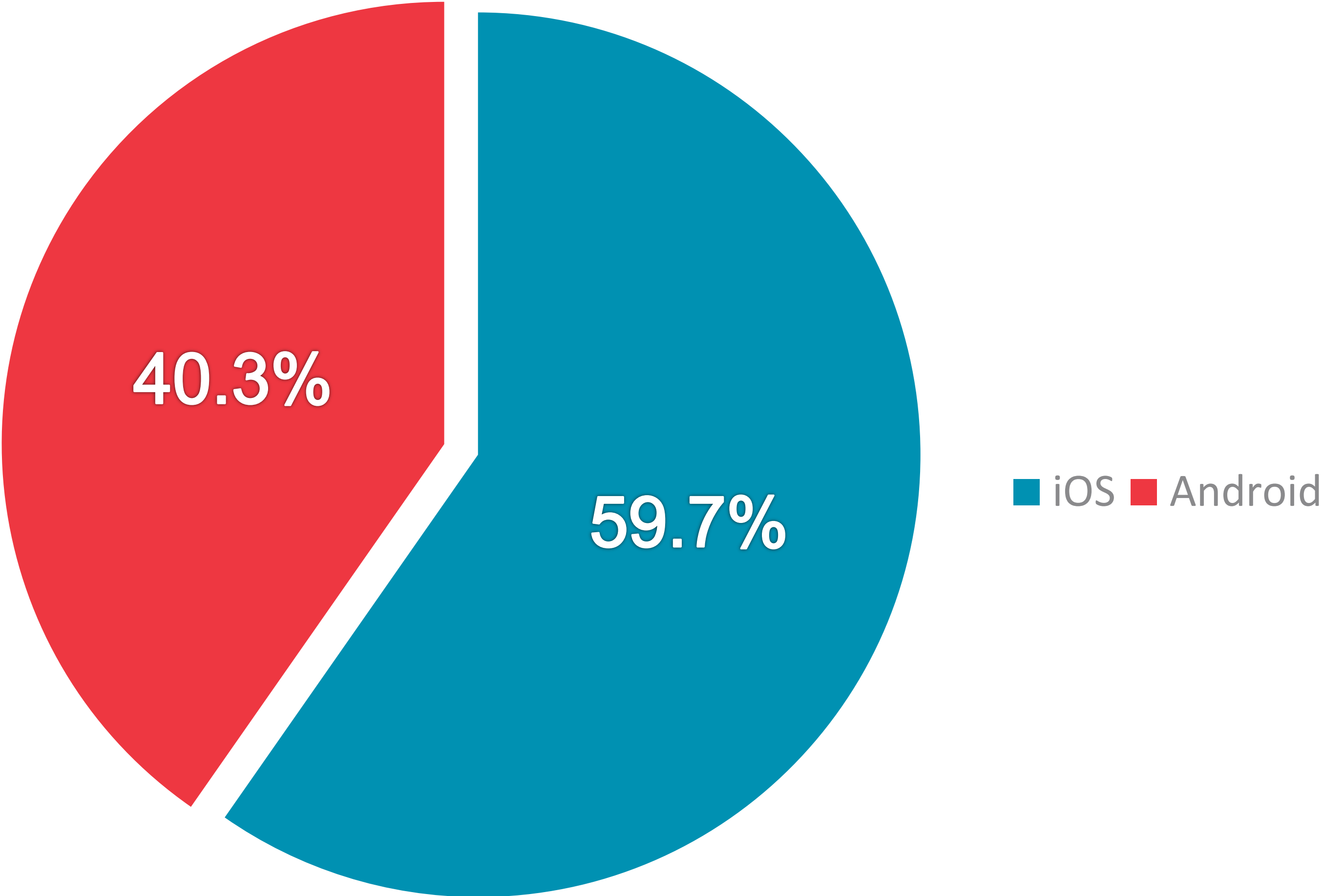
# RTÉ News App UNIQUE BROWSERS PER MONTH



# RTÉ News App PAGE VIEWS PER MONTH

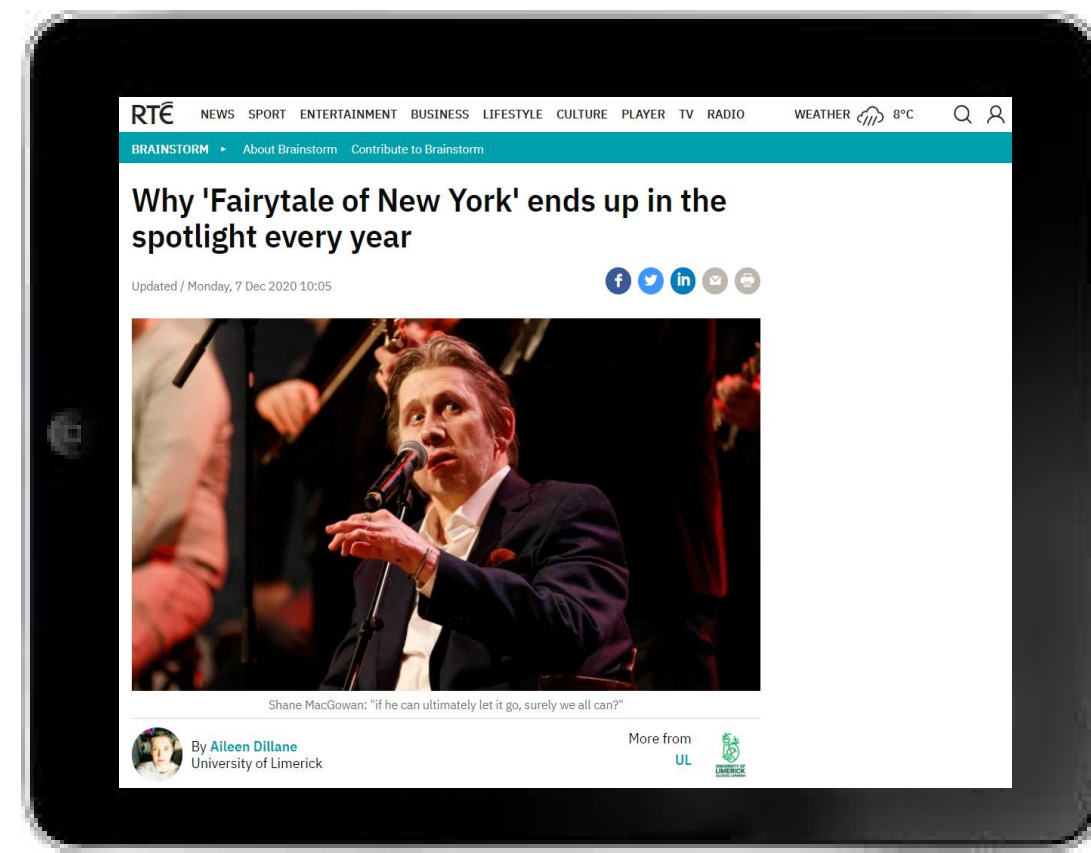


# PAGE VIEWS PER APP VERSION





# RTÉ.ie



Ireland's No. 1  
Multi-Media  
Website



7 mins  
Average visit



13 million  
Monthly Unique  
Browsers\*



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

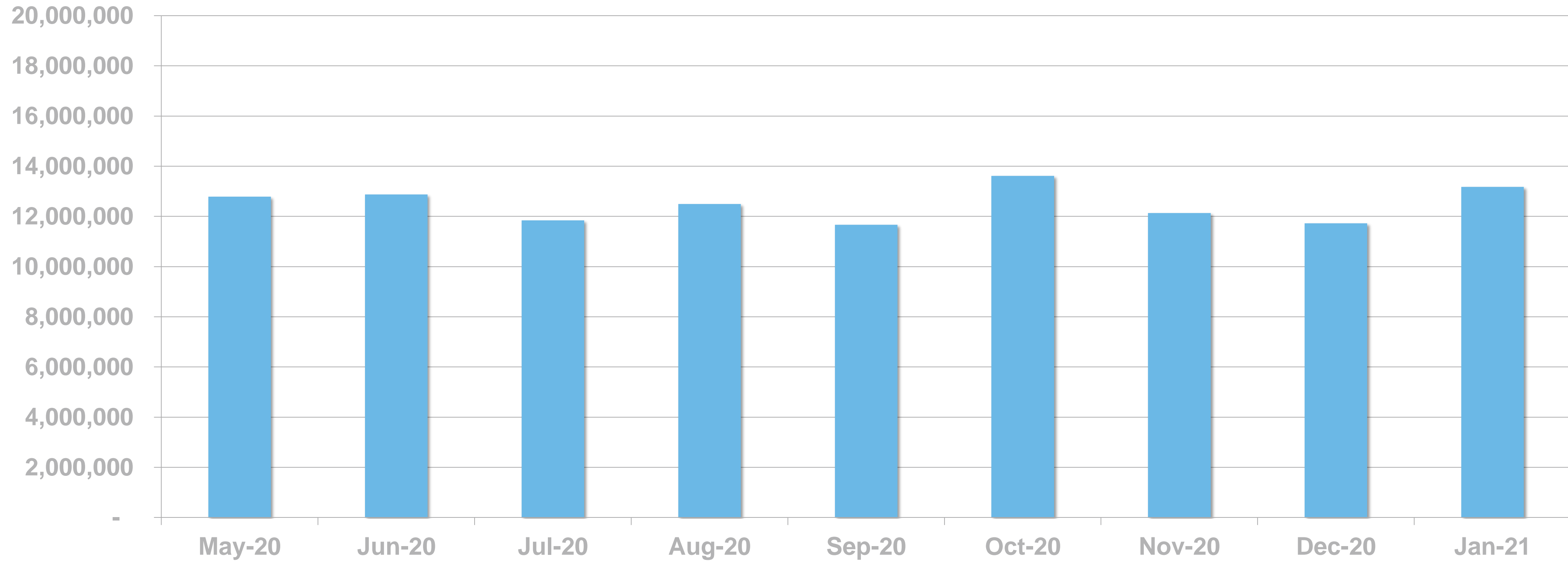
## News & Entertainment Websites Ever Used November 2019 (Adults 18+)



RTÉ Media Sales

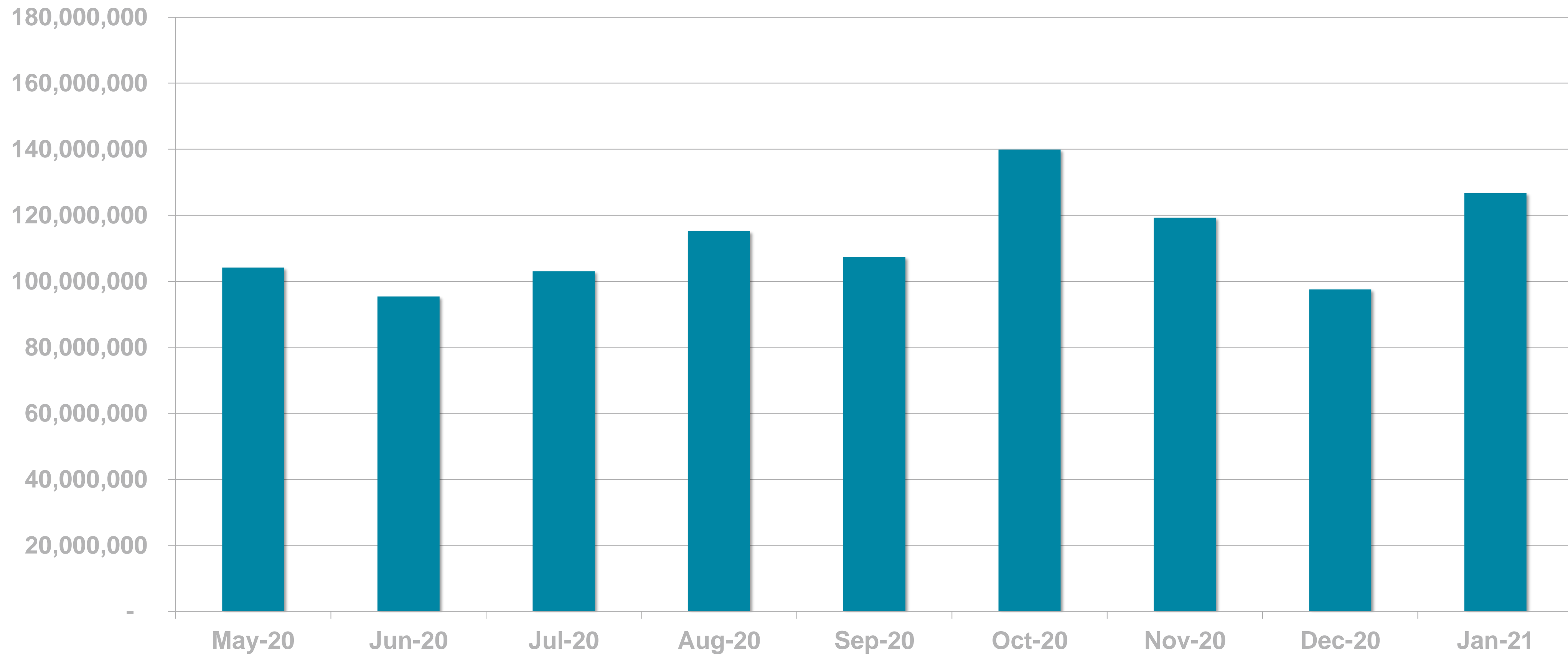
Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)  
\*Worldwide, Device-based metric

# RTÉ.ie UNIQUE BROWSERS PER MONTH

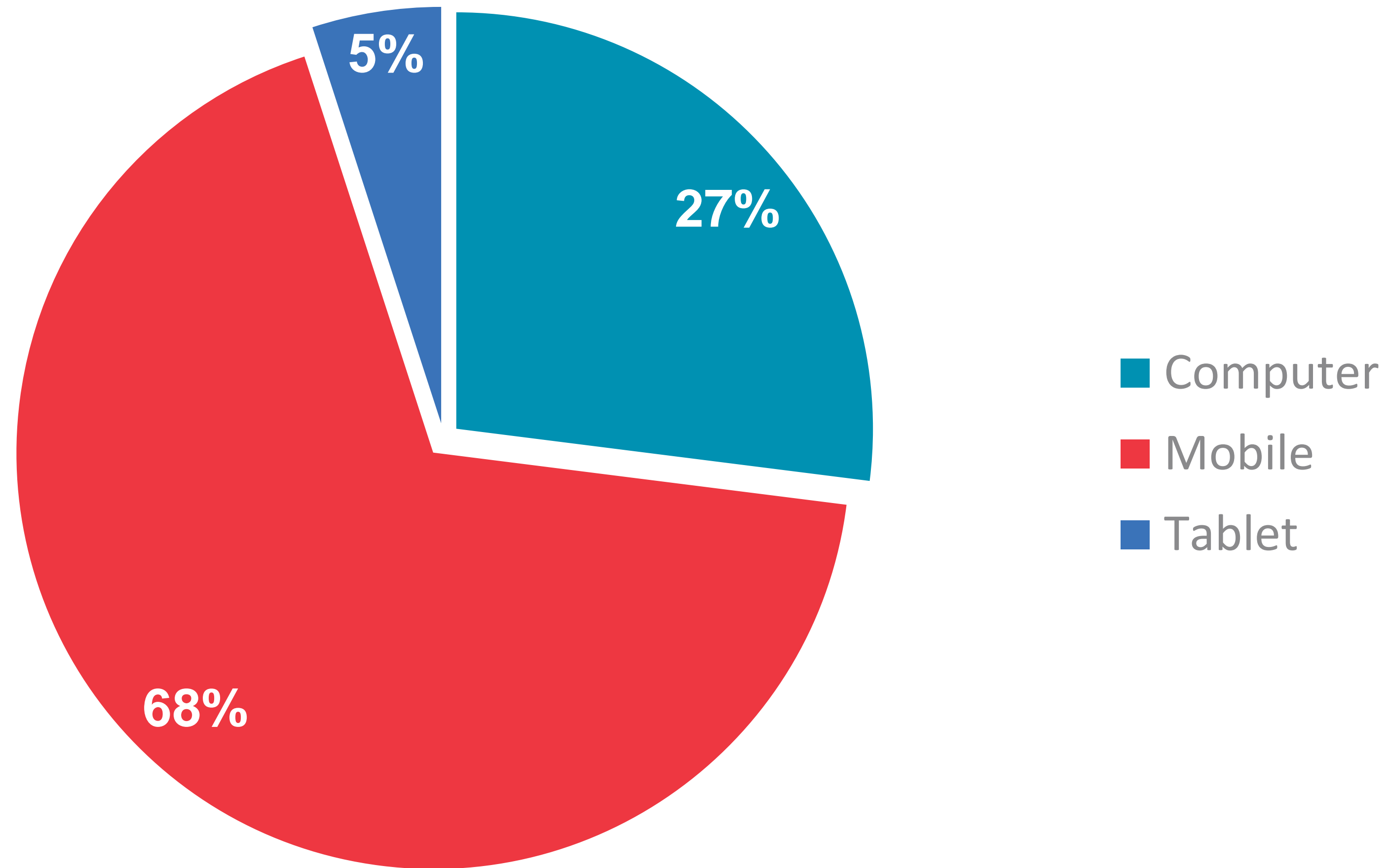




# RTÉ.ie PAGE VIEWS PER MONTH

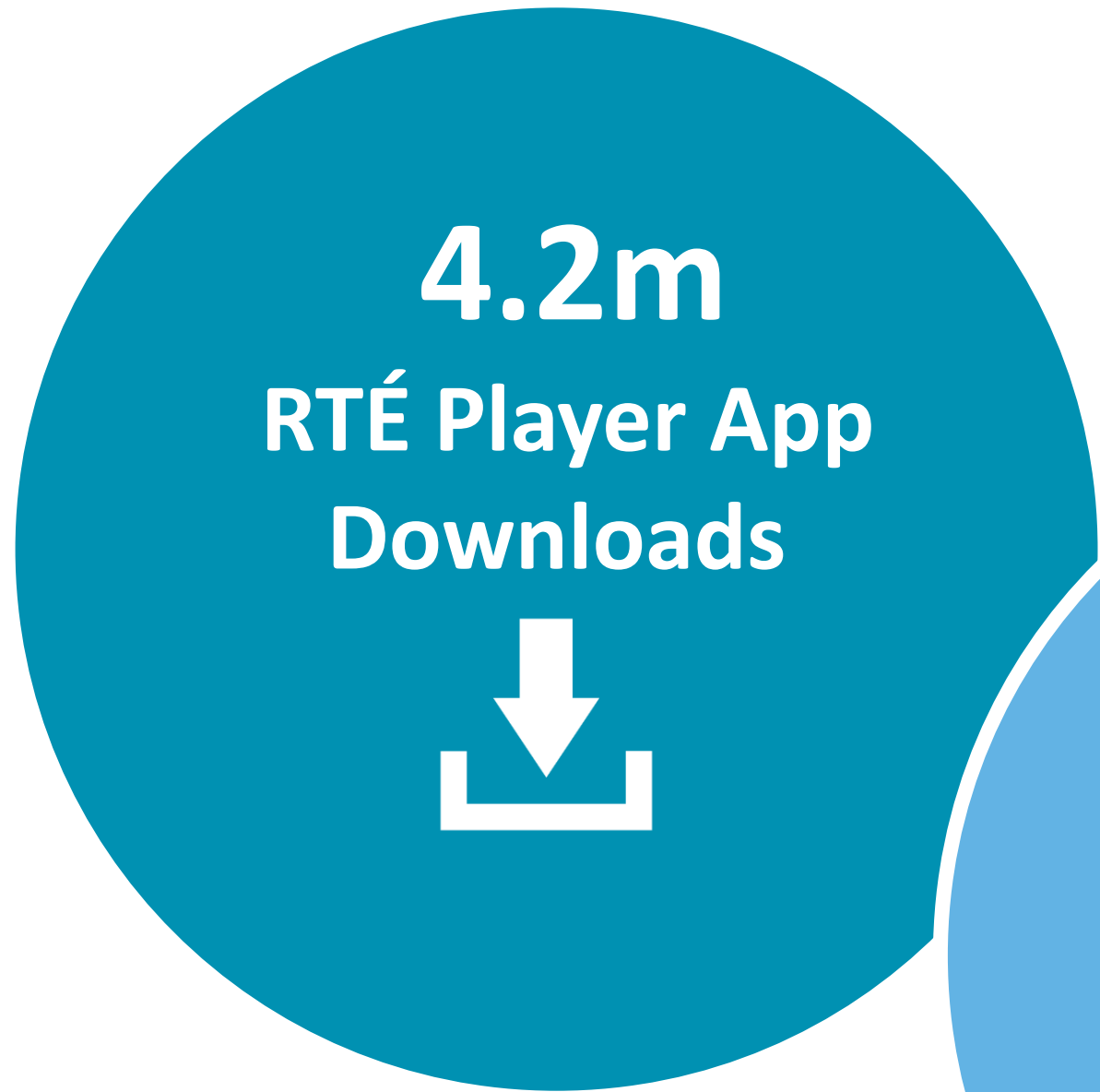


# RTÉ.ie PAGE VIEWS PER DEVICE

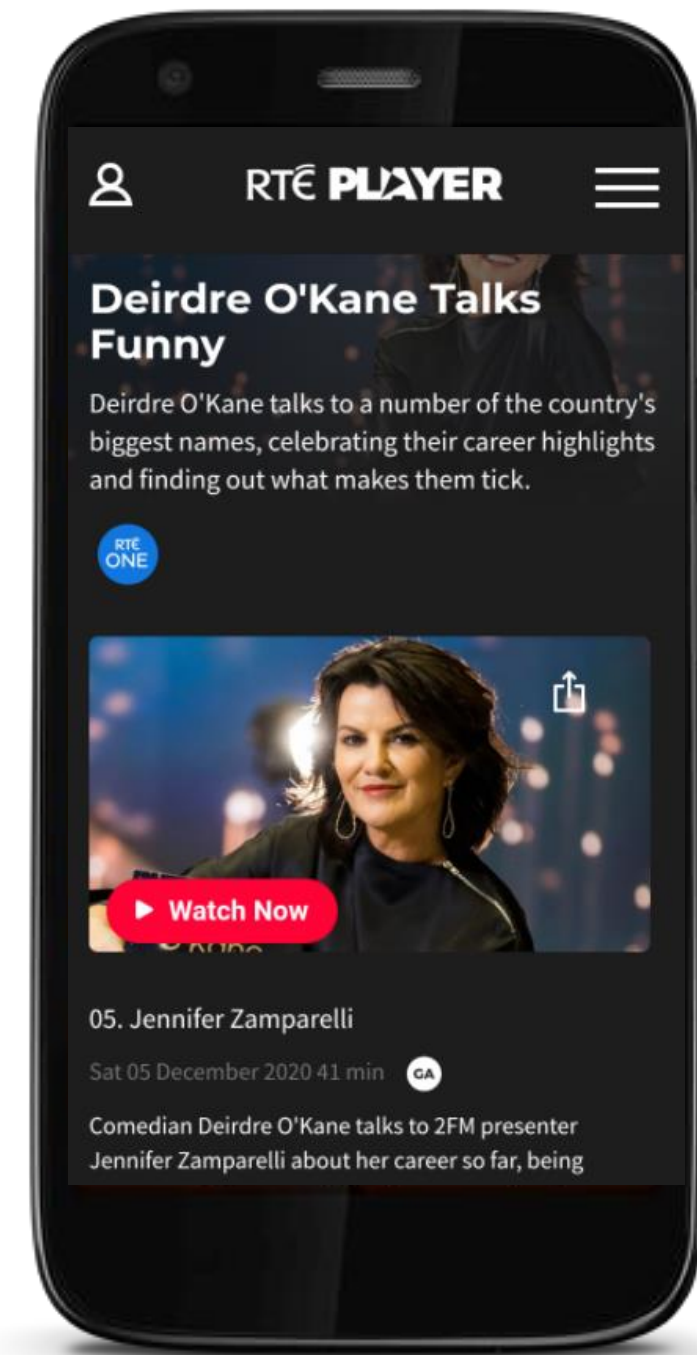
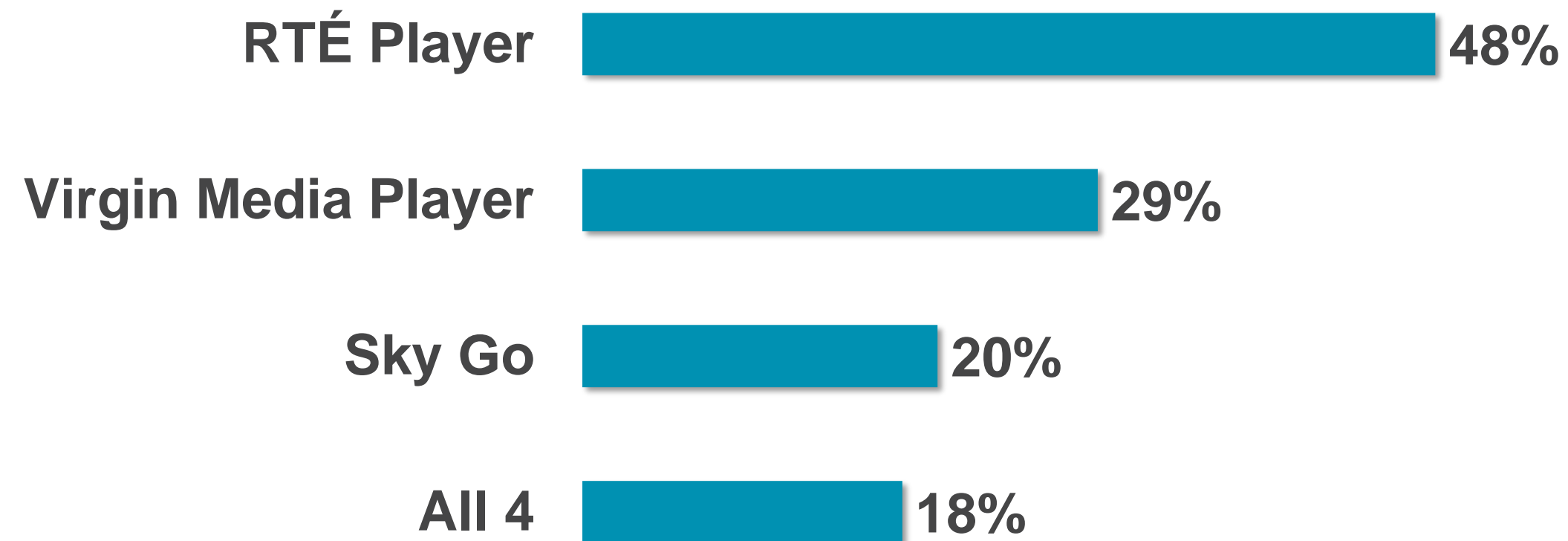




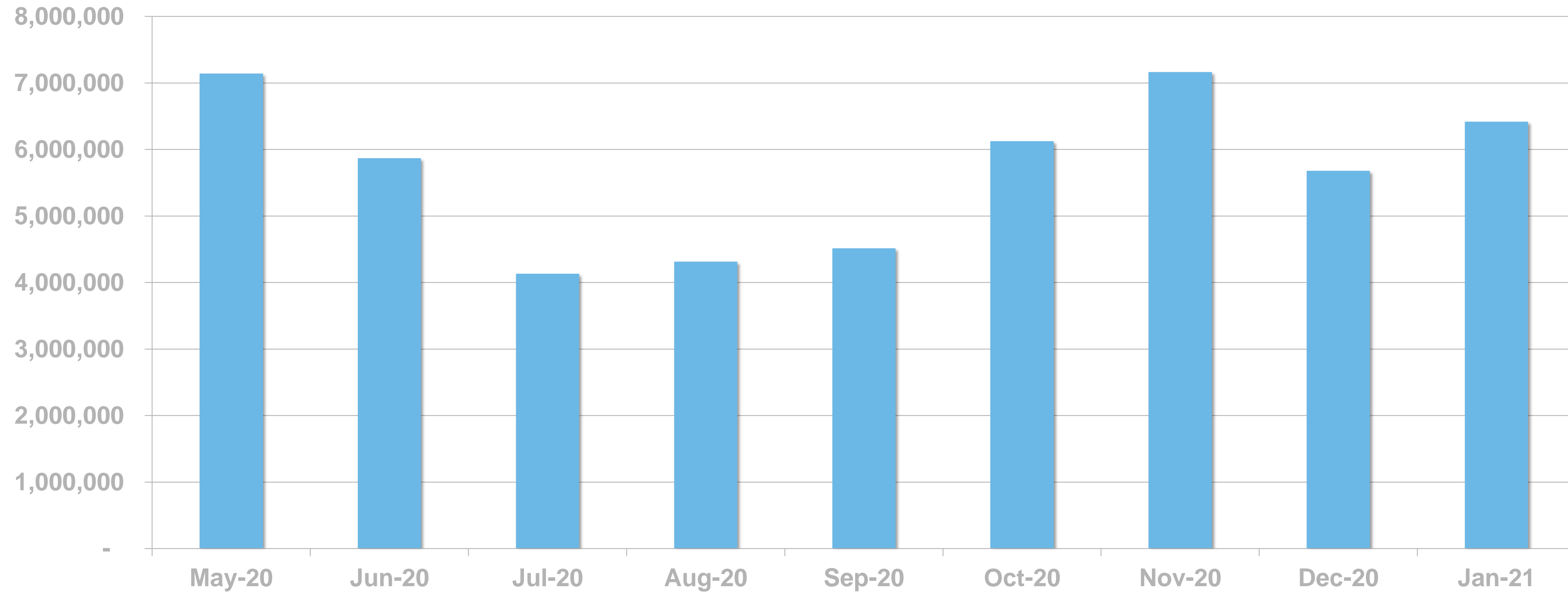
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



BVOD Services Ever Used  
November 2019 (Adults 18+)



# RTÉ PLAYER STREAMS PER MONTH



# Top Programmes

	Programme	Streams
1	RTÉ News: Six One	408,000
2	EastEnders	373,000
3	RTÉ News: Nine O'clock	364,000
4	Home and Away	351,000
5	Love/Hate	245,000
6	Fair City	236,000
7	The Tommy Tiernan Show	187,000
8	The Late Late Show	170,000
9	Latest News and Weather	164,000
10	Operation Transformation	164,000
11	Secret Bridesmaids' Business	132,000
12	One Tree Hill	126,000
13	Ireland's Fittest Family	108,000
14	Normal People	107,000
15	Neighbours	99,000

# AUDIENCE TARGETING

Audience targeting across RTÉ Online services

Indexed data (100 is average)

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



# RTE Media Sales



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



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