

Digital Audience Report July 2016

47% of Irish adults use a digital service from RTÉ every week



al 10:1 < Lifestyle RTÉ News NOW Aa 🖒 🖺 How Do You Make Money from your Viral Pics? Elaine Crowley on joining Celebrity **Operation Transformaion** LIVING • 2 HOURS AGO Eoghan McDermott 2fm New Slang Digital Creative Director Seán Cannon-Earley shared his tips on how people are making money from their exclusive videos and pics across Elaine Crowley seems a bit distracted when I meet her in a c tech TV studio. Maybe it's the heat - the hottest day of the could be that she's just had a lastminute cancellation from As the daily magazine show's host and producer, it's up to emergency guest. However, she sorts out the drama pretty time I sit down with her in the cool confines of a green room appears on TV - warm, witty and self-deprecating. "I am a very moany person. Shocking moany", she confesse Amber Heard misses deposition 'due to emergency' Dressed in jeans and a floral bomber jacket, the Cork-born the Midday set. She's been the show's host for five years an upset any expectation that it would be an Irish version of Lo Amber Heard has missed appearing celebrity-driven", insists Elaine. "I don't care about getting r in a Los Angeles court for a hearing in have met people in the pub or met them on Twitter and put her domestic violence and divorce could be anyone sitting down talking about the things we w case against Johnny Depp following a simple TV format and it works. The sponsors are all on bo "an emergency" in London. The 30-year-old actress had been due to return to Los Angeles from England to be questioned under oath by her estranged husband Johnny Depp's

RTÉ NEWS NOW

RTÉ NEWS NOW

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







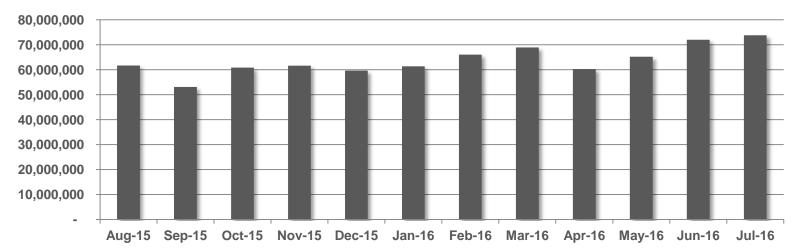
News Now App downloads

Unique Browsers per Month

RTÉ NEWS NOW



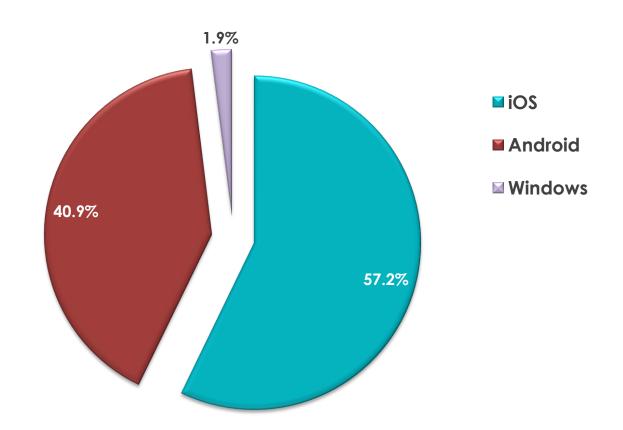
Page Views per Month



Source: comScore DAx

RTÉ NEWS NOW

Page Views per App Version – July 2016



RTÉ.ie





RTÉ.ie is the Number 1 multi-media website in Ireland with 788,000 users in the past week and the number 1 Irish media web brand used by 53% 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

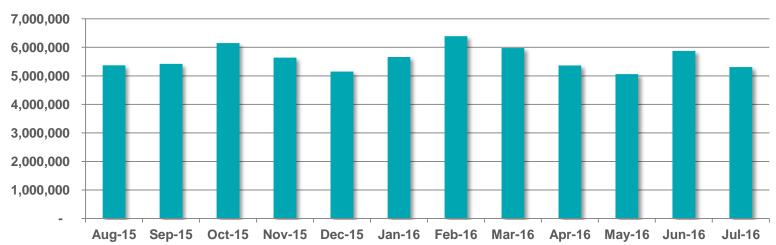
RTE.ie: 5.57min, Irish Times.com: 5.24min, msn.ie: 5.11min, CNN.com: 4.93min, Independent.ie: 4.64min, Buzzfeed.com: 4.50min, TheJournal.ie: 4.46min (Source: B&A, 2014). The average duration per visit on RTÉ.ie was 6 mins 15 secs in January 2016 (comscore DAx, 2016)



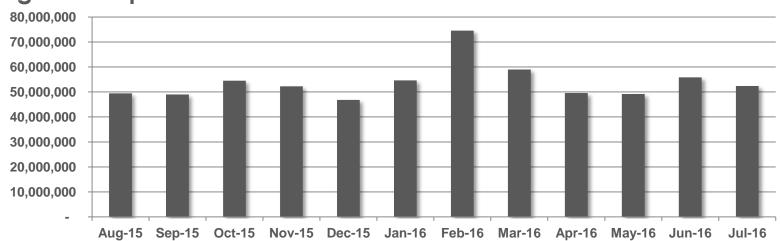
Monthly Unique
Browsers



Unique Browsers per Month



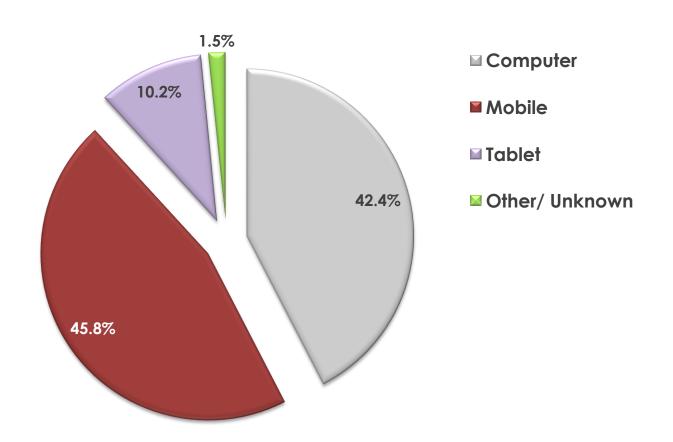
Page Views per Month



Source: comScore DAx



Page Views per Device – July 2016



Source: comScore DAx

RTÉ player 🕞





RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 374,000 users in last 7 days





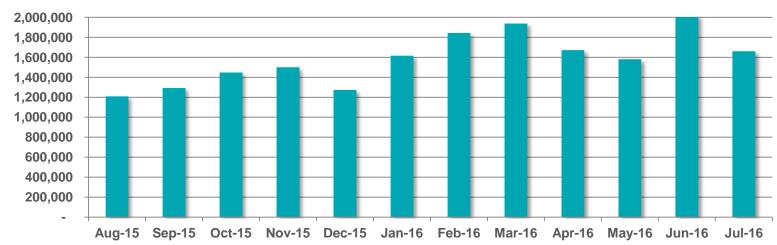
Ireland's No.1 VOD service



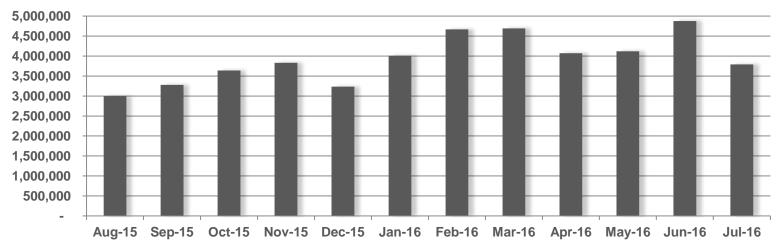
Total Streams
Per Month

RTÉ player 🕞

Unique Browsers per Month



Streams per Month



Source: comScore Dax (Unique Browsers excluding Virgin Media)



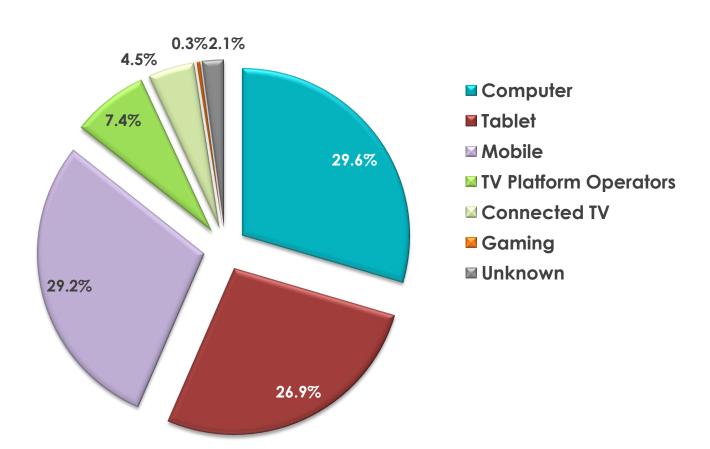
Top Programmes in July 2016

	Programme	Streams
1	Home and Away	503,000
2	EastEnders	375,000
3	Fair City	347,000
4	UEFA Euro 2016 Live	337,000
5	The Sunday Game Live	198,000
6	Neighbours	145,000
7	Nine News	98,000
8	Après Match	73,000
9	Six One News	71,000
10	Mrs Brown's Boys	66,000
11	The Sunday Game	55,000
12	Weather	51,000
13	The People Vs OJ Simpson: American Crime Story	47,000
14	Shortland Street	45,000
15	Latest Irish News	36,000
16	Nationwide	31,000
17	Euro 2016 Extras	31,000
18	Saturday Night with Miriam Extras	30,000
19	Saturday Night with Miriam	30,000
20	The Sunday Game Extras	29,000

Source: comScore Dax



Streams by Device – July 2016



Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Saturday Night with Miriam	The Late Late Show	The Ray D'Arcy Show
Male						X	X
Female	X	Х	X	X	X		
Male 18-34							
Female 18-34		Х	X				
Main Shopper + kids	X	Х		X	X	X	Х

AUDIENCE	Food Bites	Nine News	Rose of Tralee	Celeb Operation Transform.	Doc Hub	Supervet	Paralympics
Male		X			X		X
Female	X		Х	X		X	
Male 18-34							X
Female 18-34	X			X			
Main Shopper + kids	X	Х	Х	Х	Х	Х	

The crosses above simply indicate the over-indexing audiences (compared to RTÉ Player average).

Programmes will also reach other audiences in large volumes

Source: RTÉ ID Users; TGI



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 1.187m adults in Ireland

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Source: TGI 2015