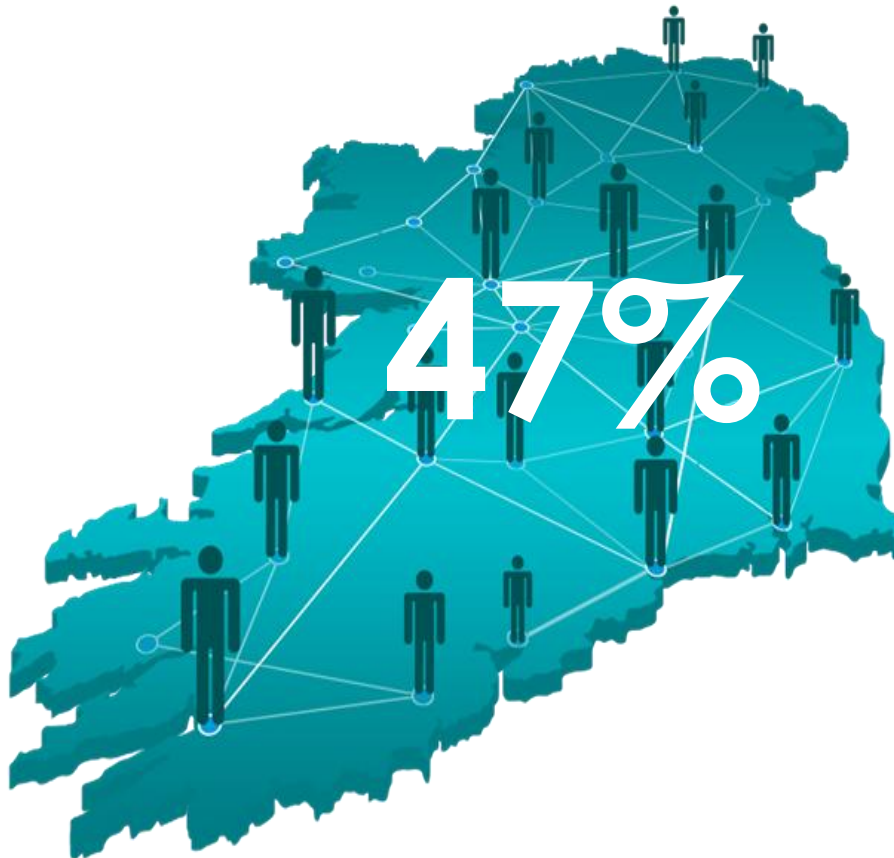




Digital Audience Report

July 2016

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





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

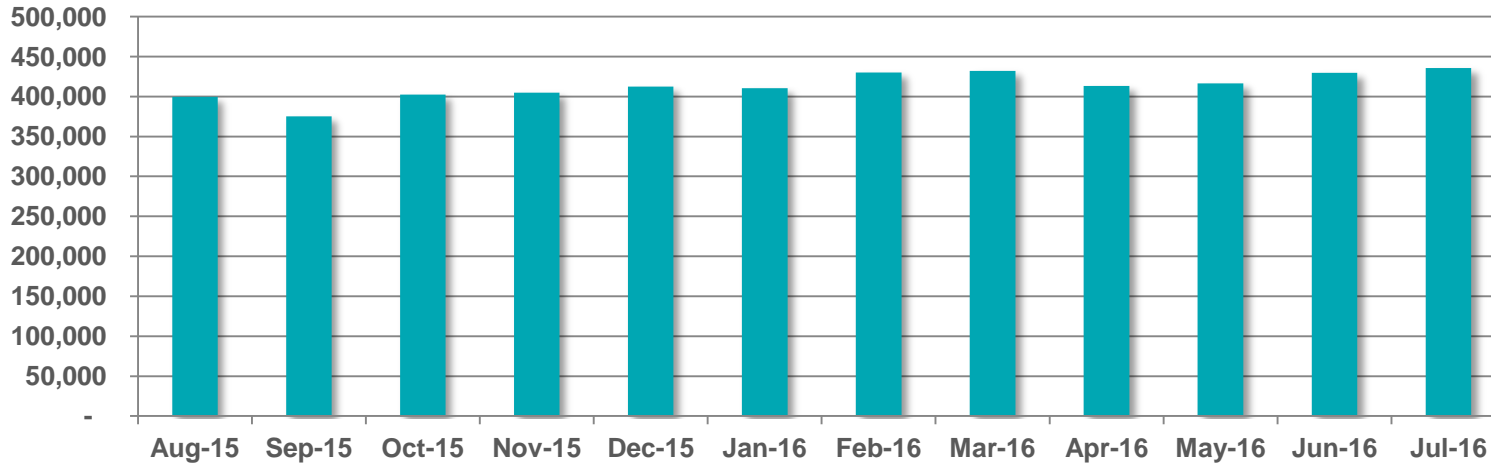


News Now App

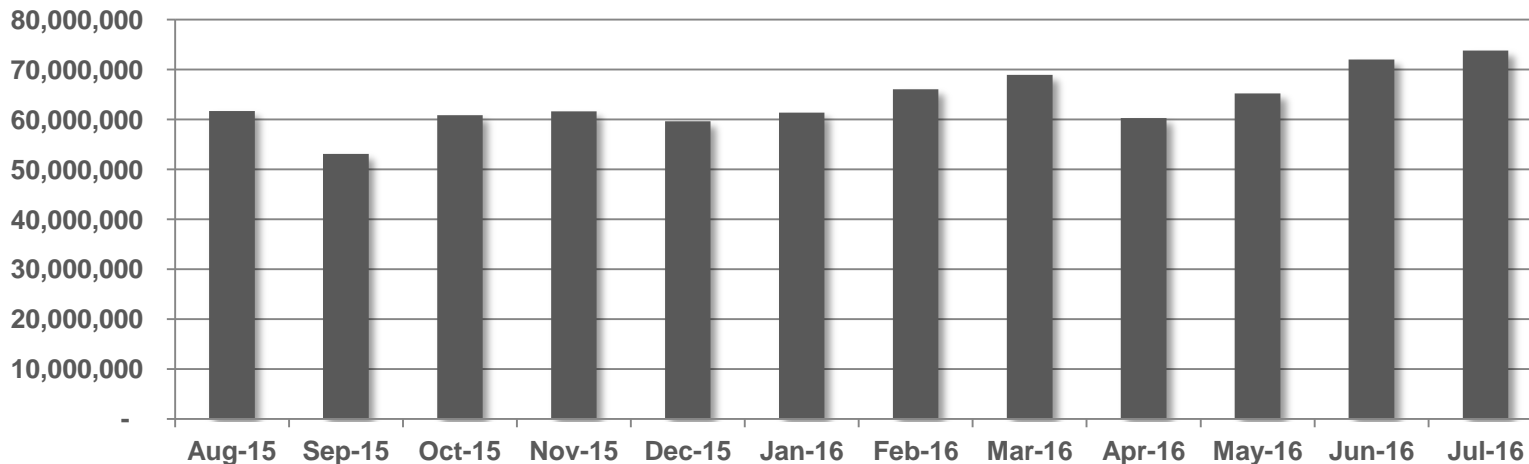


News Now App
downloads

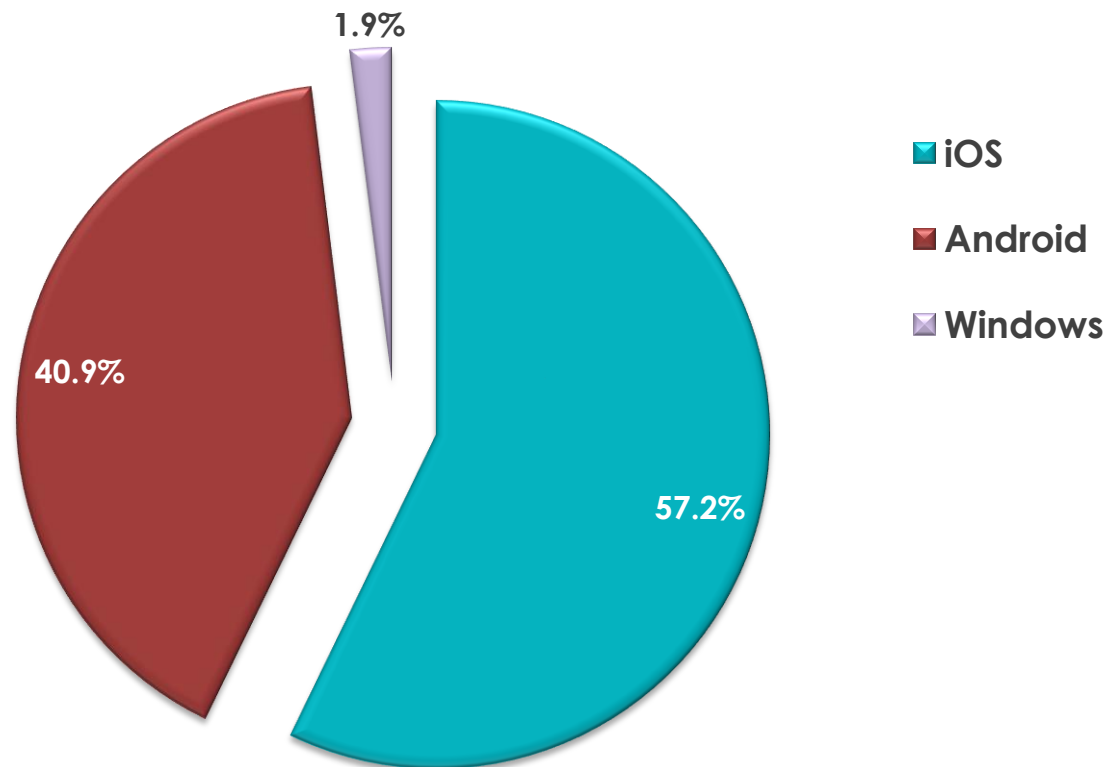
Unique Browsers per Month



Page Views per Month



Page Views per App Version – July 2016





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



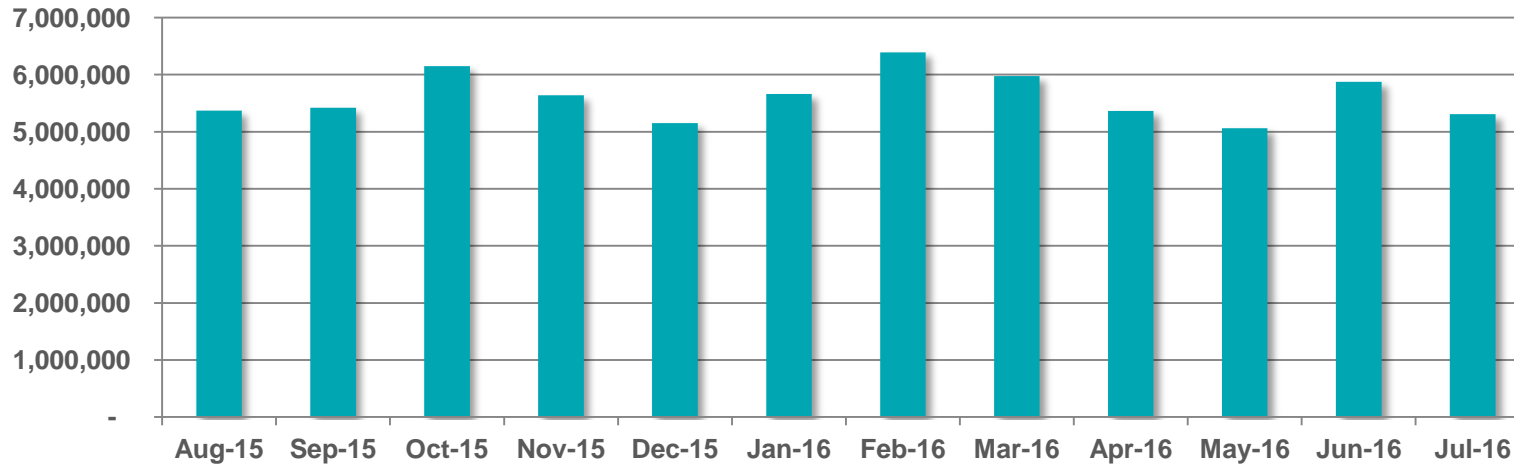
The average visit on RTÉ.ie is longer than Irish Times, Independent and The Journal

RTÉ.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)

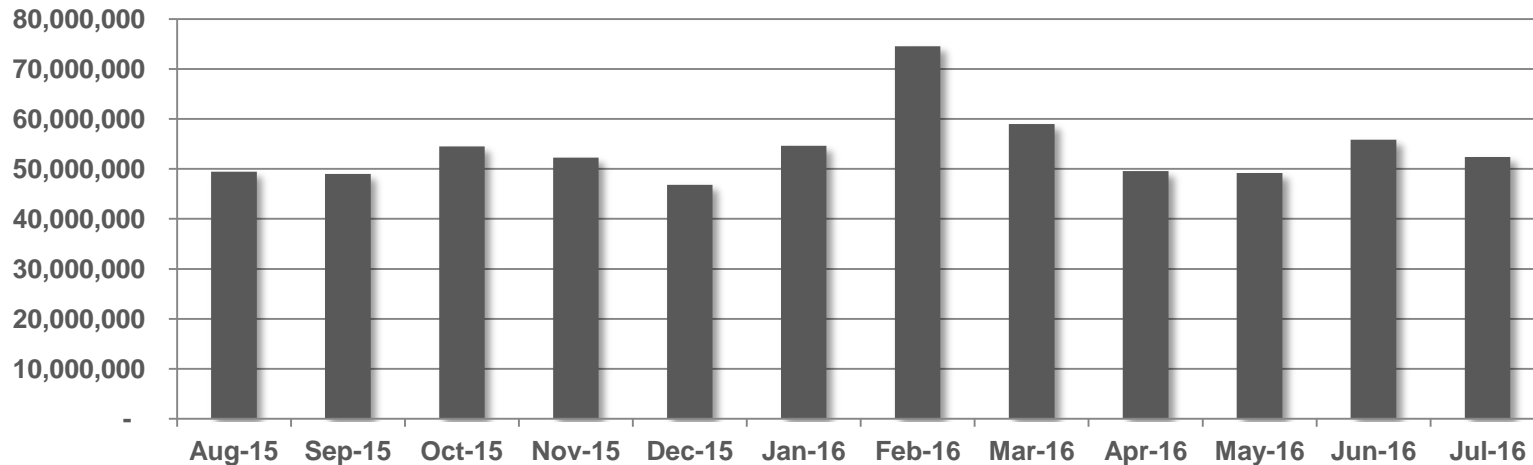


Monthly Unique Browsers

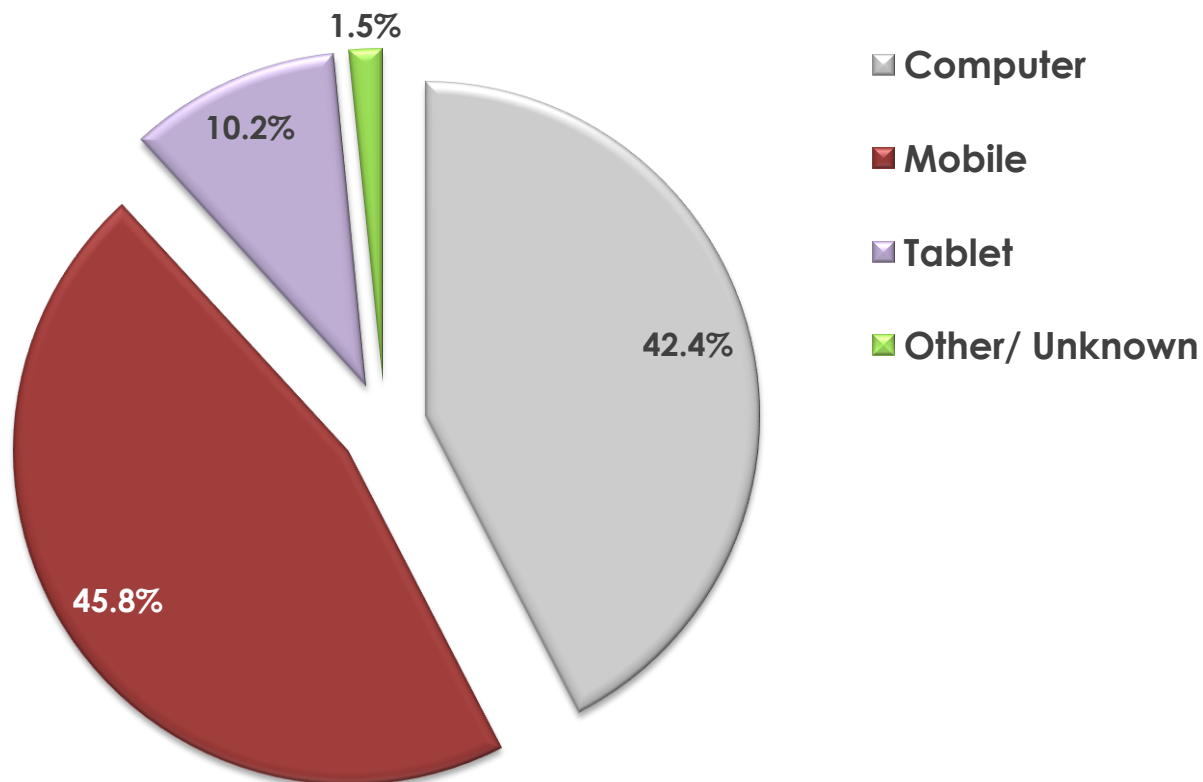
Unique Browsers per Month

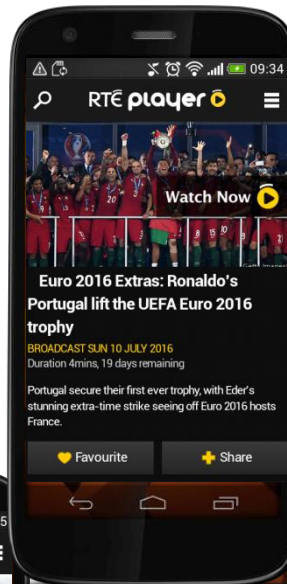
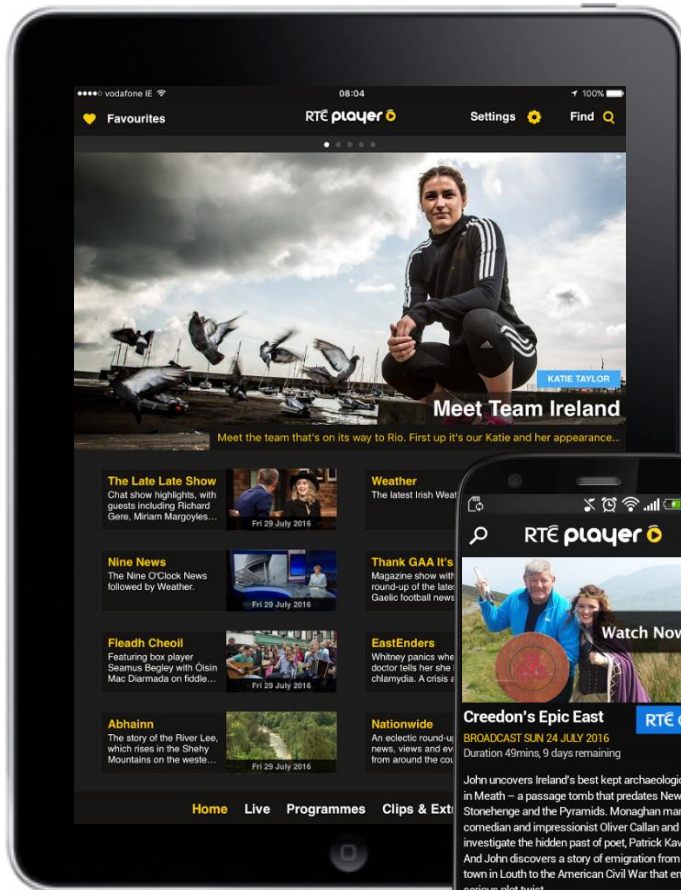


Page Views per Month



Page Views per Device – July 2016





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



RTÉ Player App
downloads



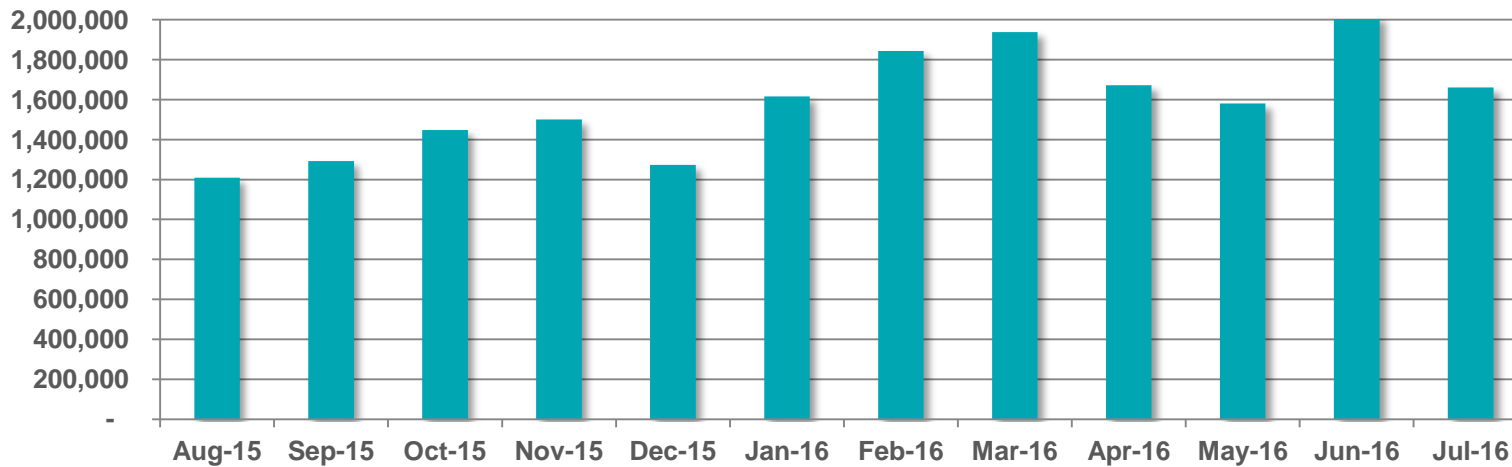
Ireland's No.1 VOD service



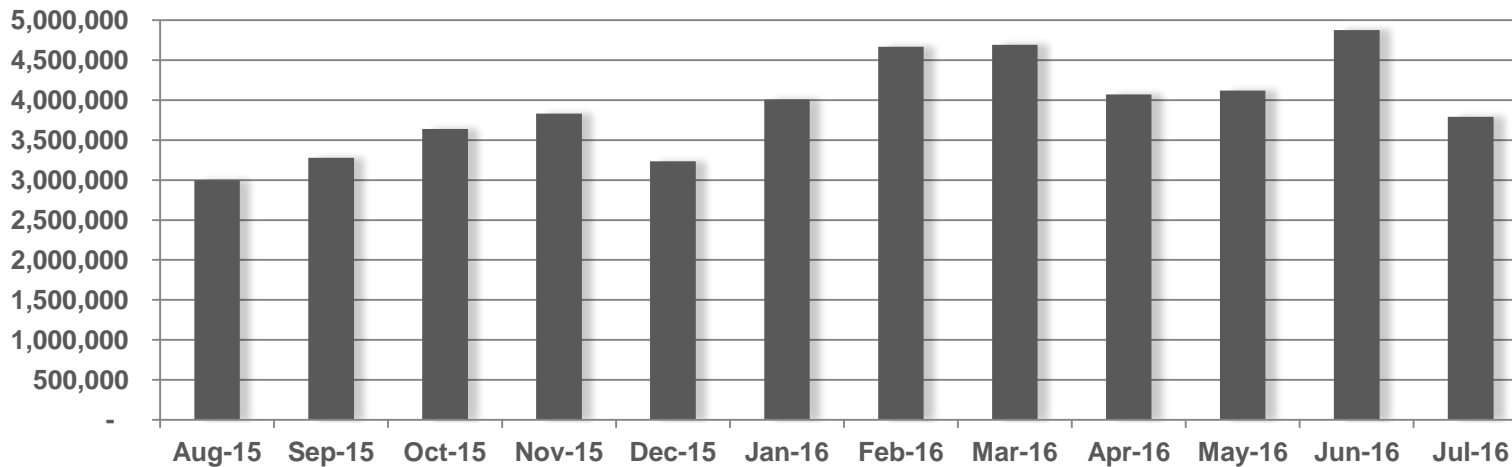
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

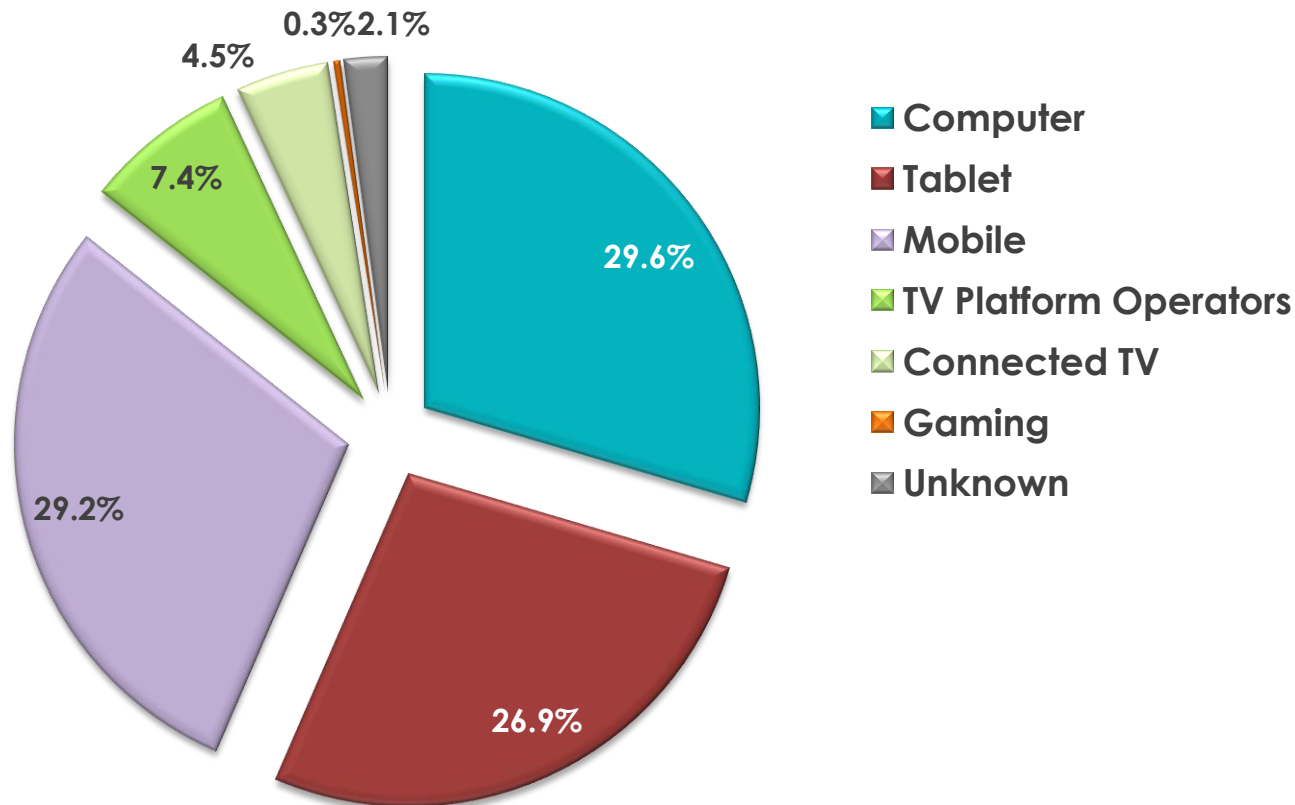


Source: comScore Dax
(Unique Browsers
excluding Virgin Media)

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

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	X	X	X	X		
Male 18-34							
Female 18-34		X	X				
Main Shopper + kids	X	X		X	X	X	X

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

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 – 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**

For further details contact:

Phone: 01 208 3300

Email: rtedigitalsales@rte.ie

Website: www.rte.ie/mediasales/digital