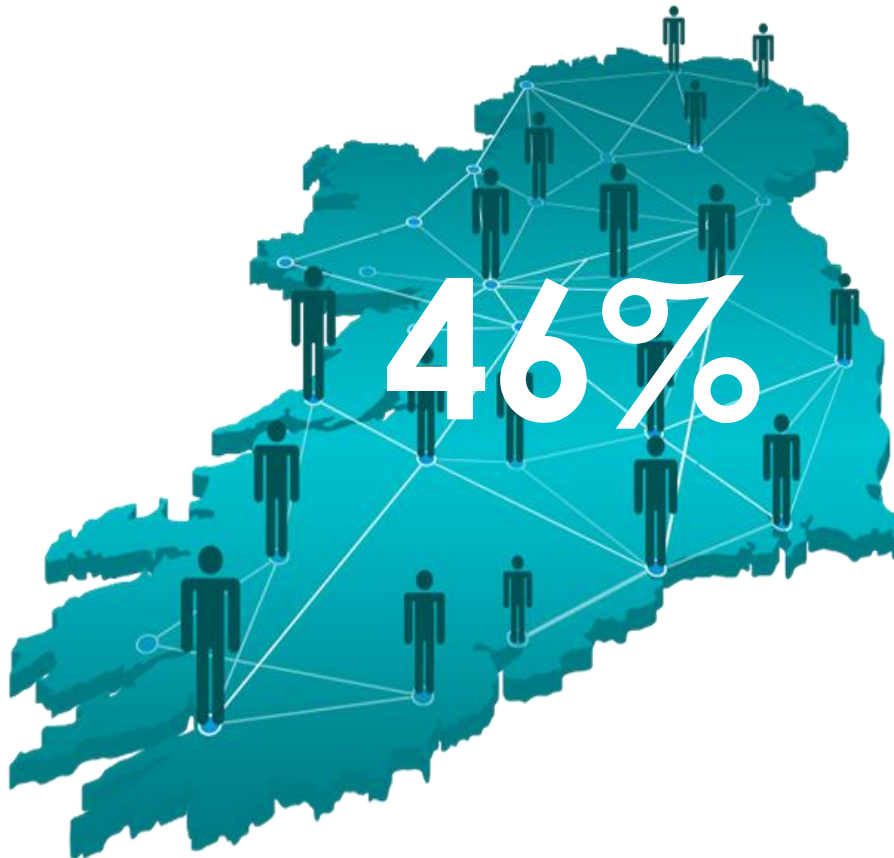




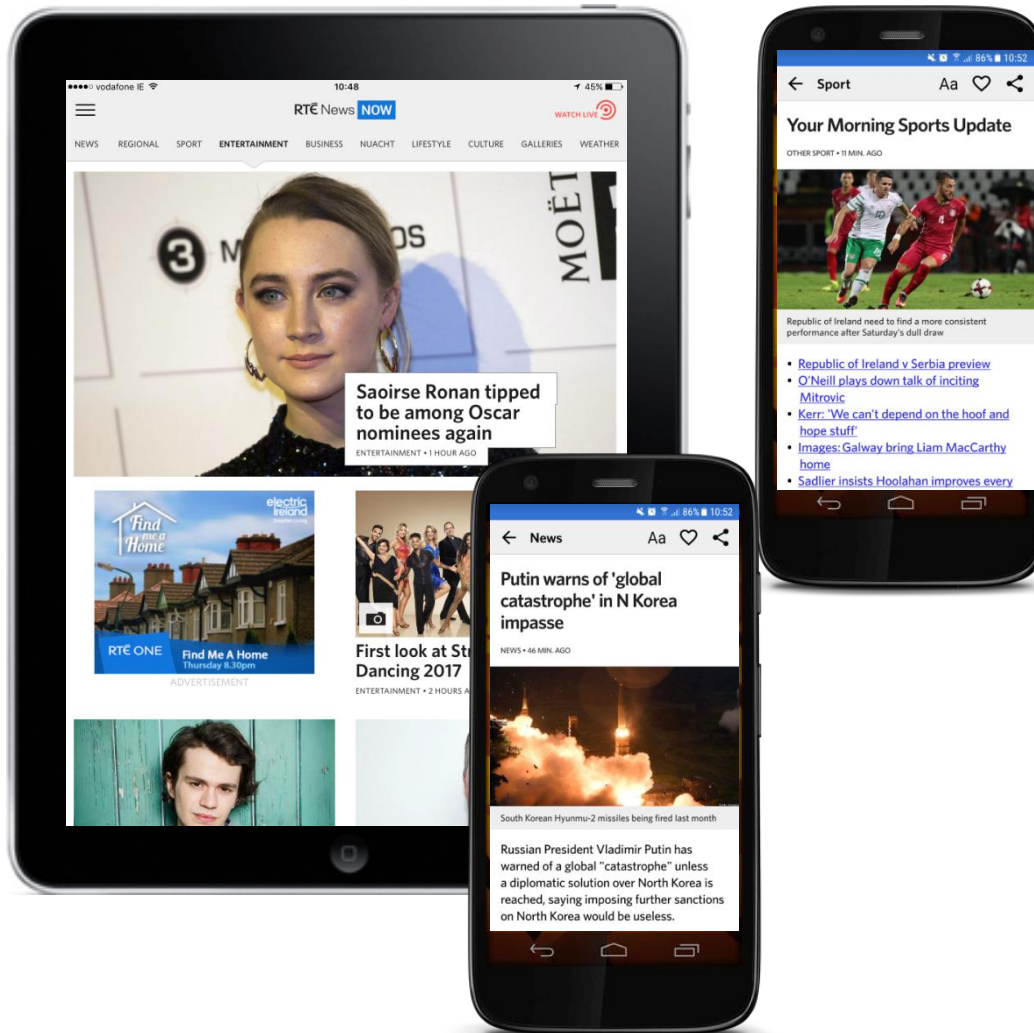
Digital Audience Report

July 2017

**46% 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**

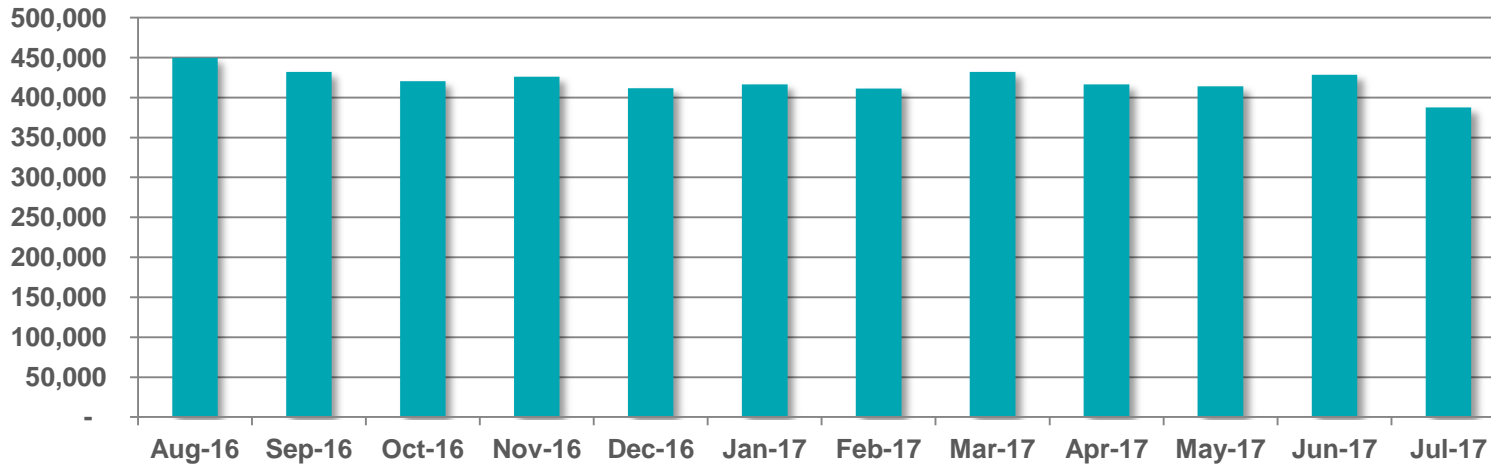


News Now App

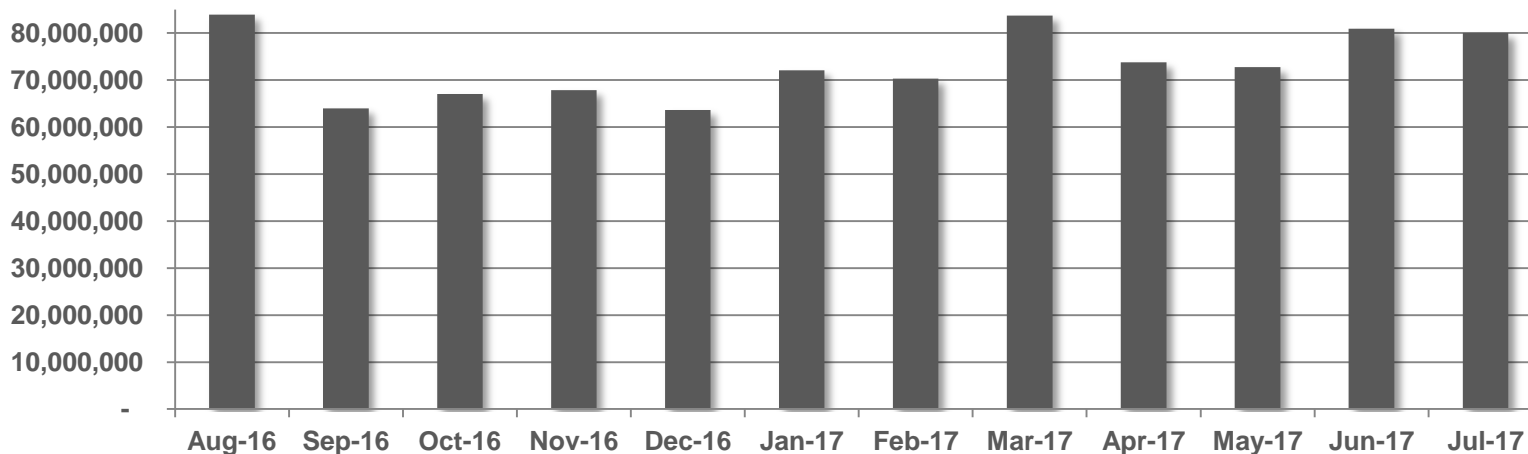


News Now App
downloads

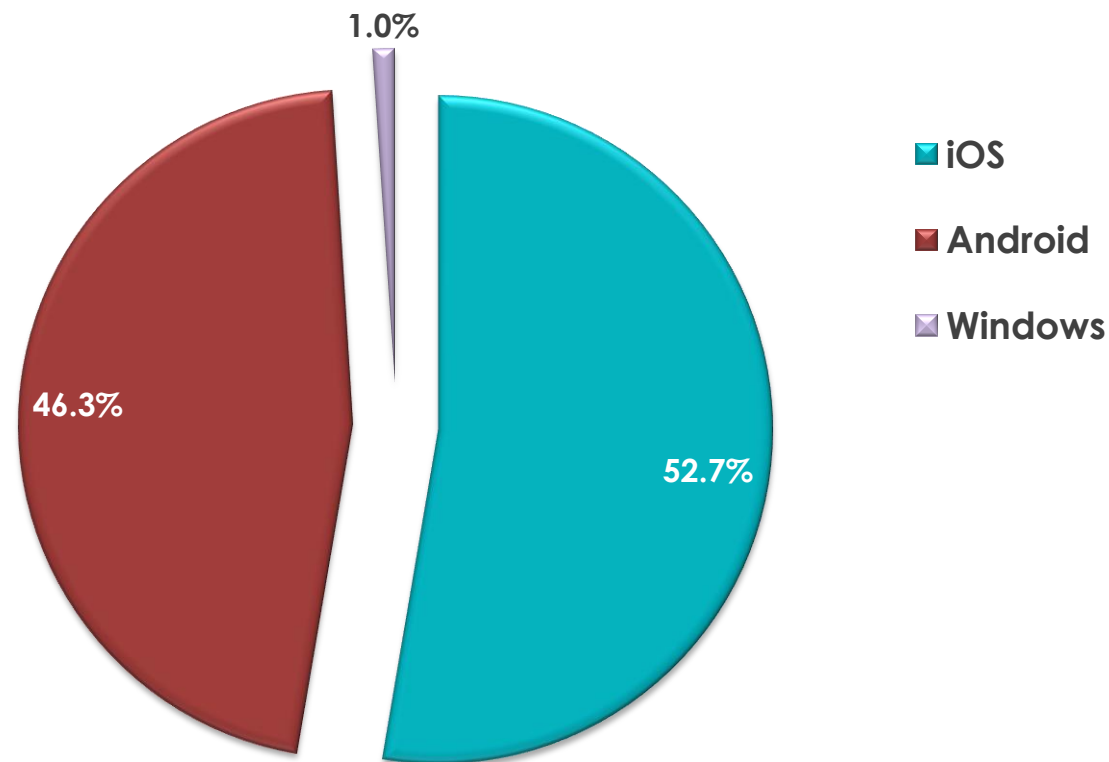
Unique Browsers per Month

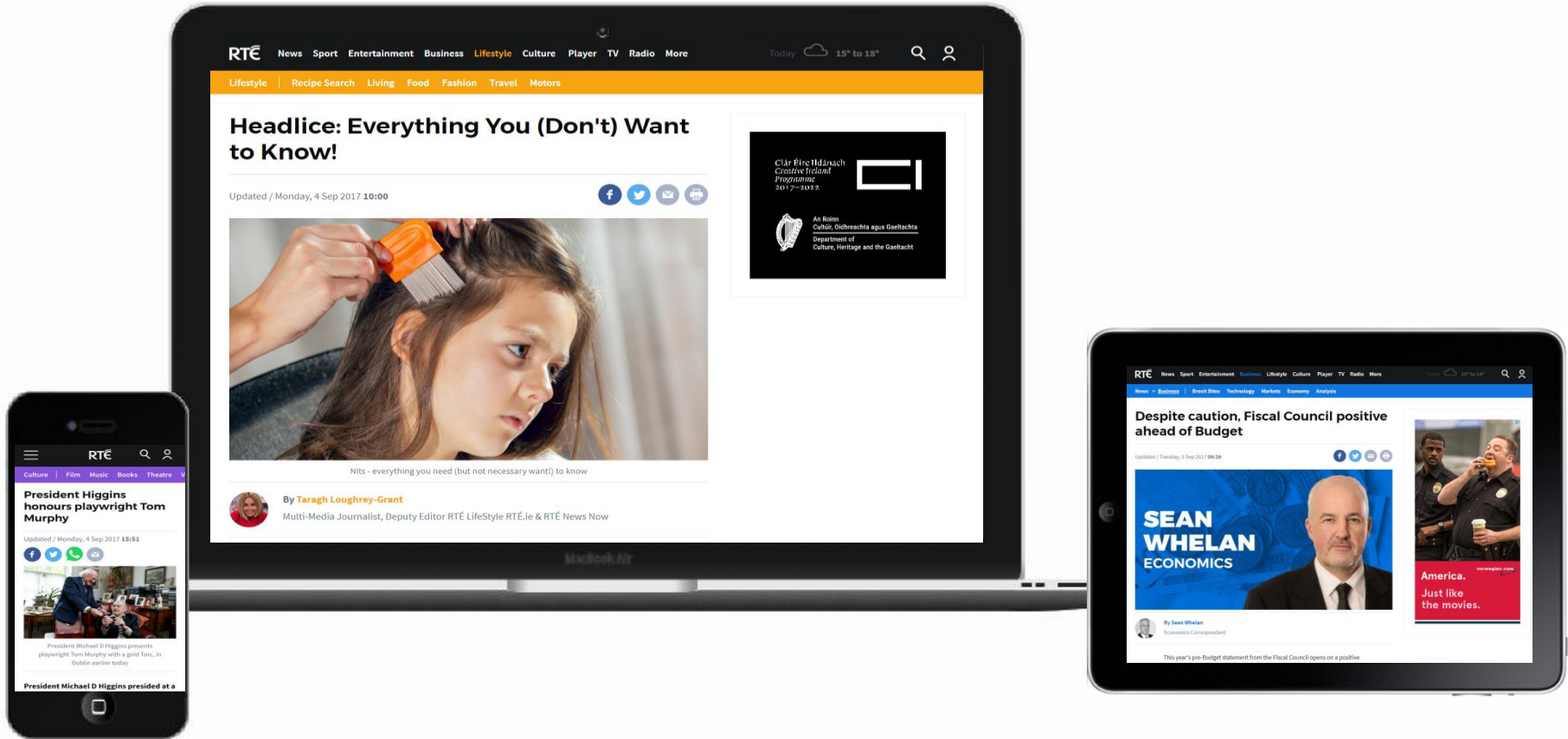


Page Views per Month



Page Views per App Version – July 2017





RTÉ.ie is the Number 1 multi-media website in Ireland with 922,000 users in the past week and the number 1 Irish media web brand used by 47% of Irish Internet users in the last month



**No.1 Multi-media
Website**



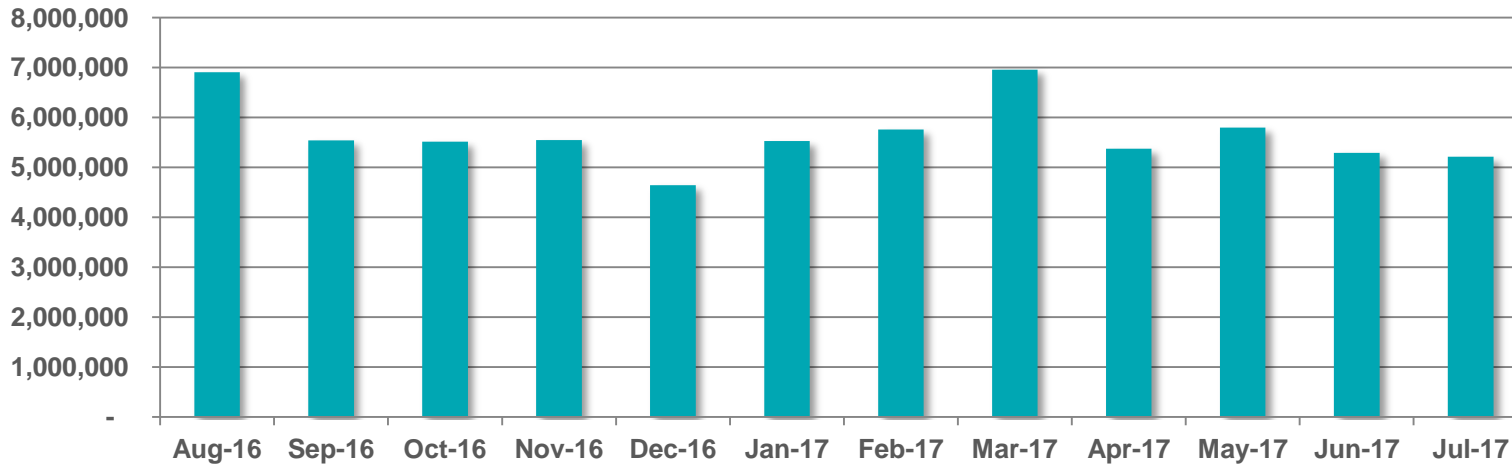
The average visit on RTÉ.ie is longer than Irish Times, Independent and The Journal

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)

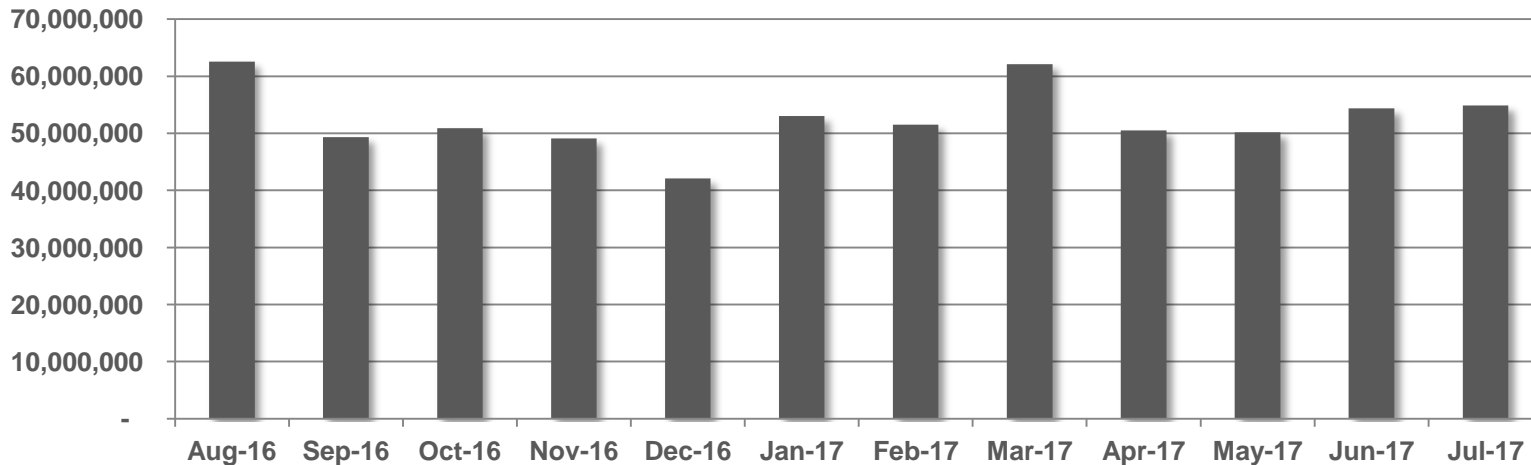


**Monthly Unique
Browsers**

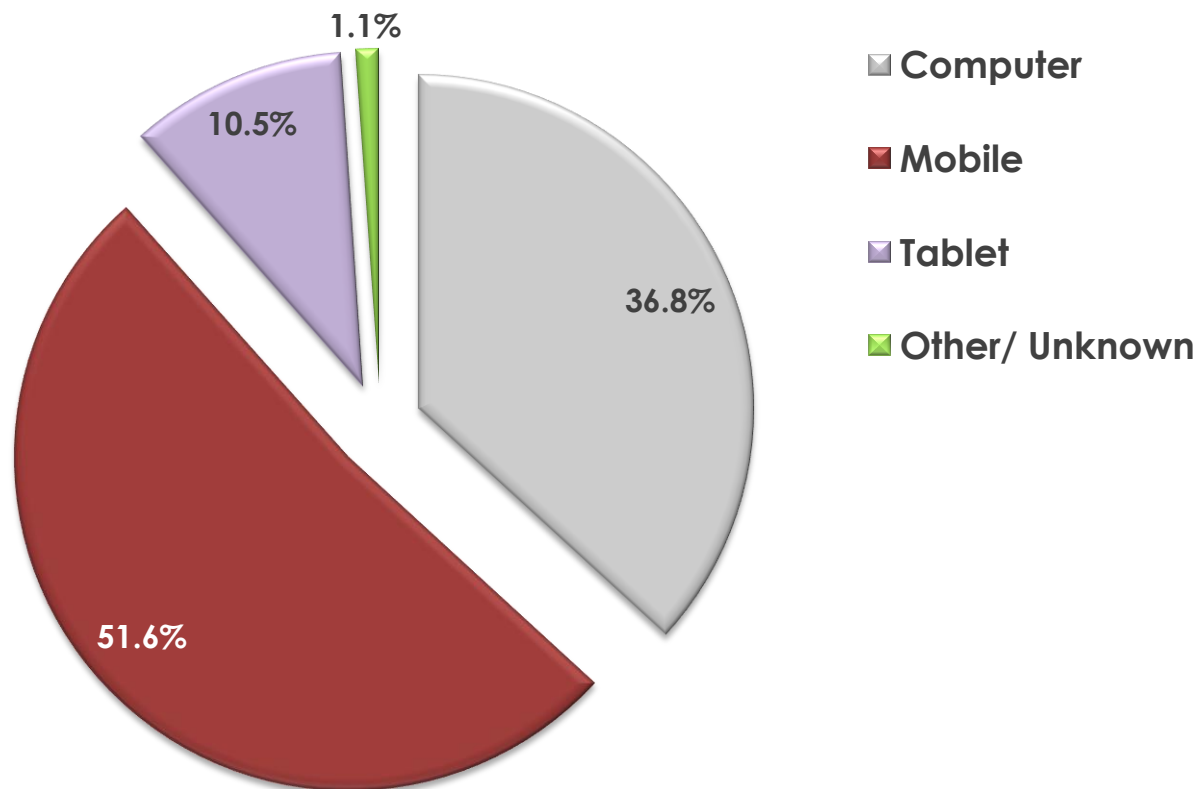
Unique Browsers per Month

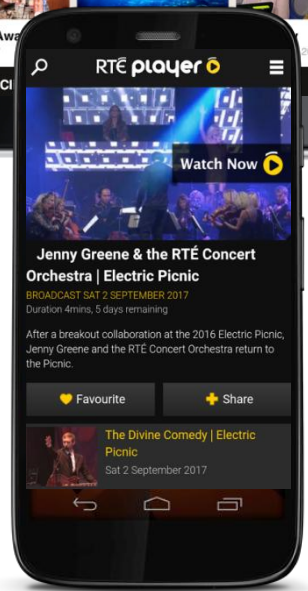
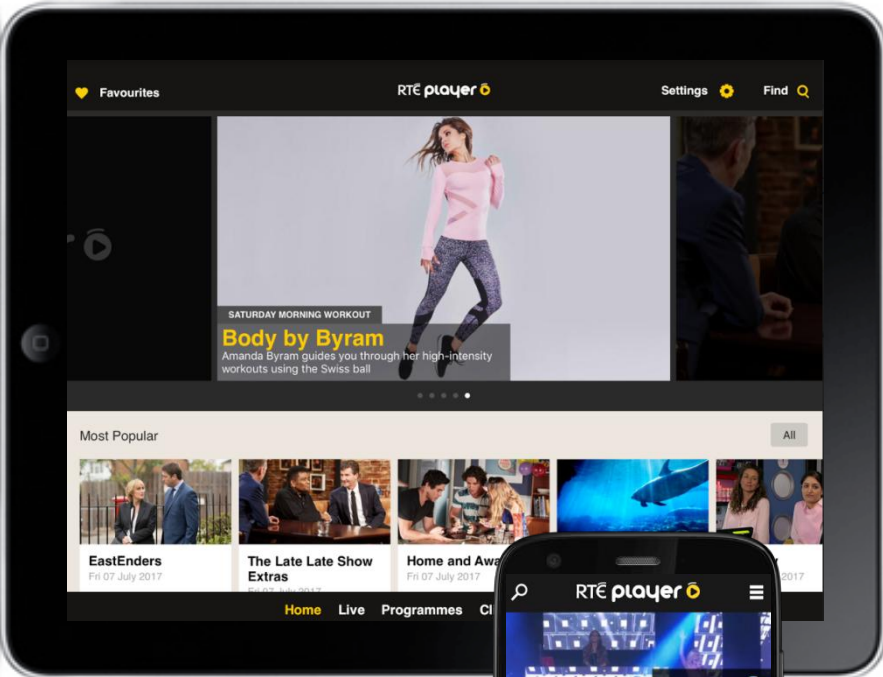


Page Views per Month



Page Views per Device – July 2017





RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 400,000 users in last 7 days



RTÉ Player App
downloads



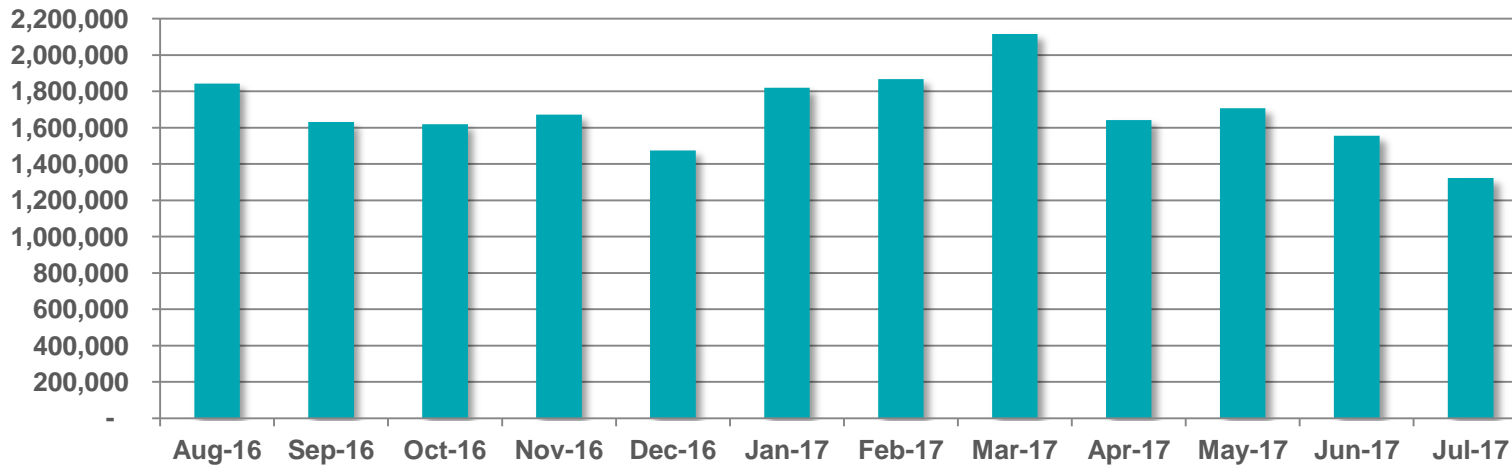
Ireland's No.1 VOD service



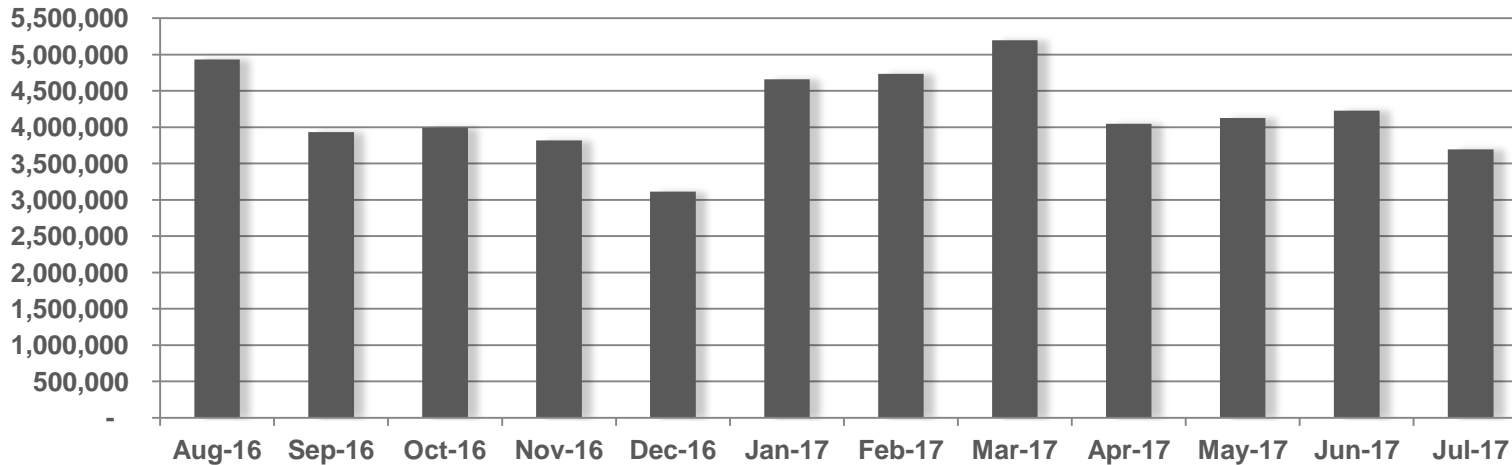
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

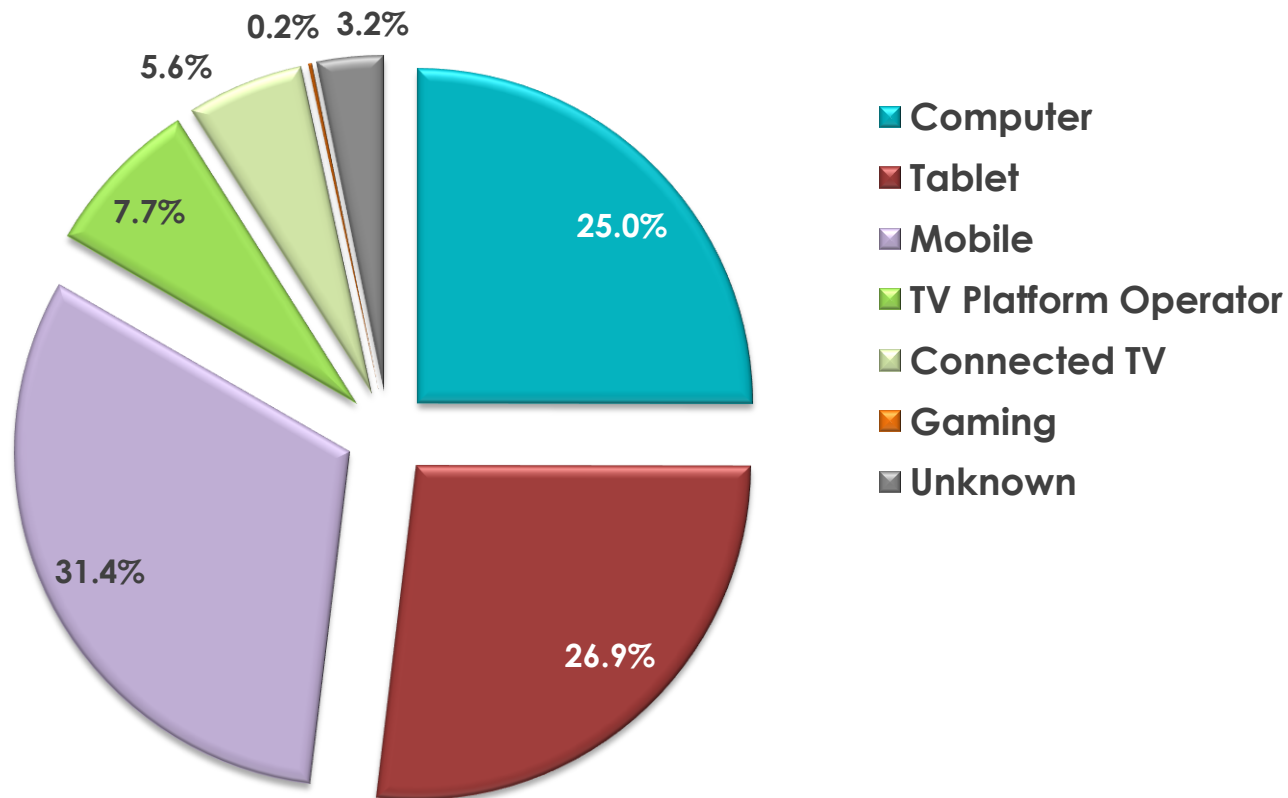


Source: comScore Dax
(Unique Browsers
excluding Virgin Media/
Sky. Streams exc .Sky)

Top Programmes in July 2017

	Programme	Streams
1	Fair City	516,000
2	Home and Away	430,000
3	EastEnders	426,000
4	The Sunday Game Live	263,000
5	Neighbours	165,000
6	RTÉ News: Nine O'Clock	97,000
7	The Sunday Game	87,000
8	RTÉ News: Six One	66,000
9	The Sunday Game Extras	66,000
10	Shortland Street	54,000
11	Saturday Night with Miriam Extras	50,000
12	Francis Brennan's Grand Vietnamese Tour	48,000
13	Fair City Extras	45,000
14	Weather	44,000
15	Latest News and Weather	44,000
16	Home and Away Extras	37,000
17	Nationwide	35,000
18	Saturday Night with Miriam	30,000
19	The Clinic	29,000
20	Giles	27,000

Streams by Device – July 2017



Audience Targeting



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

AUDIENCE	Food Bites	News	GAA	The Today Show	Celebrity Op Trans	World Cup Qualifiers
Male		X	X			X
Female	X			X	X	
Male 18-34						X
Female 18-34	X					
Main Shopper + kids	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 1.337m adults in Ireland**

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Website: www.rte.ie/mediasales/digital