

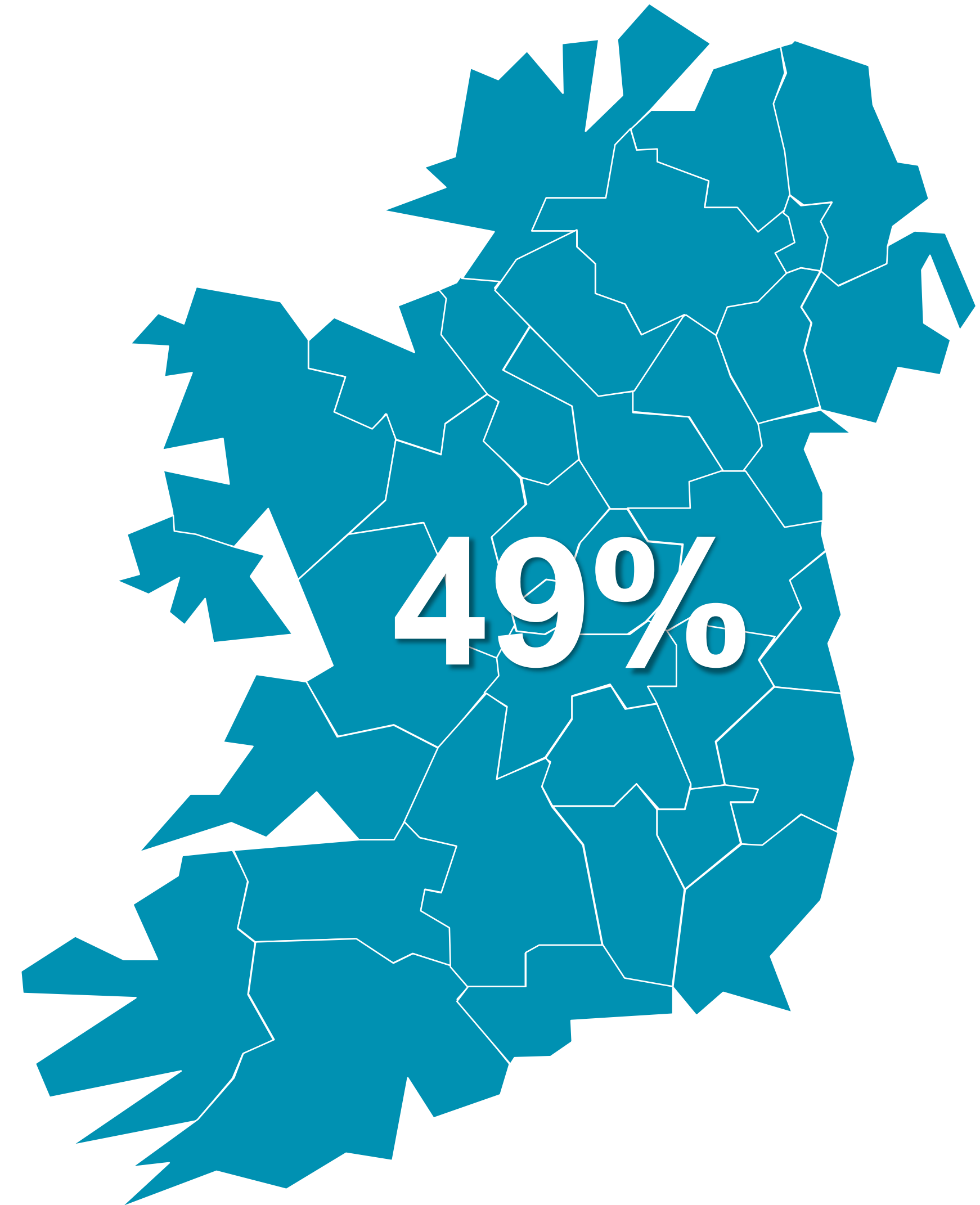
RTÉ Media Sales

Digital Audience Report

July 2018

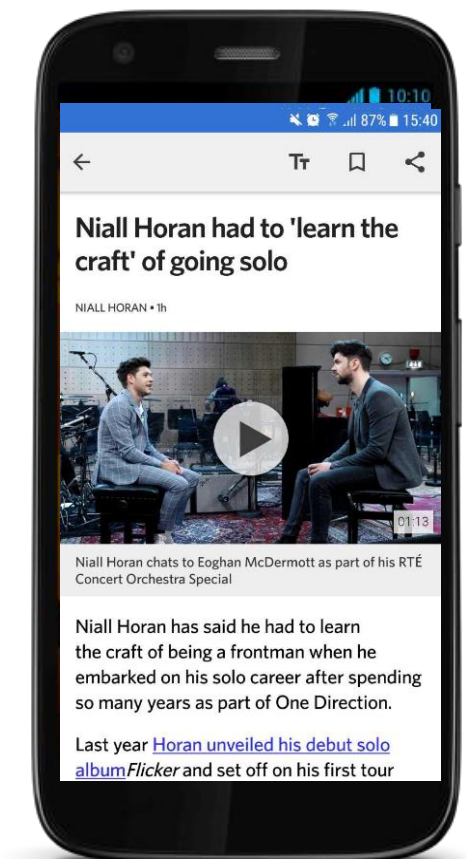
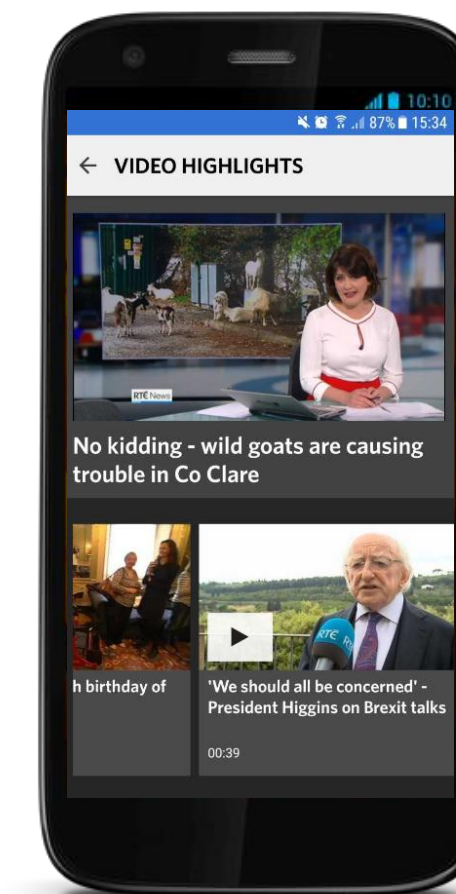
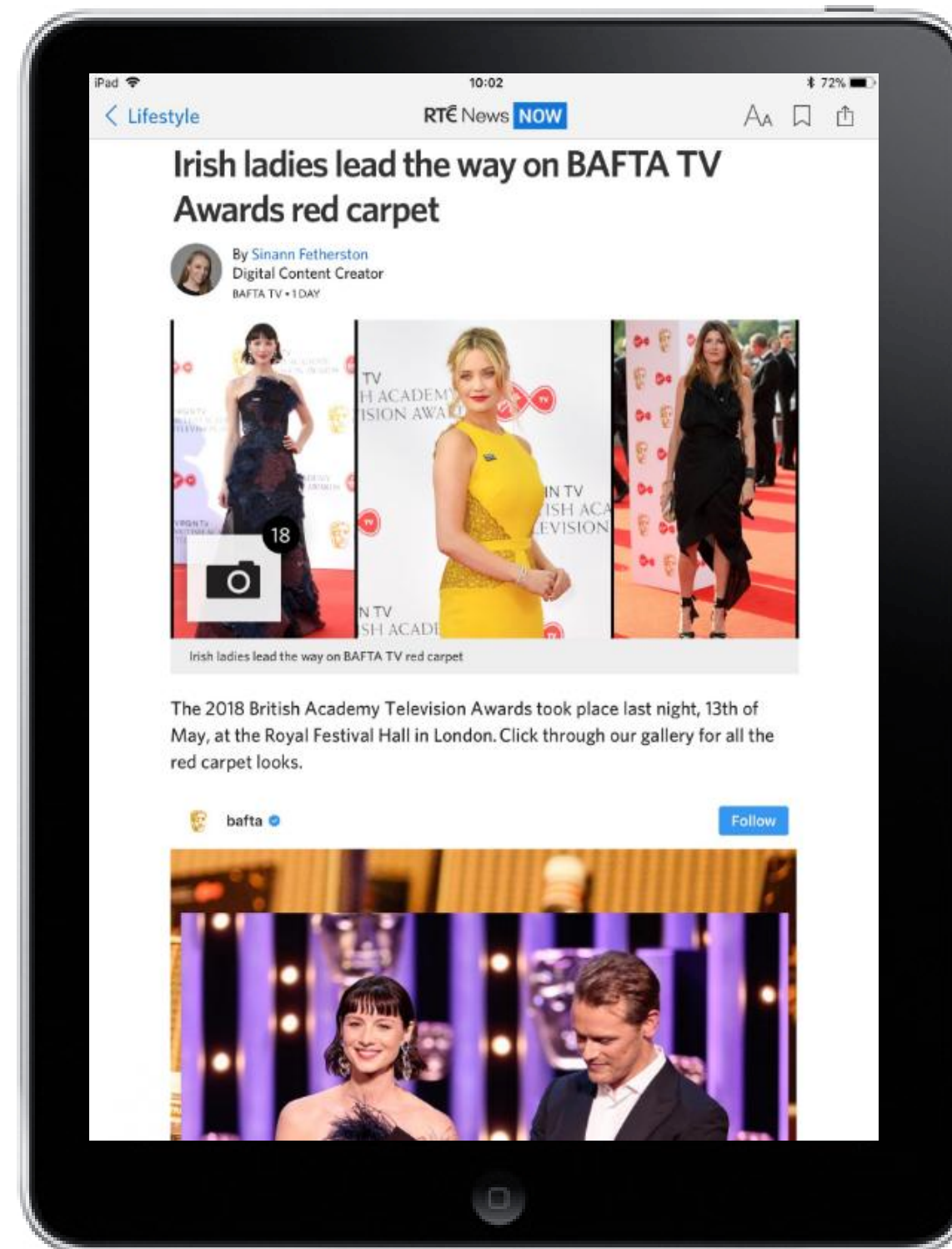
DIGITAL SERVICE USAGE

49% of Irish adults use a digital service from RTÉ every week



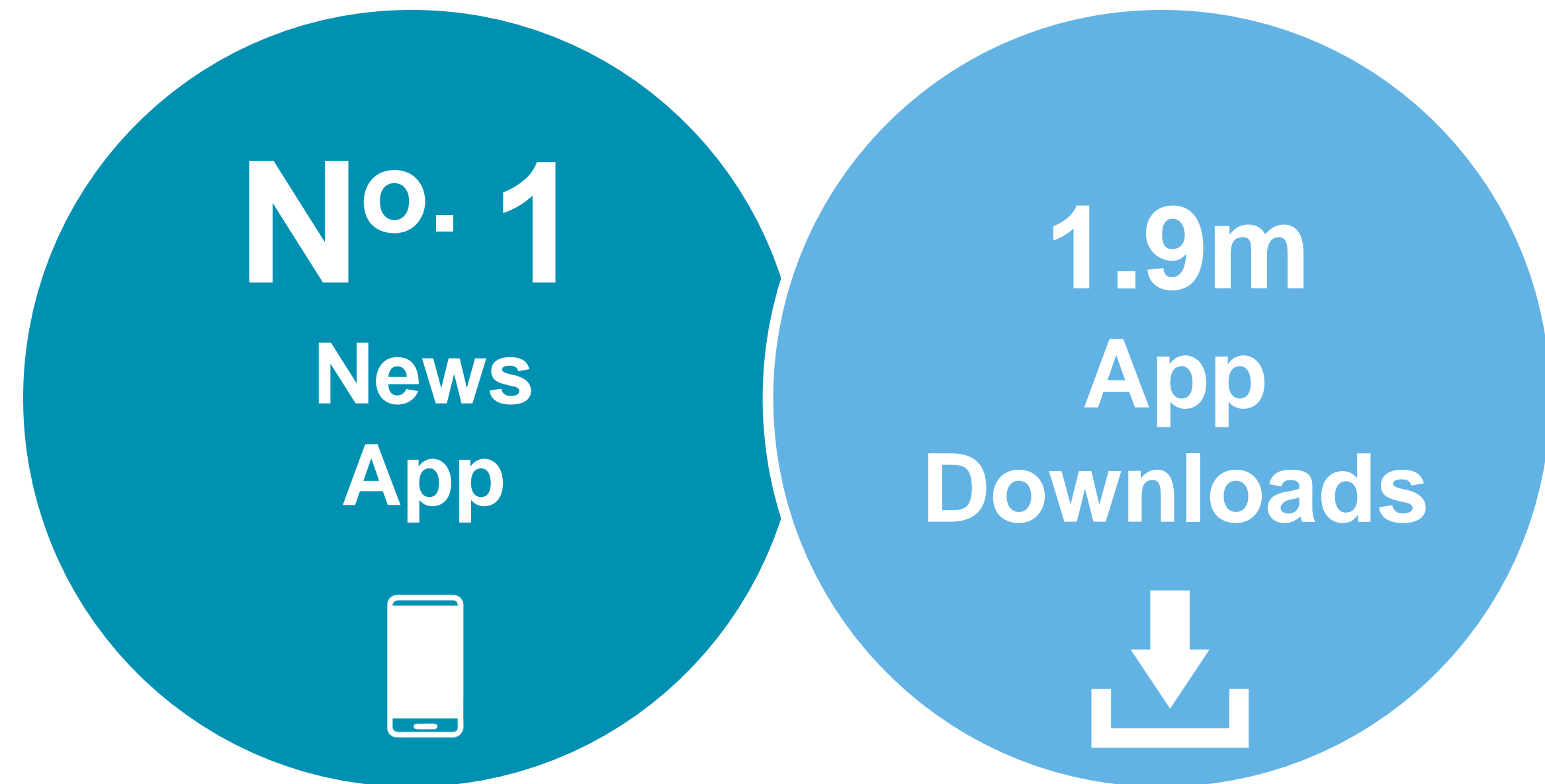
RTÉ NEWS NOW APP

RTÉ NEWS NOW

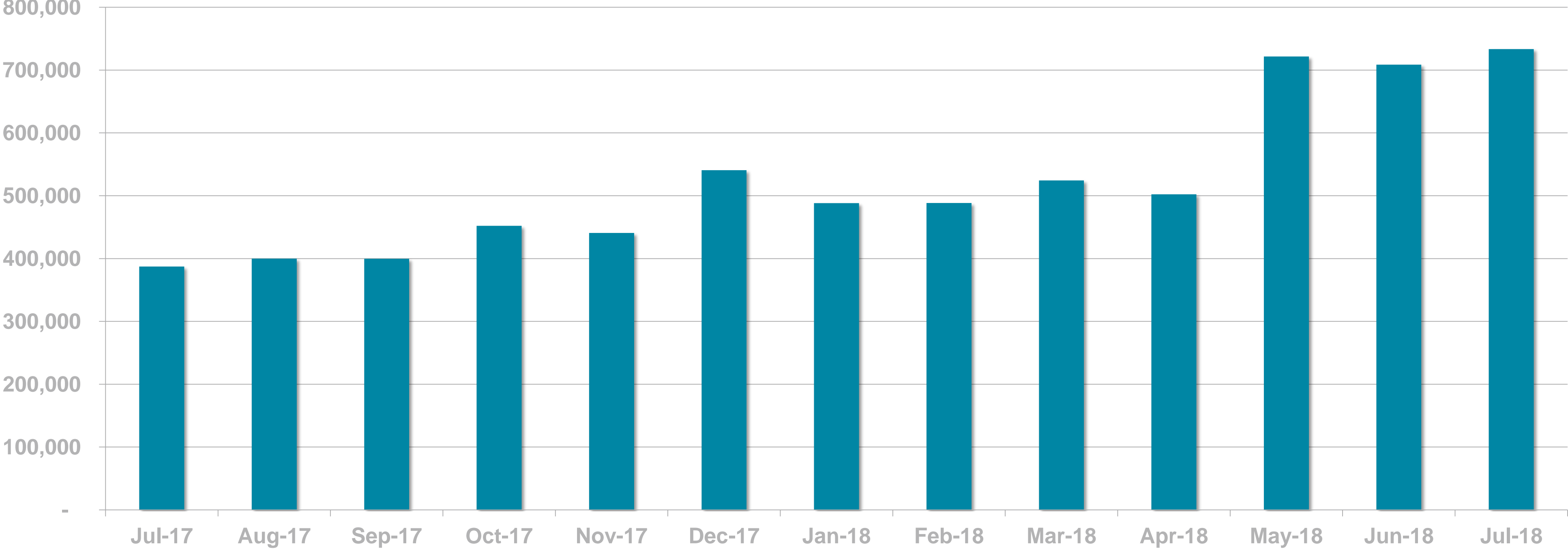


RTÉ NEWS NOW APP

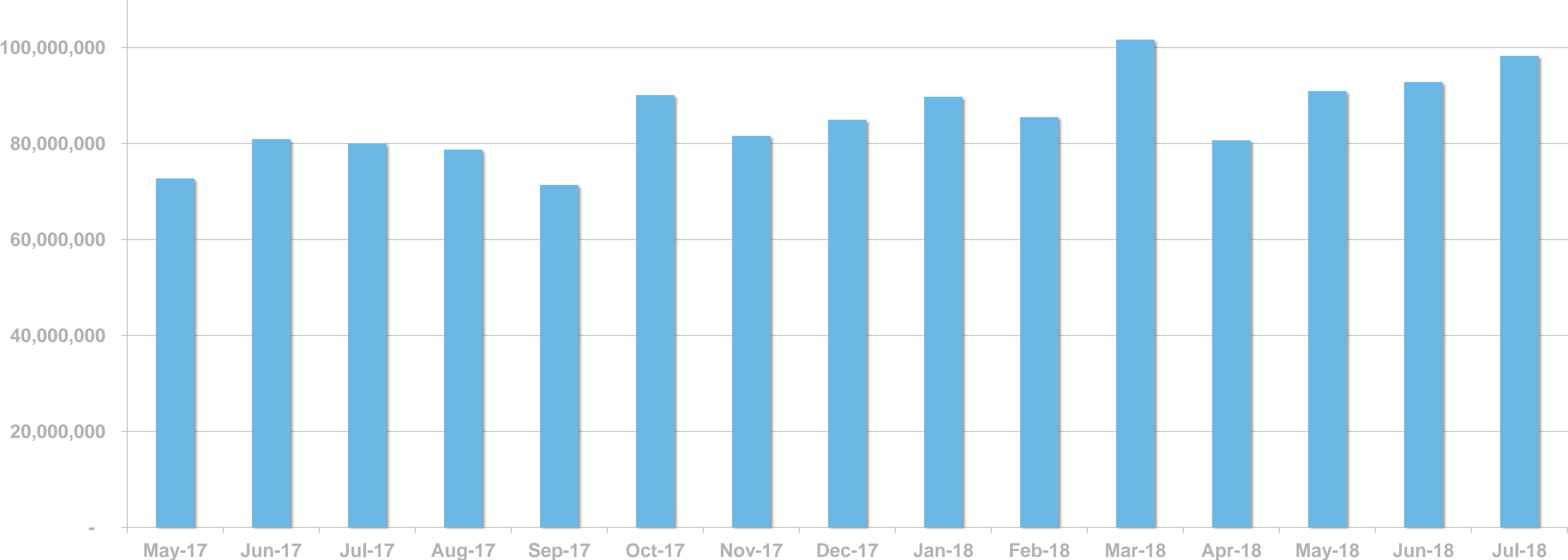
RTÉ News Now is the Number 1 news and entertainment app in Ireland



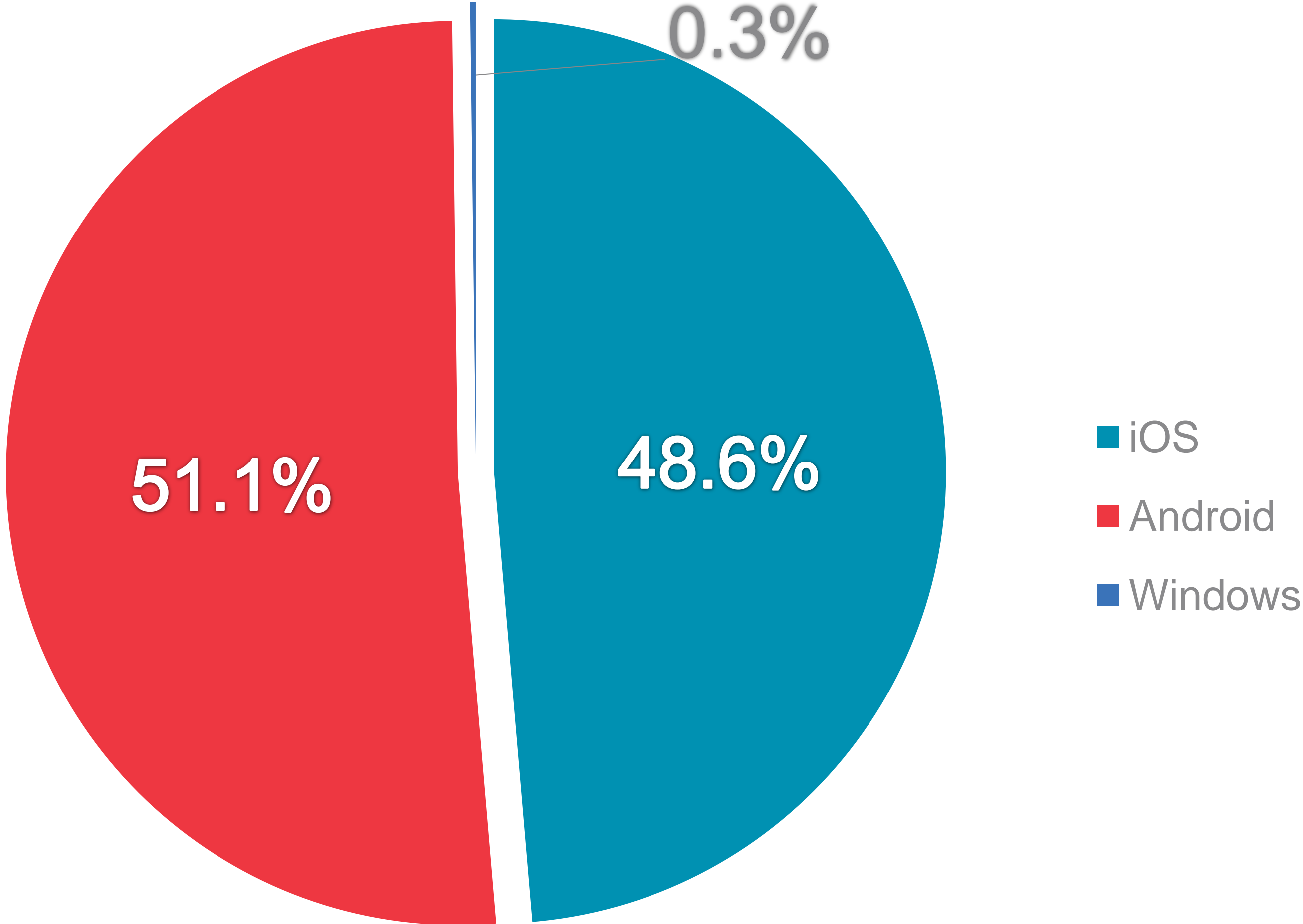
UNIQUE BROWSERS PER MONTH

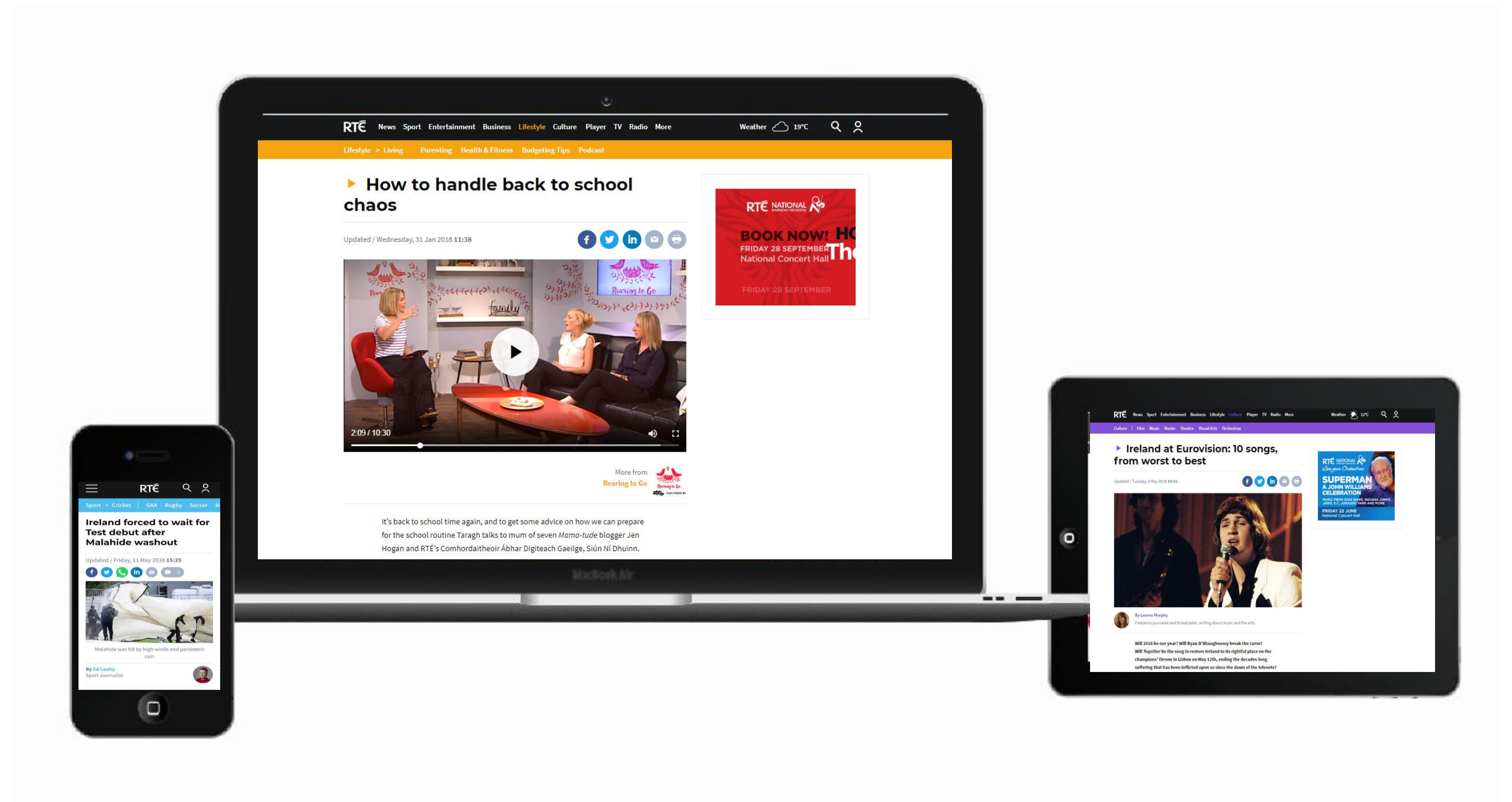


PAGE VIEWS PER MONTH



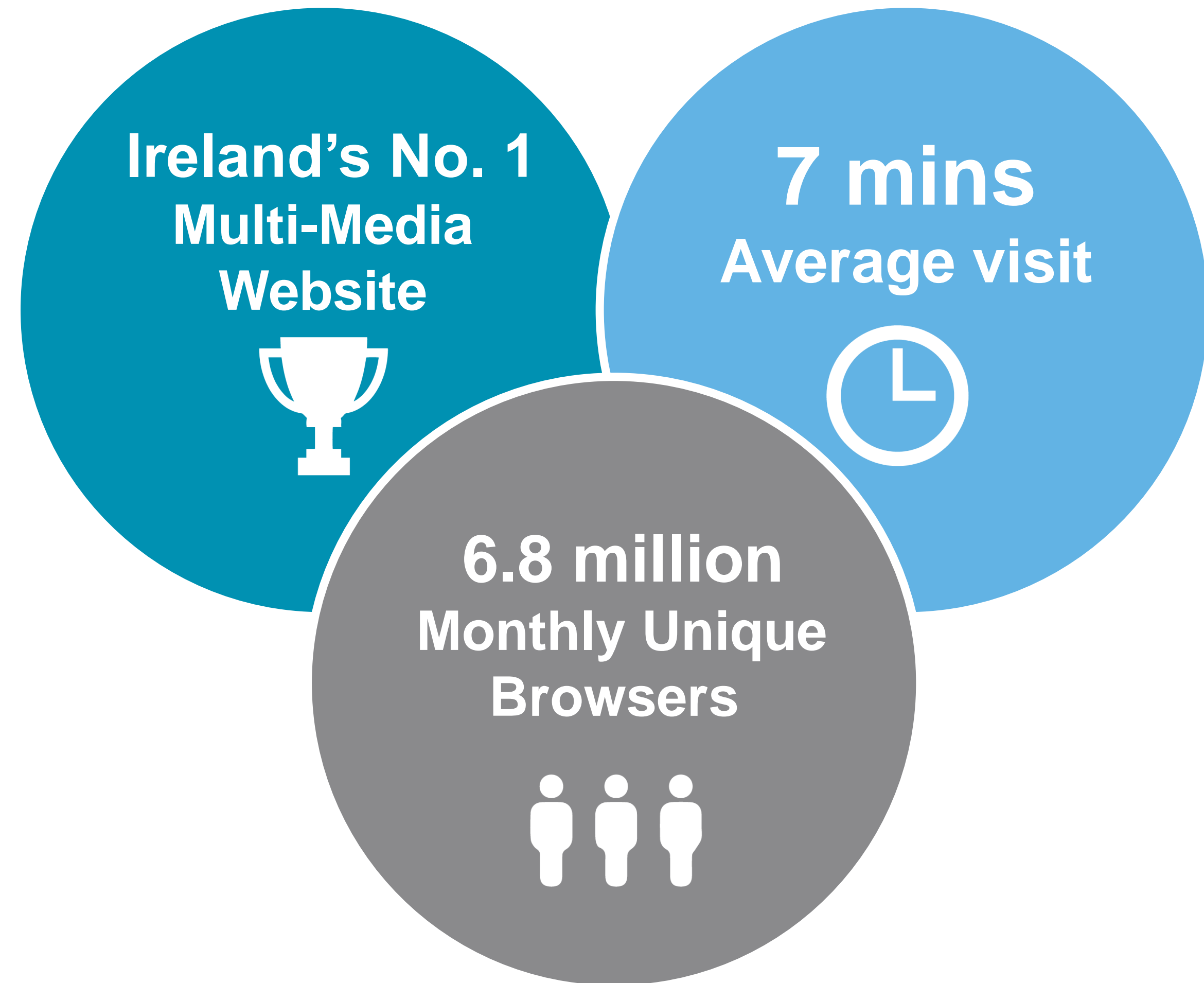
PAGE VIEWS PER APP VERSION





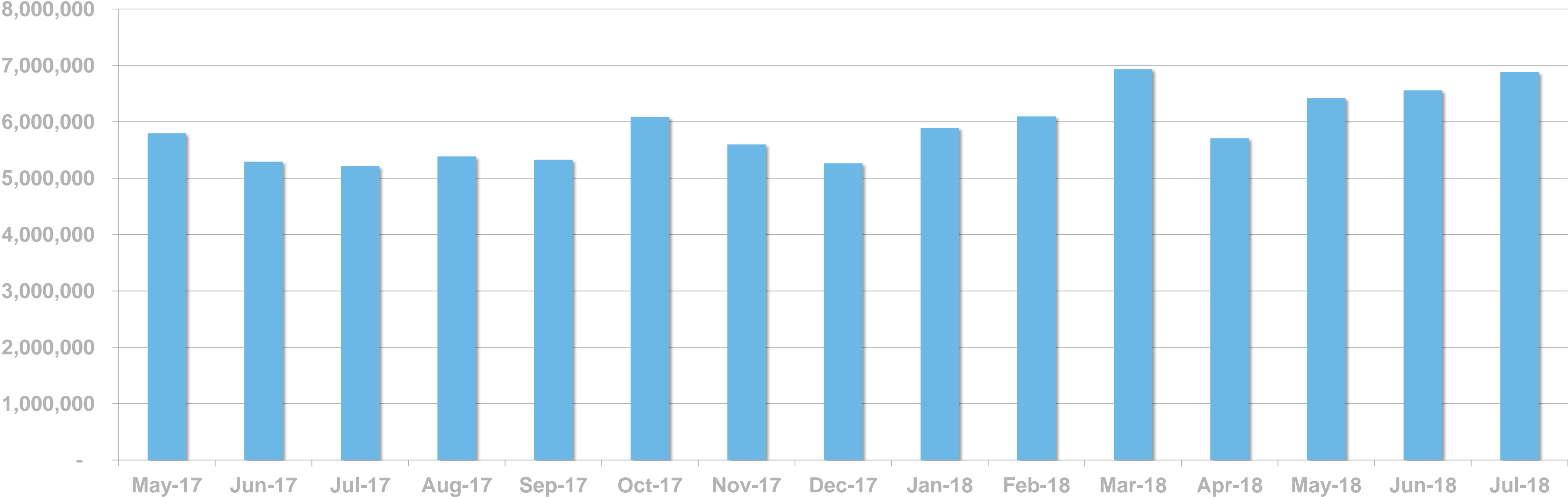
RTÉ.ie is the Number 1 multi-media website in Ireland with 1.2m Irish users aged under 65 and 6m unique browsers per month.

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

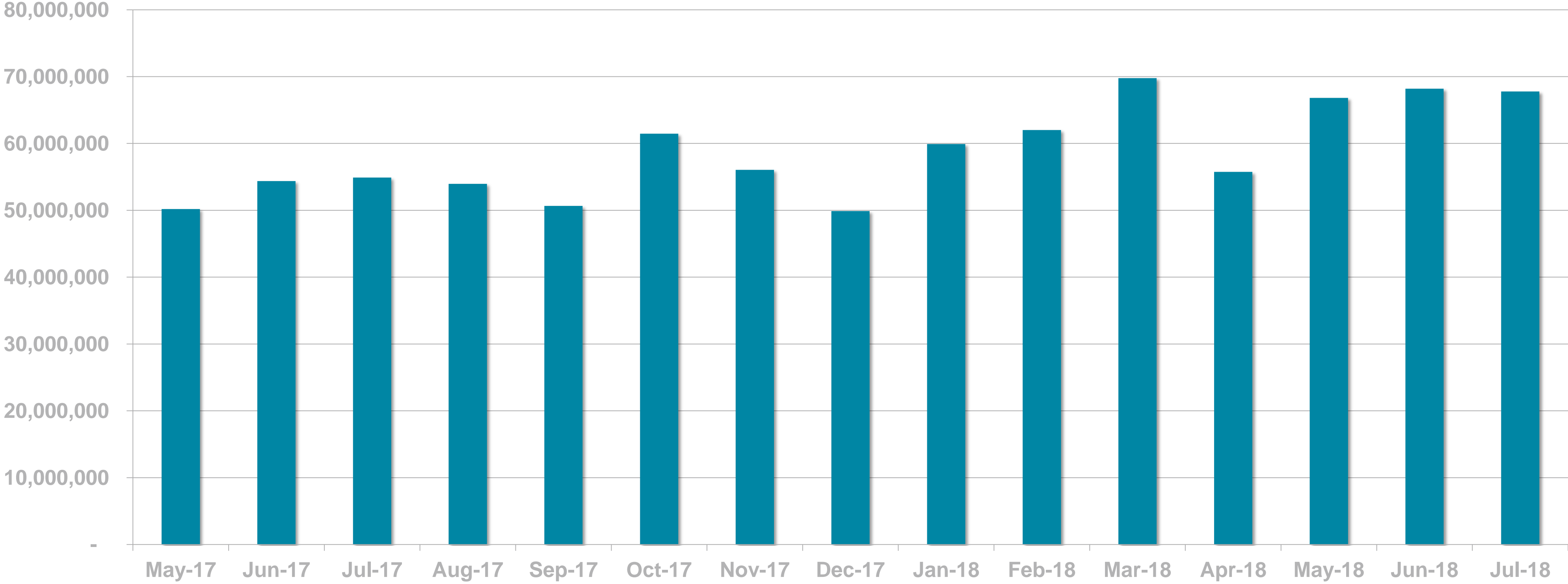


(Source: Global Web Index Q1-Q4 2017; comScore Dax)

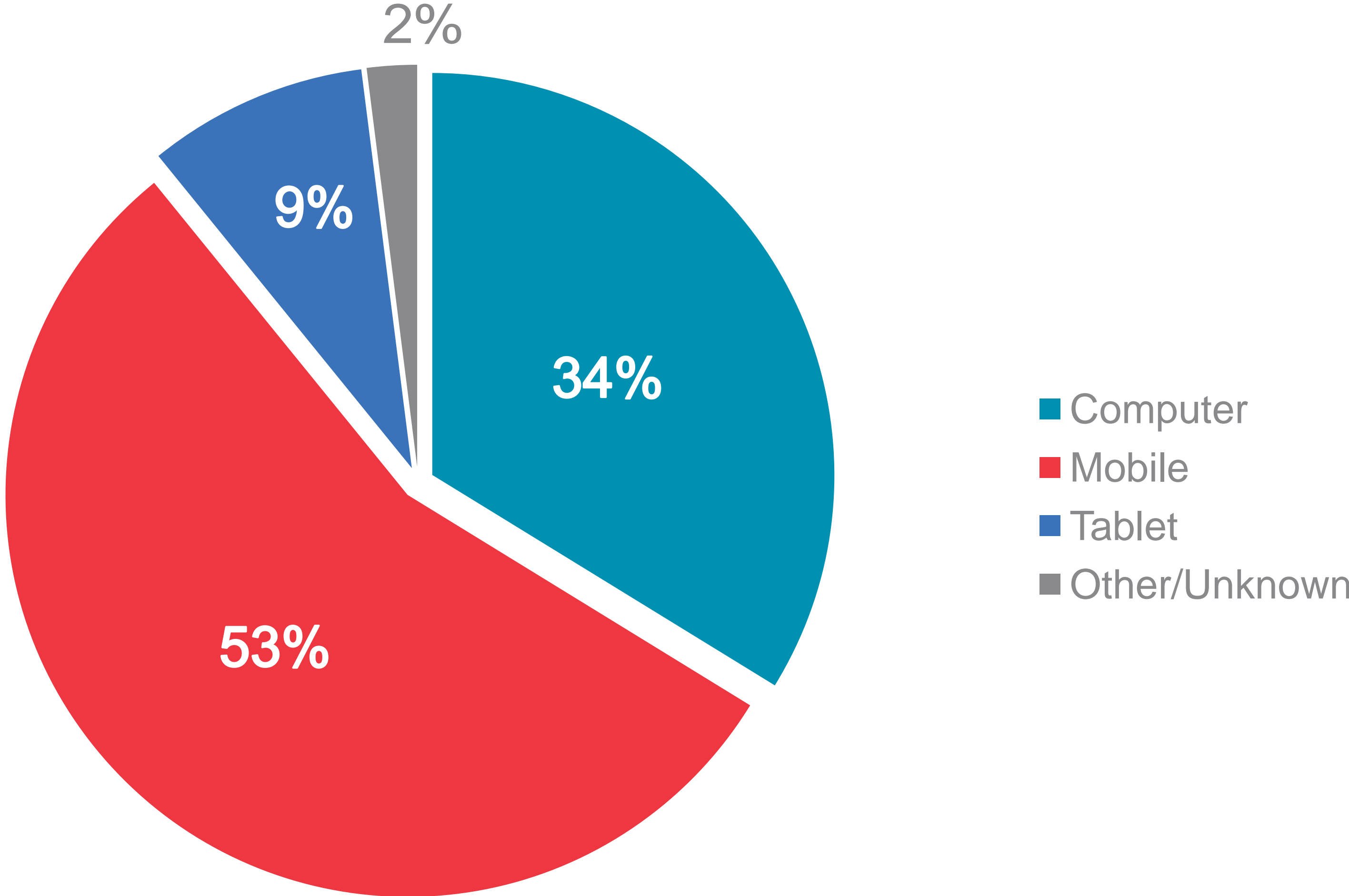
UNIQUE BROWSERS PER MONTH

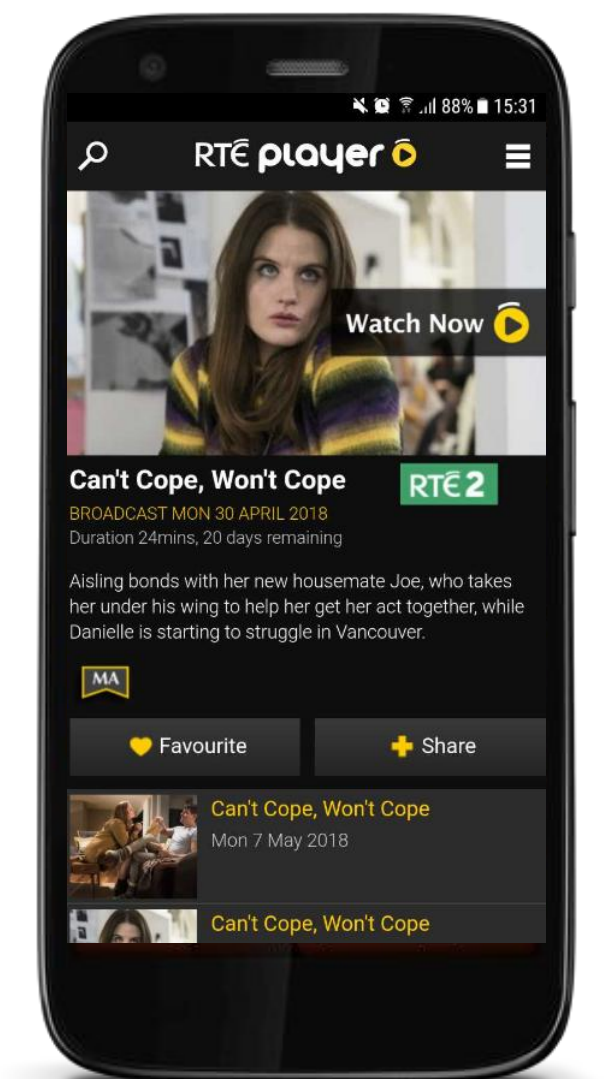
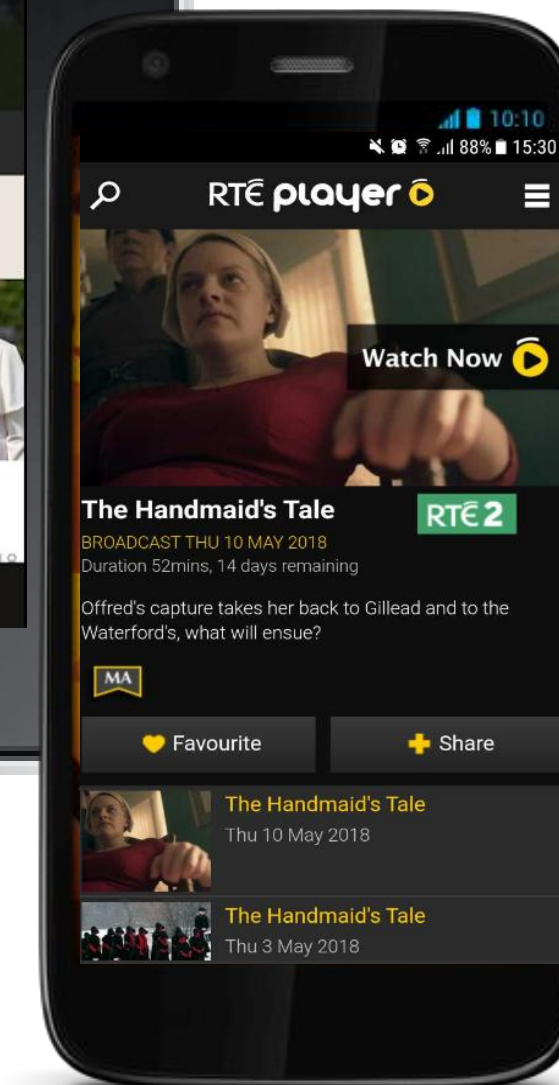
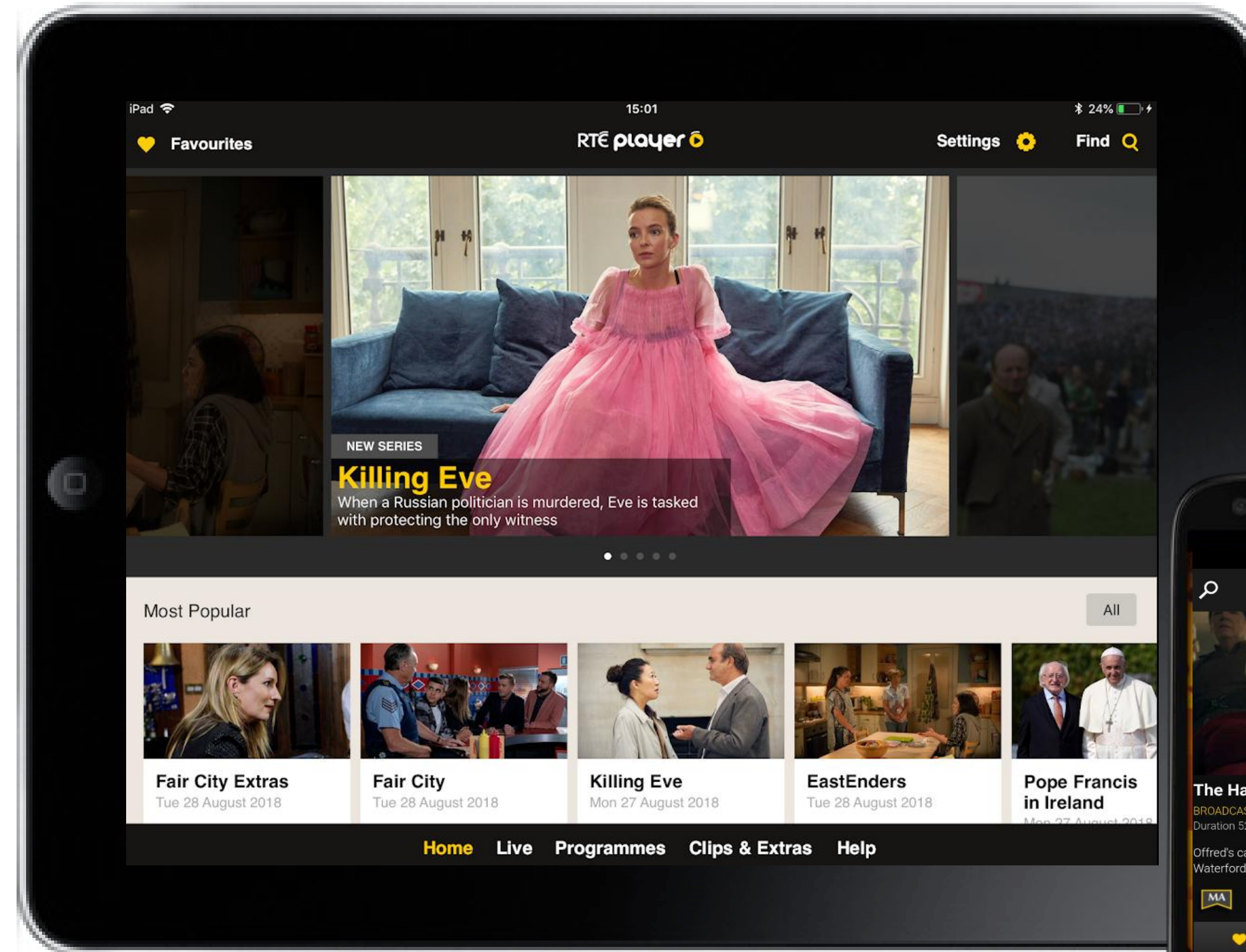


PAGE VIEWS PER MONTH



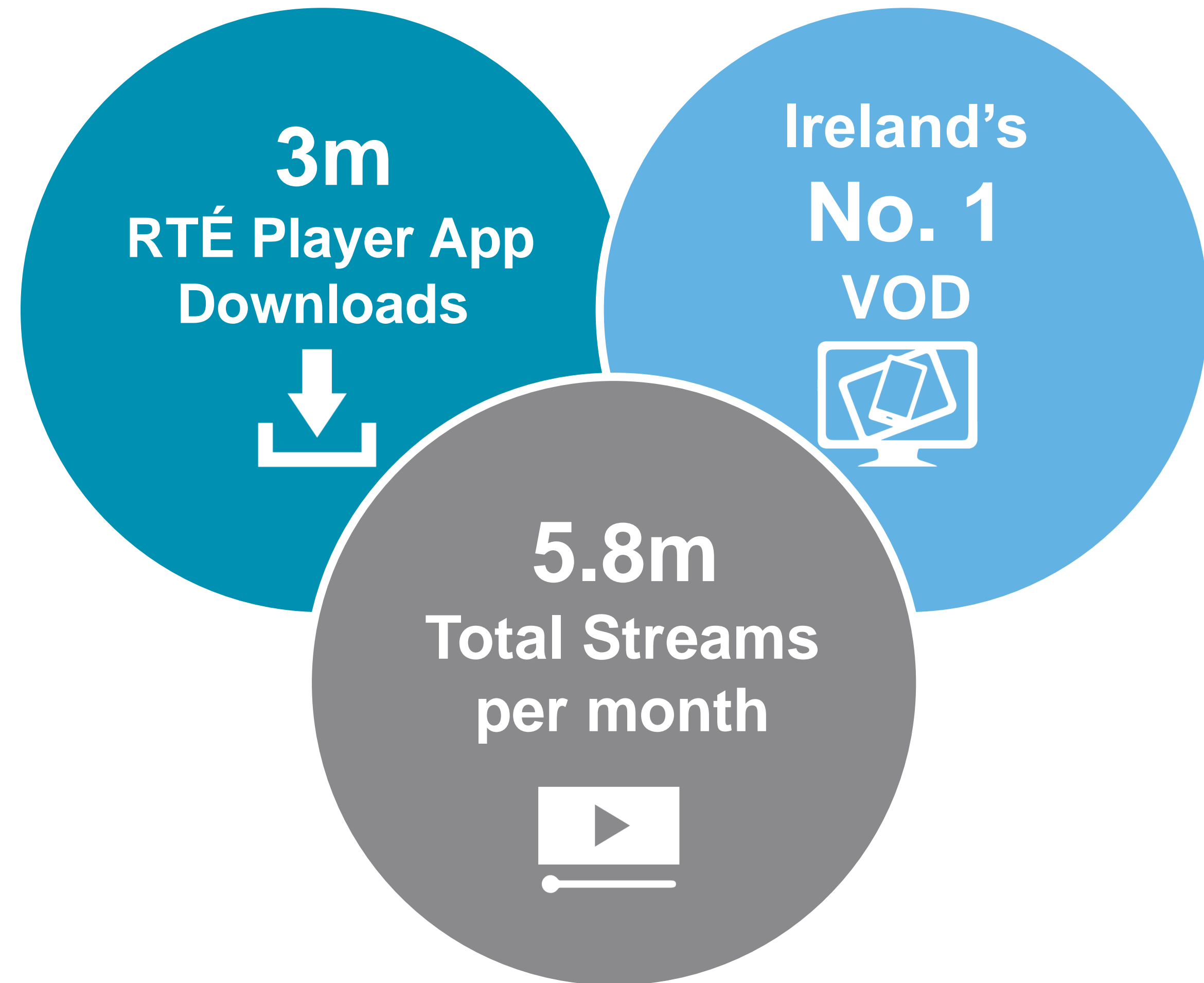
PAGE VIEWS PER DEVICE





RTÉ PLAYER

RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 1m users aged under 65 in the last month



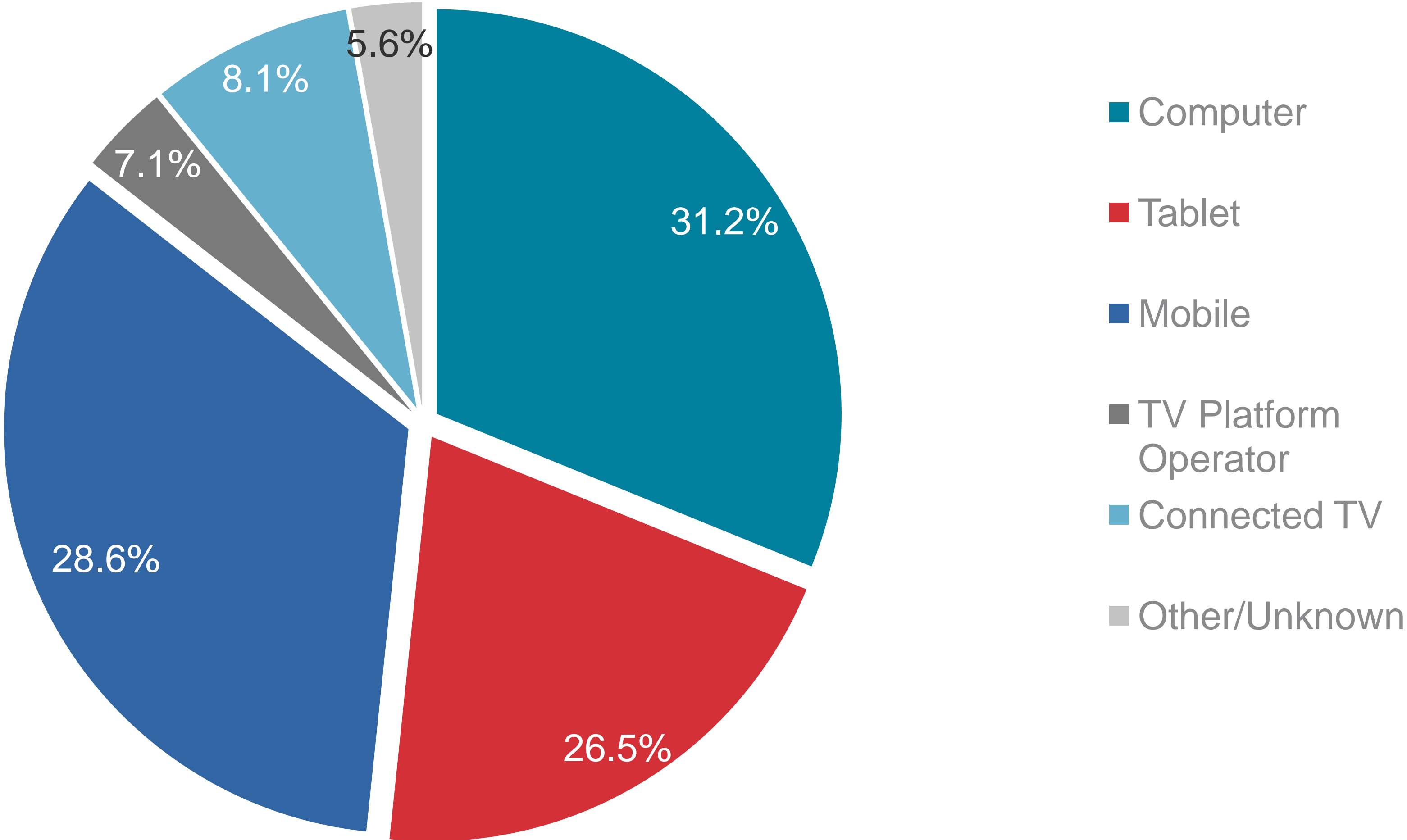
(Source: Global Web Index Q1-Q3 2017; comScore Dax)

Top Programmes

	Programme	Streams
1	FIFA World Cup Live Matches	1,710,456
2	Home and Away	513,483
3	Fair City	358,912
4	EastEnders	356,246
5	The Sunday Game Live	186,661
6	Neighbours	167,217
7	The Sunday Game Live	128,608
8	FIFA World Cup Extras	93,160
9	Après Match	84,281
10	The Sunday Game Extras	74,377
11	The Handmaid's Tale	70,012
12	Latest News and Weather	68,022
13	The Sunday Game	67,983
14	RTÉ News: Nine O'Clock	70,394
15	Weather	65,393
16	RTÉ News: Six One	61,762
17	Home and Away Extras	56,050
18	Shortland Street	53,093
19	The Saturday Game Live: Galway v Clare	44,986
20	Fair City Extras	41,498

July 2018 Excludes Sky

STREAMS BY DEVICE



AUDIENCE TARGETING

The crosses to the right indicate the over-indexing audiences (compared to RTÉ Player average). Programmes will also reach other audiences in large volumes

	FAIR CITY	EASTENDERS	HOME & AWAY	SHORTLAND STREET	NEIGHBOURS	ALL ROUND TO MRS BROWN'S	KILLING EVE
Male						X	
Female	X	X	X	X	X		X
Female 18-34		X	X		X		
Main Shopper + Kids	X	X		X		X	X

	STRESSED	THE ROAD LESS TRAVELLED	A WILD IRISH YEAR	THE GAME	EUROPEAN CHAMPIONSHIPS (MULTI-SPORT)	THE GAA CHAMPIONSHIP
Male		X		X	X	X
Female	X		X			
Male 18-34					X	X
Female 18-34	X					
Main Shopper + Kids	X	X	X			

AUDIENCE TARGETING

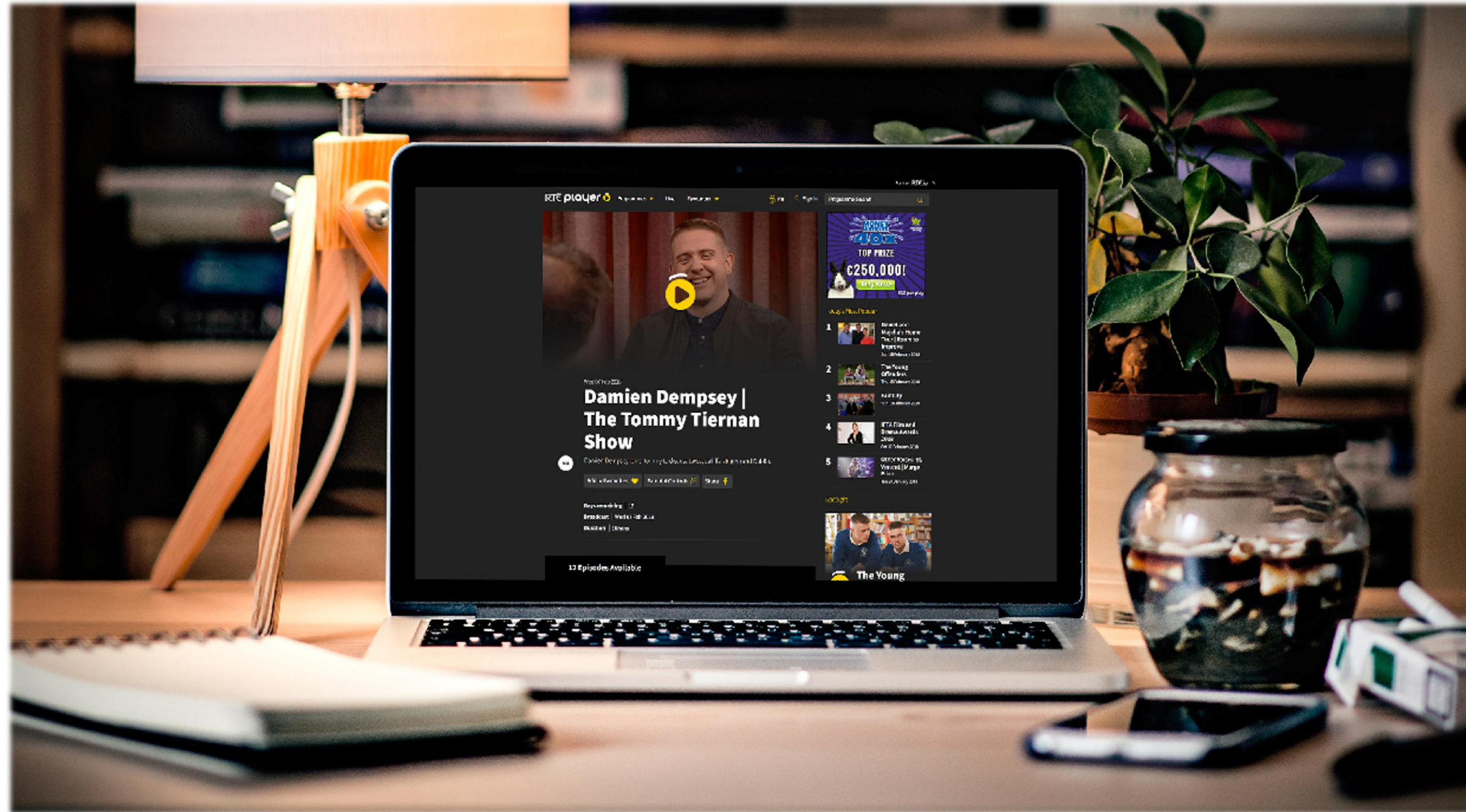
Audience targeting across RTÉ Online services

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

REACH

RTÉ has an online user base of 1.25m adults in Ireland



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