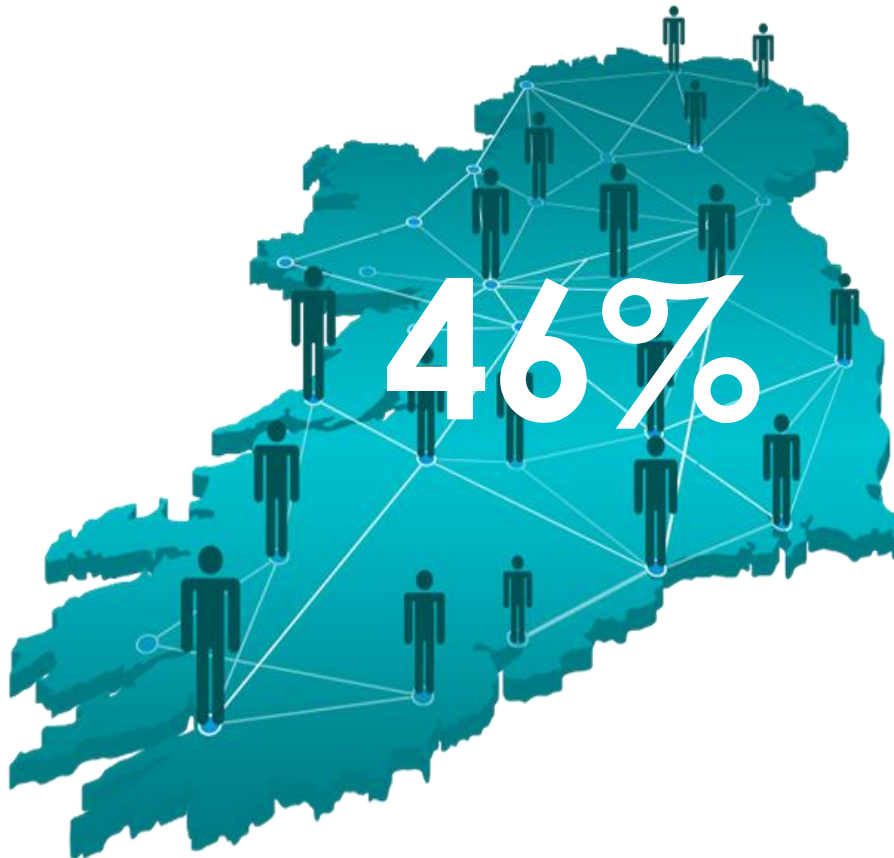




Digital Audience Report

June 2017

**46% of Irish adults use a digital service
from RTÉ every week**





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

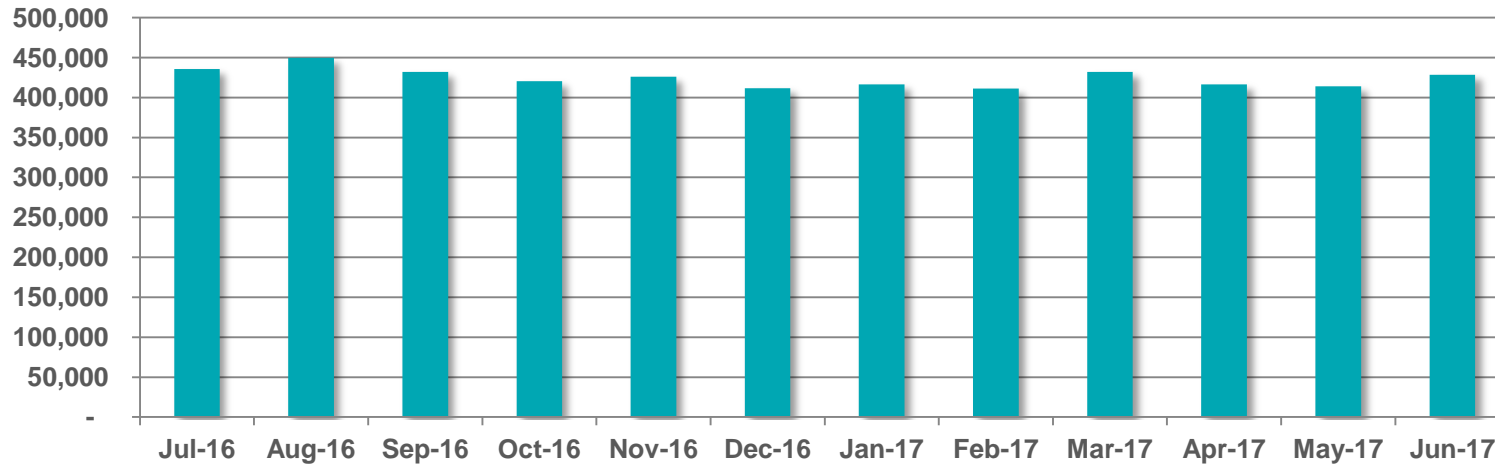


News Now App

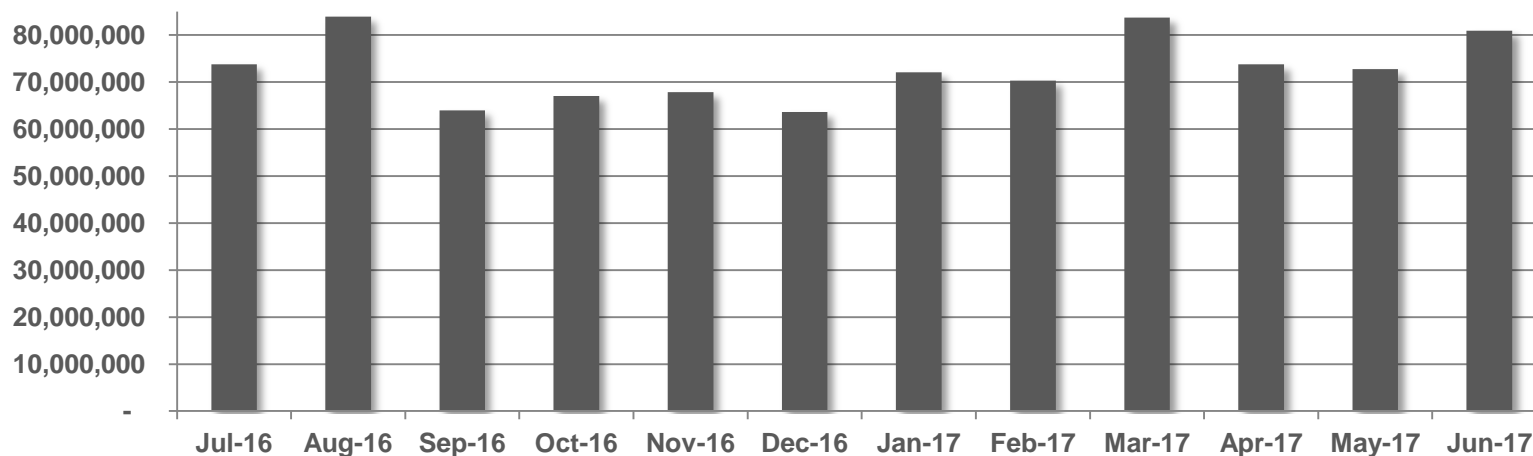


News Now App
downloads

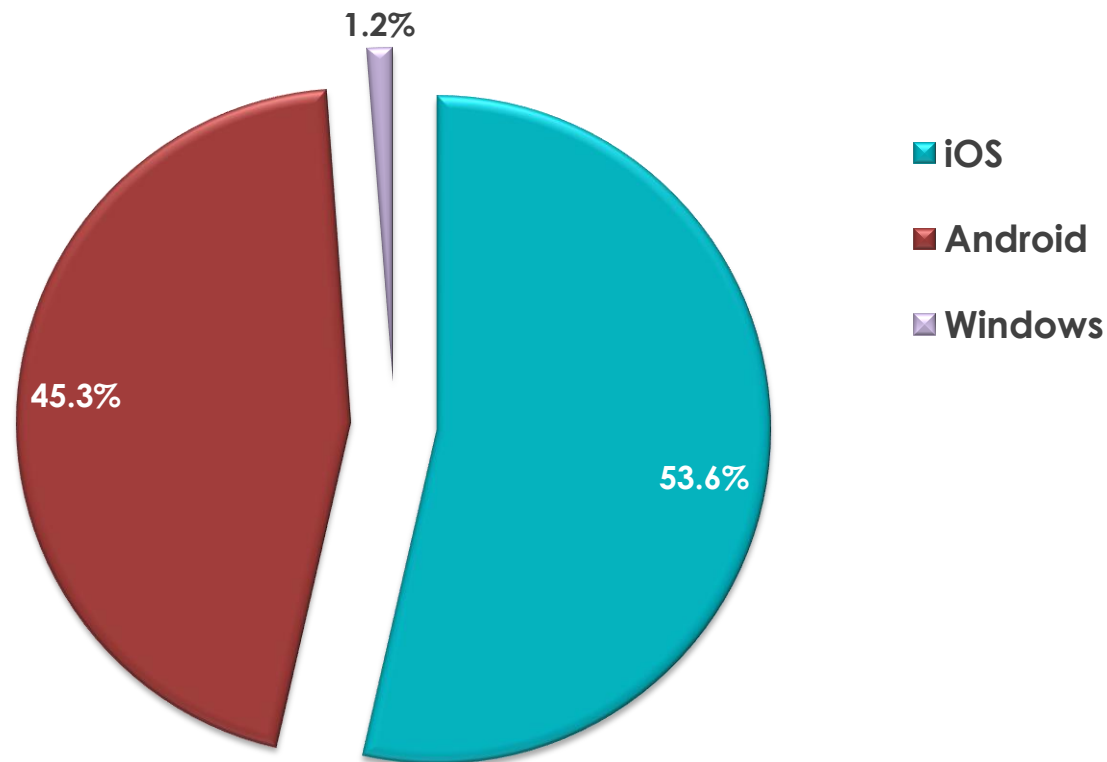
Unique Browsers per Month

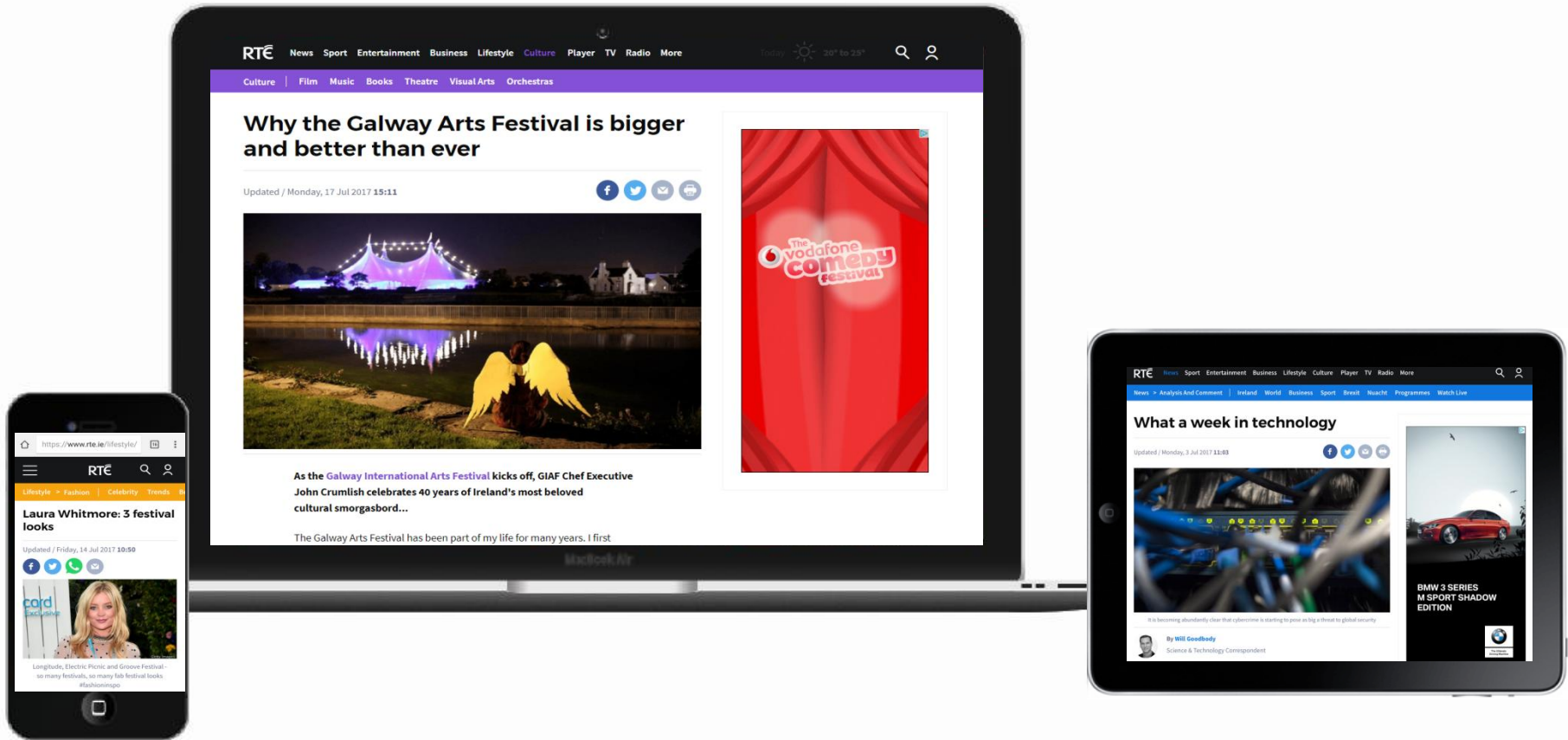


Page Views per Month



Page Views per App Version – June 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



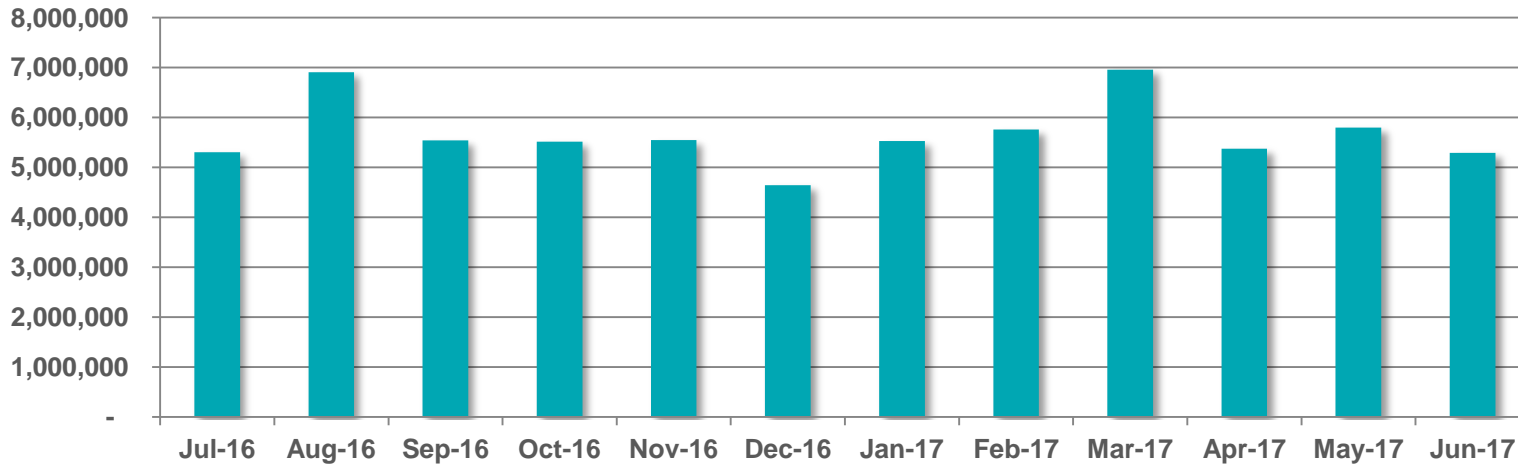
The average visit on RTÉ.ie is longer than Irish Times, Independent and The Journal

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)

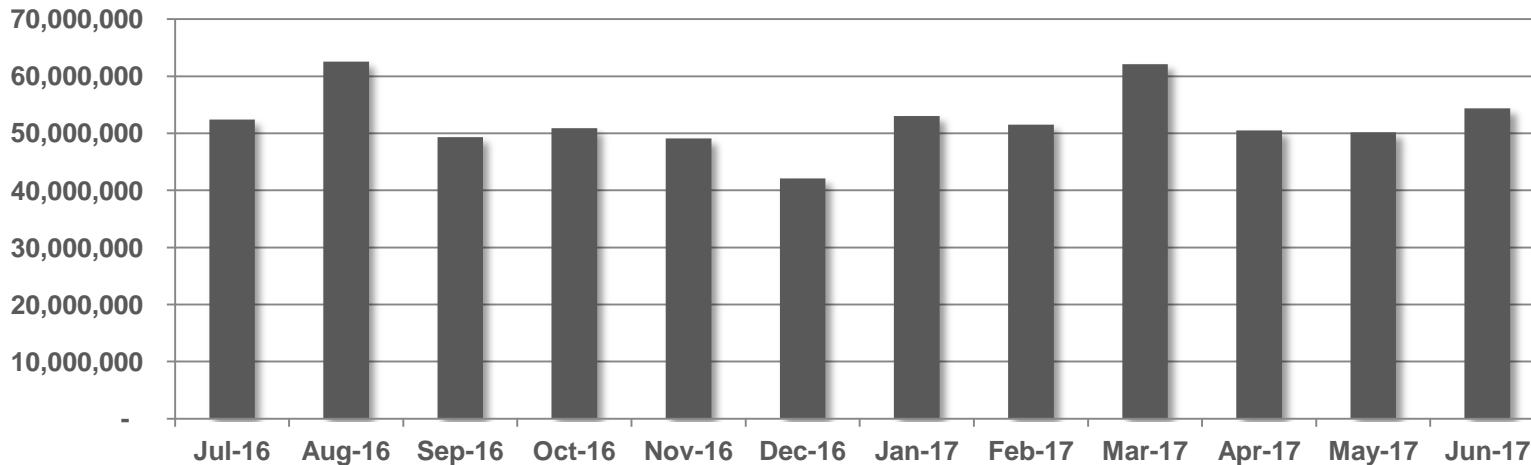


Monthly Unique Browsers

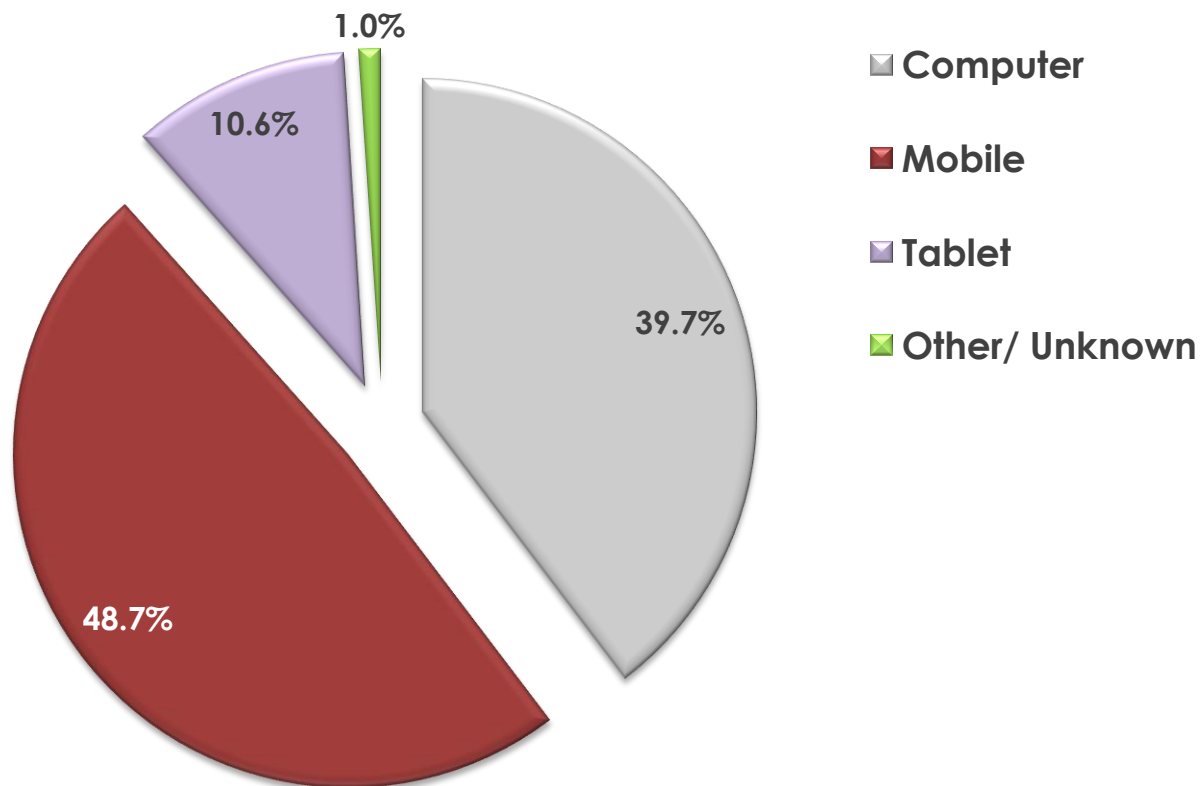
Unique Browsers per Month

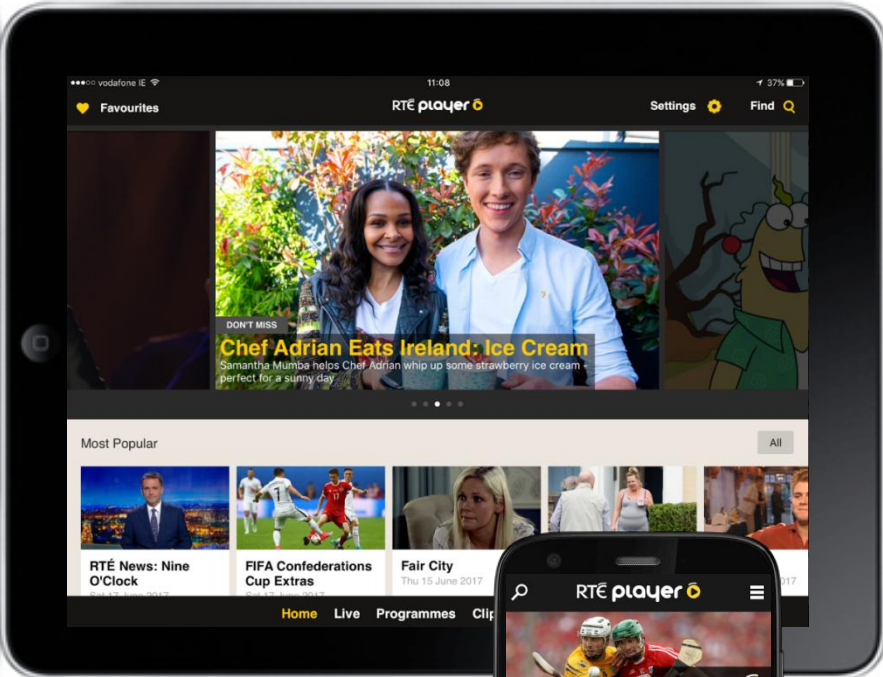


Page Views per Month



Page Views per Device – June 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



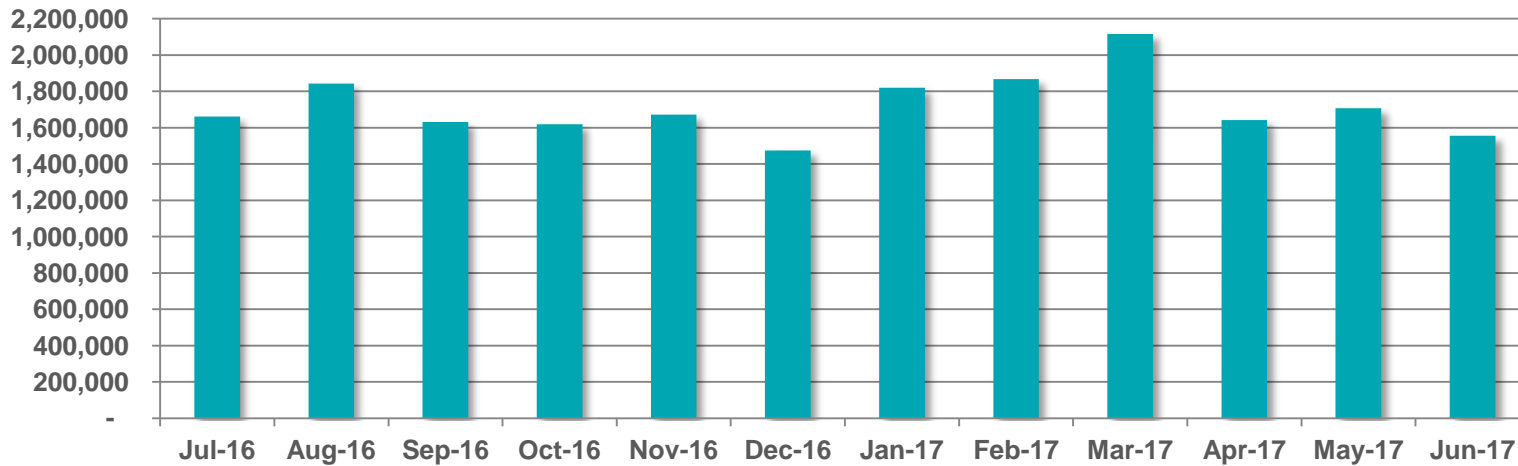
Ireland's No.1 VOD service



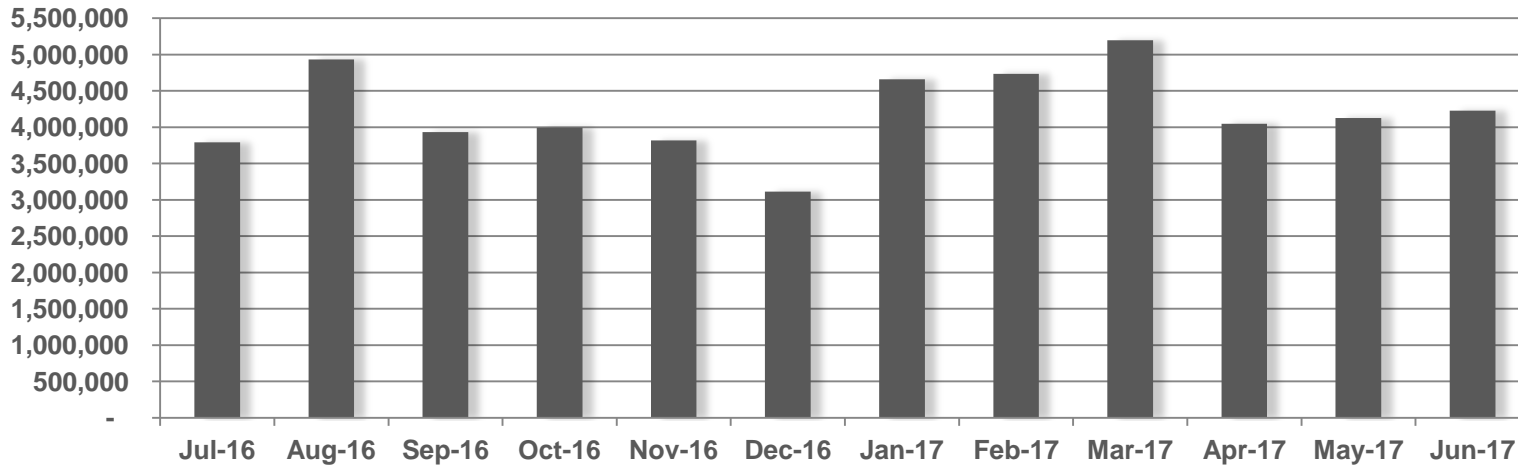
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

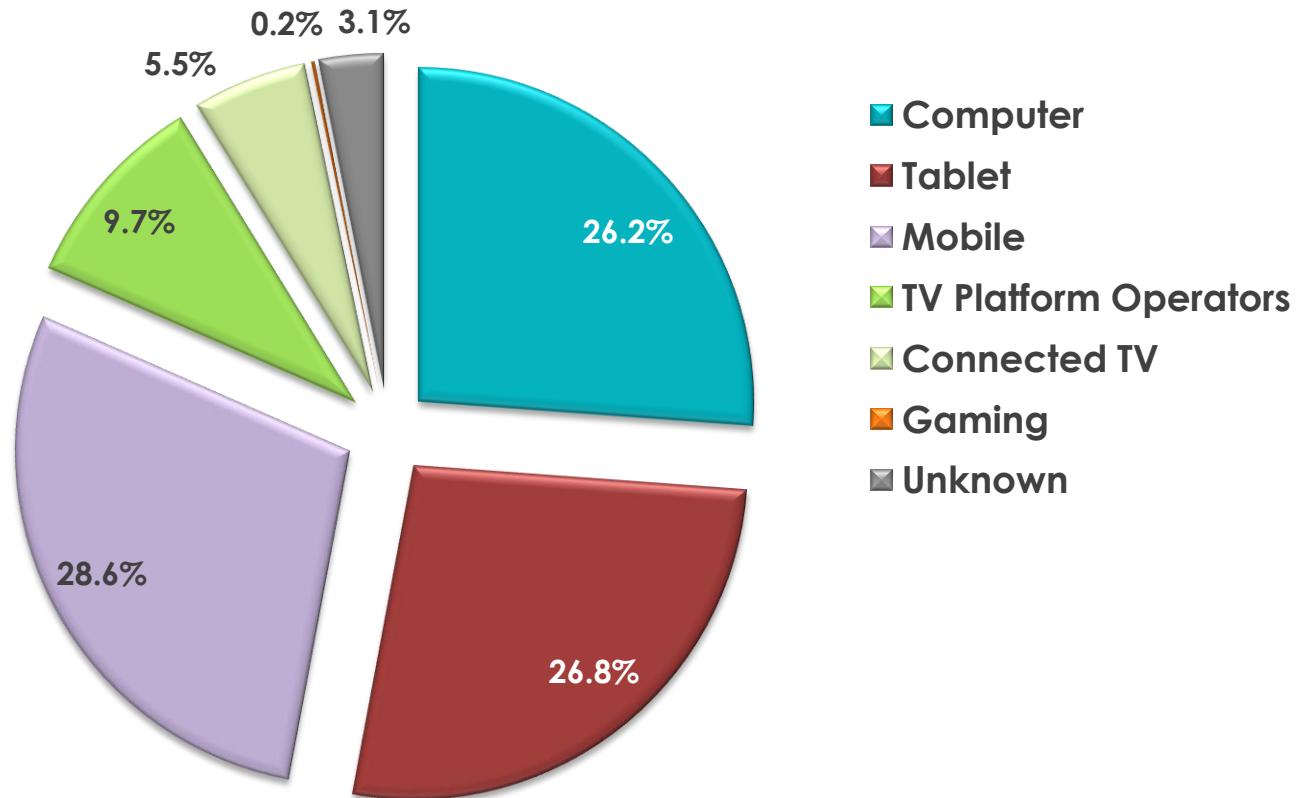


Source: comScore Dax
(Unique Browsers
excluding Virgin Media/
Sky. Streams exc .Sky)

Top Programmes in June 2017

	Programme	Streams
1	Fair City	620,000
2	Home and Away	470,000
3	EastEnders	376,000
4	Neighbours	198,000
5	Redwater	158,000
6	RTÉ News: Nine O'Clock	115,000
7	The Sunday Game Live	106,000
8	RTÉ News: Six One	87,000
9	Paula	79,000
10	The Sunday Game	79,000
11	Shortland Street	62,000
12	Fair City Extras	55,000
13	Weather	48,000
14	UEFA Champions League Final	47,000
15	European Qualifier: Republic of Ireland v Austria	45,000
16	Latest News and Weather	43,000
17	The Kennedys: After Camelot	43,000
18	The Sunday Game Extras	42,000
19	The Clinic	40,000
20	FIFA Confederations Cup	40,000

Streams by Device – June 2017



Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Redwater	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	News	GAA	The Rose of Tralee	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