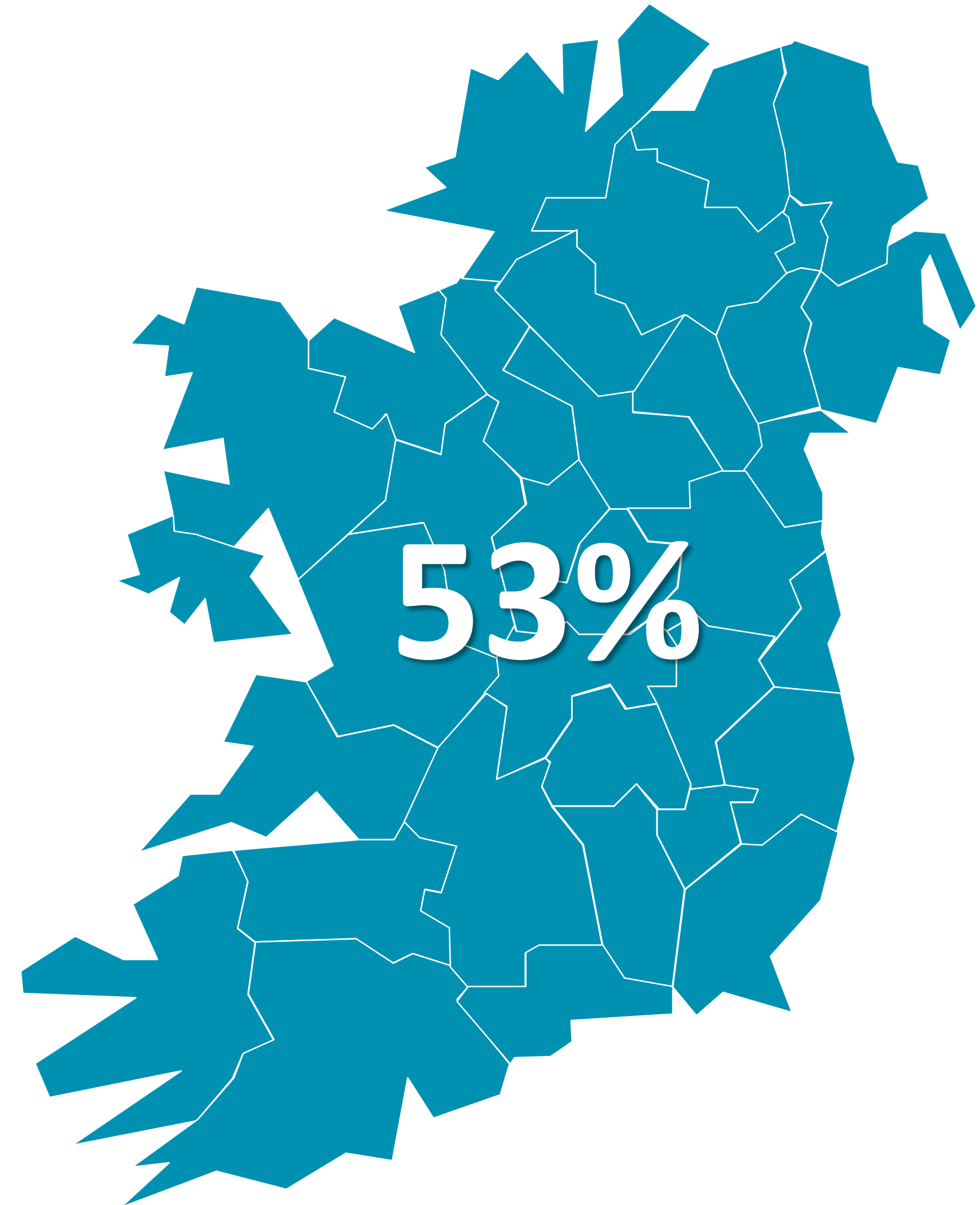




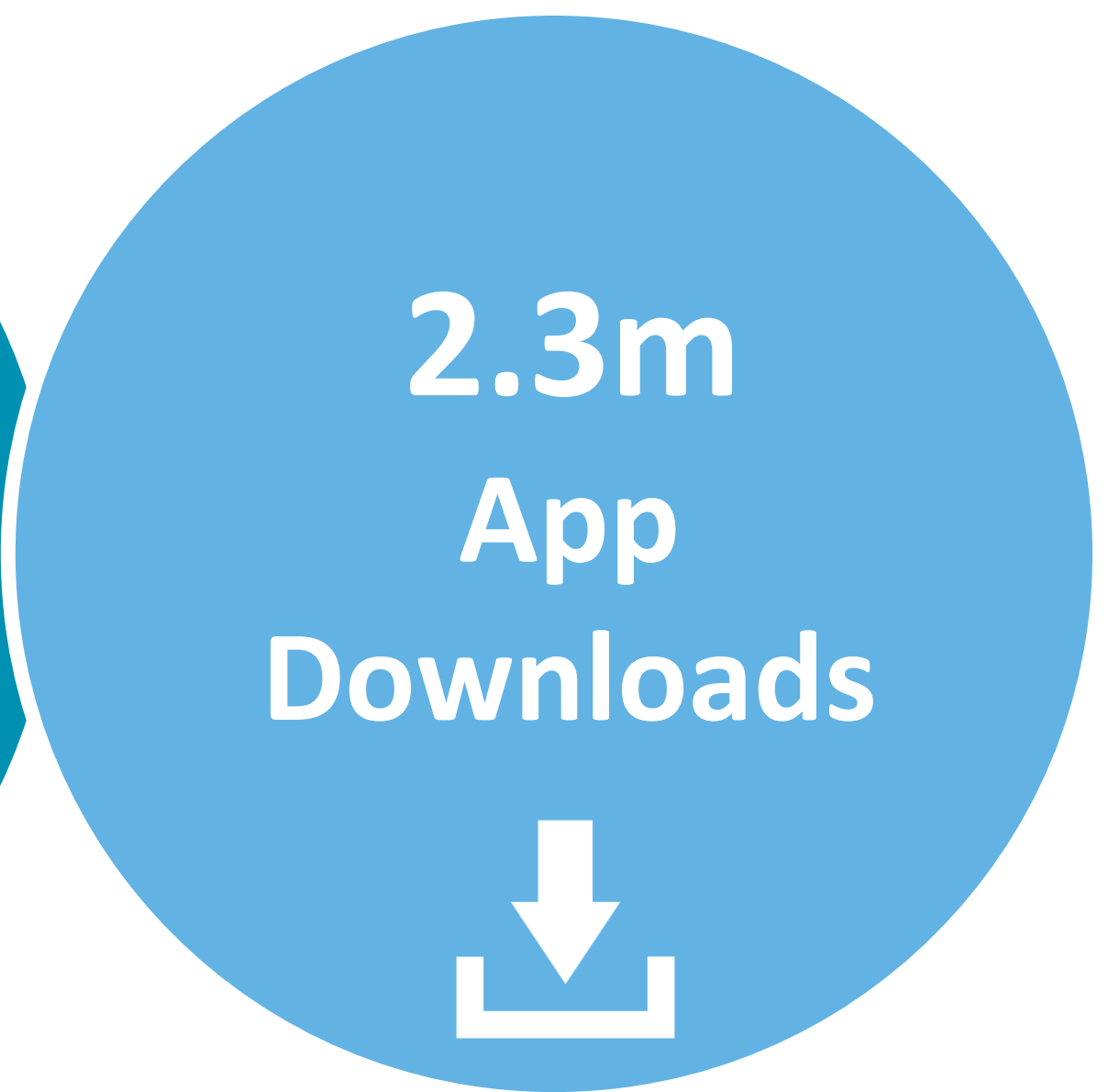
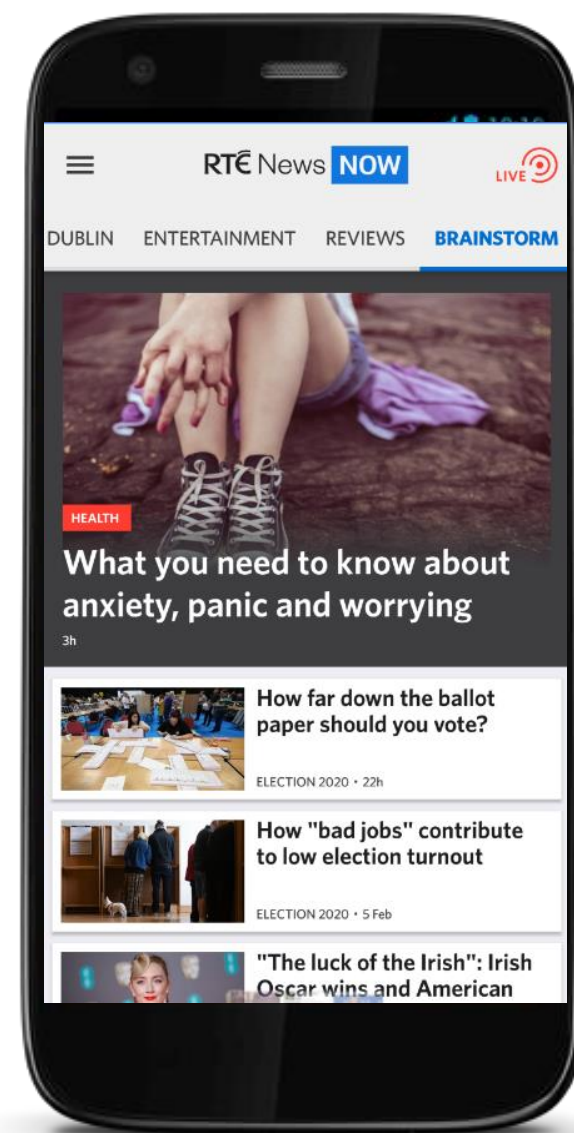
## DIGITAL SERVICE USAGE

53% of Irish adults use a digital service from RTÉ every week



# RTÉ NEWS NOW

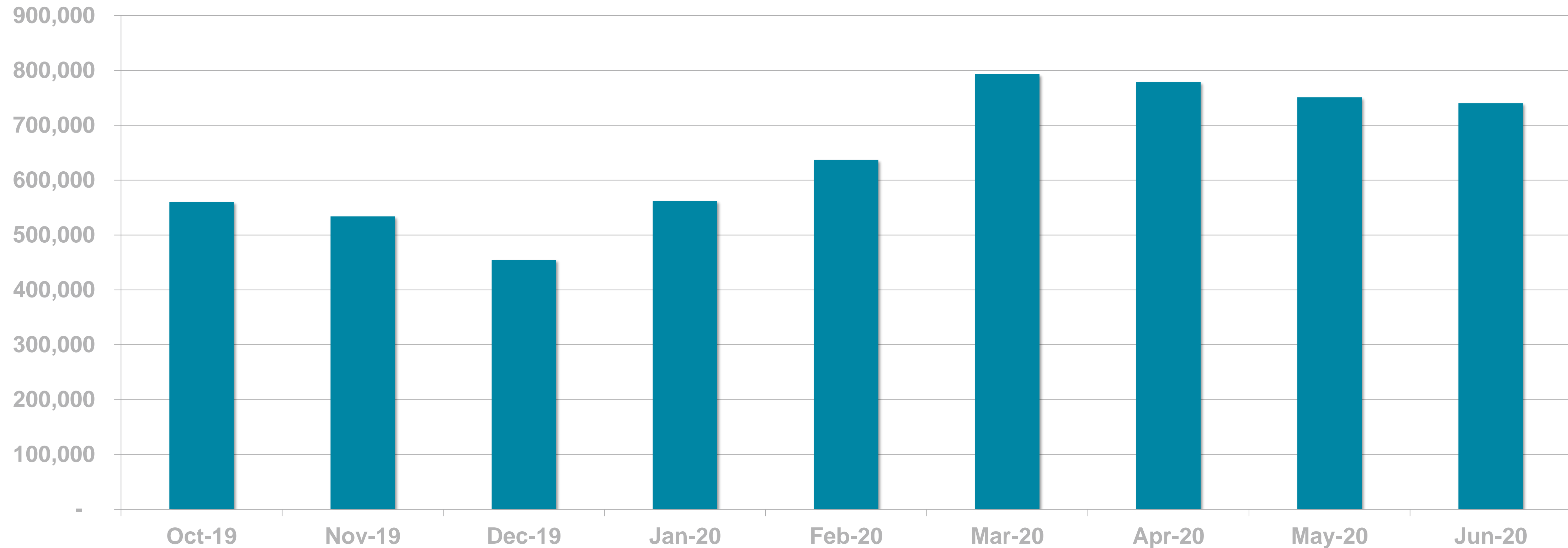
RTÉ News Now is the Number 1 news and entertainment app in Ireland



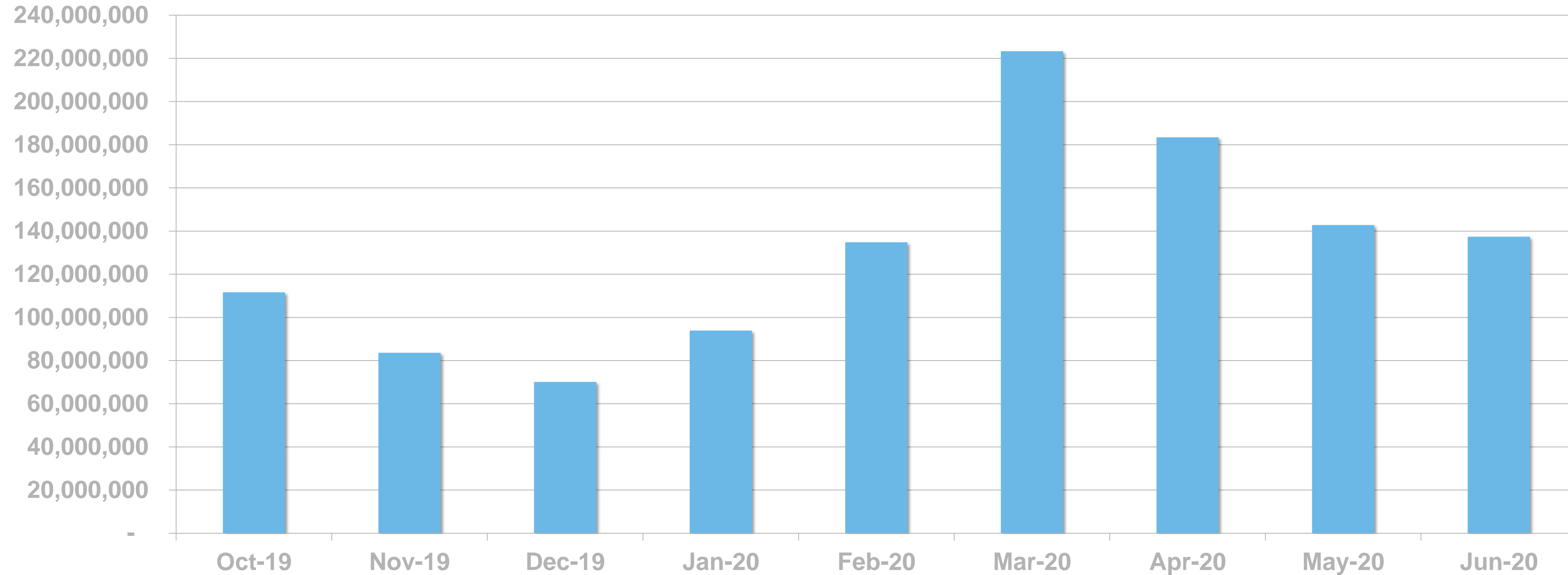
## News Apps Ever Used – November 2019 (Adults 18+)



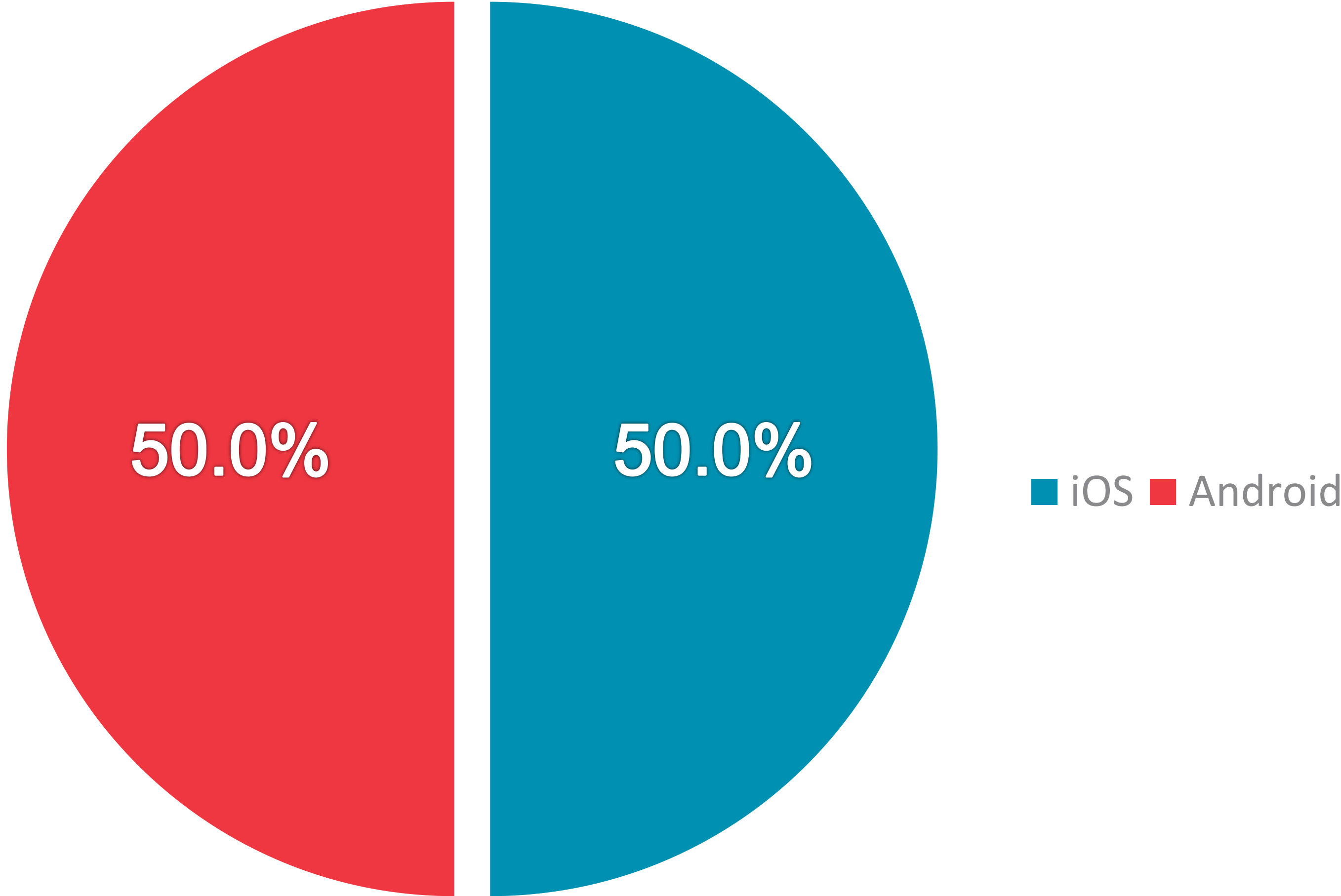
# RTÉ News Now UNIQUE BROWSERS PER MONTH



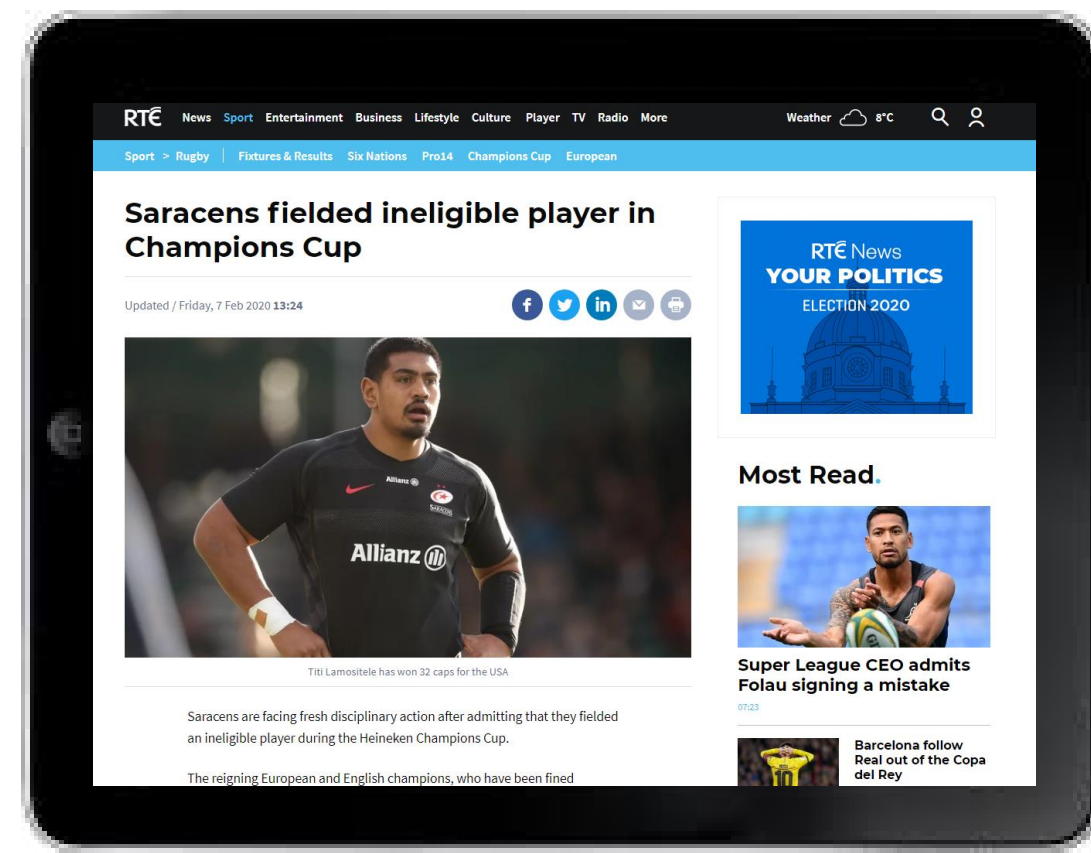
# RTÉ News Now PAGE VIEWS PER MONTH



# PAGE VIEWS PER APP VERSION



# RTÉ.ie



Ireland's No. 1  
Multi-Media  
Website



7 mins  
Average visit



8.3 million  
Monthly Unique  
Browsers

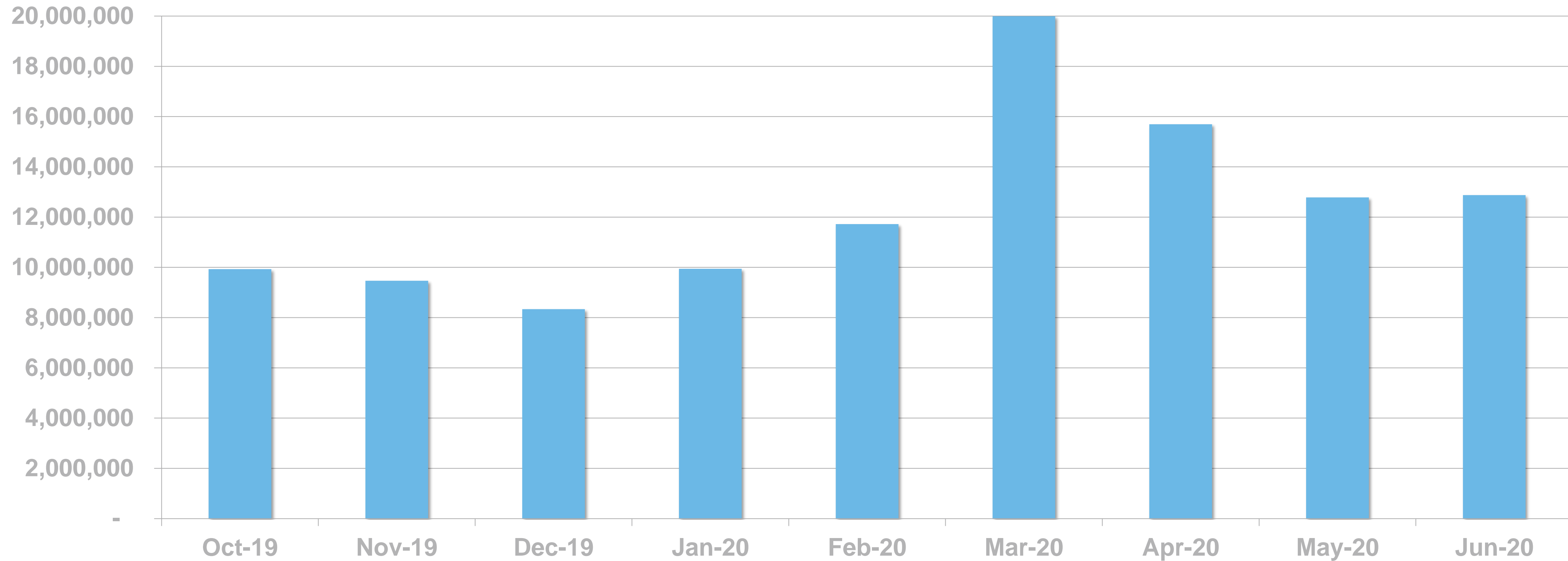


RTÉ.ie is the Number 1 multi-media website in Ireland, used by 38% of Irish adults

## News & Entertainment Websites Ever Used November 2019 (Adults 18+)

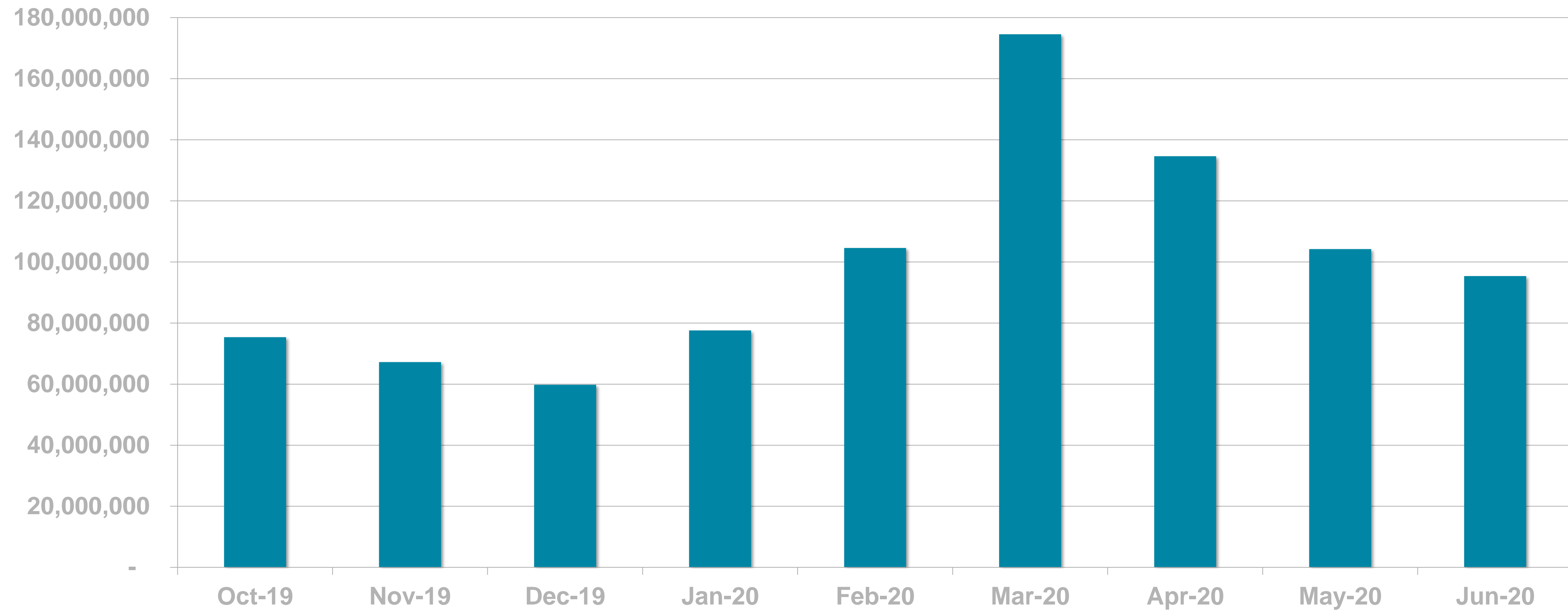


# RTÉ.ie UNIQUE BROWSERS PER MONTH

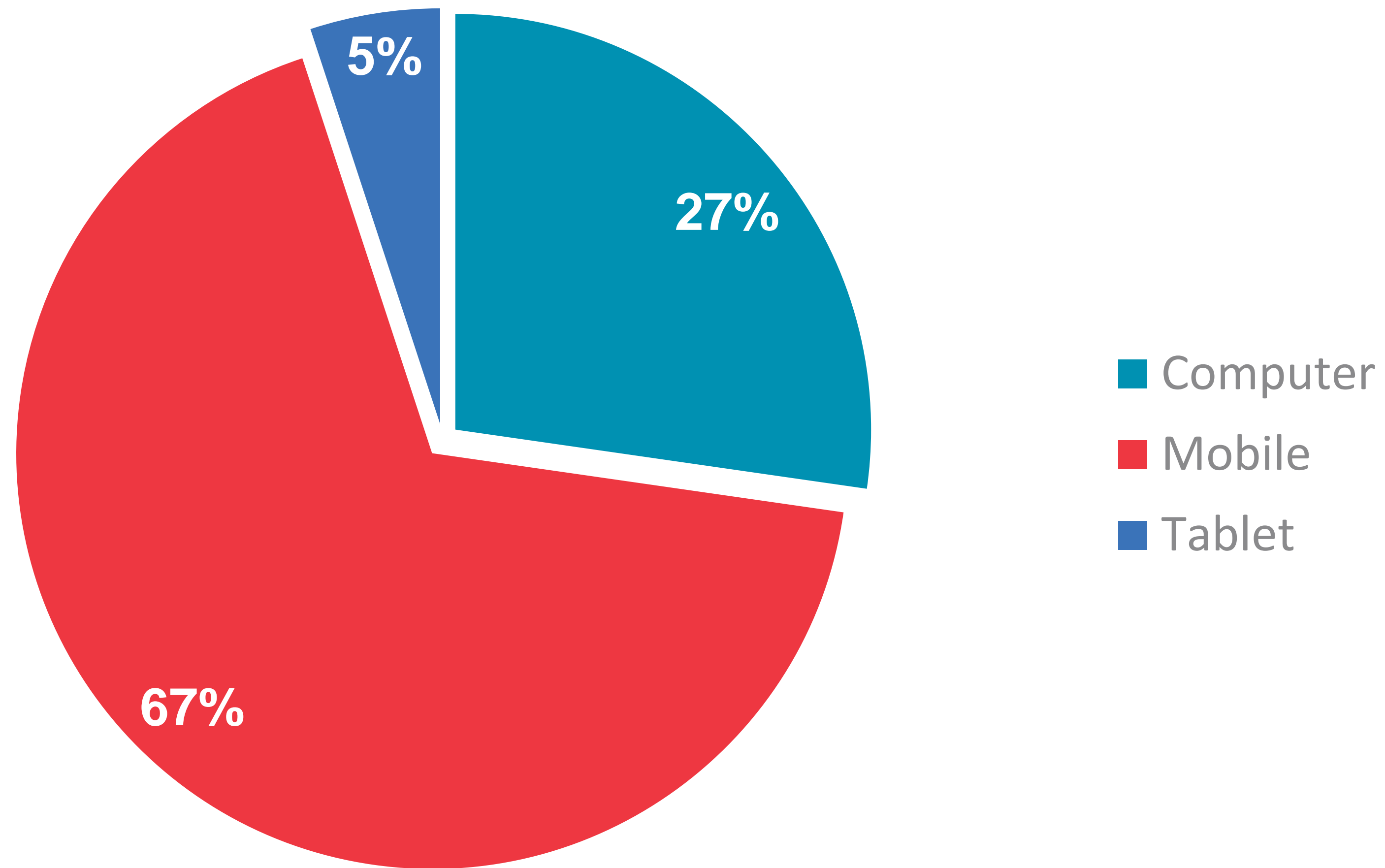




# RTÉ.ie PAGE VIEWS PER MONTH

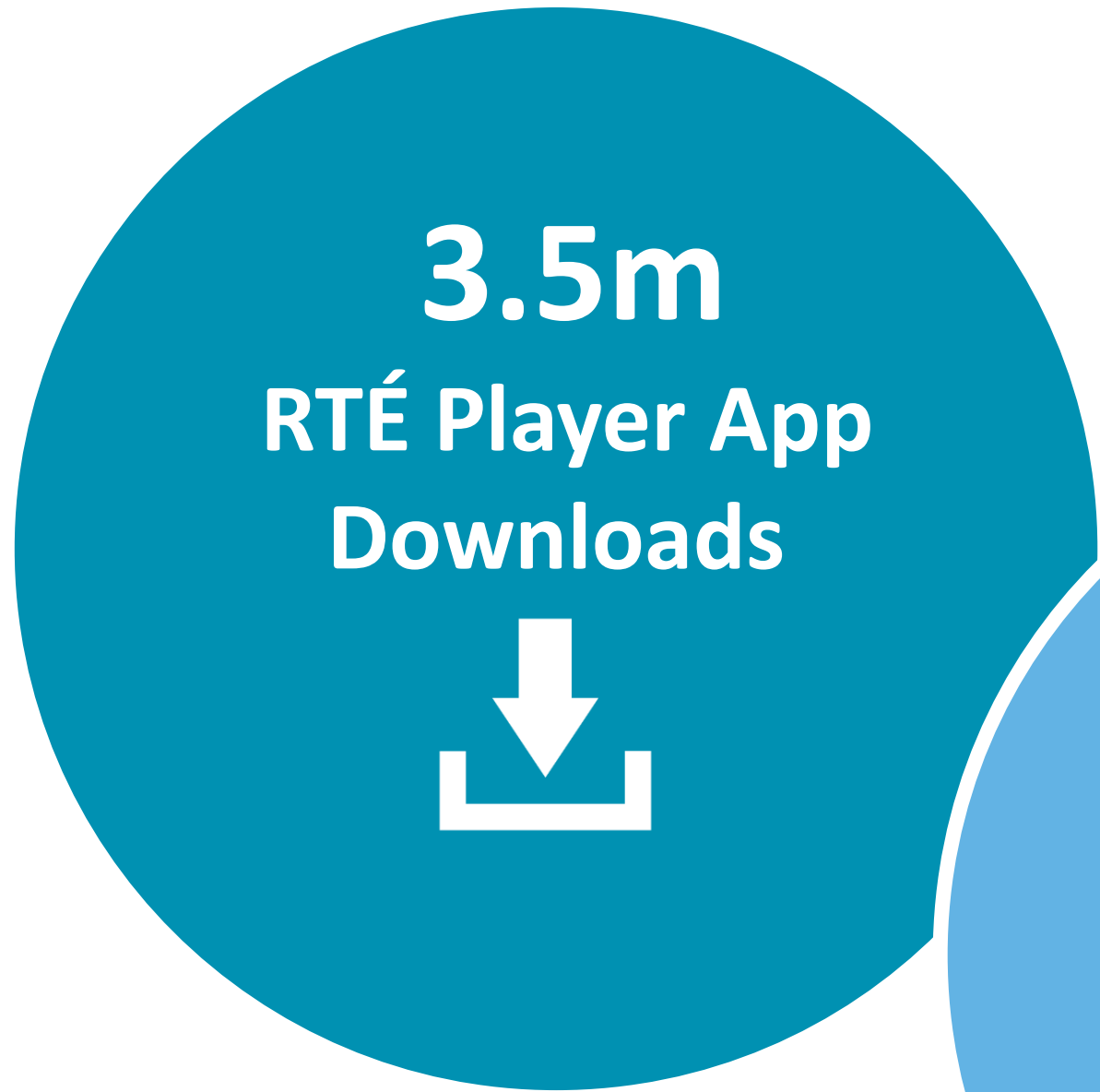


# RTÉ.ie PAGE VIEWS PER DEVICE

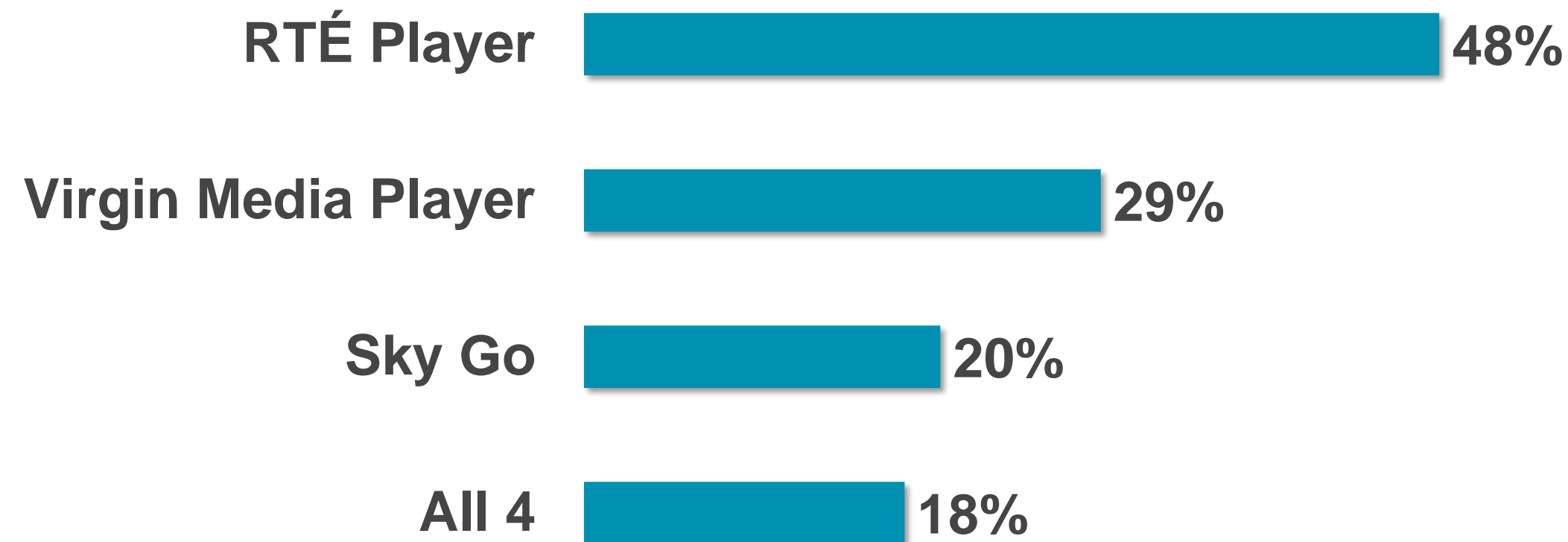




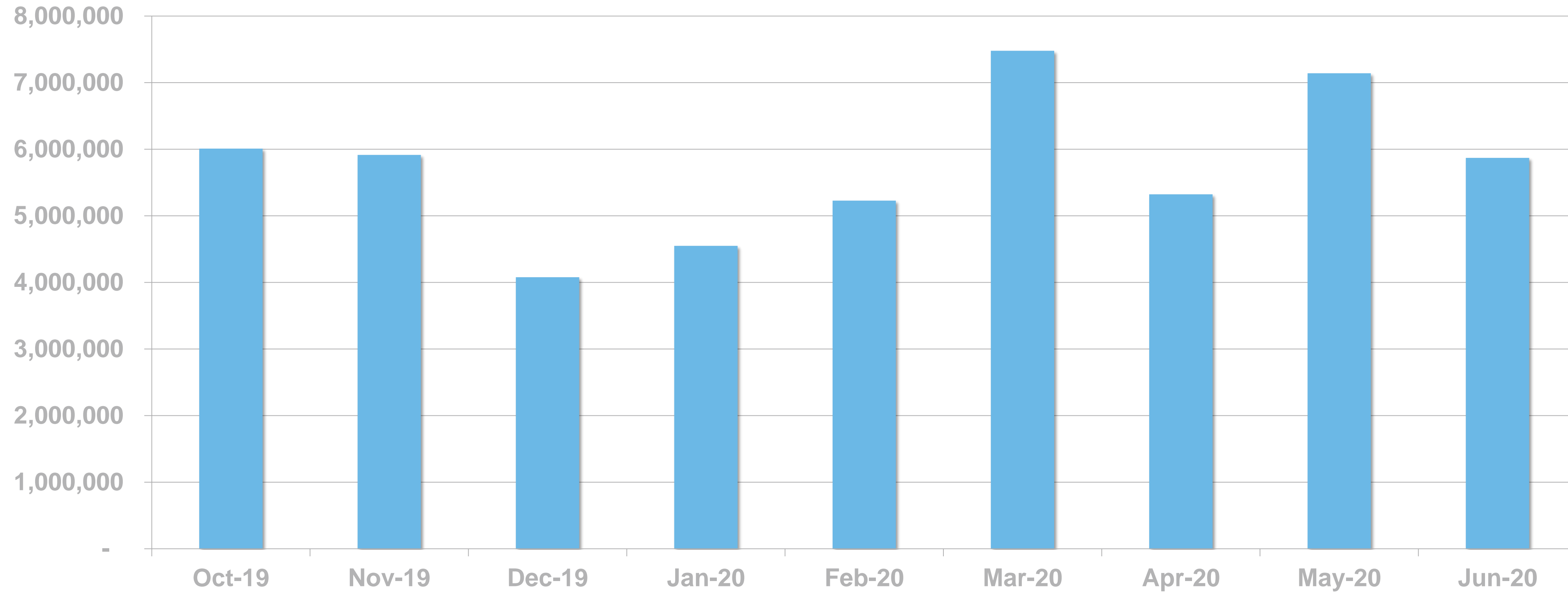
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



BVOD Services Ever Used  
November 2019 (Adults 18+)



# RTÉ PLAYER STREAMS/ PLAYCOUNT PER MONTH



# Top Programmes

	Programme	Streams
1	Normal People	1,174,000
2	Love/Hate	649,000
3	The Best of RTÉ Does Comic Relief	436,000
4	Home and Away	392,000
5	RTÉ News: Nine O'Clock	215,000
6	RTÉ News: Six One	206,000
7	Neighbours	122,000
8	The Secrets She Keeps	114,000
9	EastEnders	107,000
10	RTÉ Home School Hub	102,000
11	RTÉ Does Comic Relief	98,000
12	Super Garden	79,000
13	Frasier	79,000
14	ER	69,000
15	Grey's Anatomy	64,000

# 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

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 [www.rte.ie/mediasales](http://www.rte.ie/mediasales)