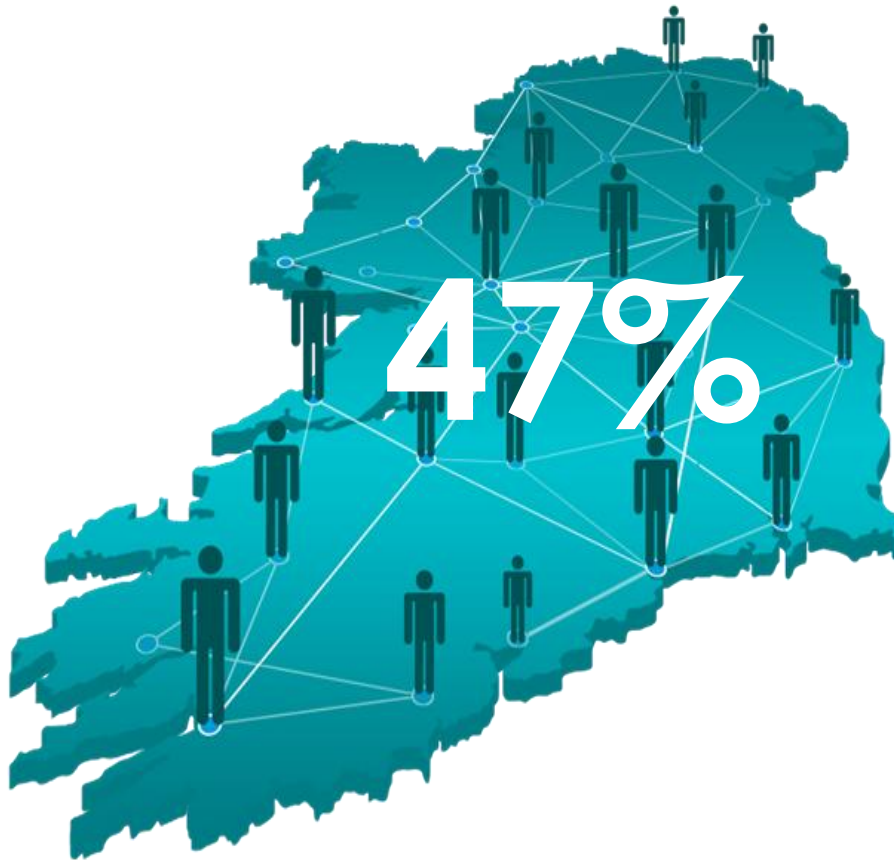




Digital Audience Report

March 2016

**47% 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**

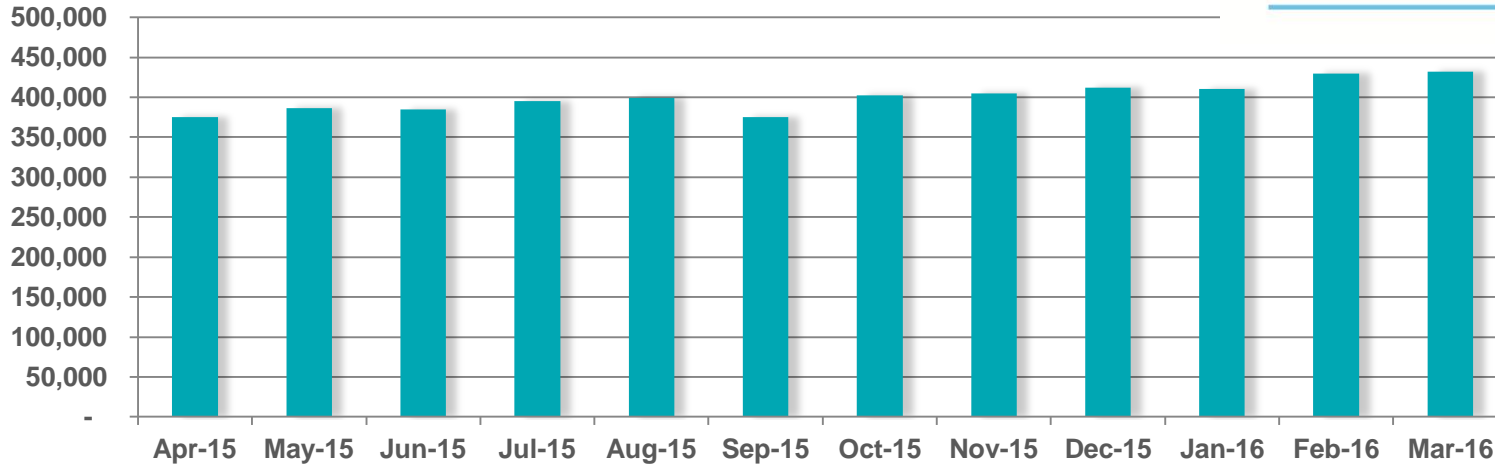


News Now App

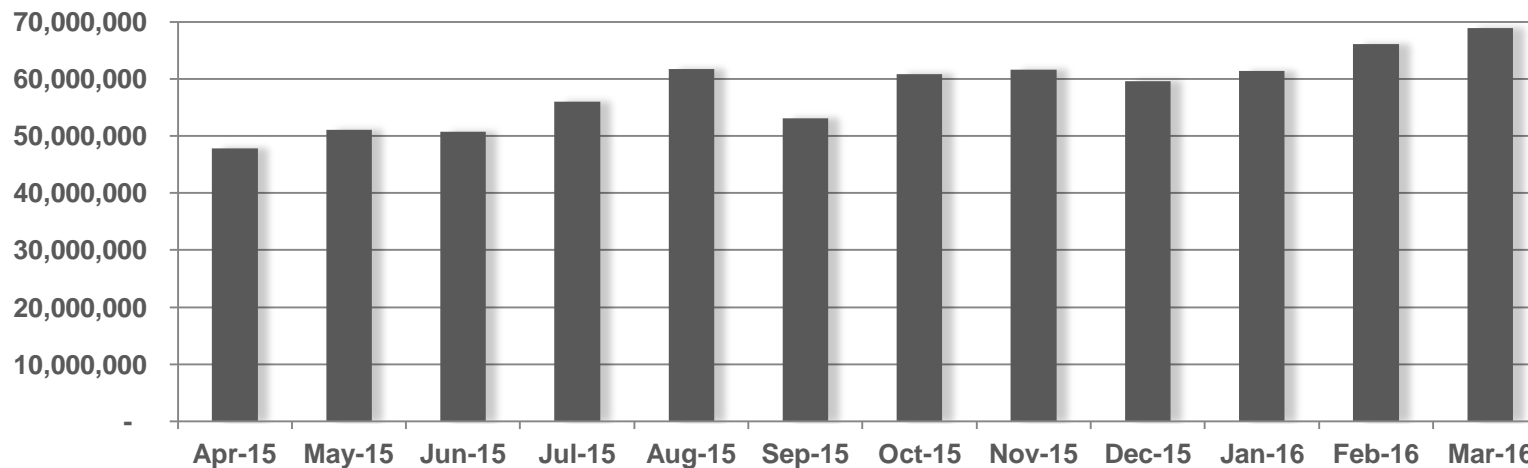


News Now App
downloads

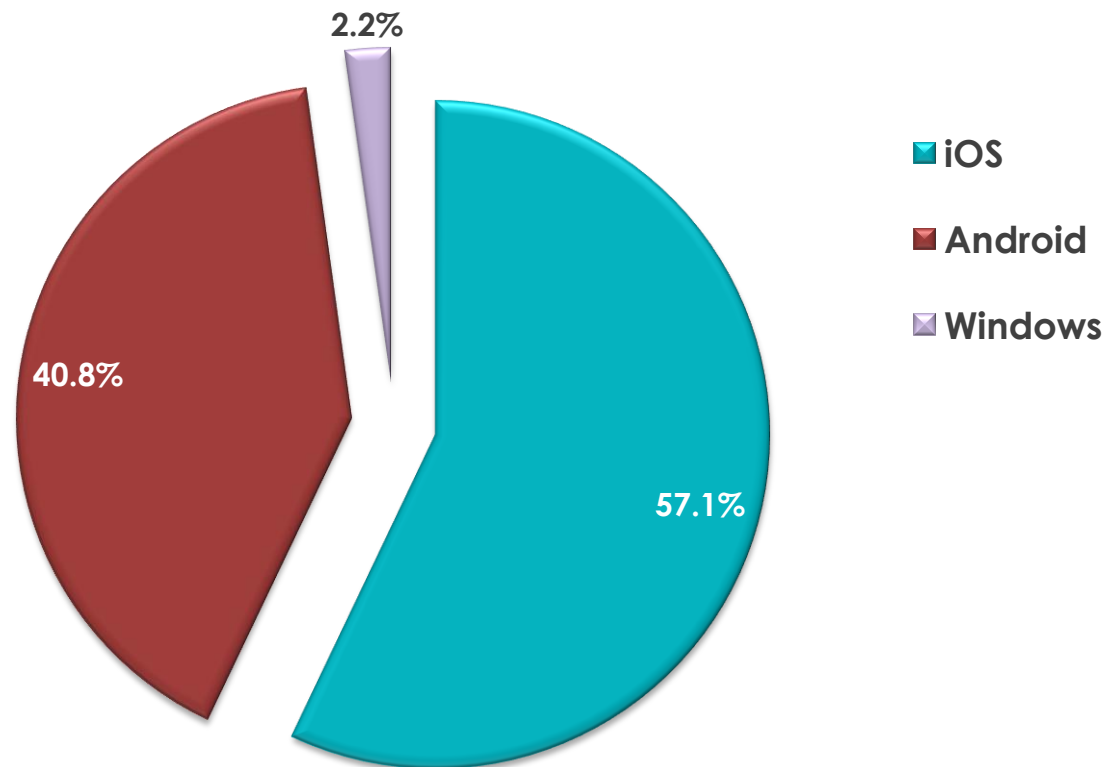
Unique Browsers per Month

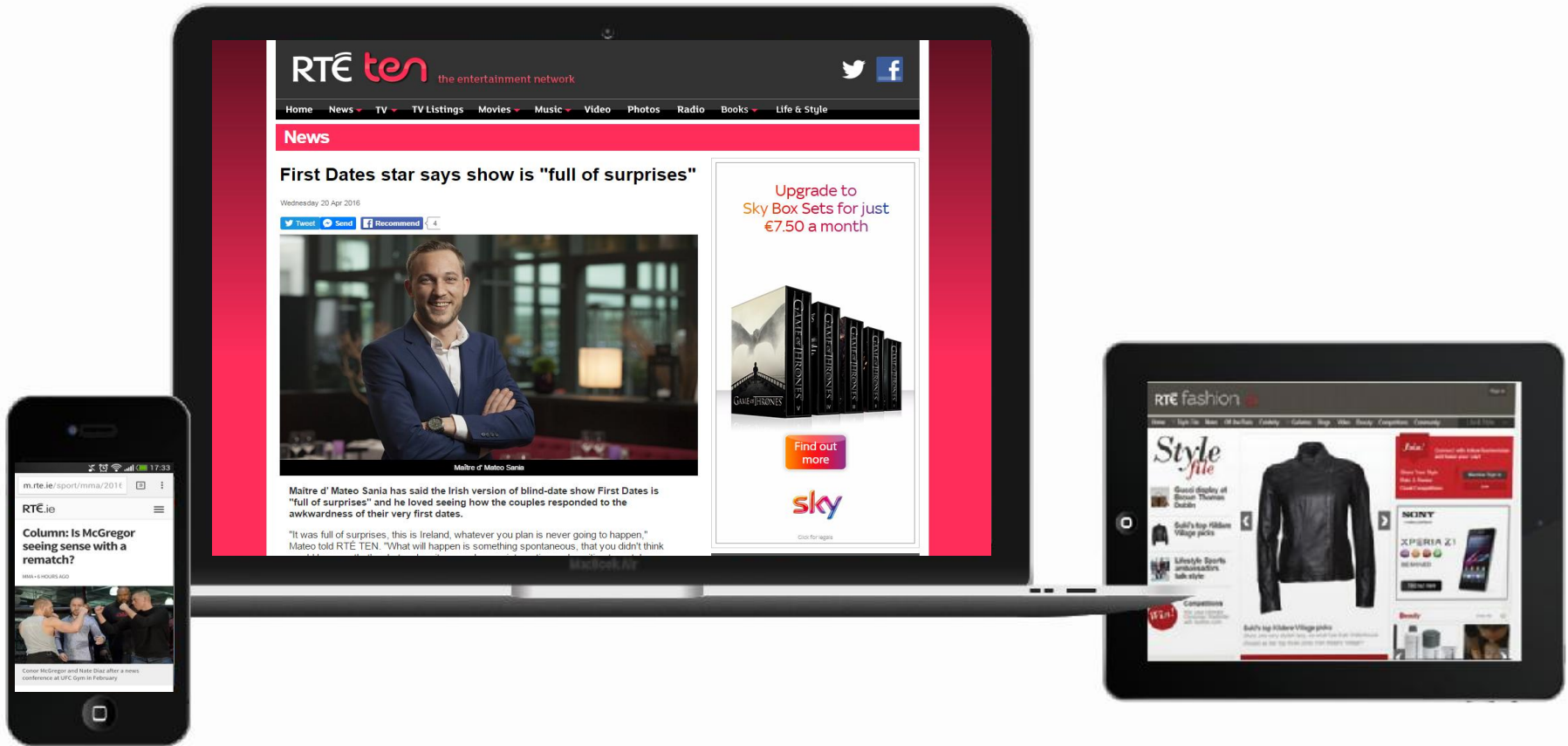


Page Views per Month



Page Views per App Version – March 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 42% of Irish Internet users in the last month



No.1 Multi-media
Website



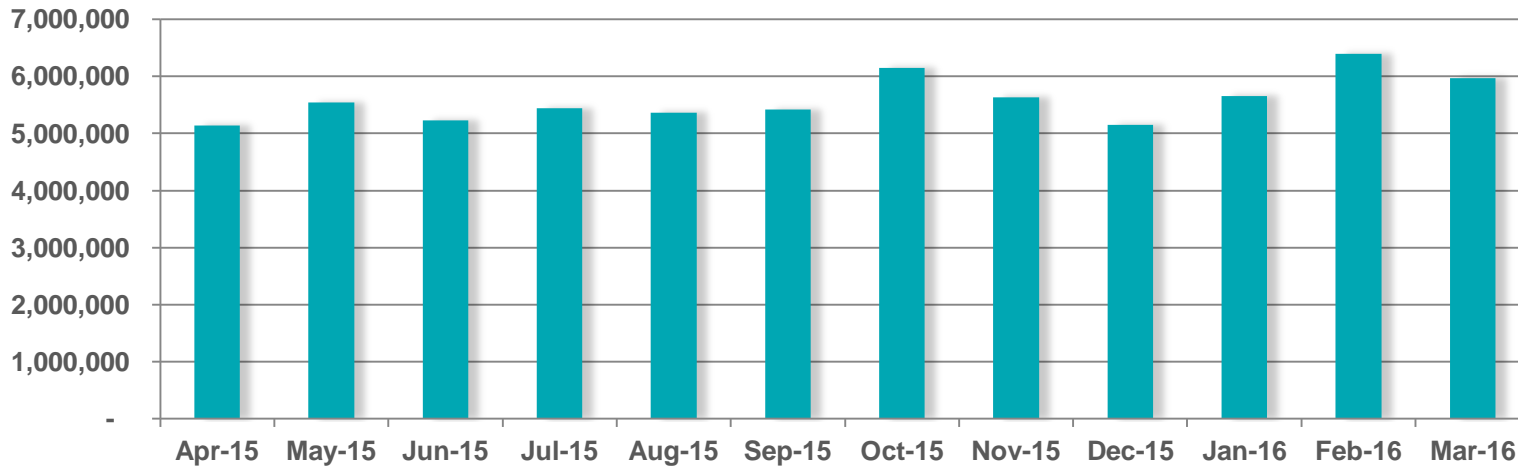
The average visit on RTÉ.ie is longer than Irish Times, Independent and The Journal

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)

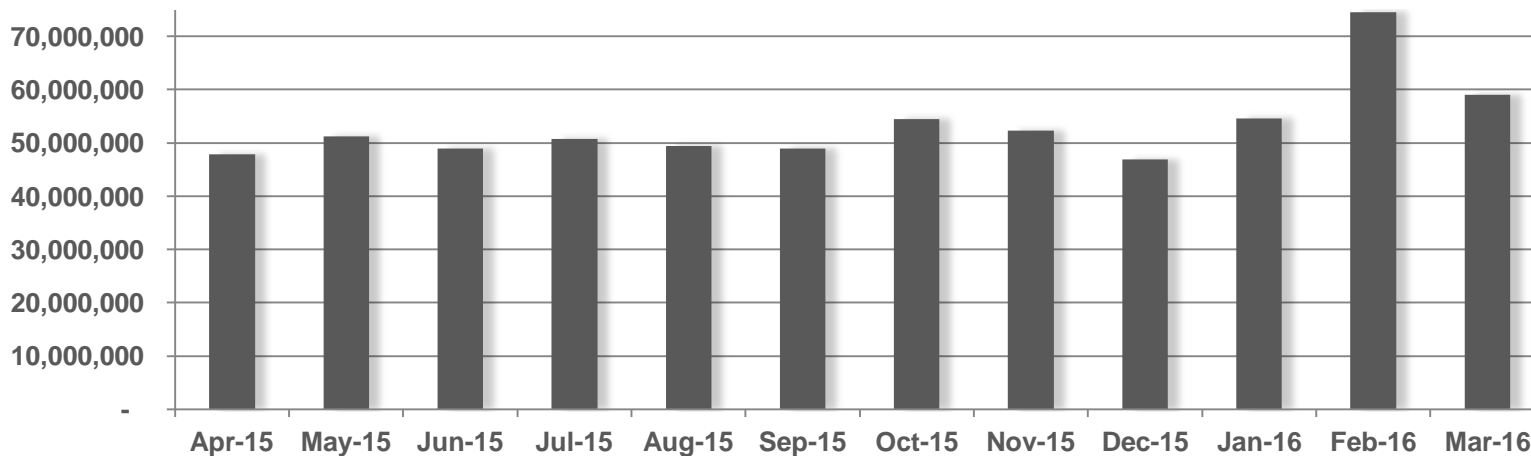


Monthly Unique
Browsers

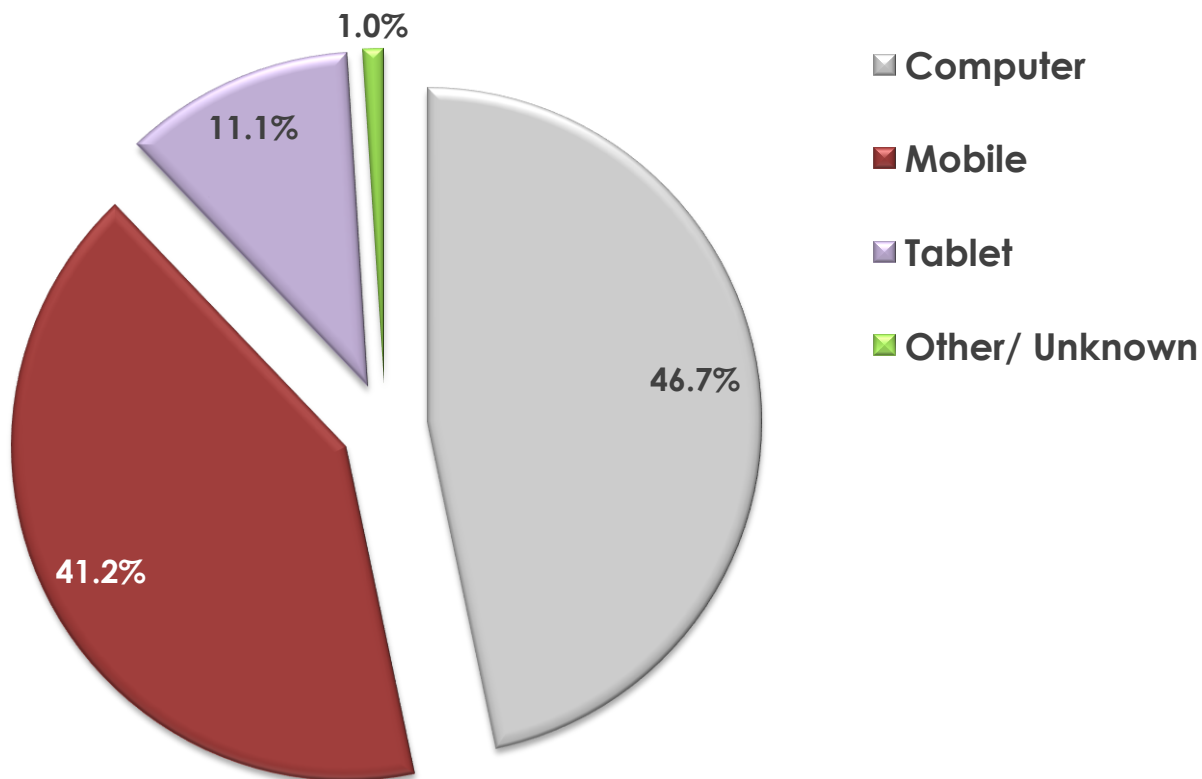
Unique Browsers per Month

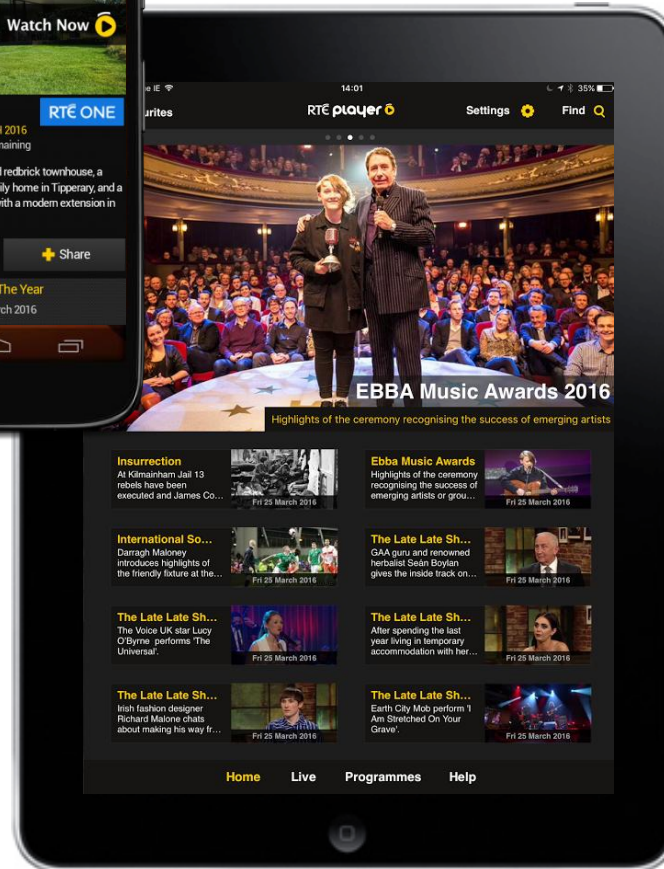
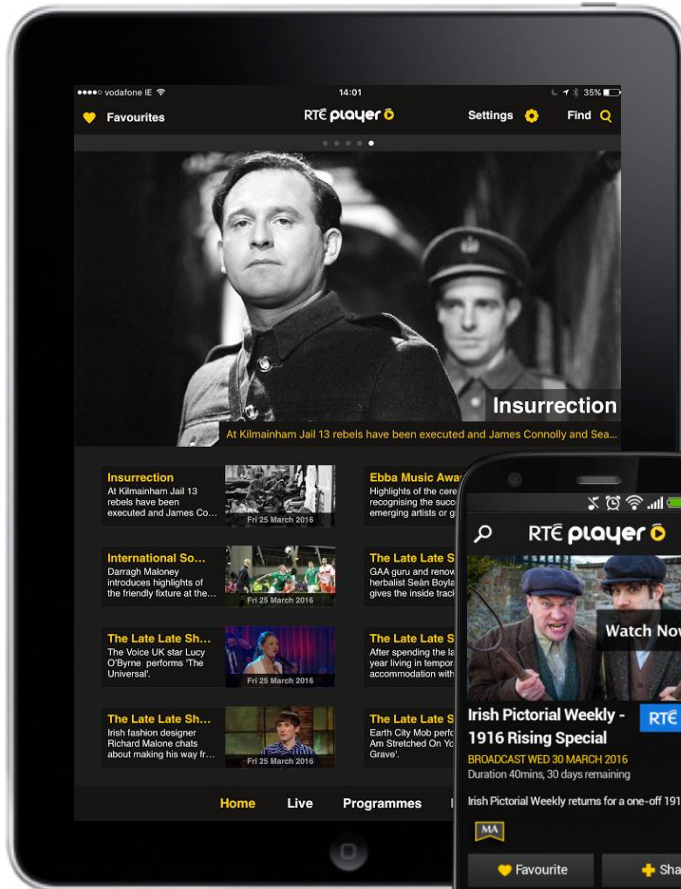


Page Views per Month



Page Views per Device – March 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



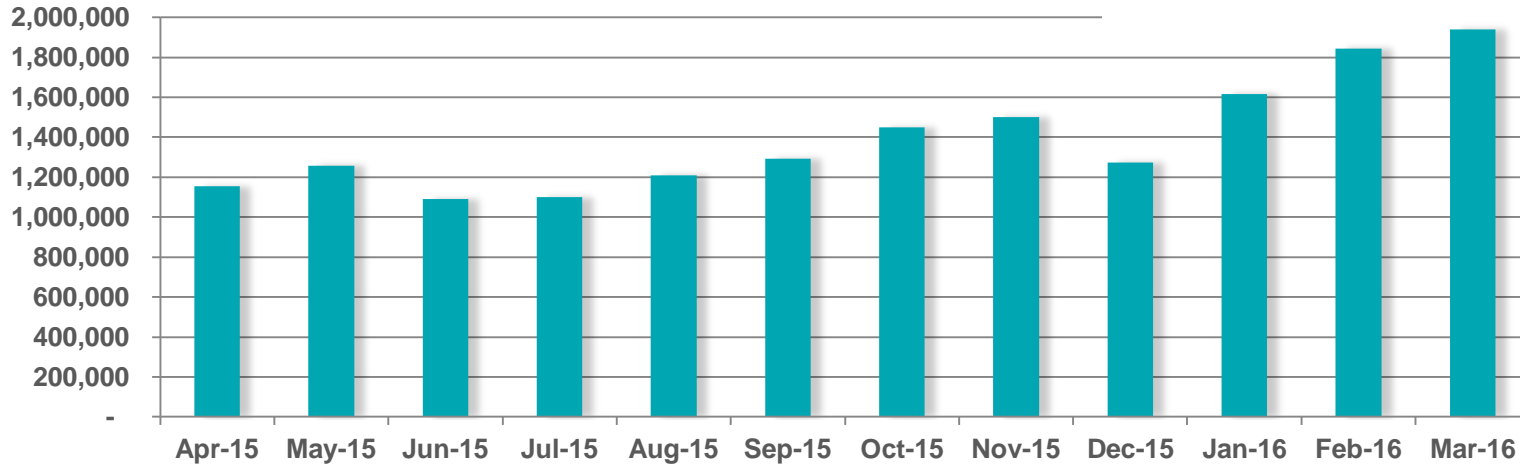
Ireland's No.1 VOD service



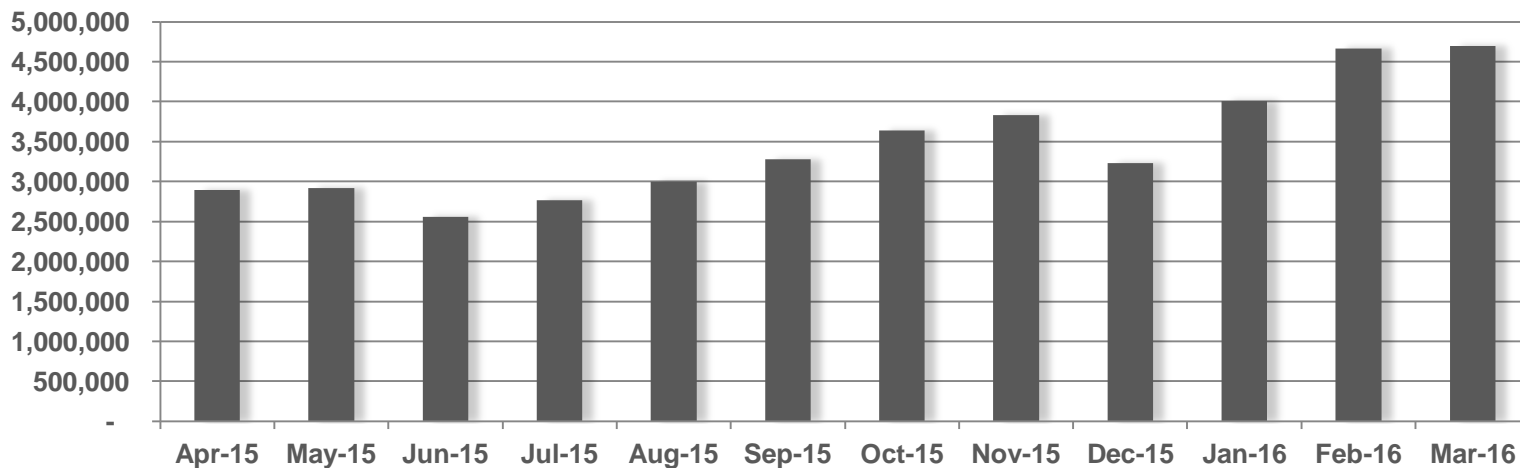
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

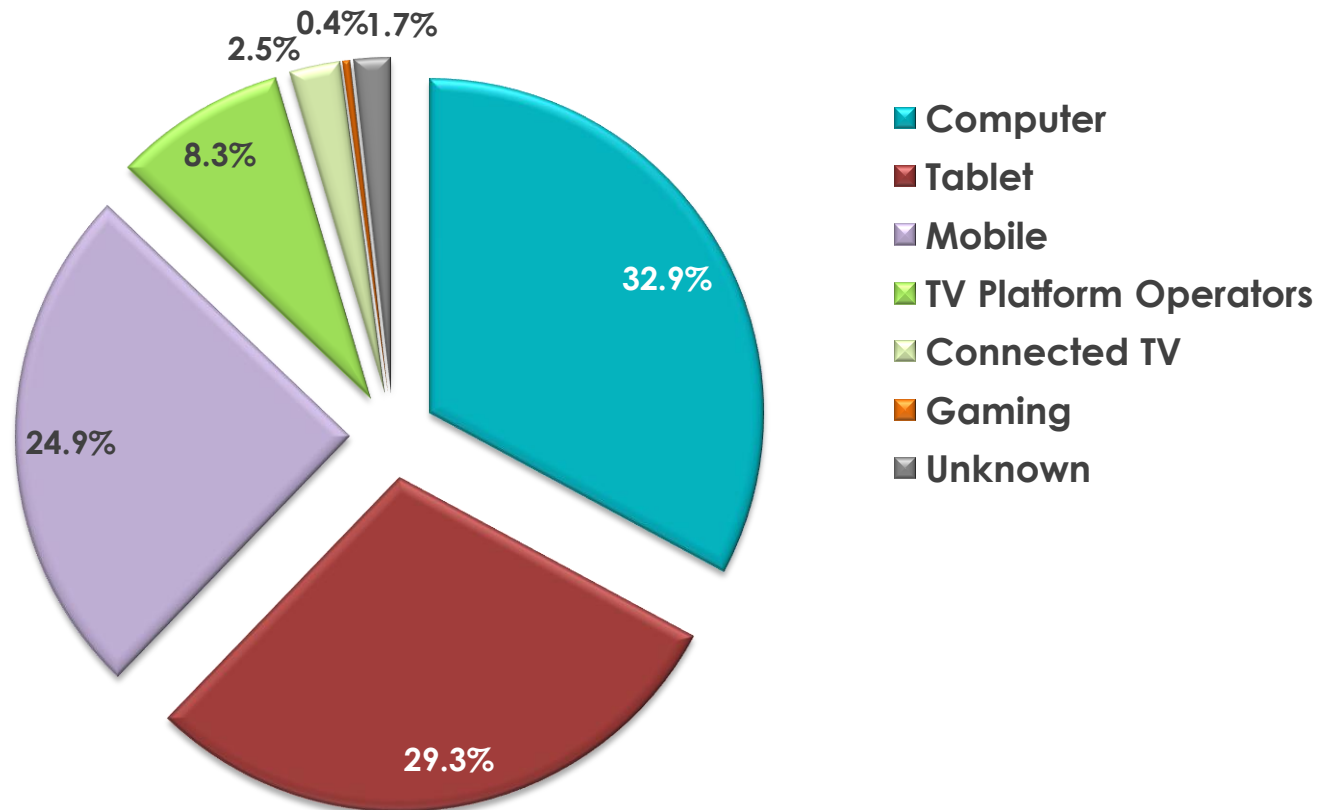


Source: comScore Dax
(Unique Browsers
excluding Virgin Media)

Top Programmes in March 2016

	Programme	Streams
1	Home and Away	528,000
2	EastEnders	322,000
3	Fair City	309,000
4	Latest Irish News	149,000
5	RBS 6 Nations	110,000
6	Neighbours	107,000
7	Nine News	97,000
8	The Late Late Show Extras	93,000
9	State Commemoration of the 1916 Easter Rising	88,000
10	Six One News	80,000
11	The Cheltenham Festival	52,000
12	The Late Late Show	78,000
13	Centenary	64,000
14	Room to Improve	58,000
15	Home of The Year	55,000
16	Bridget and Eamon	55,000
17	The Good Wife	49,000
18	The Toughest Trade	45,000
19	Shortland Street	45,000
20	Today	36,000

Streams by Device – March 2016



Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Vikings	The Late Late Show	The Ray D'Arcy Show
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

AUDIENCE	Food Bites	Nine News	Euro 2016	First Dates	The Good Wife	Dragons' Den	Don't Tell the Bride
Male		X	X			X	
Female	X			X	X		X
Male 18-34			X				
Female 18-34	X			X	X		X
Main Shopper + kids	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**

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