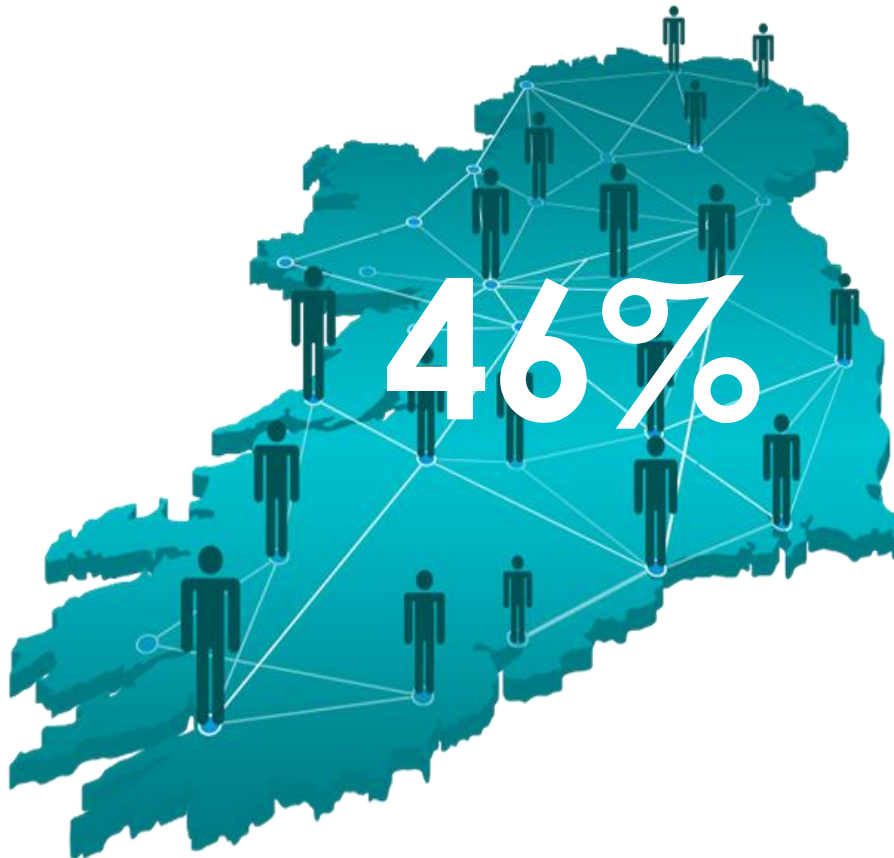


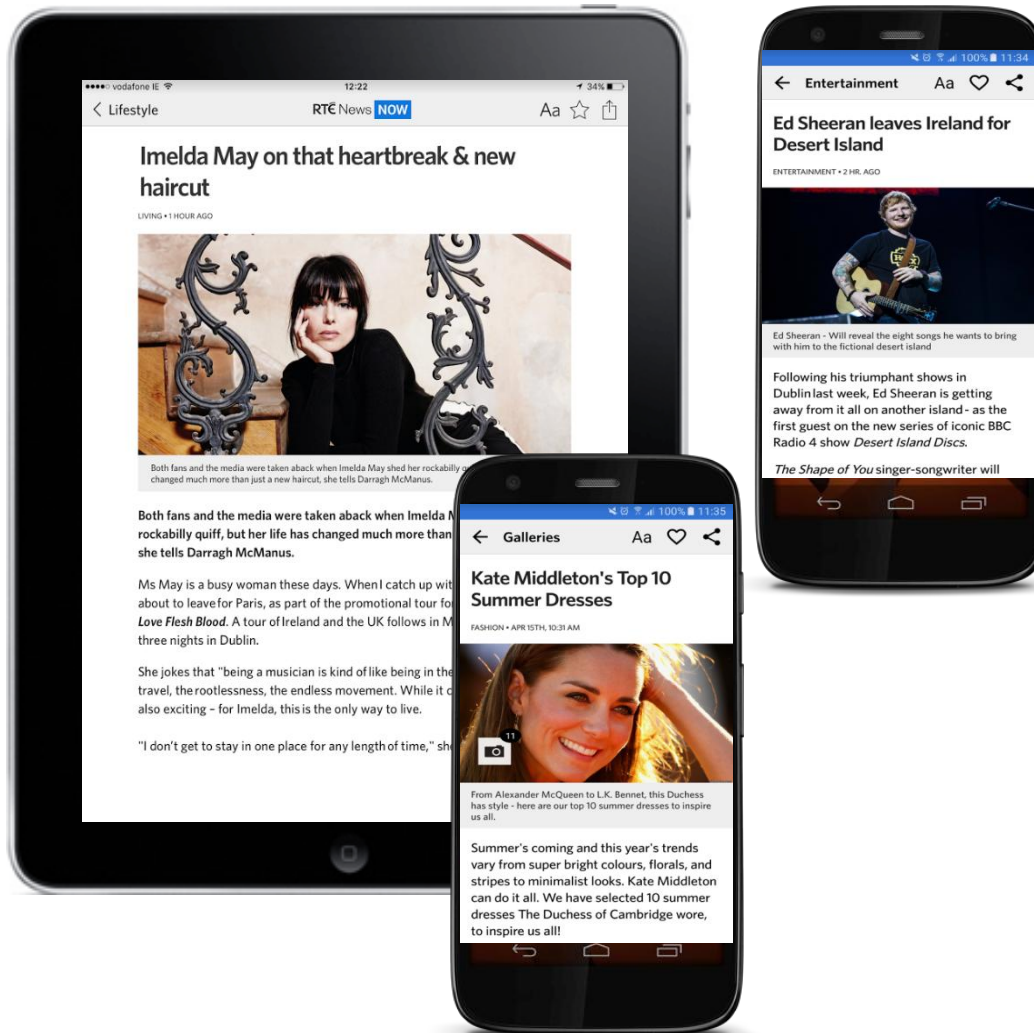


Digital Audience Report

March 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**

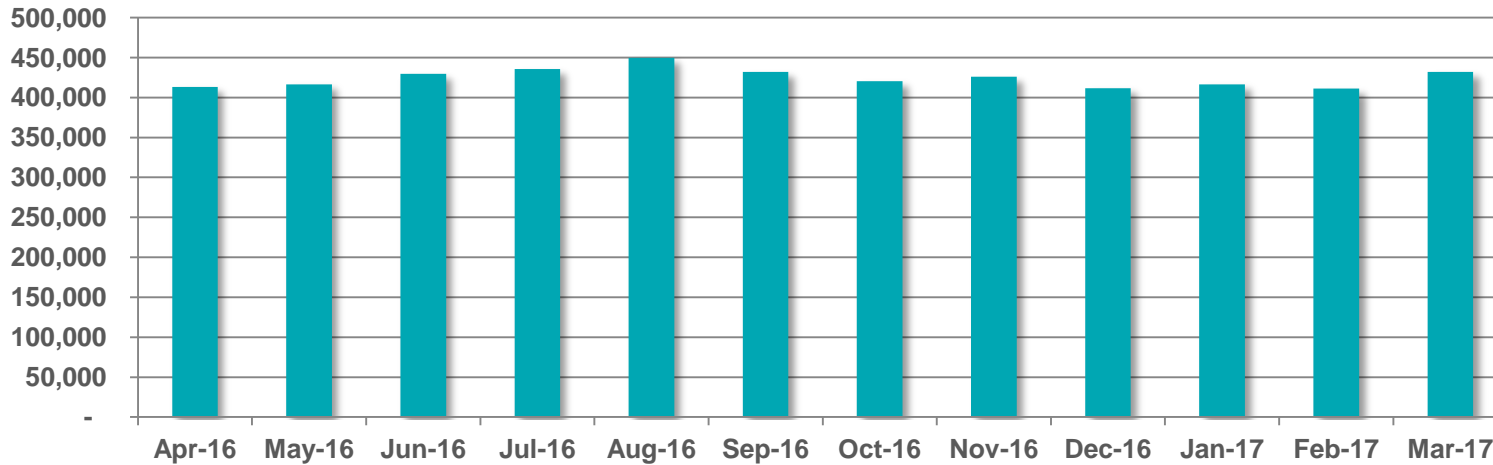


News Now App

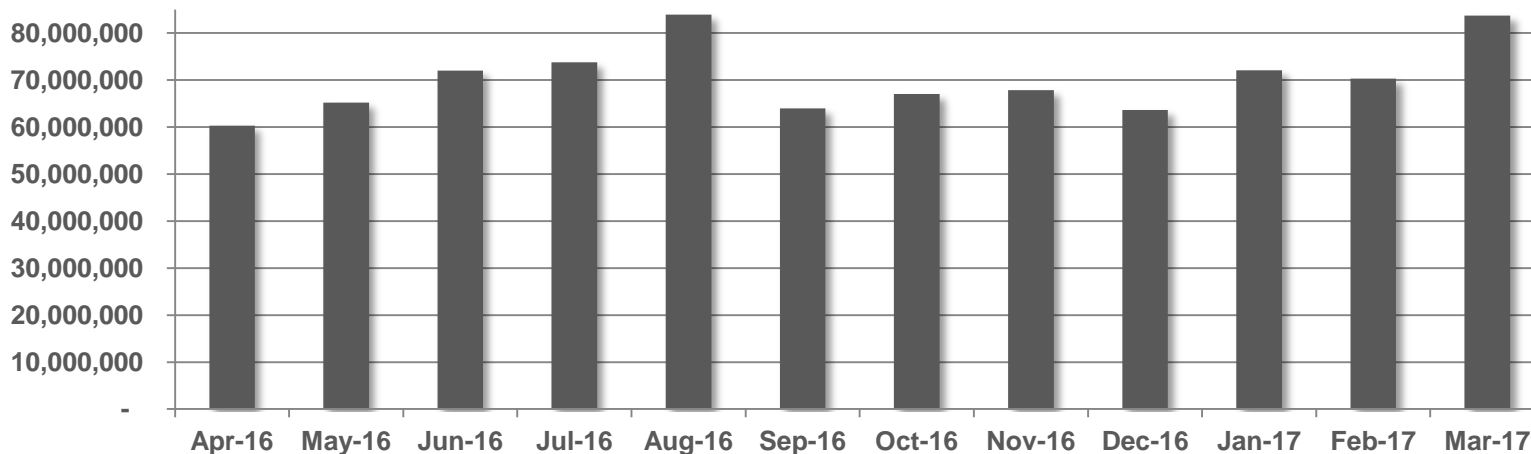


News Now App
downloads

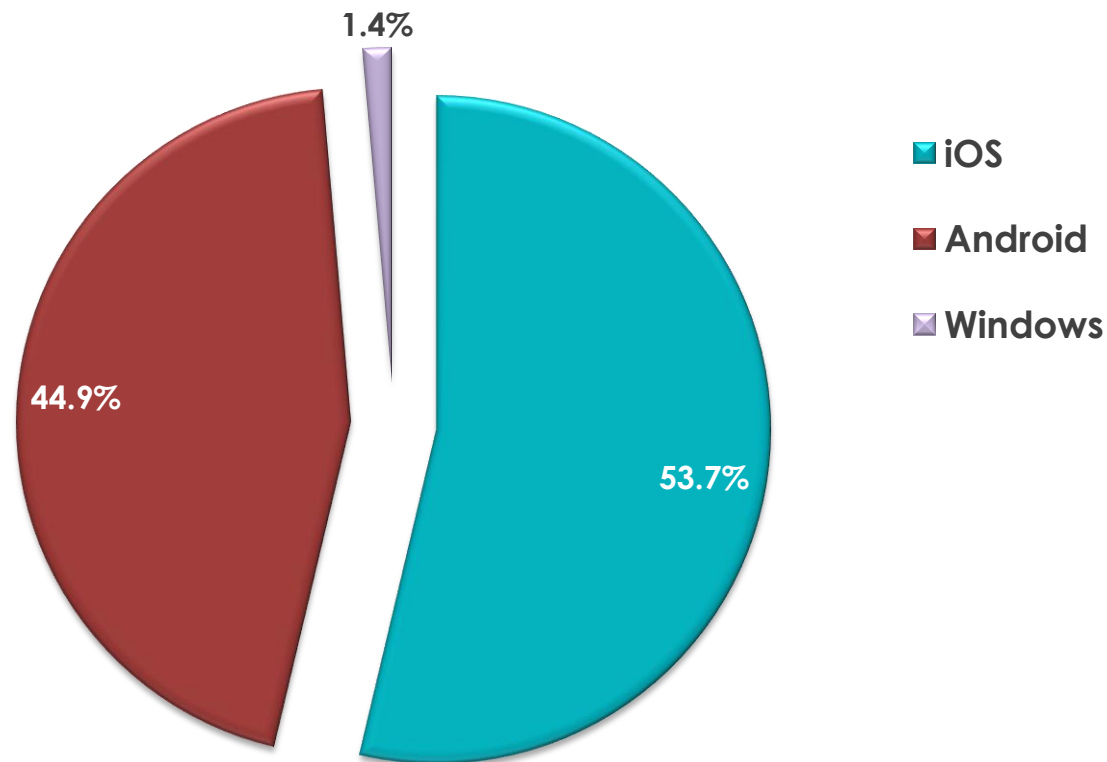
Unique Browsers per Month

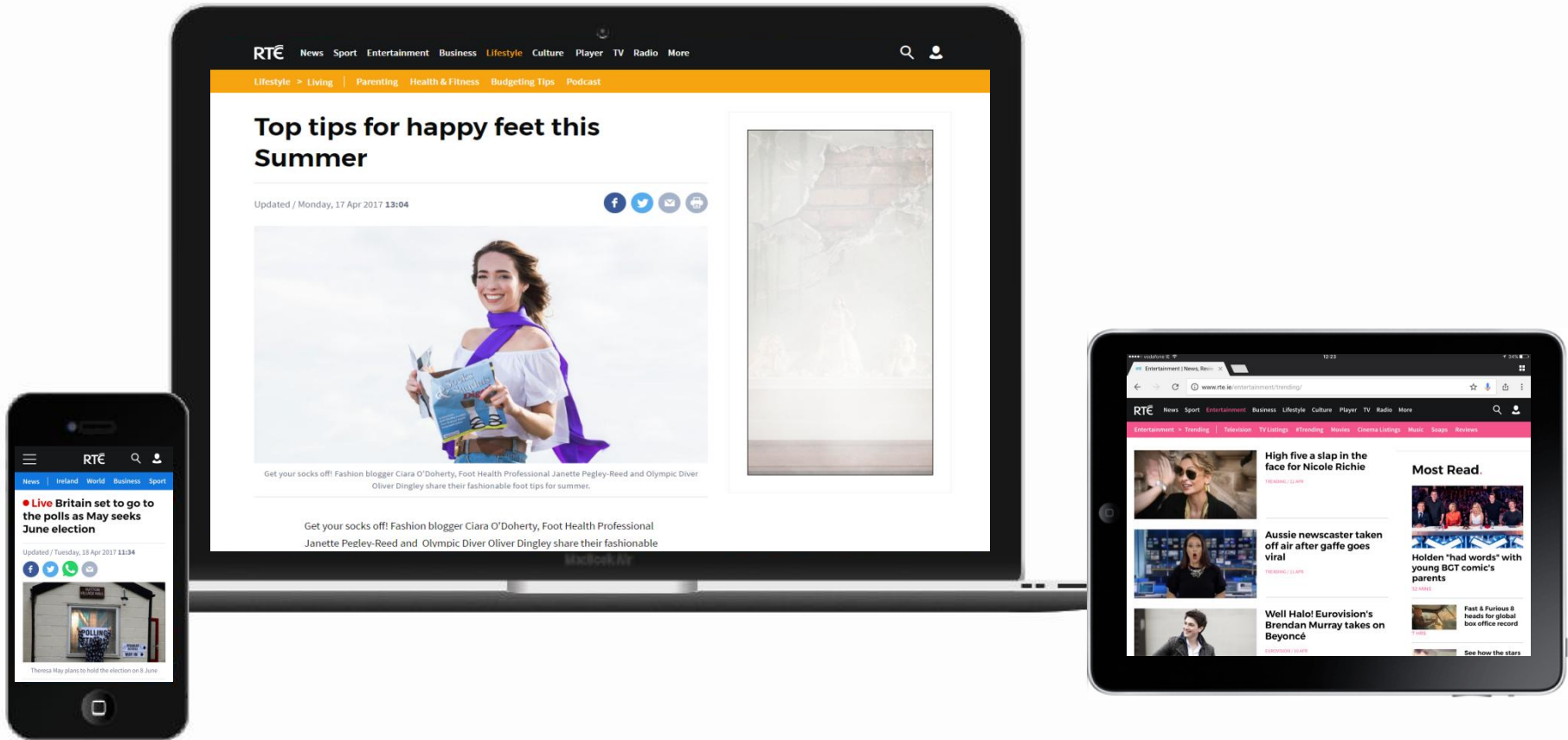


Page Views per Month



Page Views per App Version – March 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**



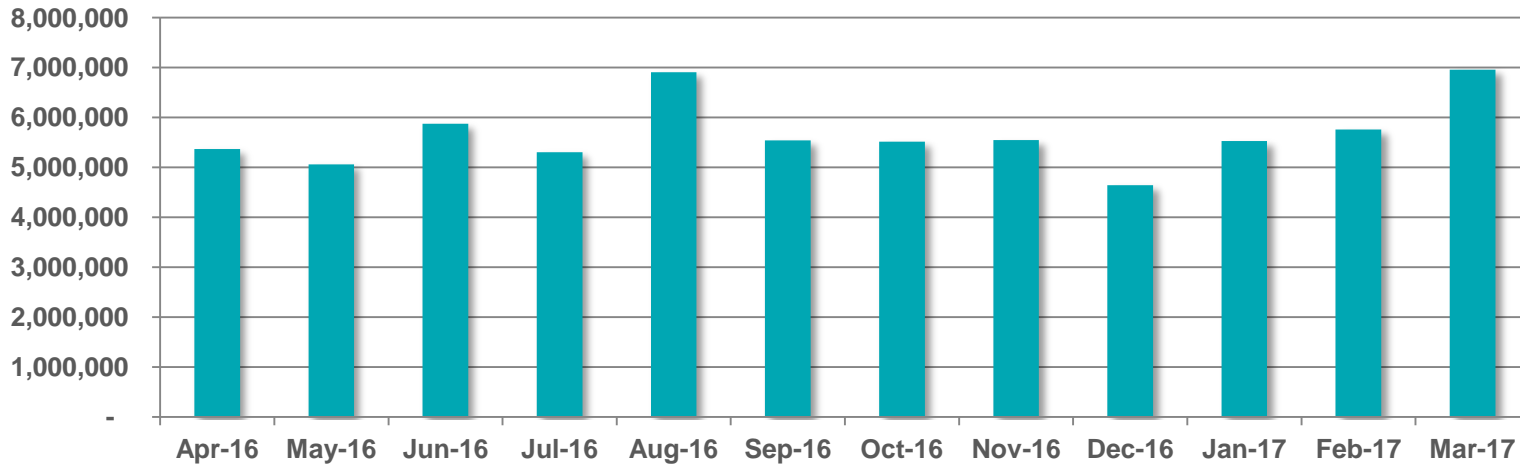
The average visit on RTÉ.ie is longer than Irish Times, Independent and The Journal

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)

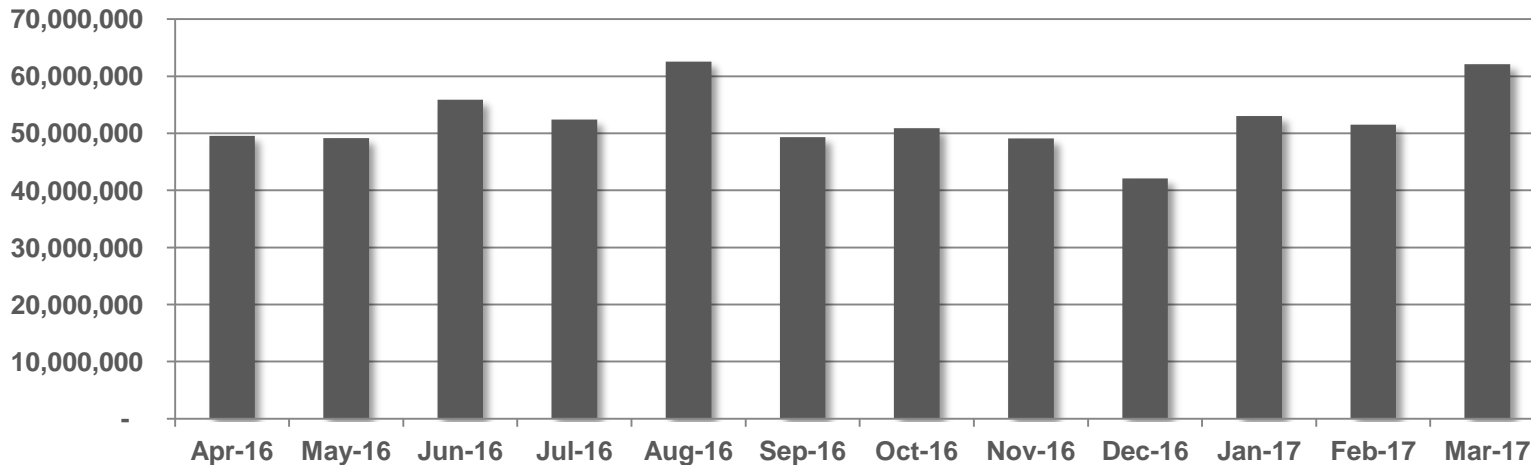


**Monthly Unique
Browsers**

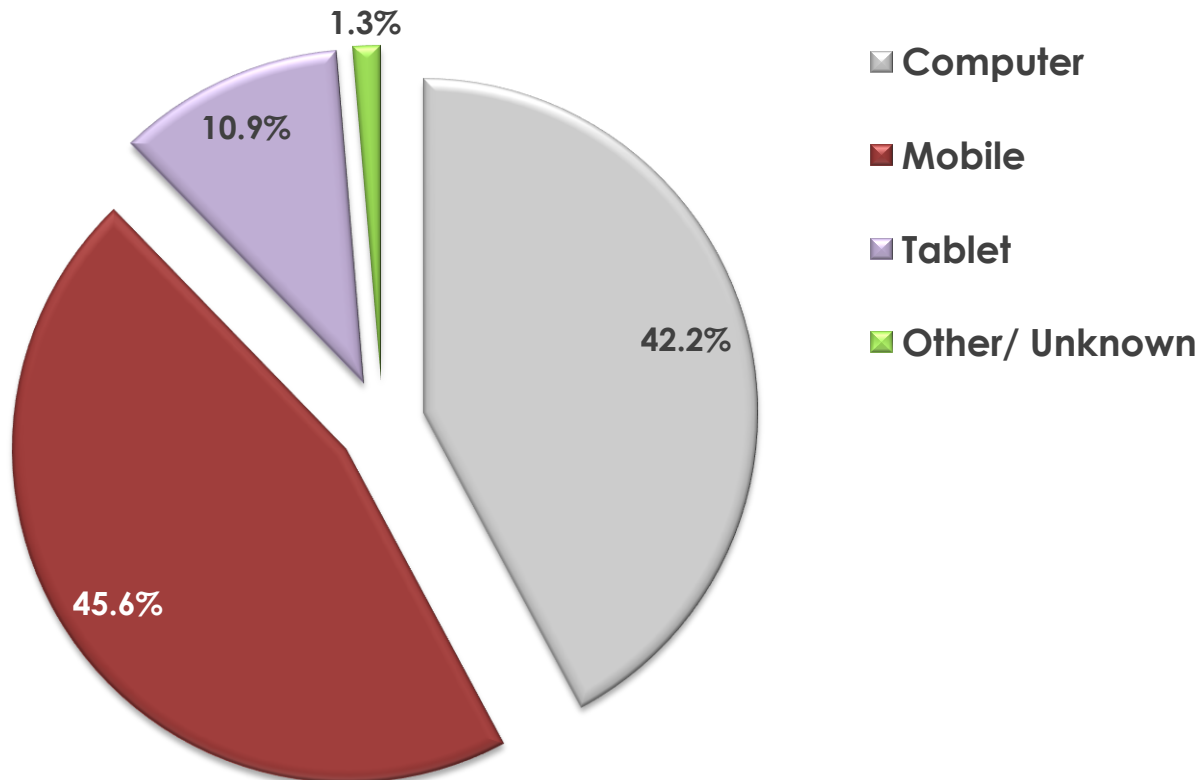
Unique Browsers per Month



Page Views per Month



Page Views per Device – March 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



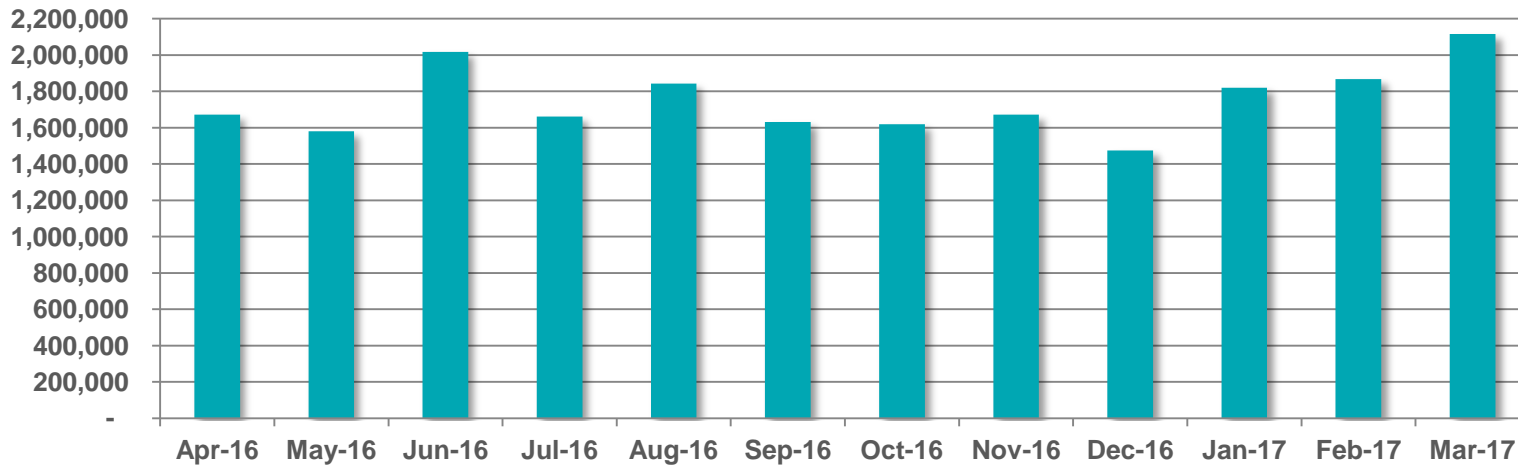
Ireland's No.1 VOD service



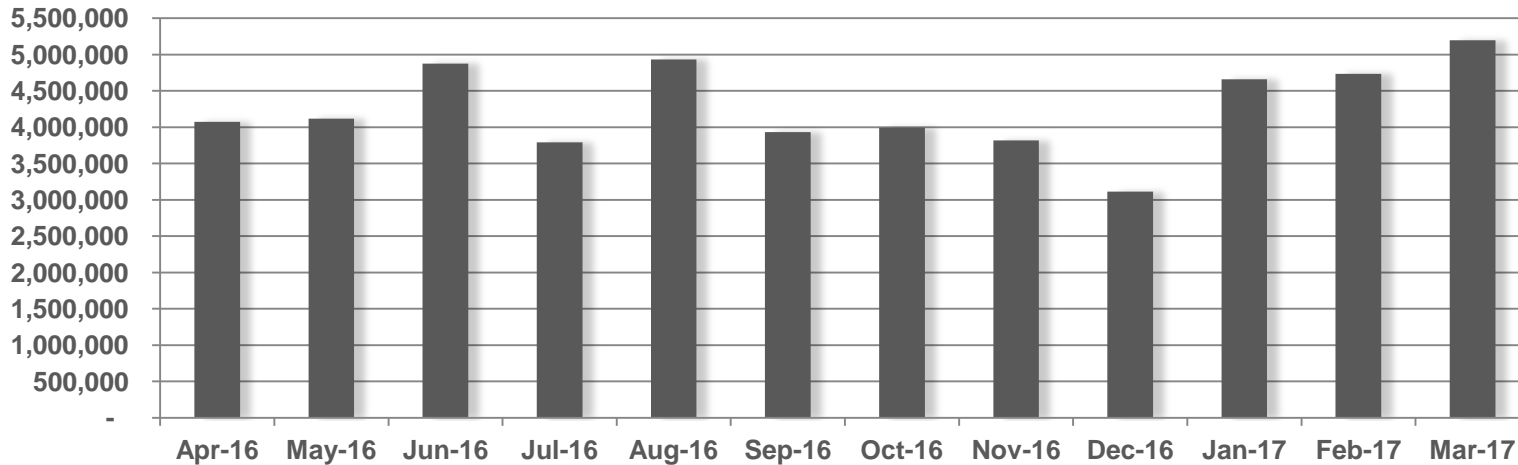
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

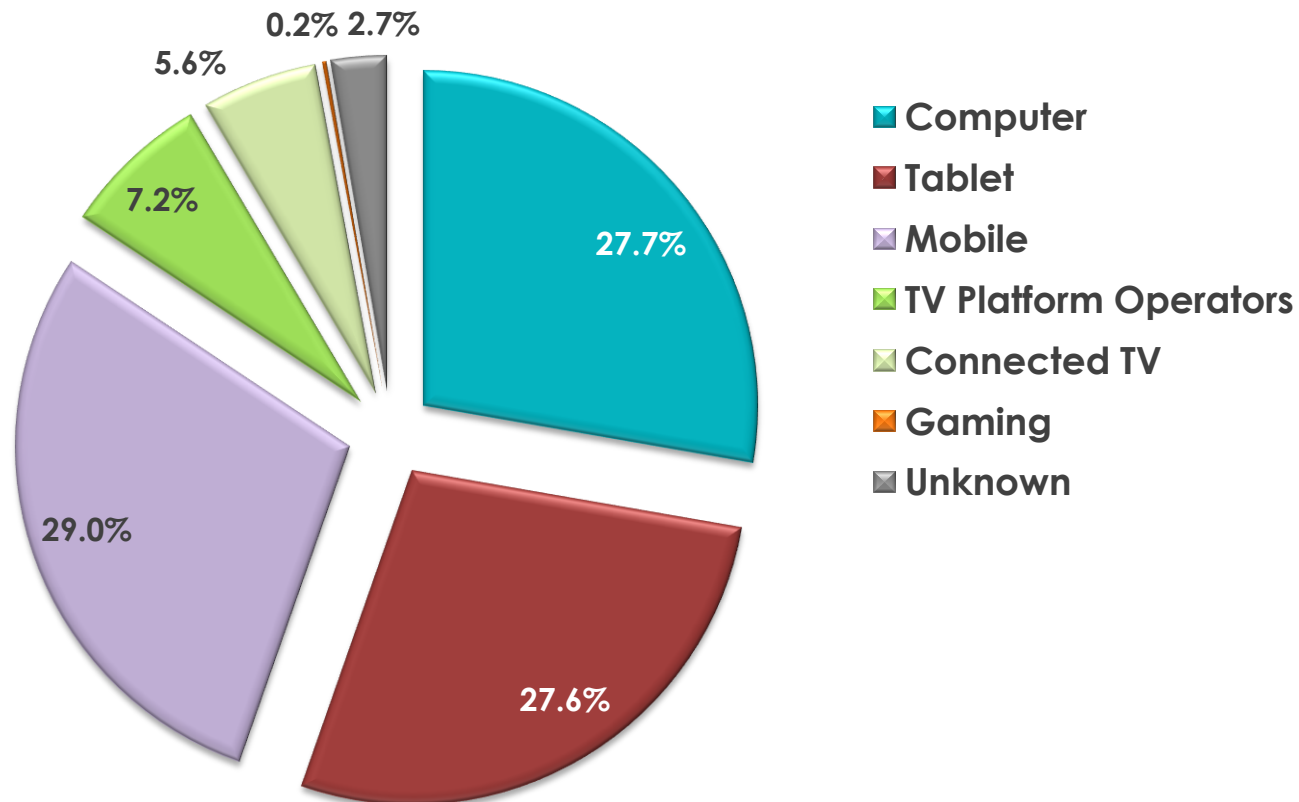


Source: comScore Dax
(Unique Browsers
excluding Virgin Media/
Sky. Streams exc .Sky)

Top Programmes in March 2017

	Programme	Streams
1	Home and Away	665,000
2	Fair City	465,000
3	EastEnders	280,000
4	First Dates Ireland	229,000
5	RBS 6 Nations	189,000
6	Neighbours	162,000
7	RTÉ News: Nine O'Clock	125,000
8	The Late Late Show Extras	106,000
9	RTÉ News: Six One	95,000
10	Room to Improve	91,000
11	Homeland	88,000
12	The Late Late Show	82,000
13	Fair City Extras	73,000
14	Home and Away Extras	73,000
15	Dancing with the Stars Extras	69,000
16	Latest News and Weather	64,000
17	Dancing with the Stars	54,000
18	Don't Tell The Bride	50,000
19	Shortland Street	50,000
20	The Toughest Trade	49,000

Streams by Device – March 2017



Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Supergarden	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	Don't tell the Bride	Dara & Ed's Road to Mandalay	Body Shopping	Champions League
Male		X	X		X		X
Female	X			X		X	
Male 18-34							X
Female 18-34	X			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