

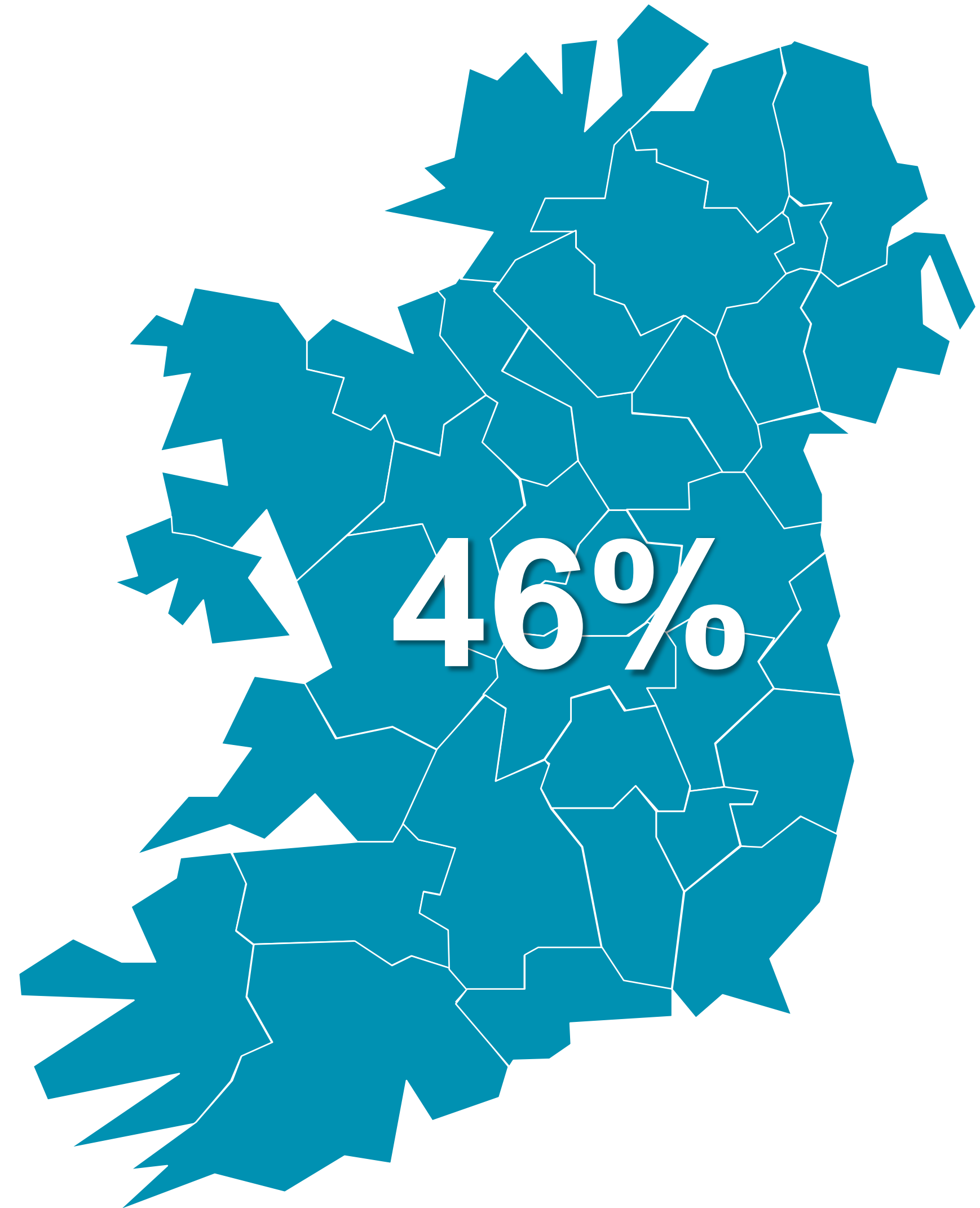
RTÉ Media Sales

Digital Audience Report

March 2018

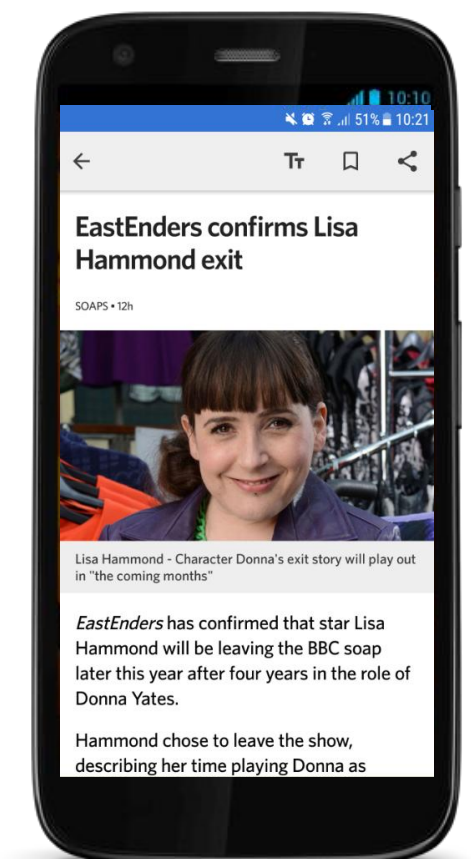
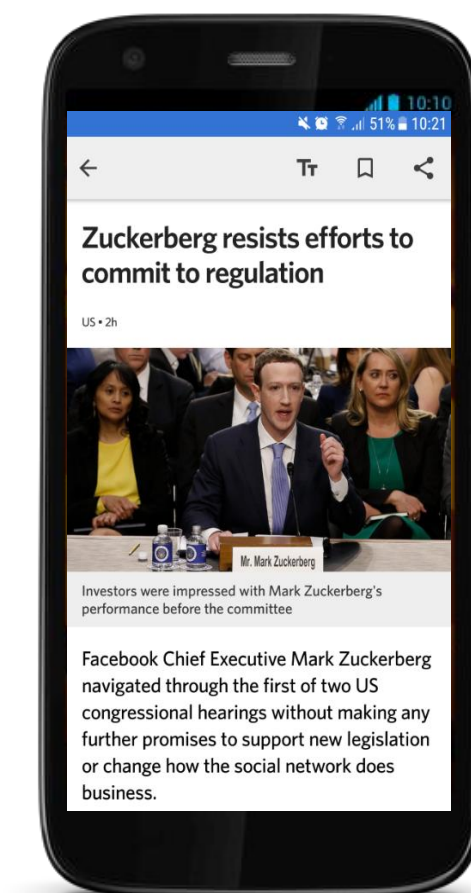
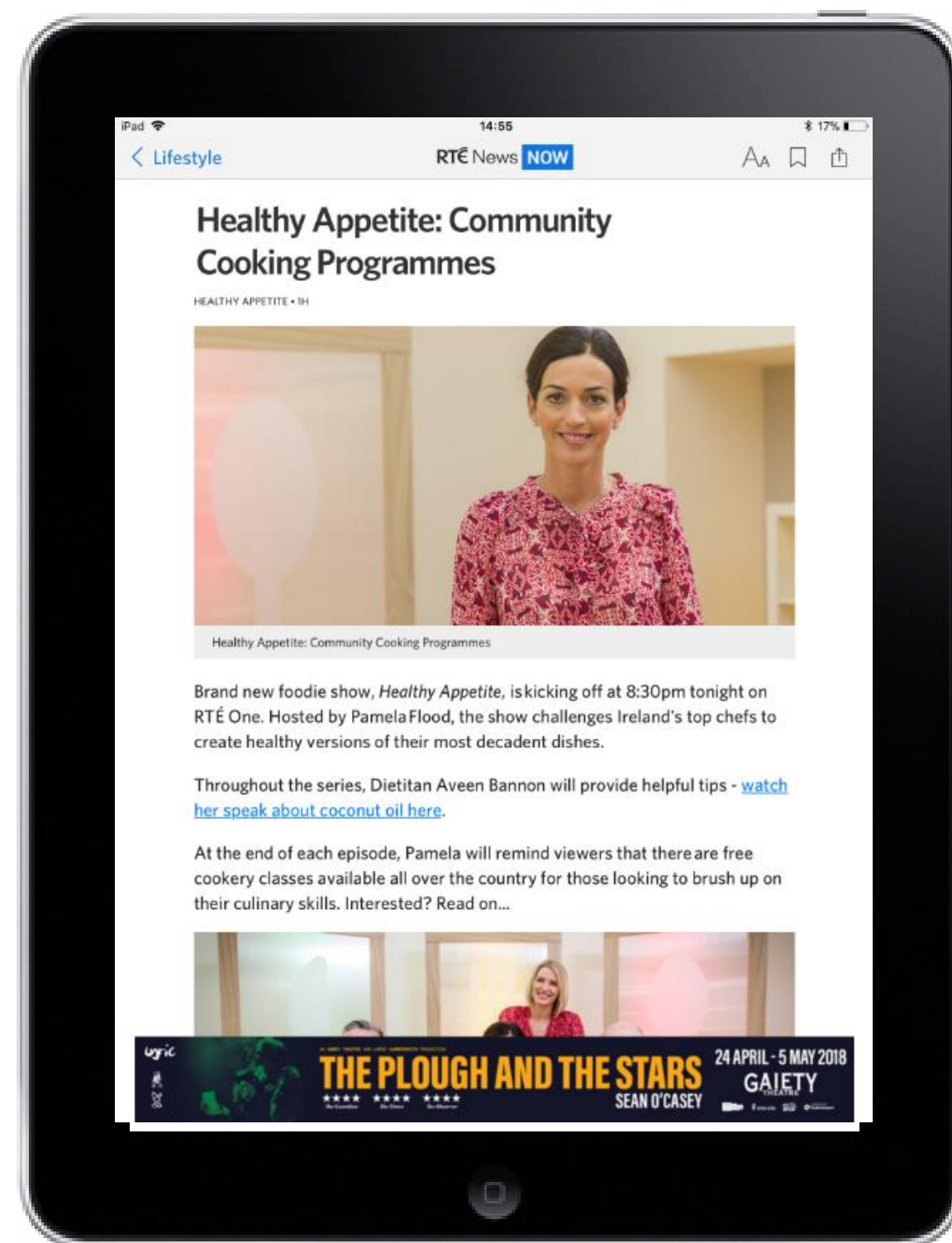
DIGITAL SERVICE USAGE

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



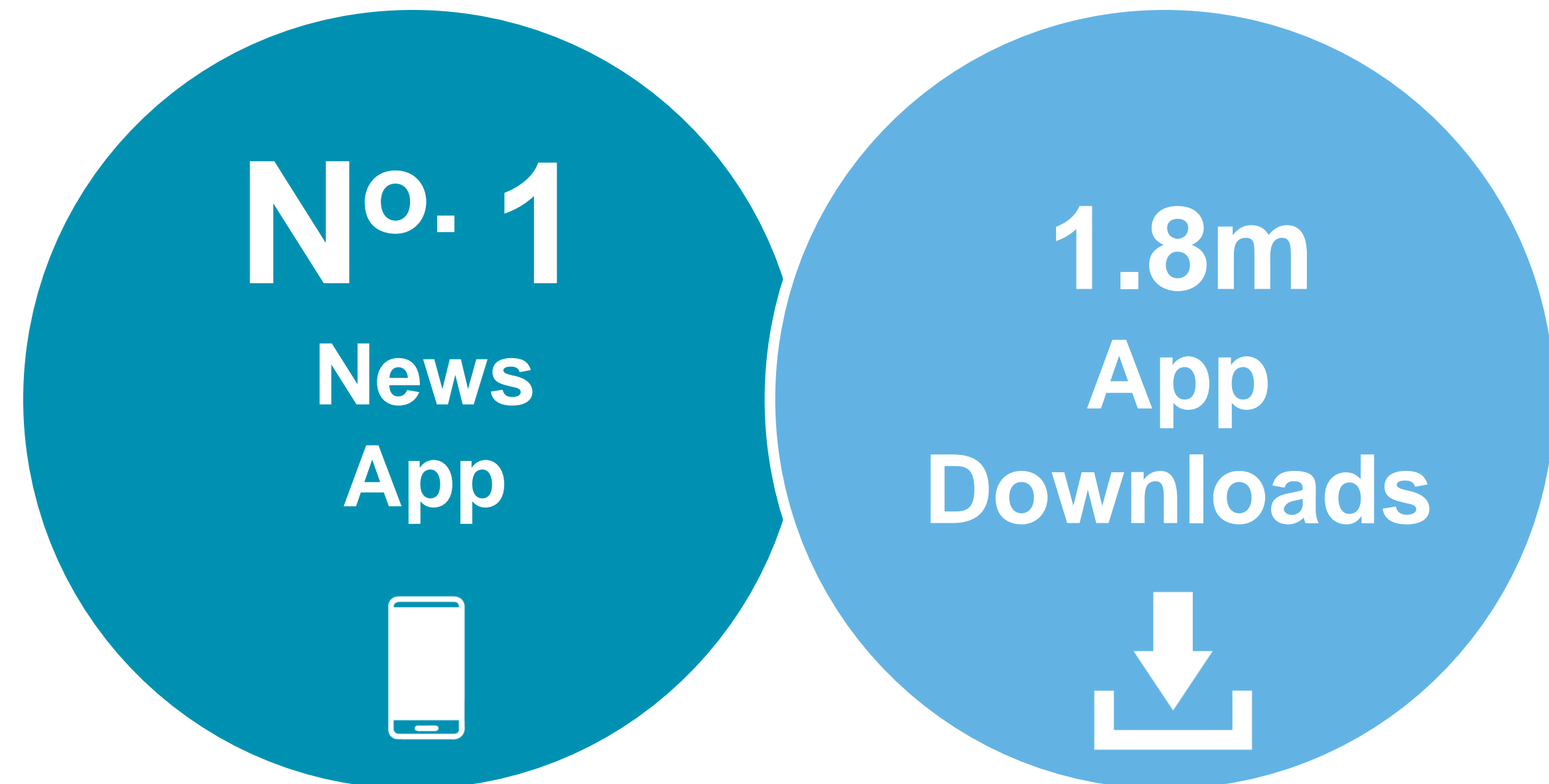
RTÉ NEWS NOW APP

RTÉ NEWS NOW

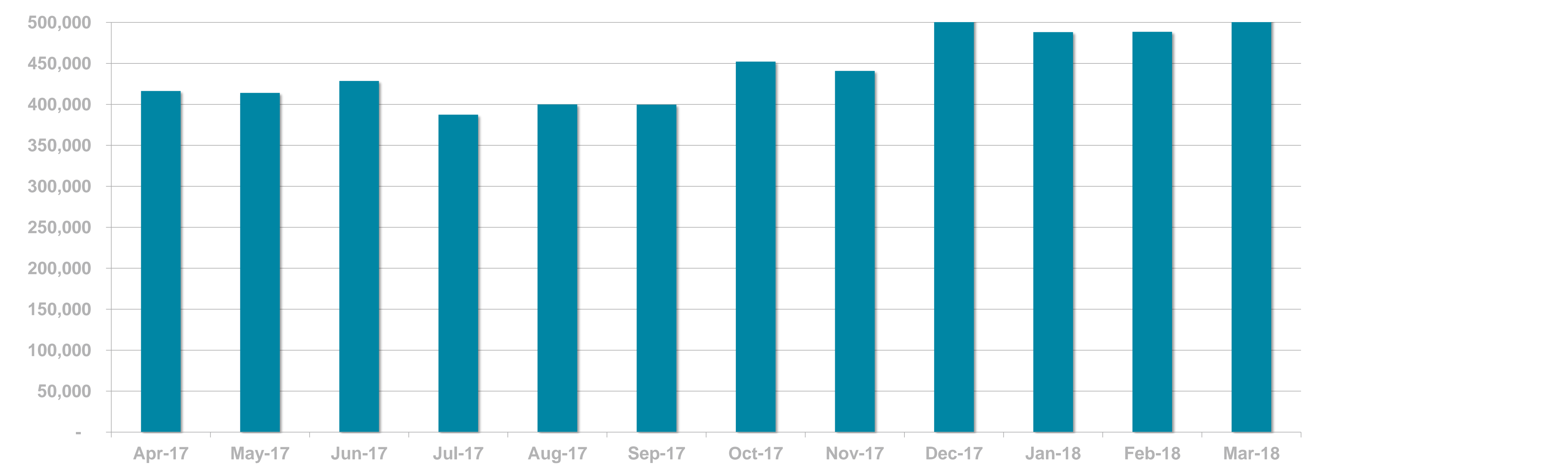


RTÉ NEWS NOW APP

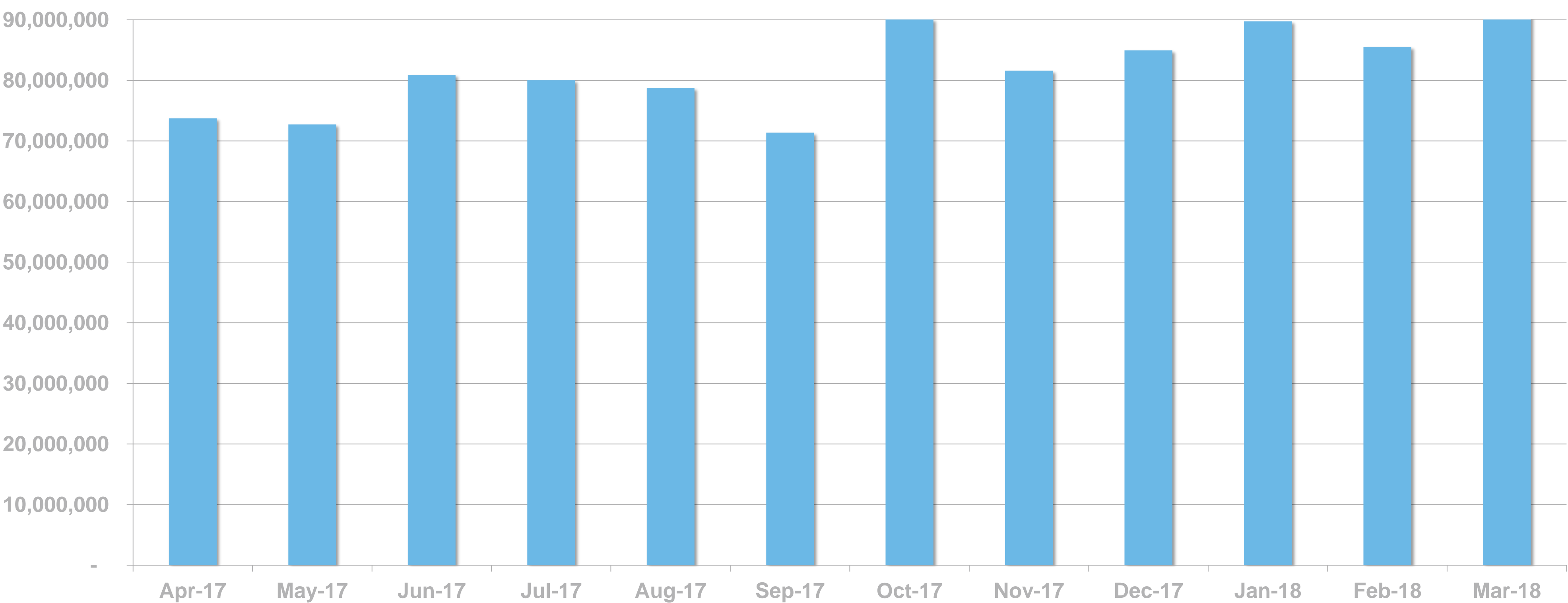
RTÉ News Now is the Number 1
news and entertainment app in
Ireland



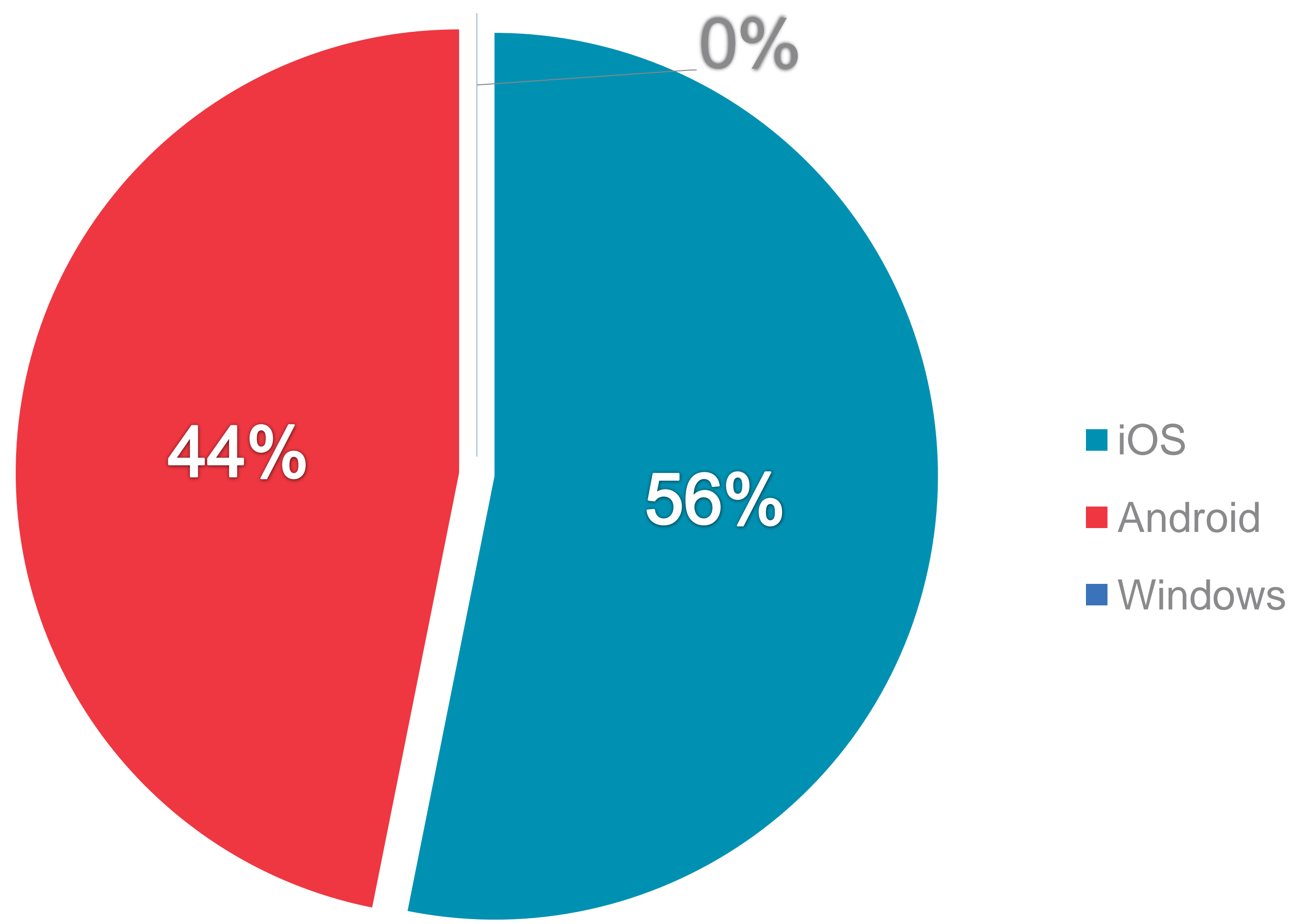
UNIQUE BROWSERS PER MONTH

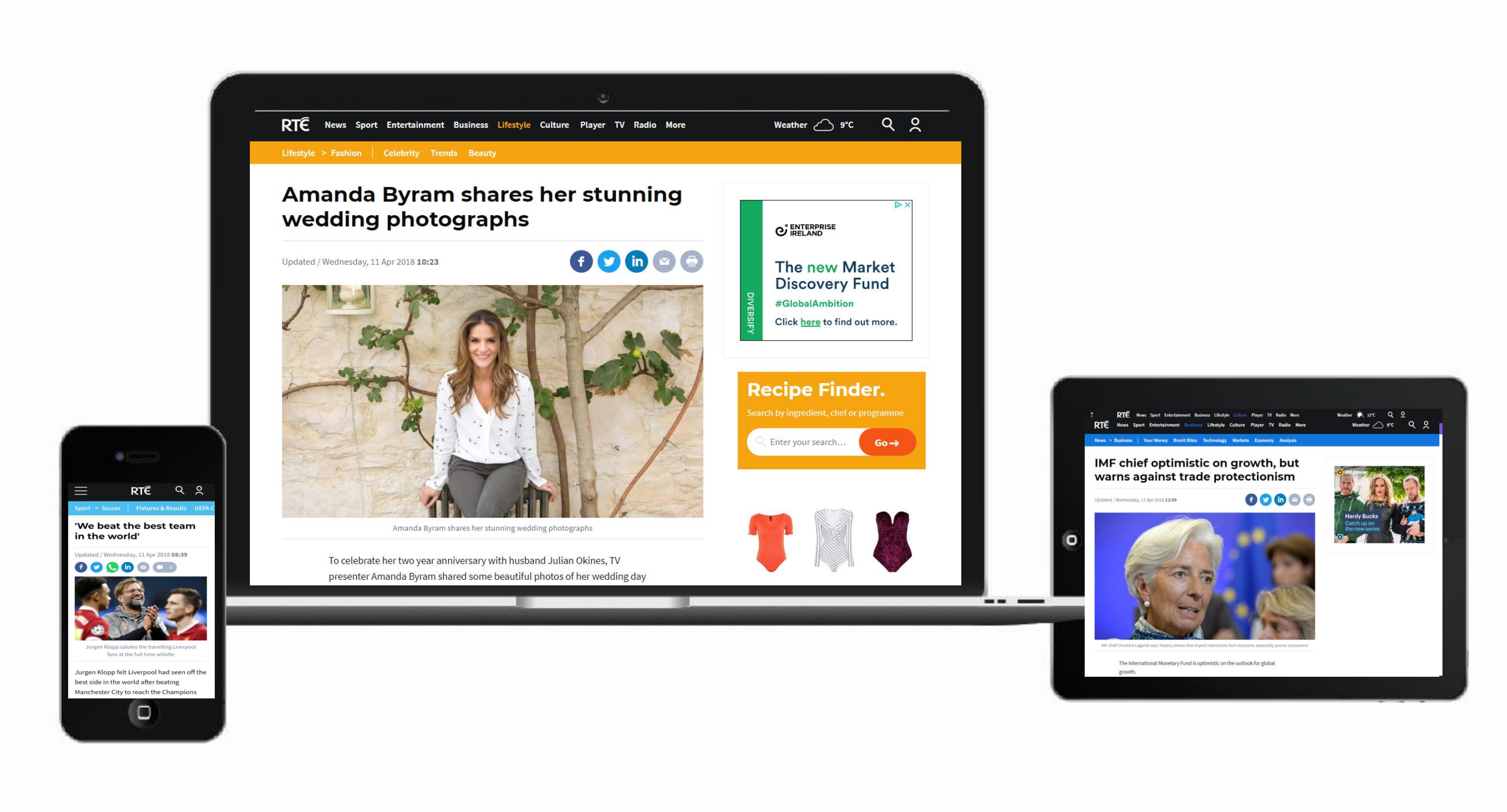


PAGE VIEWS PER MONTH



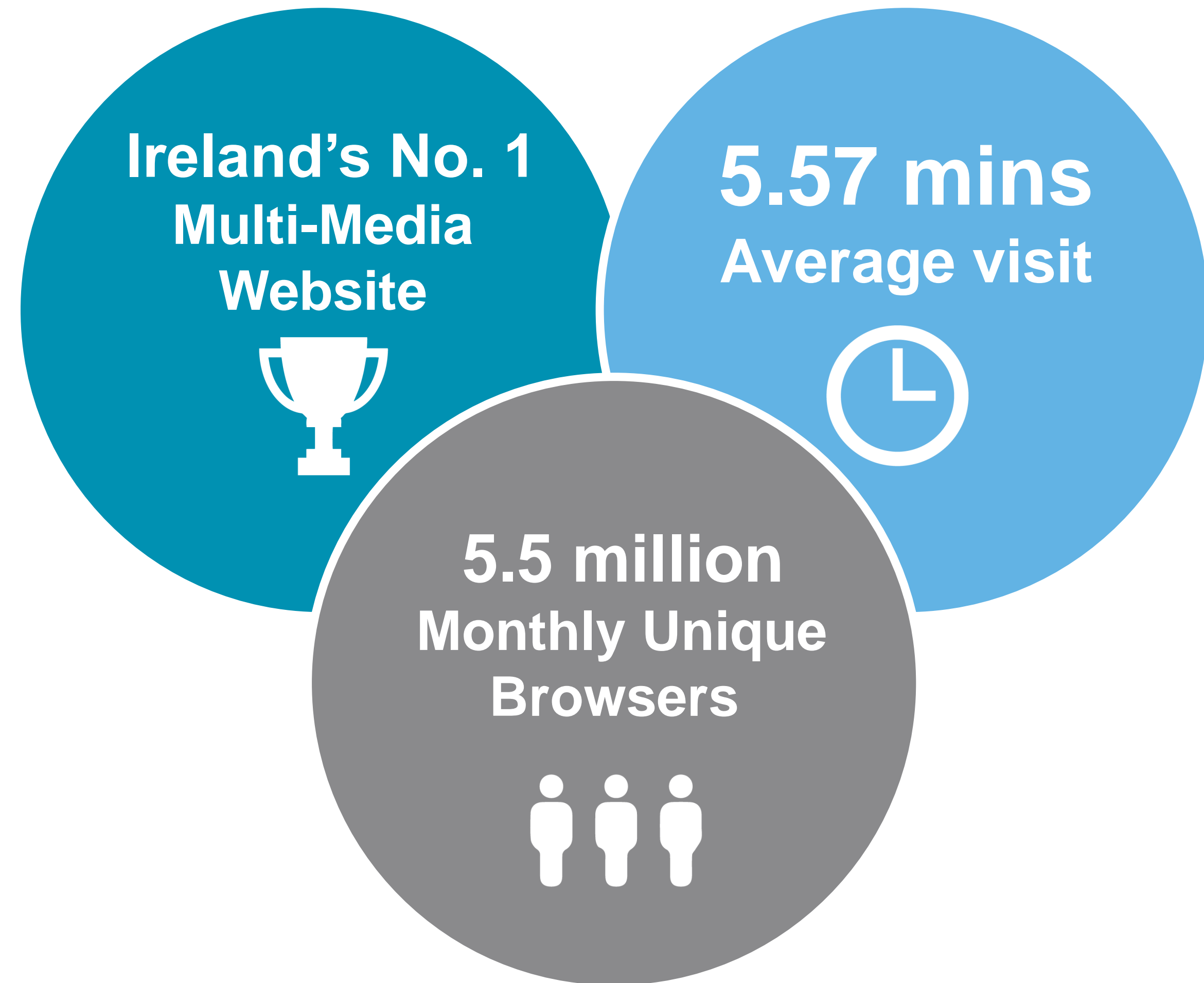
PAGE VIEWS PER APP VERSION





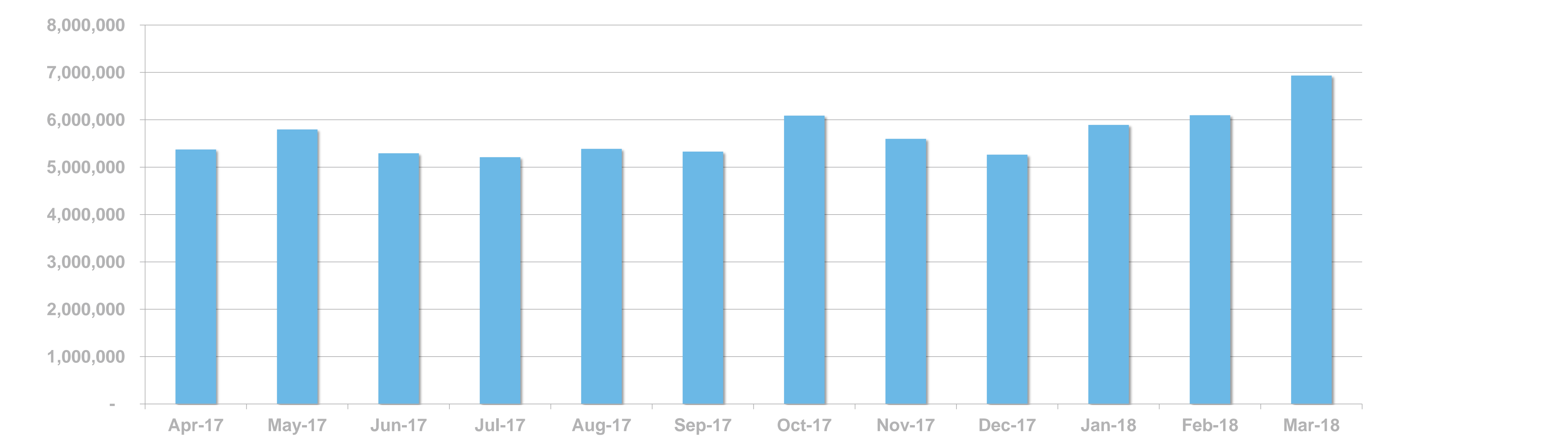
RTÉ.ie is the Number 1 multi-media website in Ireland with 1.2m Irish users aged under 65 and 6m unique browsers per month.

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

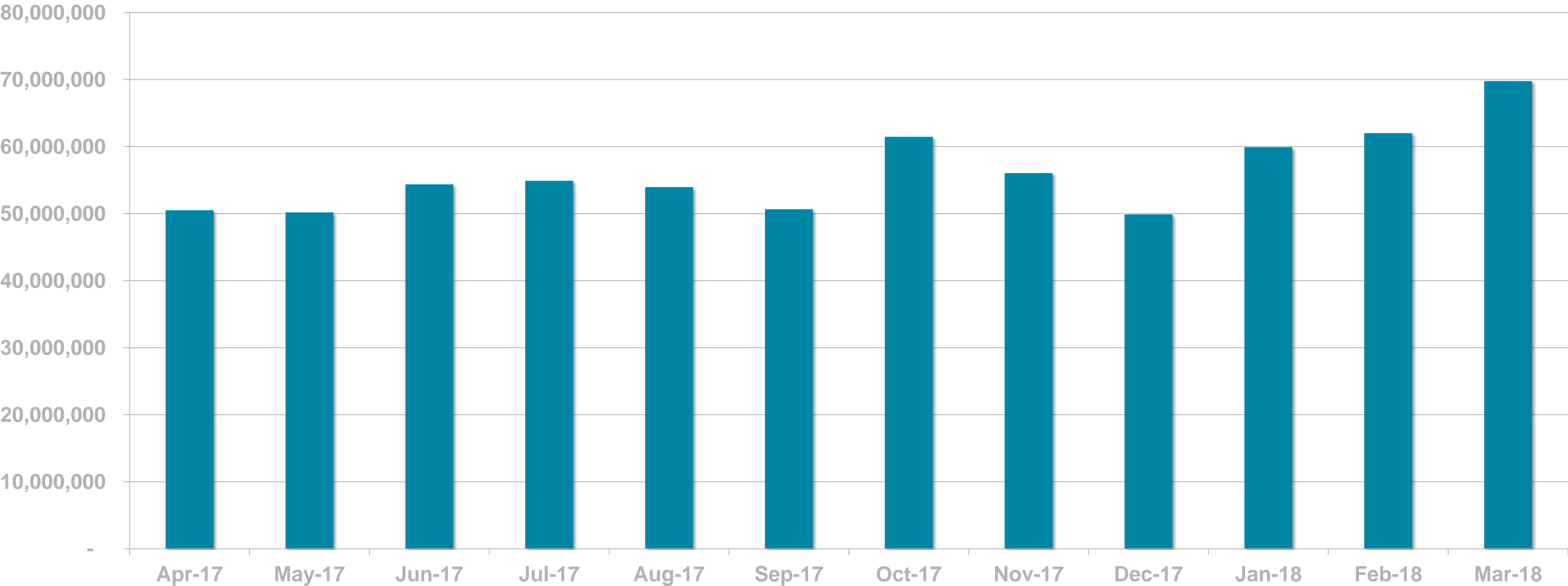


(Source: Global Web Index Q1-Q4 2017; comScore Dax)

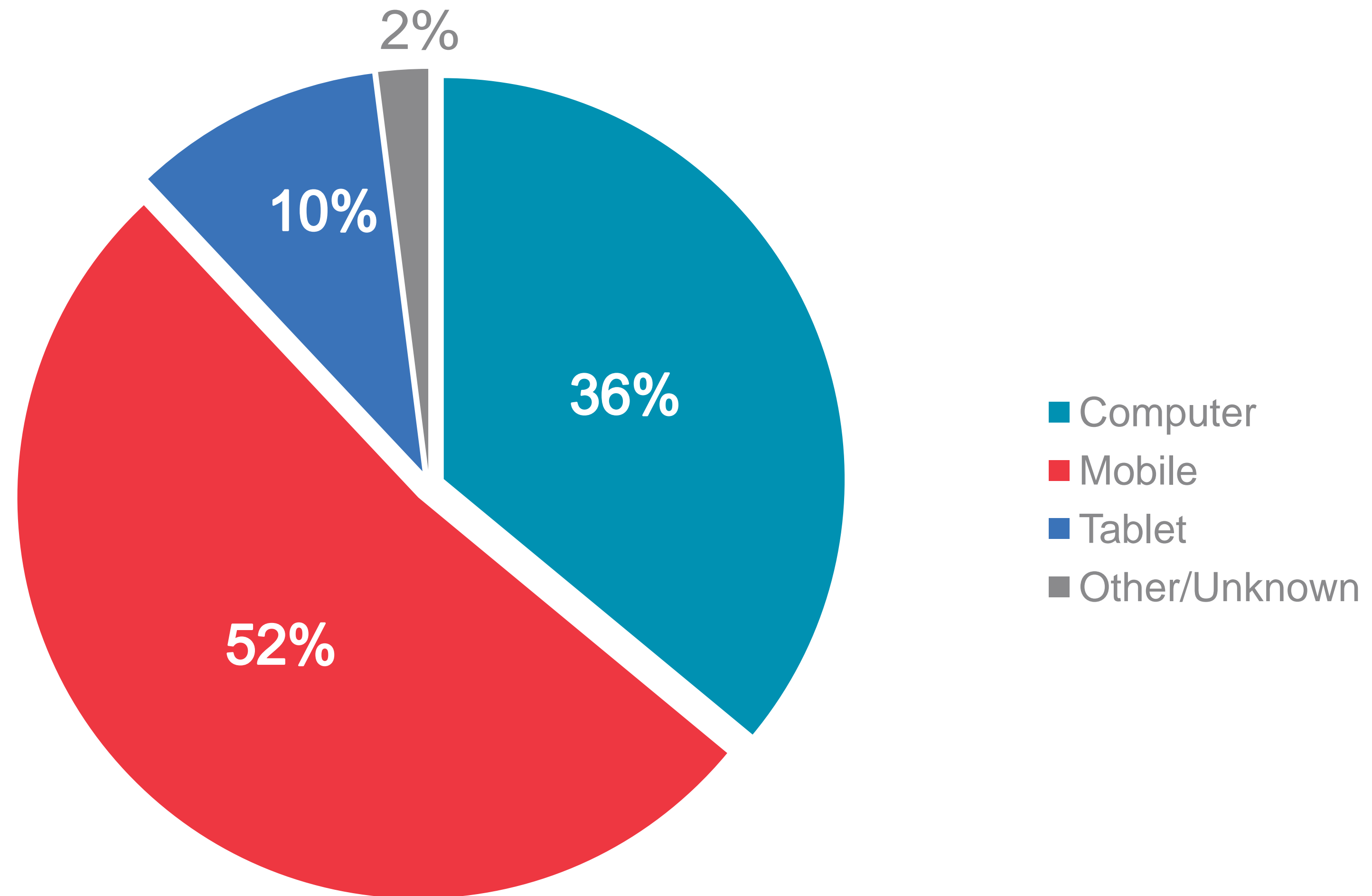
UNIQUE BROWSERS PER MONTH



PAGE VIEWS PER MONTH



PAGE VIEWS PER APP VERSION



RTÉ PLAYER

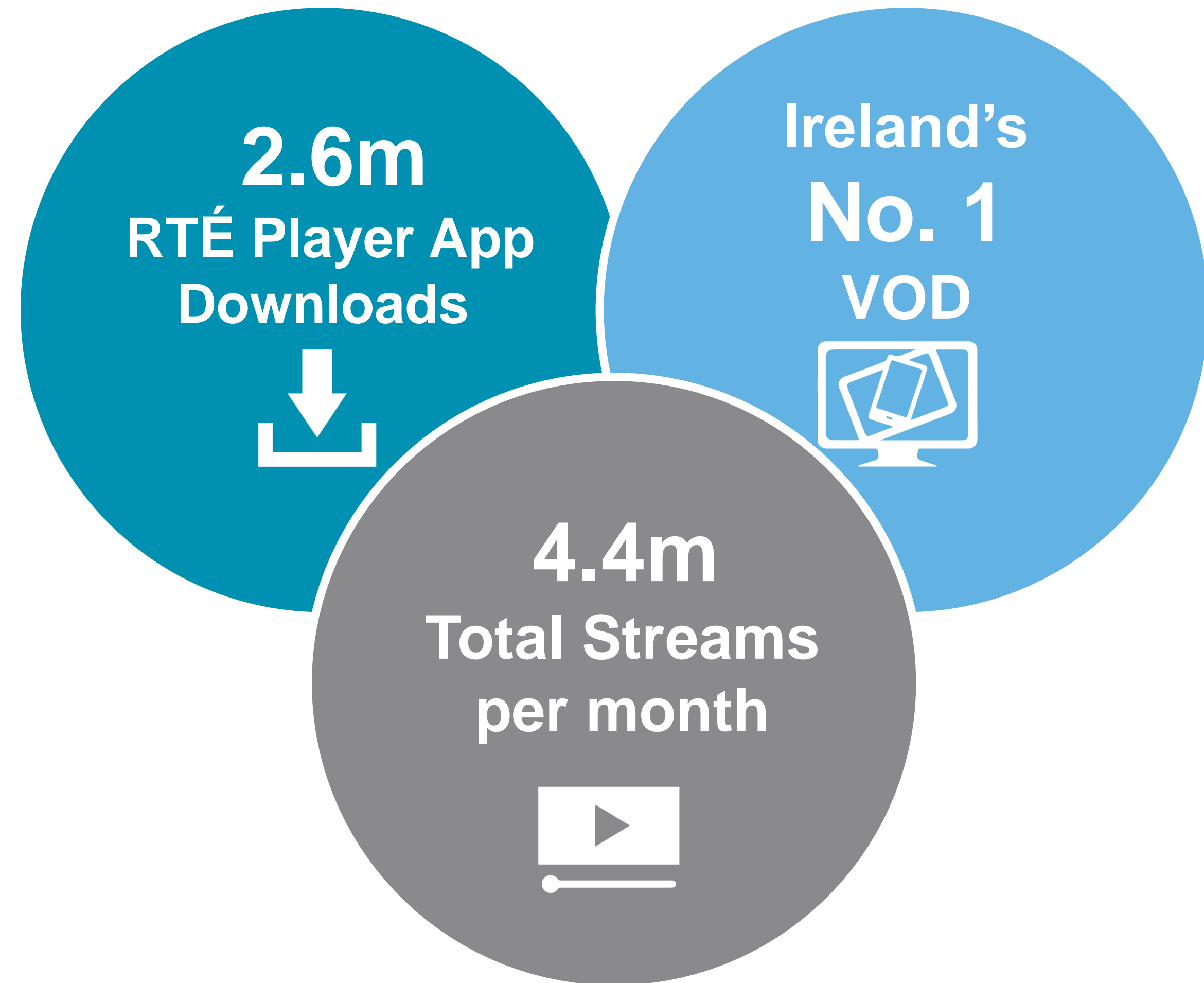
RTÉ player



RTÉ Media Sales

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



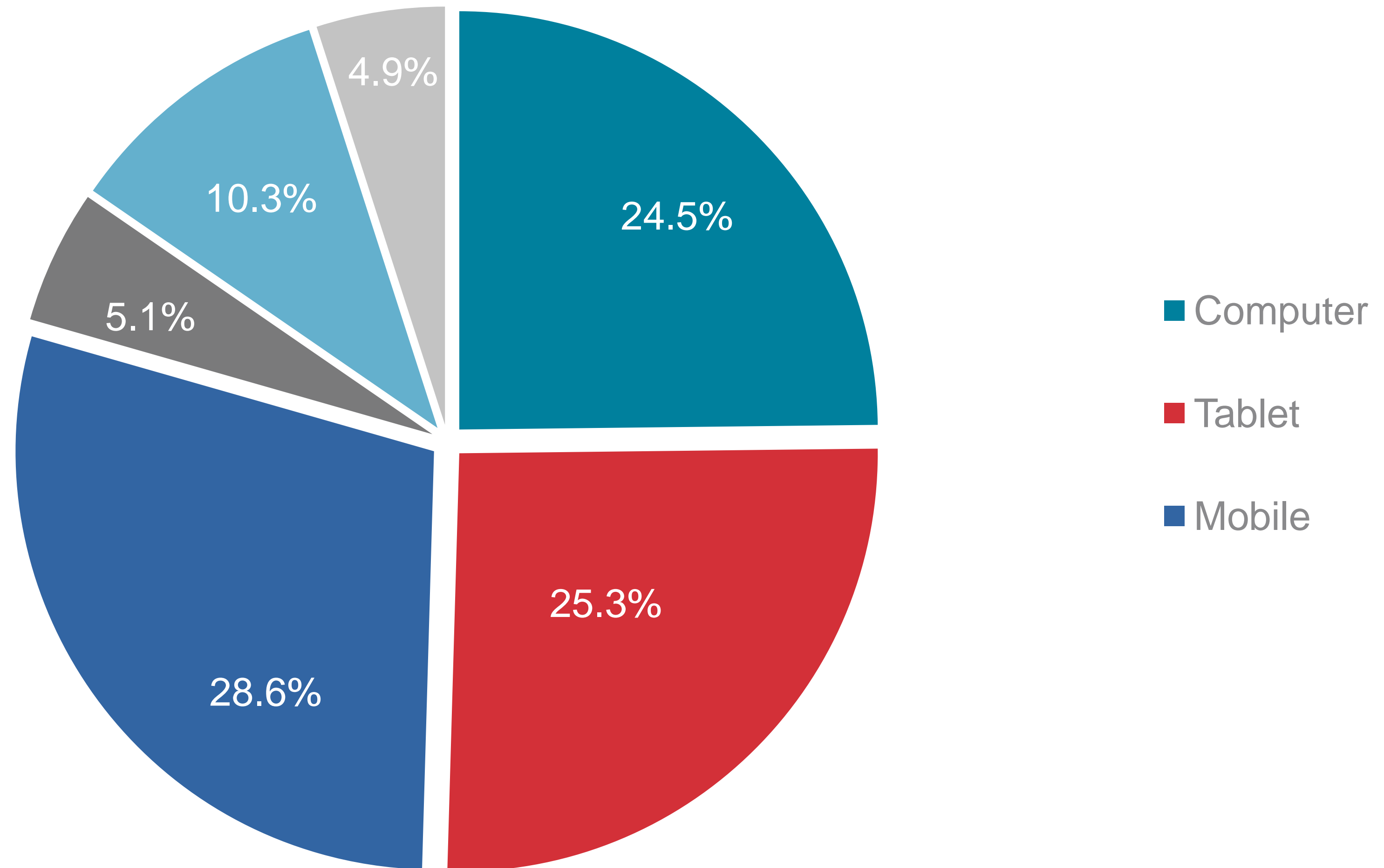
(Source: Global Web Index Q1-Q3 2017; comScore Dax)

Top Programmes

	Programme	Streams
1	The Young Offenders	634,000
2	Home and Away	537,000
3	Fair City	433,000
4	Room to Improve	403,000
5	EastEnders	343,000
6	First Dates Ireland	233,000
7	Neighbours	174,000
8	RTÉ News: Nine O'Clock	152,000
9	RTÉ News: Six One	127,000
10	The Late Late Show	105,000
11	The Late Late Show Extras	104,000
12	Homeland	91,000
13	Dancing with the Stars	90,000
14	UEFA Champions League Live	88,000
15	Home of the Year	80,000
16	Latest News and Weather	79,000
17	Hardy Bucks	77,000
18	Home and Away Extras	74,000
19	Weather	71,000
20	Fair City Extras	62,000

April 2017 Excludes Sky

STREAMS BY DEVICE



STREAMS BY DEVICE

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	The Late Late Show	The Ray D'Arcy Show
Male						X	X
Female	X	X	X	X	X		
Female 18-34		X	X		X		
Main Shopper + Kids	X	X		X		X	X

	My Big Day: Home or Away	News	Scannal	The Today Show	2018 FIFA World Cup	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

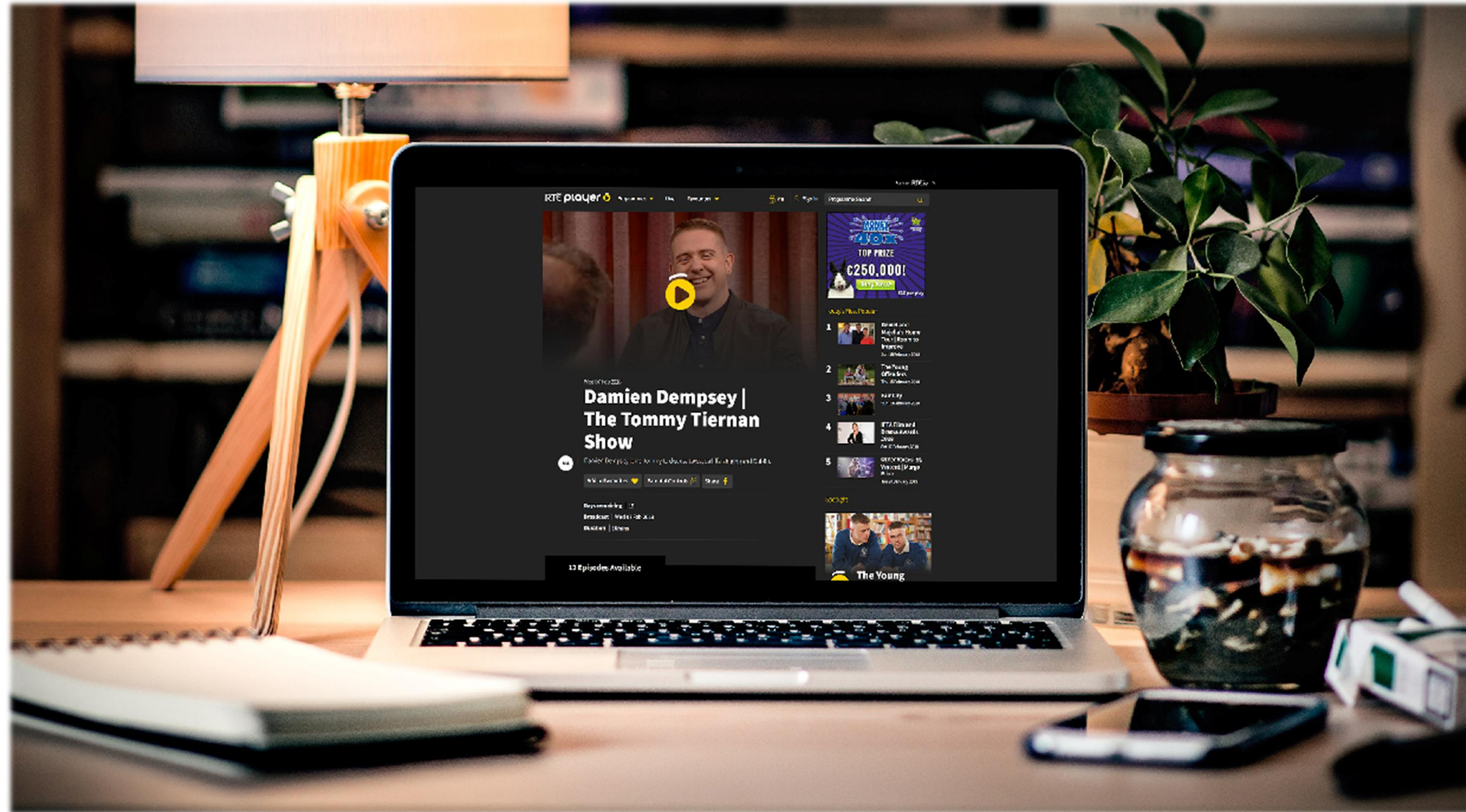
Audience targeting
across RTÉ Online
services

AUDIENCE							
DEMO	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



RTÉ Media Sales

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 www.rte.ie/mediasales