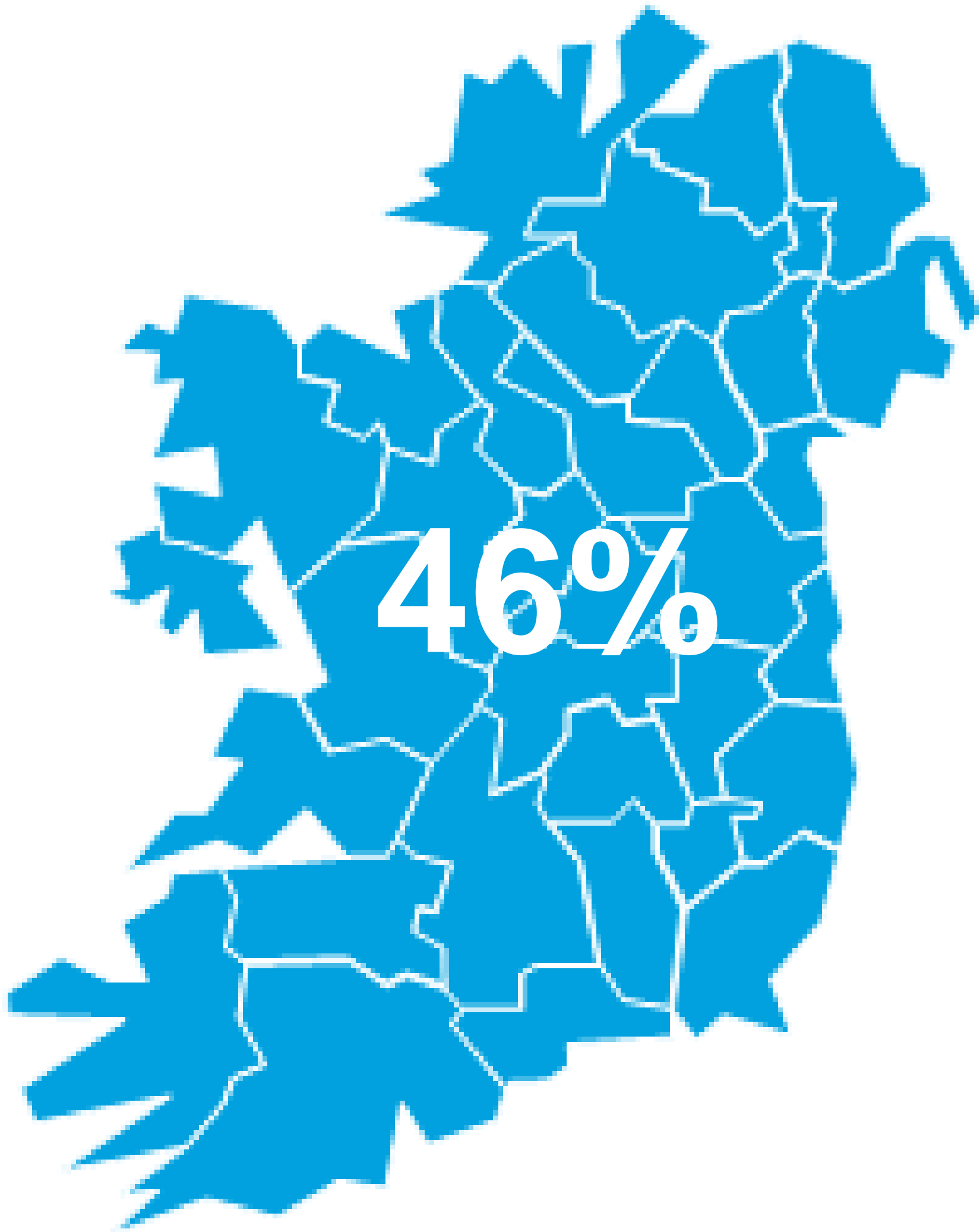


RTÉ Media Sales

DIGITAL AUDIENCE REPORT

MARCH 2018

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

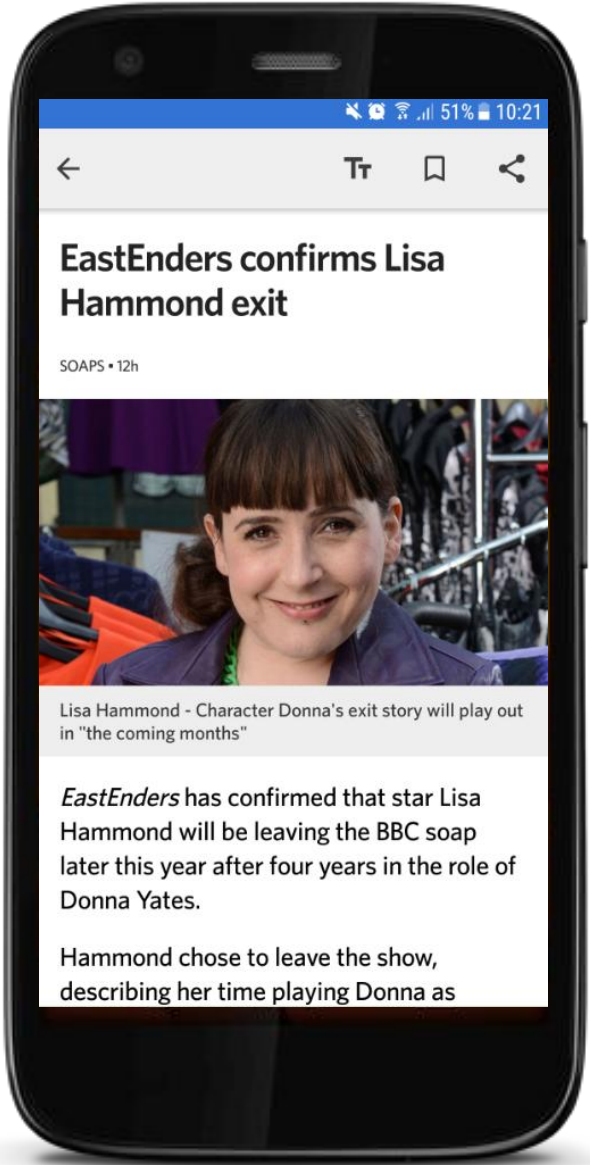
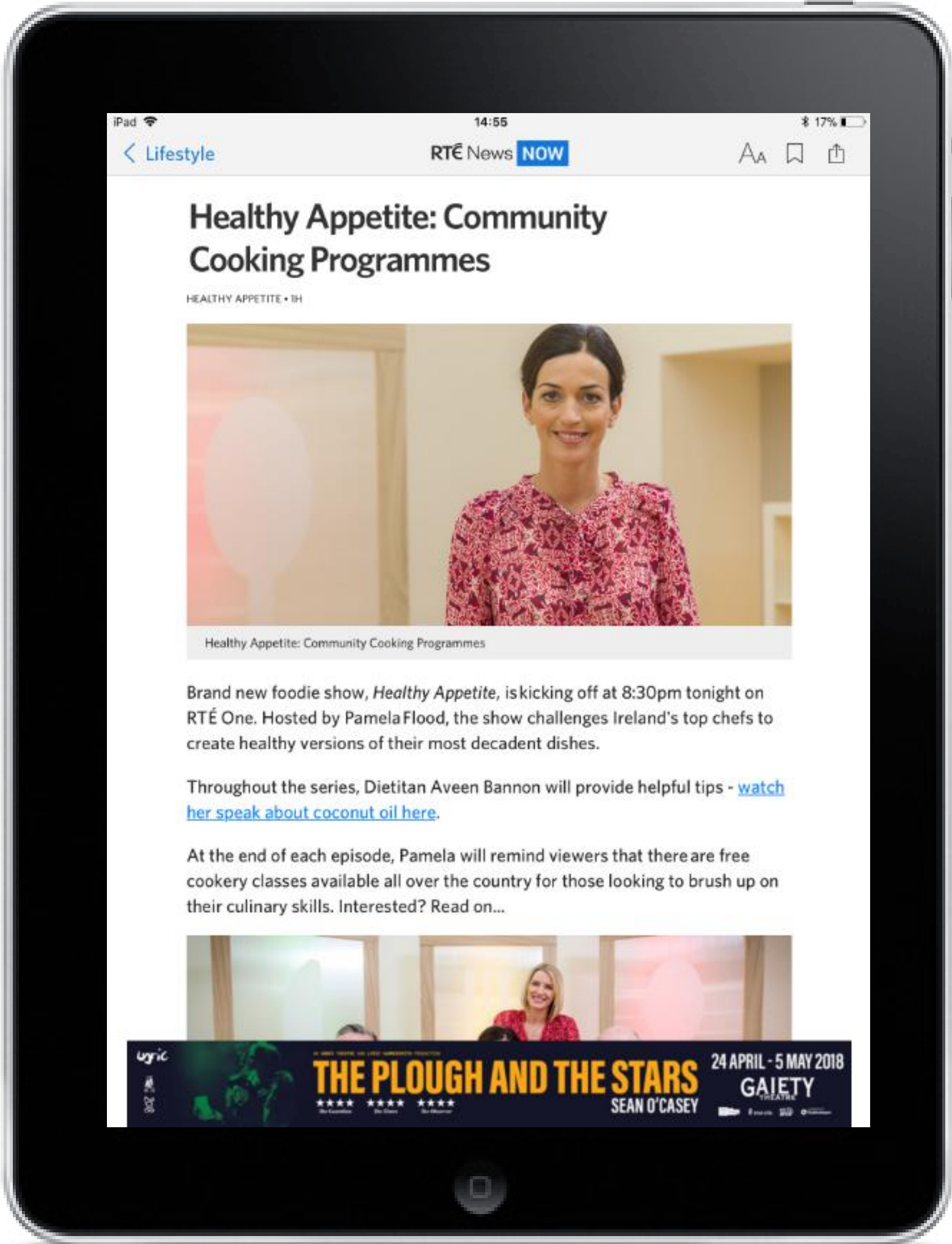


**DIGITAL SERVICE
USAGE.**

RTÉ NEWS NOW



RTÉ NEWS NOW APP.



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



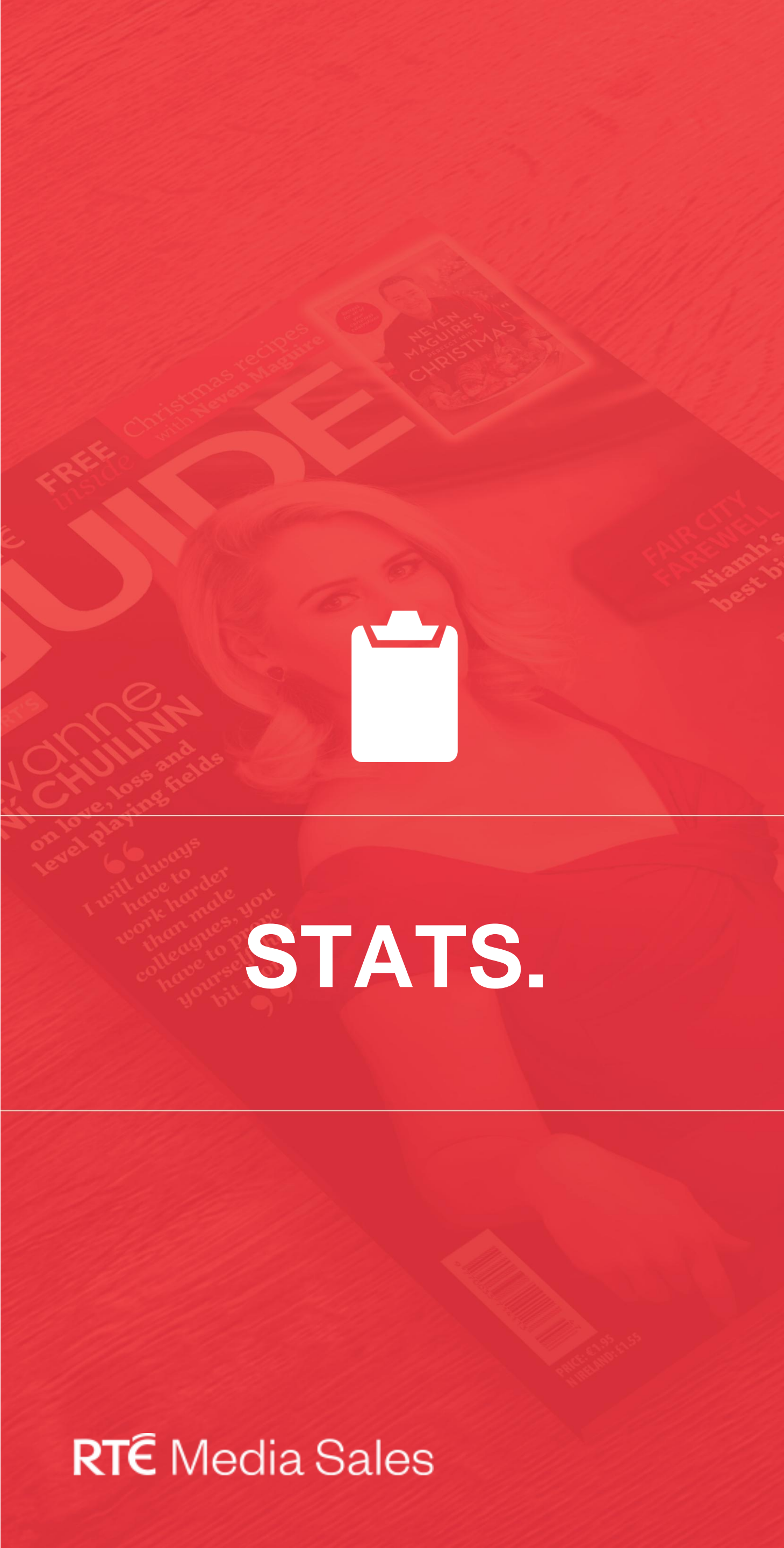
**RTÉ NEWS
NOW APP.**



RTÉ News
Now App

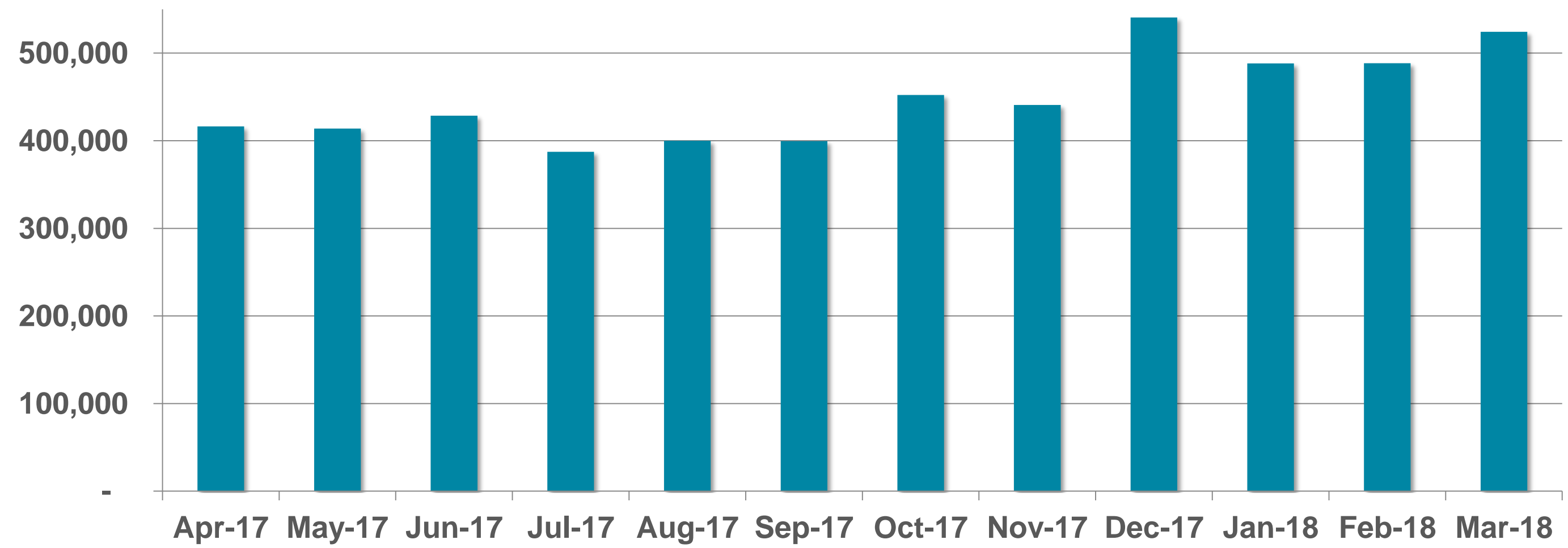


App Downloads

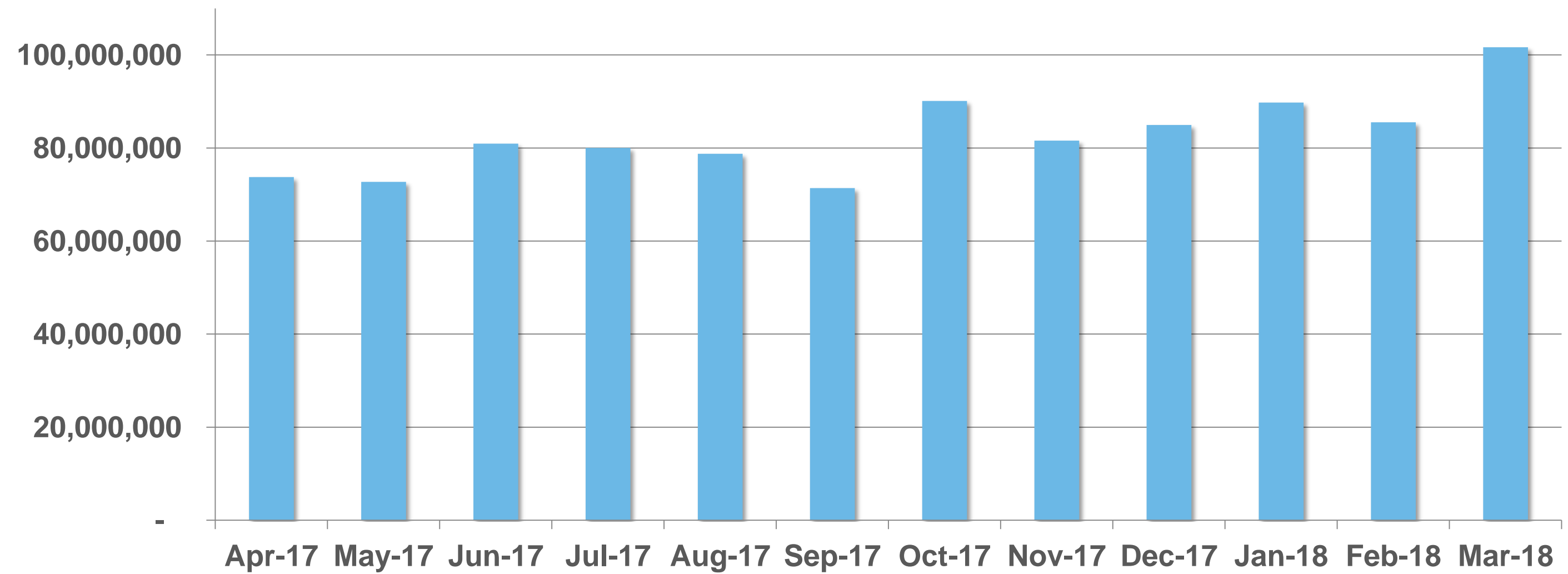


STATS.

Unique browsers per month

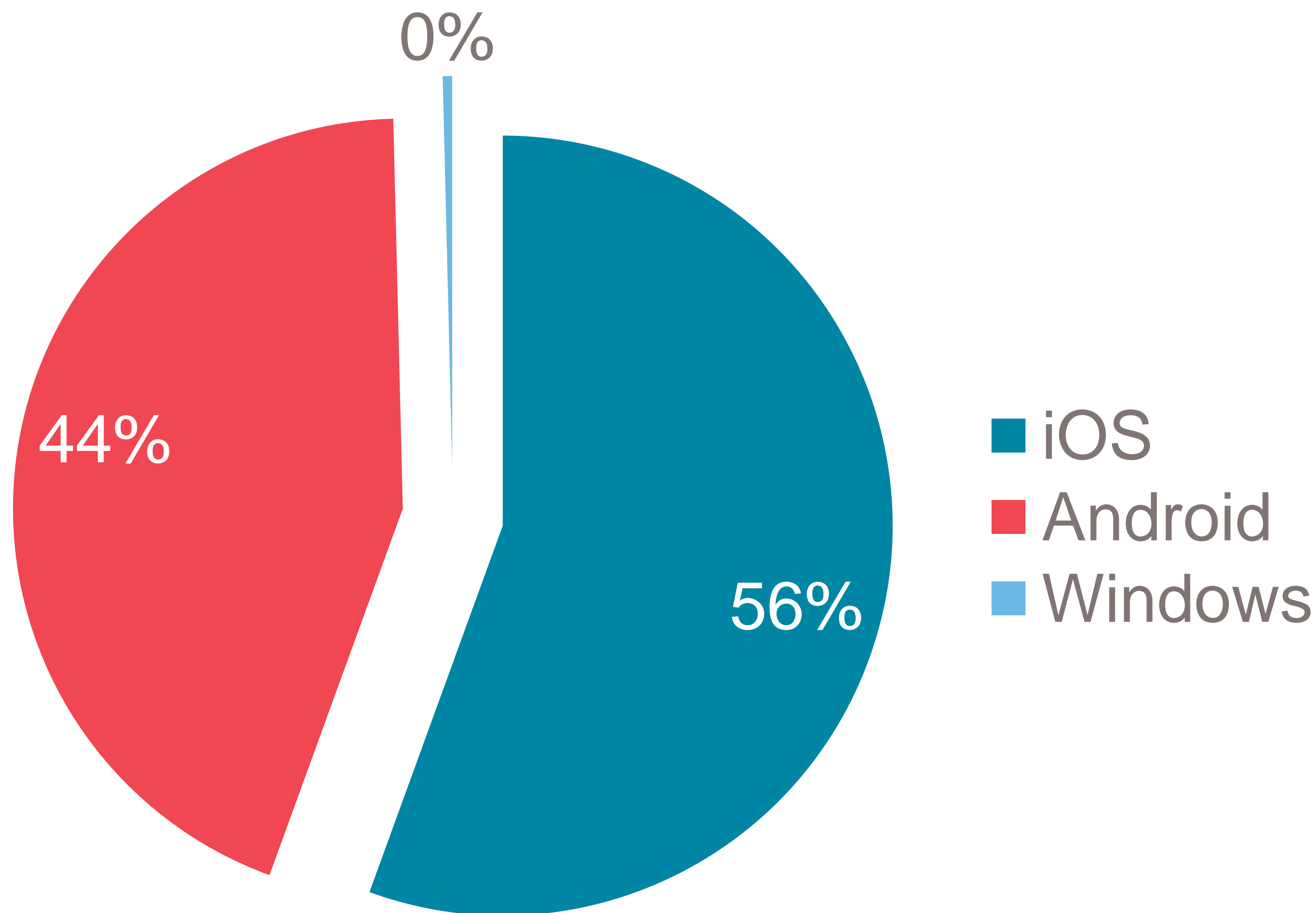


Page views per month





PAGE VIEWS PER APP VERSION.

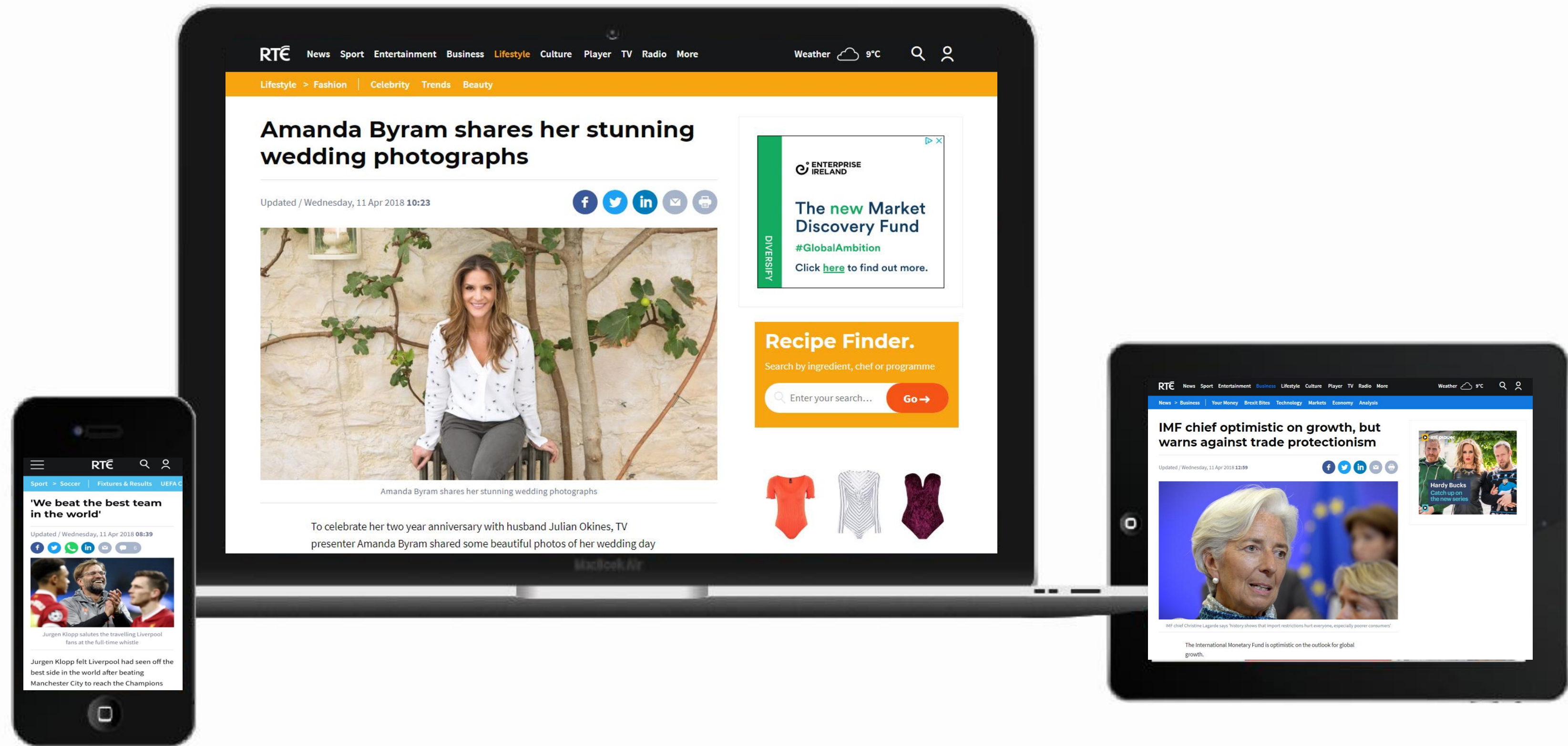


RTÉ.ie



RTÉ.IE.

RTÉ Media Sales



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



RTÉ.IE.



No.1 Multi-Media Website



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

RTE.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)

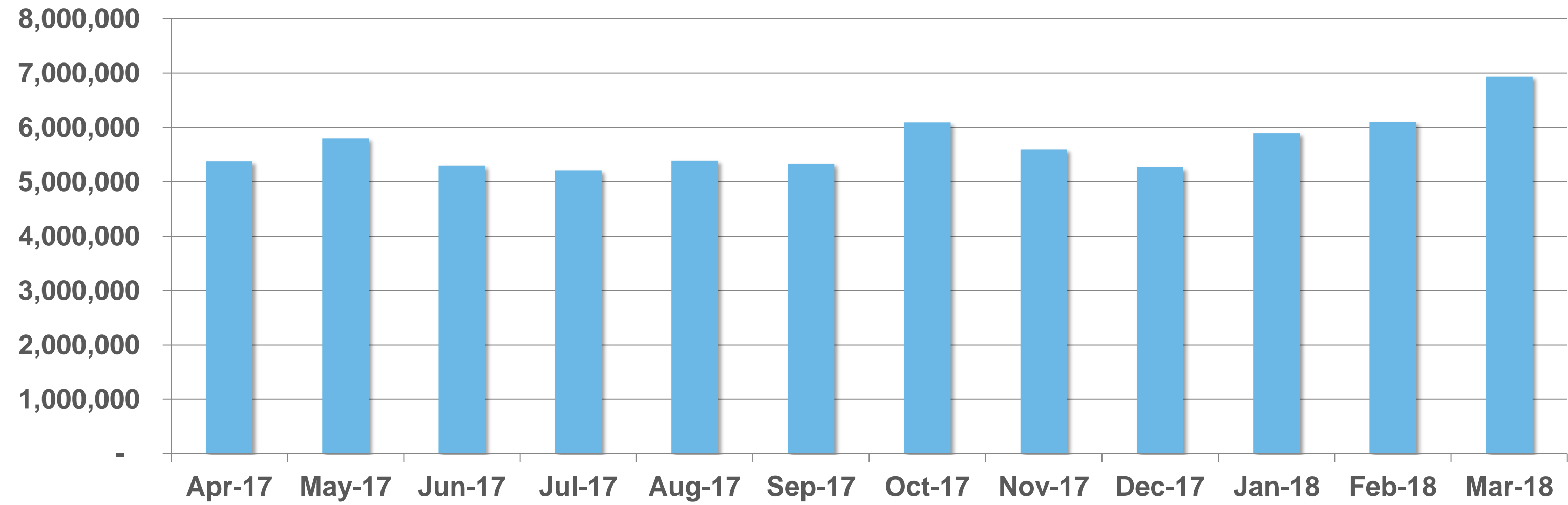


Monthly Unique Browsers

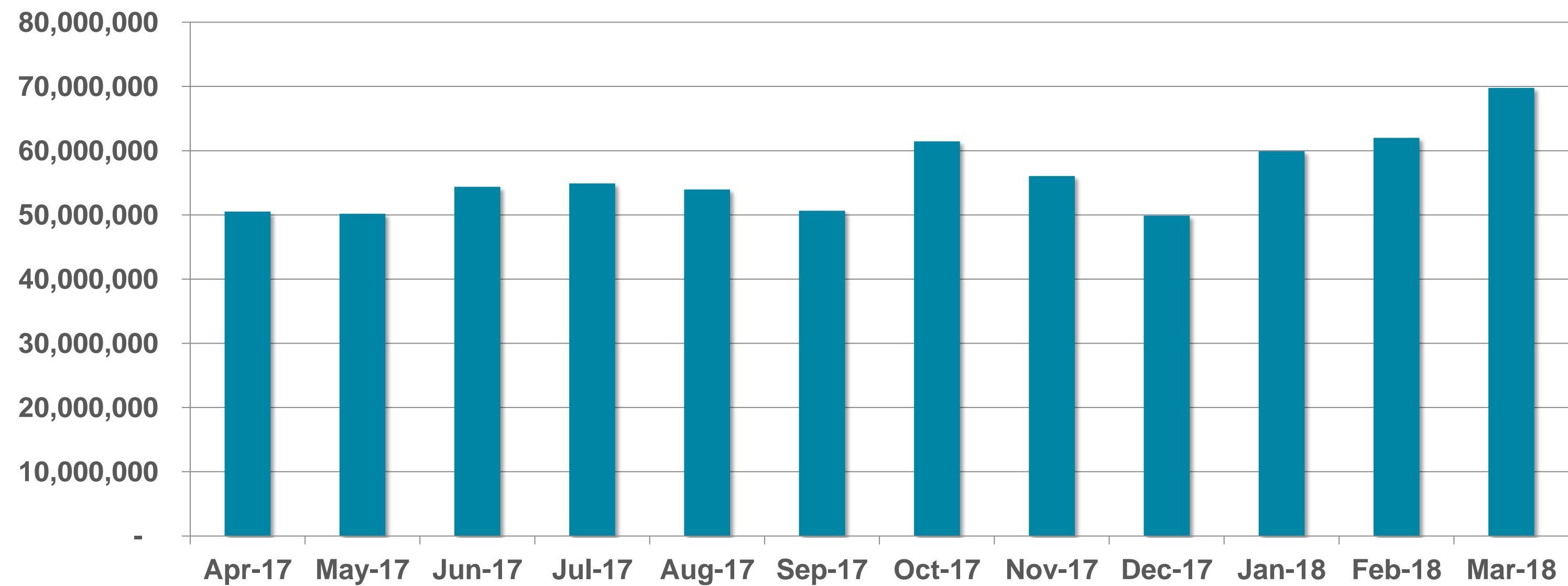


STATS.

Unique browsers per month

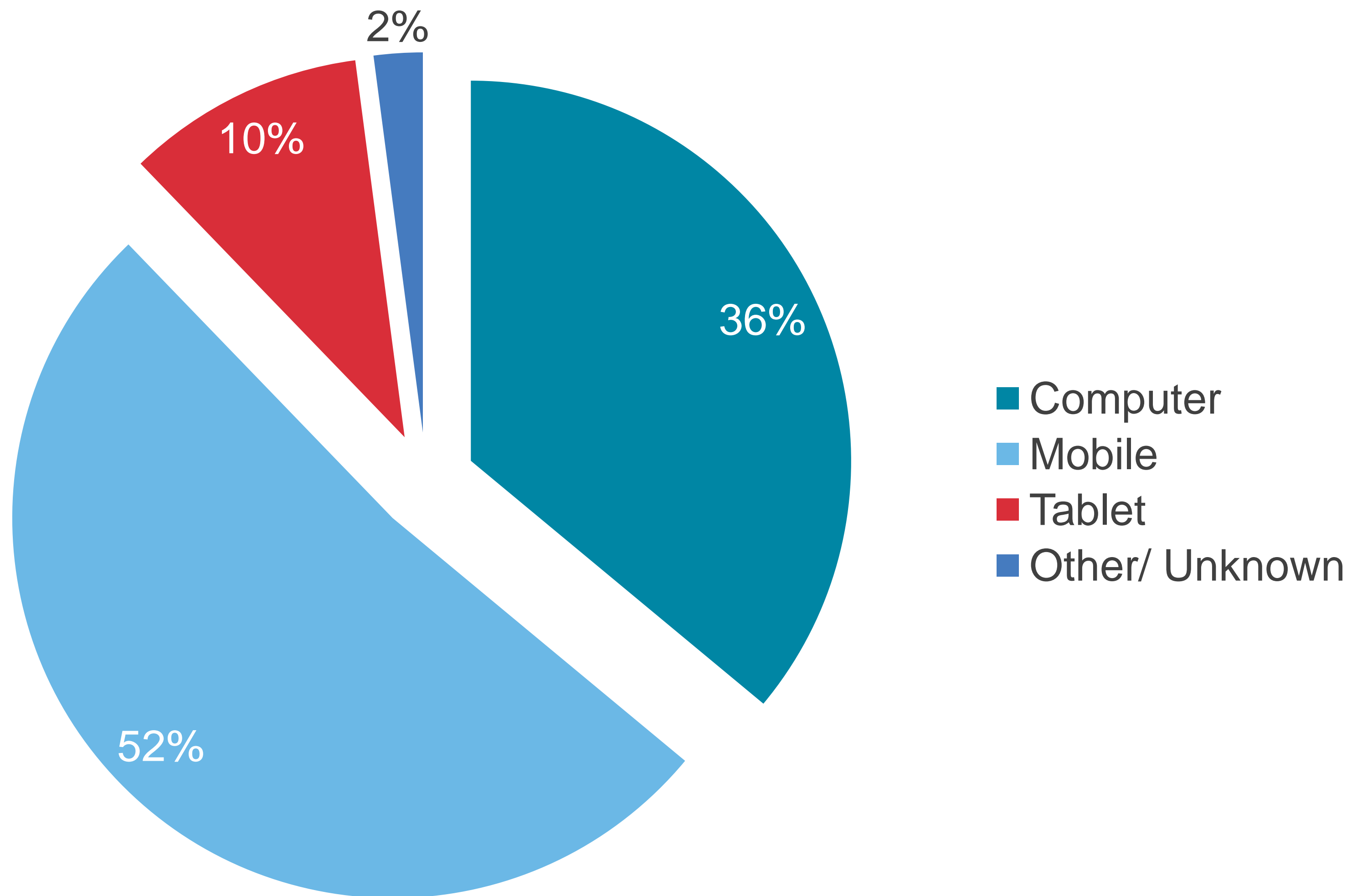


Page views per month



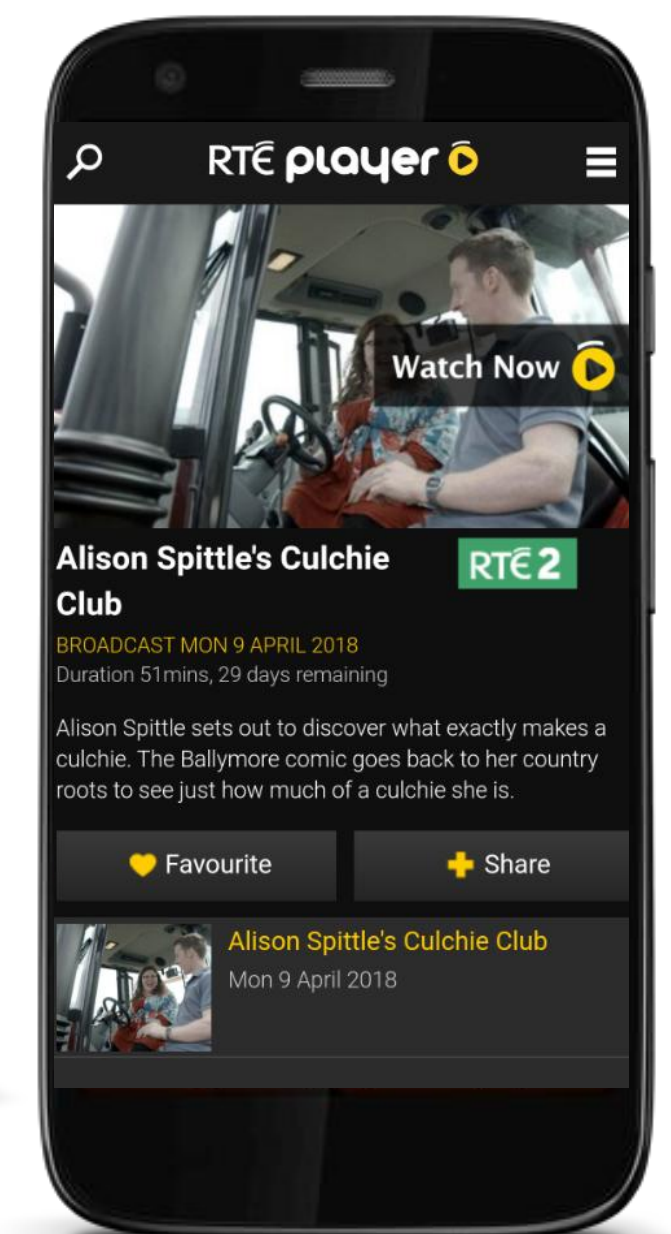
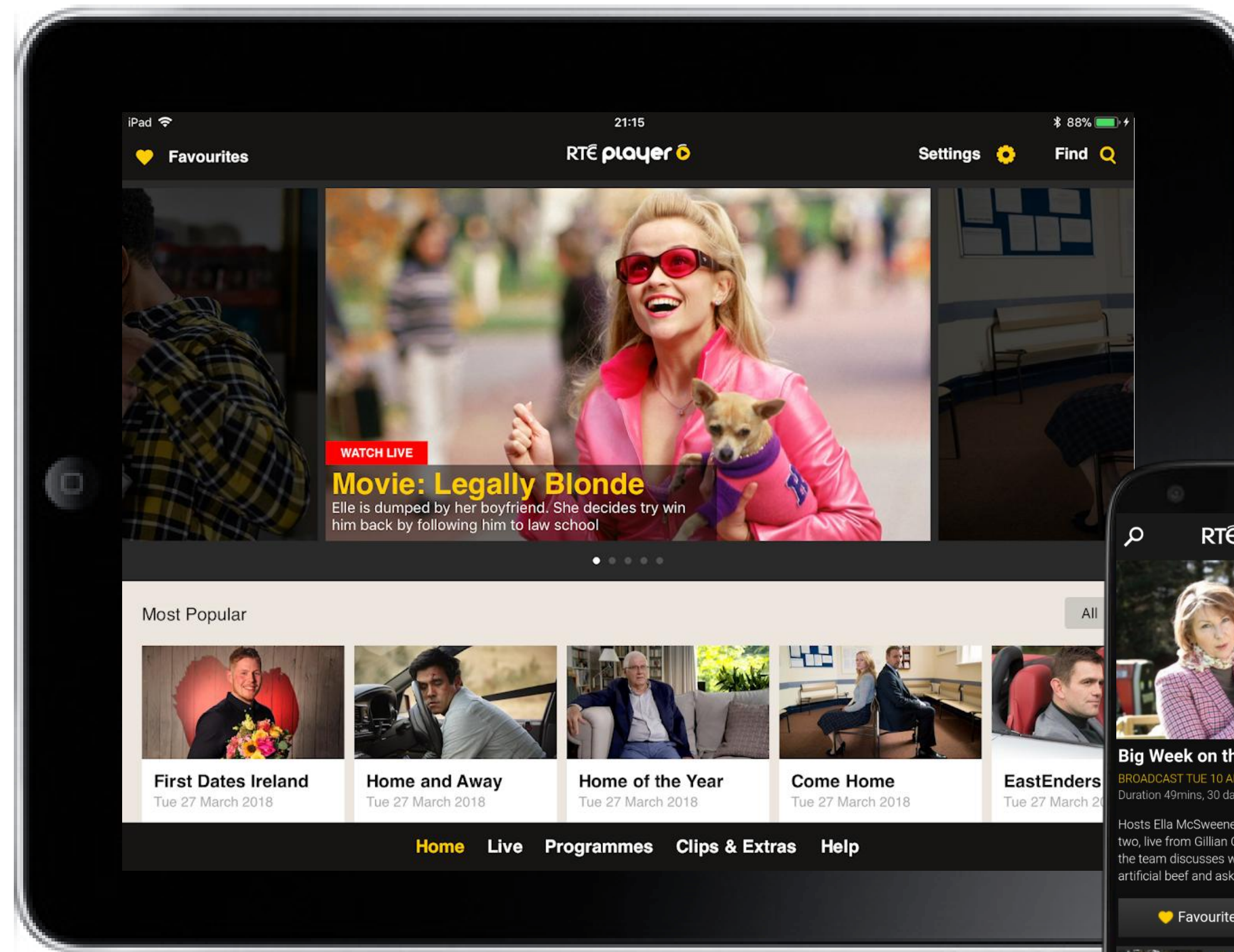


PAGES VIEWS PER DEVICE.





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



RTÉ PLAYER



RTÉ Player App
downloads



No.1 broadcaster
VOD service



Total Streams

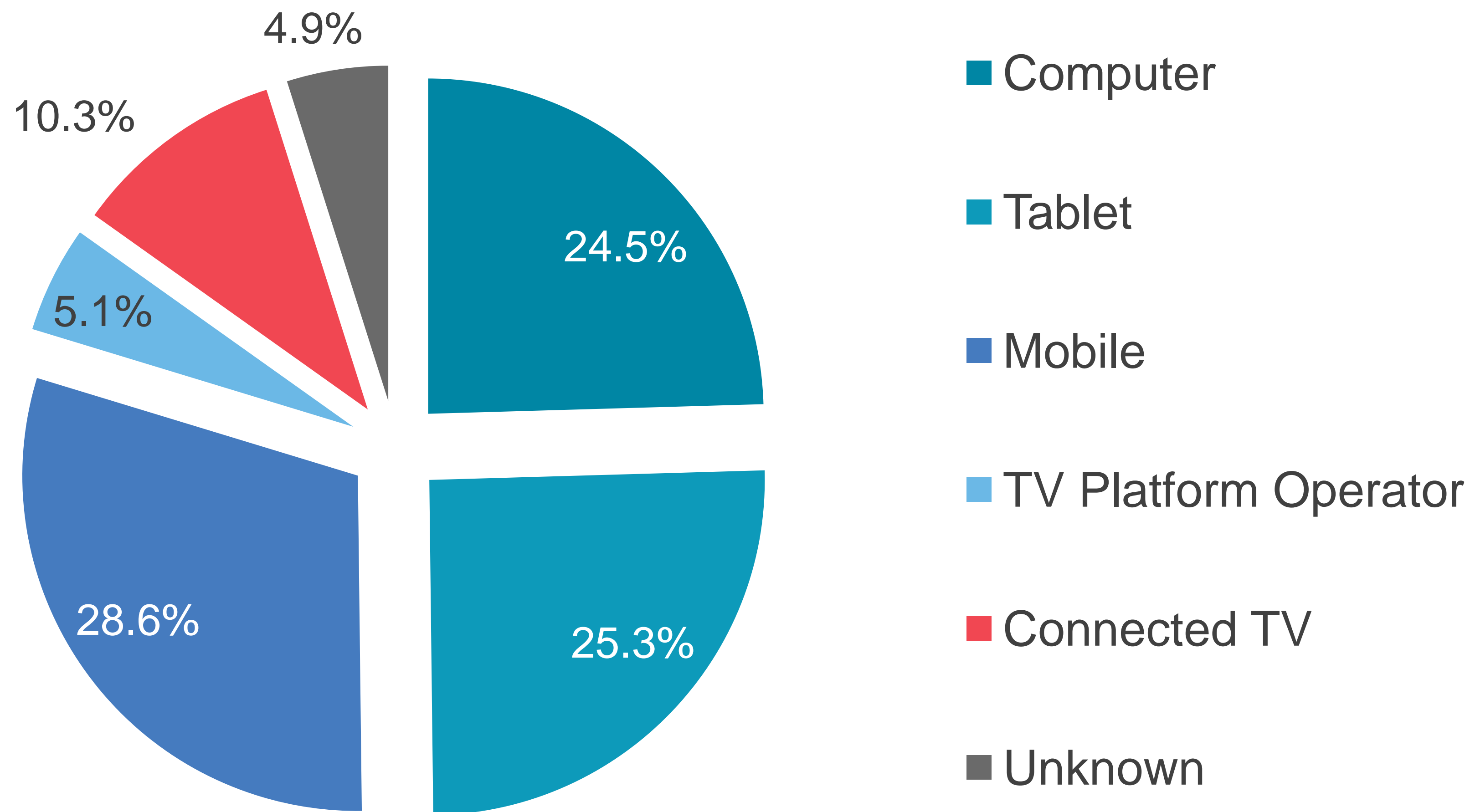


TOP PROGRAMMES.

	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



STREAMS BY DEVICE.



The crosses above simply 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



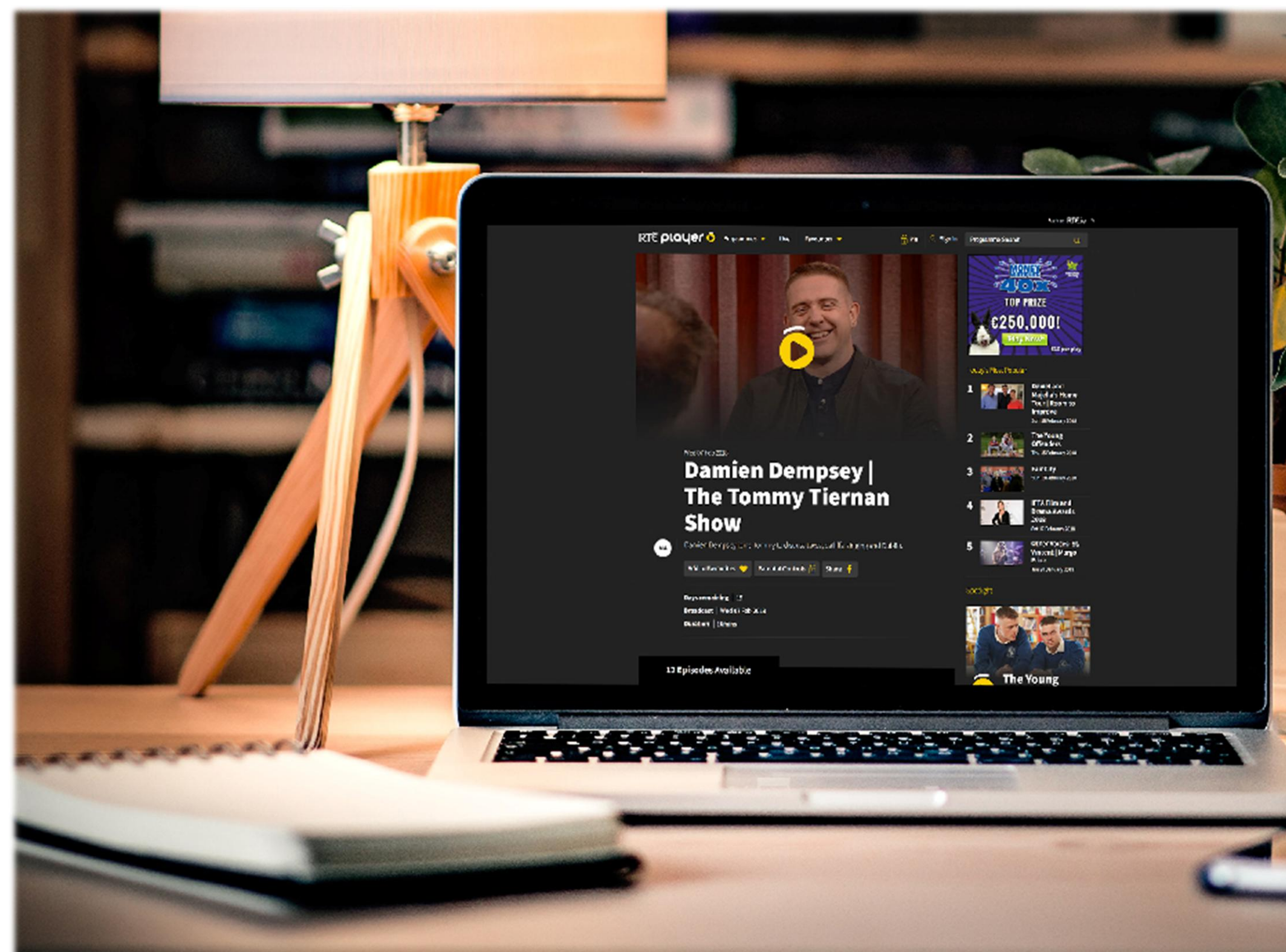
AUDIENCE TARGETING.

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	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



REACH.

RTÉ has an online user base of 1.25m adults in Ireland





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