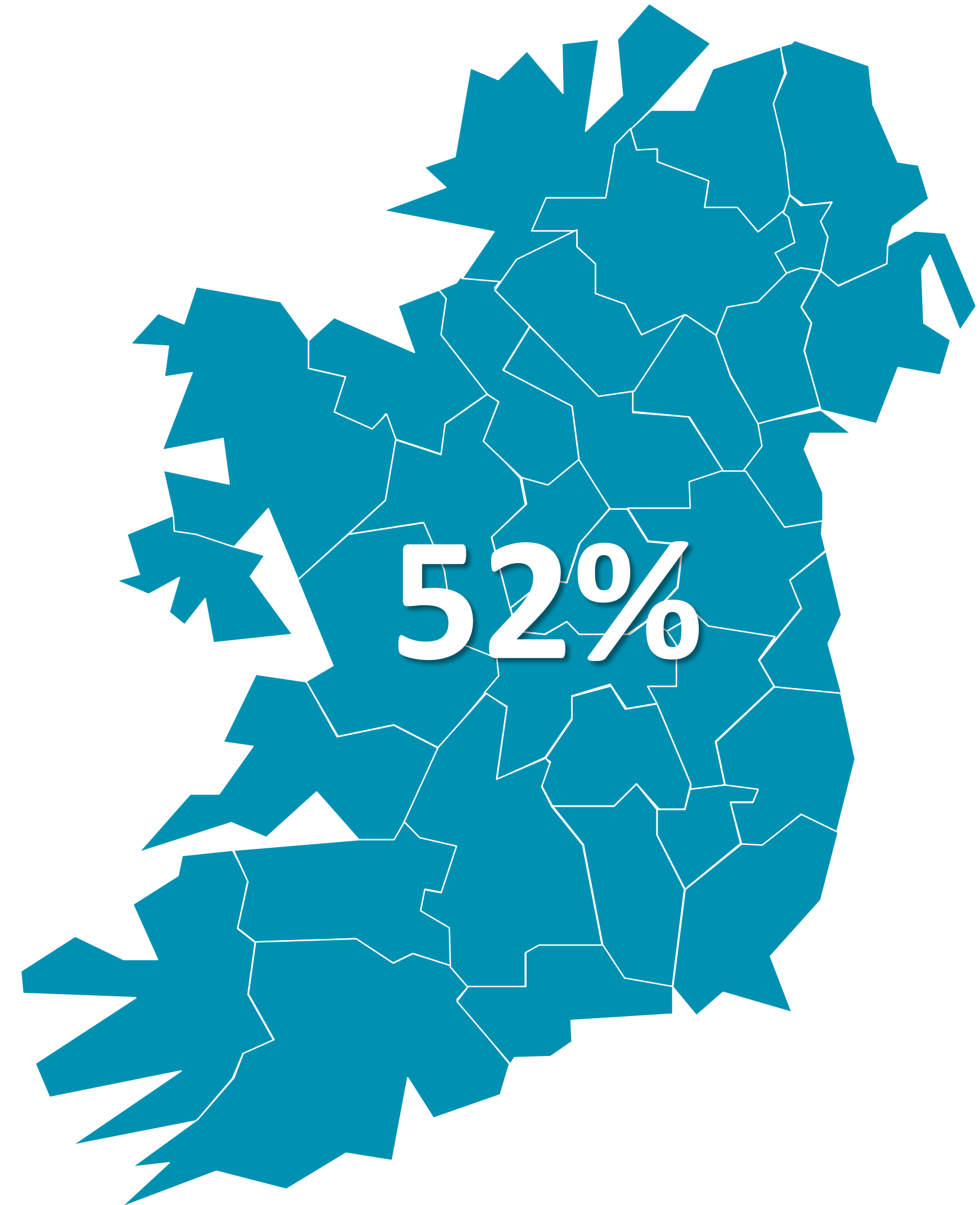




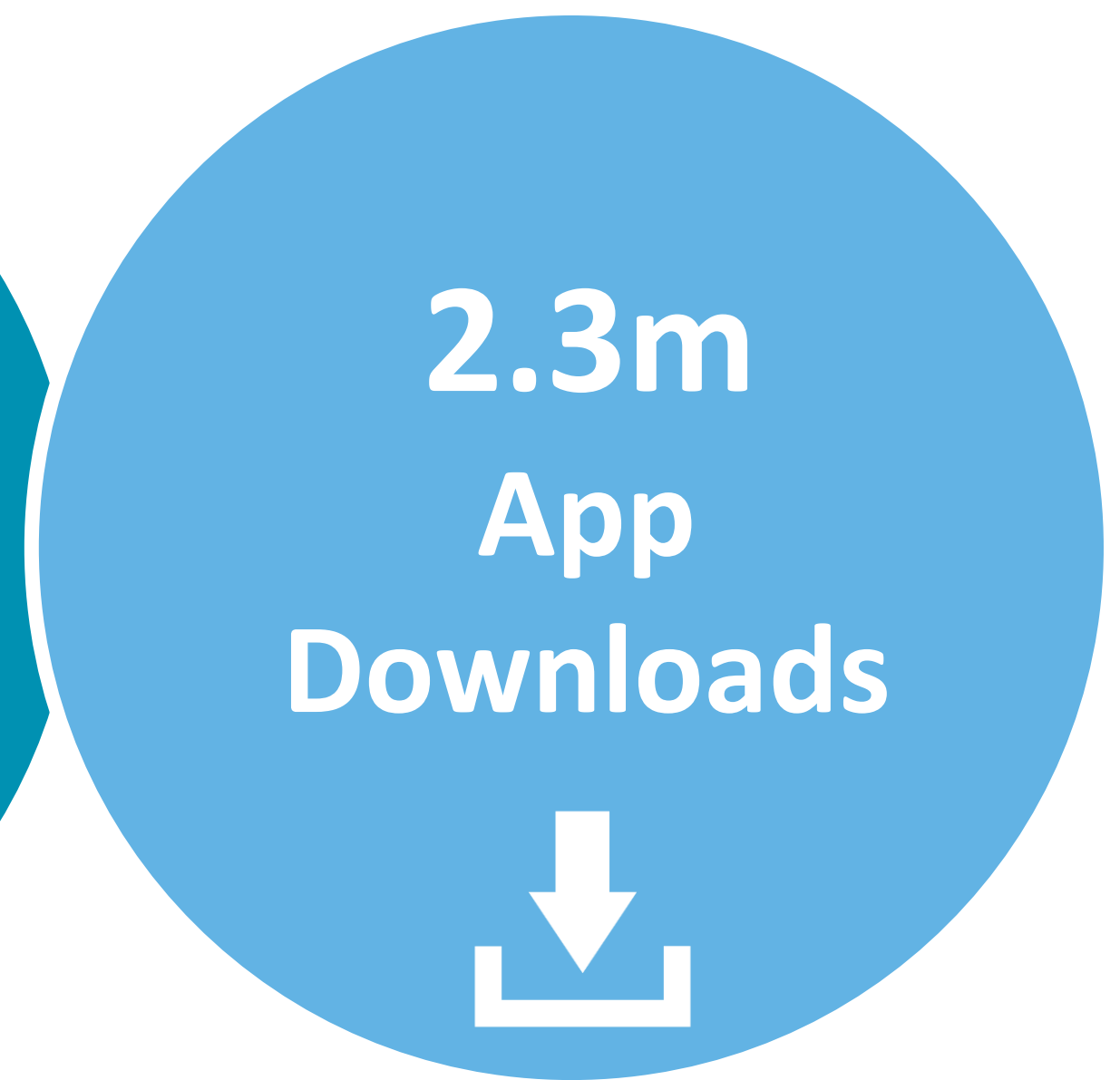
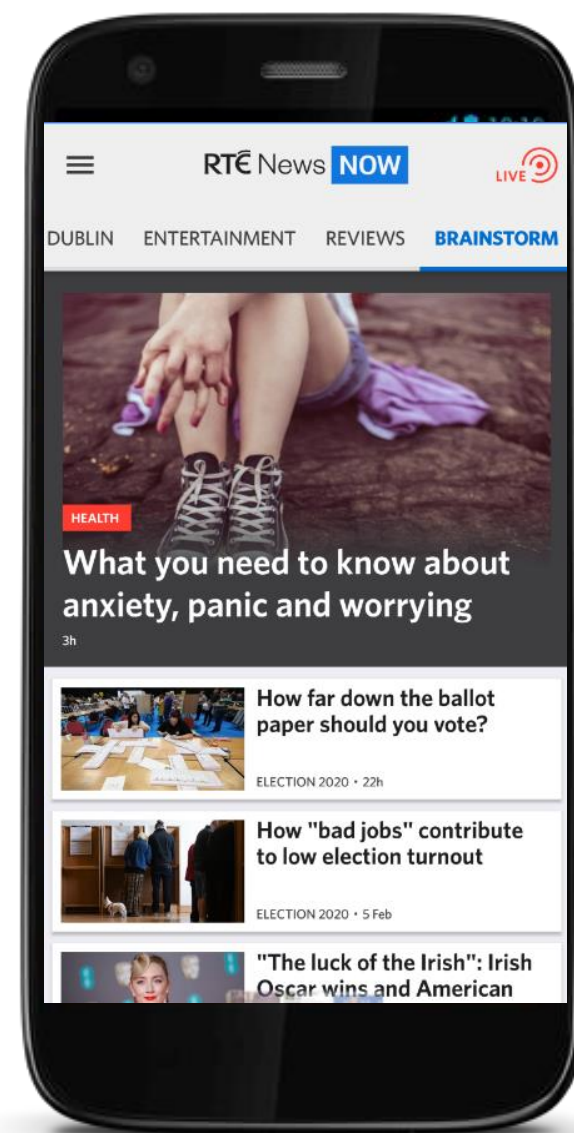
# DIGITAL SERVICE USAGE

52% of Irish adults use a digital service from RTÉ every week



# RTÉ NEWS NOW

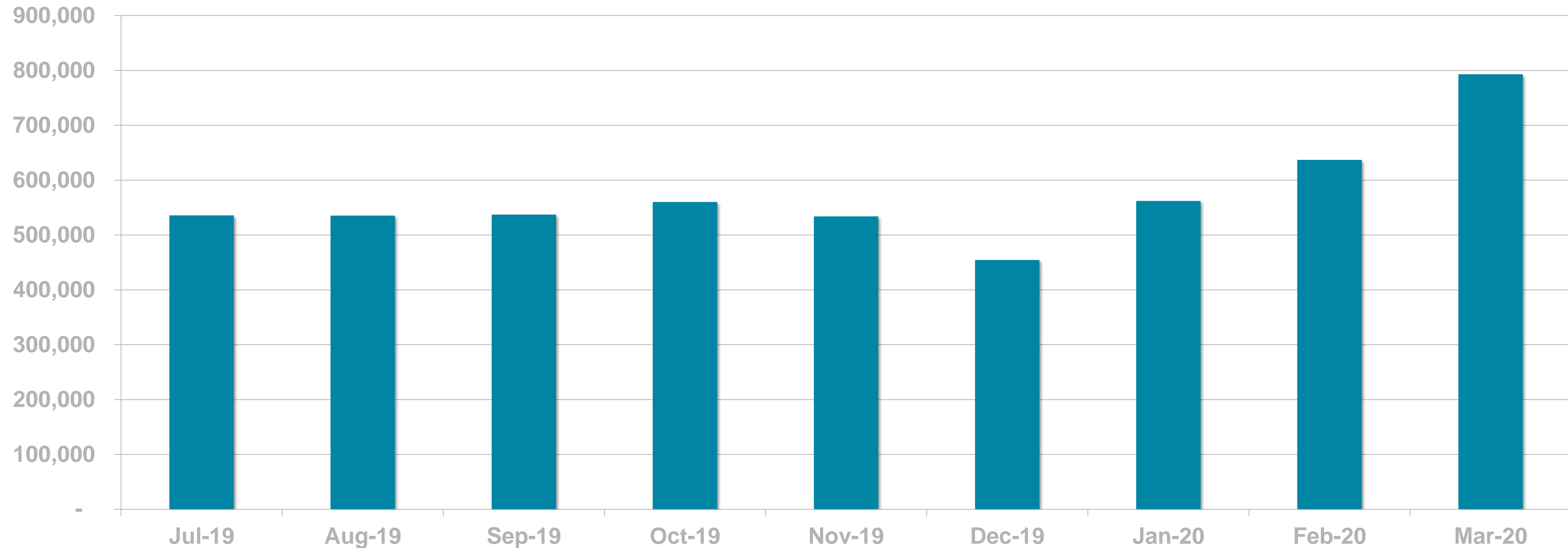
RTÉ News Now is the Number 1 news and entertainment app in Ireland



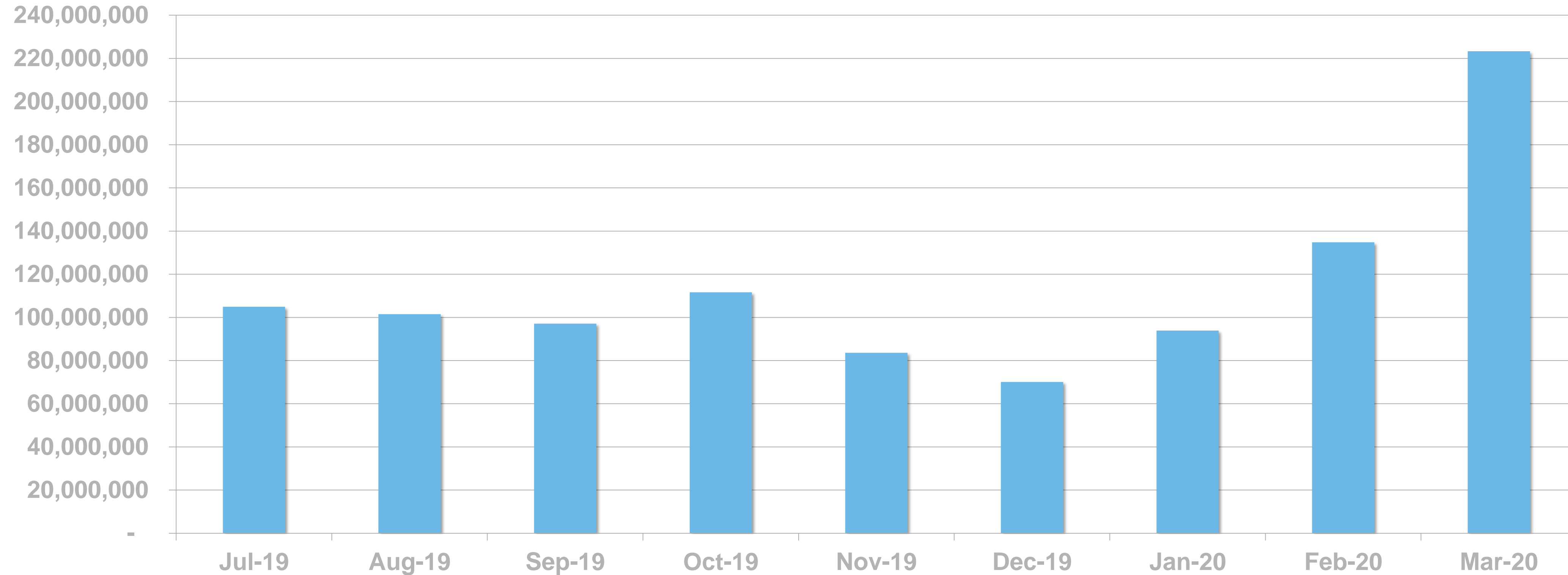
## News Apps Ever Used – November 2019 (Adults 18+)



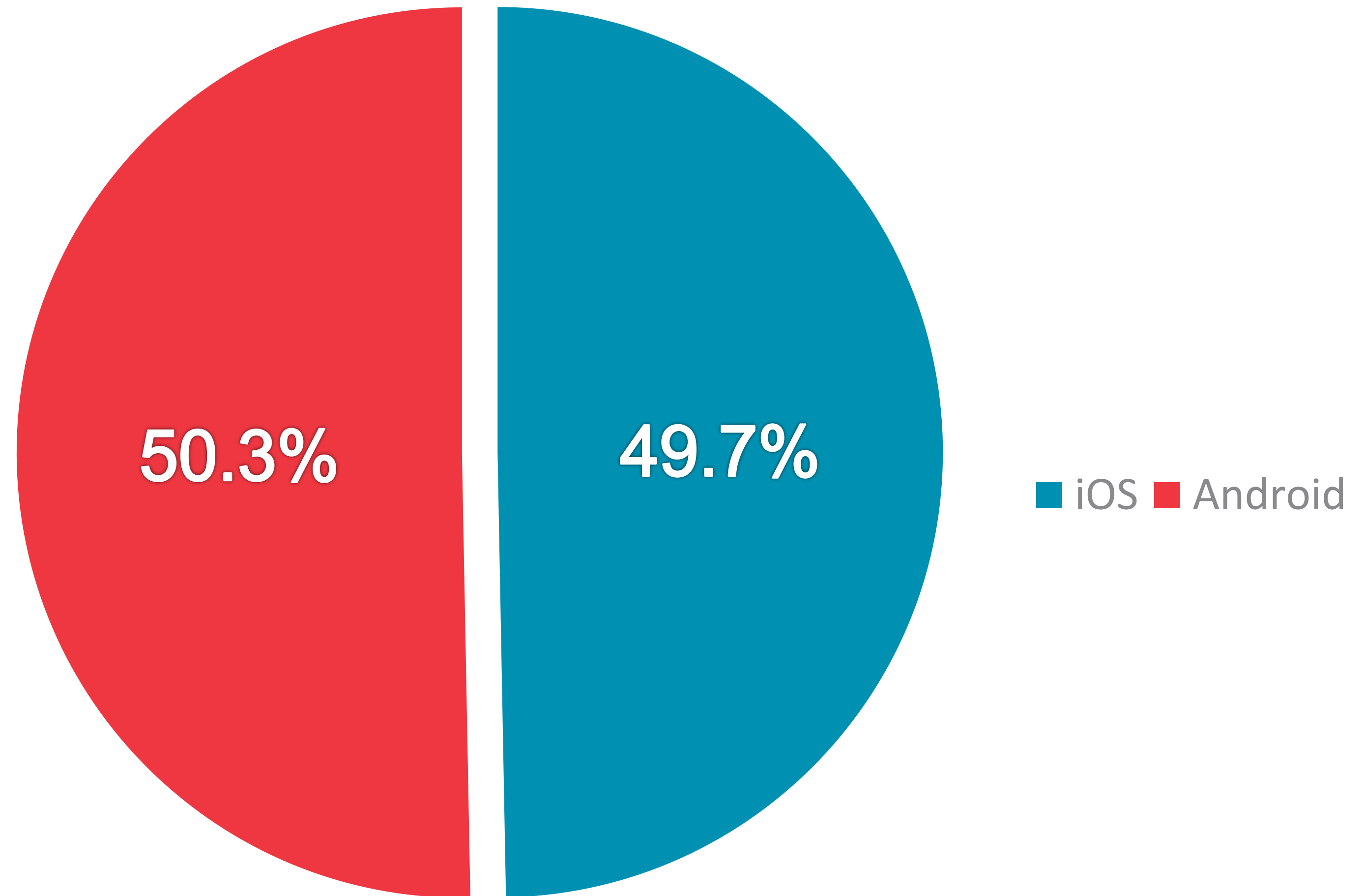
# RTÉ News Now UNIQUE BROWSERS PER MONTH



# RTÉ News Now PAGE VIEWS PER MONTH

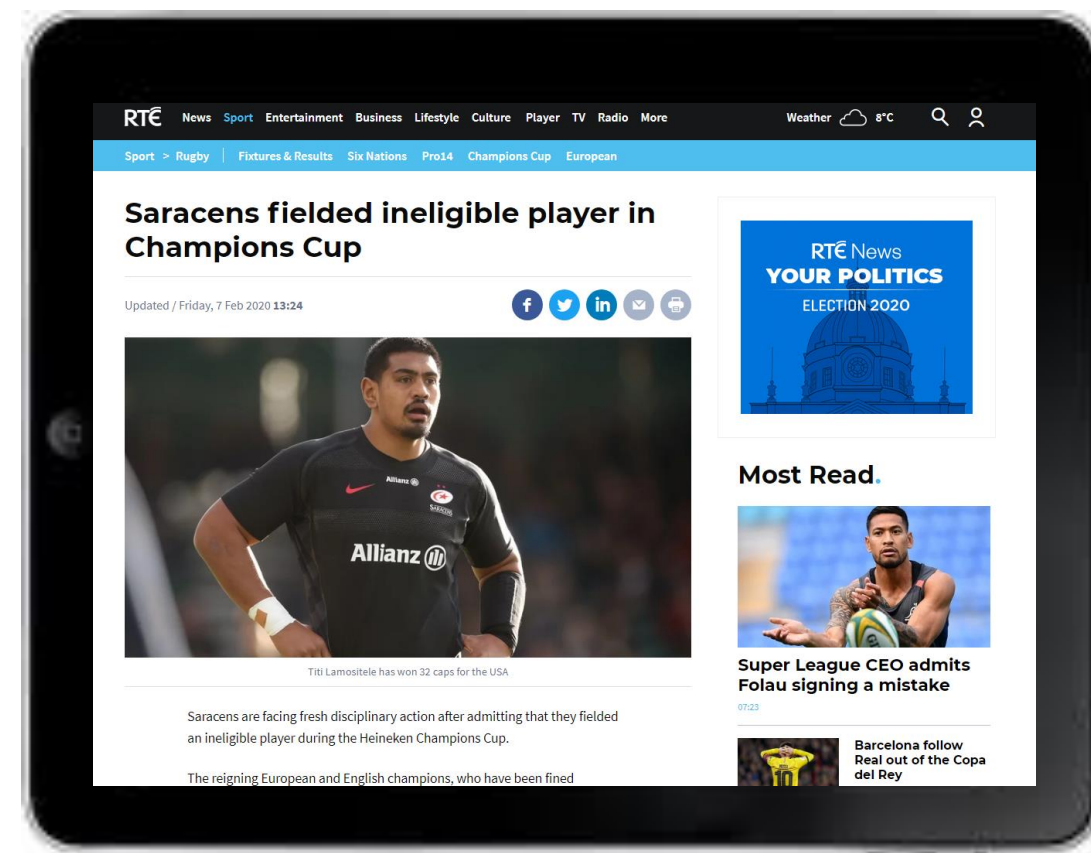


# PAGE VIEWS PER APP VERSION





# RTÉ.ie



Ireland's No. 1  
Multi-Media  
Website



7 mins  
Average visit



8.3 million  
Monthly Unique  
Browsers

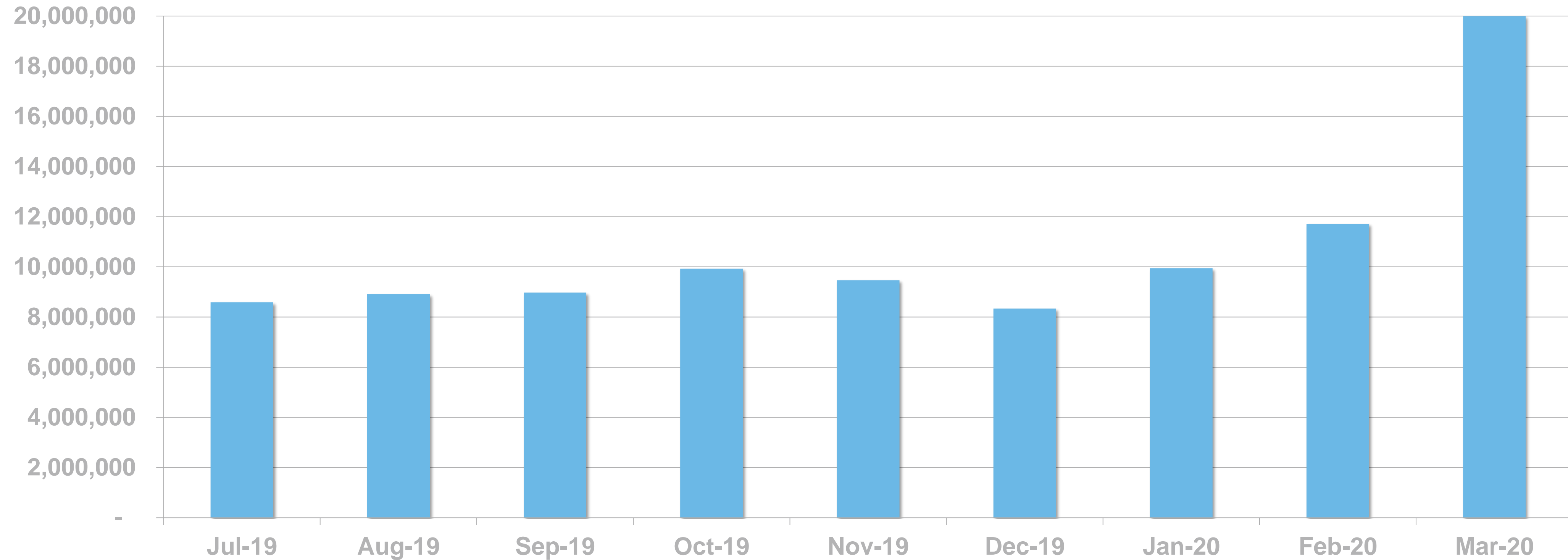


RTÉ.ie is the Number 1 multi-media website in Ireland, used by 38% of Irish adults

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

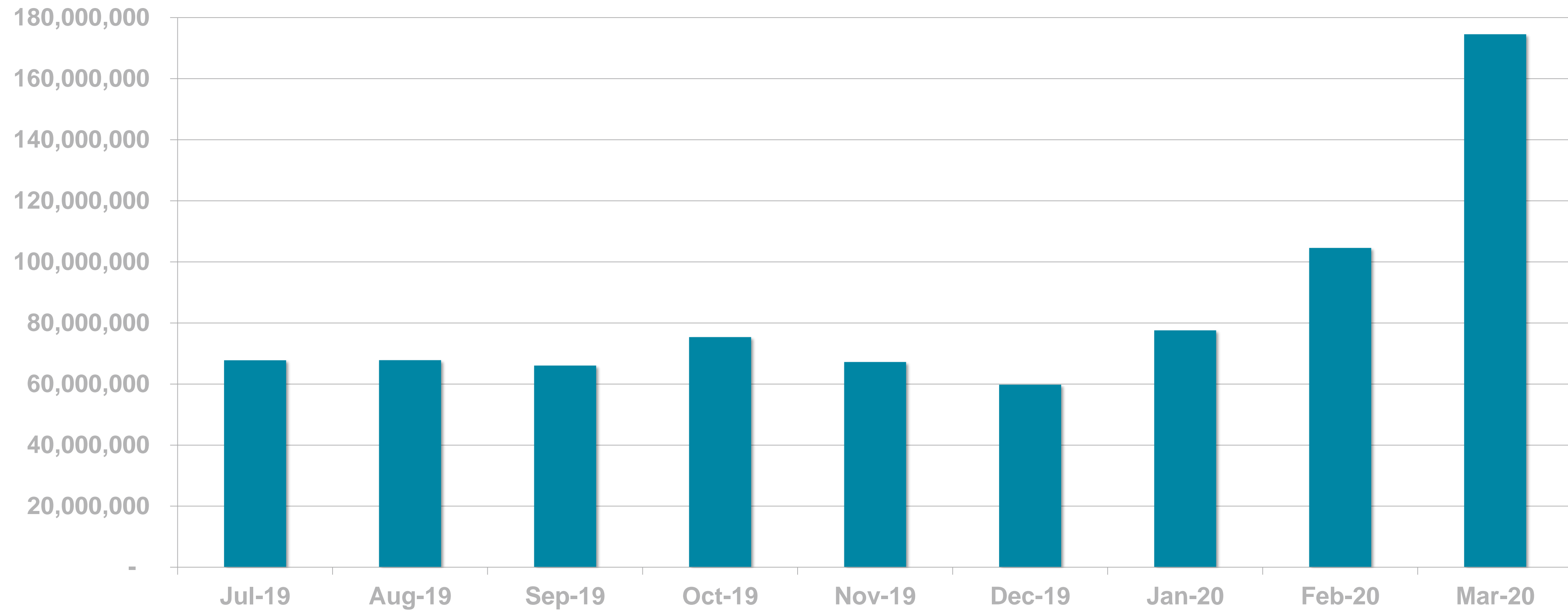


# RTÉ.ie UNIQUE BROWSERS PER MONTH

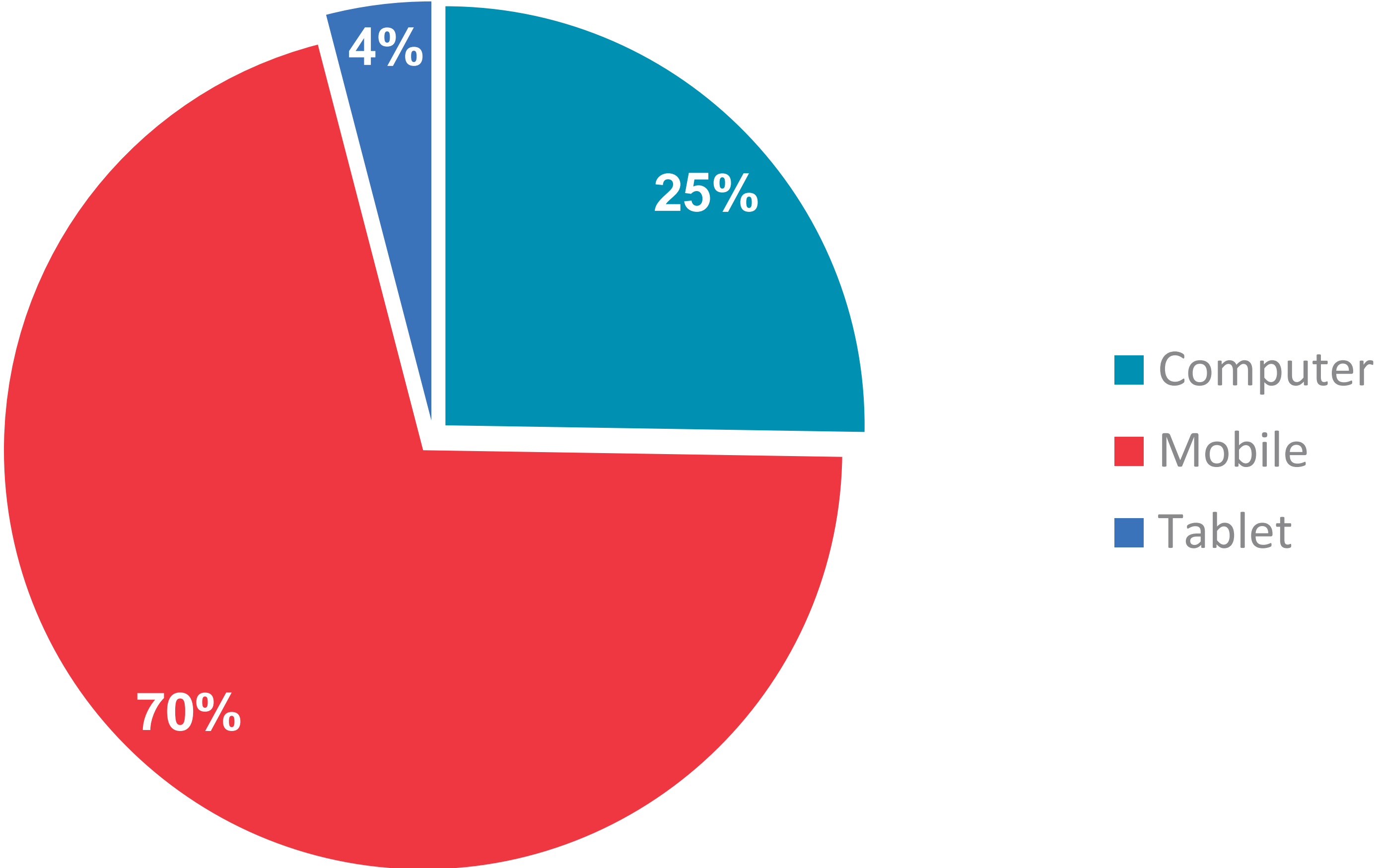




# RTÉ.ie PAGE VIEWS PER MONTH



# PAGE VIEWS PER DEVICE

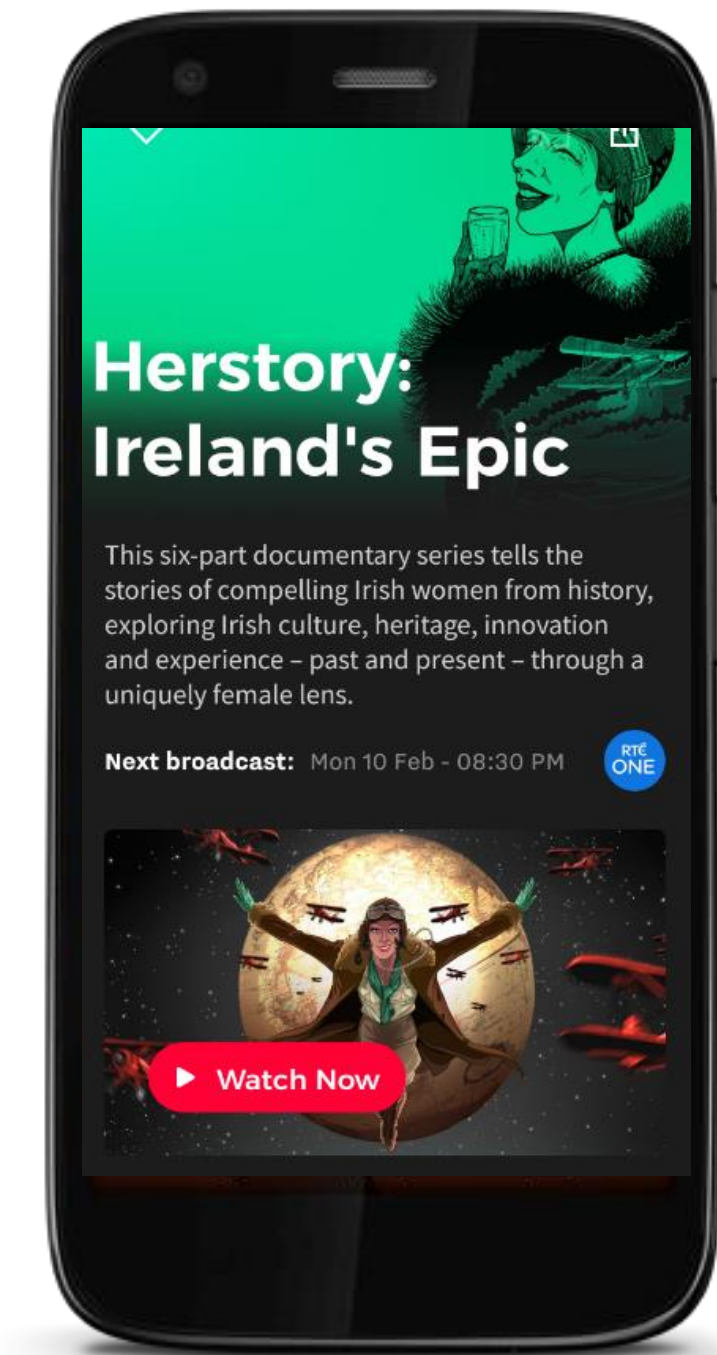
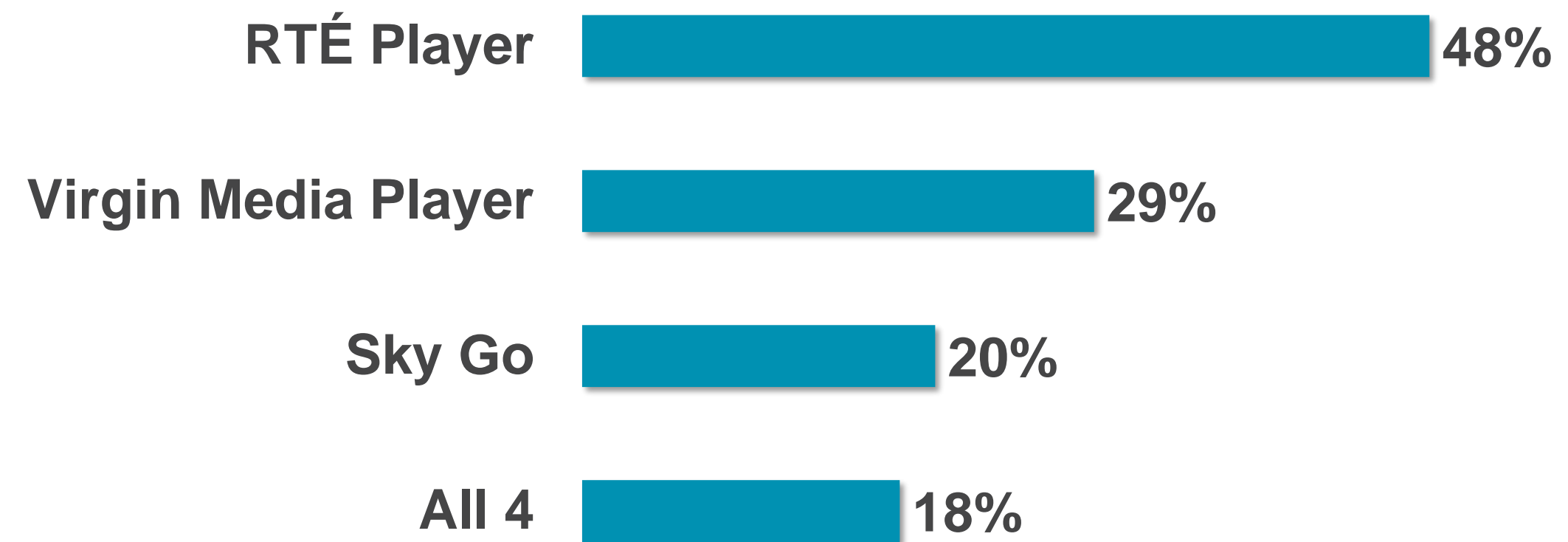




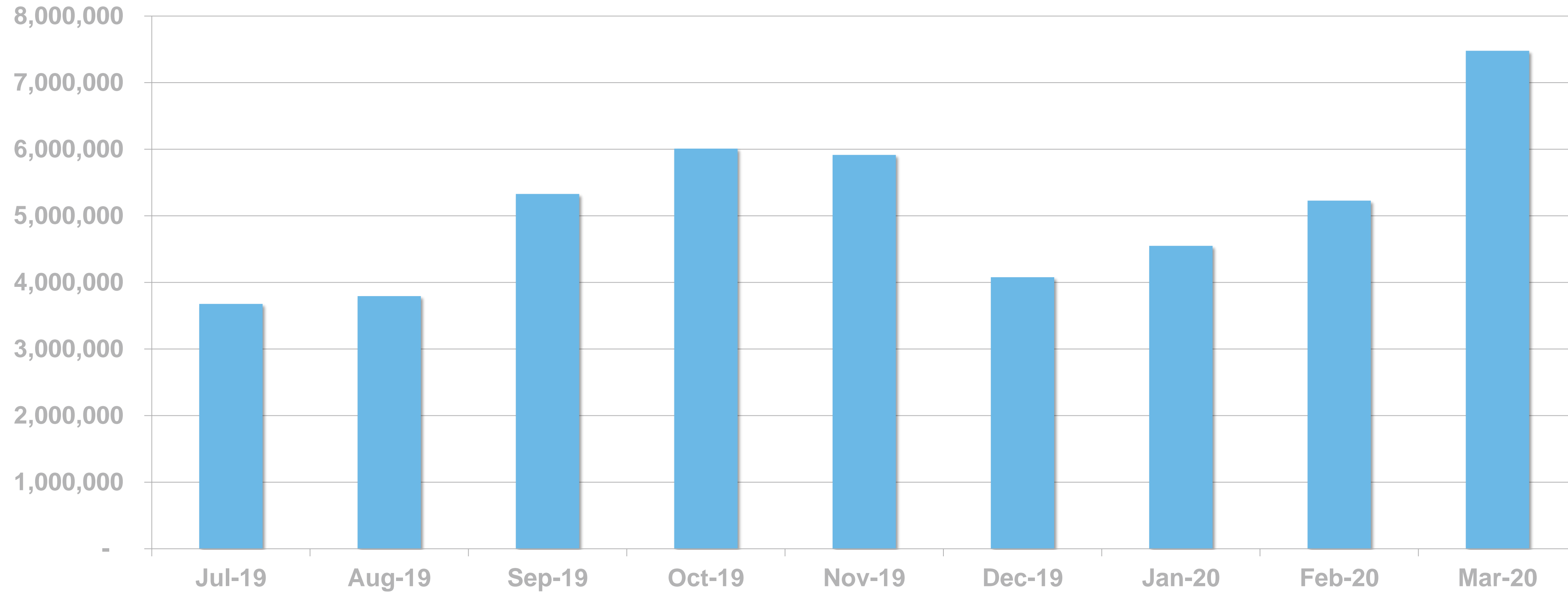
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



BVOD Services Ever Used  
November 2019 (Adults 18+)



# RTÉ PLAYER STREAMS/ PLAYCOUNT PER MONTH



# Top Programmes

	Programme	Streams
1	RTÉ News: Nine O'Clock	502,000
2	RTÉ News: Six One	425,000
3	The Late Late Show	240,000
4	Love/Hate	196,000
5	Home of the Year	180,000
6	Today with Maura and Daithi	149,000
7	First Dates Ireland	140,000
8	Prime Time	138,000
9	RTÉ News: One O'Clock	137,000
10	Special Forces: Ultimate Hell Week	119,000
11	RTÉ News Special: Taoiseach Address, 27th March	110,000
12	The Tommy Tiernan Show	105,000
13	Claire Byrne Live	82,000
14	Dancing with The Stars	82,000
15	Great House Revival	77,000

# 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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