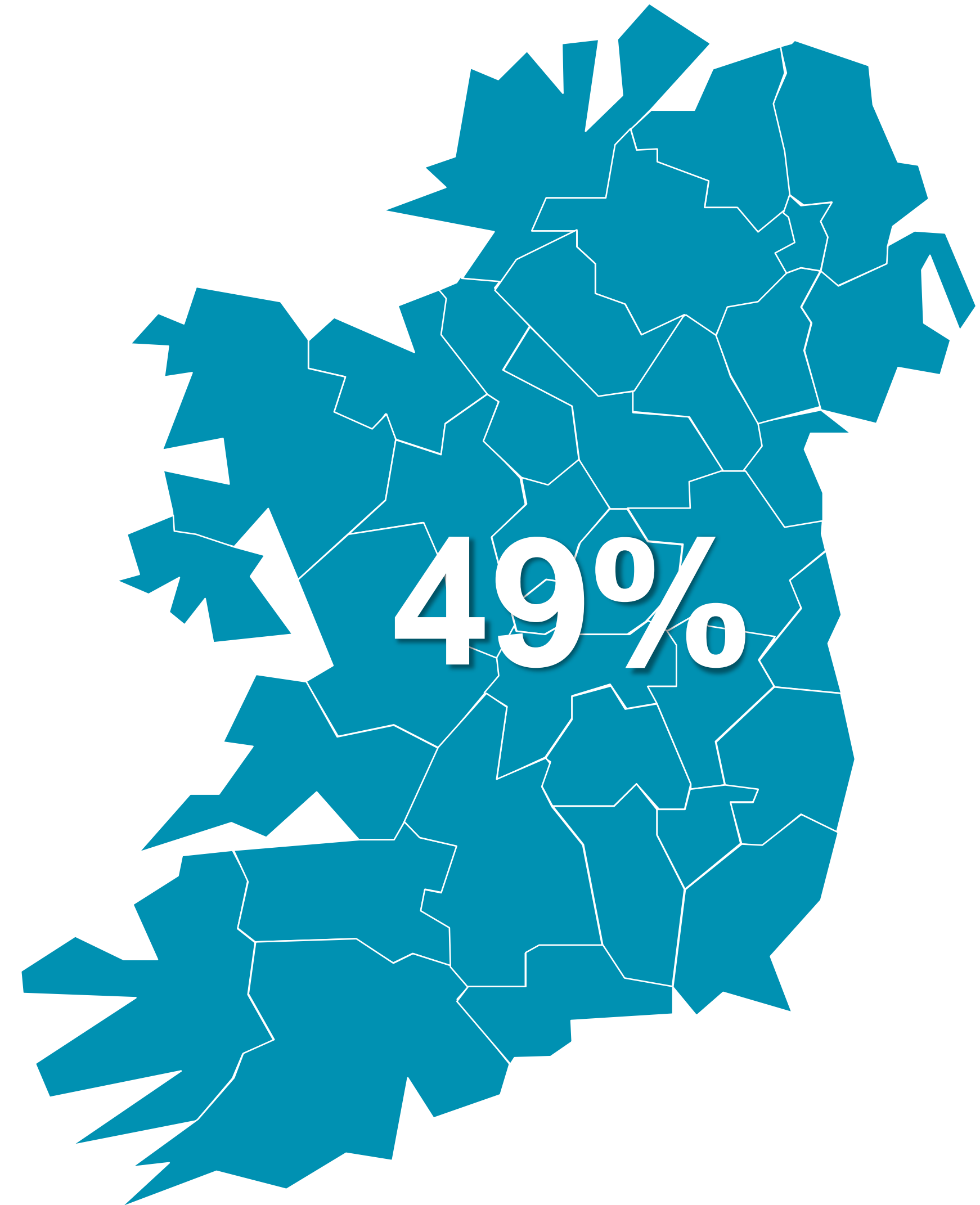




**RTÉ Media Sales**  
**Digital Audience Report**  
**May 2018**

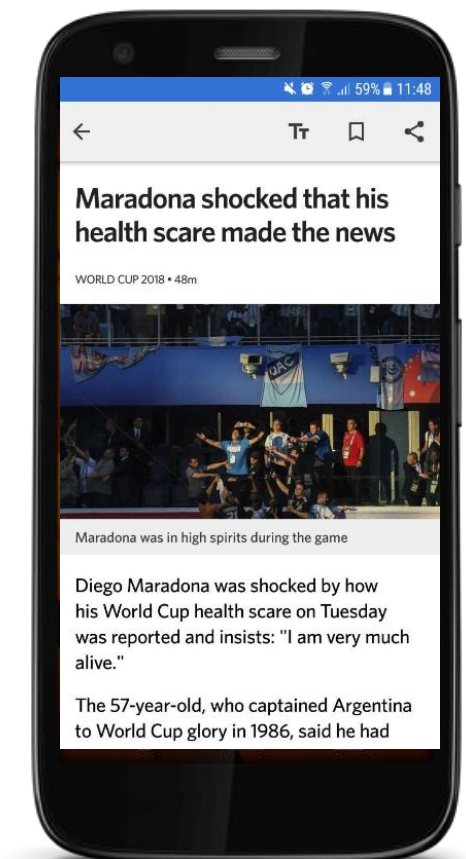
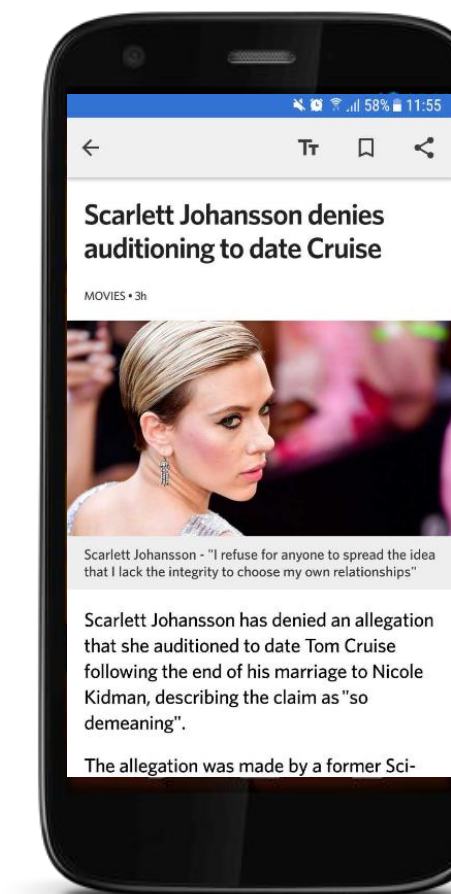
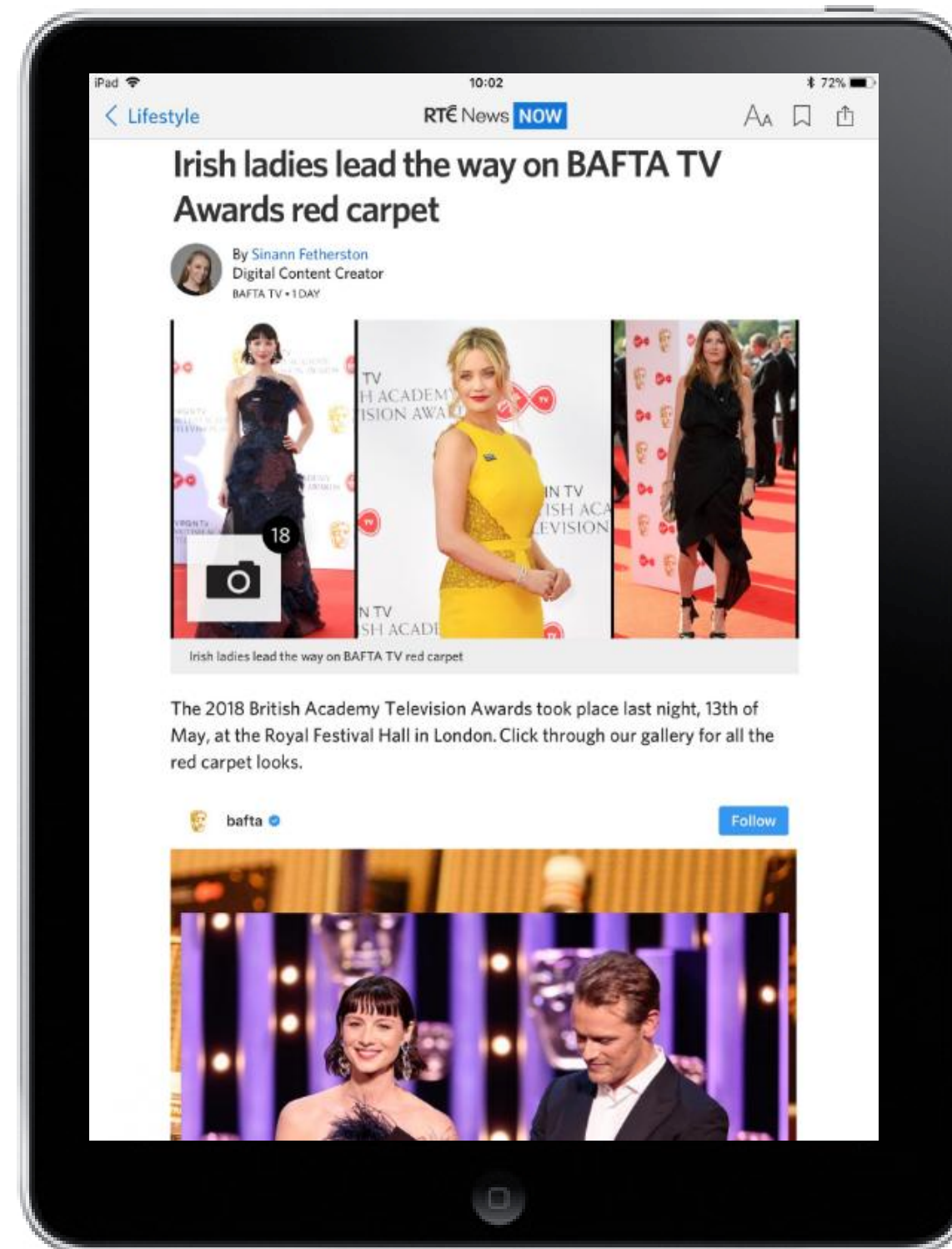
# DIGITAL SERVICE USAGE

49% of Irish adults use a digital service from RTÉ every week



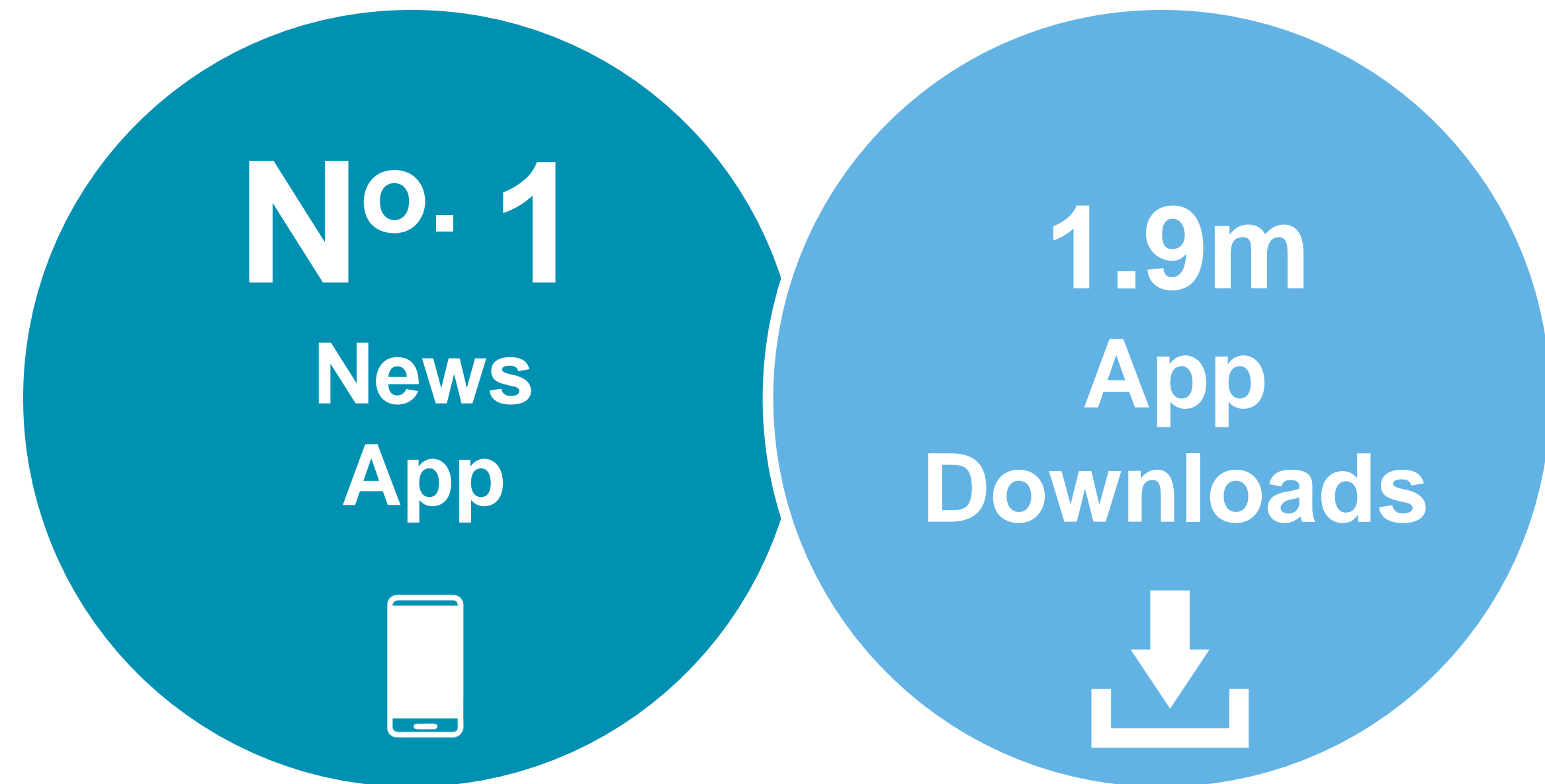
# RTÉ NEWS NOW APP

## RTÉ NEWS NOW

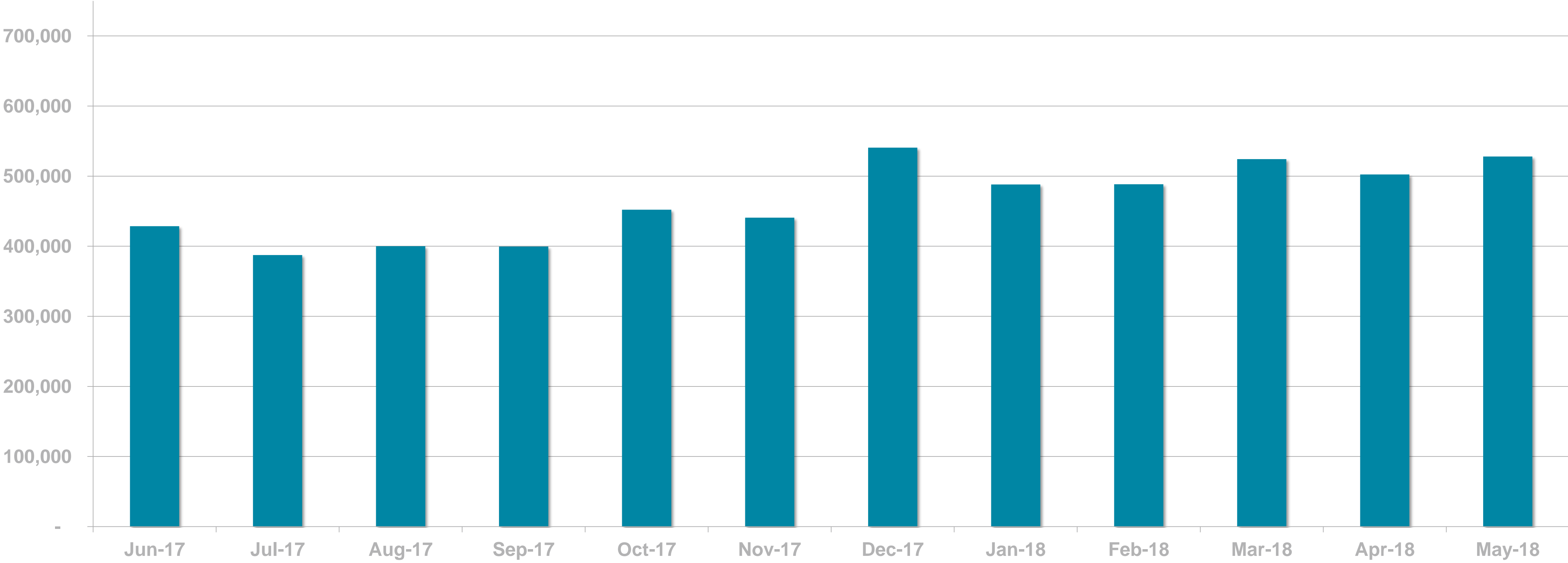


# RTÉ NEWS NOW APP

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

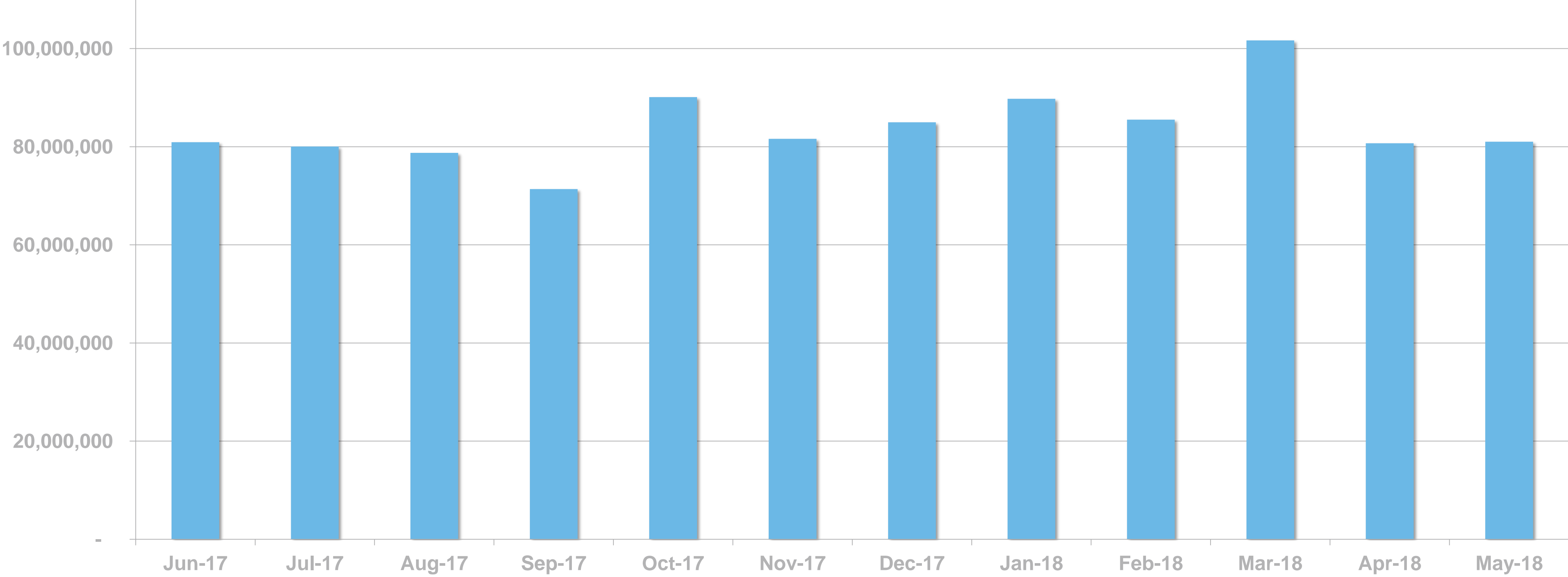


# UNIQUE BROWSERS PER MONTH

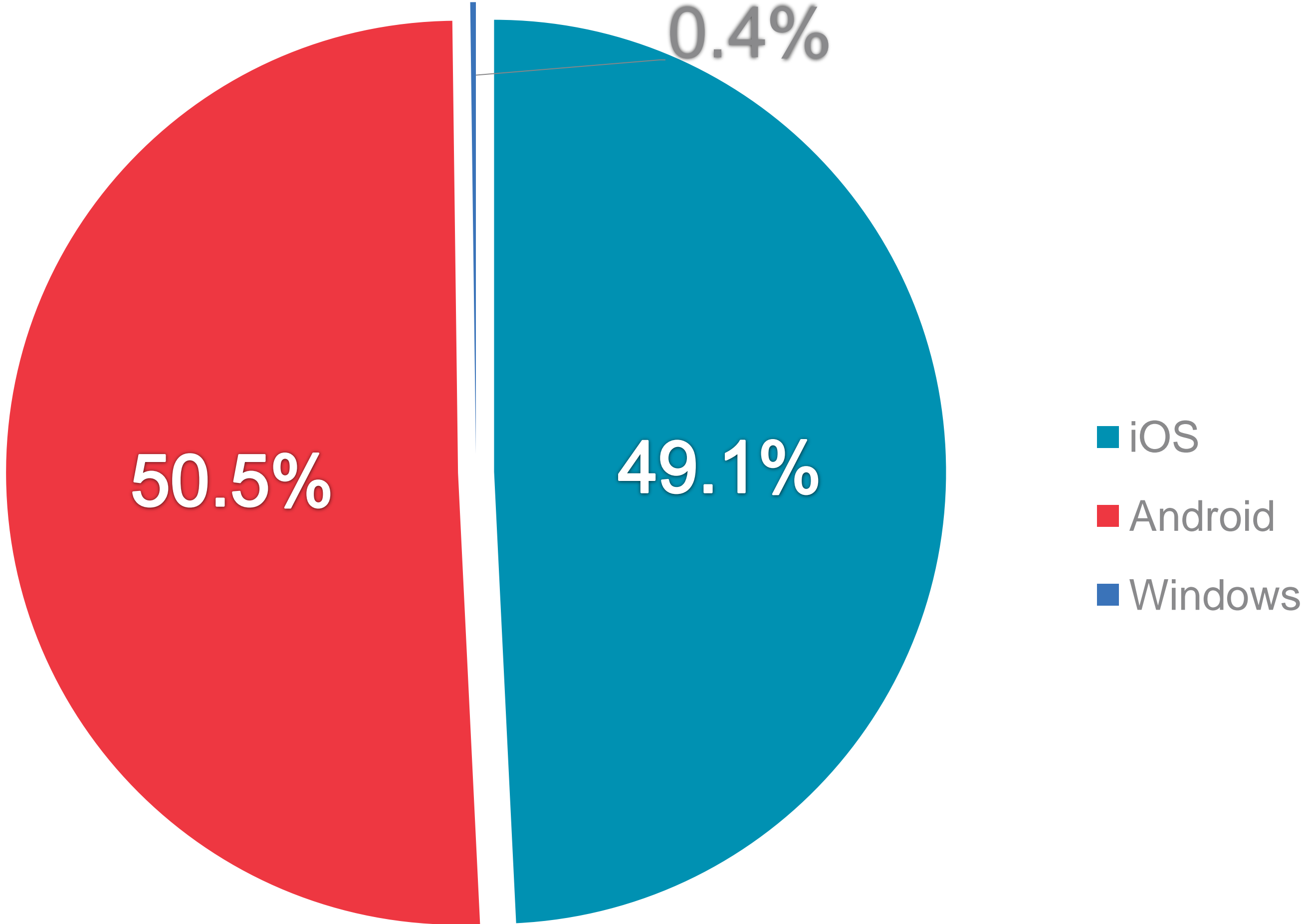


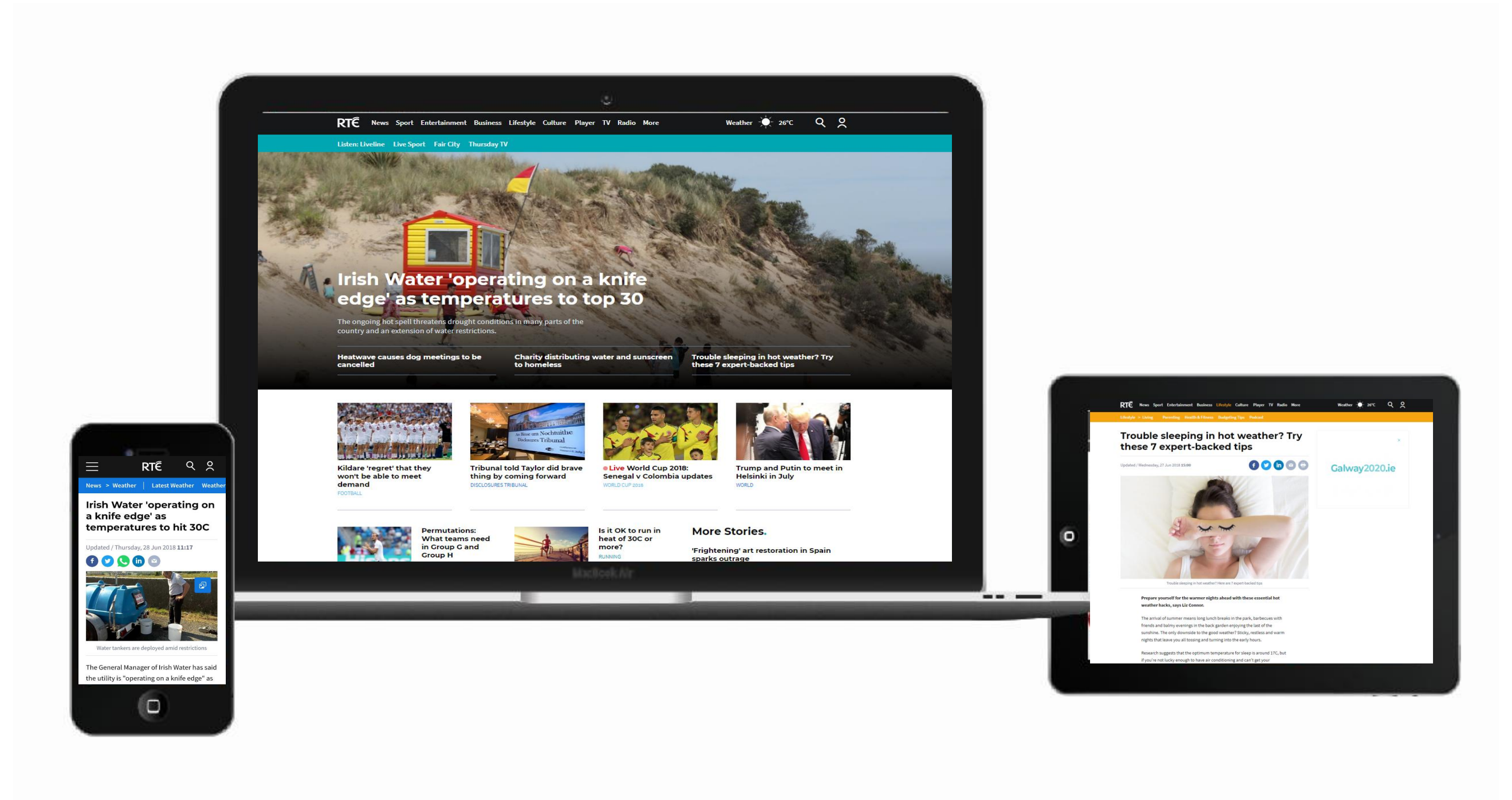


# PAGE VIEWS PER MONTH



# PAGE VIEWS PER APP VERSION

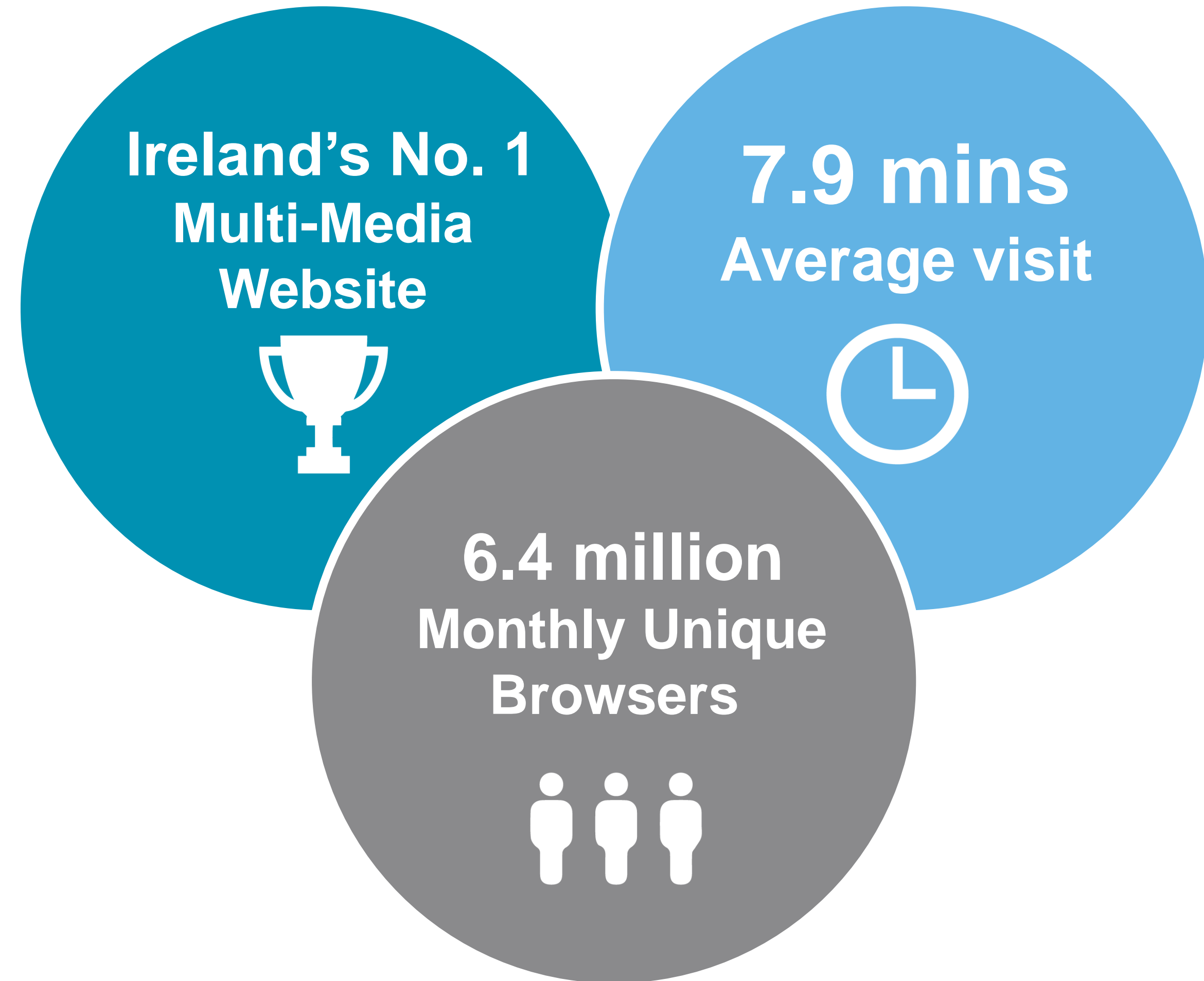






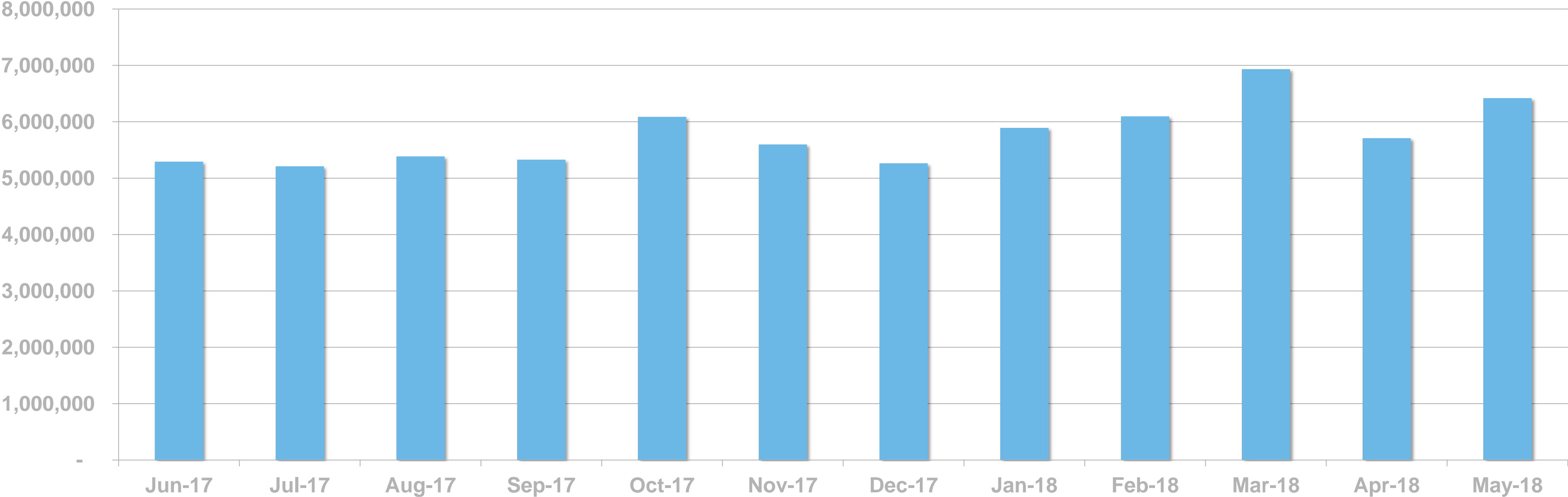
RTÉ.ie is the Number 1 multi-media website in Ireland with 1.2m Irish users aged under 65 and 6m unique browsers per month.

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

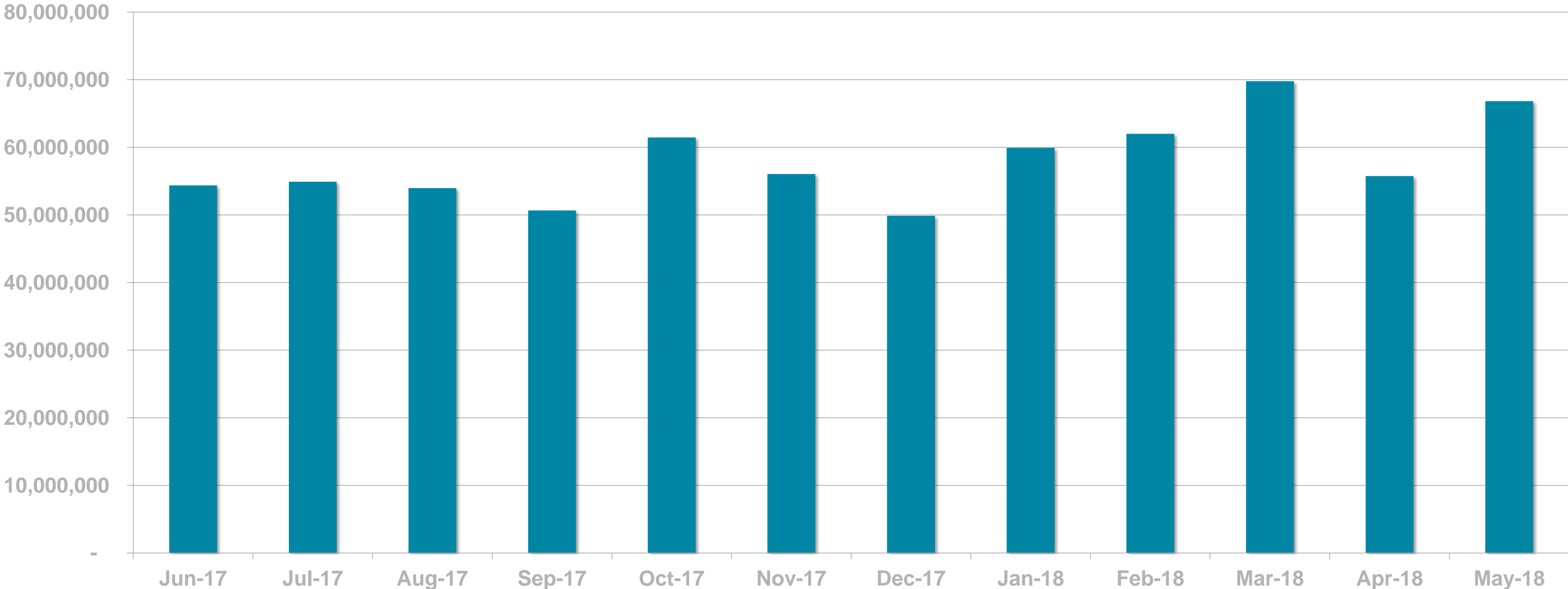


(Source: Global Web Index Q1-Q4 2017; comScore Dax)

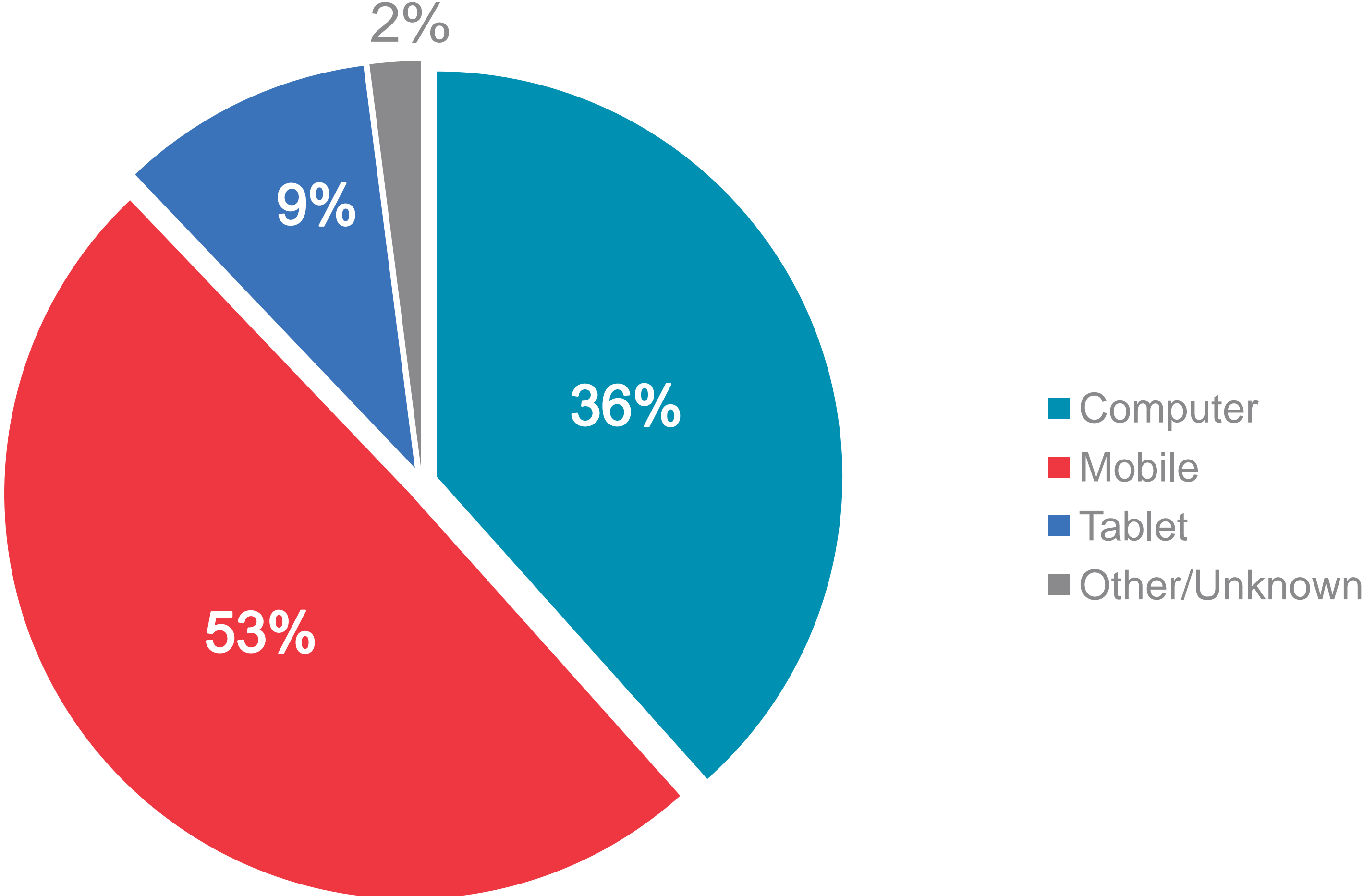
# UNIQUE BROWSERS PER MONTH



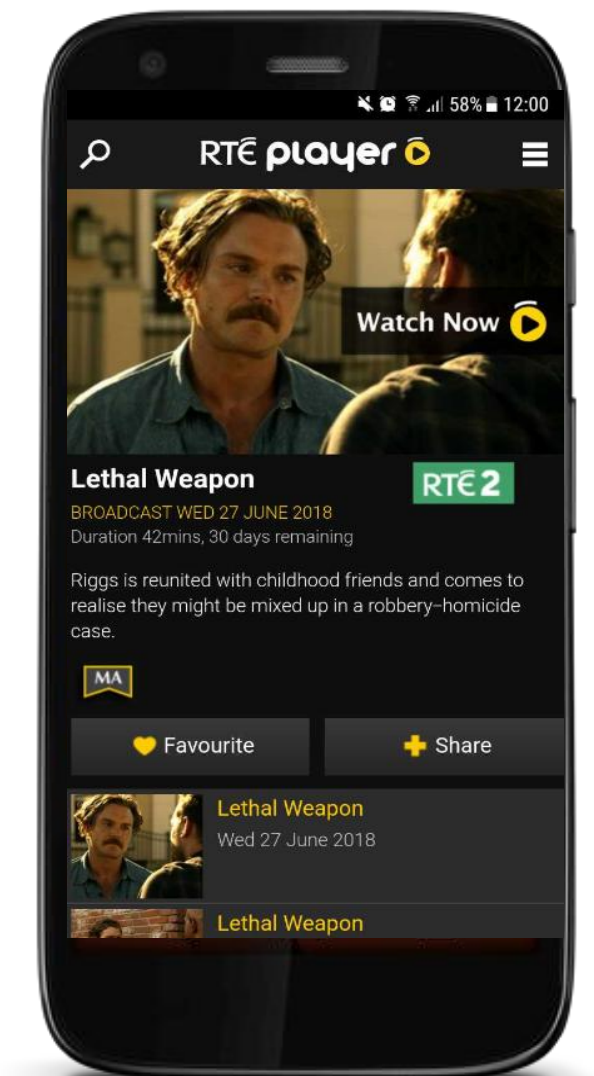
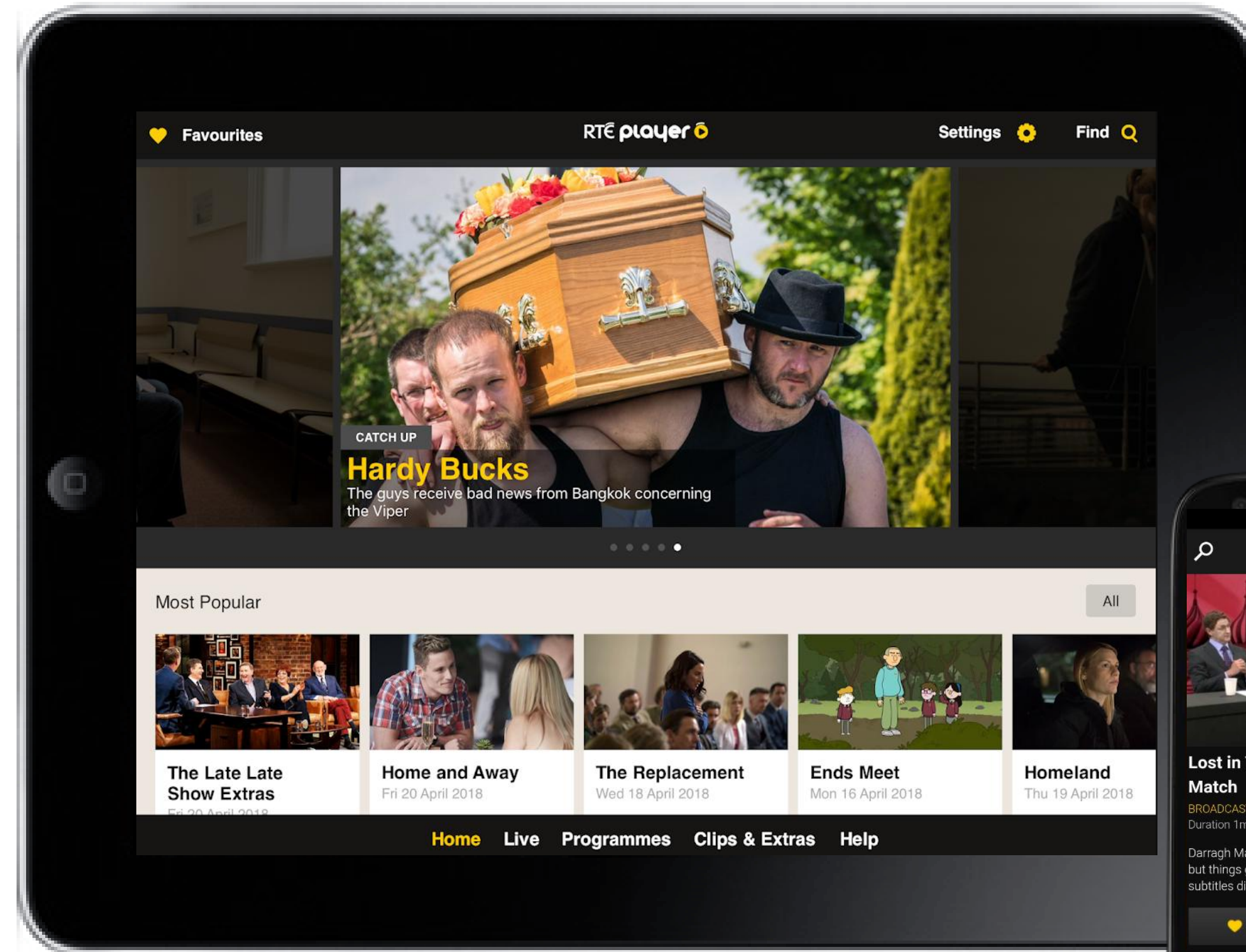
# PAGE VIEWS PER MONTH



# PAGE VIEWS PER DEVICE



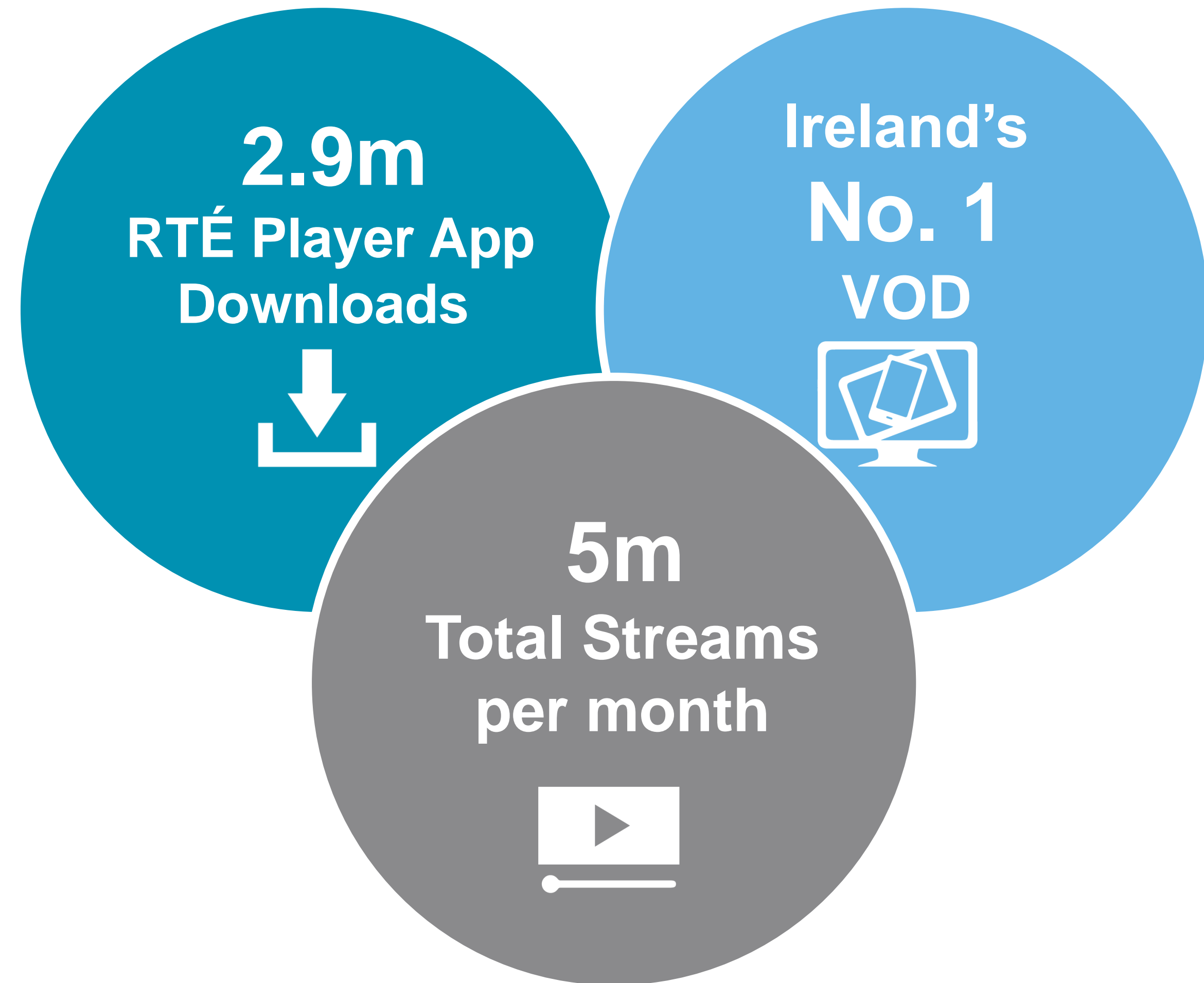






# RTÉ PLAYER

RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 1m users aged under 65 in the last month



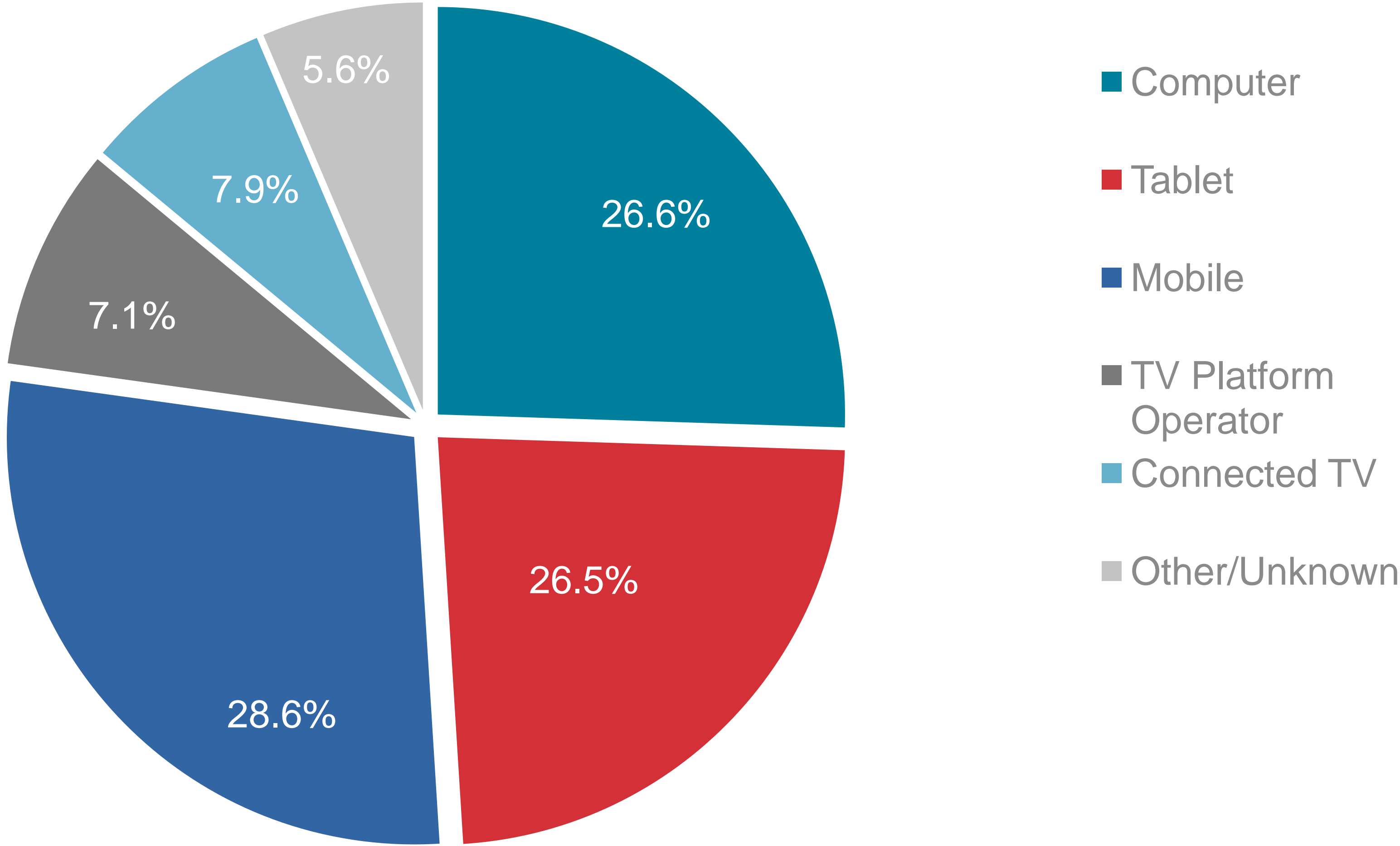
(Source: Global Web Index Q1-Q3 2017; comScore Dax)

# Top Programmes

	Programme	Streams
1	Home and Away	523,738
2	Fair City	464,847
3	EastEnders	363,752
4	UEFA Champions League Live	177,607
5	Neighbours	146,707
6	Can't Cope, Won't Cope	126,153
7	The Handmaid's Tale	108,825
8	The Late Late Show	102,267
9	UEFA Champions League Live Final	93,392
10	The Sunday Game Live	91,938
11	The Late Late Show Extras	90,958
12	Prime Time	81,030
13	RTÉ News: Six One	68,275
14	Eurovision Song Contest Final 2018	67,861
15	Grey's Anatomy	65,928
16	Claire Byrne Live	61,741
17	Home and Away Extras	61,414
18	Fair City Extras	56,701
19	RTÉ News: Nine O'Clock	55,044
20	Latest News and Weather	54,214

May 2018 Excludes Sky

# STREAMS BY DEVICE



# AUDIENCE TARGETING

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	ALL ROUND TO MRS BROWN'S	FRANCIS BRENNAN'S GRAND TOUR
Male						X	
Female	X	X	X	X	X		X
Female 18-34		X	X		X		
Main Shopper + Kids	X	X		X		X	X

	RTÉ INVESTIGATES	THE ROAD LESS TRAVELLED	A WILD IRISH YEAR	THE GAME	EUROPEAN CHAMPIONSHIPS (MULTI-SPORT)	THE GAA CHAMPIONSHIP
Male	X	X		X	X	X
Female			X			
Male 18-34					X	X
Female 18-34						
Main Shopper + Kids	X	X	X			

# AUDIENCE TARGETING

Audience targeting across RTÉ Online services

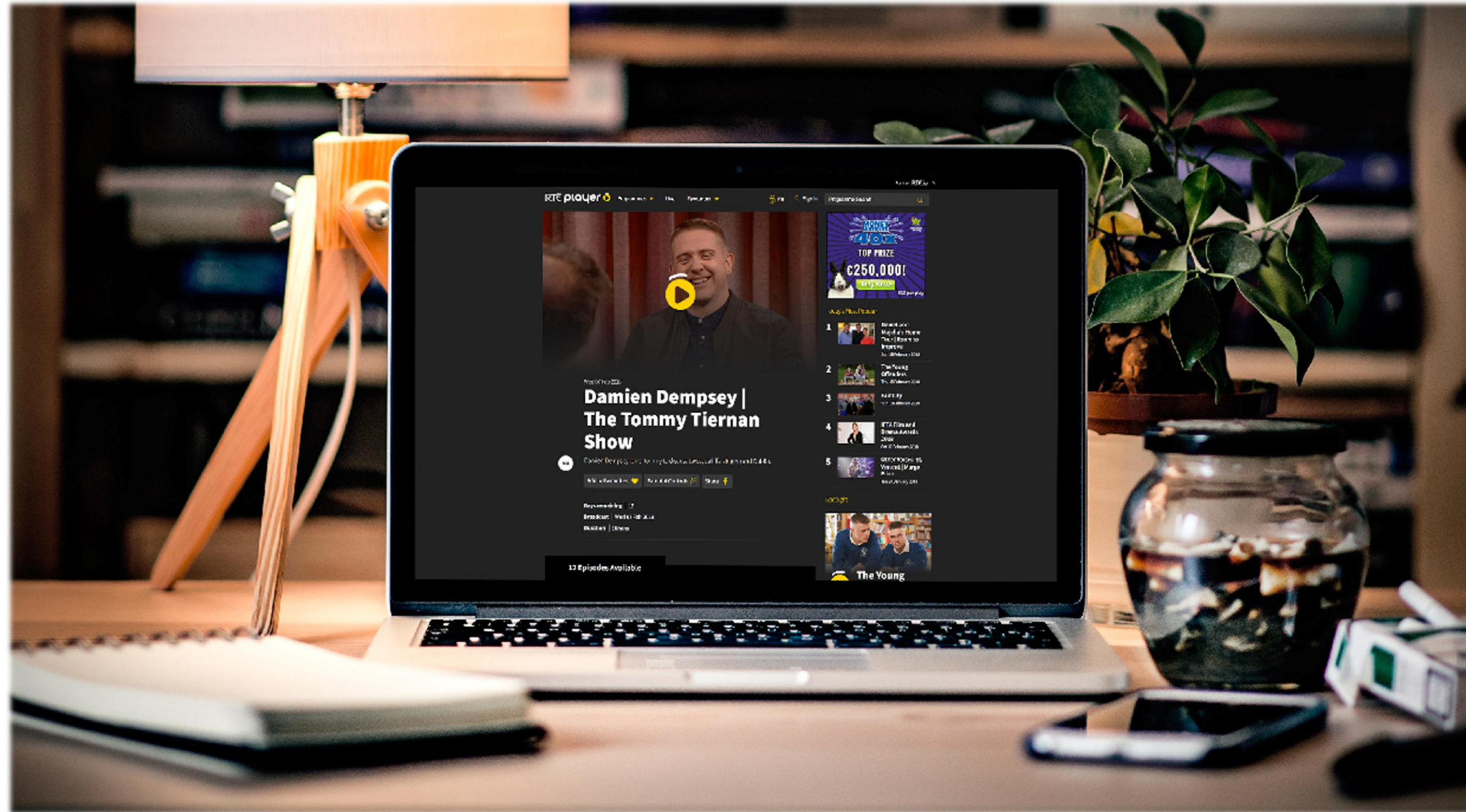
DEMO	AUDIENCE						
	RTÉ.IE	NEWS & BUSINESS	SPORT	LIFESTYLE	RTÉ PLAYER	RTÉ NEWS NOW APP	RTÉ PLAYER APP
Male	112	114	145	73	107	118	104
Female	88	86	67	126	93	83	96
Male 18-34	112	109	165	110	151	106	131
Female 18-34	100	95	110	118	126	94	124
Main Shopper + Kids	102	105	97	156	102	116	101

Source: TGI



# REACH

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





# RTÉ Media Sales

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 [www.rte.ie/mediasales](http://www.rte.ie/mediasales)