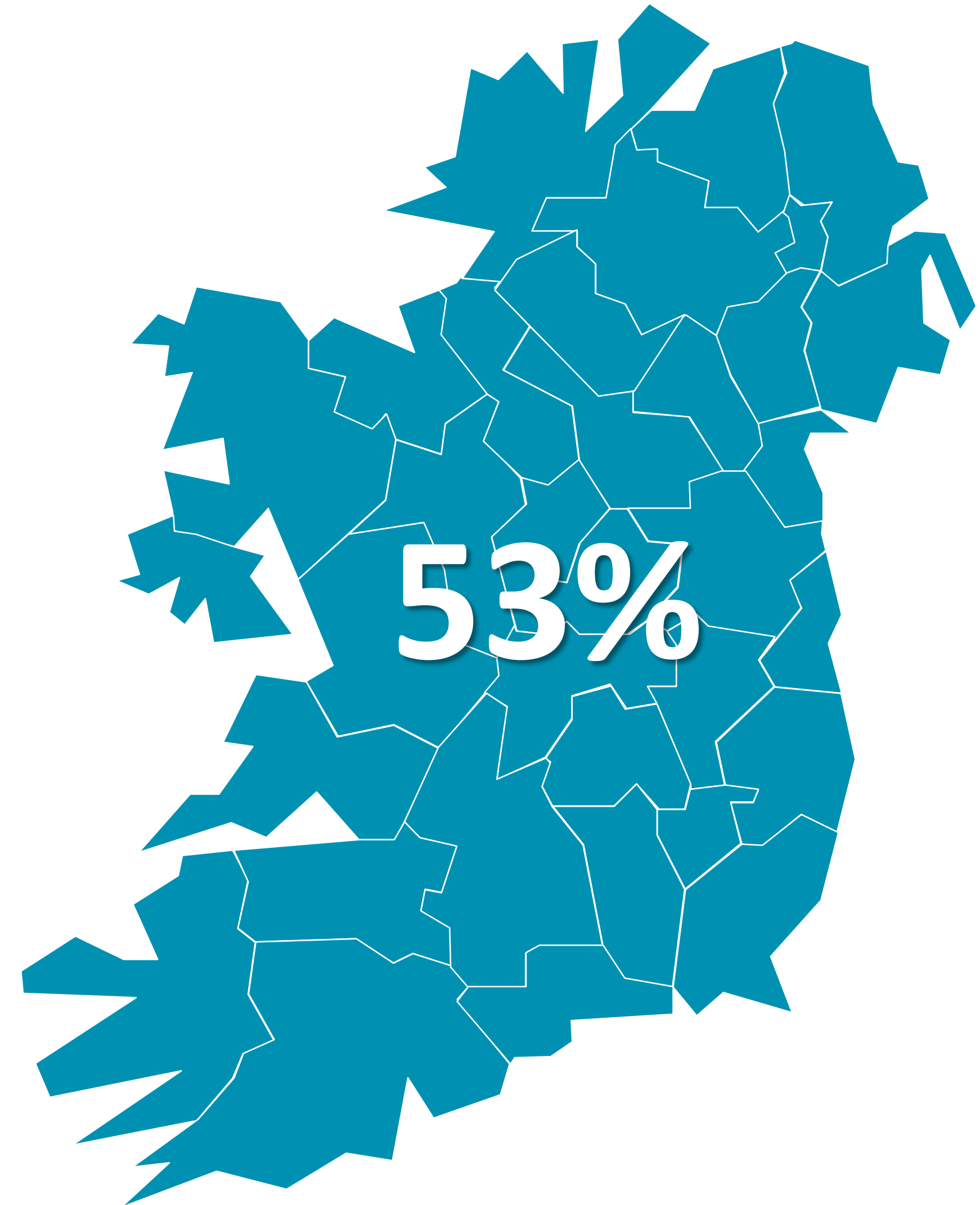


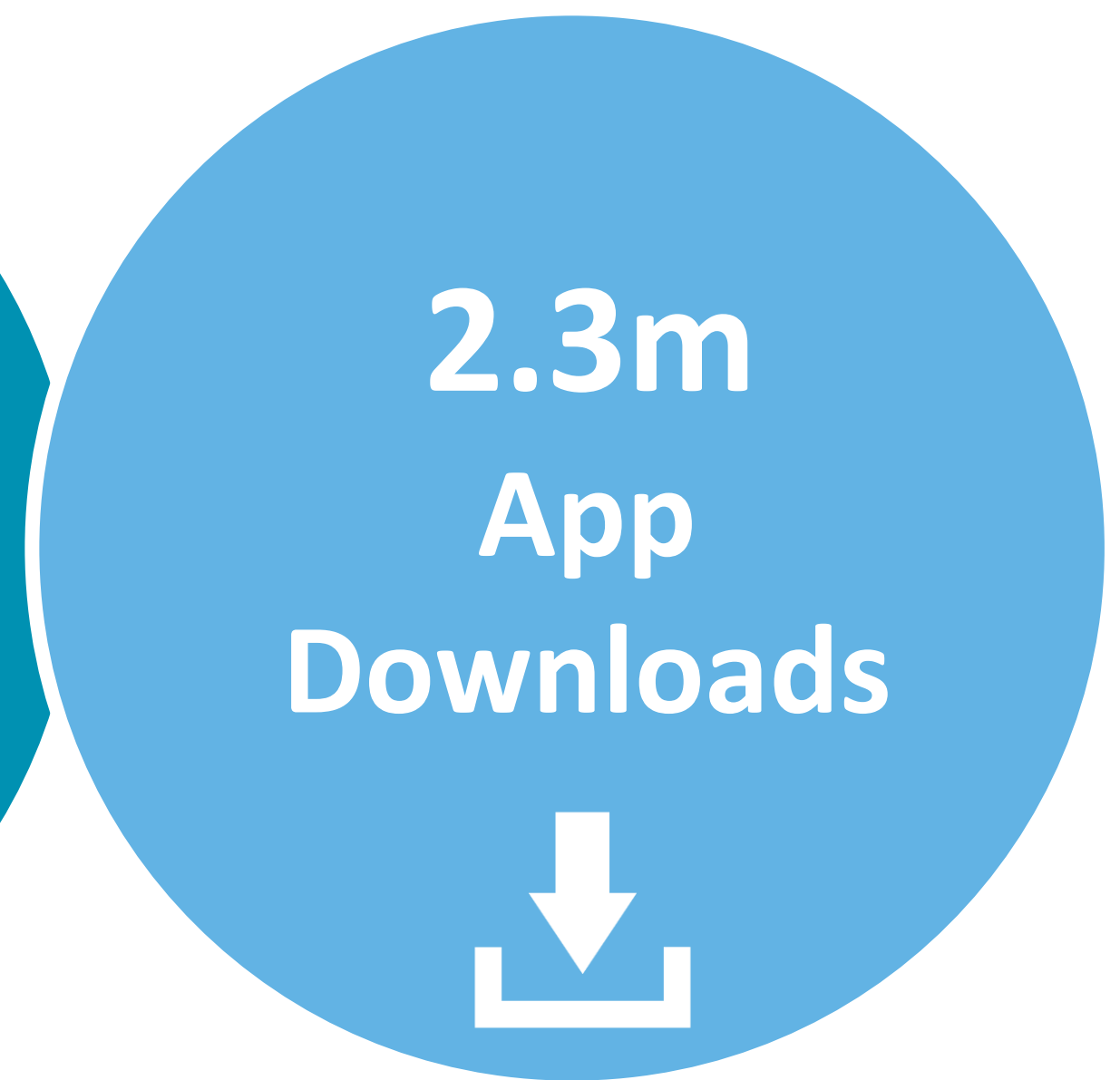
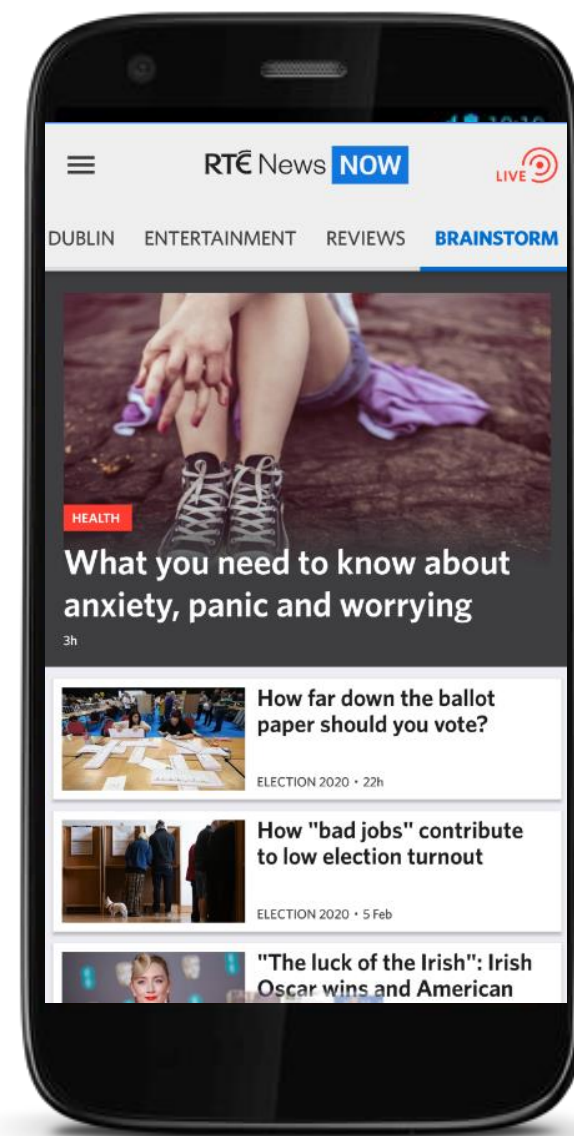
DIGITAL SERVICE USAGE

53% of Irish adults use a digital service from RTÉ every week



RTÉ NEWS NOW

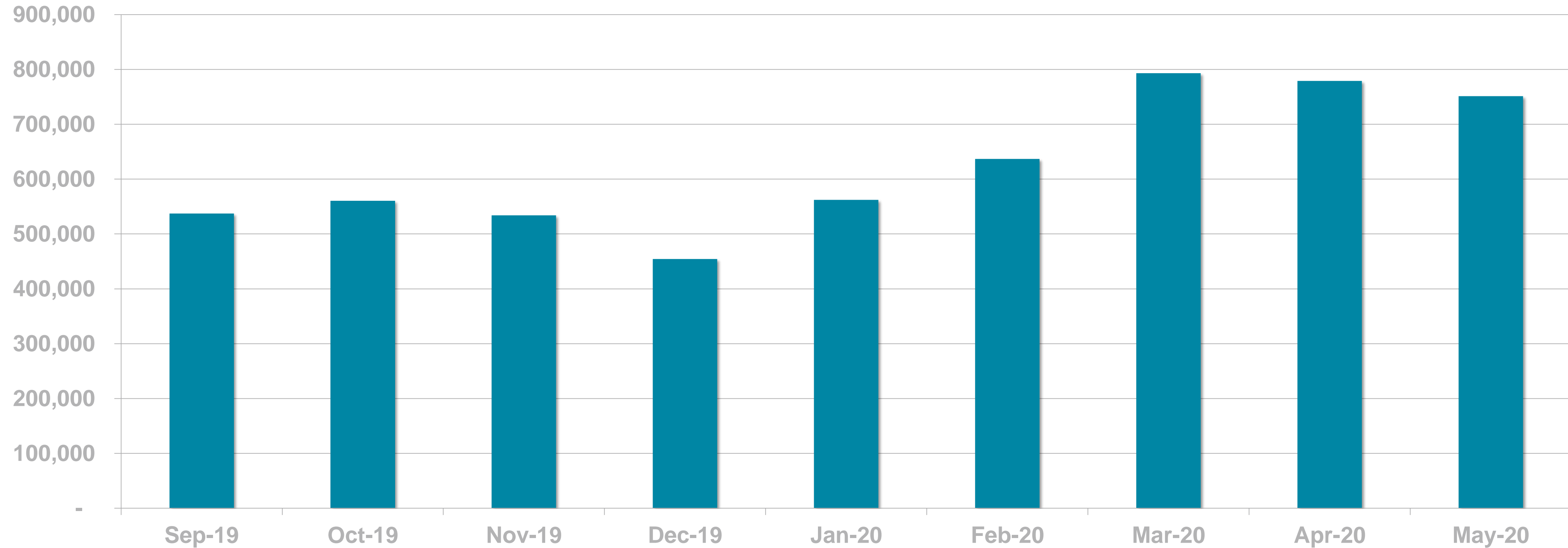
RTÉ News Now is the Number 1 news and entertainment app in Ireland



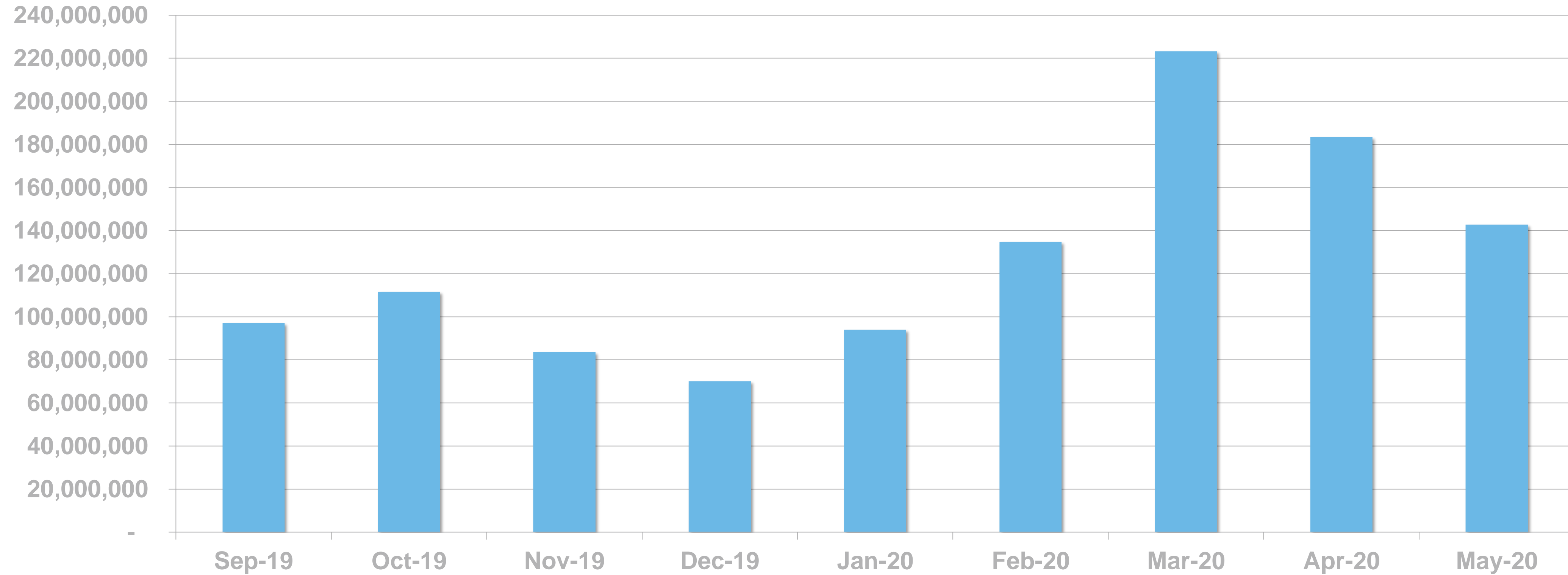
News Apps Ever Used – November 2019 (Adults 18+)



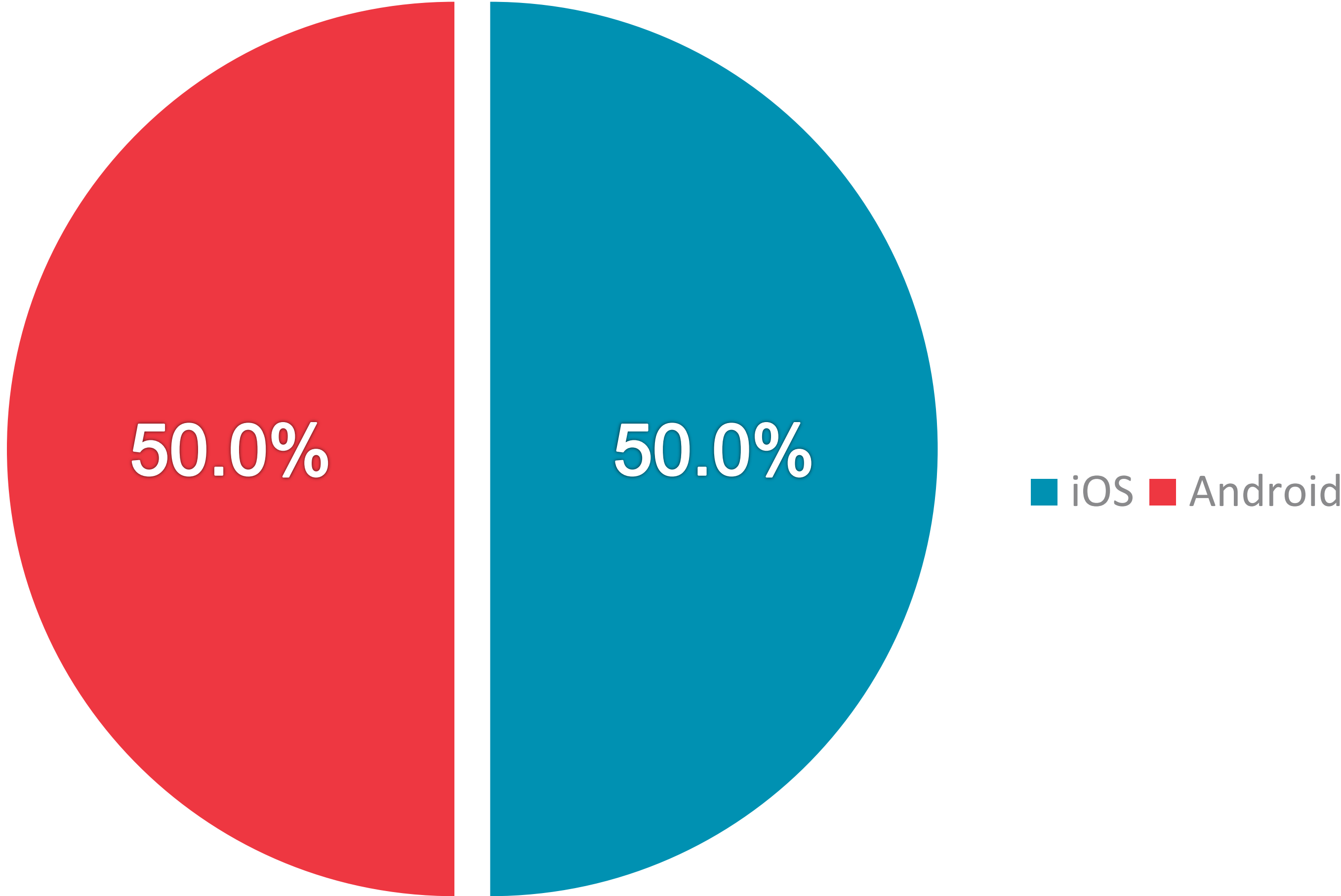
RTÉ News Now UNIQUE BROWSERS PER MONTH



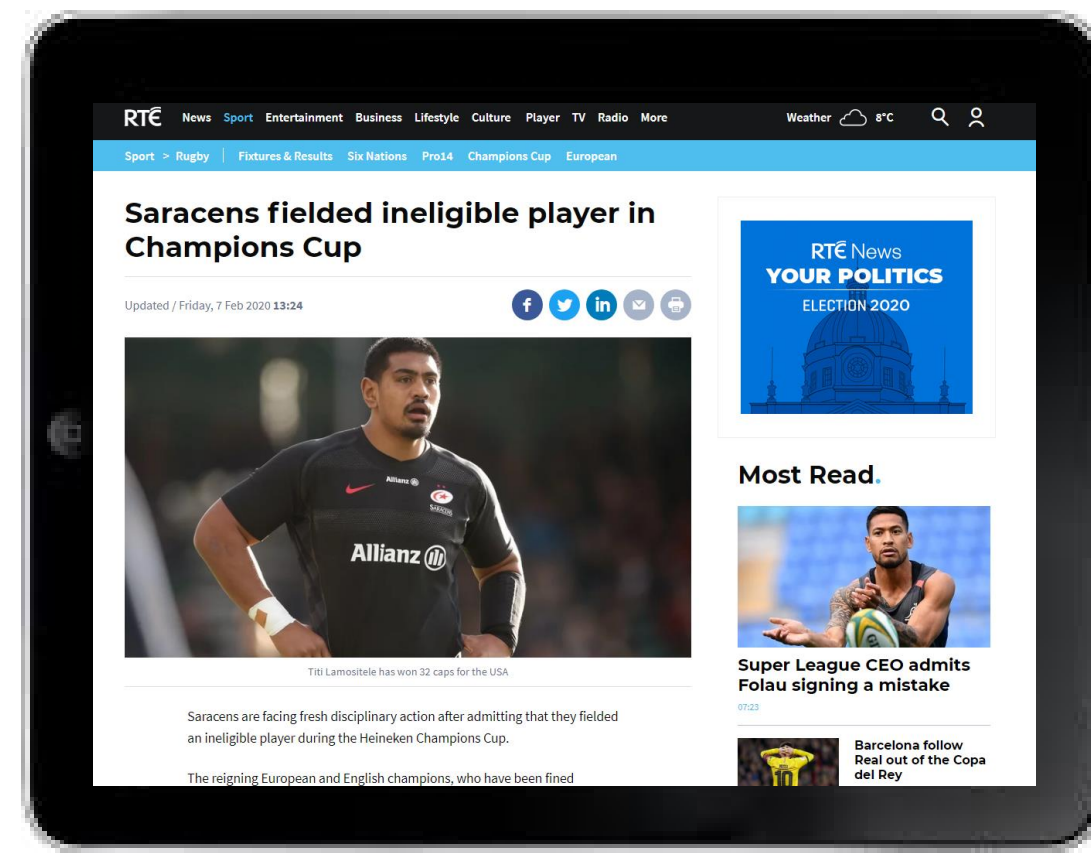
RTÉ News Now PAGE VIEWS PER MONTH



PAGE VIEWS PER APP VERSION



RTÉ.ie



Ireland's No. 1
Multi-Media
Website



7 mins
Average visit



8.3 million
Monthly Unique
Browsers

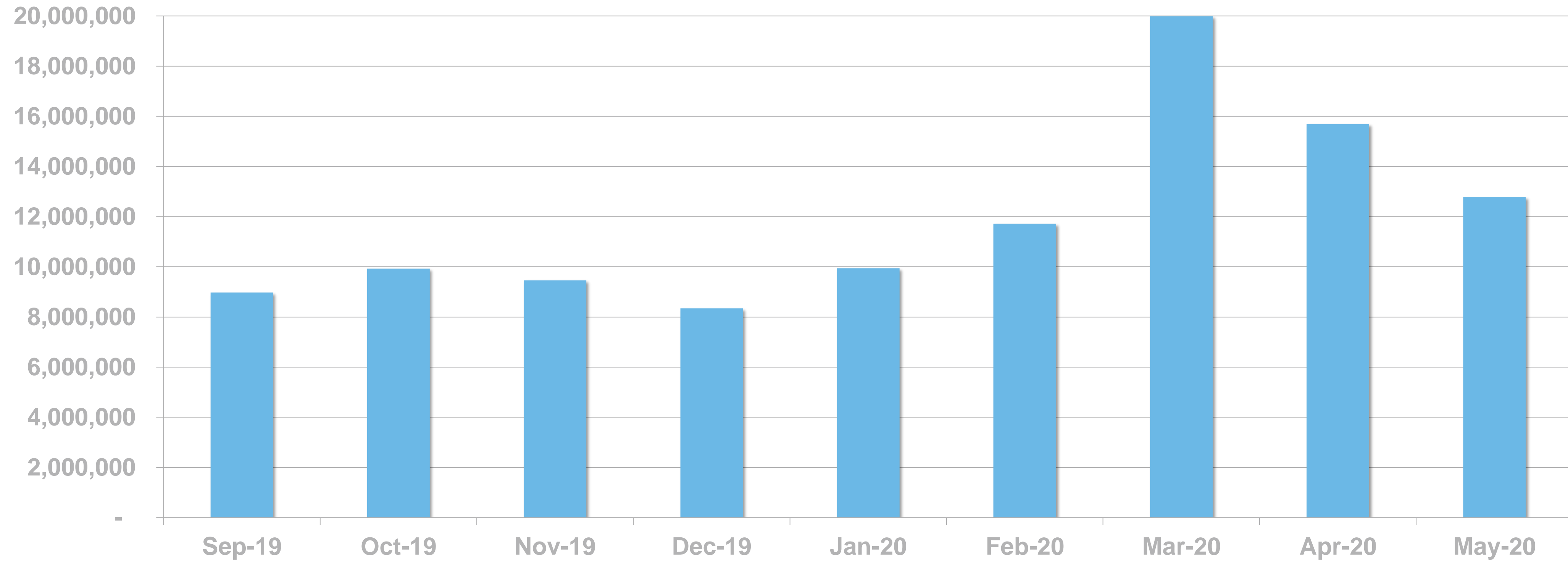


RTÉ.ie is the Number 1 multi-media website in Ireland, used by 38% of Irish adults

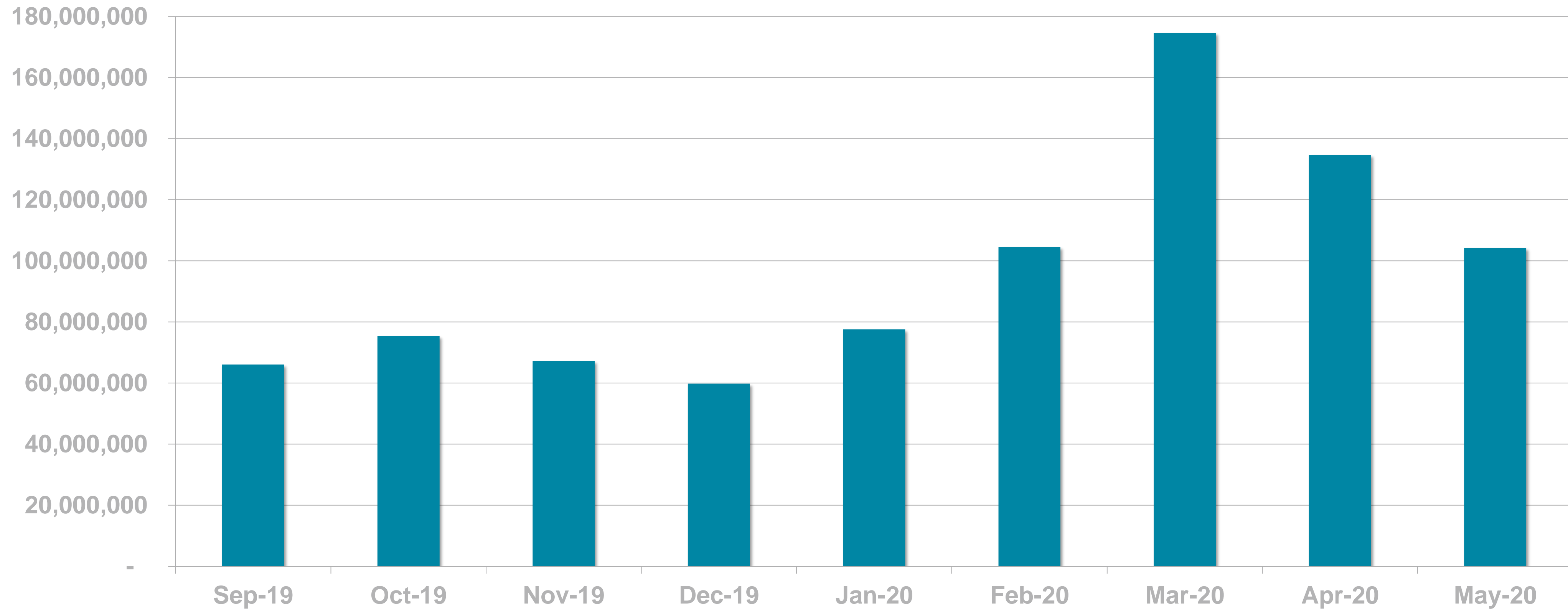
News & Entertainment Websites Ever Used November 2019 (Adults 18+)



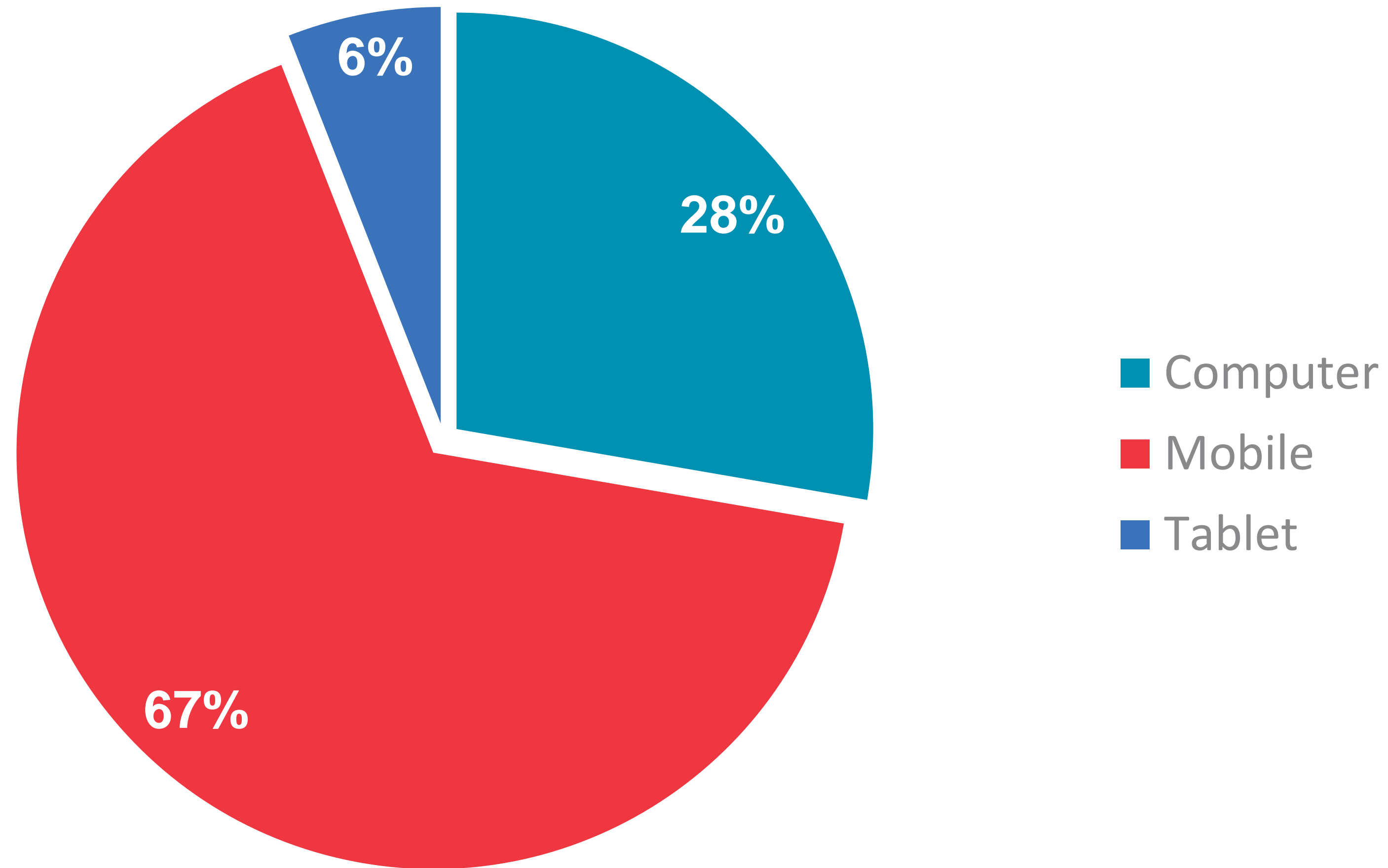
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH

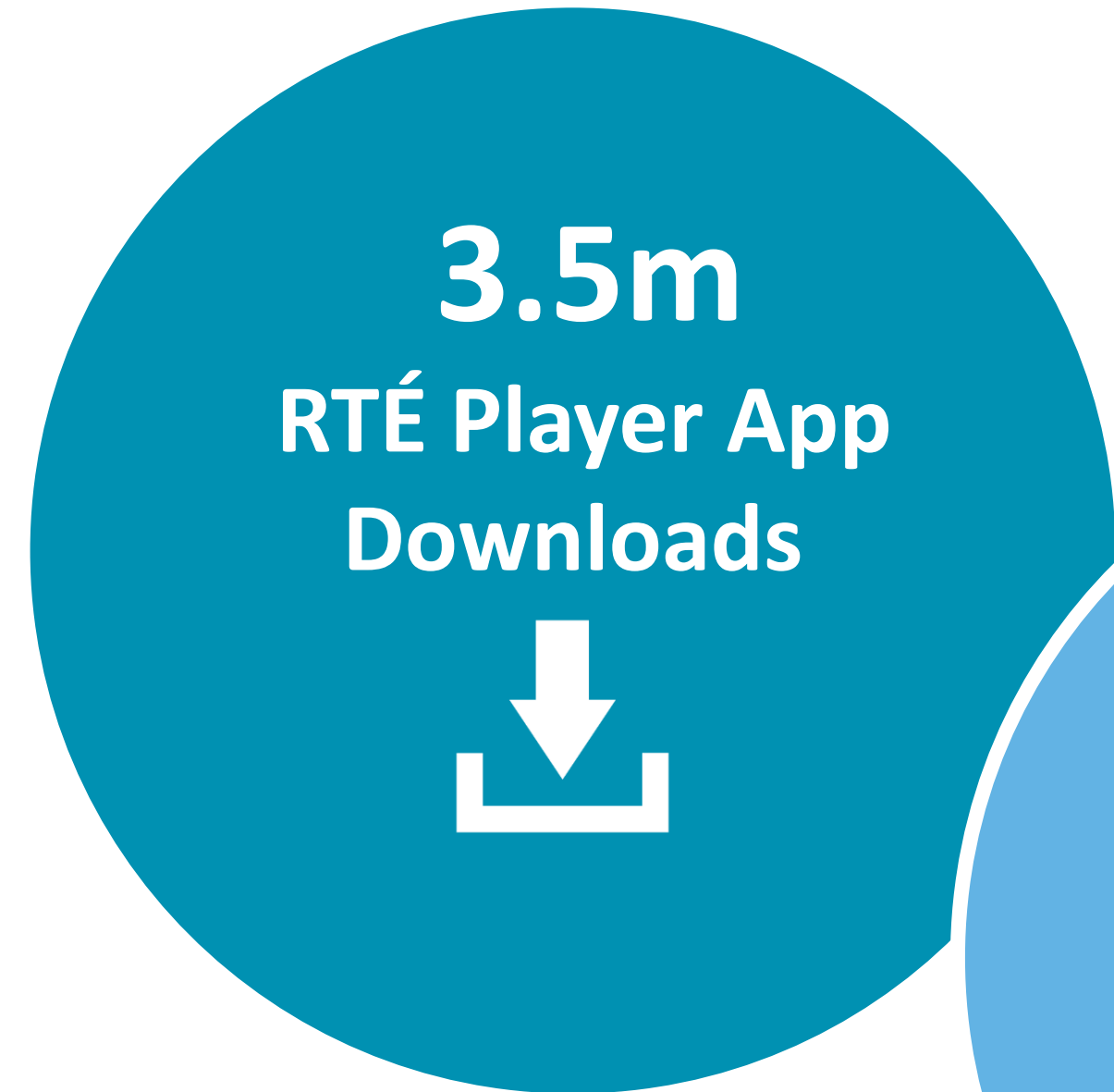


RTÉ.ie PAGE VIEWS PER DEVICE

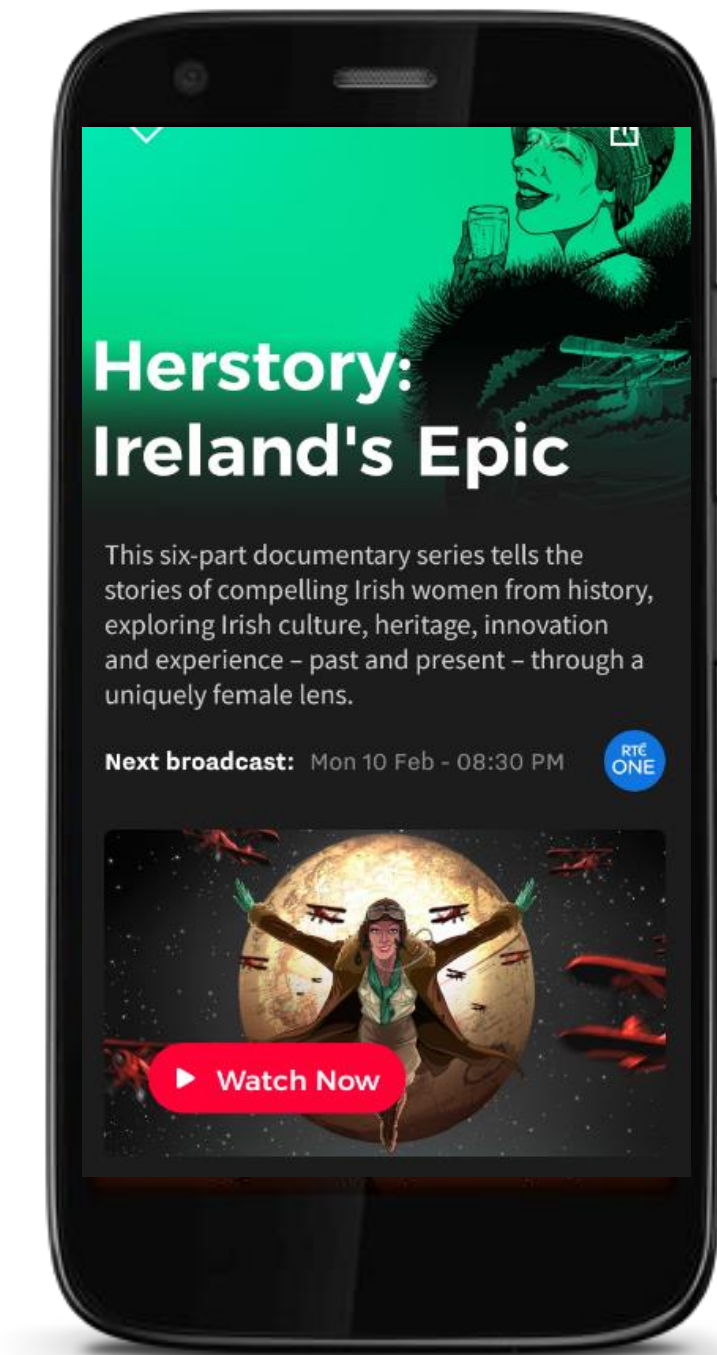
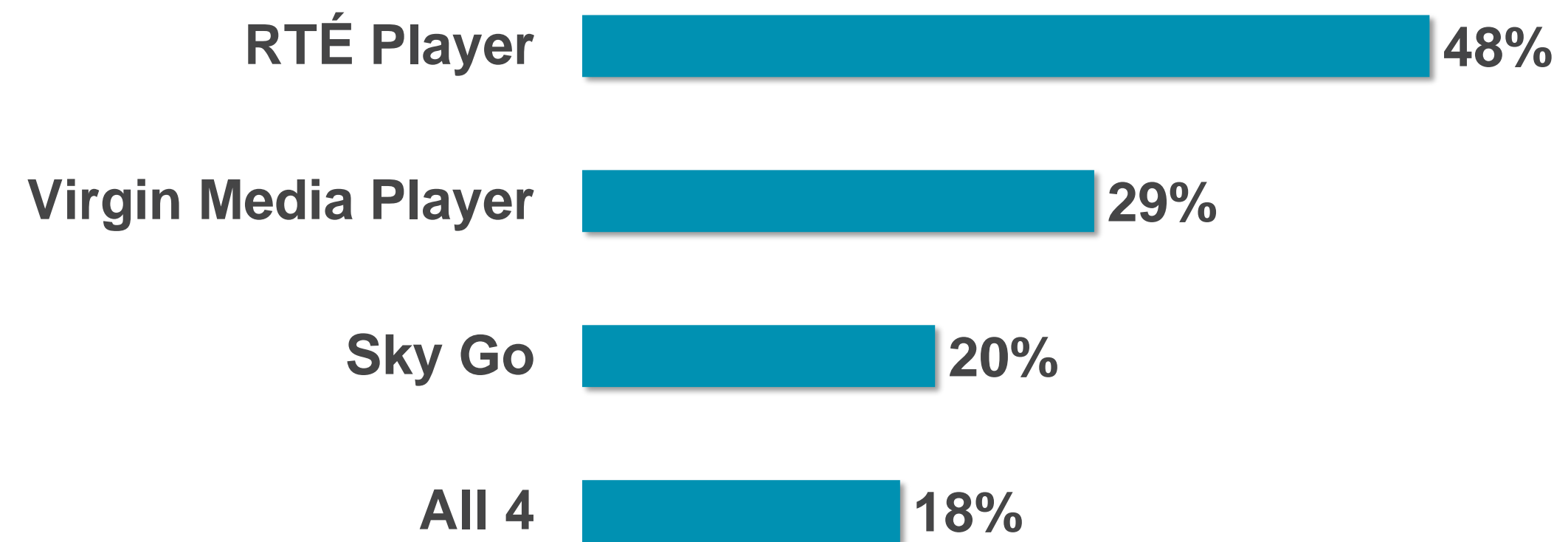




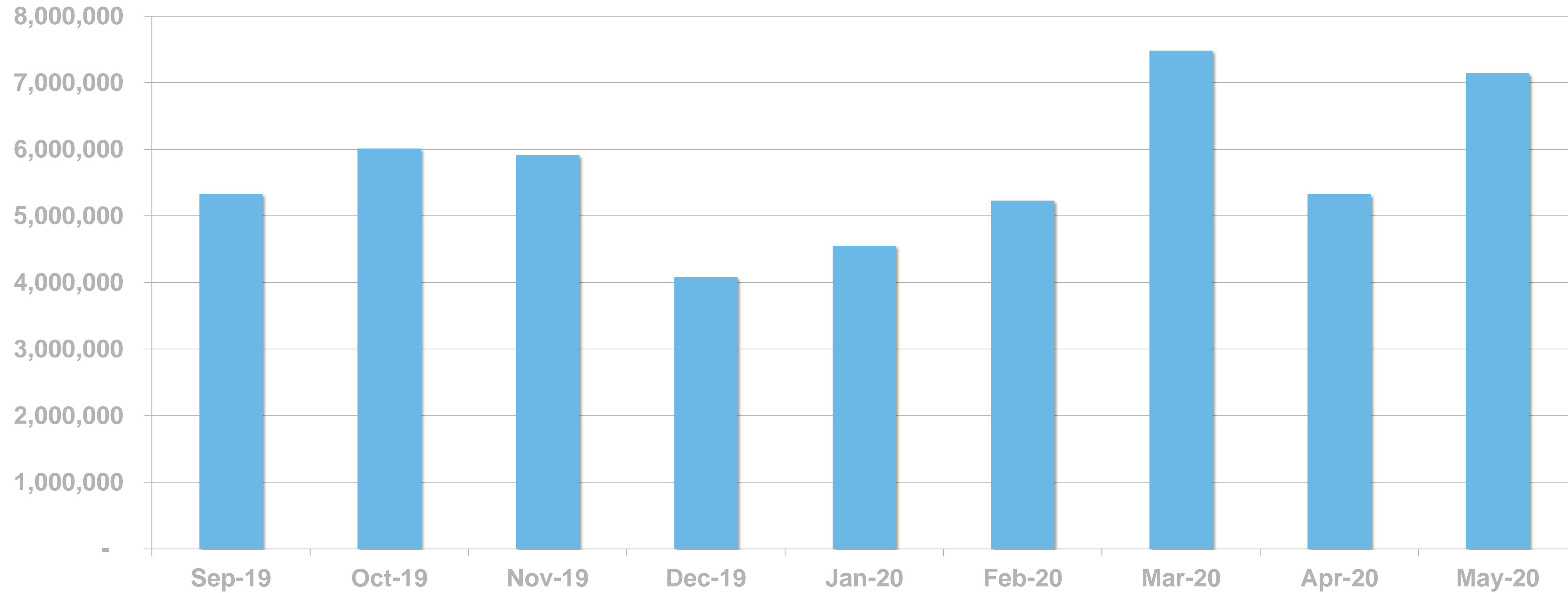
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



BVOD Services Ever Used
November 2019 (Adults 18+)



RTÉ PLAYER STREAMS/ PLAYCOUNT PER MONTH



Top Programmes

	Programme	Streams
1	Normal People	2,993,000
2	Home & Away	344,000
3	RTÉ News: Six One	296,000
4	RTÉ News: Nine O’Clock	241,000
5	The Late Late Show	240,000
6	Love/Hate	224,000
7	RTÉ’s Home School Hub	209,000
8	EastEnders	135,000
9	Neighbours	104,000
10	Today with Maura and Dáithí	95,000
11	Frasier	91,000
12	ER	88,000
13	Prime Time	85,000
14	Cheap Irish Homes	84,000
15	Killing Eve	80,000

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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