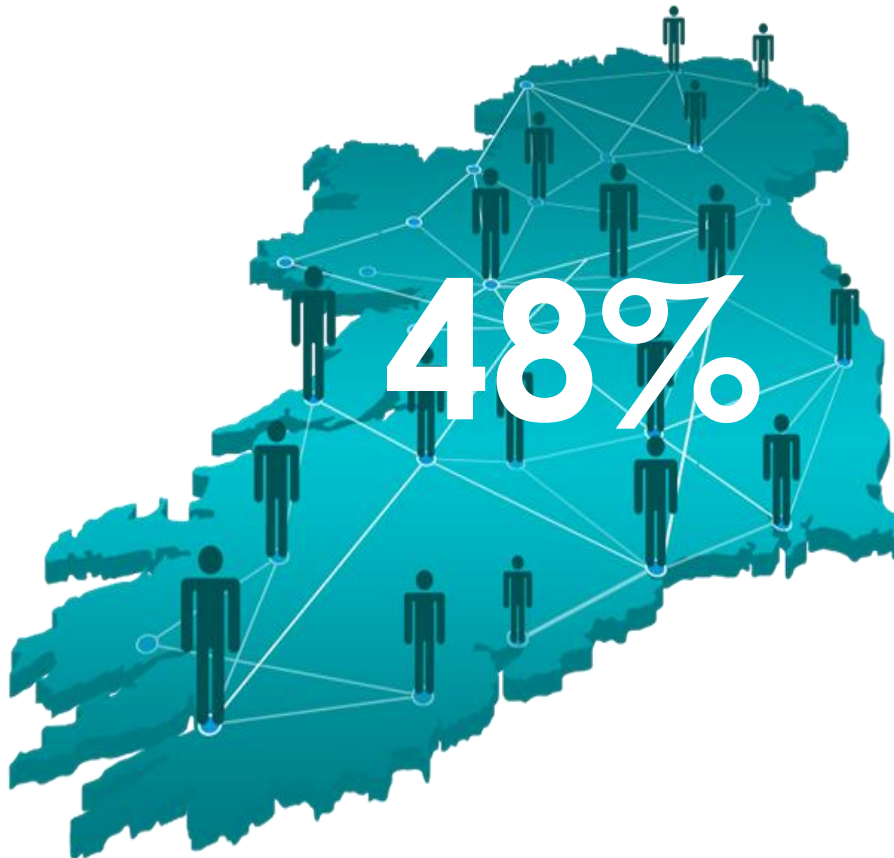


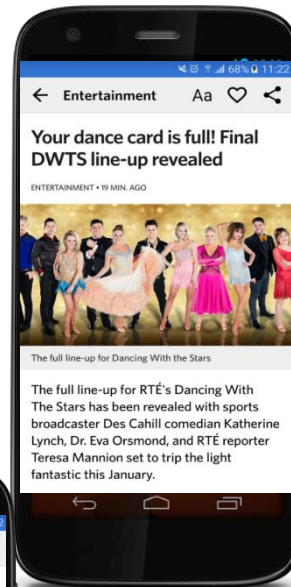
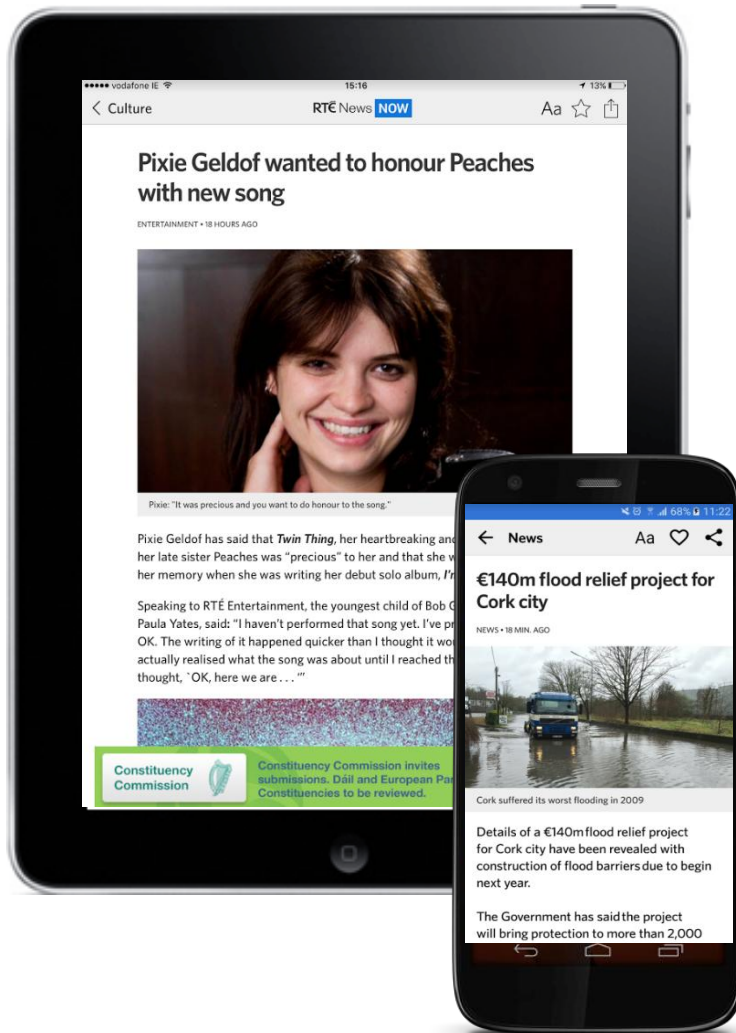


# Digital Audience Report

## November 2016

**48% of Irish adults use a digital service  
from RTÉ every week**





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

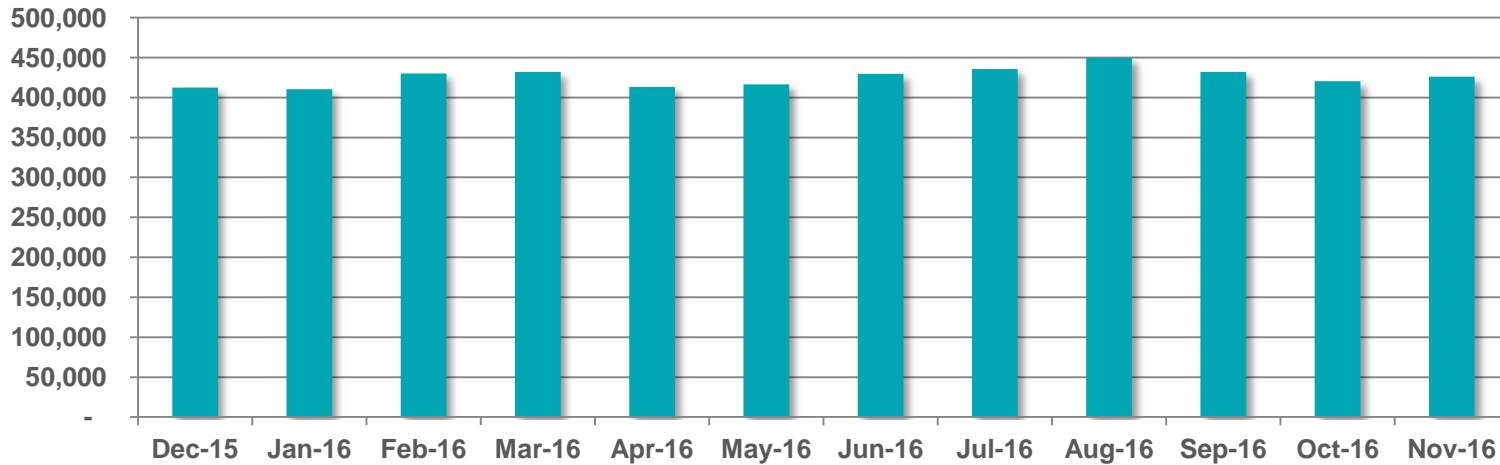


News Now App

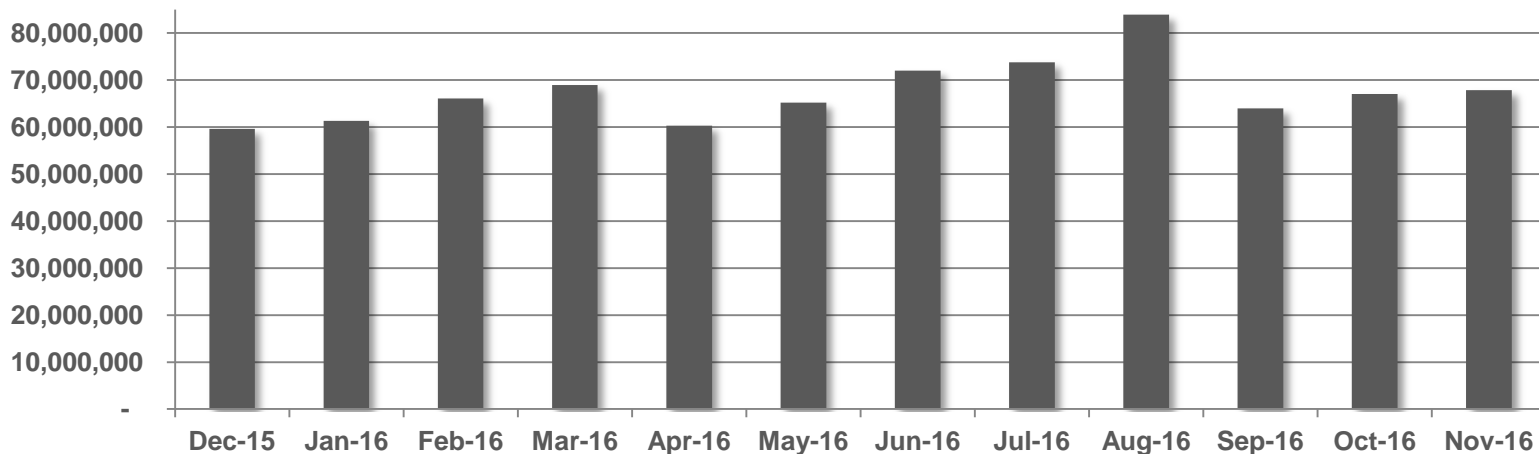


News Now App  
downloads

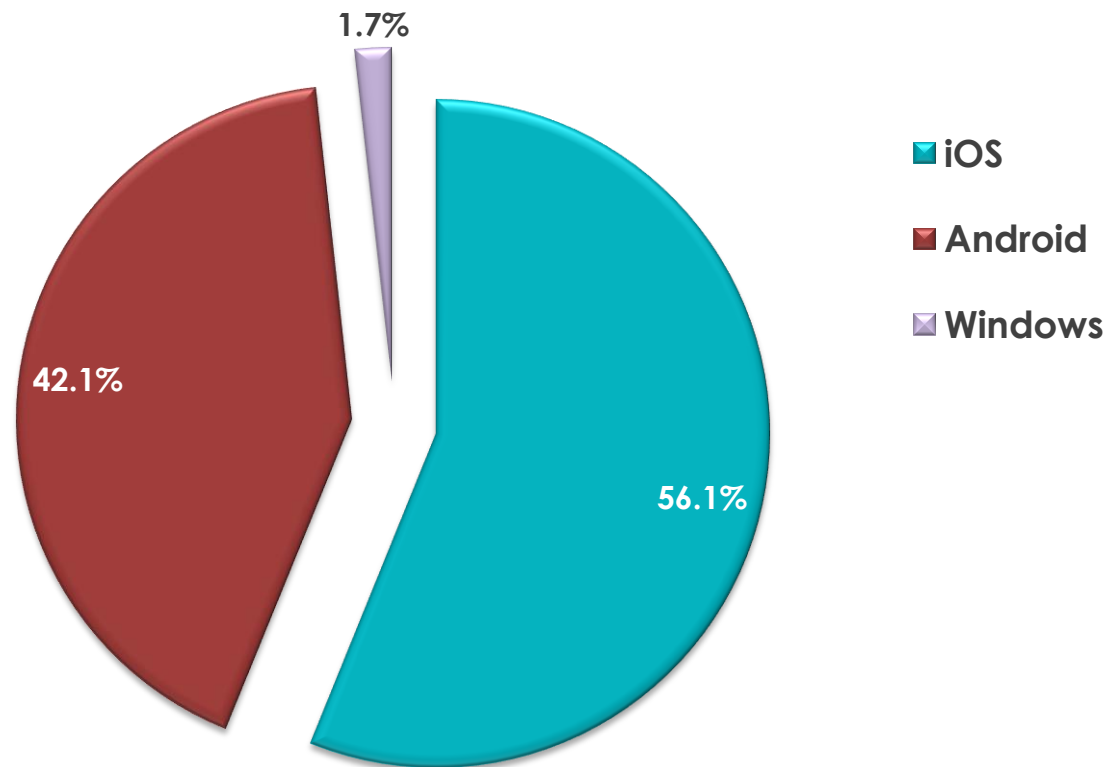
### Unique Browsers per Month

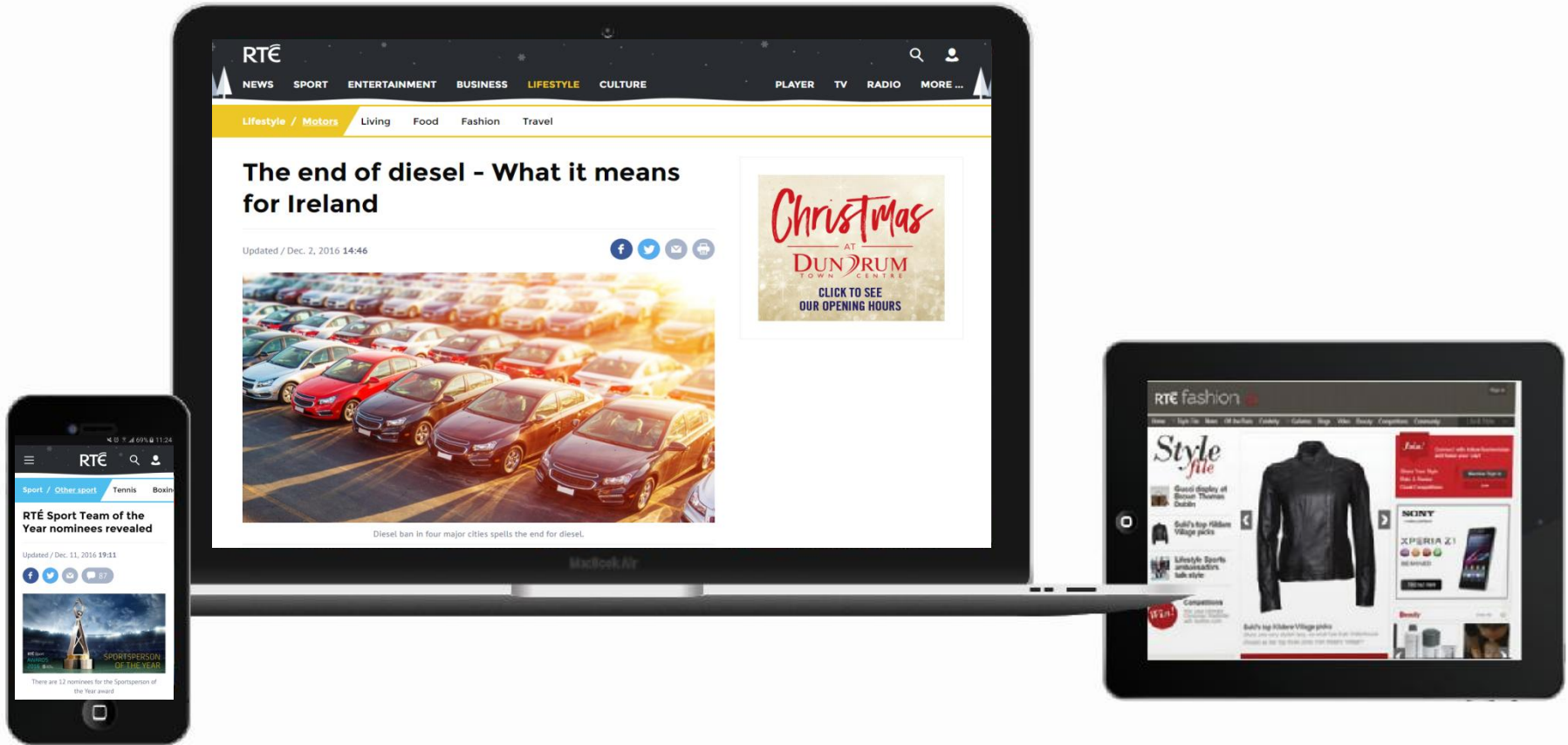


### Page Views per Month



## Page Views per App Version – November 2016





**RTÉ.ie is the Number 1 multi-media website in Ireland with 922,000 users in the past week and the number 1 Irish media web brand used by 51% of Irish Internet users in the last month**



No.1 Multi-media Website



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

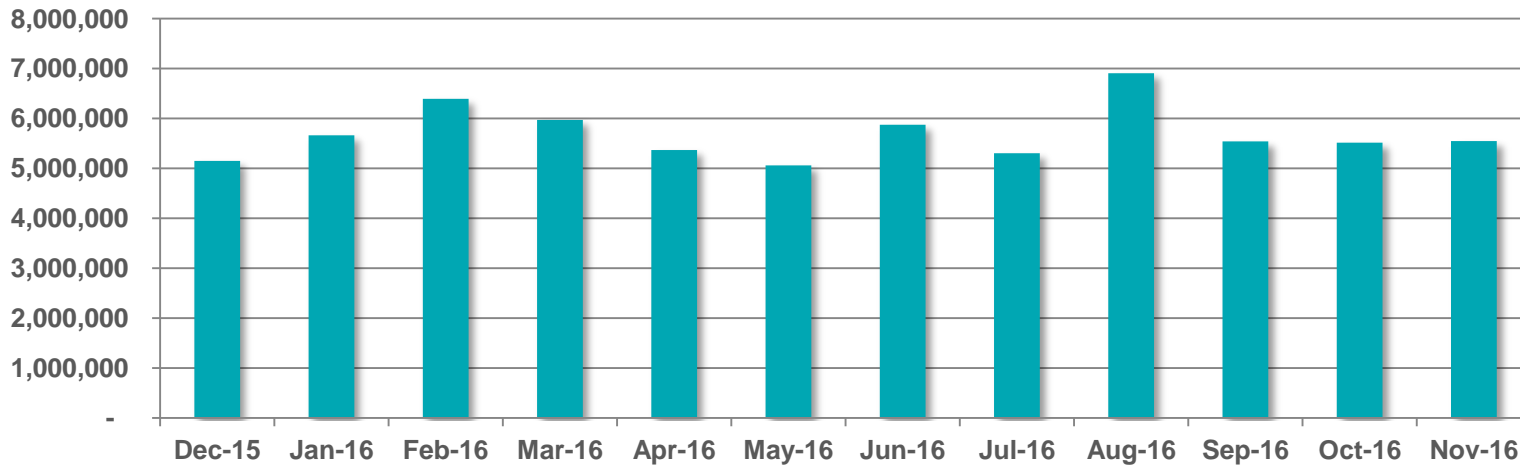
RTÉ.ie: 5.57min, Irish Times.com: 5.24min, msn.ie: 5.11min, CNN.com: 4.93min, Independent.ie: 4.64min, BuzzFeed.com: 4.50min, TheJournal.ie: 4.46min (Source: B&A, 2014). The average duration per visit on RTÉ.ie was 6 mins 15 secs in January 2016 (comscore DAX, 2016)



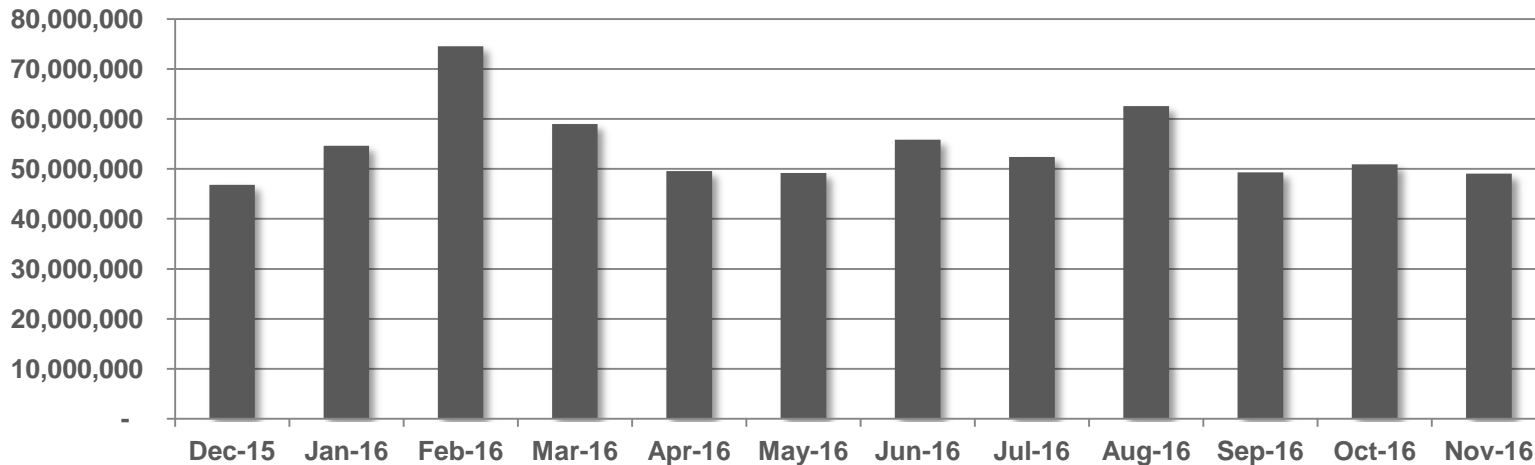
Monthly Unique Browsers



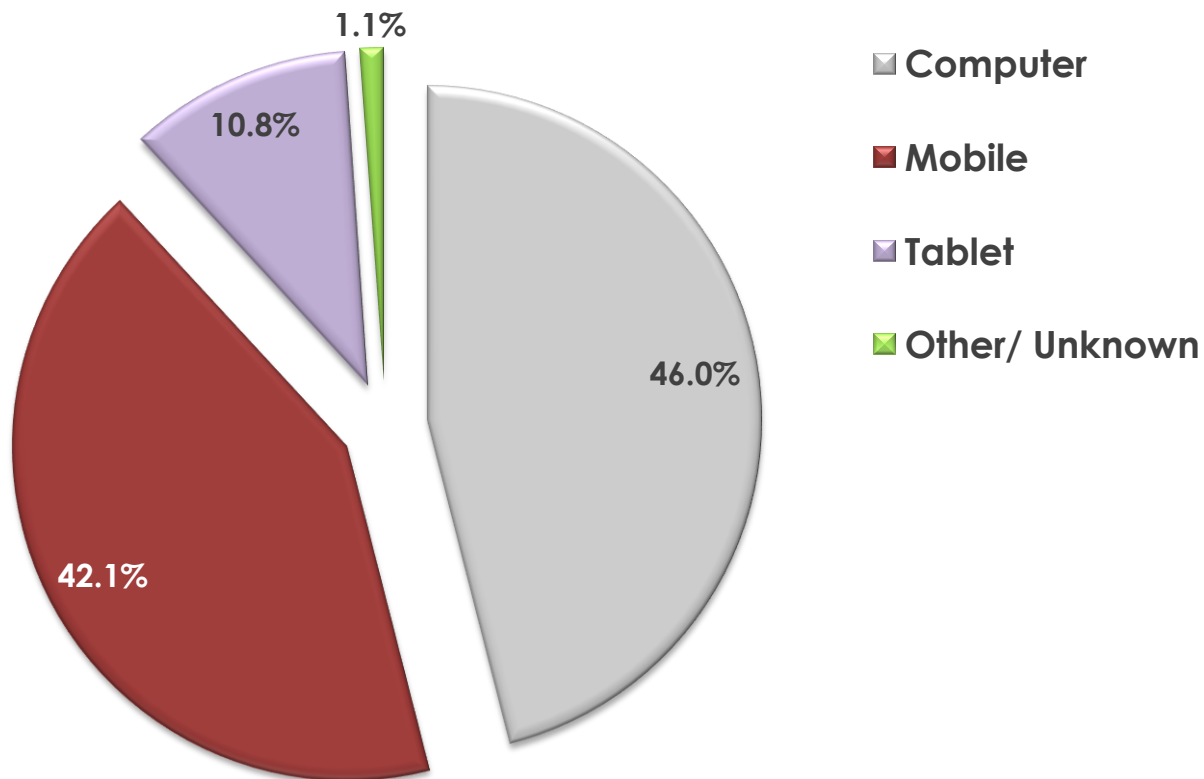
## Unique Browsers per Month

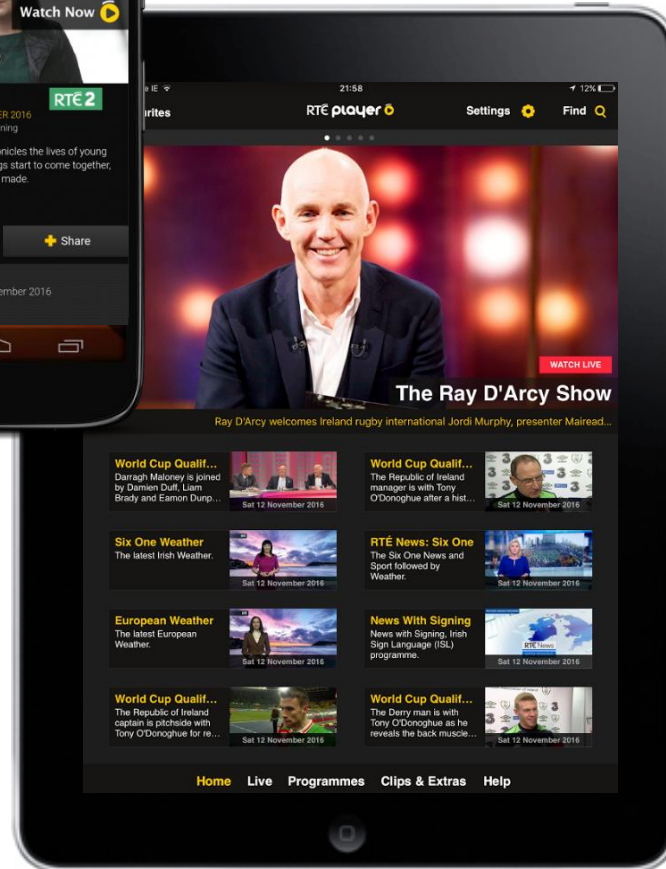
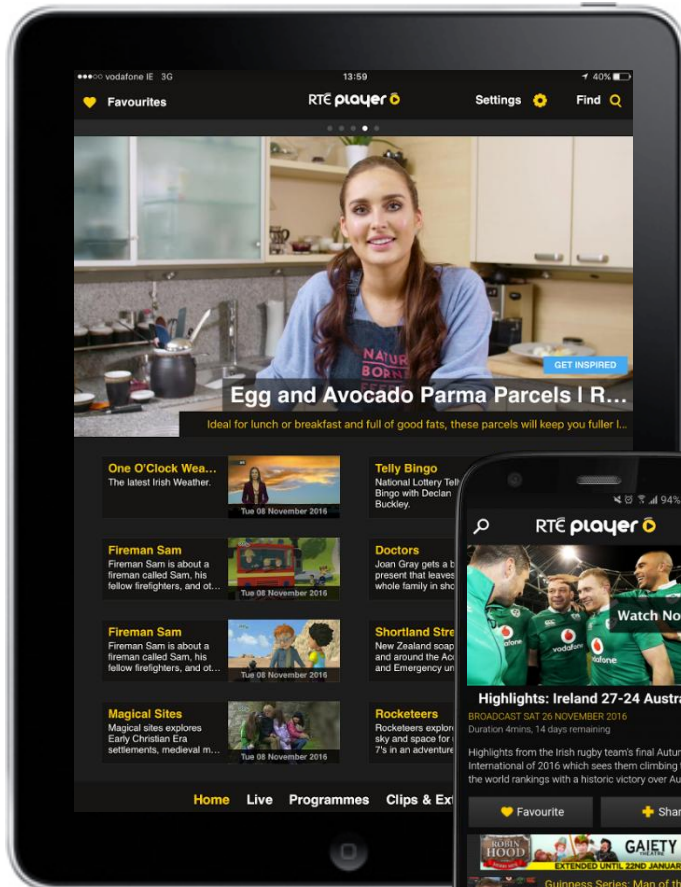


## Page Views per Month



## Page Views per Device – November 2016





RTÉ Player is the Number 1 broadcaster video on demand service in Ireland with 400,000 users in last 7 days



RTÉ Player App  
downloads



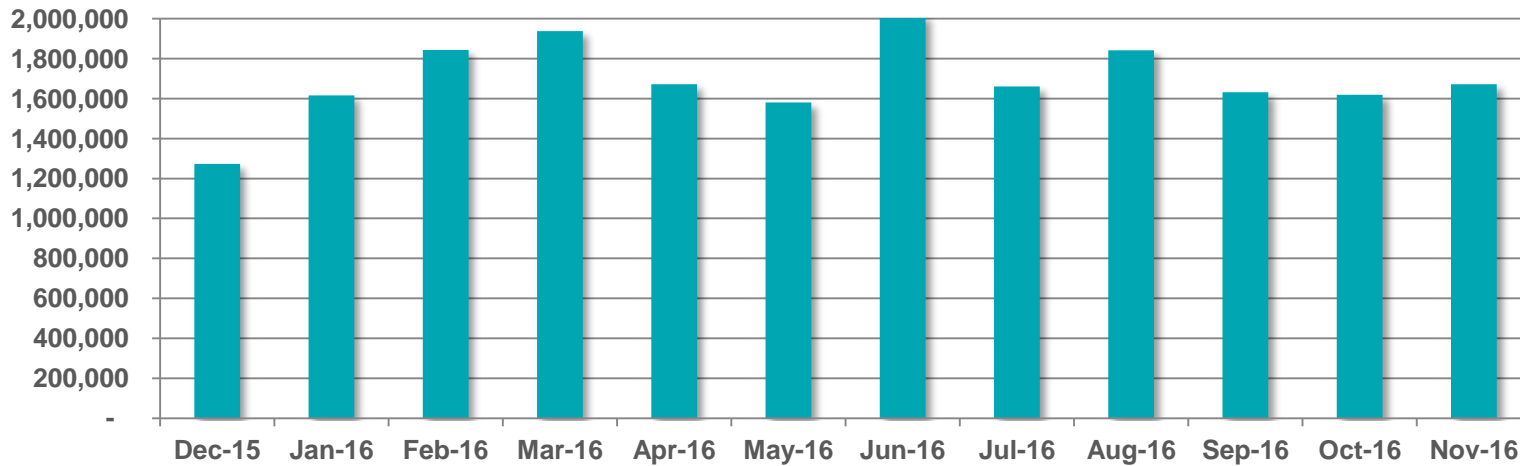
Ireland's No.1 VOD service



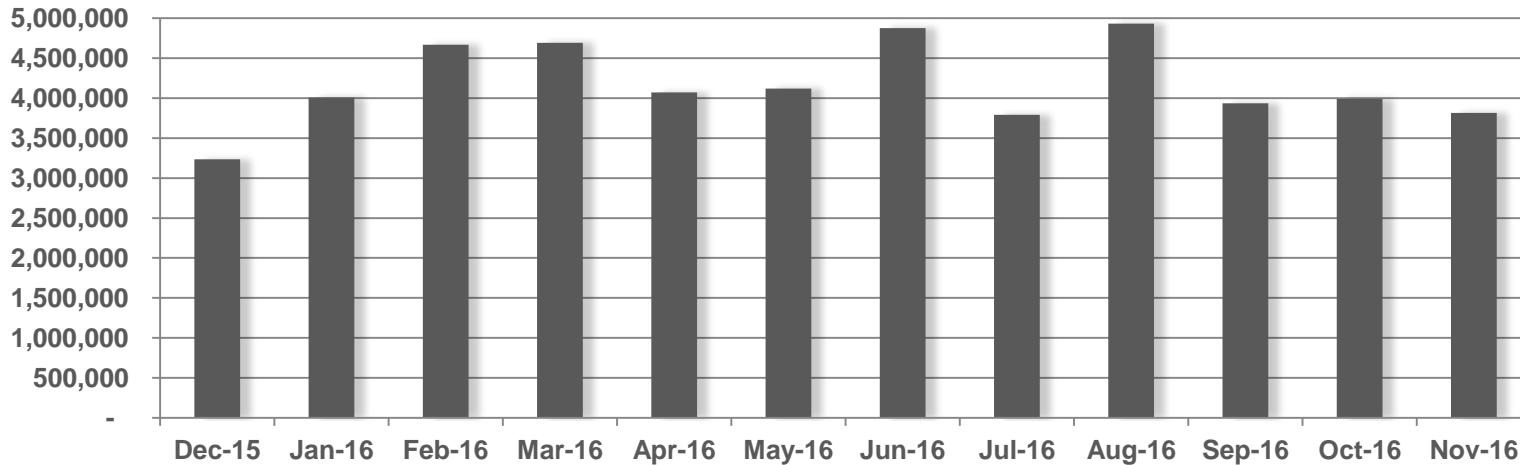
Total Streams  
Per Month



## Unique Browsers per Month



## Streams per Month

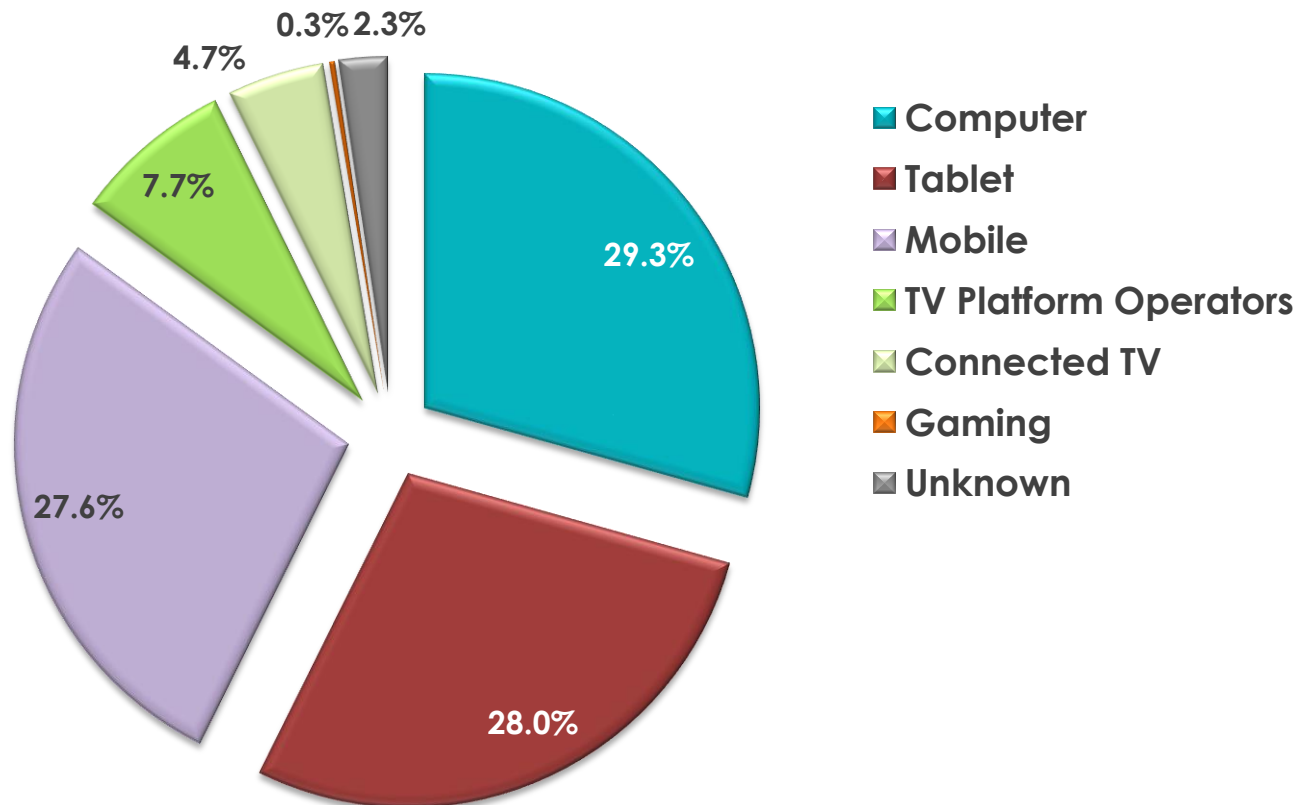


Source: comScore Dax  
(Unique Browsers  
excluding Virgin Media/  
Sky. Streams exc .Sky)

## Top Programmes in November 2016

	Programme	Streams
1	Fair City	512,000
2	Home and Away	435,000
3	EastEnders	291,000
4	The Late Late Show Extras	140,000
5	Neighbours	135,000
6	Guinness Series Live	126,000
7	Nine News	97,000
8	The Late Late Show	95,000
9	Six One News	74,000
10	Fair City Extras	64,000
11	Bridget & Eamon	59,000
12	Shortland Street	49,000
13	Today with Maura and Daithi	43,000
14	Guinness Series Live Extras	43,000
15	Latest News and Weather	43,000
16	Home and Away Extras	38,000
17	Ireland's Fittest Family	37,000
18	The Ray D'Arcy Show Extras	35,000
19	The Nathan Carter Show	33,000
20	The Fall	32,000

## Streams by Device – November 2016



## Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Operation Transform.	The Late Late Show	The Ray D'Arcy Show
Male						X	X
Female	X	X	X	X	X		
Male 18-34							
Female 18-34		X	X				
Main Shopper + kids	X	X		X	X	X	X

AUDIENCE	Food Bites	Nine News	Six Nations	Striking Out	Doc Hub	Dancing with the Stars	Champions League
Male		X	X		X		X
Female	X			X		X	
Male 18-34			X				X
Female 18-34	X			X			
Main Shopper + kids	X	X		X	X	X	

The crosses above simply indicate the over-indexing audiences (compared to RTÉ Player average).  
Programmes will also reach other audiences in large volumes



## Audience Targeting – across RTÉ's digital services

AUDIENCE	RTÉ.ie	News & Business	Sport	Lifestyle	Player	News Now App	Player App
DEMO							
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



**RTÉ has an online user base  
of 1.337m adults in Ireland**

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