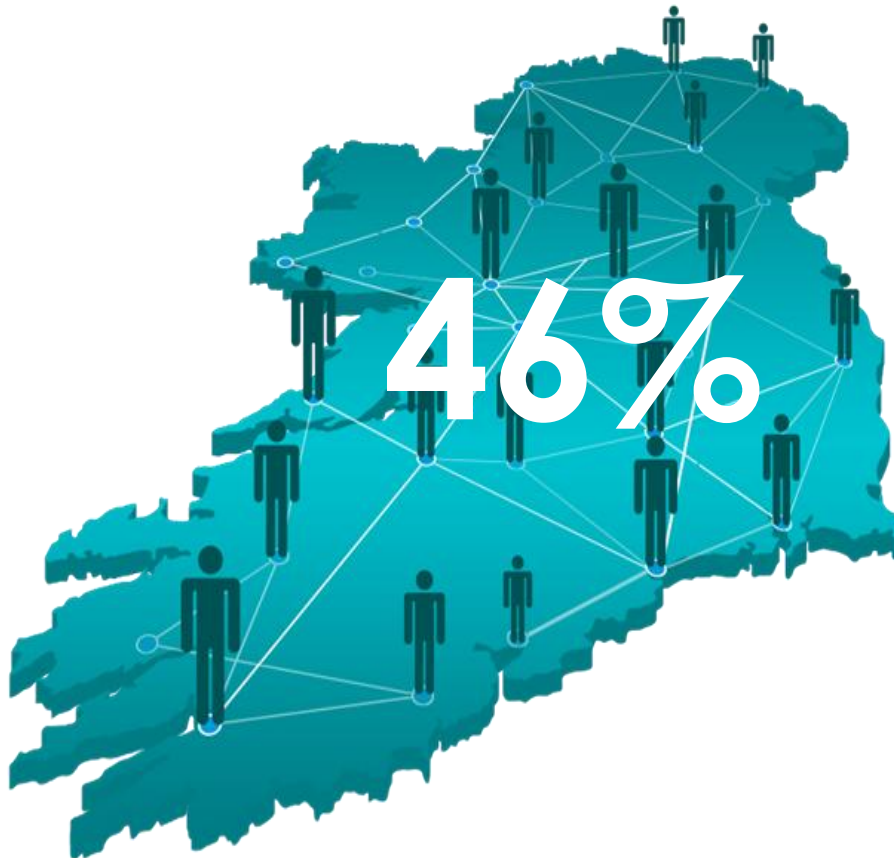




Digital Audience Report

November 2017

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





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

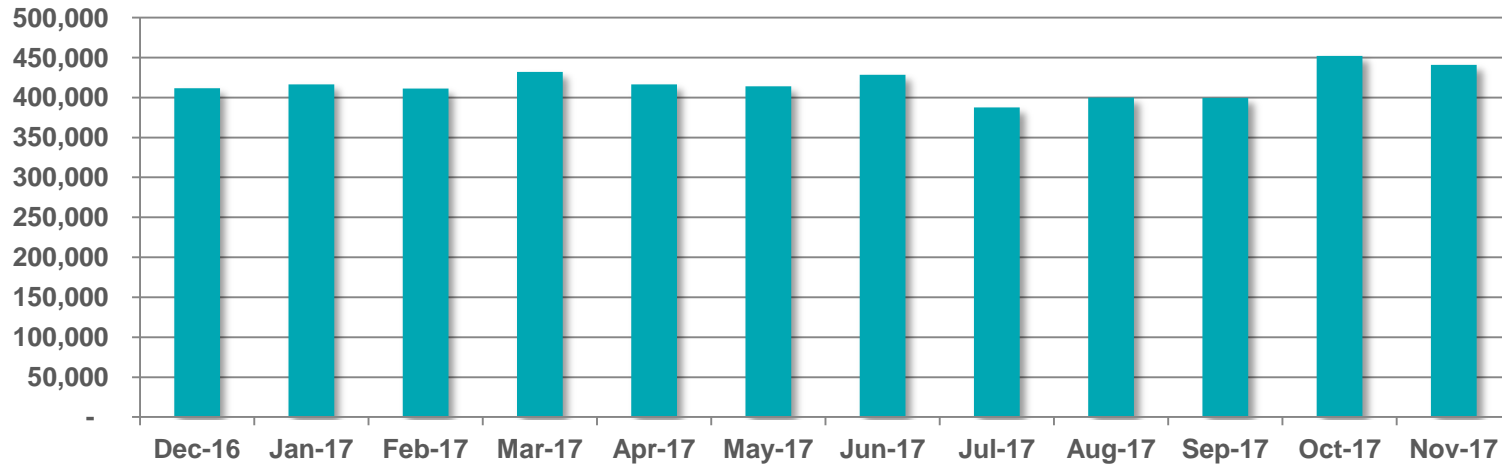


News Now App

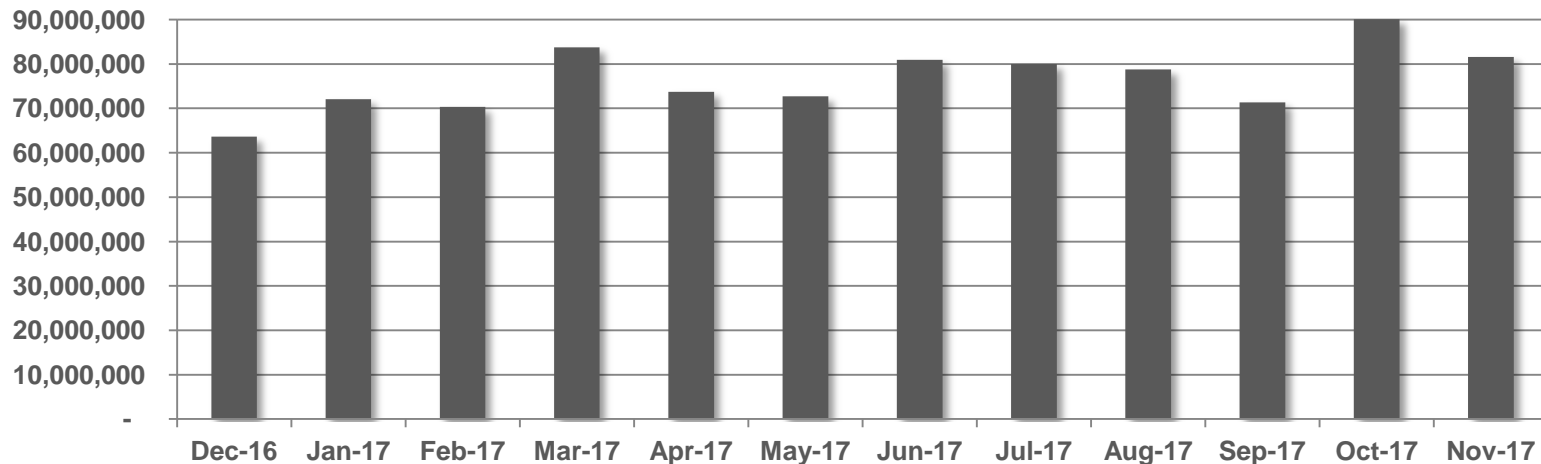


News Now App
downloads

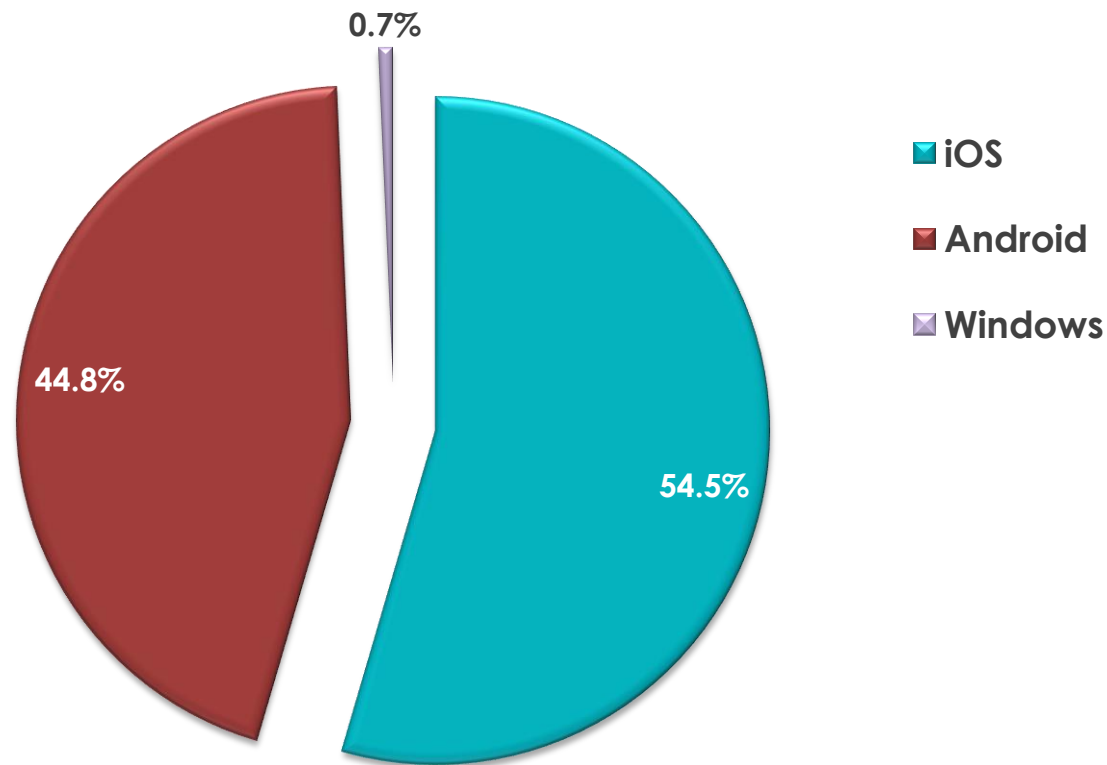
Unique Browsers per Month

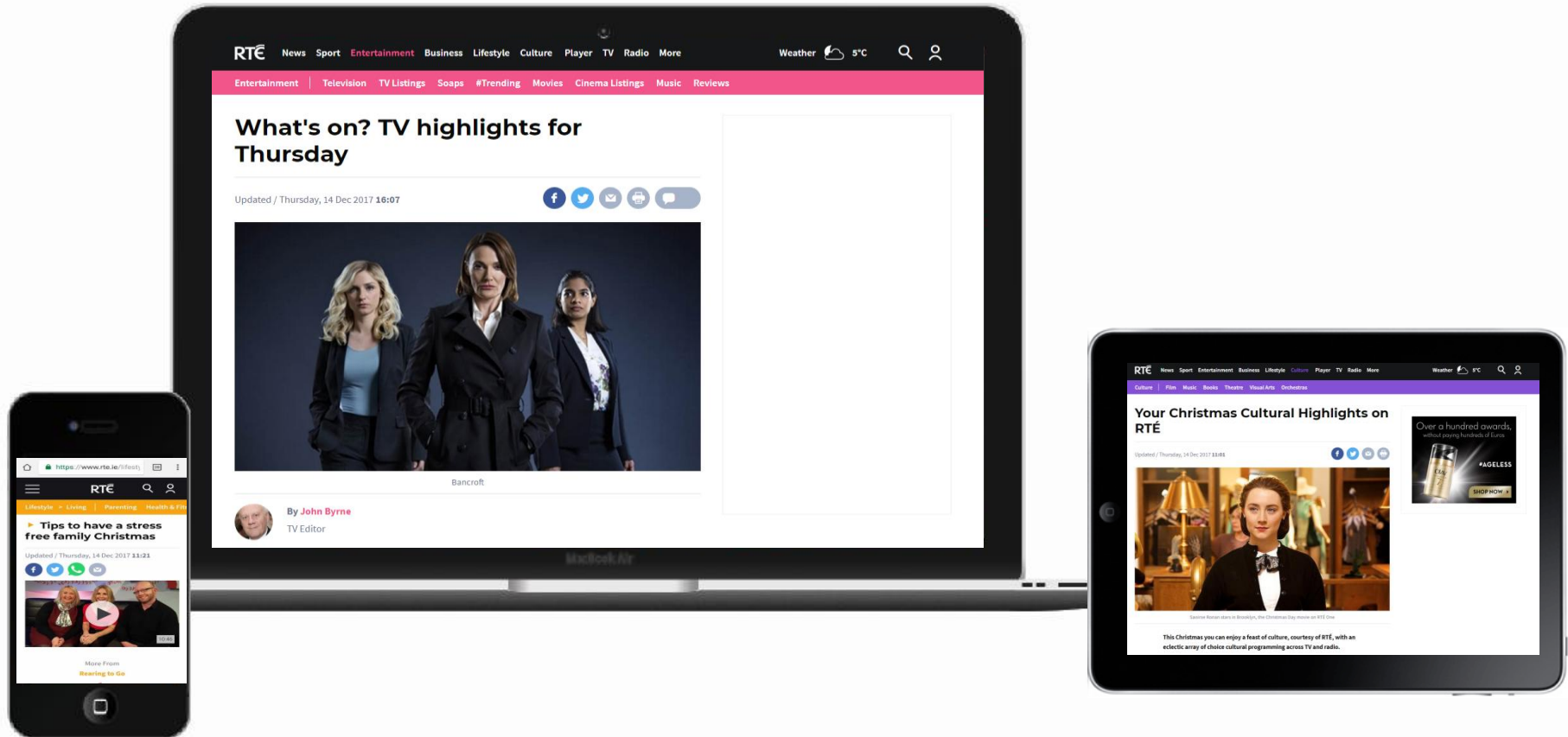


Page Views per Month



Page Views per App Version – November 2017





**RTÉ.ie is the Number 1 multi-media website in Ireland
with 1.2m Irish users and 5.3m unique browsers in the past month**



**No.1 Multi-media
Website**



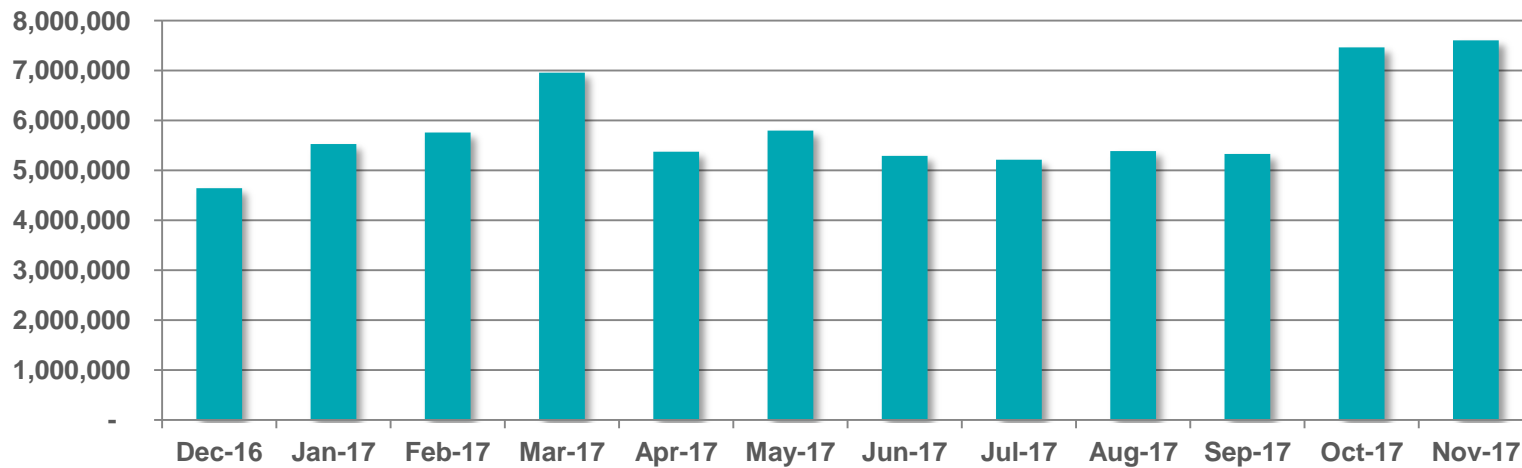
**The average visit on RTÉ.ie
is longer than Irish Times,
Independent and The Journal**

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)

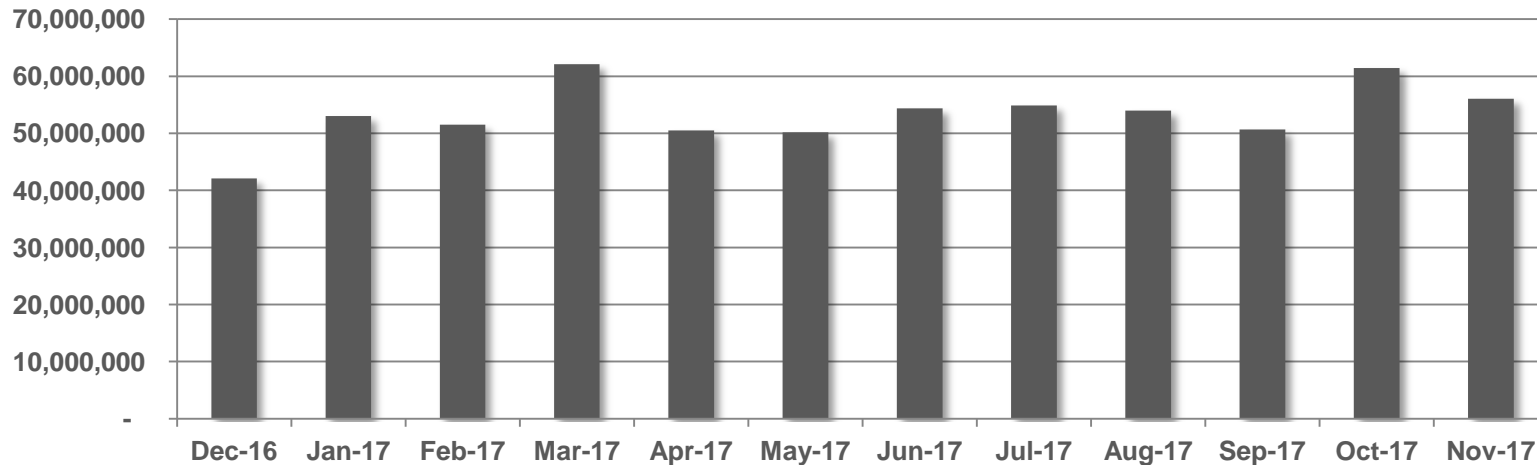


**Monthly Unique
Browsers**

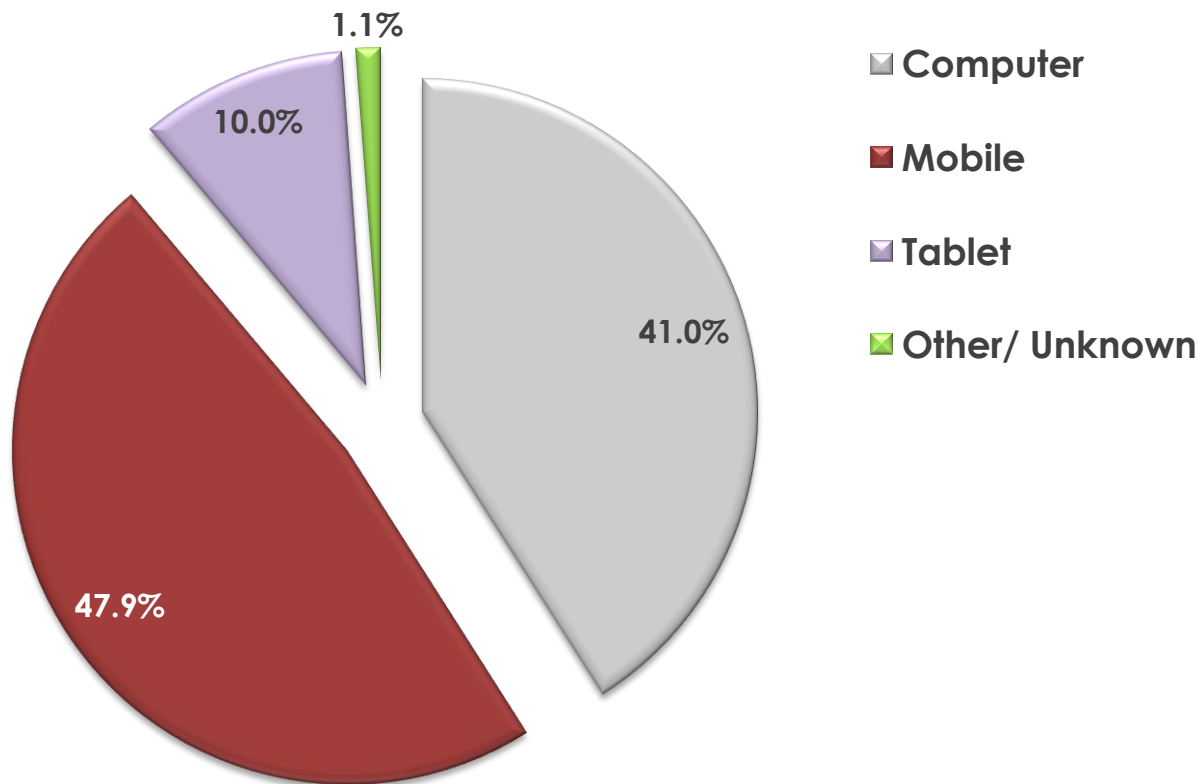
Unique Browsers per Month

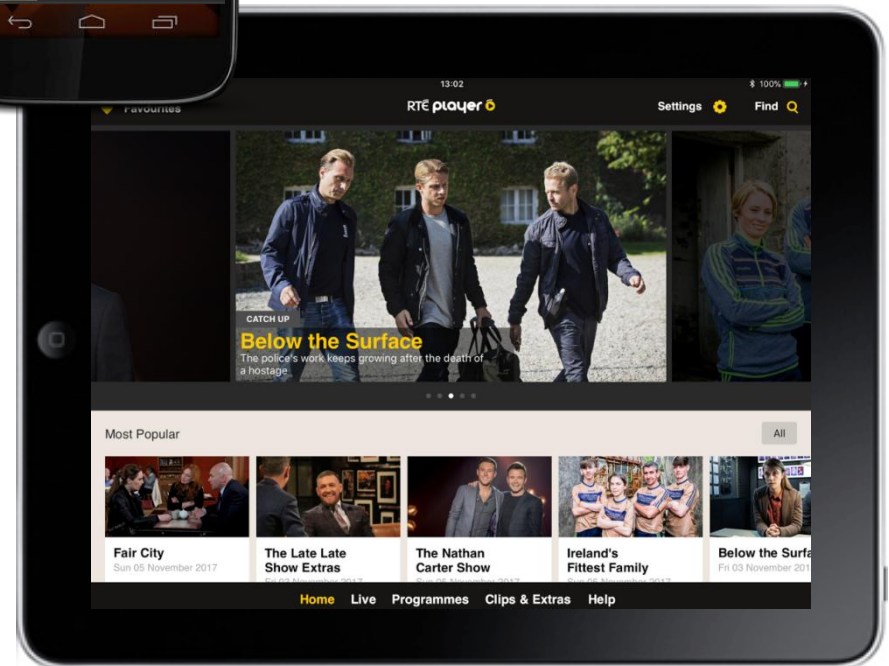
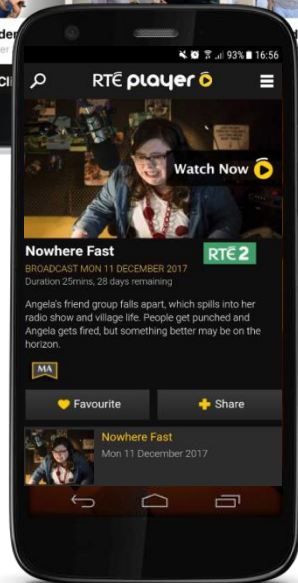
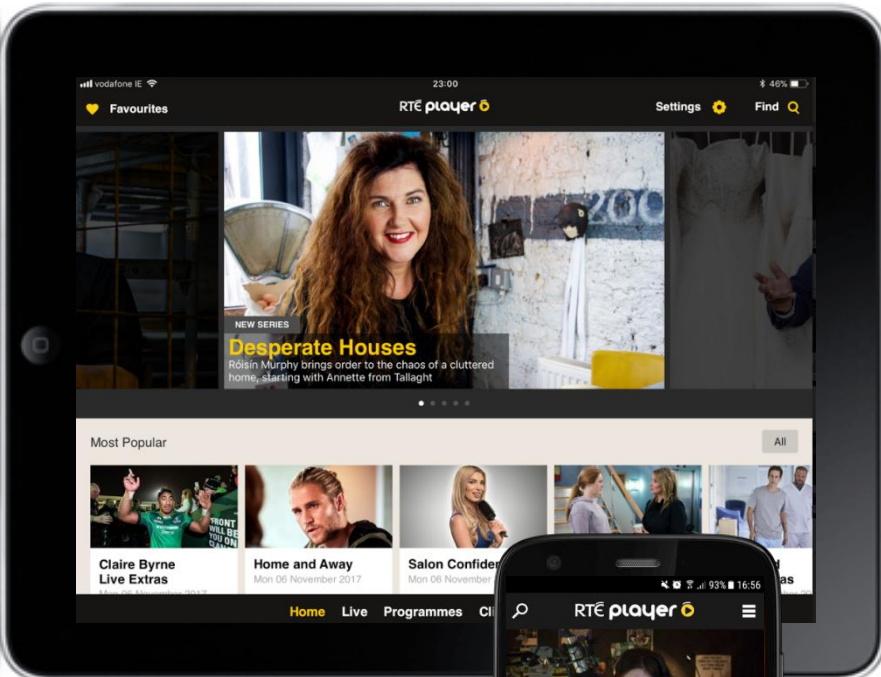


Page Views per Month



Page Views per Device – November 2017





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



RTÉ Player App
downloads



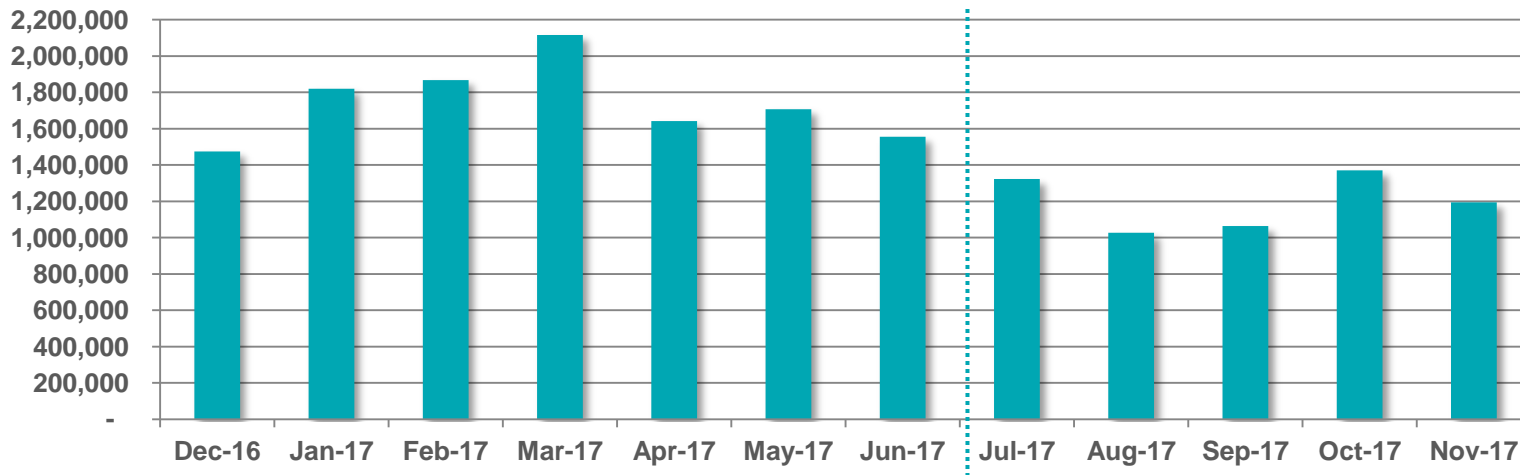
Ireland's No.1 VOD service



Total Streams
Per Month

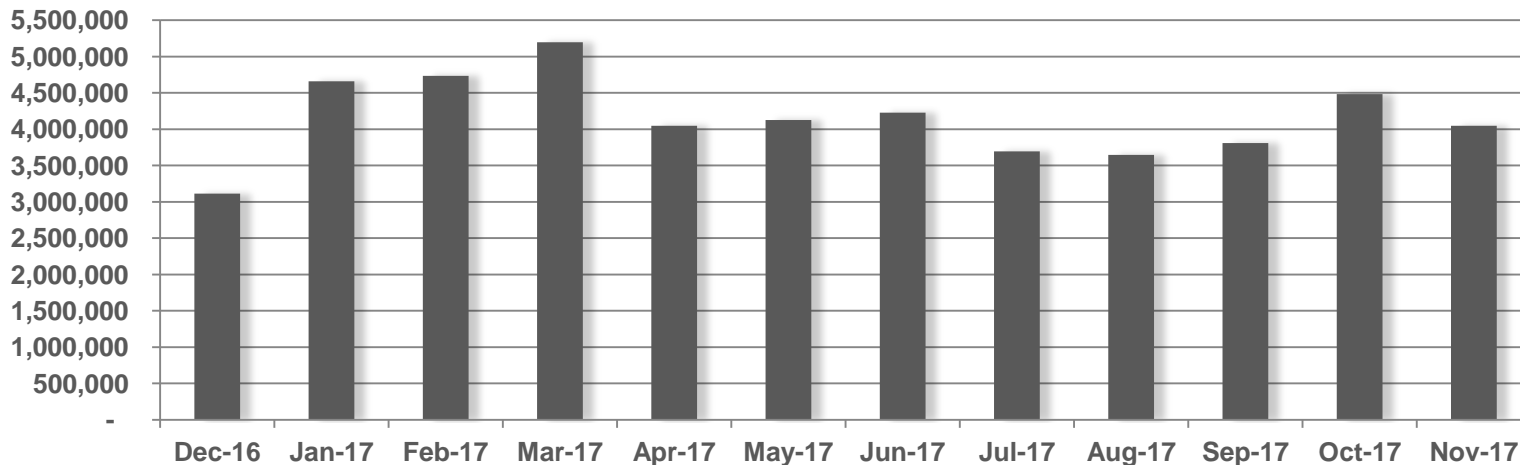


Unique Browsers per Month



N.B. A more accurate measure of browsers has been available since July 2017

Streams per Month

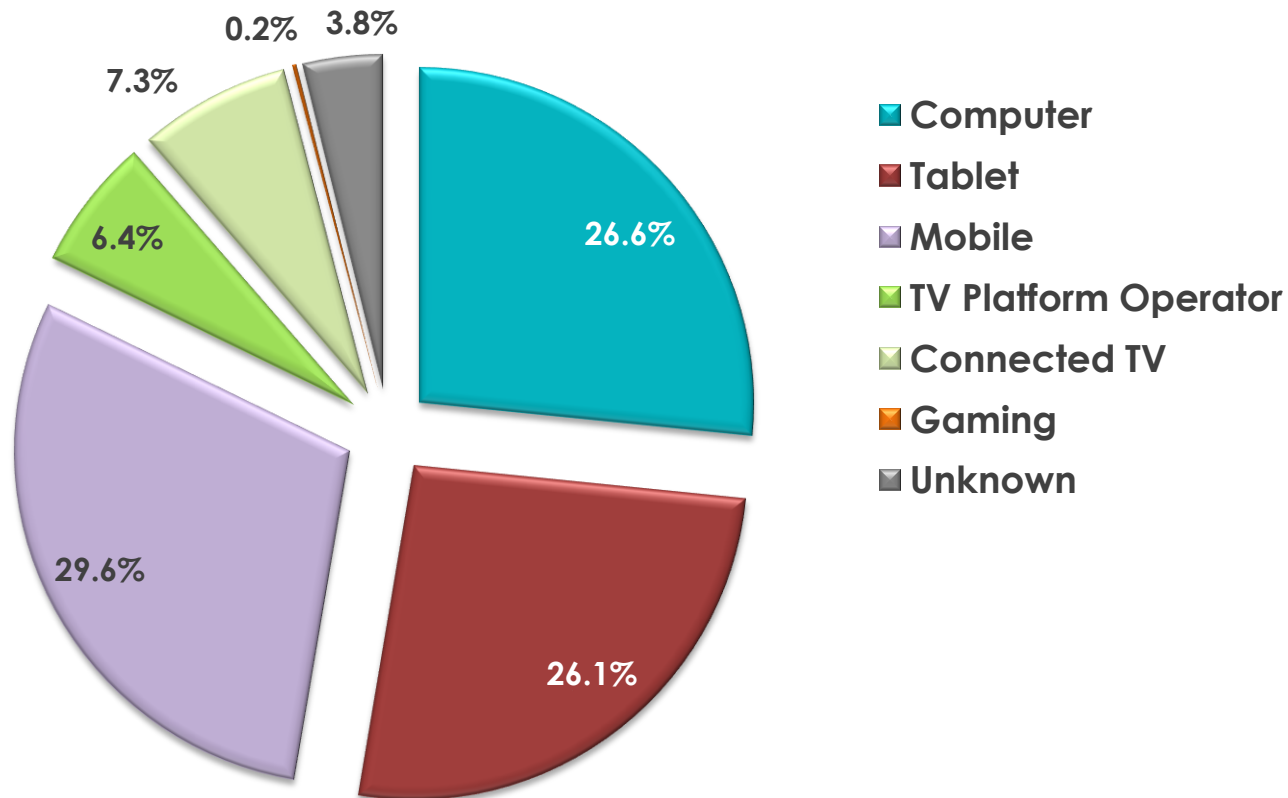


Source: comScore Dax
(Unique Browsers
excluding Virgin Media/
Sky. Streams exc .Sky)

Top Programmes in November 2017

	Programme	Streams
1	Home and Away	420,000
2	Fair City	383,000
3	EastEnders	337,000
4	European Qualifiers	201,000
5	The Late Late Show Extras	174,000
6	Neighbours	148,000
7	Guinness Series Live	119,000
8	The Late Late Show	116,000
9	RTÉ News: Nine O'Clock	97,000
10	RTÉ News: Six One	75,000
11	Mr. Mercedes	73,000
12	Fair City Extras	56,000
13	Say Yes To The Dress Ireland	53,000
14	Shortland Street	52,000
15	Latest News and Weather	51,000
16	Prime Time	50,000
17	Home and Away Extras	49,000
18	Today with Maura and Daithi	43,000
19	Nowhere Fast	42,000
20	Ireland's Fittest Family	42,000

Streams by Device – November 2017



Audience Targeting



AUDIENCE	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		
Male 18-34							
Female 18-34		X	X		X		
Main Shopper + kids	X	X		X		X	X

AUDIENCE	Operation Transformation	News	Dancing with the Stars	The Today Show	Striking Out	Allianz League (GAA)
Male		X				X
Female	X		X	X	X	
Male 18-34						X
Female 18-34	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 1.25m adults in Ireland**

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Email: rtedigitalsales@rte.ie

Website: www.rte.ie/mediasales/digital