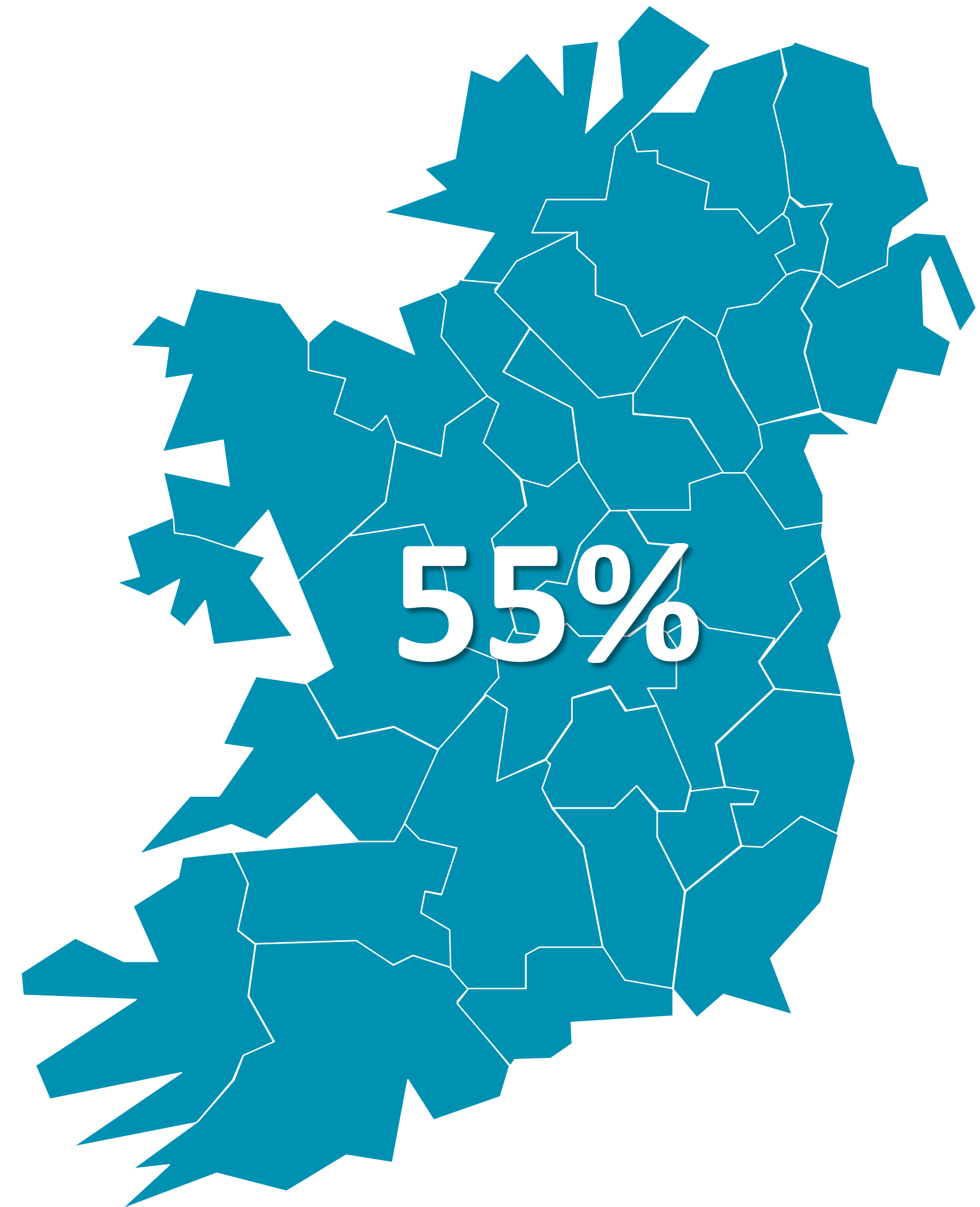




RTÉ Media Sales
Digital Audience Report
November 2020

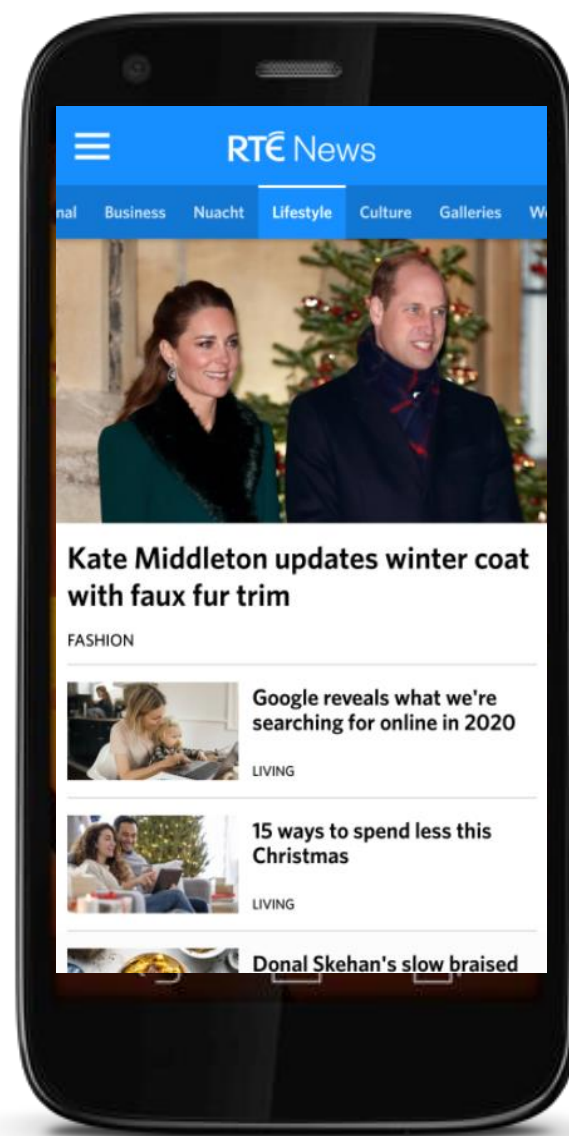
DIGITAL SERVICE USAGE

55% of Irish adults use a digital service from RTÉ every week



RTÉ News

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



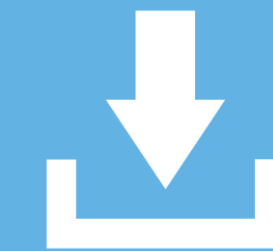
N^o. 1

News App



2.8m

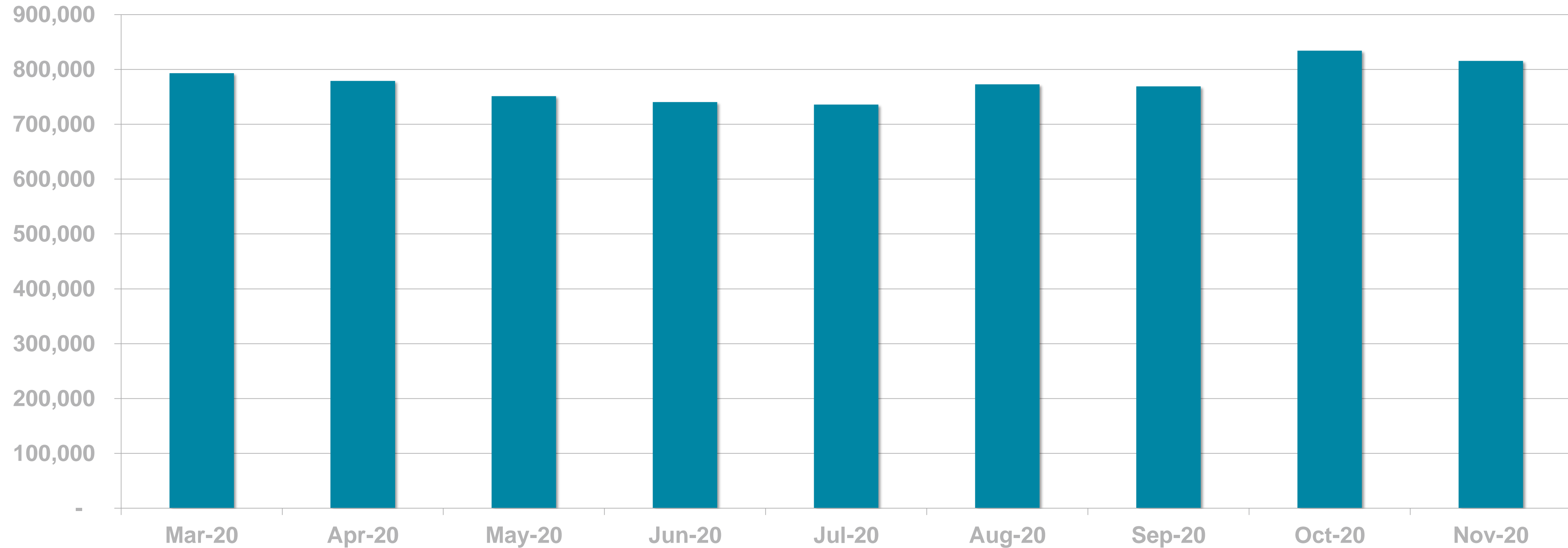
App Downloads



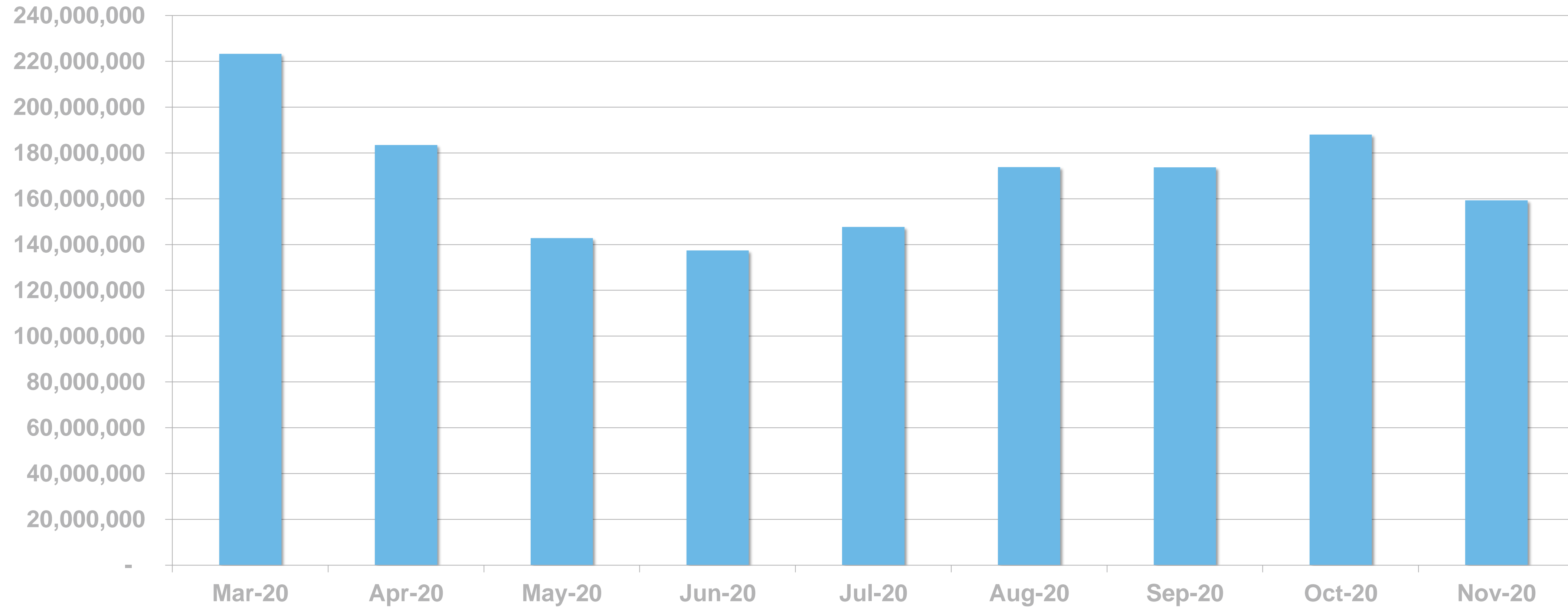
News Apps Ever Used – November 2019 (Adults 18+)



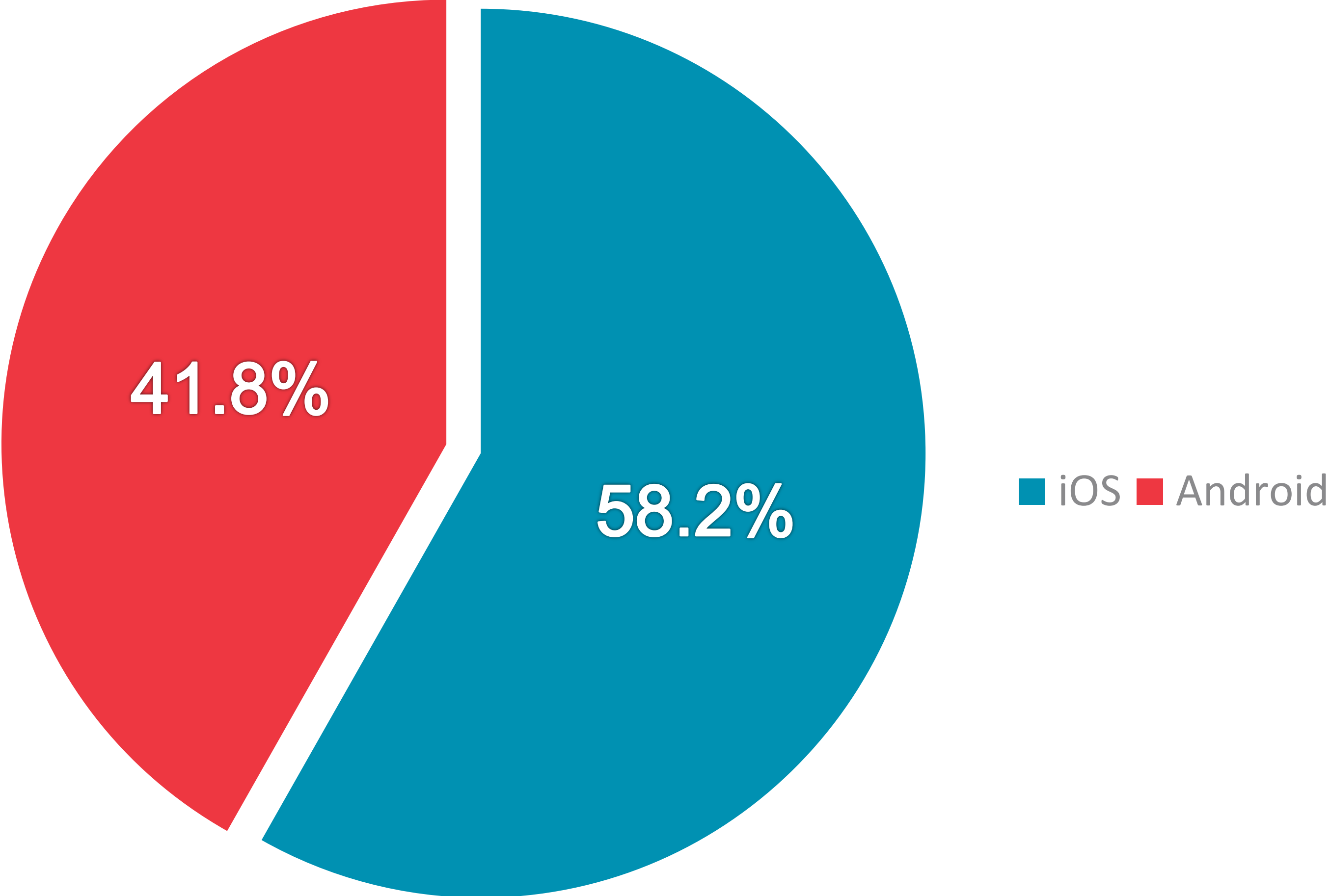
RTÉ News Now UNIQUE BROWSERS PER MONTH



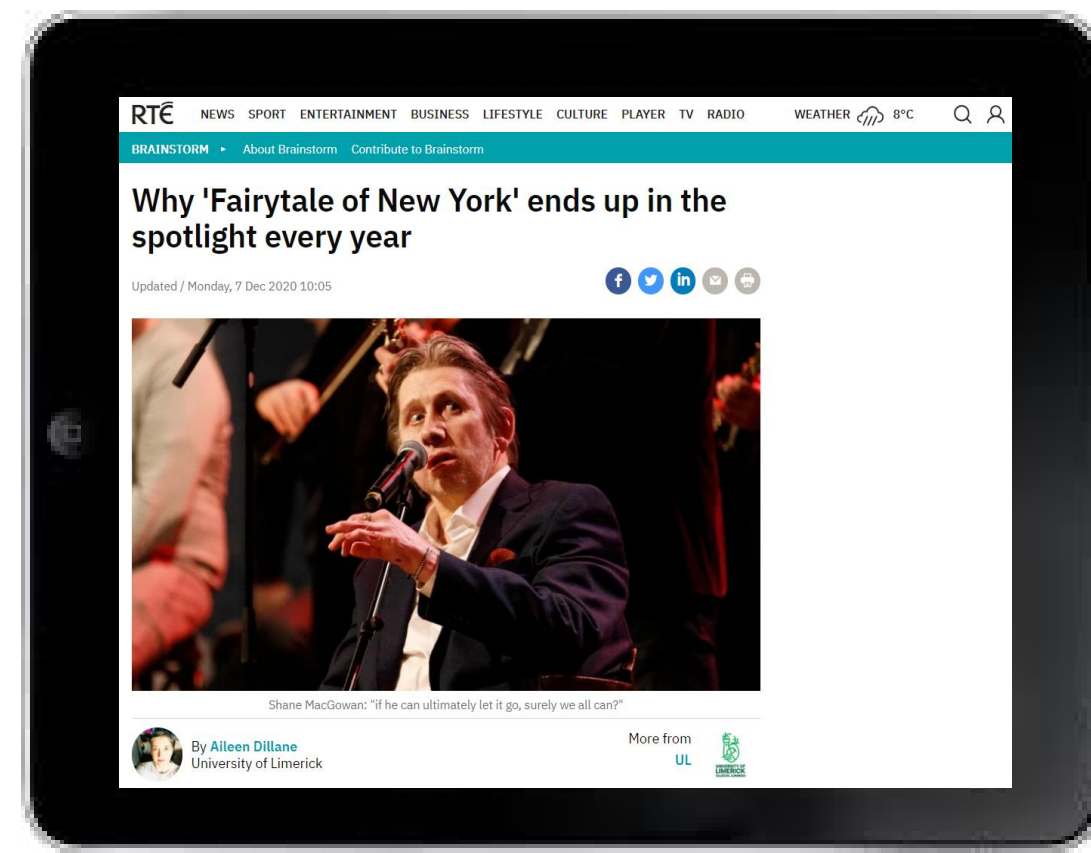
RTÉ News Now PAGE VIEWS PER MONTH



PAGE VIEWS PER APP VERSION



RTÉ.ie



Ireland's No. 1
Multi-Media
Website



7 mins
Average visit



13 million
Monthly Unique
Browsers*



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

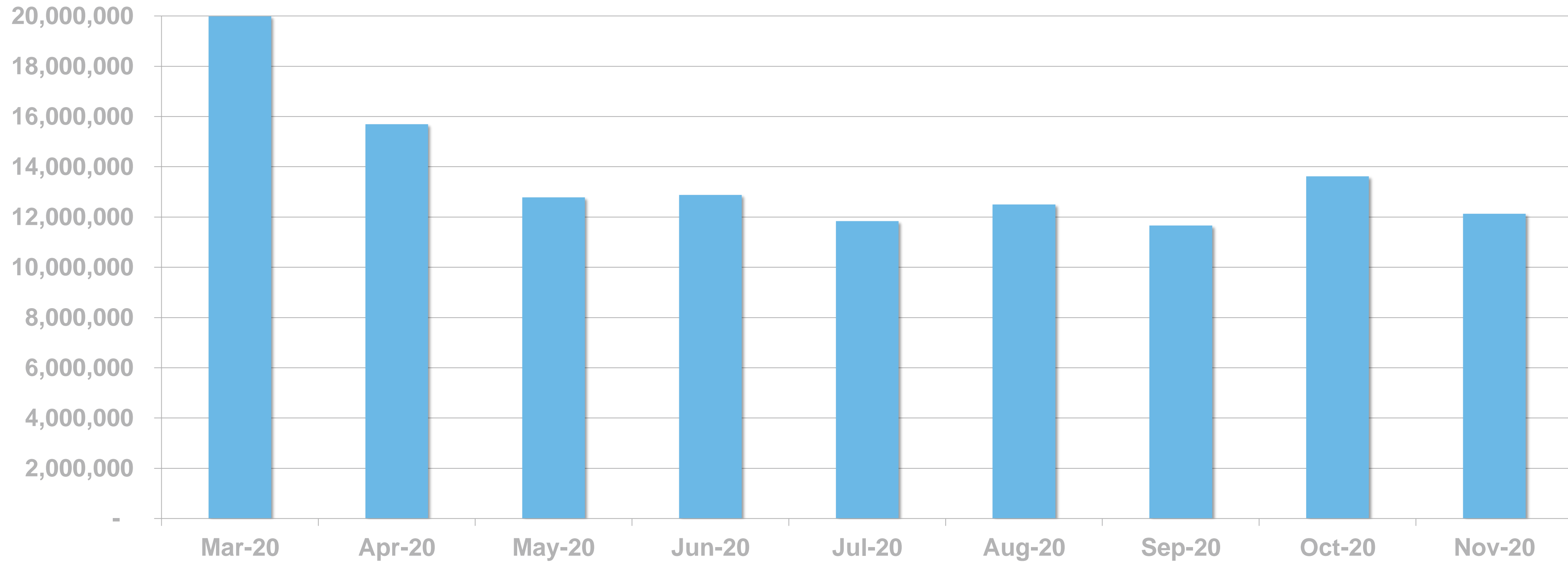
News & Entertainment Websites Ever Used November 2019 (Adults 18+)



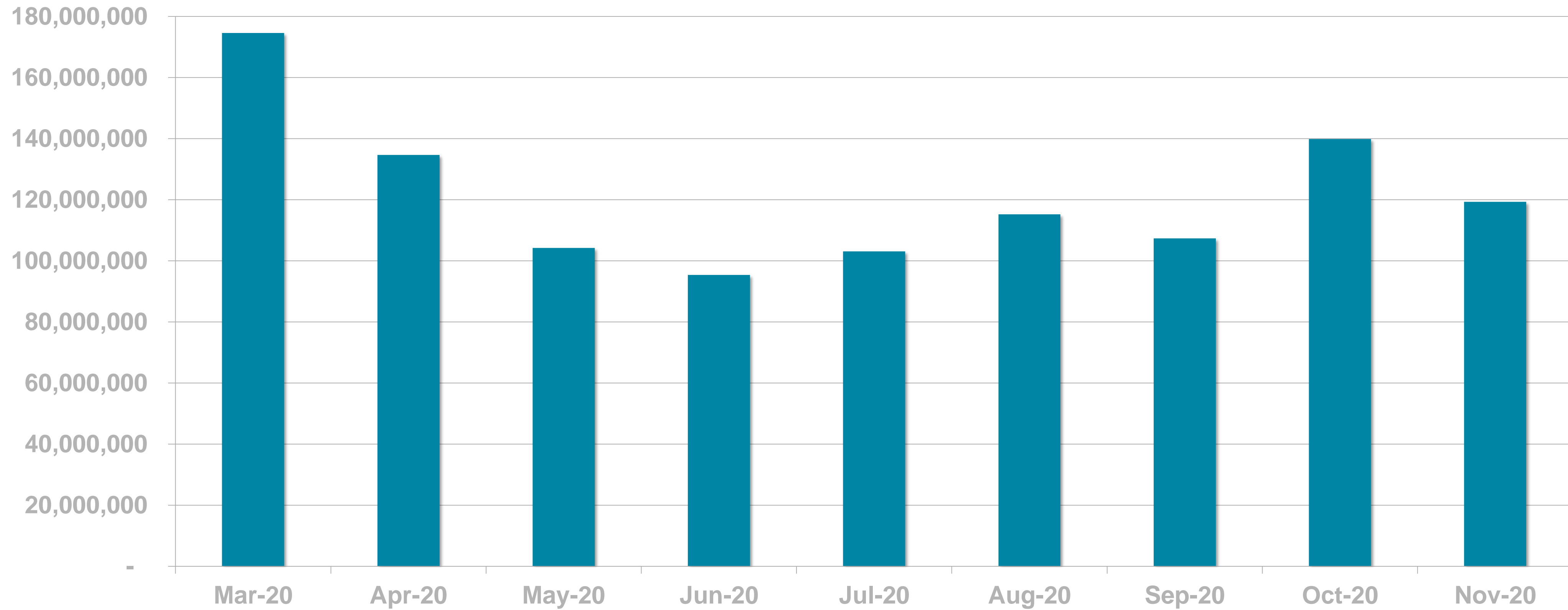
RTÉ Media Sales

Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)
*Worldwide, Device-based metric

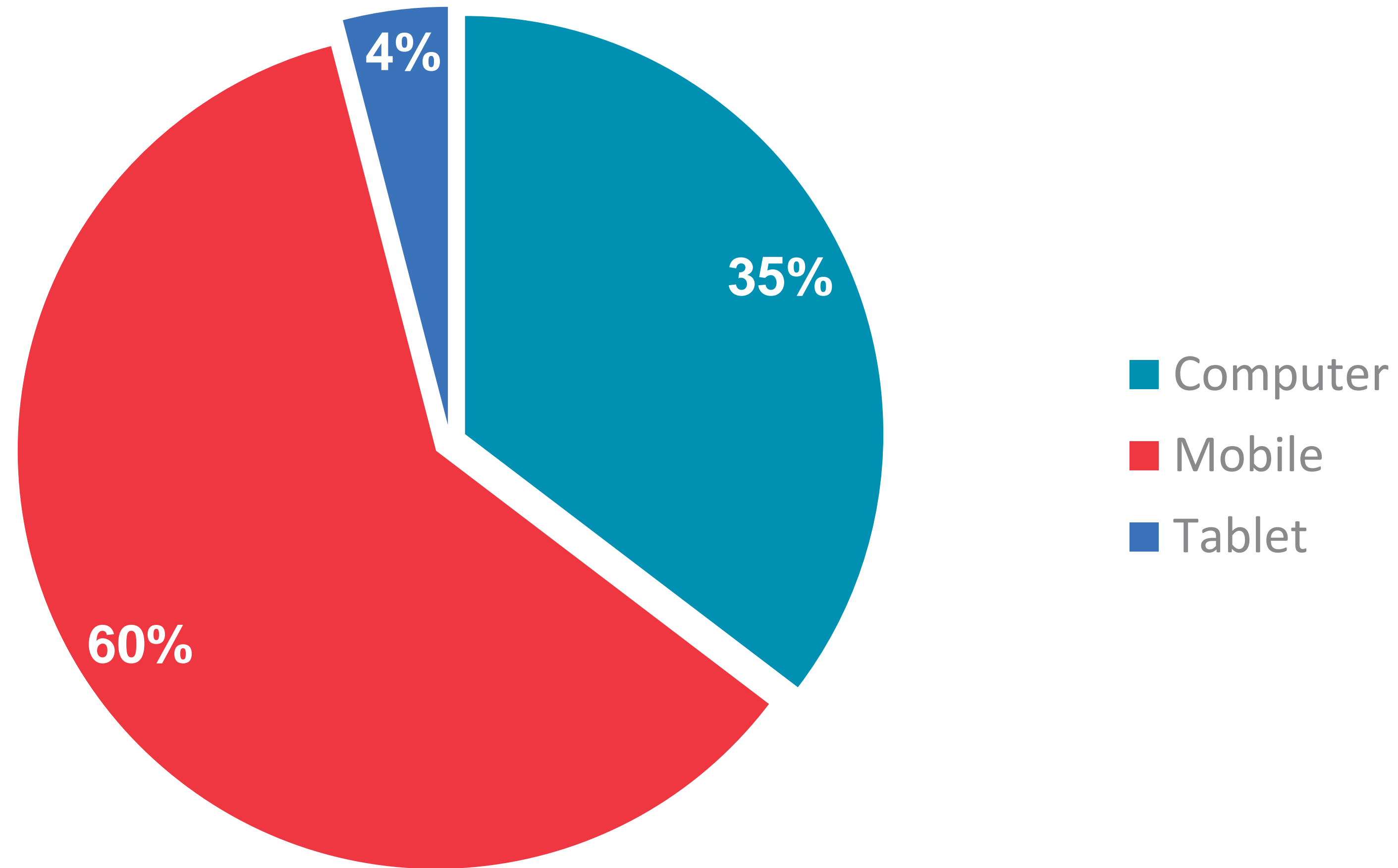
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH

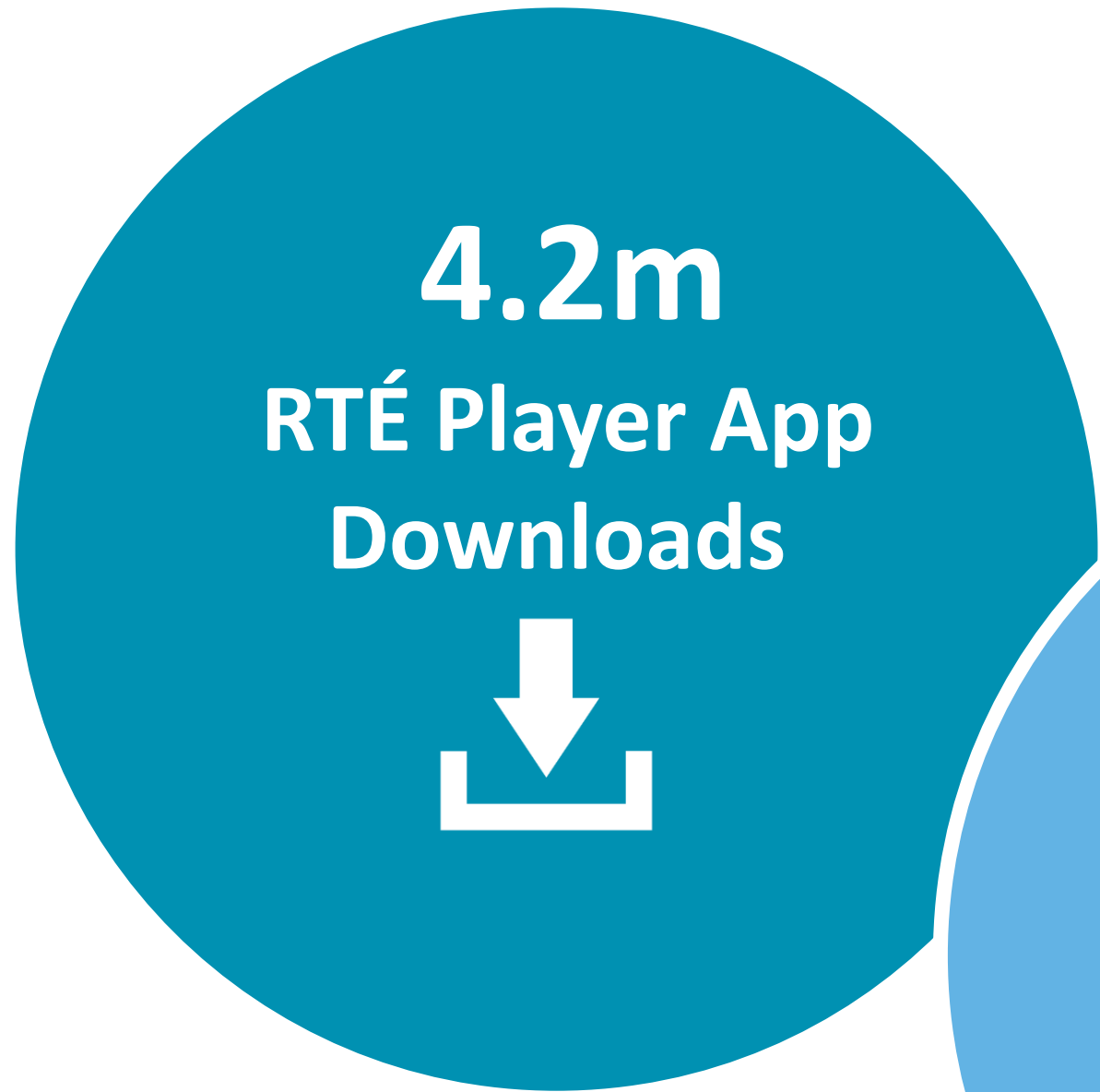


RTÉ.ie PAGE VIEWS PER DEVICE

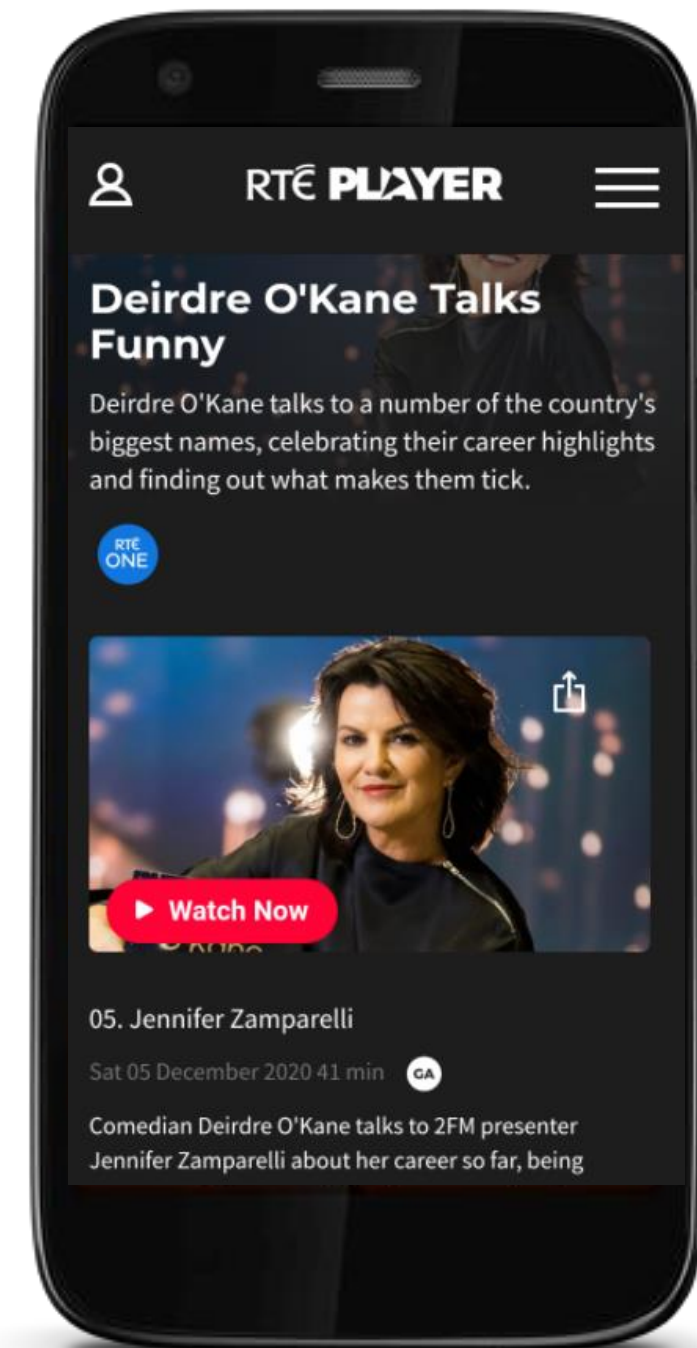
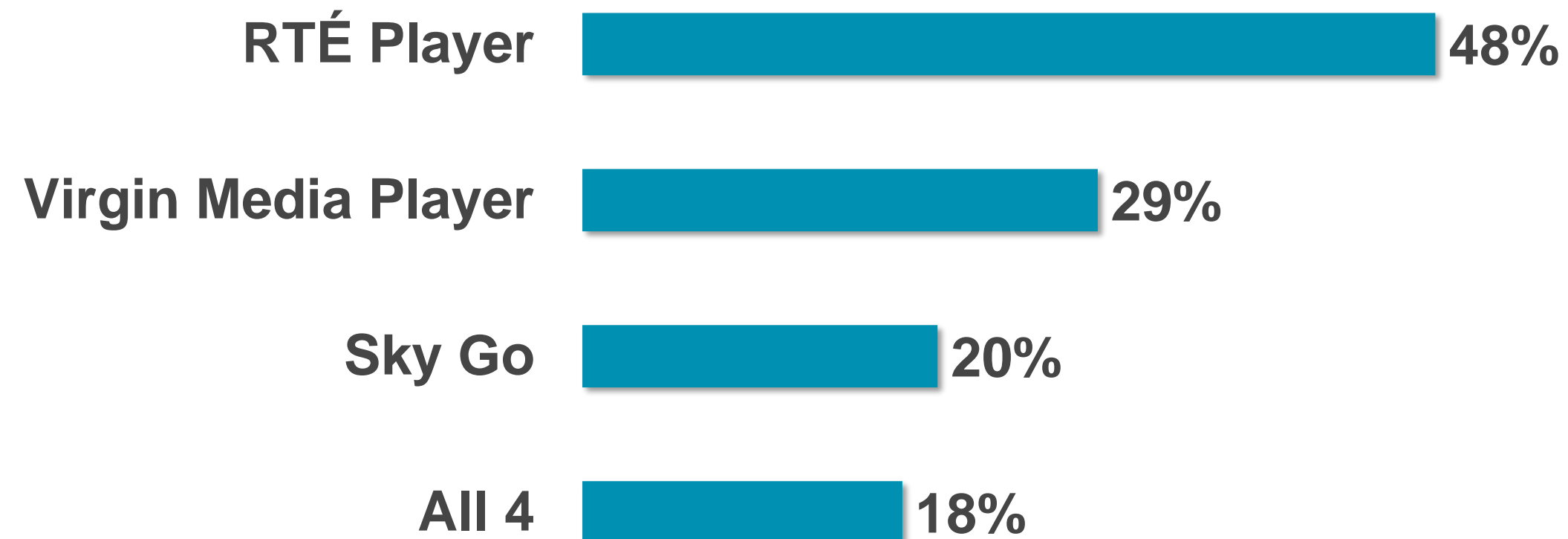




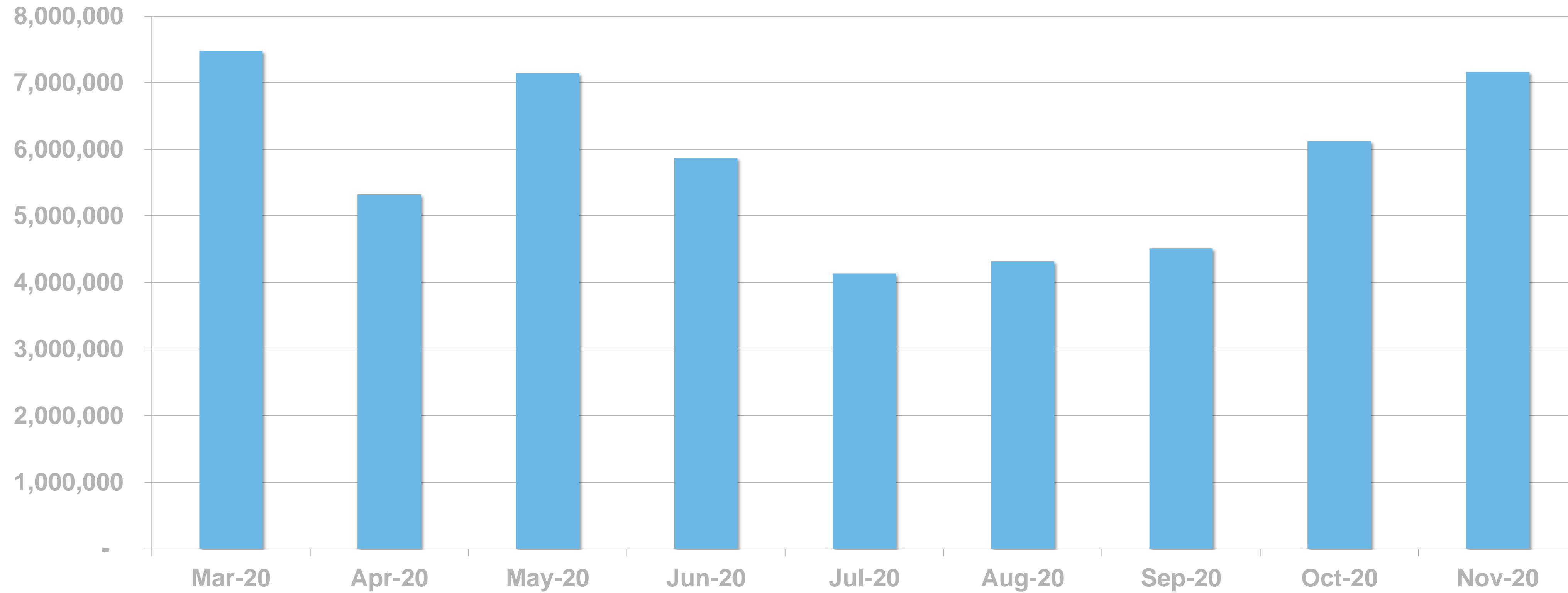
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



BVOD Services Ever Used
November 2019 (Adults 18+)



RTÉ PLAYER STREAMS PER MONTH



Top Programmes

	Programme	Streams
1	The Late Late Toy Show 2020	526,000
2	The Sunday Game Live	399,000
3	RTÉ News: Nine O'clock	371,000
4	RTÉ News: Six One	335,000
5	Home and Away	296,000
6	EastEnders	268,000
7	Fair City	212,000
8	Love/Hate	210,000
9	The Saturday Game Live	183,000
10	Guinness Series Live	165,000
11	The Late Late Show	123,000
12	Toy Show 2020 Top Moments	119,000
13	Neighbours	116,000
14	The Late Late Toy Show Singalong	107,000
15	Today	99,000

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

RTE Media Sales



mediasales@rte.ie



www.rte.ie/mediasales