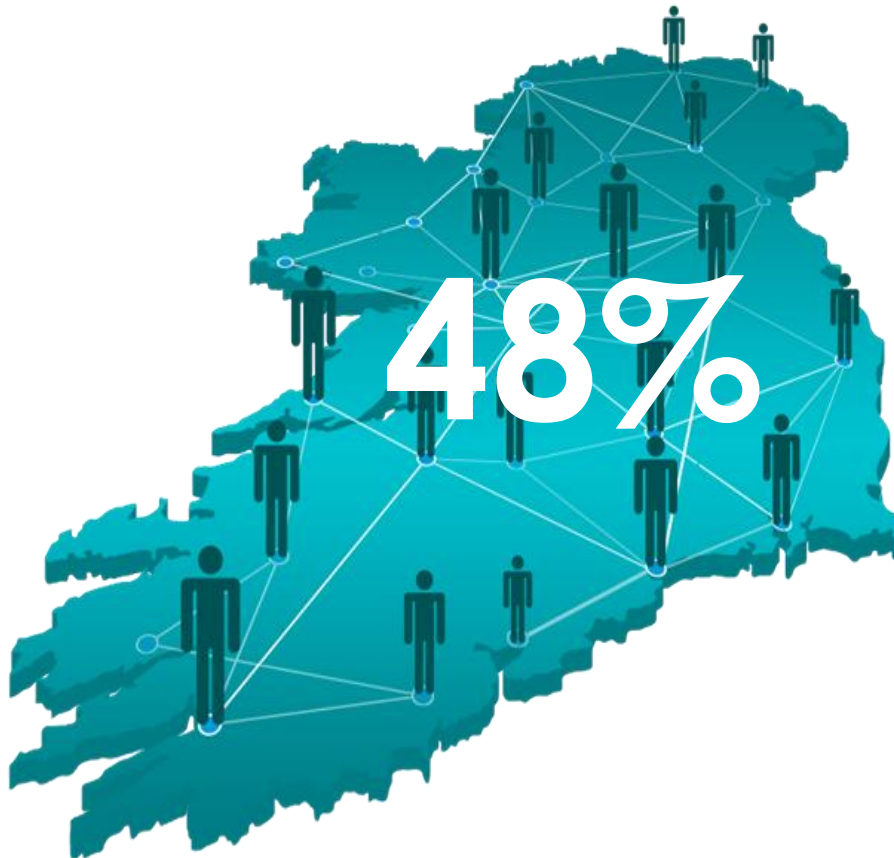




Digital Audience Report

October 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**

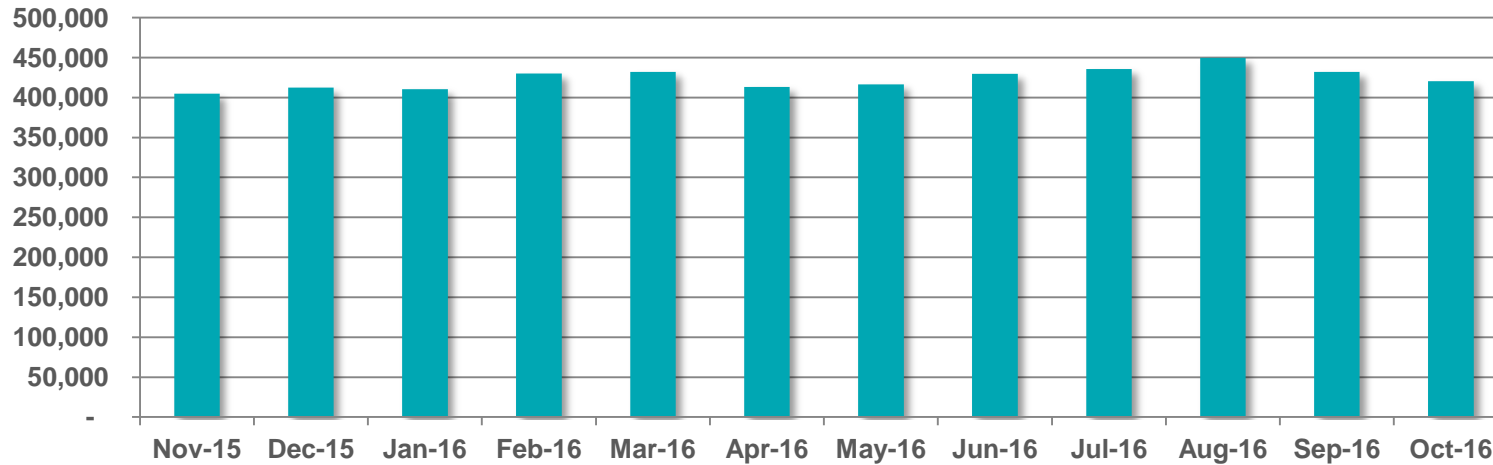


News Now App

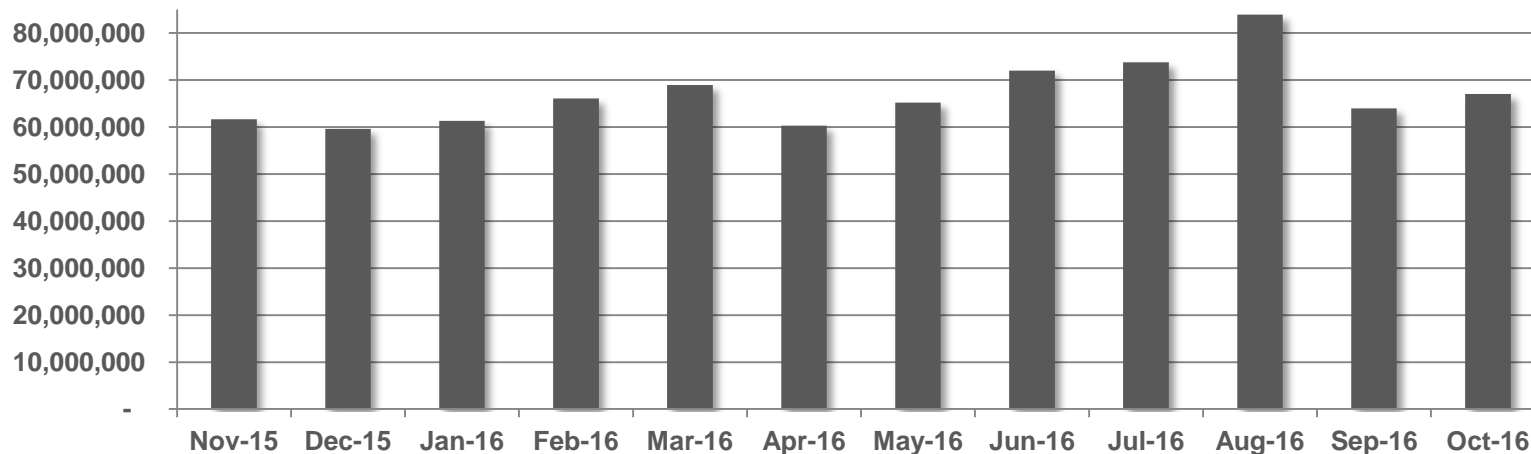


News Now App
downloads

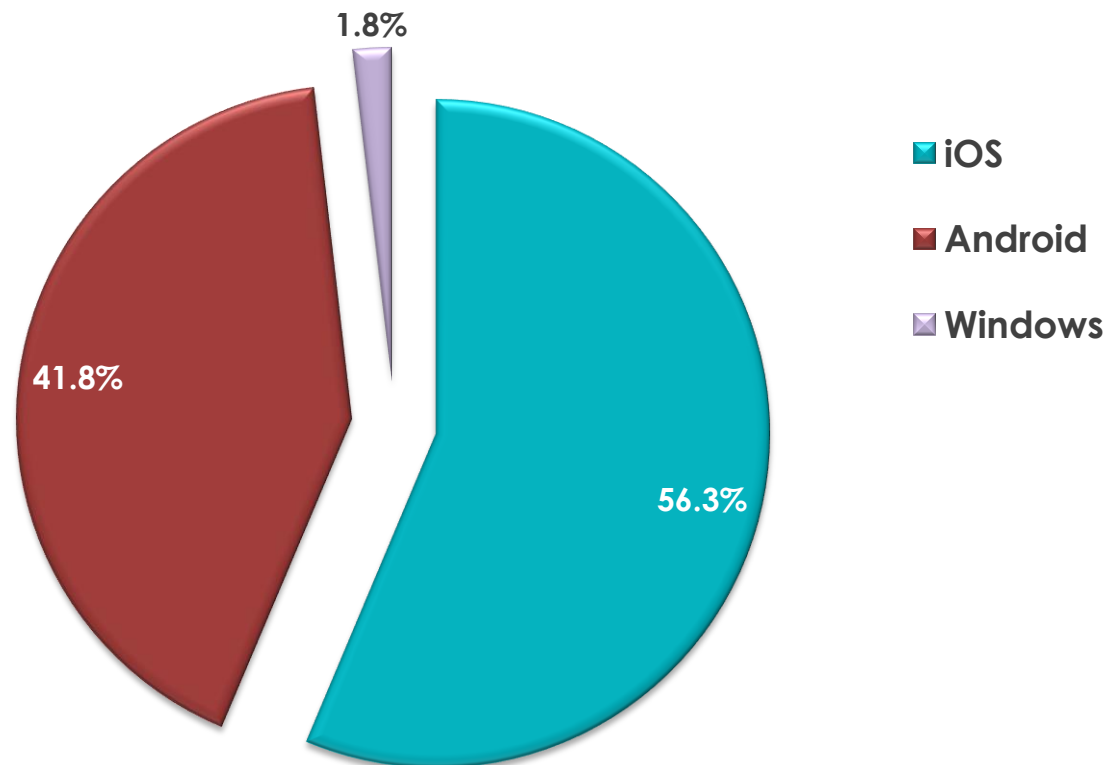
Unique Browsers per Month

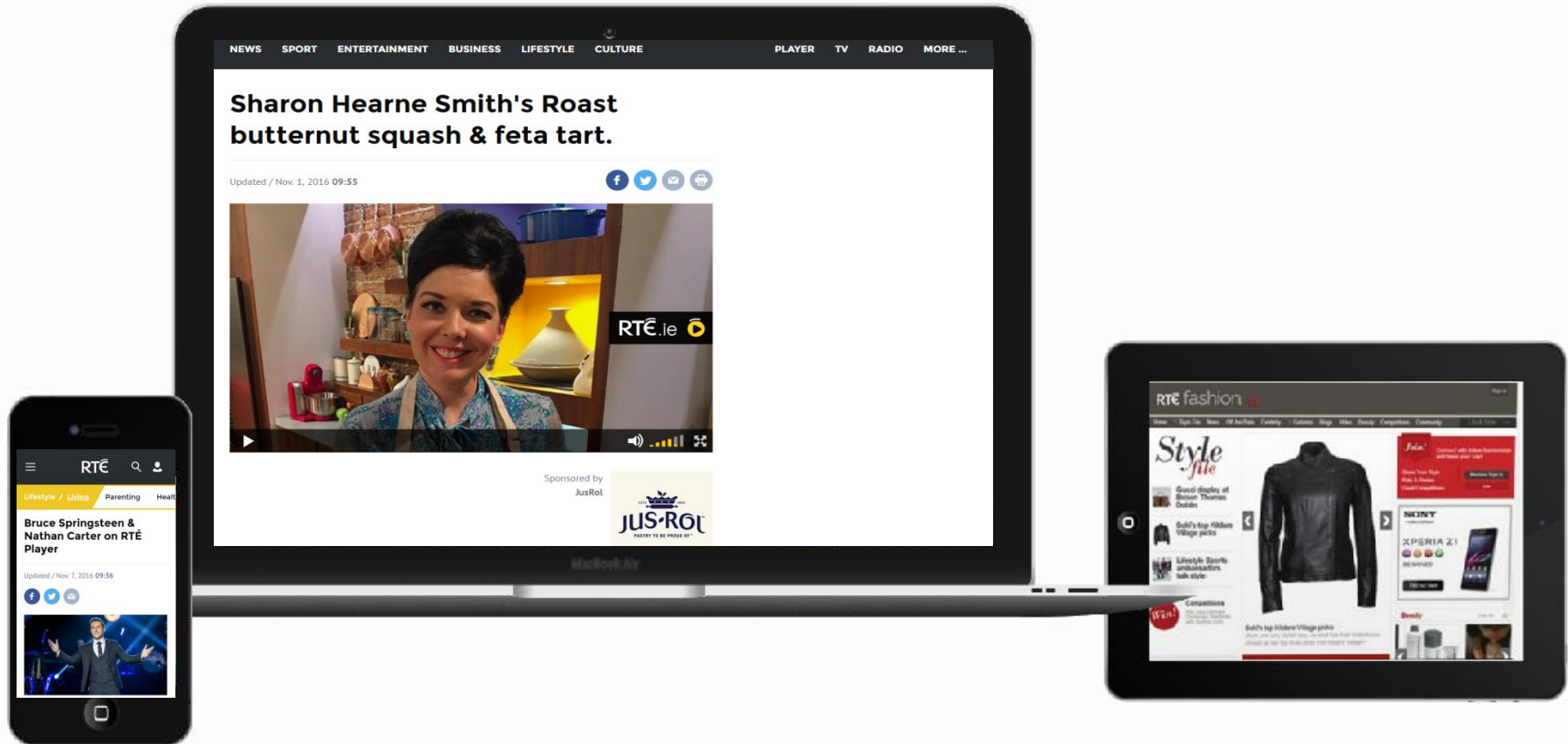


Page Views per Month



Page Views per App Version – October 2016





**RTE.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



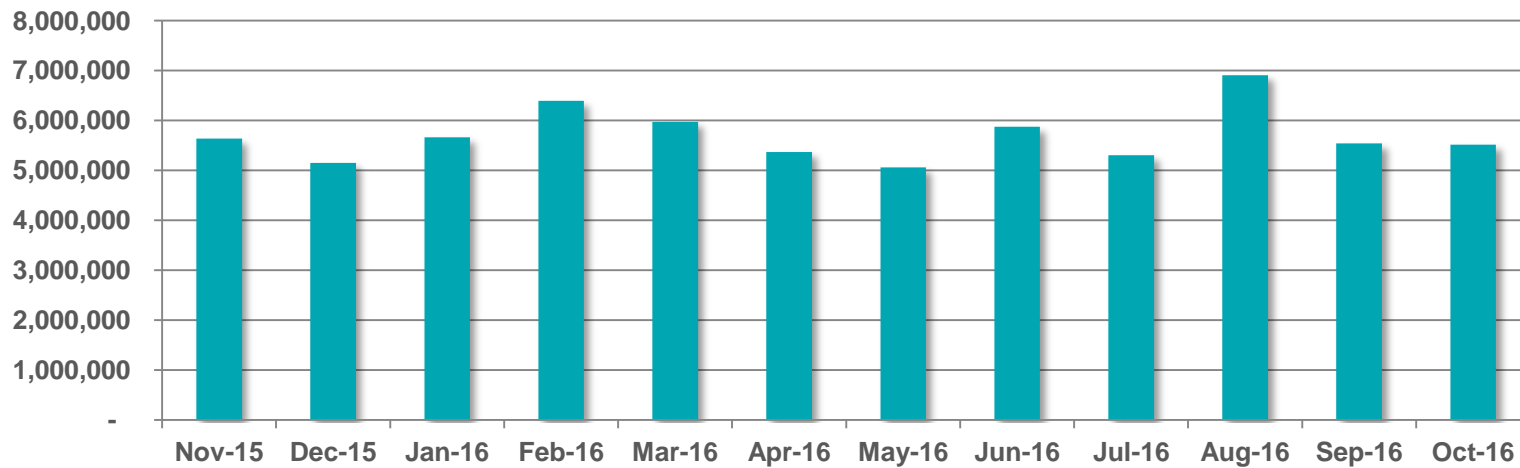
The average visit on RTE.ie
is longer than Irish Times,
Independent and The Journal

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 RTE.ie was 6 mins 15 secs in January 2016 (comscore DAX, 2016)

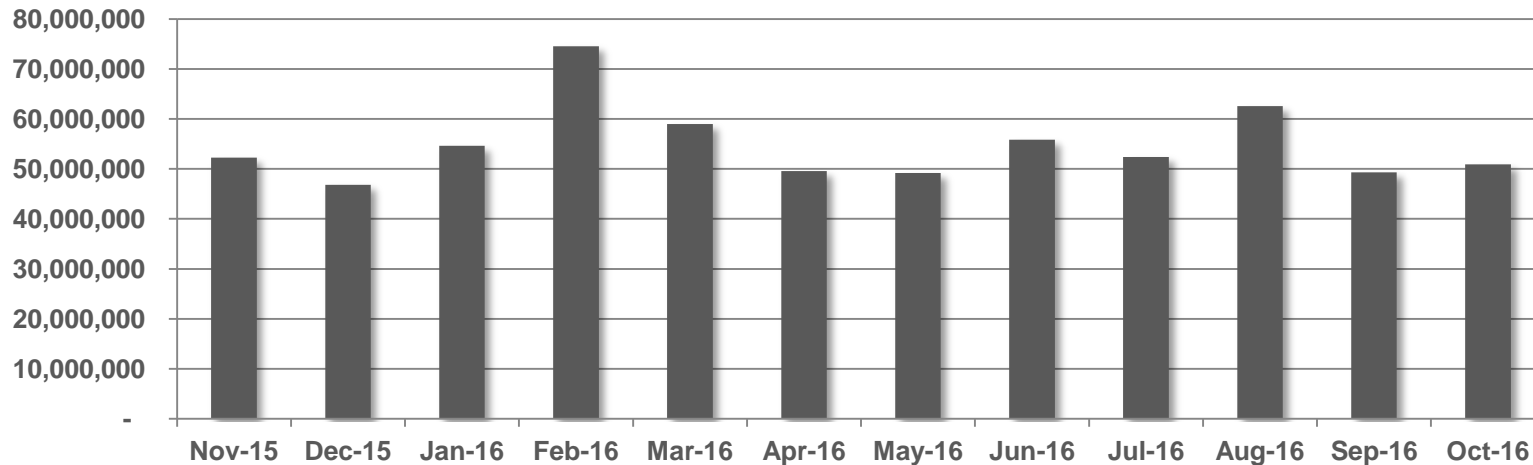


Monthly Unique
Browsers

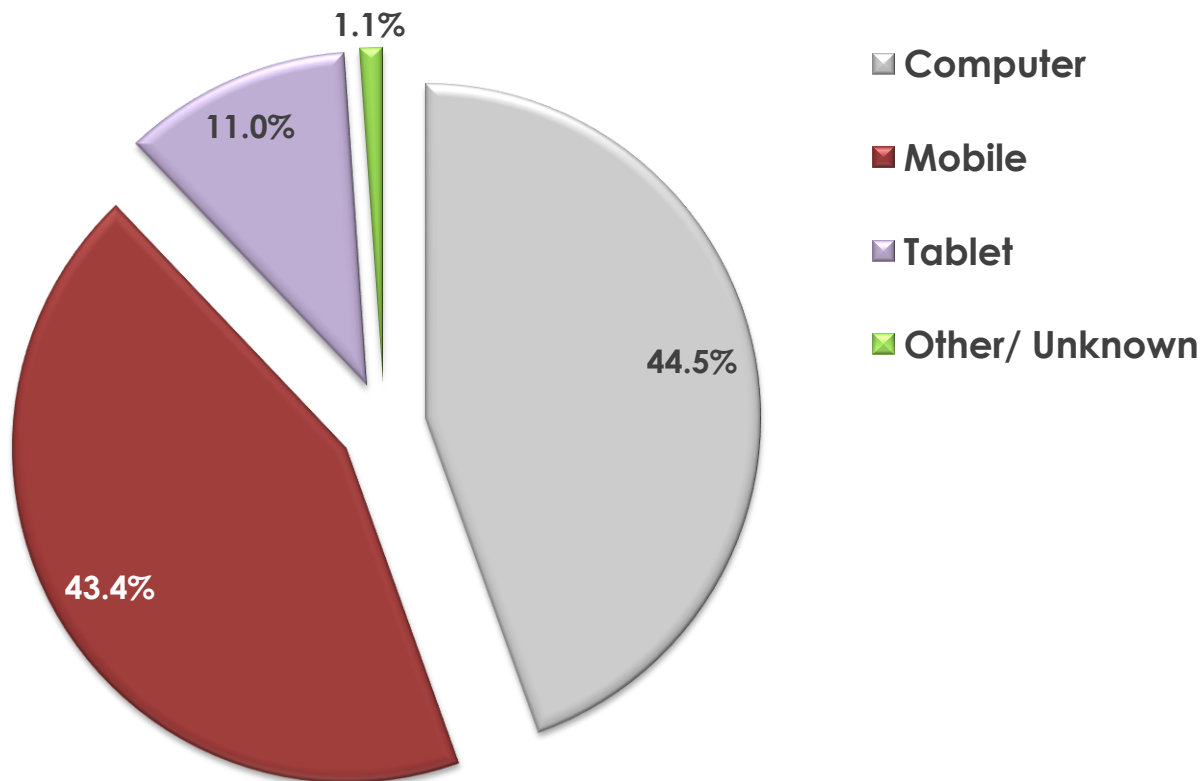
Unique Browsers per Month



Page Views per Month



Page Views per Device – October 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



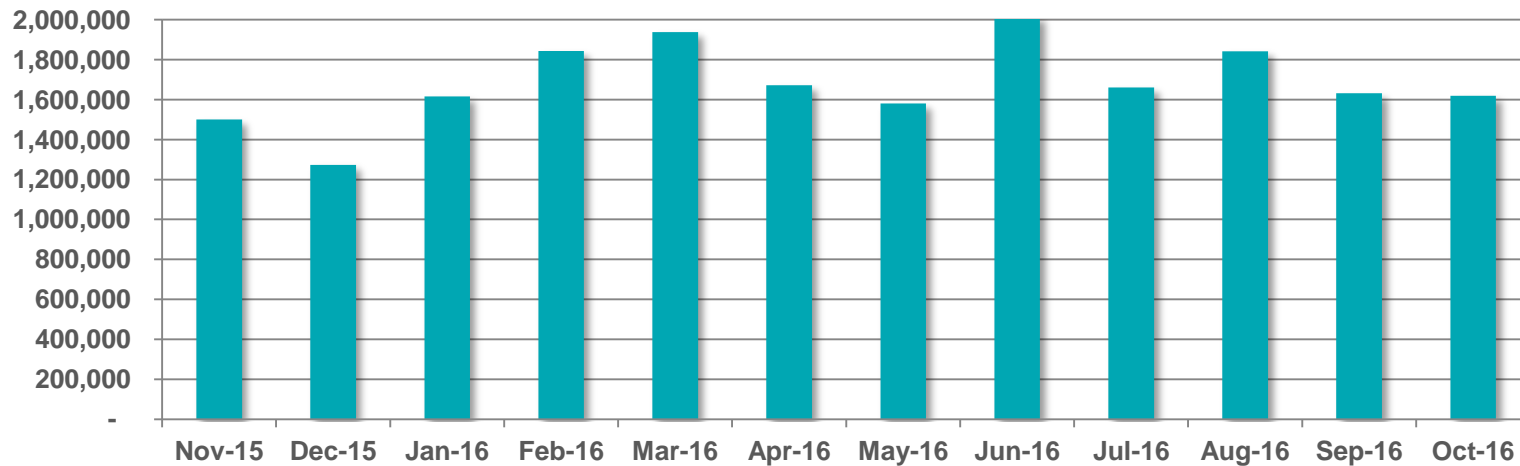
Ireland's No.1 VOD service



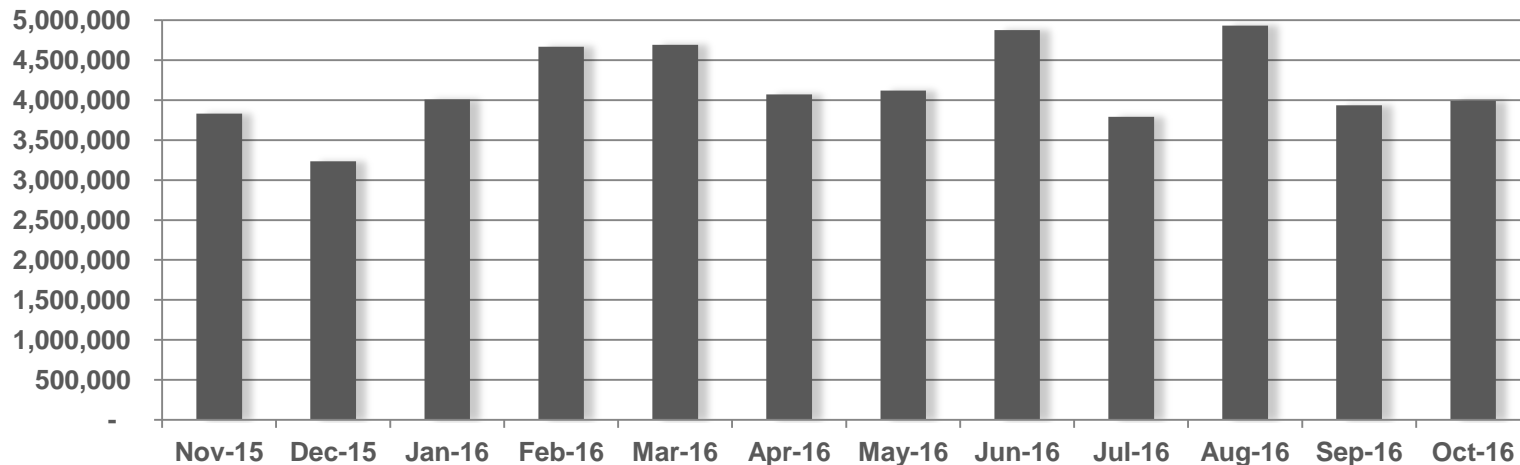
Total Streams
Per Month



Unique Browsers per Month



Streams per Month

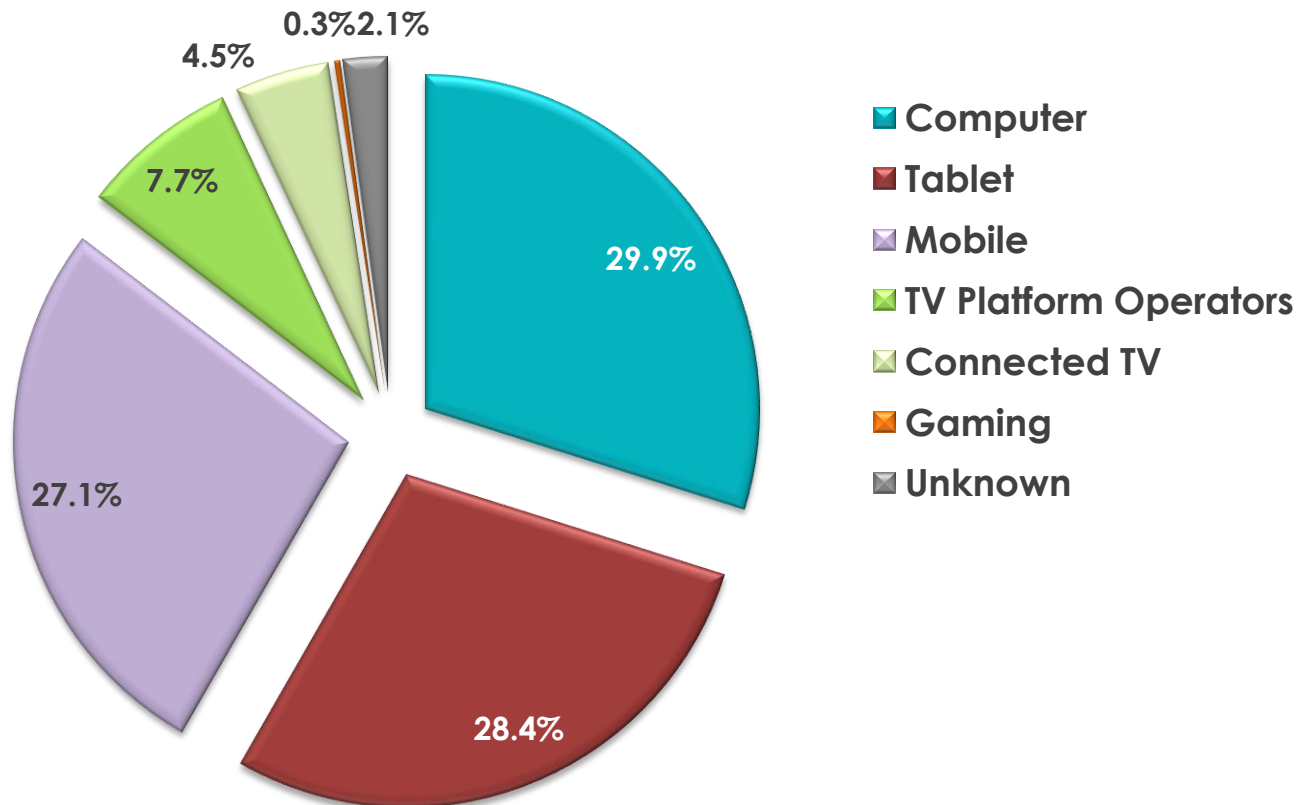


Source: comScore Dax
(Unique Browsers
excluding Virgin Media/
Sky. Streams exc .Sky)

Top Programmes in October 2016

	Programme	Streams
1	Fair City	473,000
2	Home and Away	457,000
3	EastEnders	325,000
4	The Fall	215,000
5	Neighbours	150,000
6	Can't Cope Won't Cope	124,000
7	The Late Late Show Extras	121,000
8	World Cup 2018 Qualifier	114,000
9	Nine News	113,000
10	The Late Late Show	100,000
11	The Saturday Game Live	95,000
12	Six One News	77,000
13	Shortland Street	48,000
14	Latest News and Weather	46,000
15	The Ray D'Arcy Show Extras	46,000
16	Today with Maura and Daithi	40,000
17	The Night Manager	37,000
18	Home and Away Extras	37,000
19	The Ray D'Arcy Show	36,000
20	Fair City Extras	32,000

Streams by Device – October 2016



Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Ireland's Fittest Family	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	Guinness Rugby Series	The Fall	Doc Hub	Supervet	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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Email: rtedigitalsales@rte.ie

Website: www.rte.ie/mediasales/digital