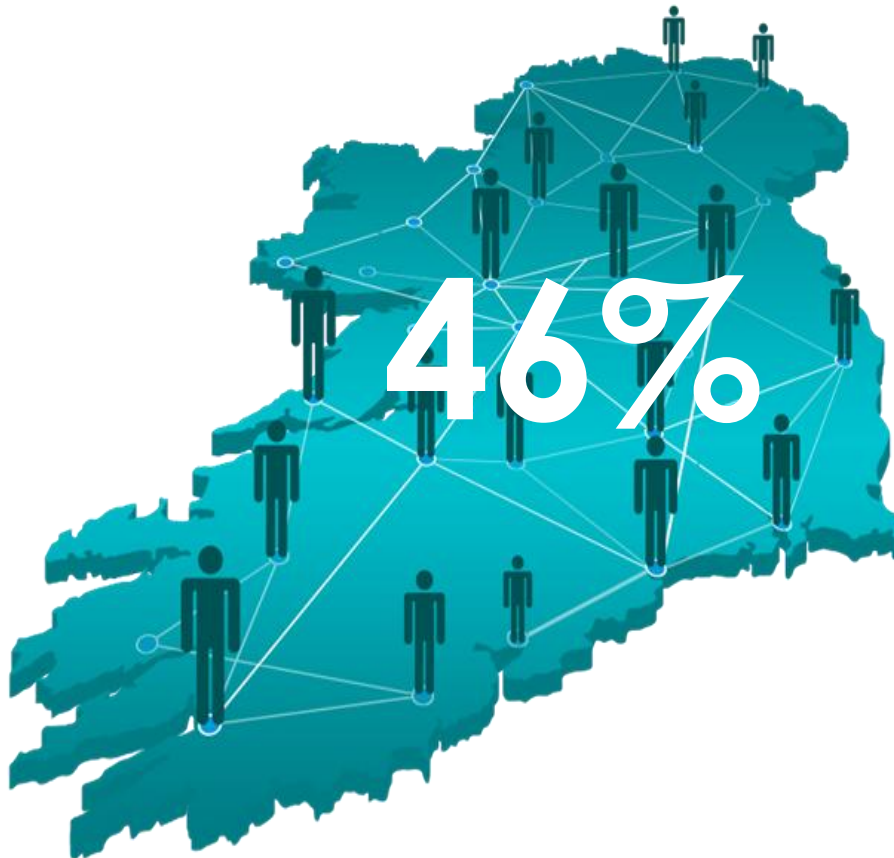


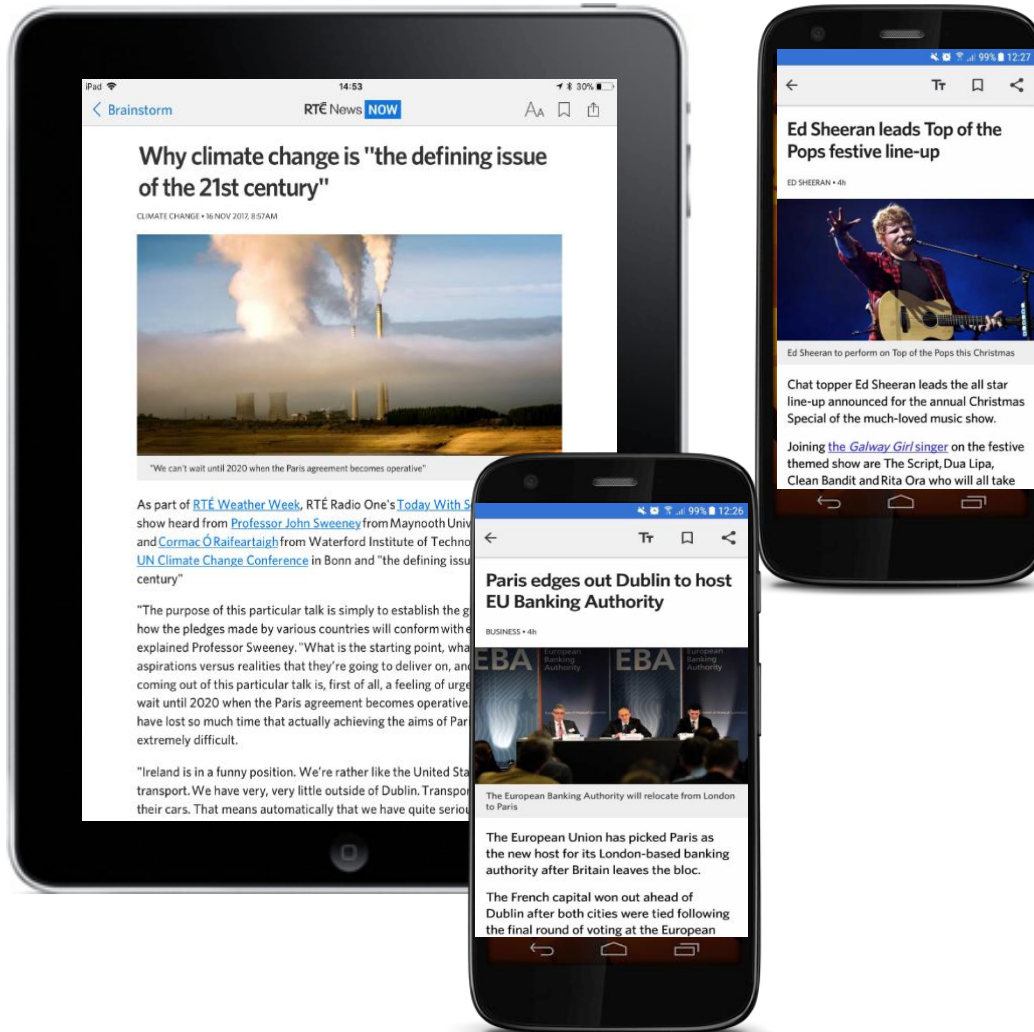


# Digital Audience Report

## October 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**

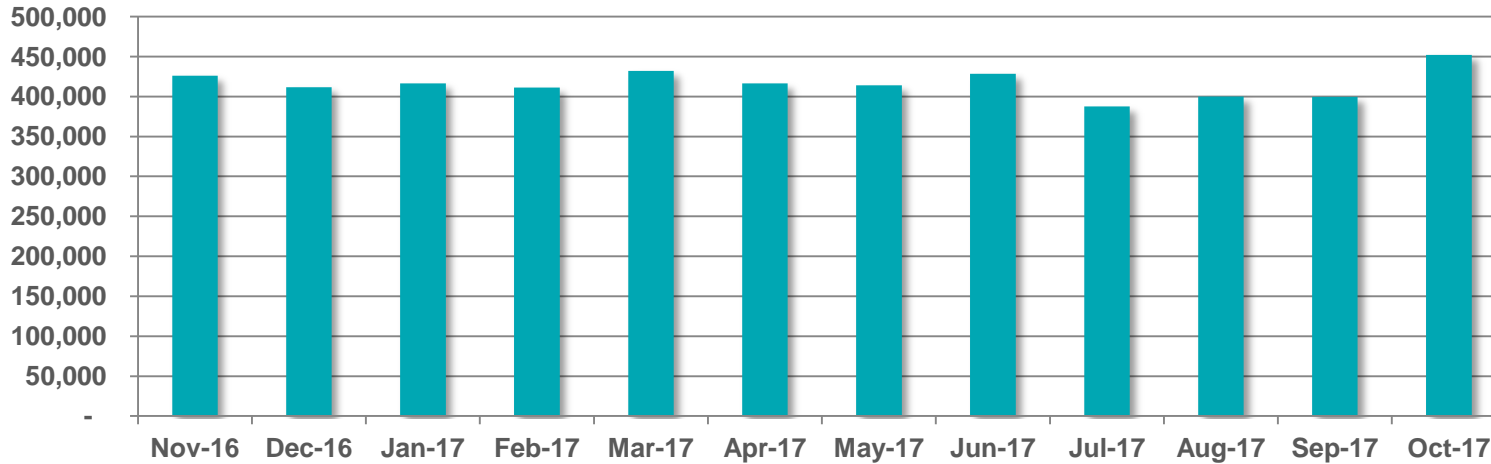


News Now App

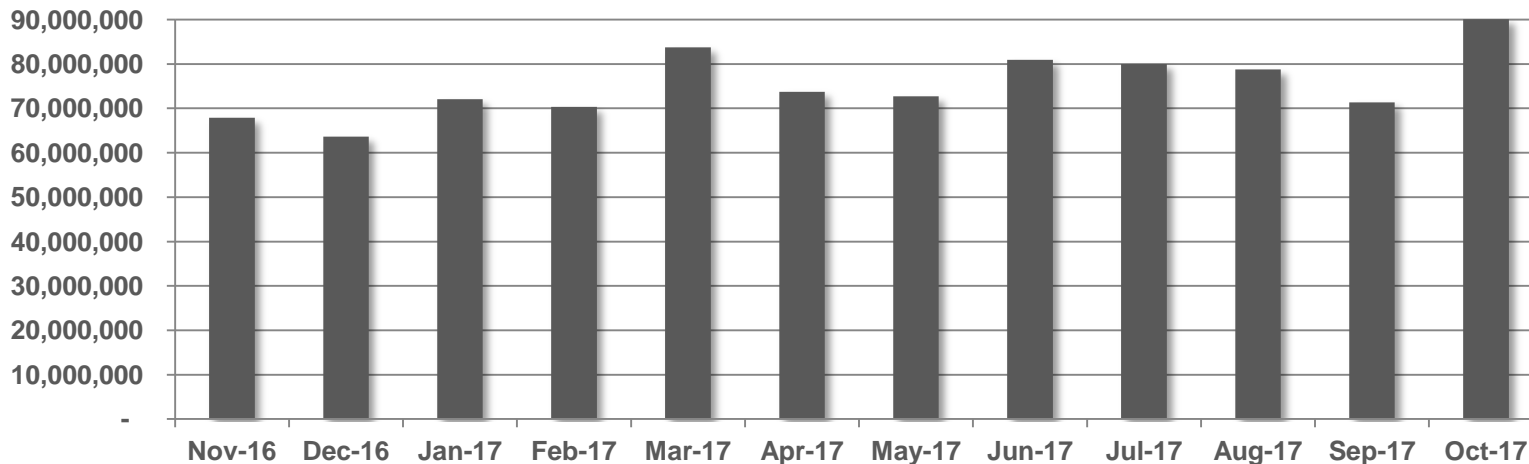


News Now App  
downloads

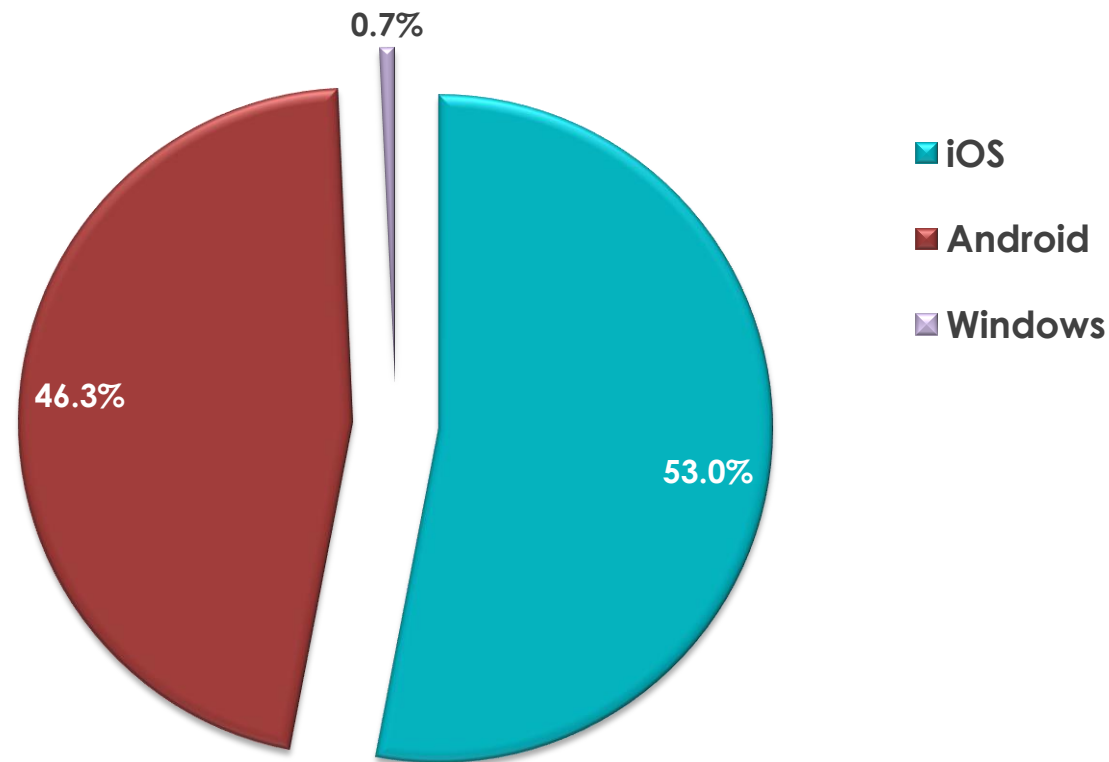
### Unique Browsers per Month

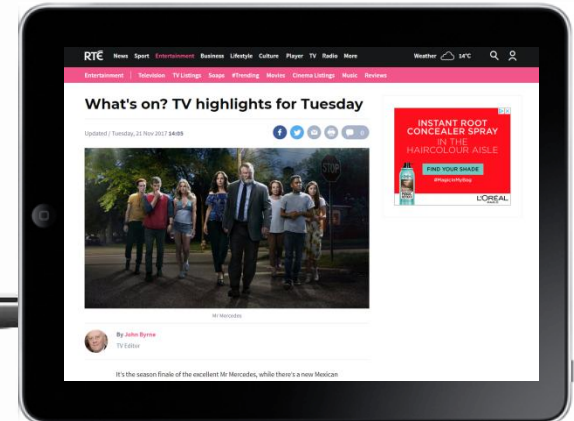
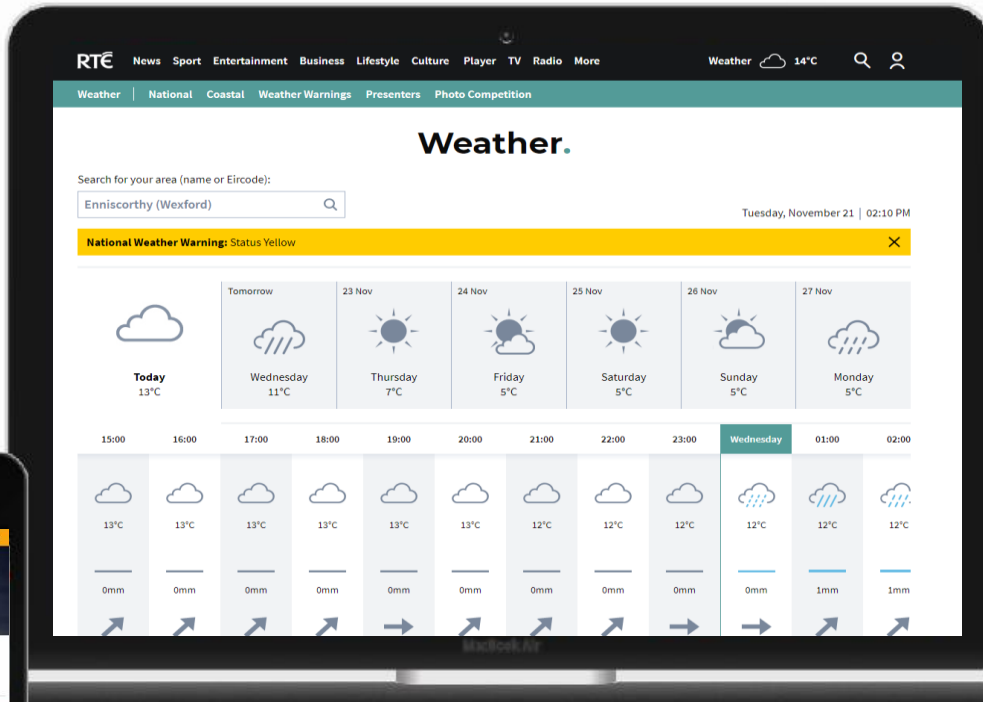
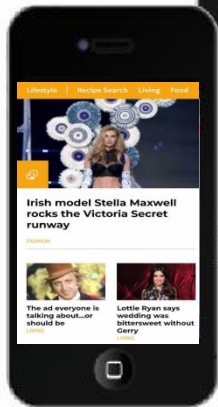


### Page Views per Month



## Page Views per App Version – October 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

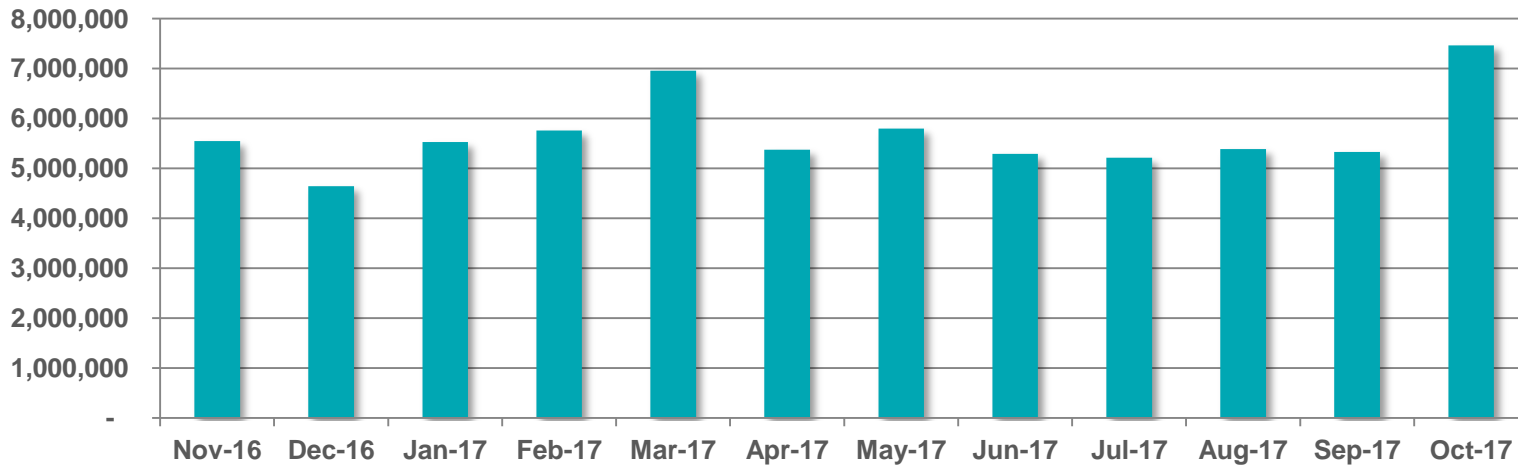
RTÉ.ie: 5.57min, Irish Times.com: 5.24min, msn.ie: 5.11min, CNN.com: 4.93min, Independent.ie: 4.64min, BuzzFeed.com: 4.50min, TheJournal.ie: 4.46min (Source: B&A, 2014). The average duration per visit on RTÉ.ie was 6 mins 15 secs in January 2016 (comscore DAX, 2016)



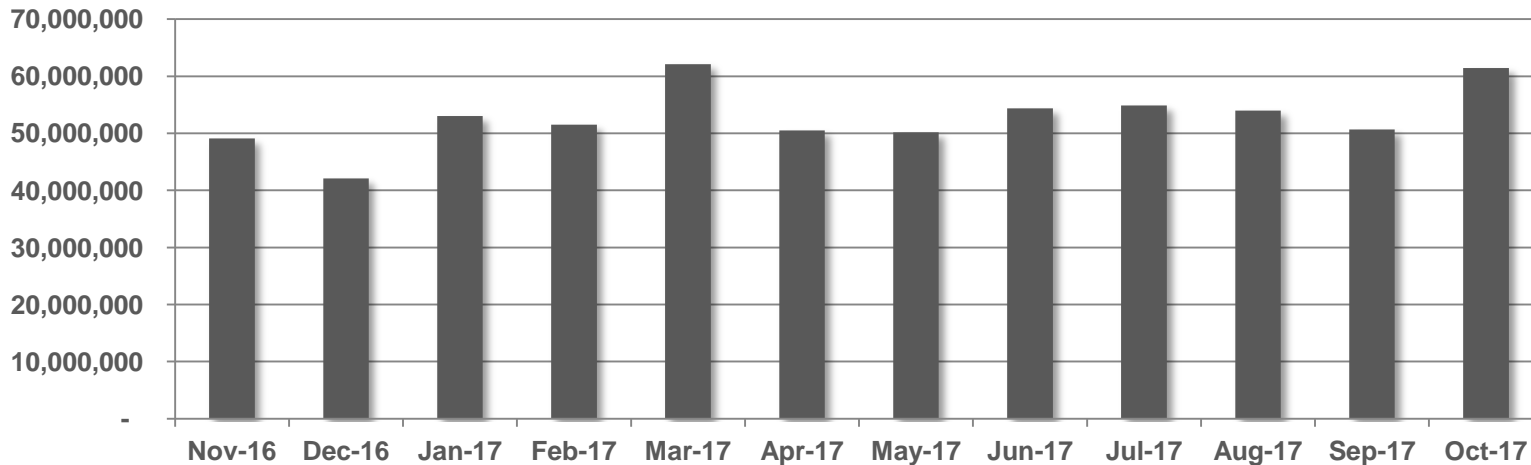
Monthly Unique Browsers



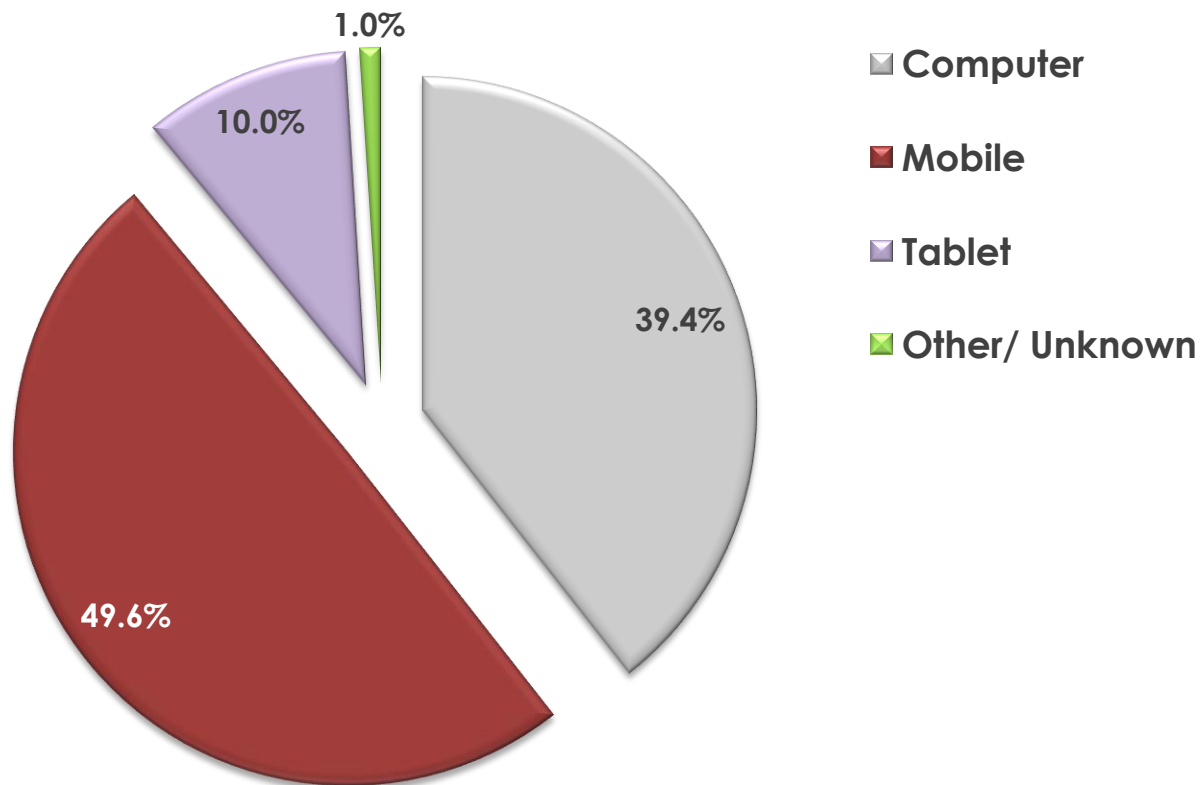
## Unique Browsers per Month

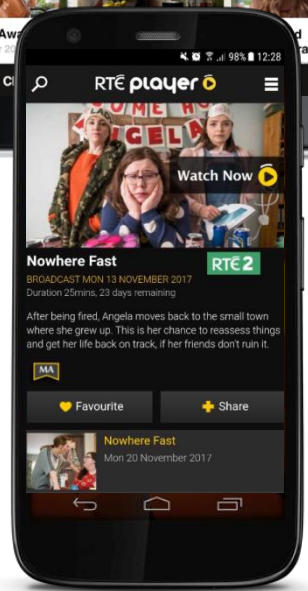
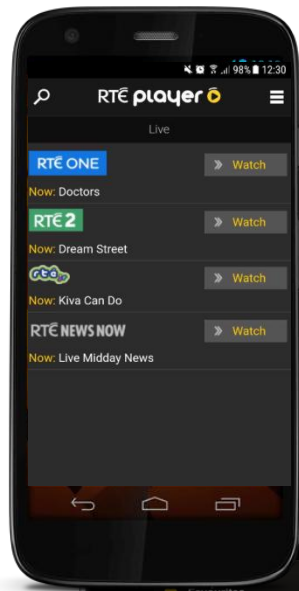
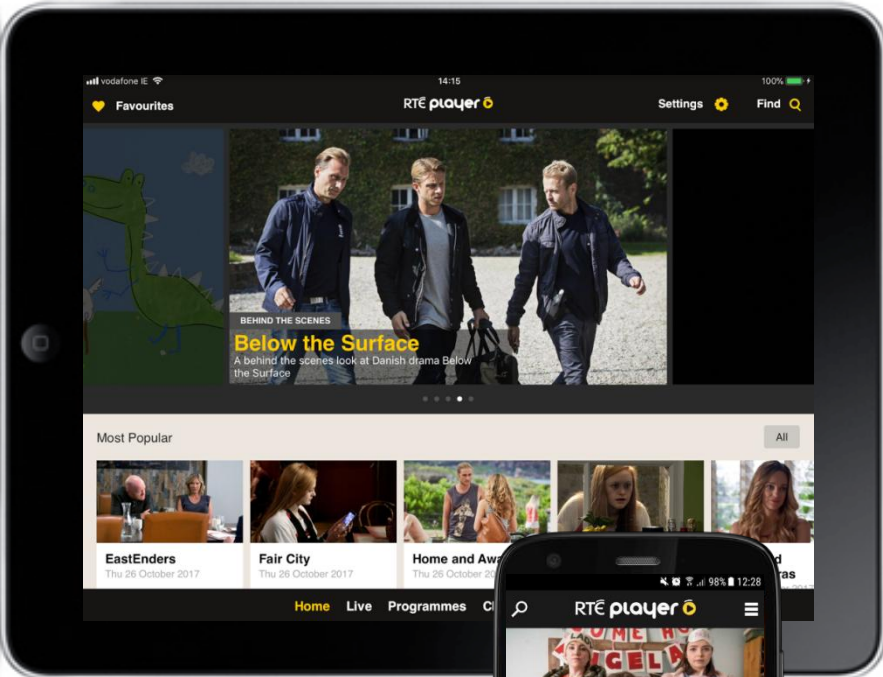


## Page Views per Month



## Page Views per Device – October 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



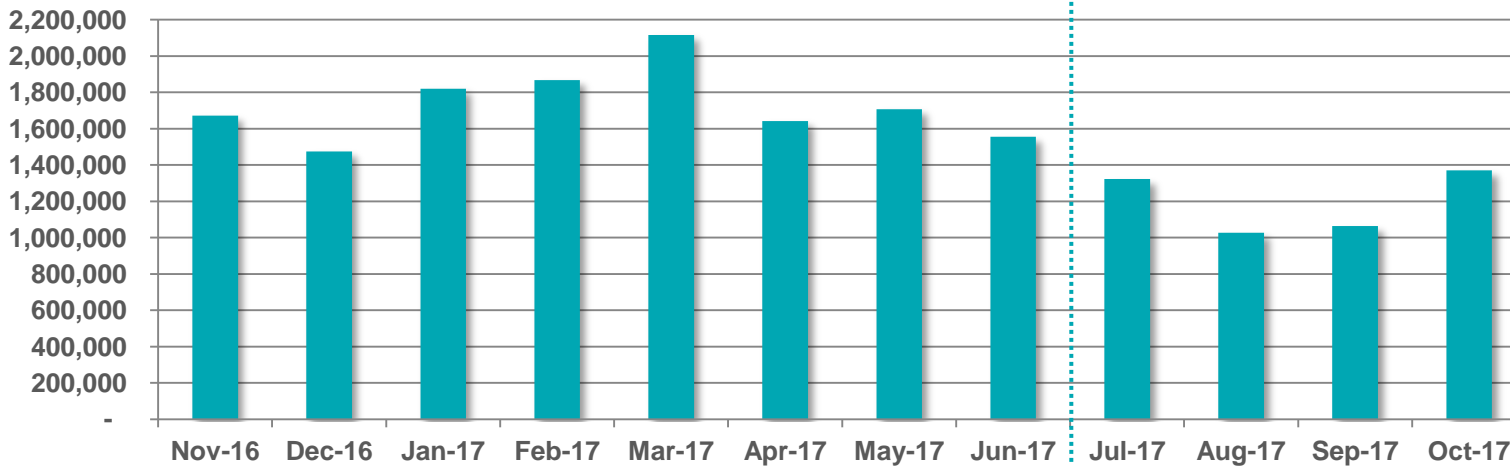
Ireland's No.1 VOD service



Total Streams  
Per Month

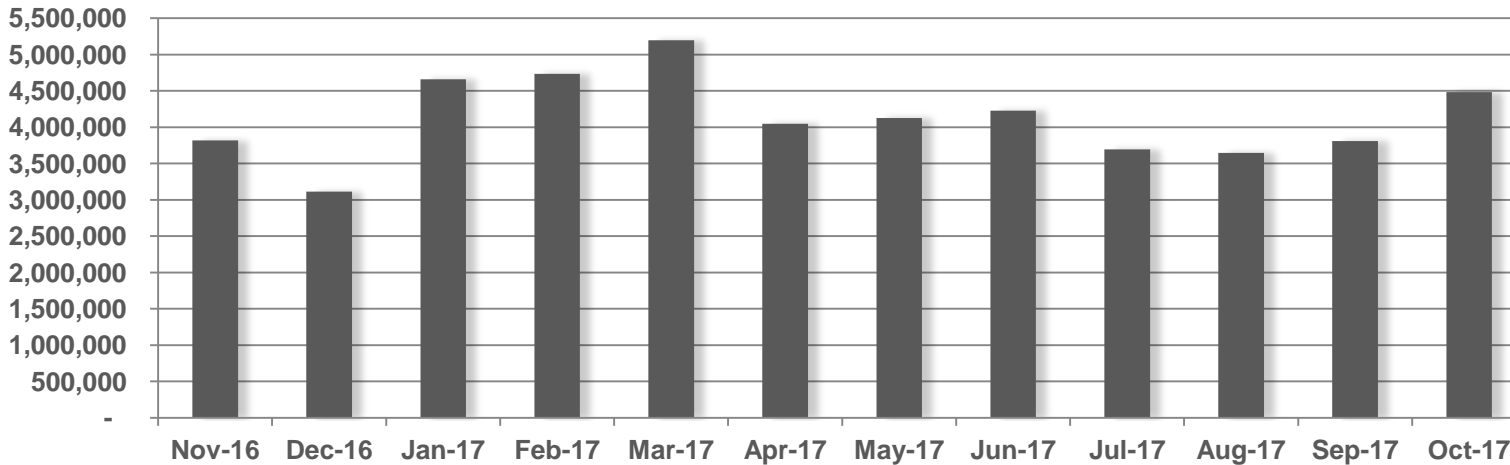


## Unique Browsers per Month



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

## Streams per Month

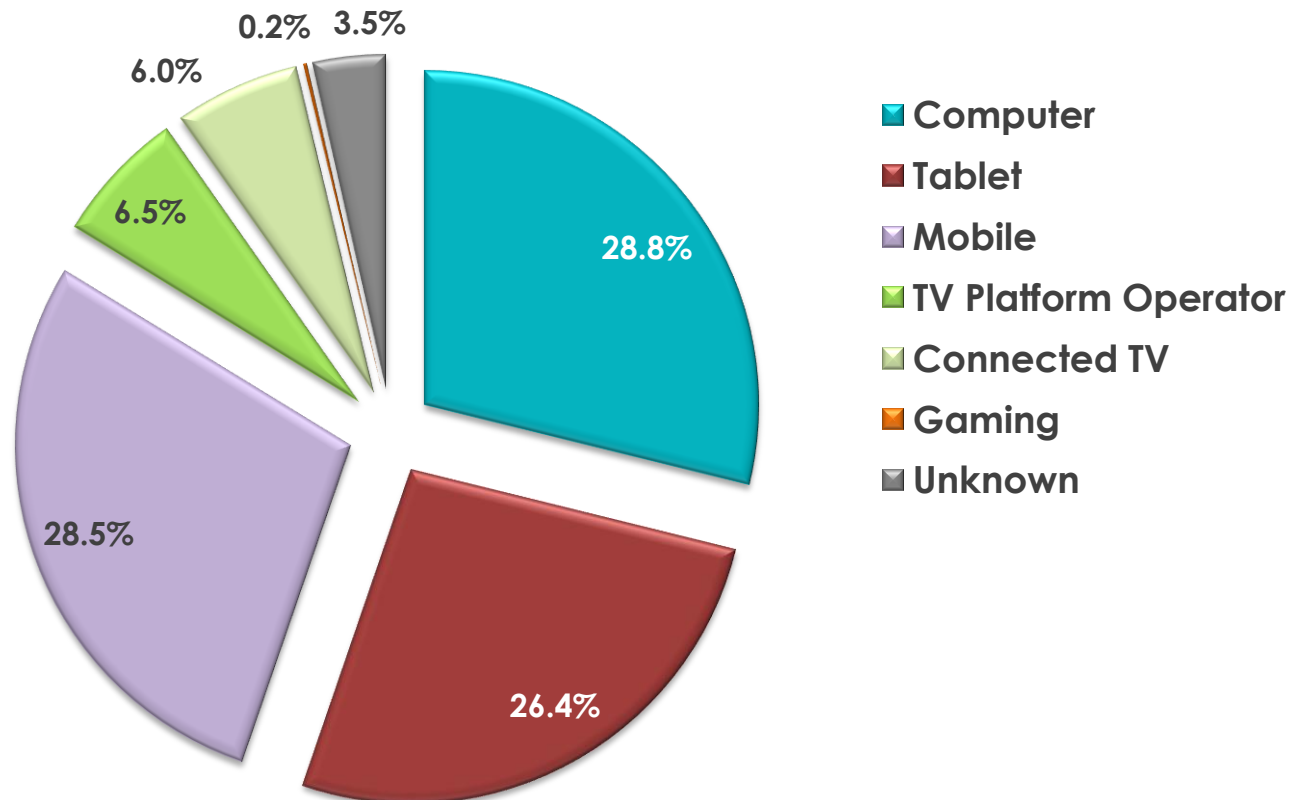


Source: comScore Dax (Unique Browsers excluding Virgin Media/Sky. Streams exc .Sky)

## Top Programmes in October 2017

	Programme	Streams
1	Home and Away	488,000
2	Fair City	379,000
3	EastEnders	377,000
4	European Qualifiers	178,000
5	Acceptable Risk	165,000
6	Neighbours	148,000
7	RTÉ News: Nine O'Clock	139,000
8	Latest News and Weather	135,000
9	RTÉ News: Six One	114,000
10	Mr. Mercedes	100,000
11	The Late Late Show Extras	93,000
12	The Late Late Show	88,000
13	Weather	67,000
14	RTÉ News Stories	60,000
15	RTÉ News: One O'clock	55,000
16	Today with Maura and Daithi	54,000
17	Shortland Street	51,000
18	Say Yes To The Dress Ireland	44,000
19	Salon Confidential	42,000
20	Bridget & Eamon	41,000

## Streams by Device – October 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	Ireland's Fittest Family	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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**Website:** [www.rte.ie/mediasales/digital](http://www.rte.ie/mediasales/digital)