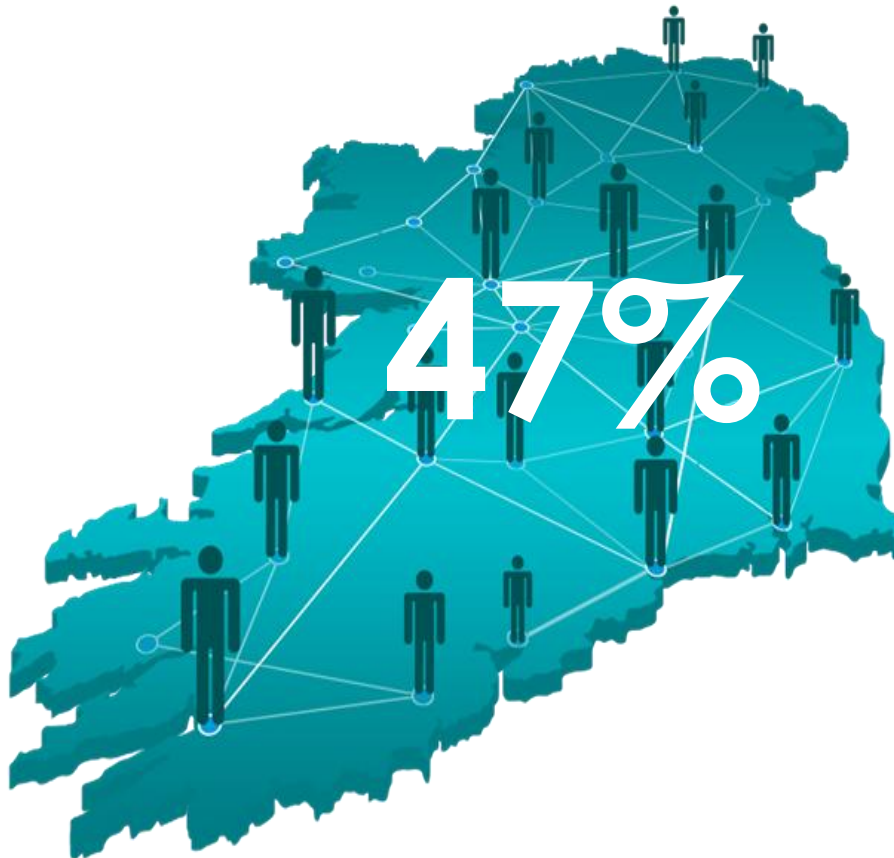


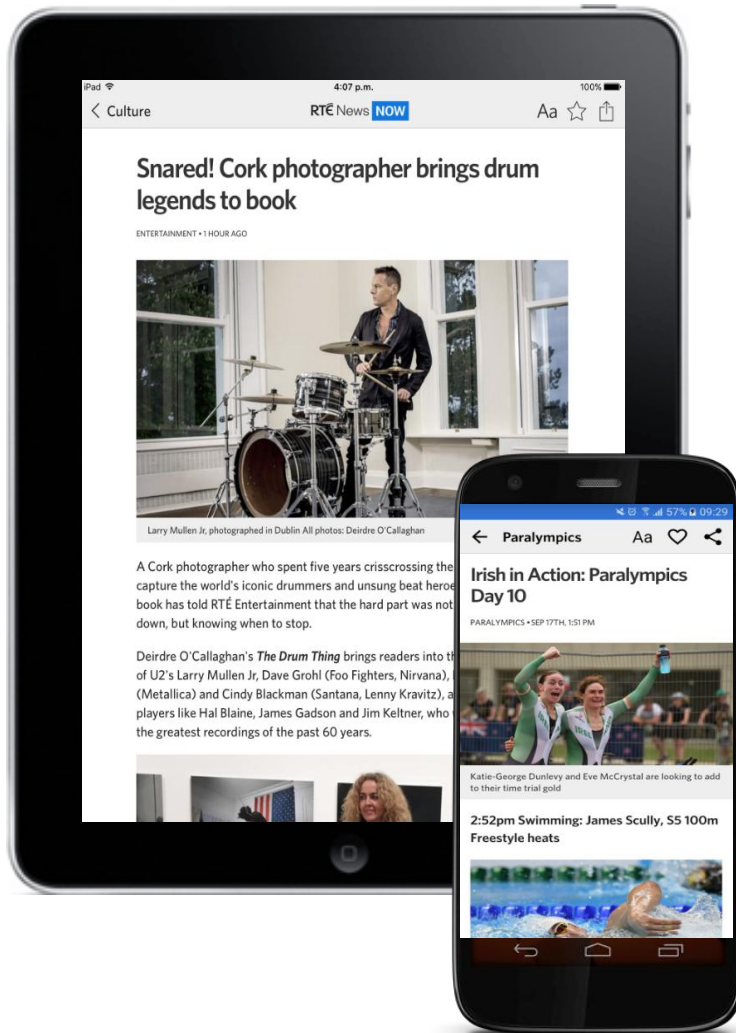


# Digital Audience Report

## September 2016

**47% of Irish adults use a digital service  
from RTÉ every week**





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

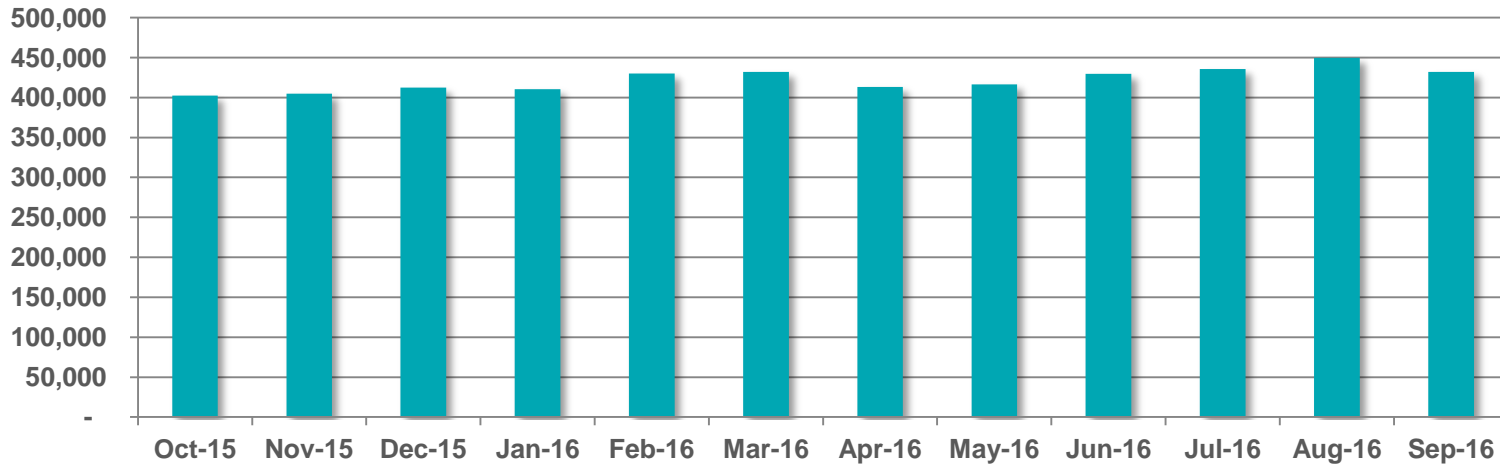


News Now App

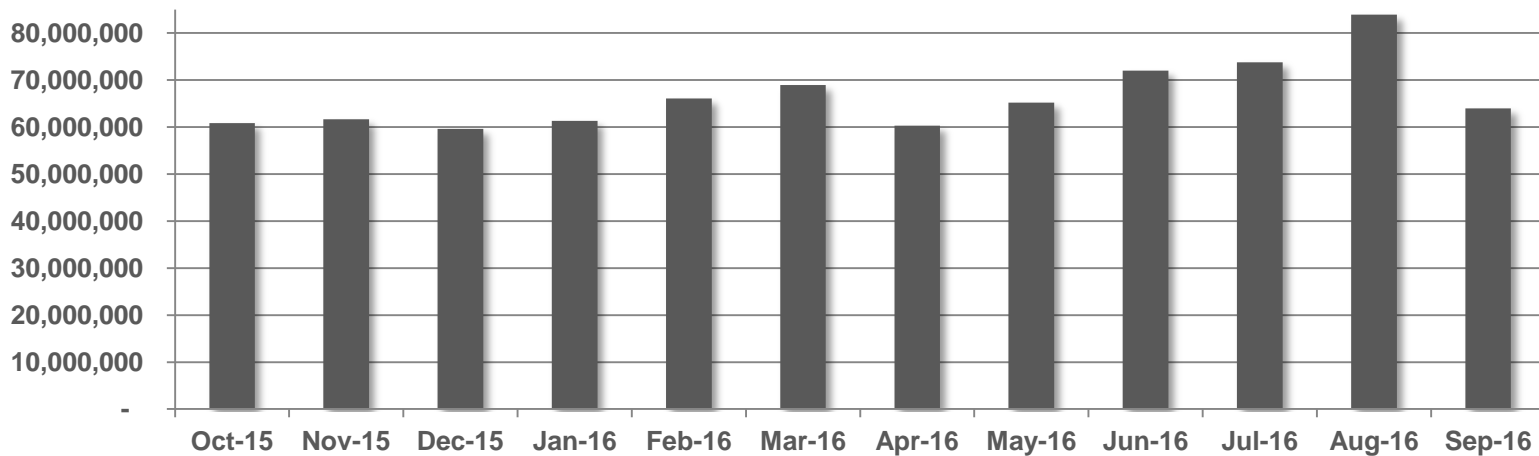


News Now App  
downloads

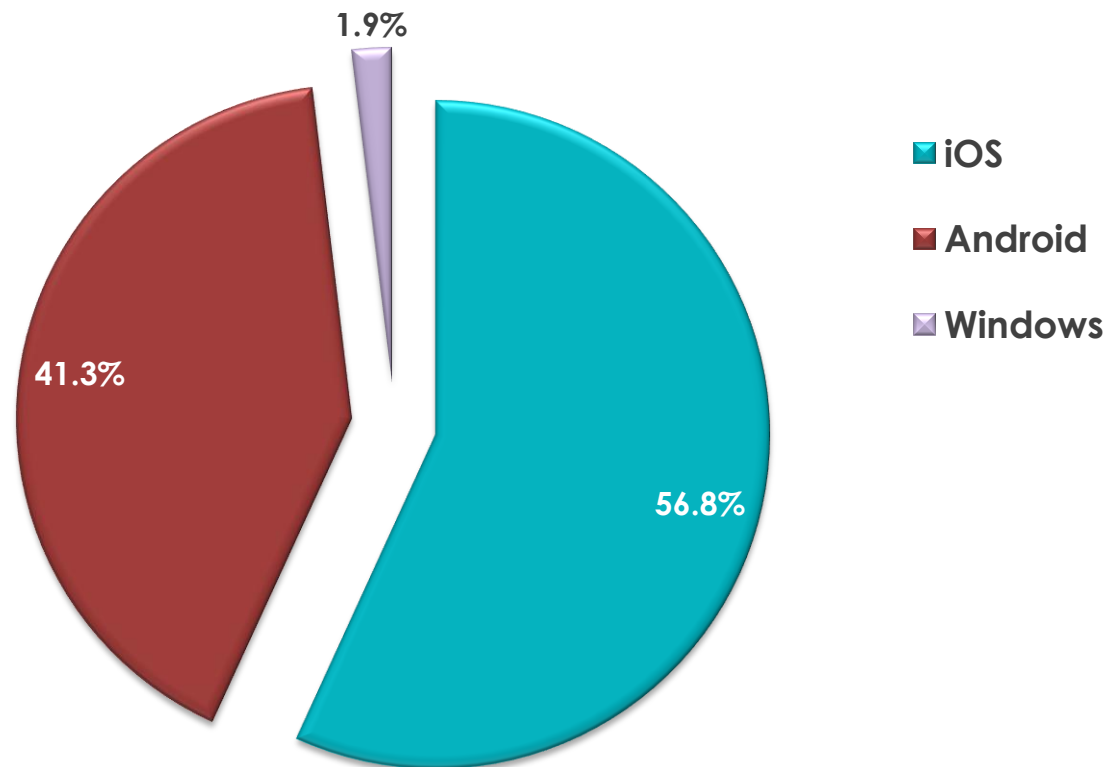
### Unique Browsers per Month

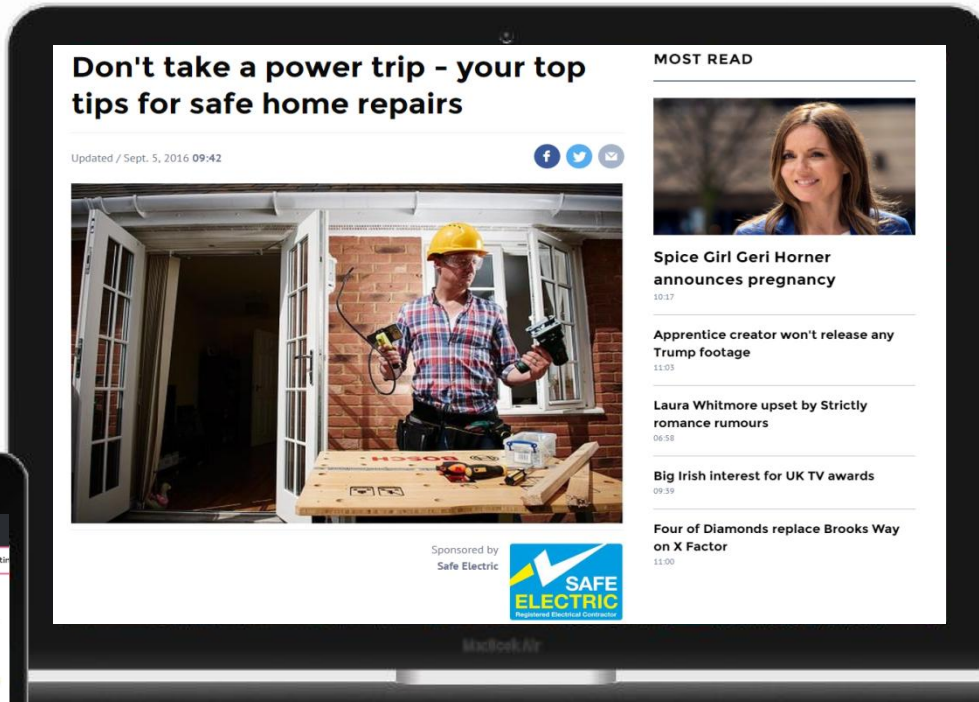


### Page Views per Month



## Page Views per App Version – September 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 53% 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

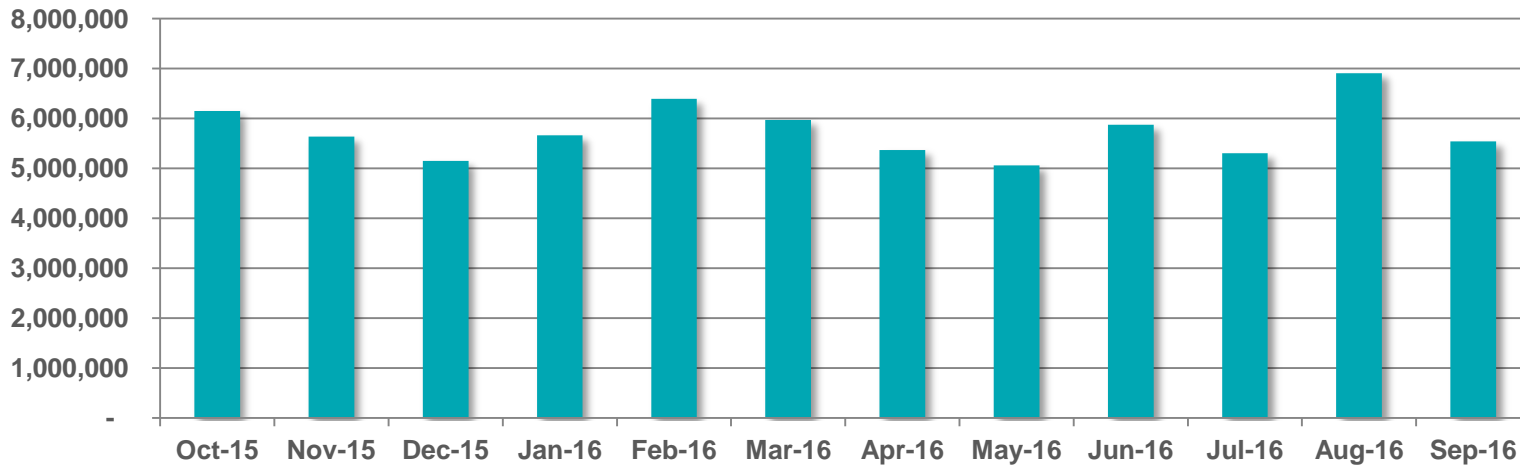
RTÉ.ie: 5.57min, Irish Times.com: 5.24min, msn.ie: 5.11min, CNN.com: 4.93min, Independent.ie: 4.64min, BuzzFeed.com: 4.50min, TheJournal.ie: 4.46min (Source: B&A, 2014). The average duration per visit on RTÉ.ie was 6 mins 15 secs in January 2016 (comscore DAX, 2016)



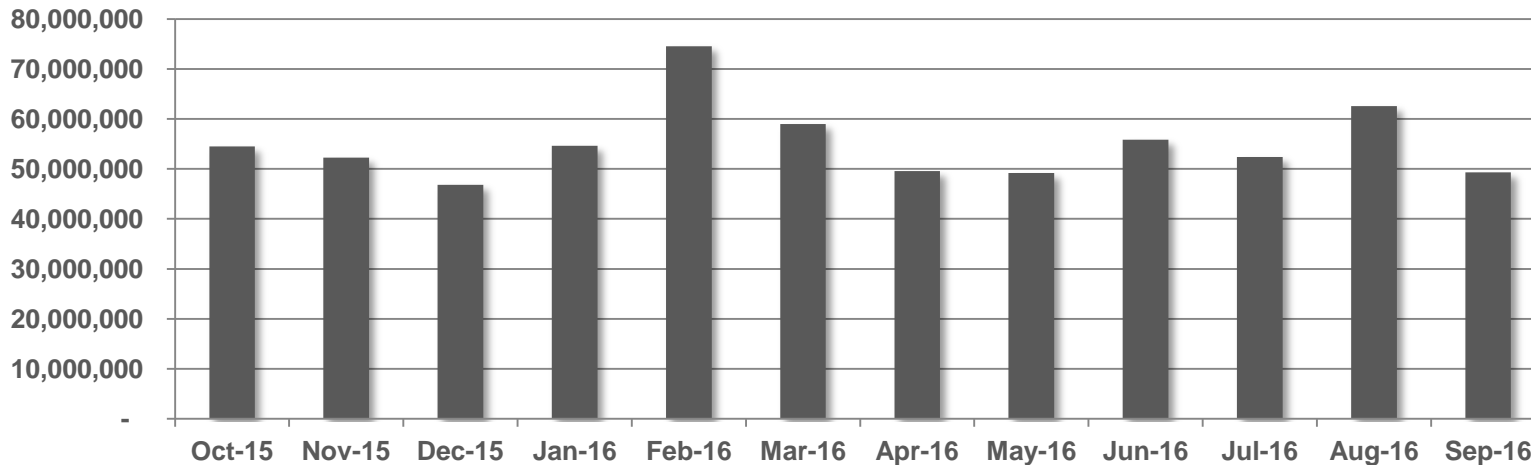
Monthly Unique Browsers



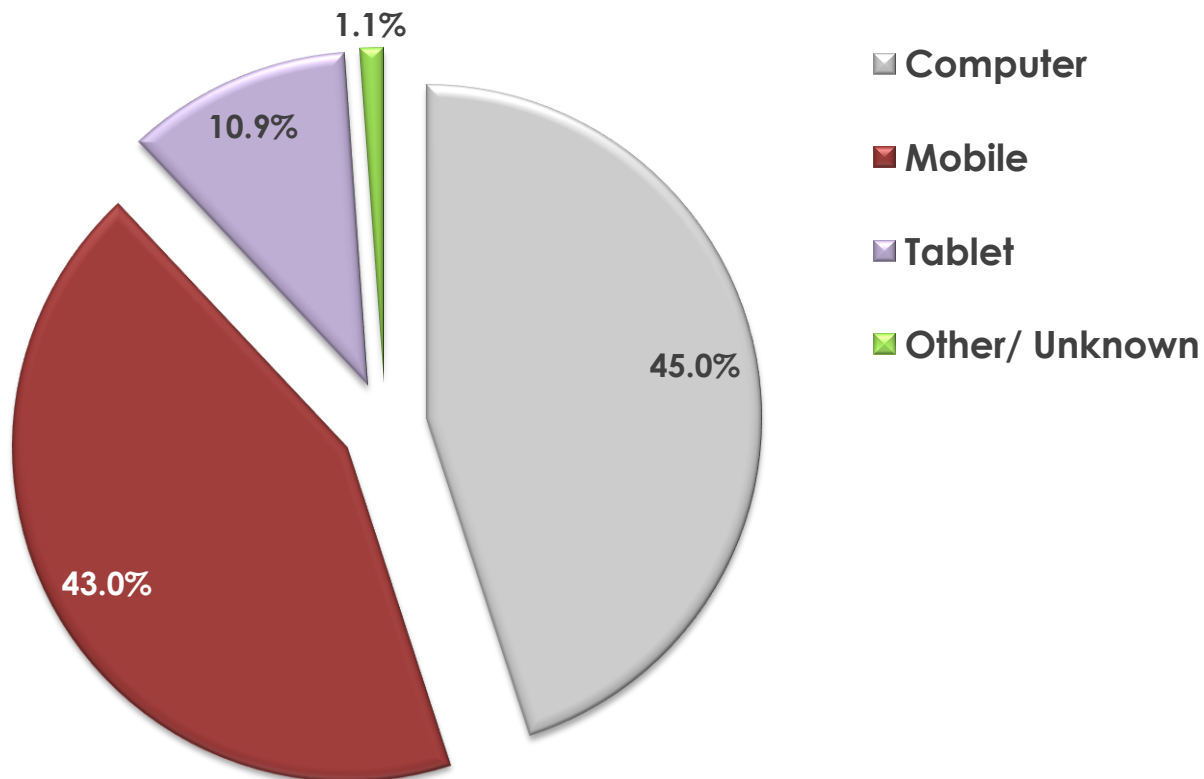
## Unique Browsers per Month



## Page Views per Month



## Page Views per Device – September 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



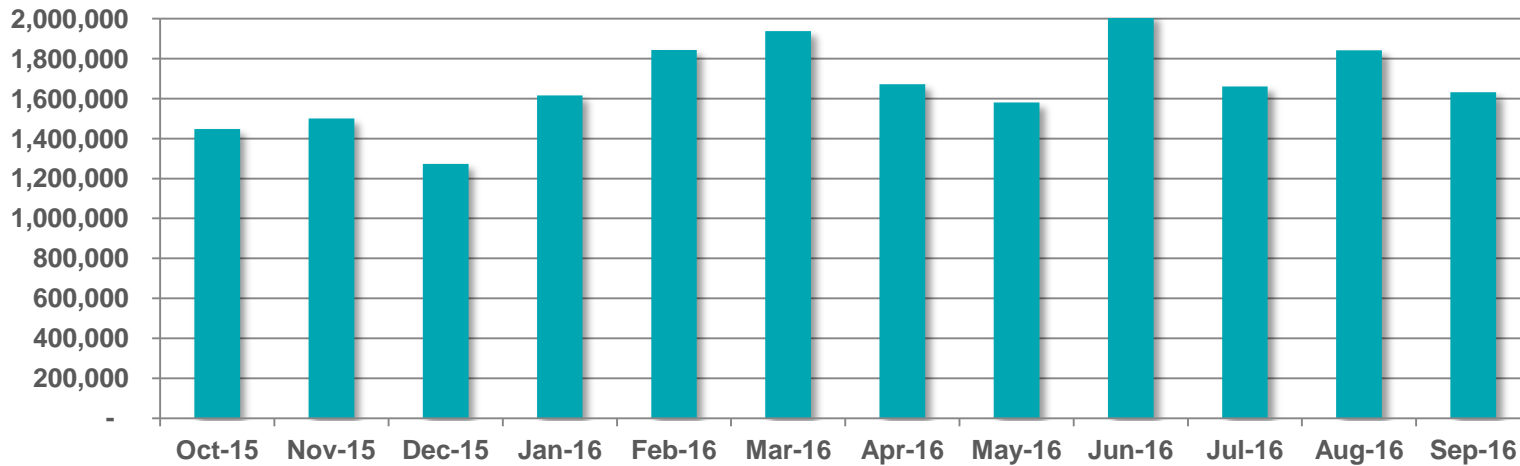
Ireland's No.1 VOD service



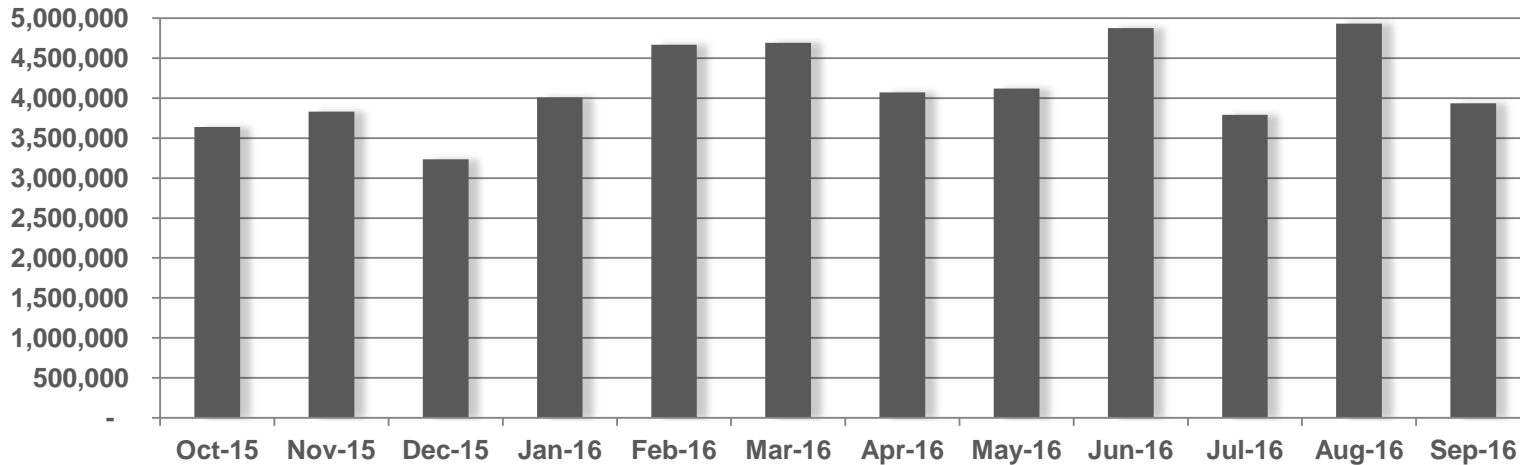
Total Streams  
Per Month



## Unique Browsers per Month



## Streams per Month

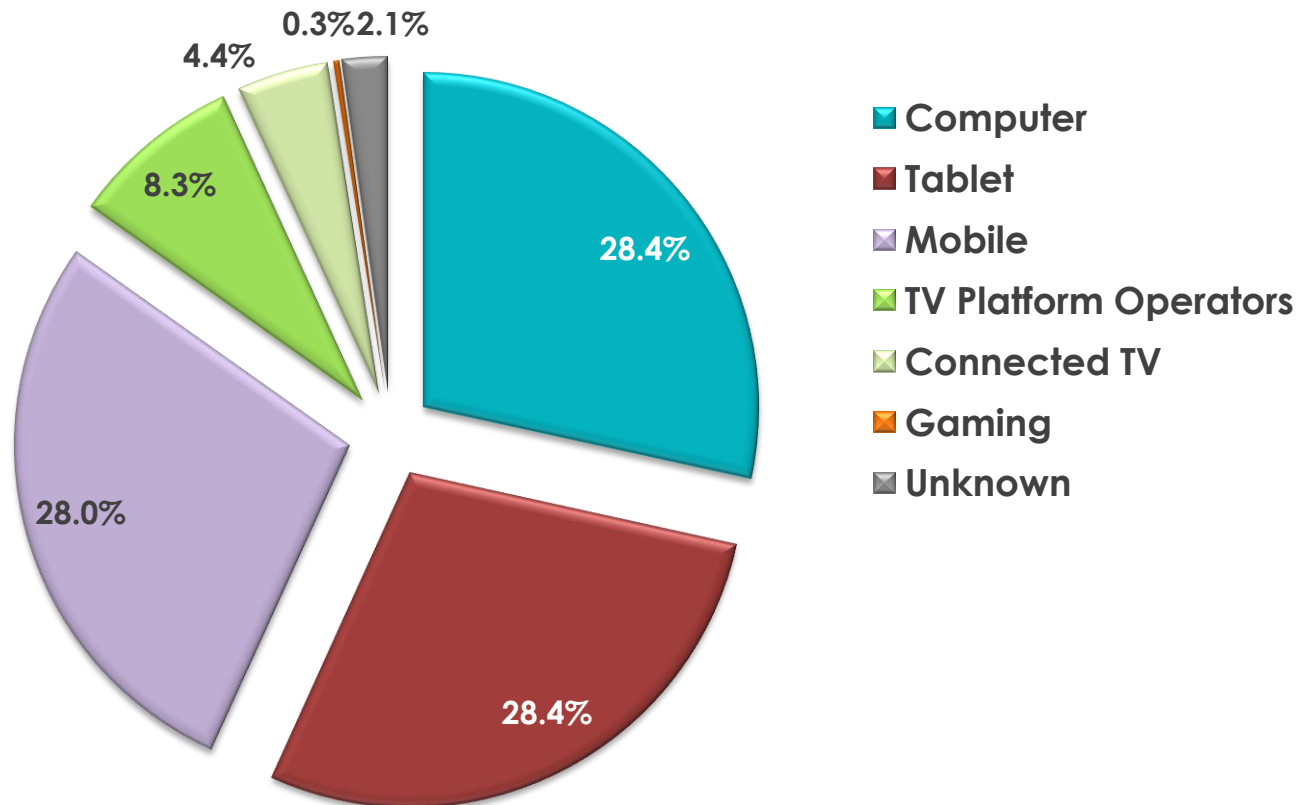


Source: comScore Dax  
(Unique Browsers  
excluding Virgin Media/  
Sky)

## Top Programmes in September 2016

	Programme	Streams
1	Fair City	479,000
2	Home and Away	470,000
3	EastEnders	375,000
4	The Sunday Game Live	164,000
5	The Late Late Show Extras	154,000
6	Neighbours	147,000
7	Nine News	107,000
8	The Late Late Show	95,000
9	Can't Cope Won't Cope	88,000
10	Six One News	78,000
11	Celebrity Operation Transformation	66,000
12	Fair City Extras	57,000
13	Keeping Ireland Alive: the health service in a day	57,000
14	Shortland Street	47,000
15	The Sunday Game Extras	47,000
16	The Sunday Game	46,000
17	Latest News and Weather	43,000
18	The Night Manager	40,000
19	World Cup 2018 Qualifier	39,000
20	Mrs Brown's Boys	37,000

## Streams by Device – September 2016



## Audience Targeting



AUDIENCE	Fair City	EastEnders	Home & Away	Shortland Street	Can't Cope Won't Cope	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	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 1.187m adults in Ireland**

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