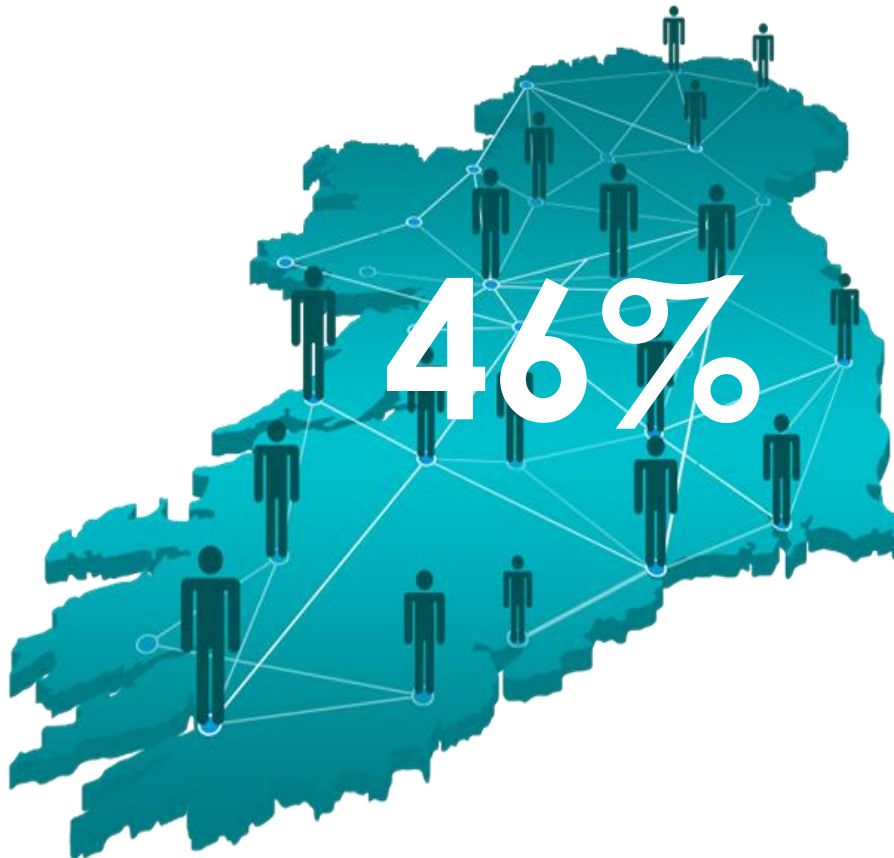




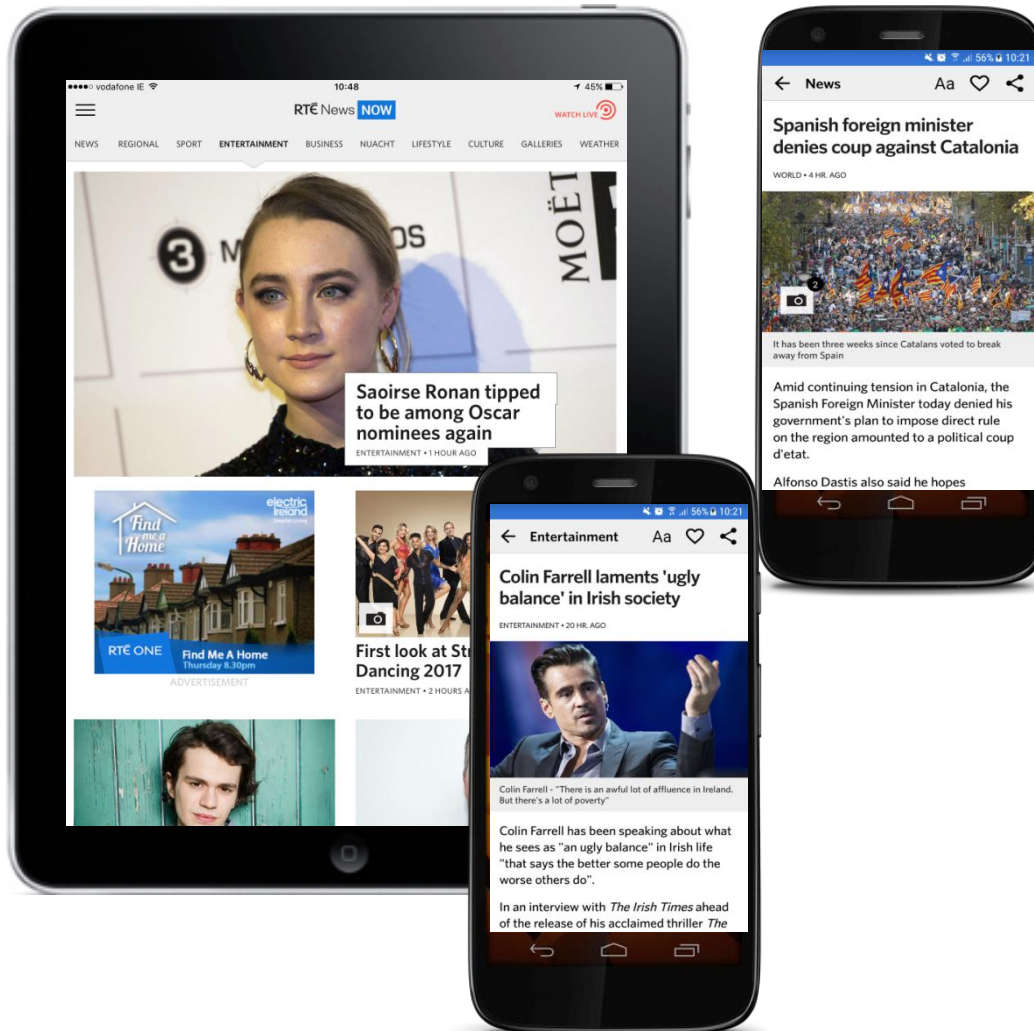
Digital Audience Report

September 2017

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



RTÉ NEWS NOW



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

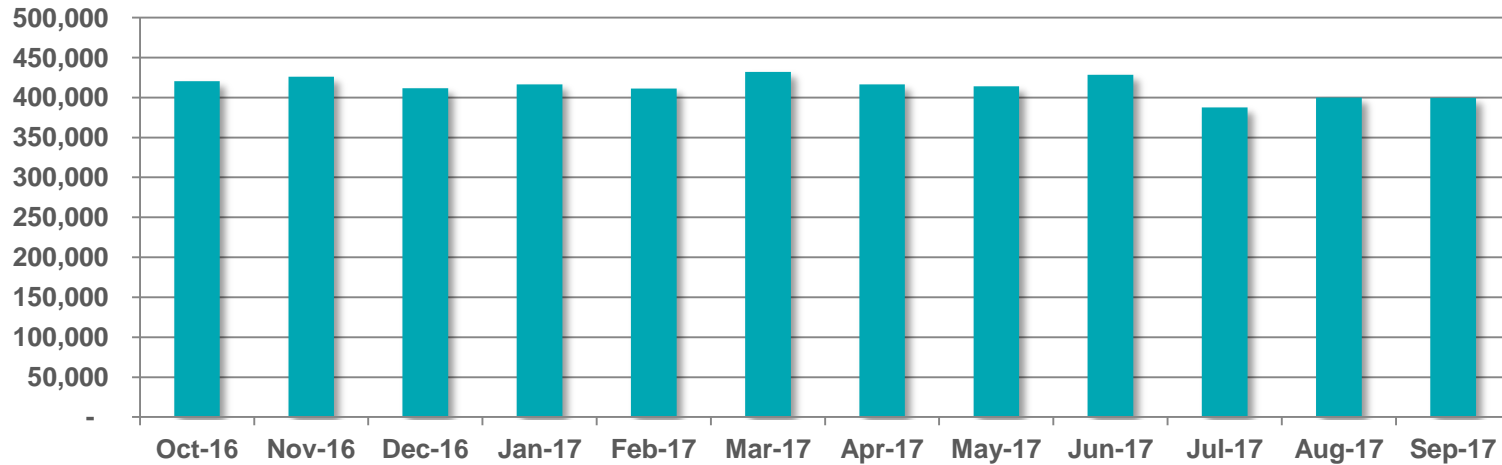


News Now App

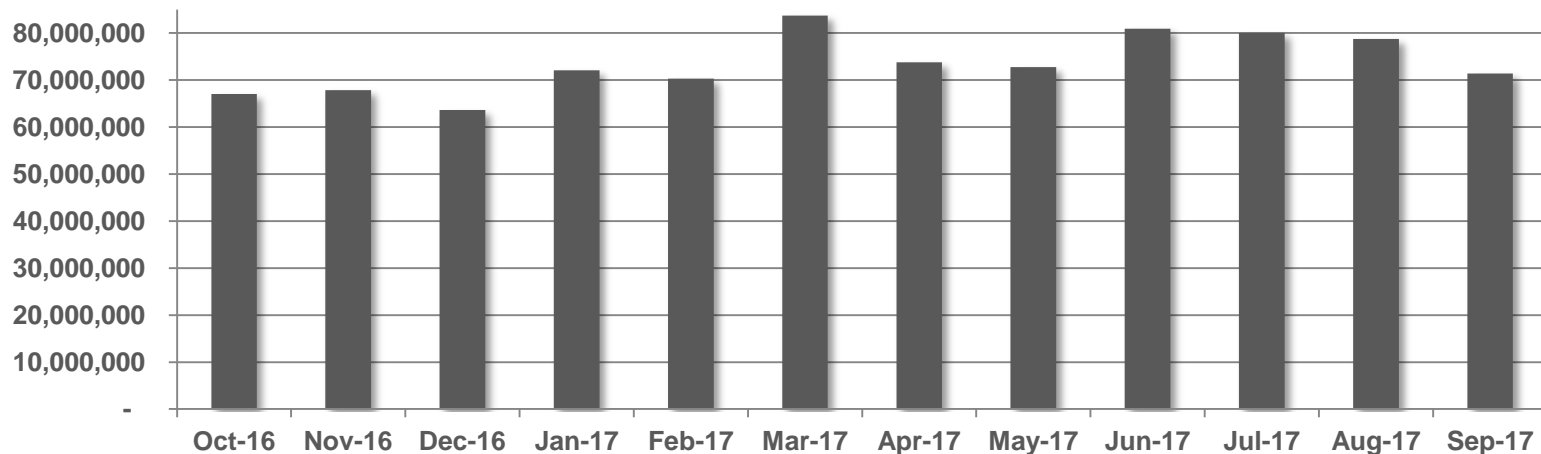


News Now App
downloads

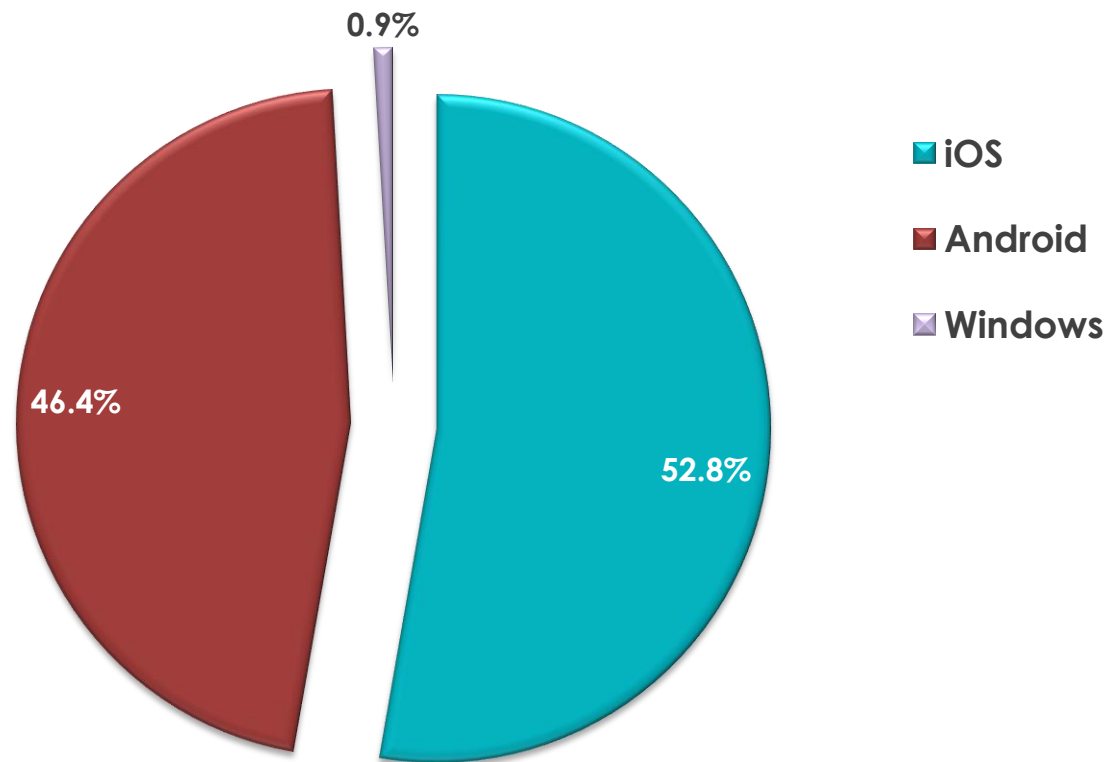
Unique Browsers per Month

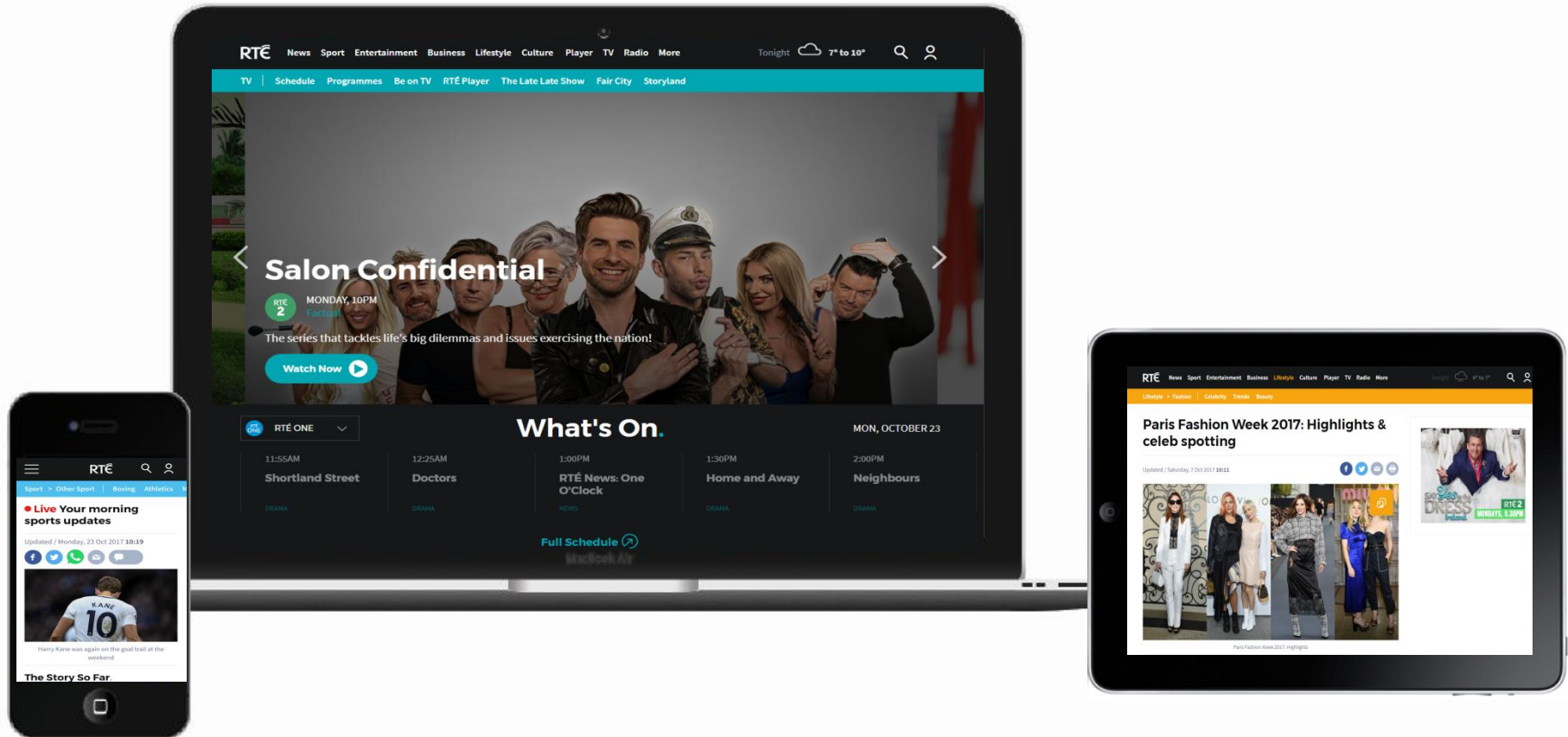


Page Views per Month



Page Views per App Version – September 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**



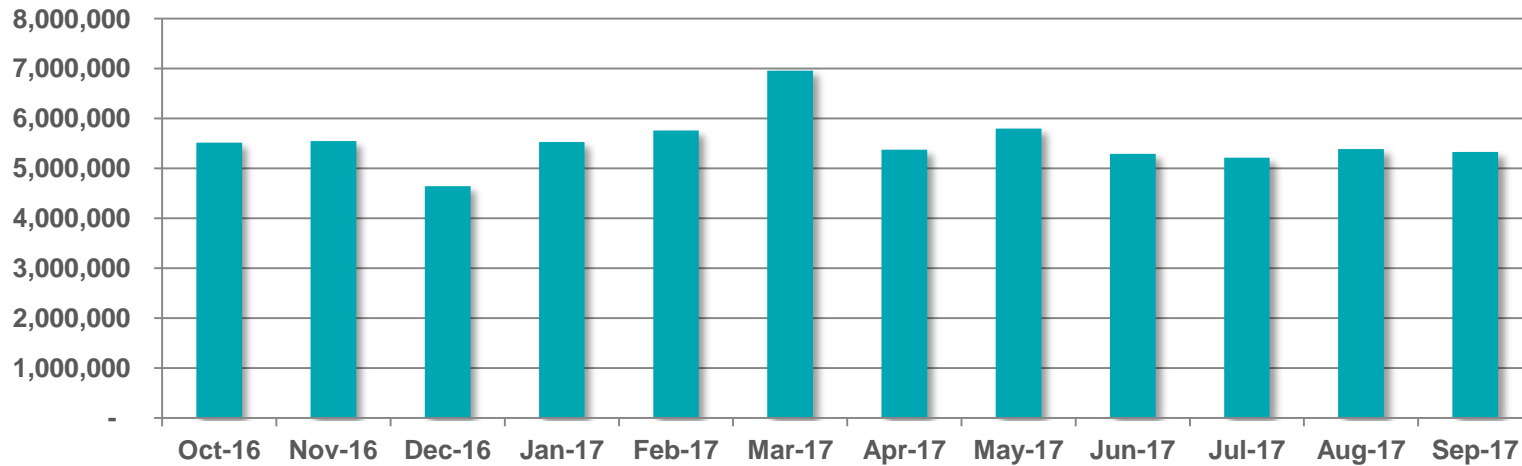
**The average visit on RTÉ.ie
is longer than Irish Times,
Independent and The Journal**

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)

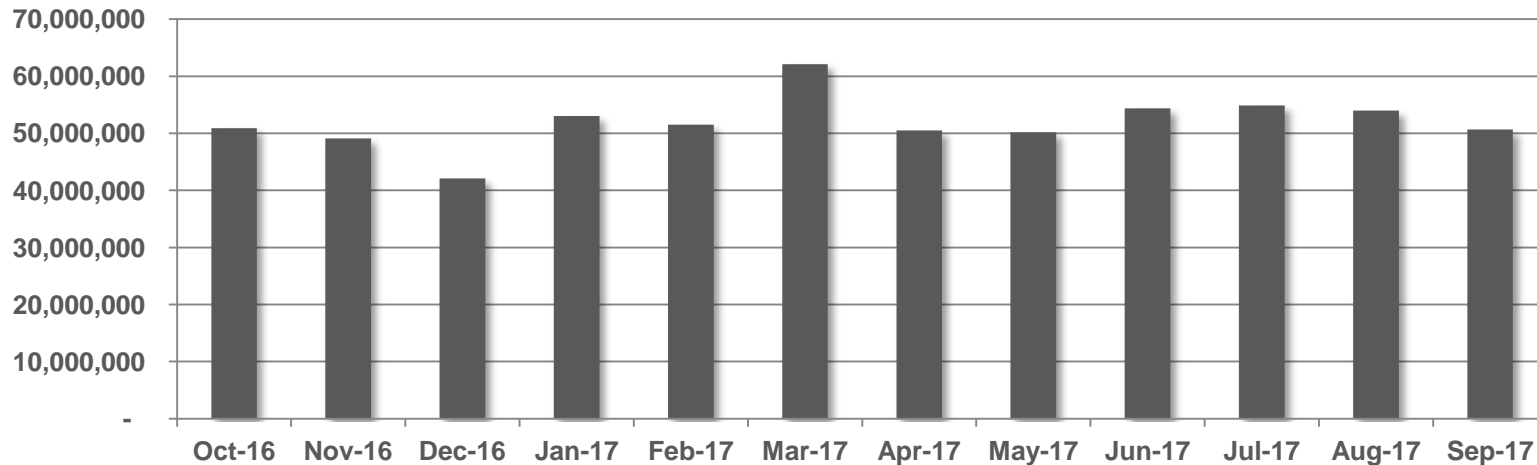


**Monthly Unique
Browsers**

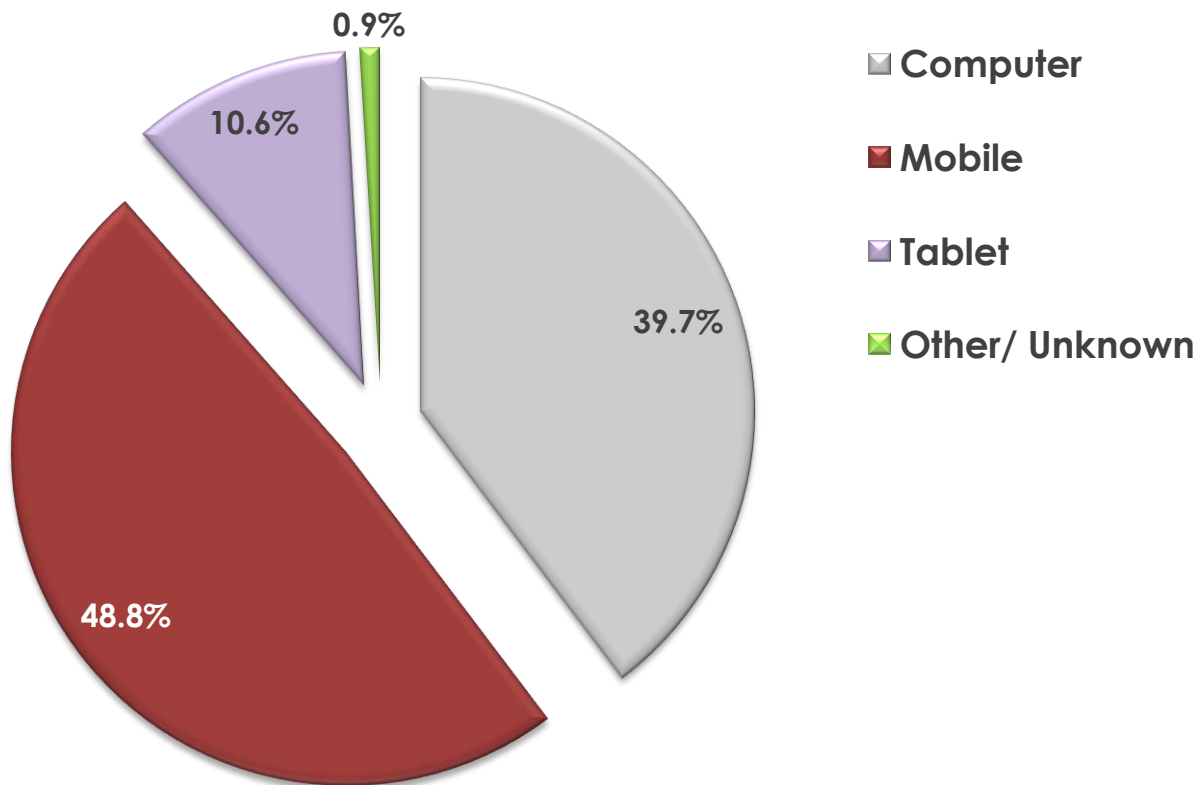
Unique Browsers per Month

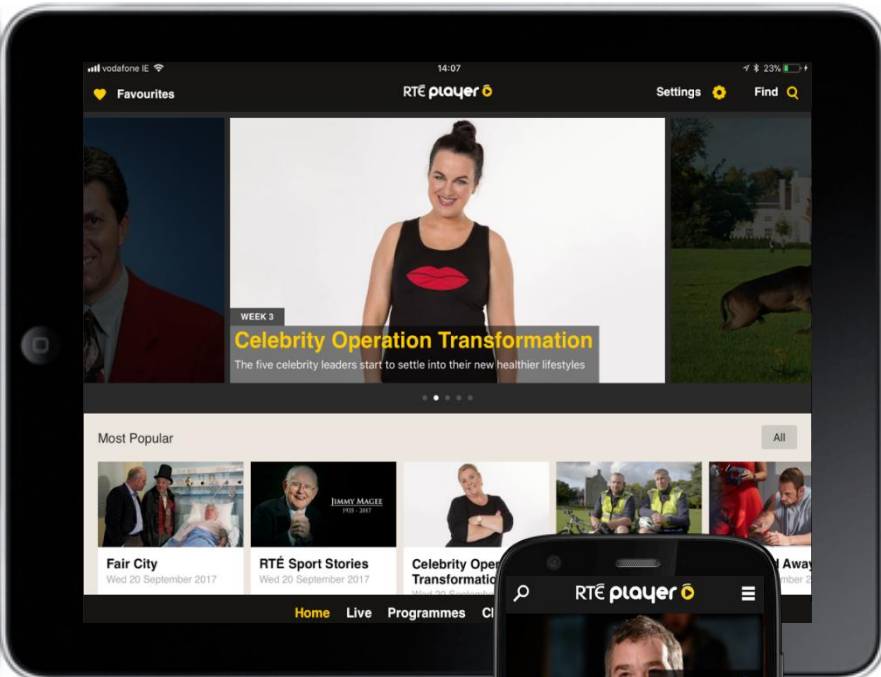


Page Views per Month



Page Views per Device – September 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



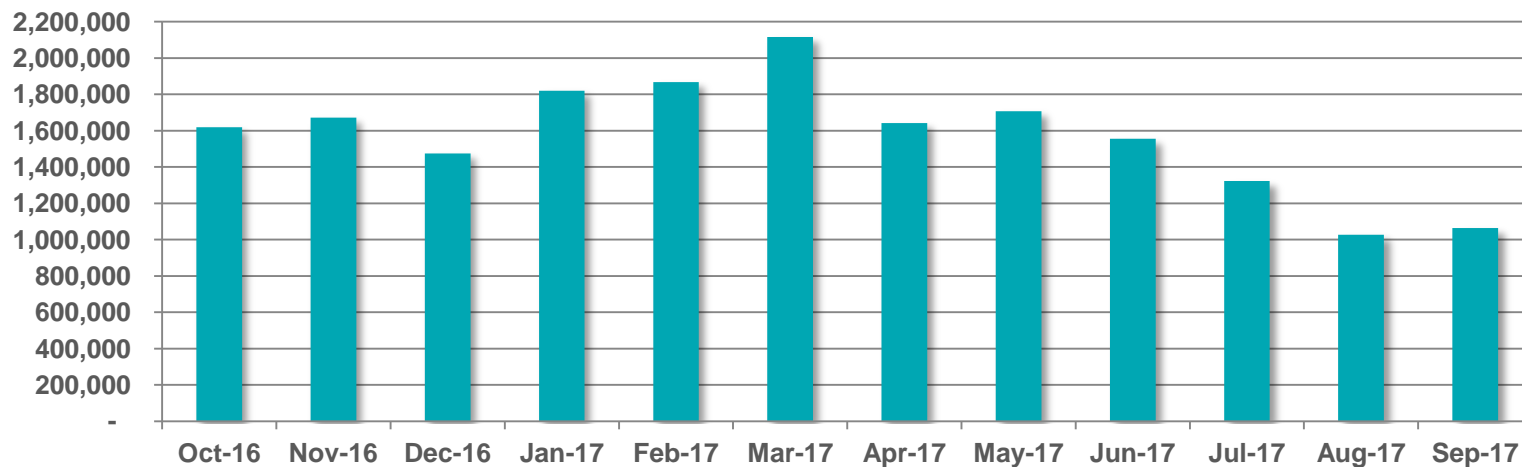
Ireland's No.1 VOD service



Total Streams
Per Month

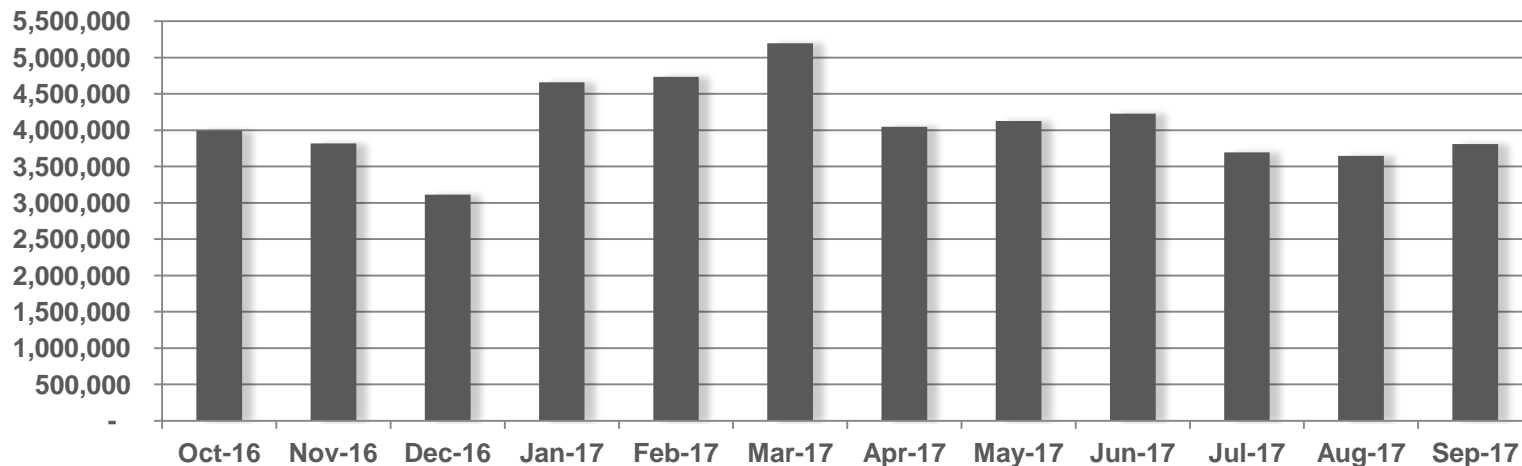


Unique Browsers per Month



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

Streams per Month

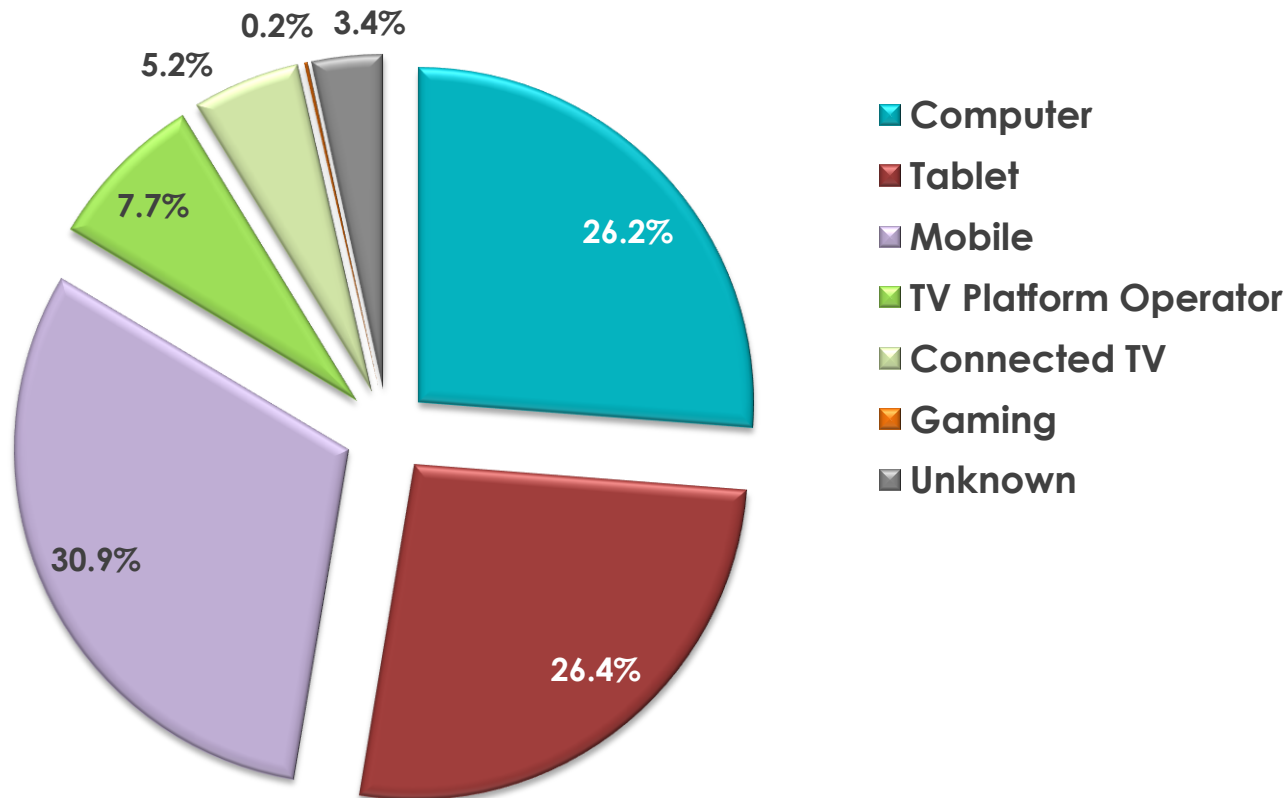


Source: comScore Dax
(Unique Browsers
excluding Virgin Media/
Sky. Streams exc .Sky)

Top Programmes in September 2017

| | Programme | Streams |
|----|------------------------------------|---------|
| 1 | EastEnders | 441,000 |
| 2 | Home and Away | 431,000 |
| 3 | Fair City | 383,000 |
| 4 | The Sunday Game Live | 201,000 |
| 5 | Neighbours | 143,000 |
| 6 | RTÉ News: Nine O'Clock | 102,000 |
| 7 | The Late Late Show | 92,000 |
| 8 | European Qualifiers | 94,000 |
| 9 | Celebrity Operation Transformation | 70,000 |
| 10 | The Late Late Show Extras | 83,000 |
| 11 | RTÉ News: Six One | 71,000 |
| 12 | The Sunday Game | 66,000 |
| 13 | The Sunday Game Extras | 69,000 |
| 14 | Latest News and Weather | 54,000 |
| 15 | UEFA Champions League Live | 51,000 |
| 16 | Shortland Street | 48,000 |
| 17 | Mr. Mercedes | 38,000 |
| 18 | Home and Away Extras | 41,000 |
| 19 | Up for the Match | 36,000 |
| 20 | Fair City Extras | 38,000 |

Streams by Device – September 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 | Food Bites | News | Salon Confidential | The Today Show | Ireland's Fittest Family | Autumn Rugby Internationals |
|---------------------|------------|------|--------------------|----------------|--------------------------|-----------------------------|
| Male | | X | | | | X |
| Female | X | | X | X | X | |
| Male 18-34 | | | | | | X |
| Female 18-34 | X | | X | | | |
| Main Shopper + kids | 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

Source: RTÉ ID Users; TGI

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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