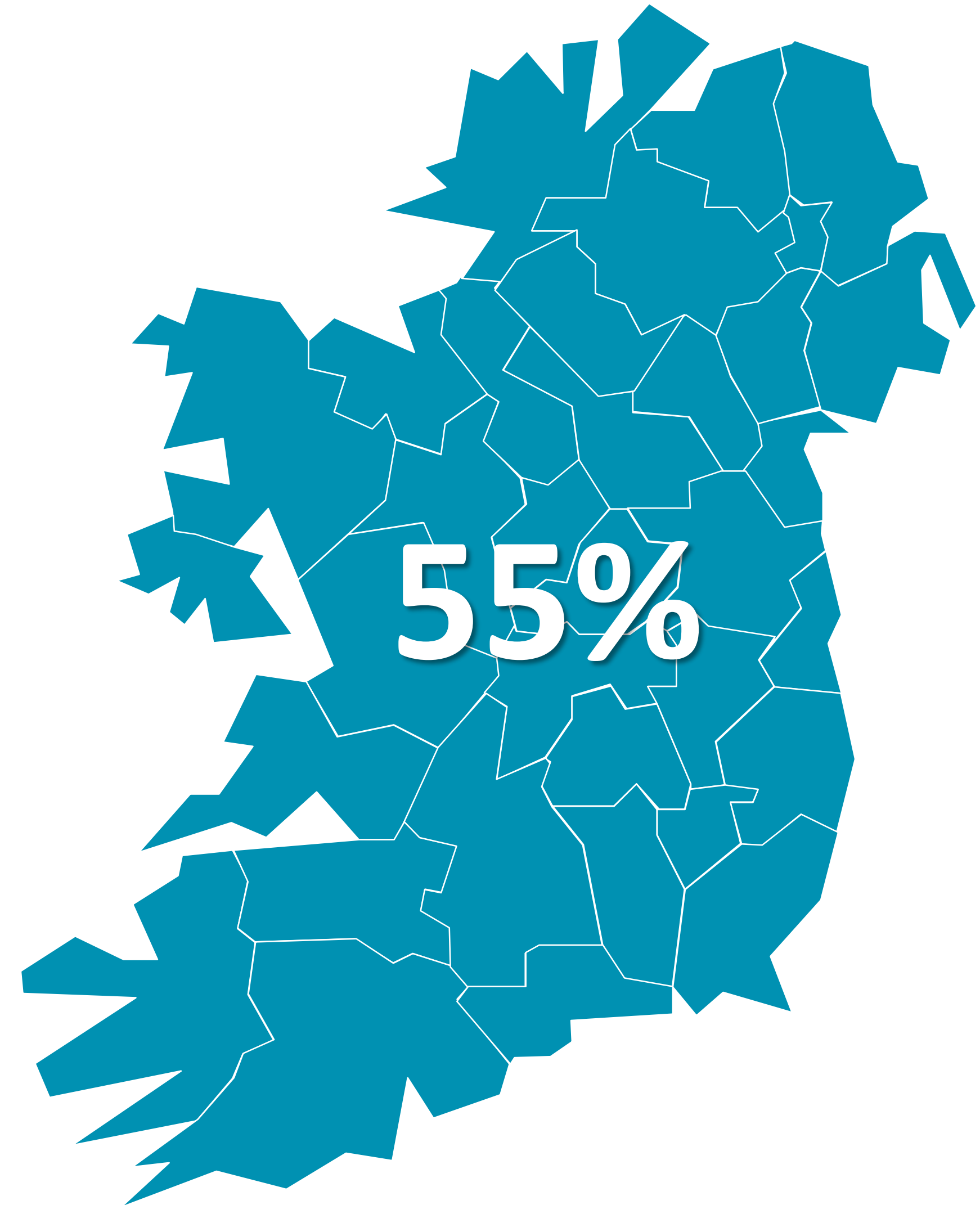


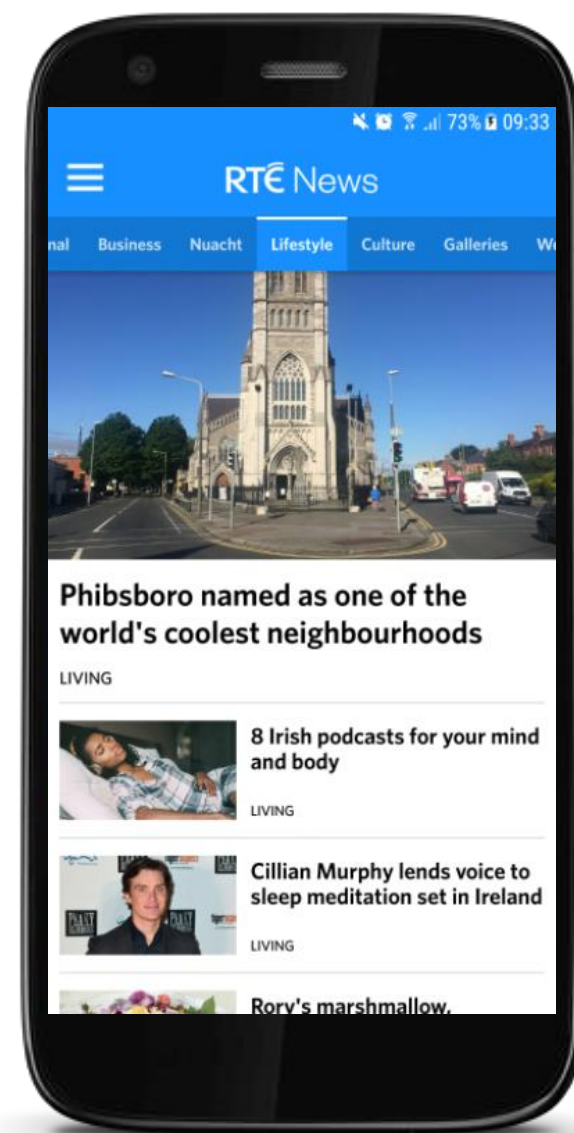
DIGITAL SERVICE USAGE

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



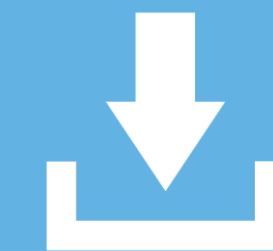
N^o. 1

News App



2.7m

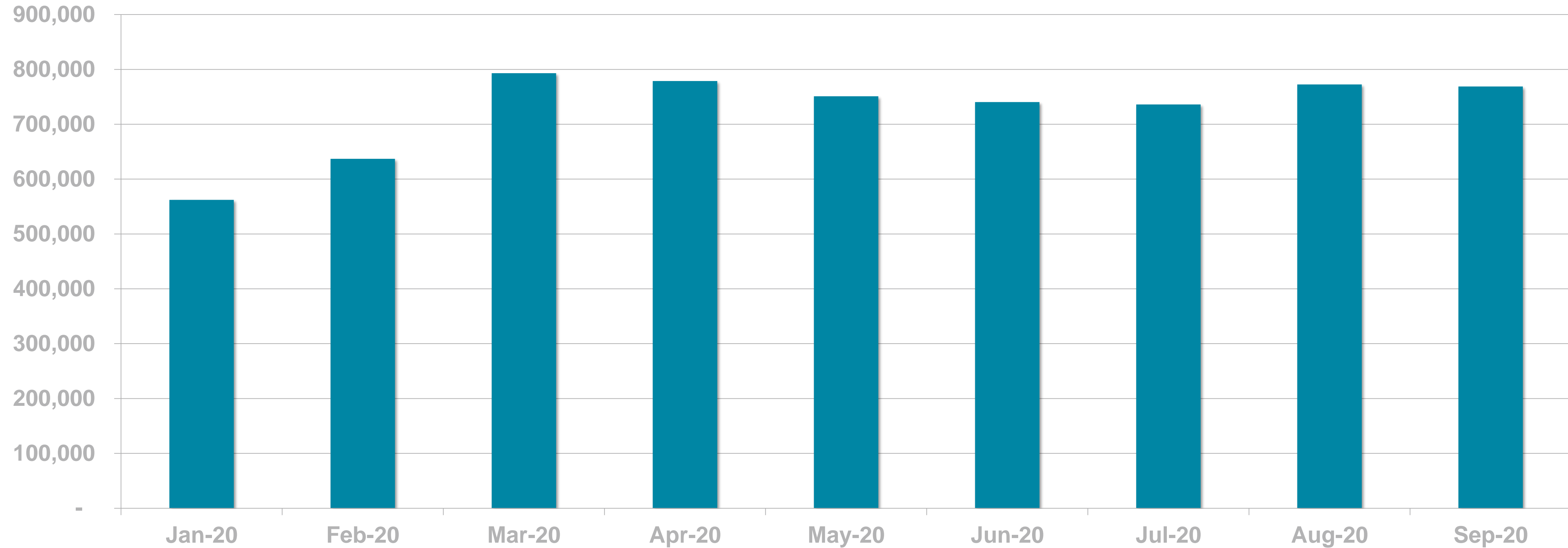
App Downloads



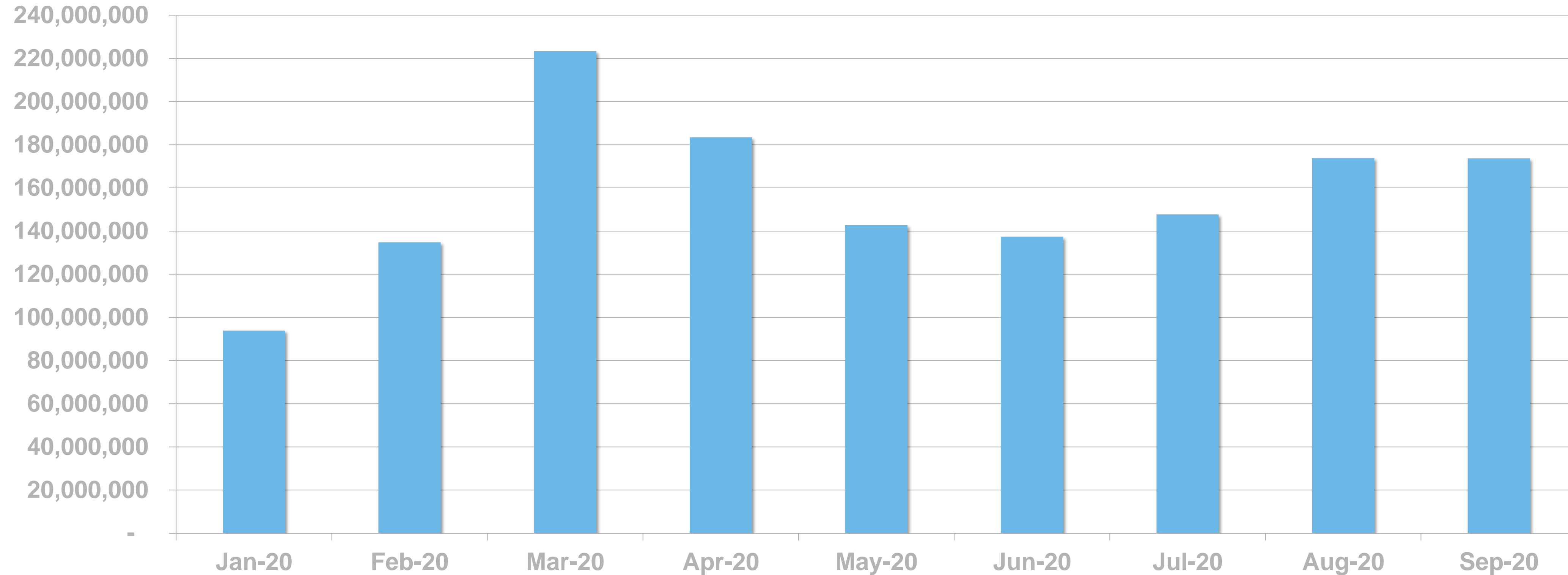
News Apps Ever Used – November 2019 (Adults 18+)



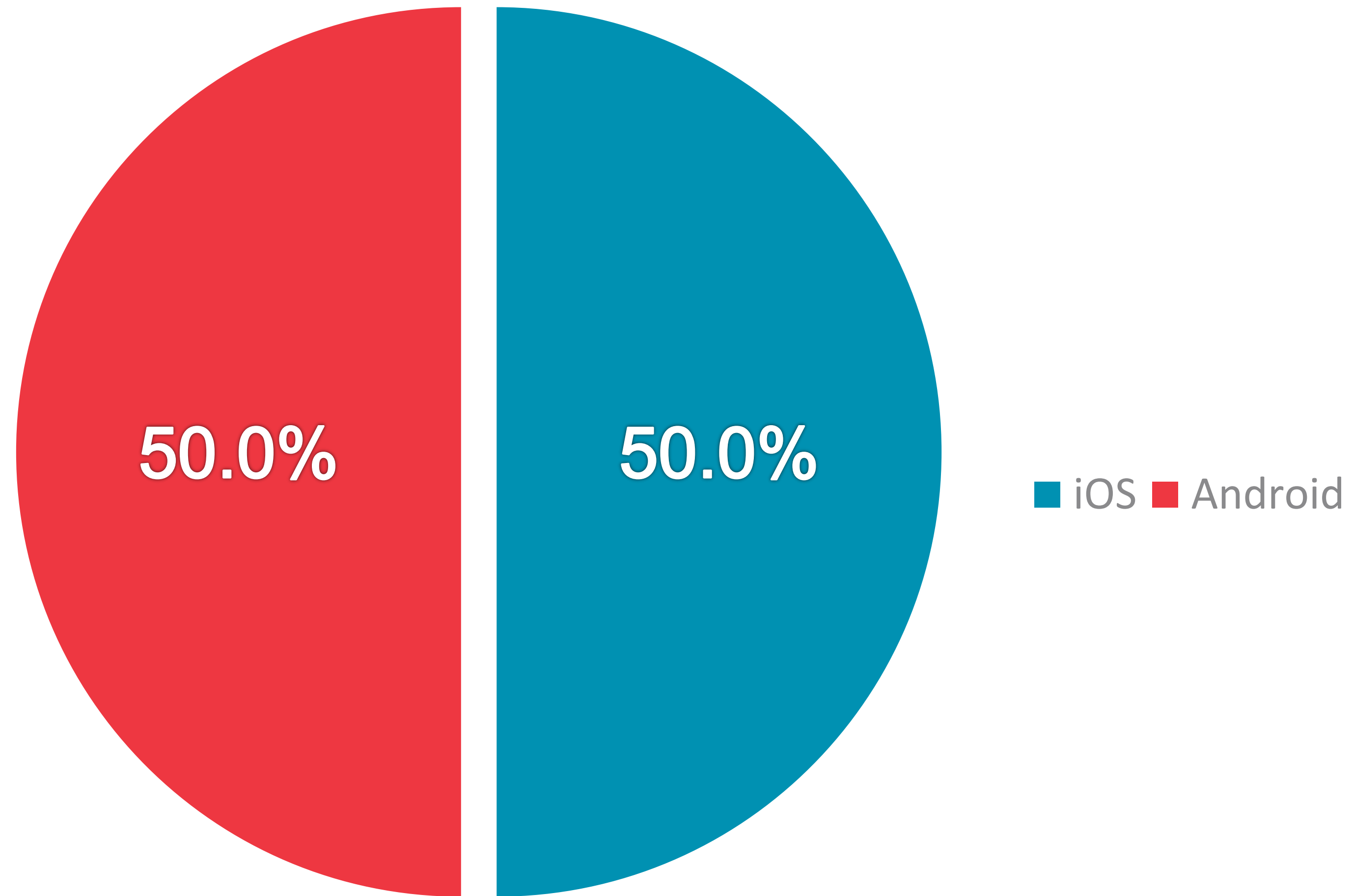
RTÉ News Now UNIQUE BROWSERS PER MONTH



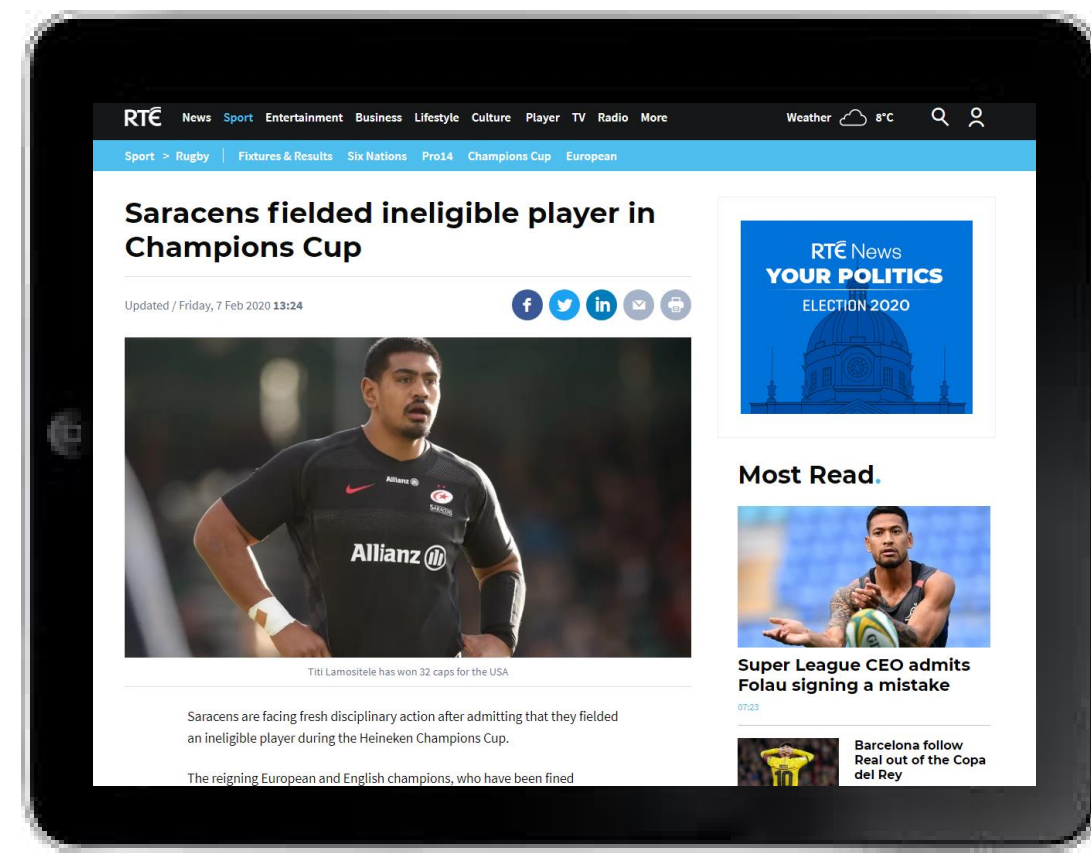
RTÉ News Now PAGE VIEWS PER MONTH



PAGE VIEWS PER APP VERSION



RTÉ.ie



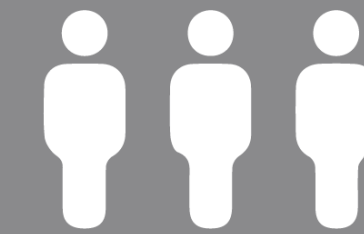
Ireland's No. 1
Multi-Media
Website



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

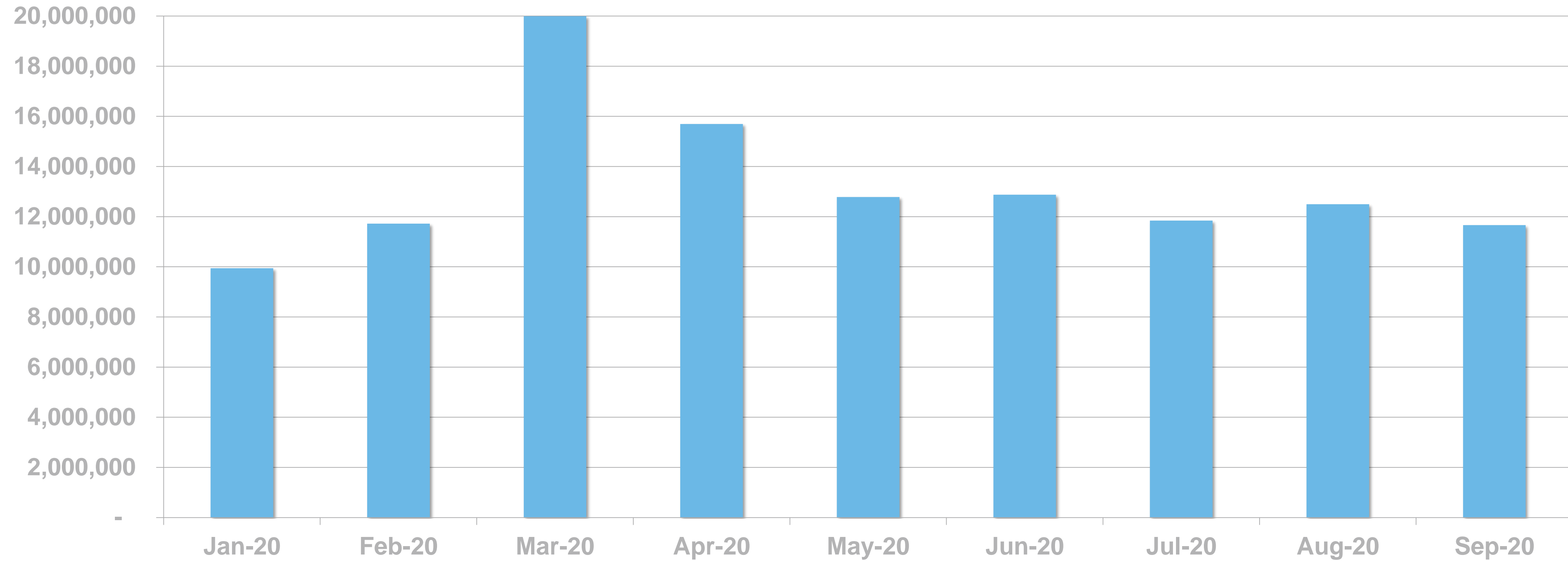
News & Entertainment Websites Ever Used November 2019 (Adults 18+)



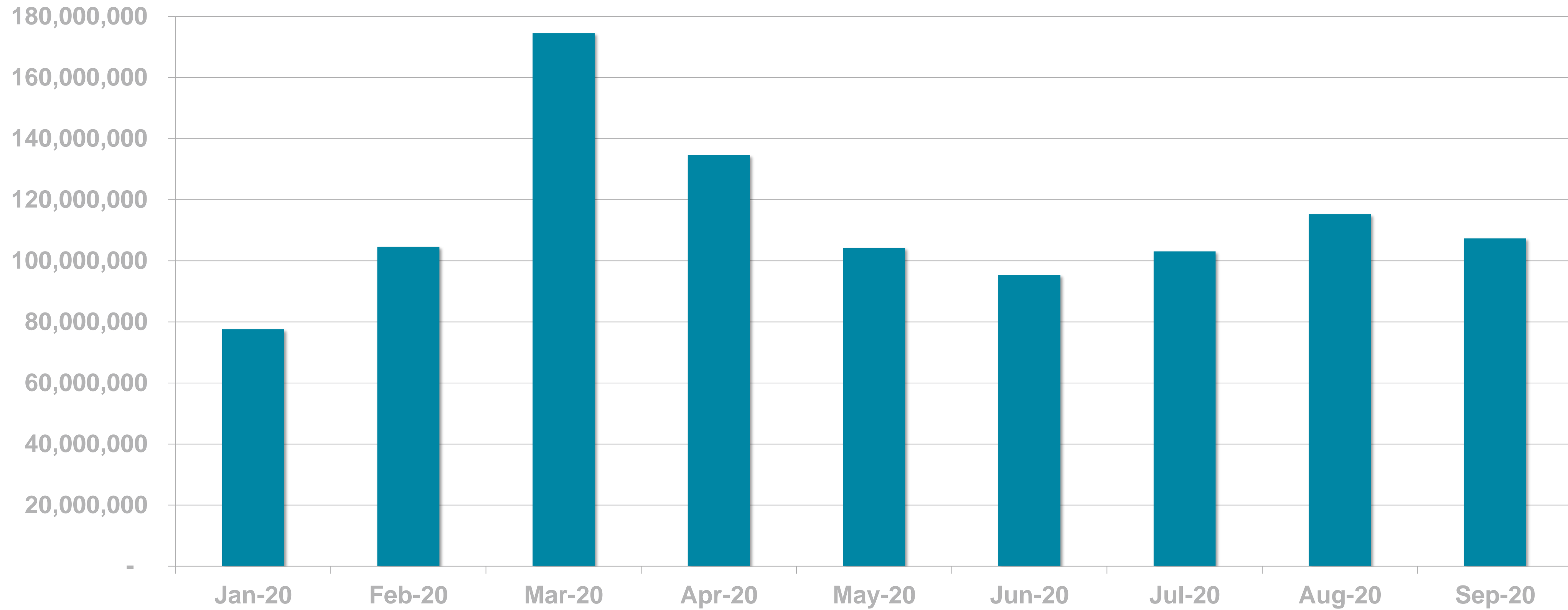
RTÉ Media Sales

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

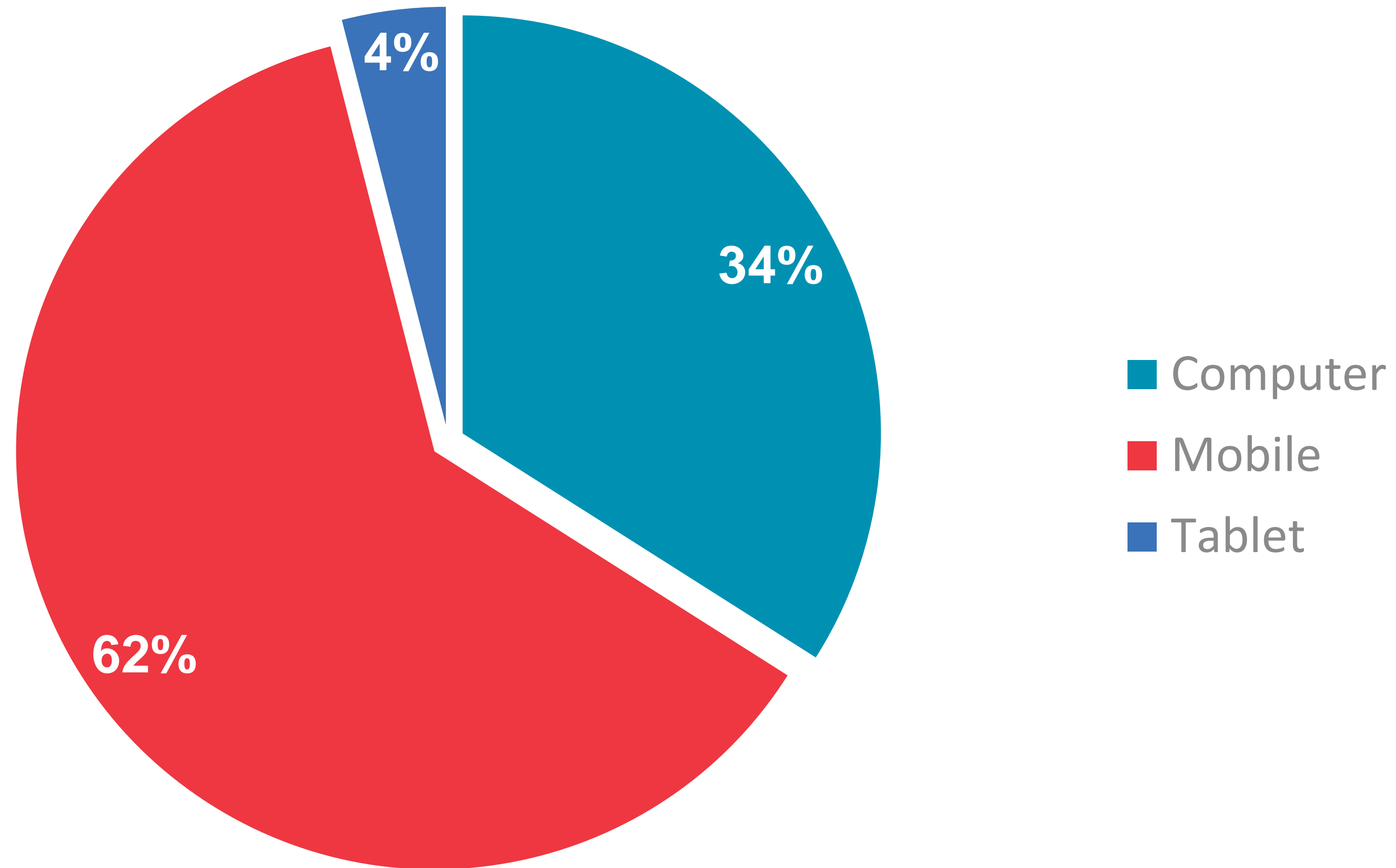
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH

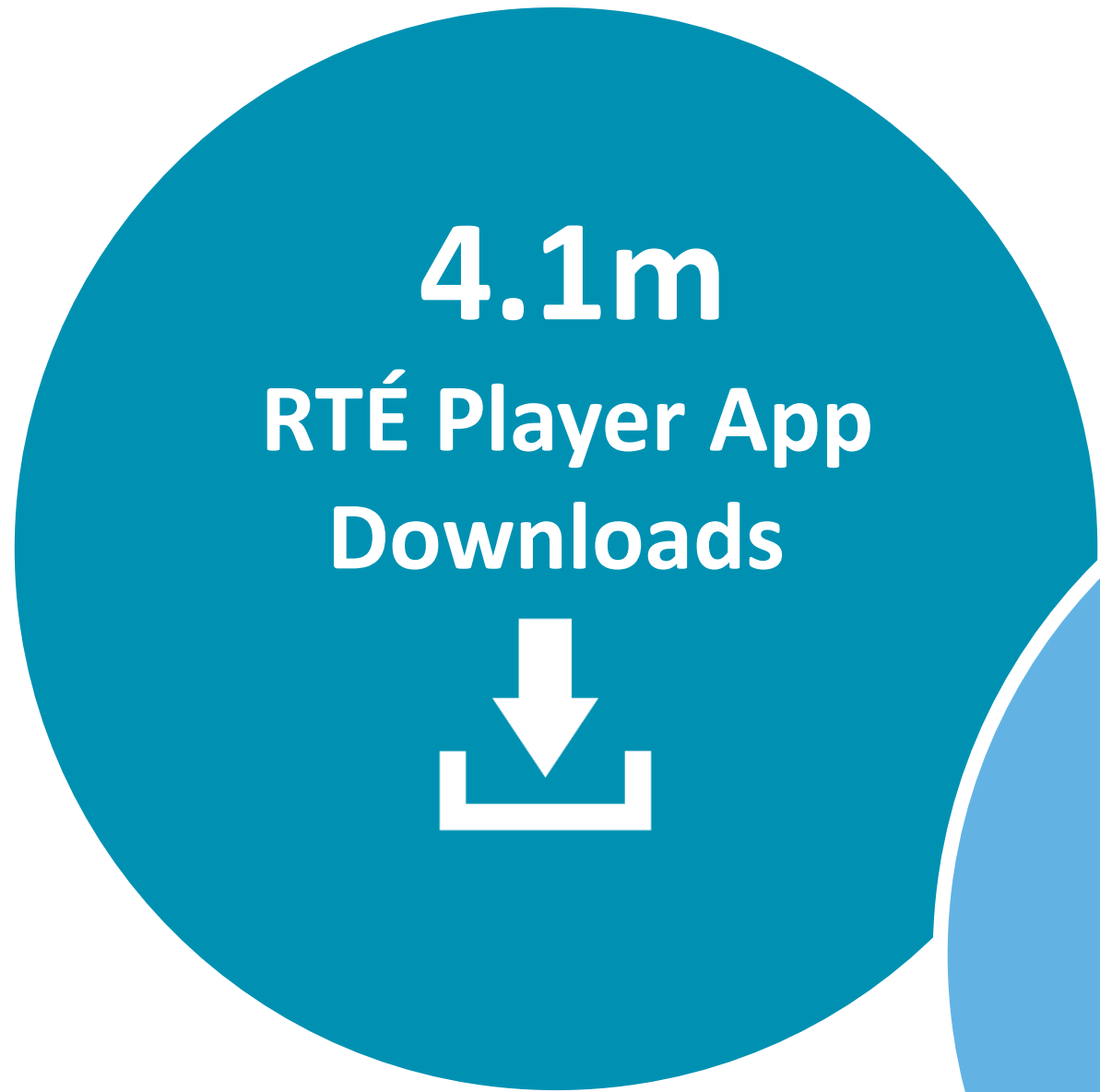


RTÉ.ie PAGE VIEWS PER DEVICE

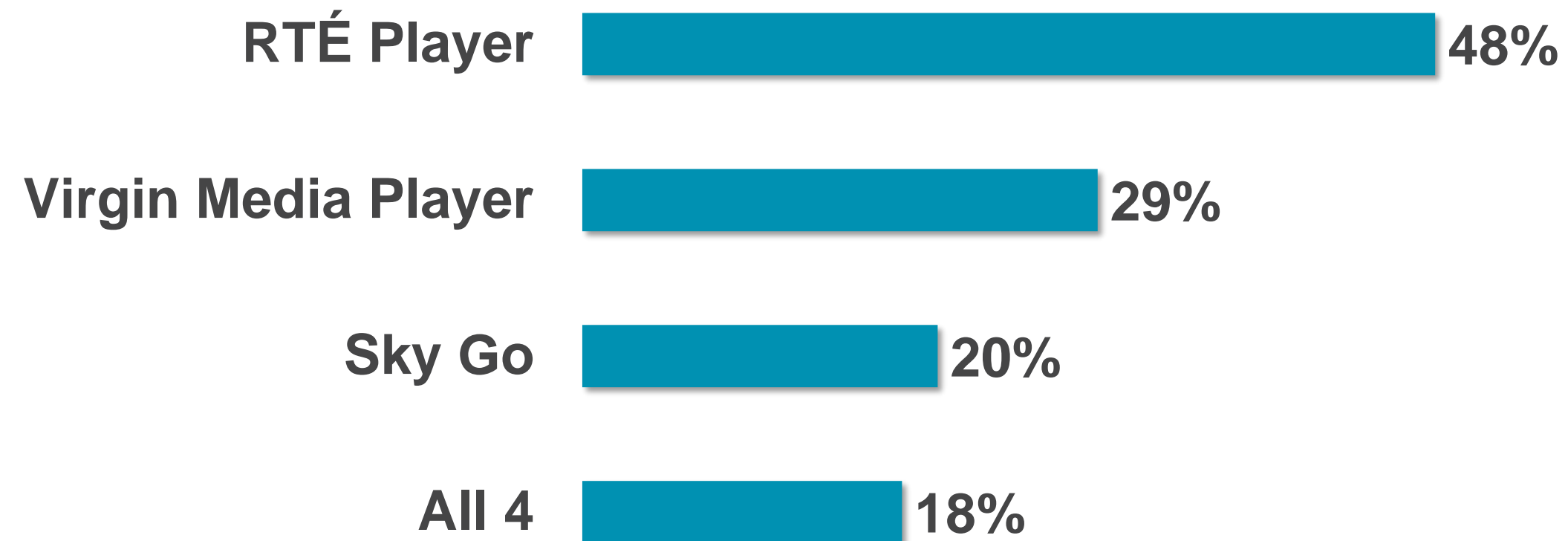




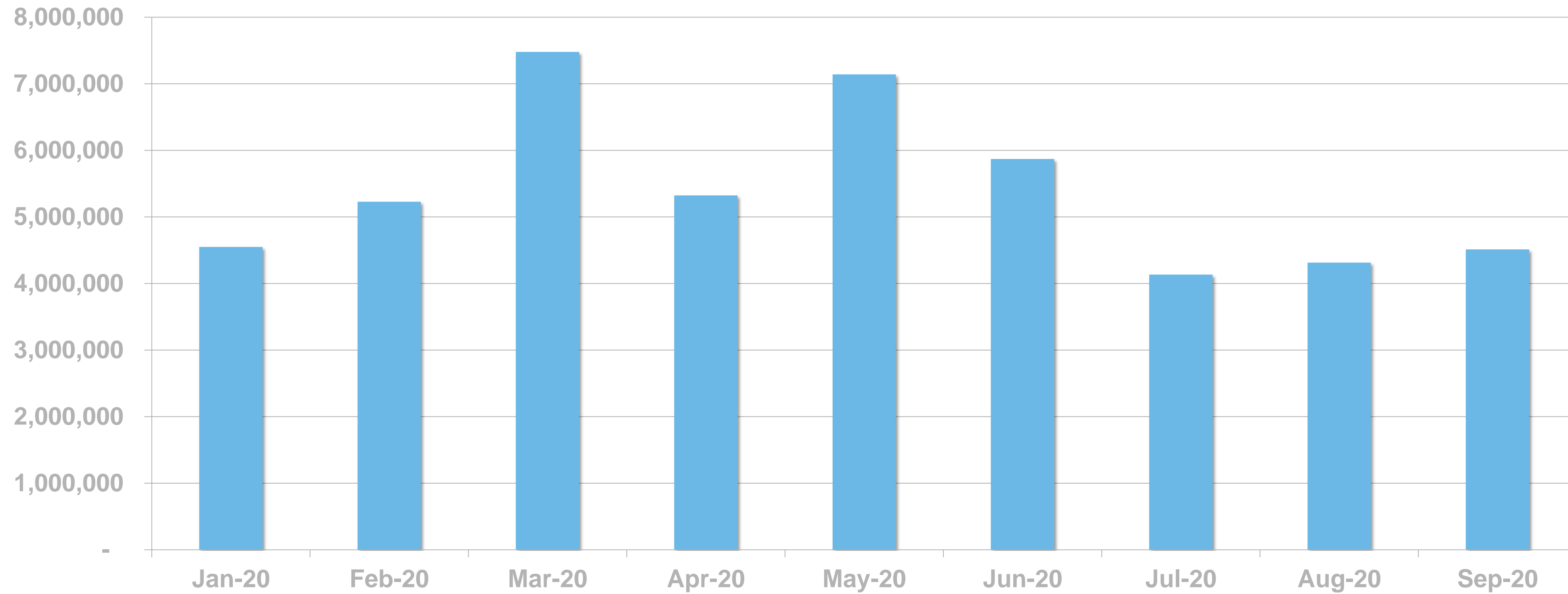
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



BVOD Services Ever Used
November 2019 (Adults 18+)



RTÉ PLAYER STREAMS PER MONTH



Top Programmes

	Programme	Streams
1	Home and Away	481,000
2	EastEnders	334,000
3	RTÉ News: Six One	259,000
4	RTÉ News: Nine O’Clock	254,000
5	Fair City	168,000
6	The Late Late Show	162,000
7	Love/Hate	142,000
8	Neighbours	120,000
9	The South Westerlies	112,000
10	Normal People	107,000
11	The 2 Johnnies Do America	91,000
12	RTÉ News: One O’Clock	76,000
13	Prime Time	72,000
14	The Young Offenders	71,000
15	Frasier	62,000

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