

RTÉ Mobile

April 2015 Review

RTÉ Mobile

RTÉ Media Sales | Digital

Monthly Page Impressions – All Mobile Services

Page Impressions

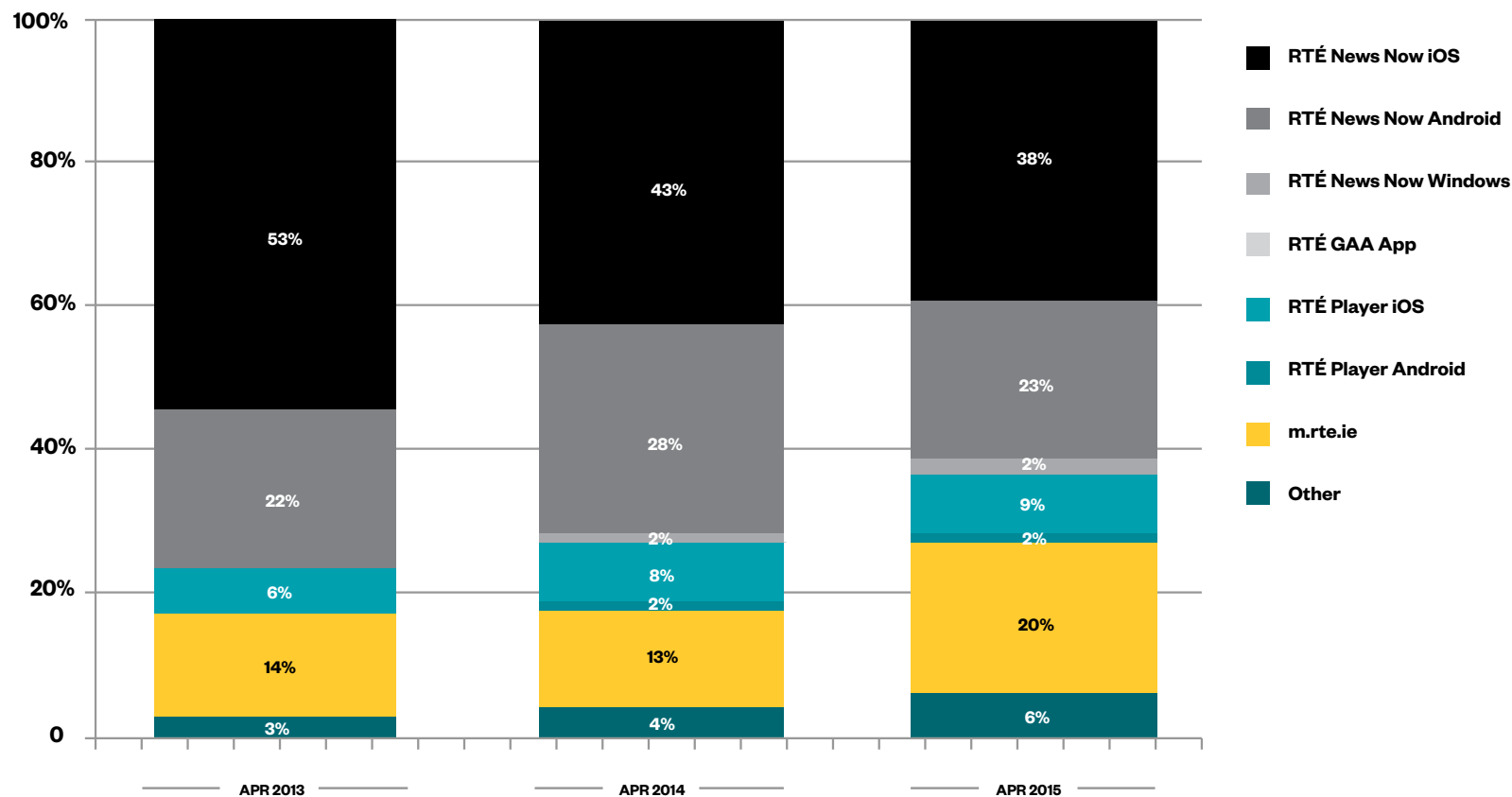


- There were 77 million page impressions delivered through RTÉ’s Mobile services in April

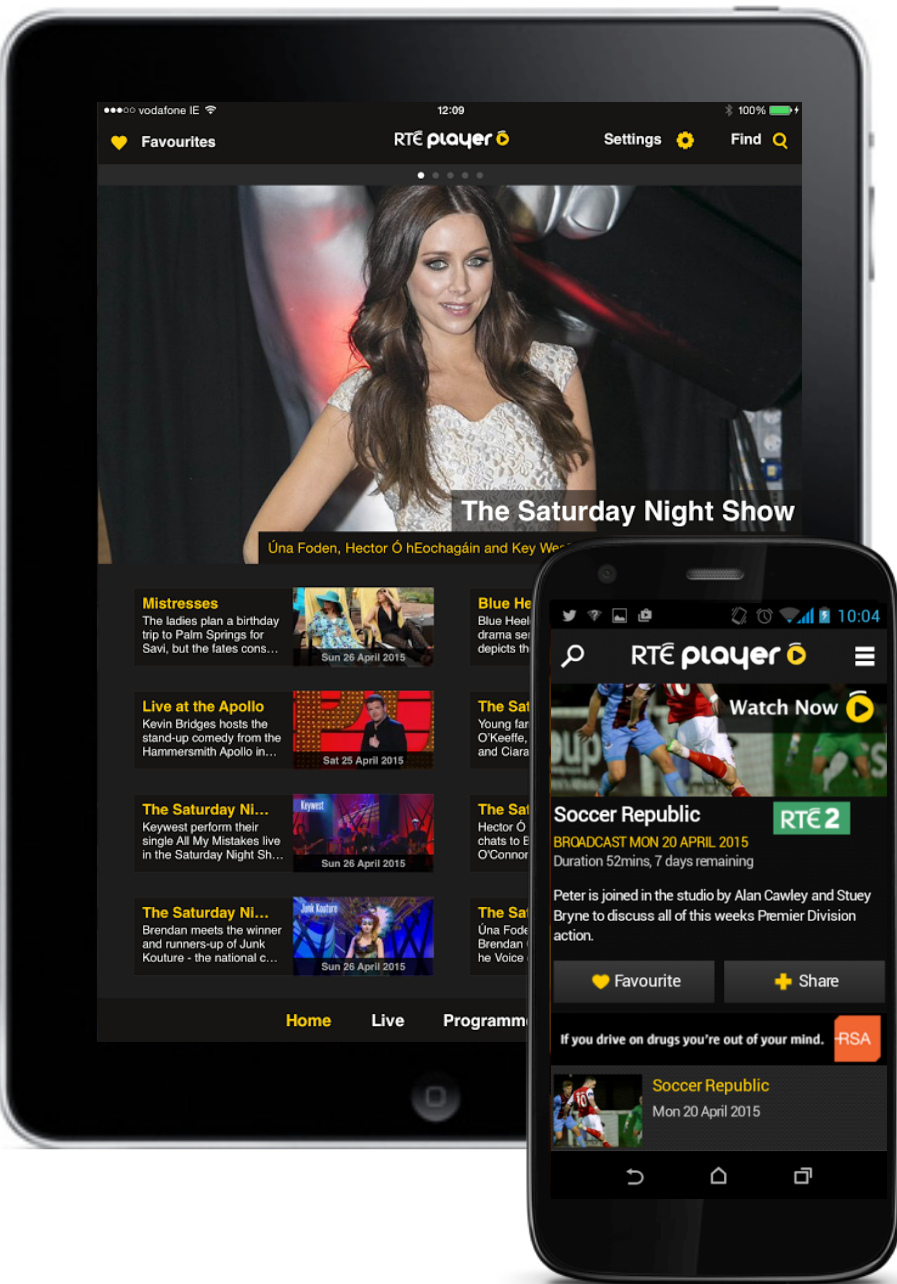


RTÉ Mobile Page Impressions by Service & Platform

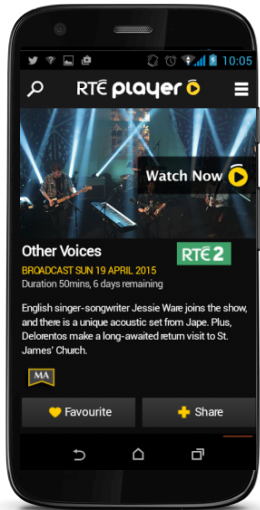
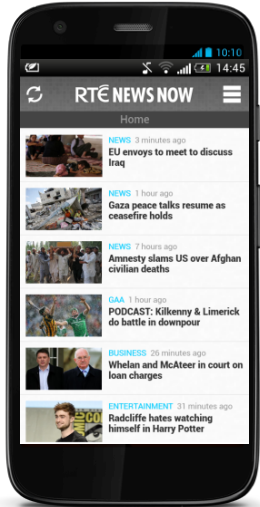
Share of Mobile Services Page Impressions



- m.rte.ie has grown to 20% share of mobile services in April 2015



App Downloads at end of April



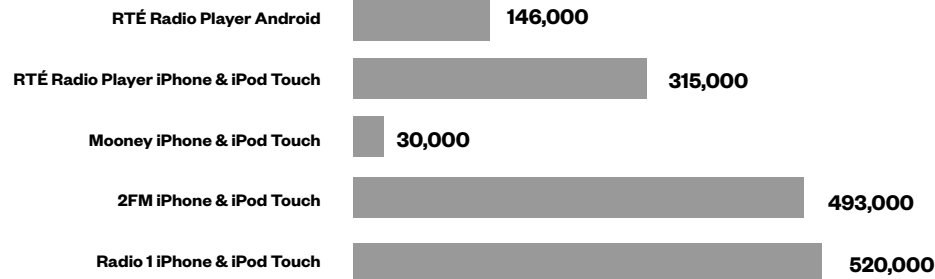
RTÉ Player



RTÉ News Now

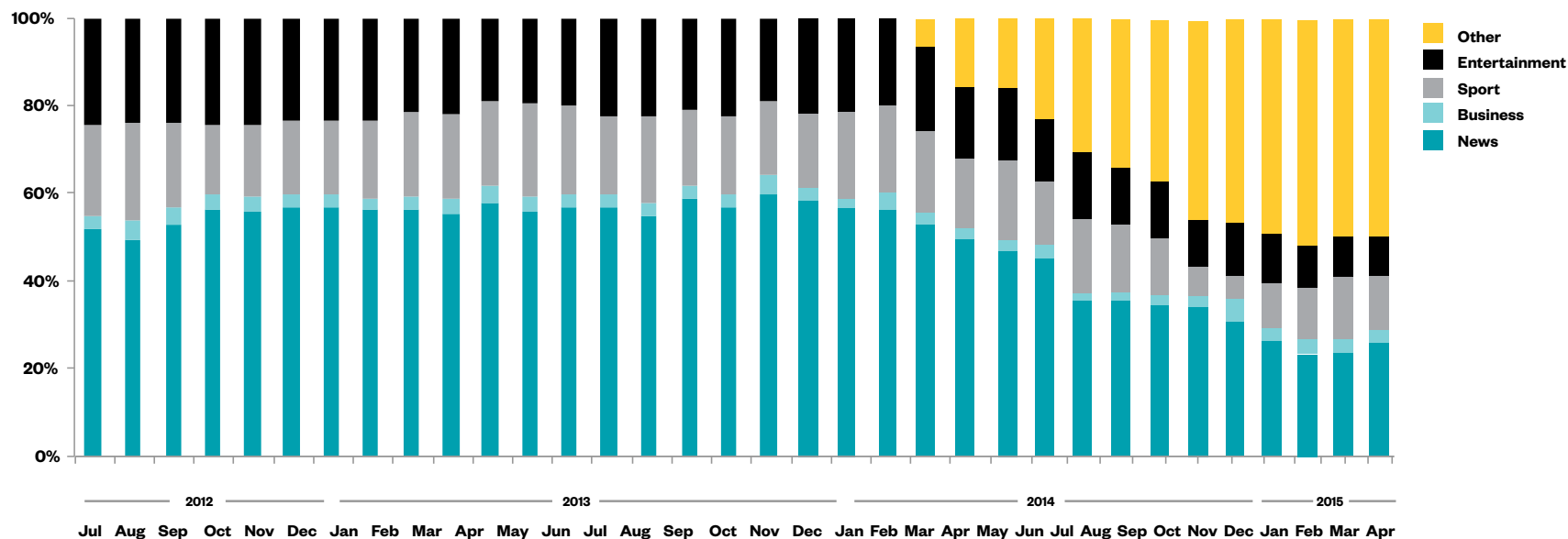


Radio Apps



Source: Apple & Android; Please note that the above refers to downloads of the app and not current users

RTÉ News Now Page Impression Analysis

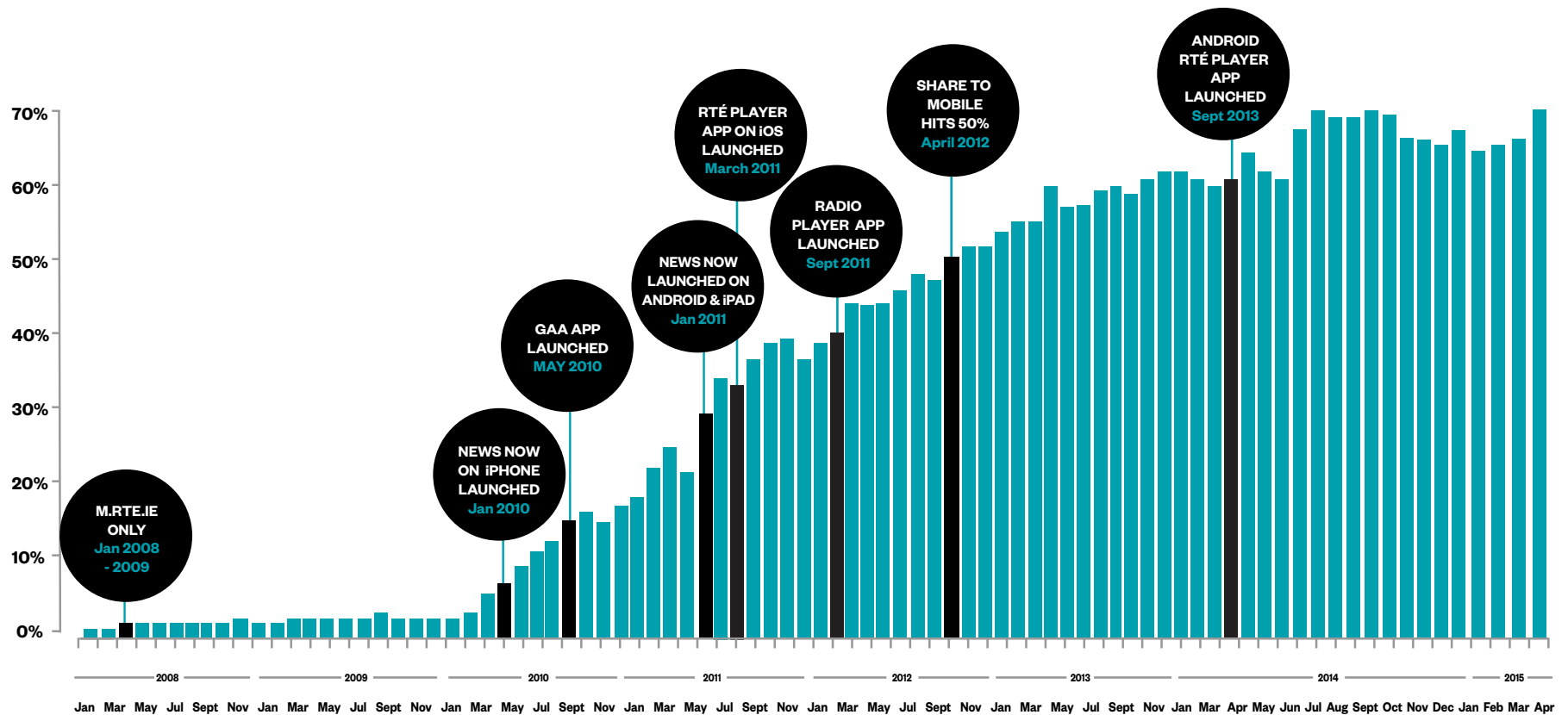


- The mixed content homepage and other new sections now account for around half of page views on the RTÉ News Now App
- News remains the key content area



#YOURNEWSNOW

Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for 70% of traffic in April

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Take a tour to find out more:

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