

RTÉ Mobile

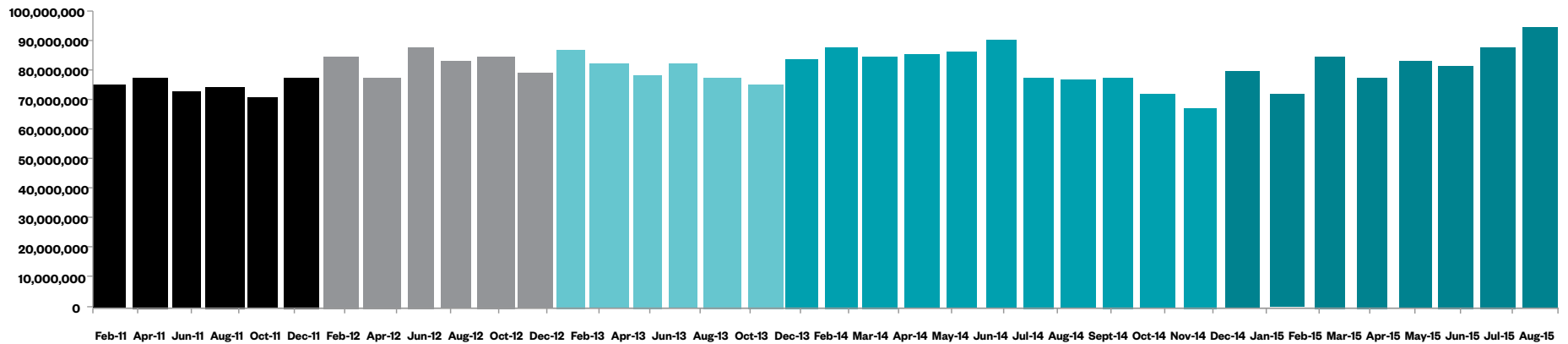
August 2015 Review

RTÉ Mobile

RTÉ Media Sales | Digital

Monthly Page Impressions – All Mobile Services

Page Impressions

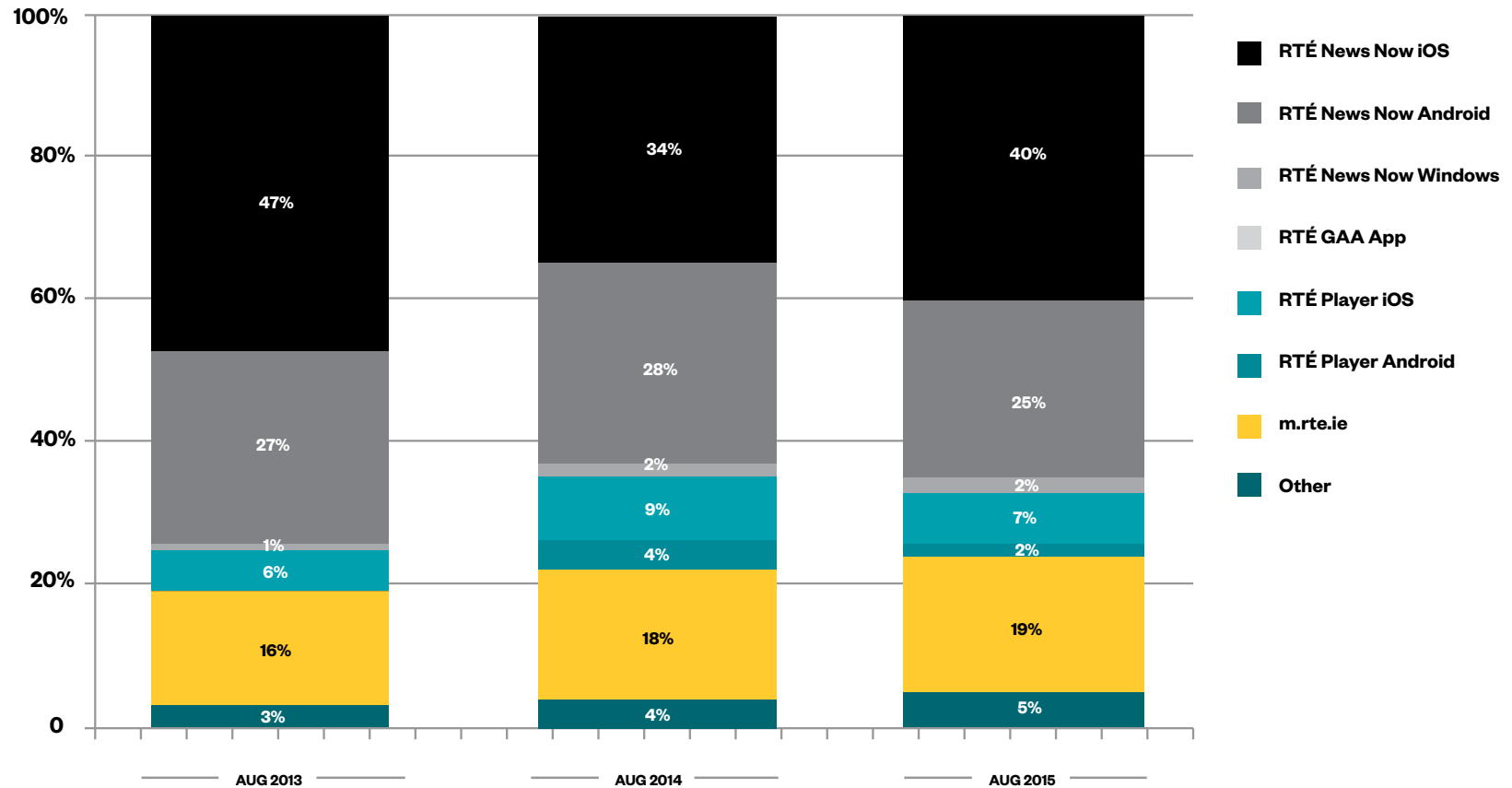


- There were 94 million page impressions delivered through RTÉ’s Mobile services in August



RTÉ Mobile Page Impressions by Service & Platform

Share of Mobile Services Page Impressions



- A re-design of the RTÉ News Now App has driven a significant growth in the app traffic this August



App Downloads to end August



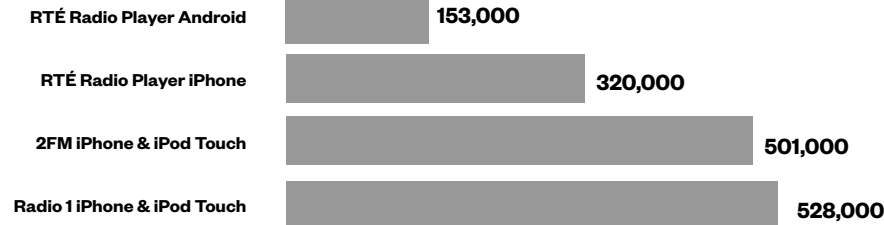
RTÉ Player



RTÉ News Now

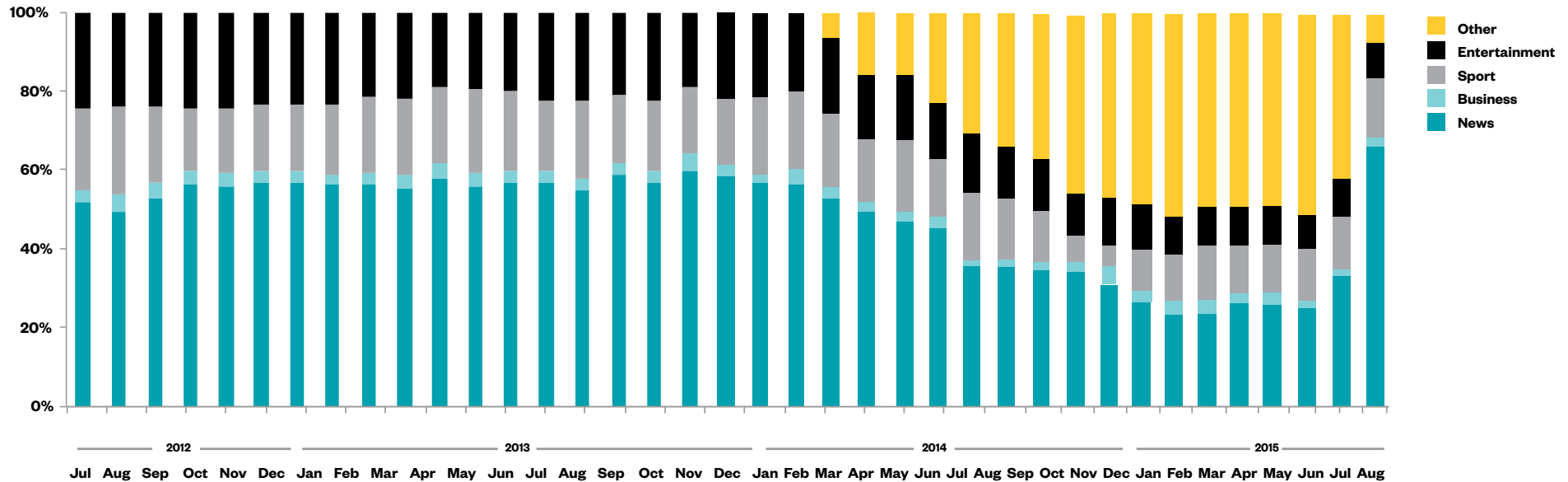


Radio Apps



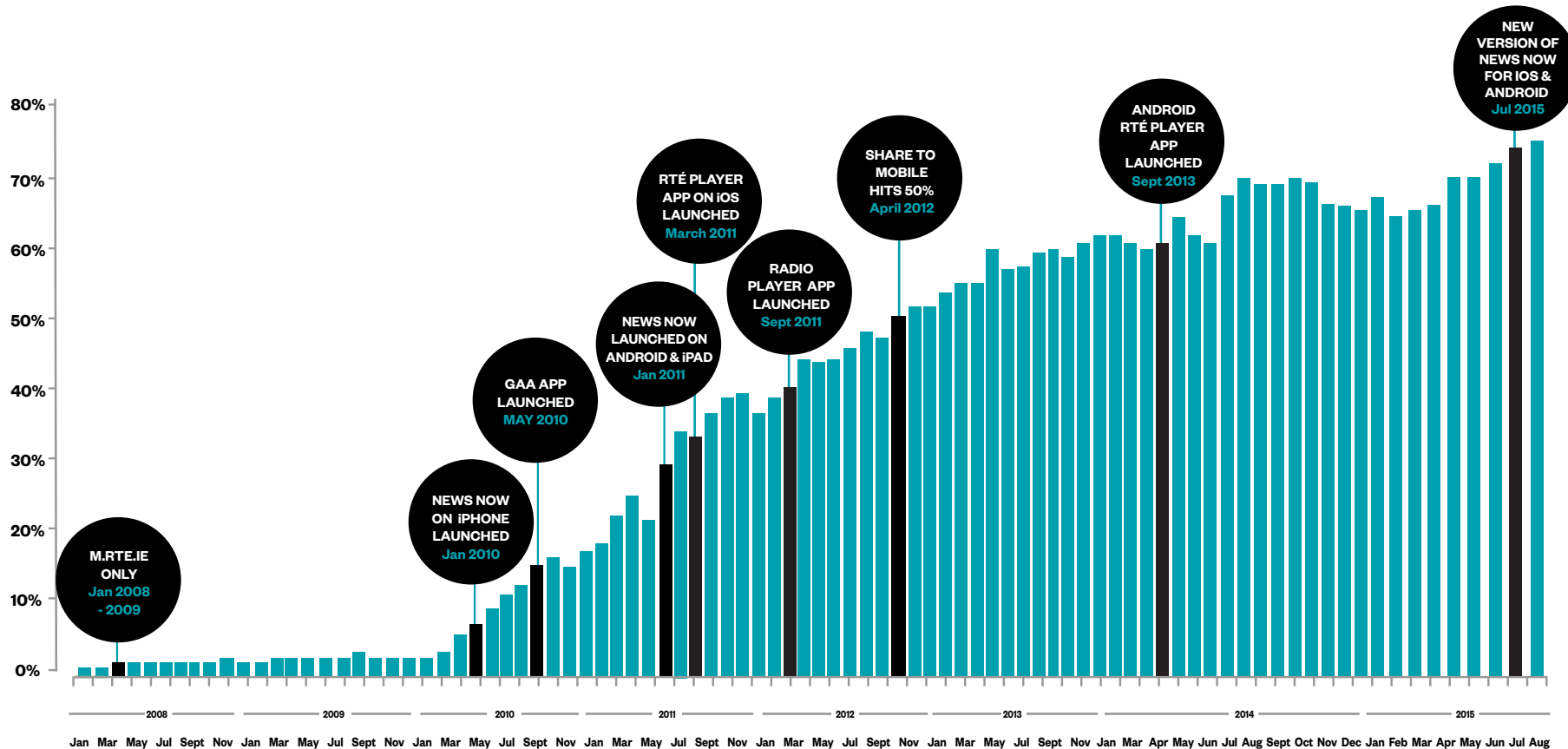
Source: Apple & Android; Please note that the above refers to downloads of the app and not current users

RTÉ News Now Page Impression Analysis



- Traffic on the re-designed RTÉ News Now App is now dominated by News

Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for 75% of traffic in August

Ireland's most popular News App, RTÉ News Now, gets user-inspired refresh

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