

RTÉ Mobile

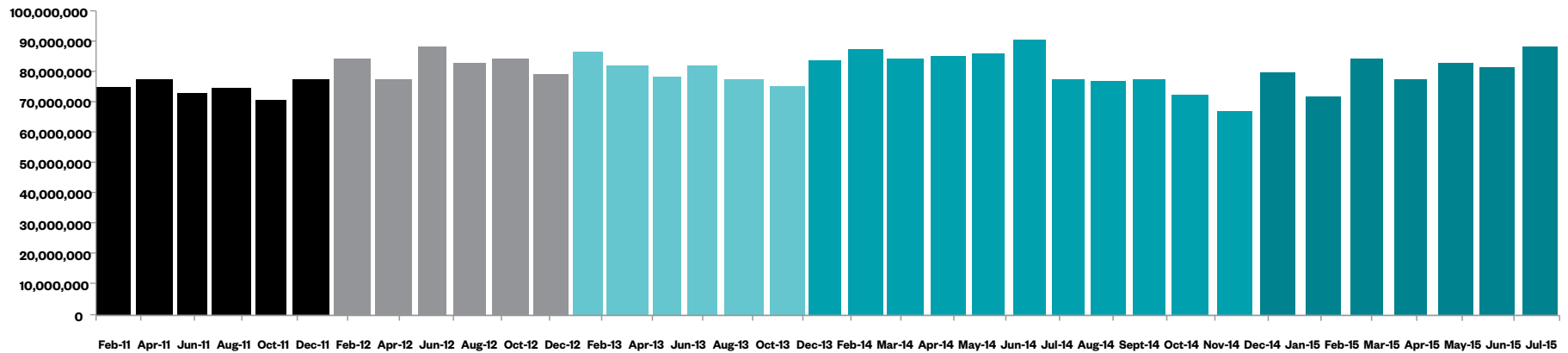
July 2015 Review

RTÉ Mobile

RTÉ Media Sales | Digital

Monthly Page Impressions – All Mobile Services

Page Impressions

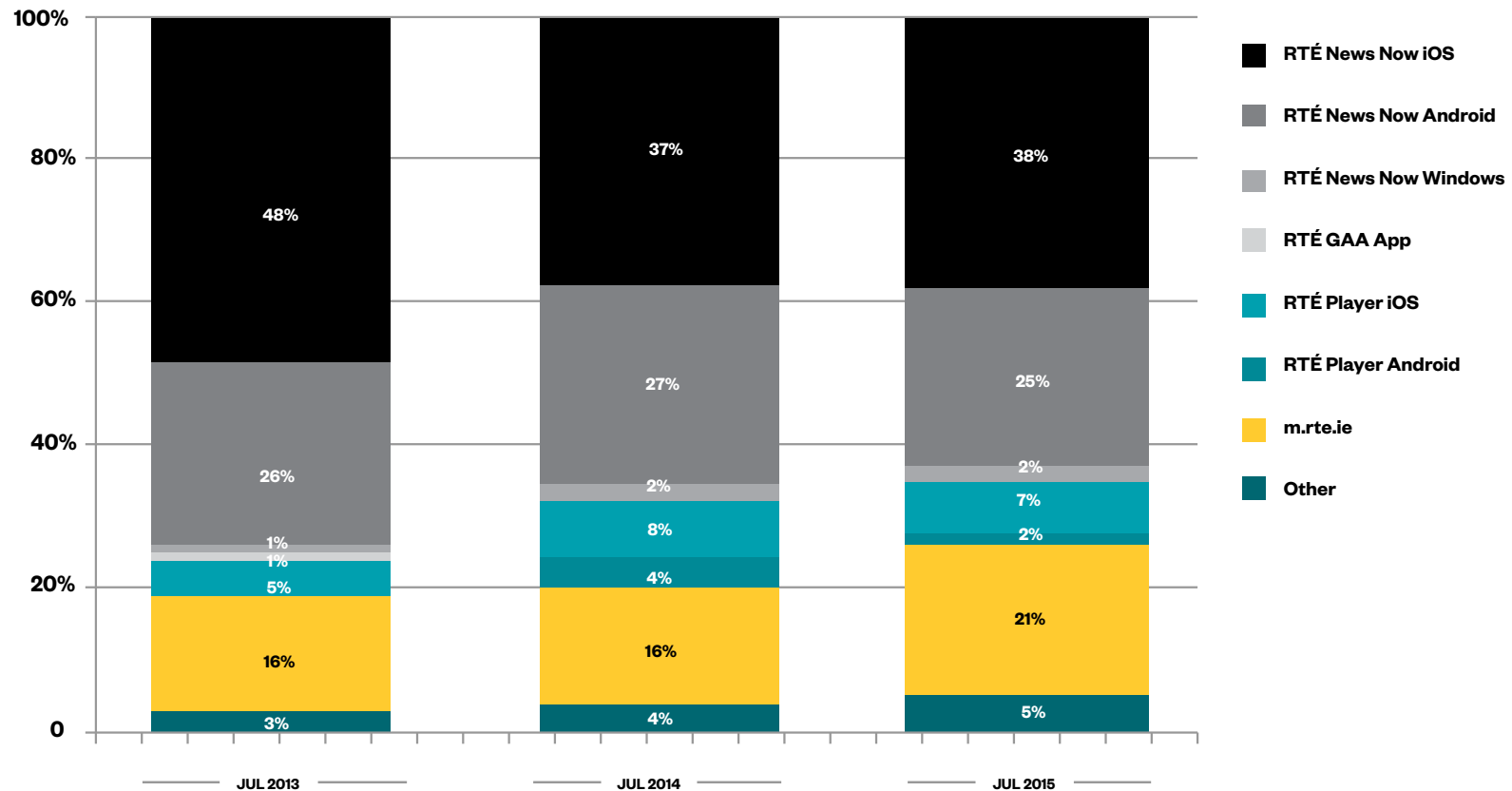


- There were 88 million page impressions delivered through RTÉ's Mobile services in July

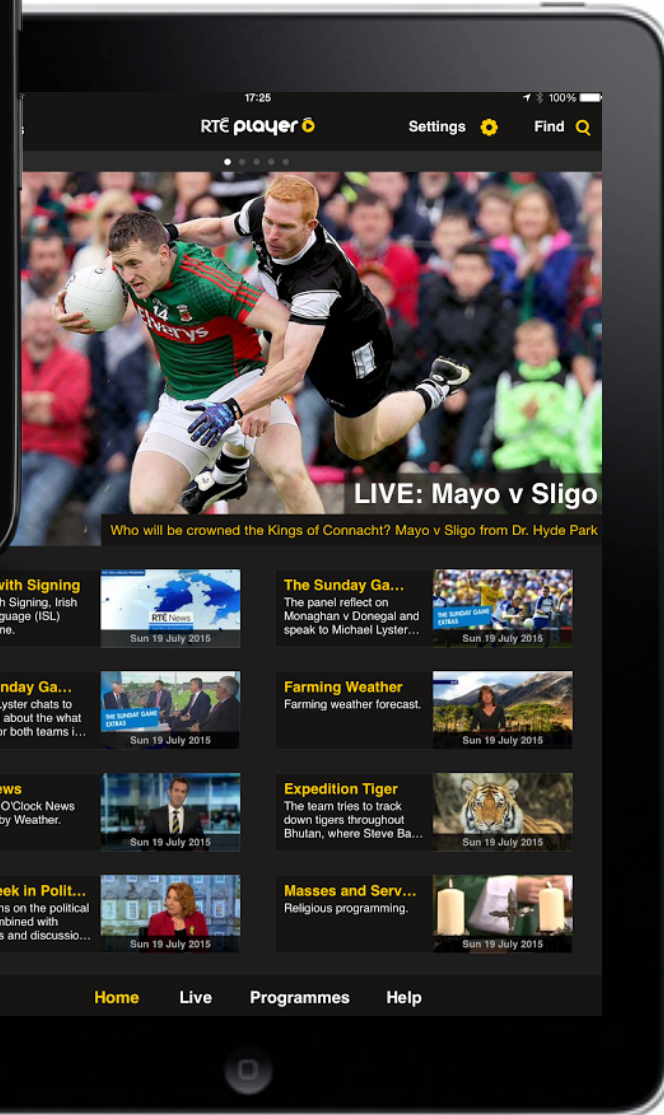
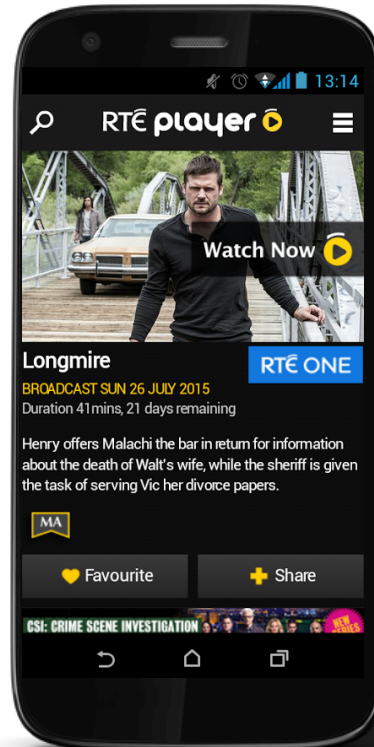
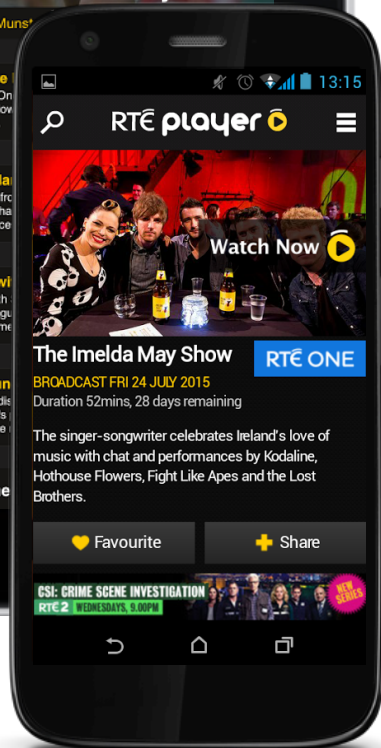


RTÉ Mobile Page Impressions by Service & Platform

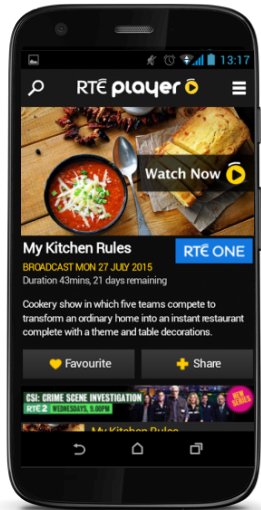
Share of Mobile Services Page Impressions



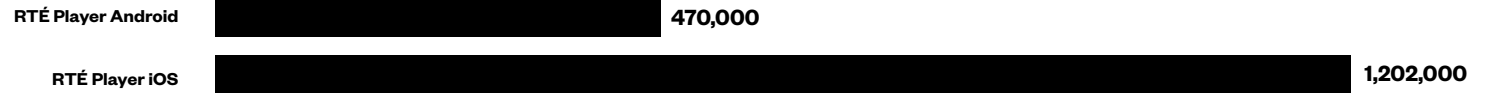
- m.rte.ie has grown to 21% share of mobile services in July 2015



App Downloads at end of July



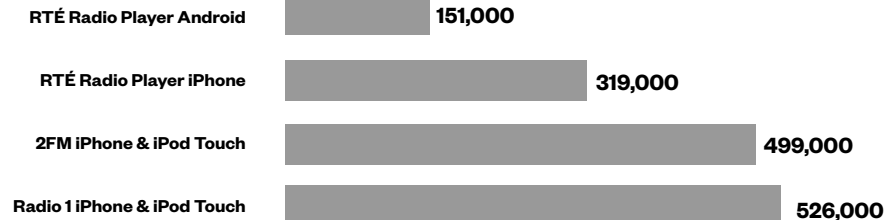
RTÉ Player



RTÉ News Now

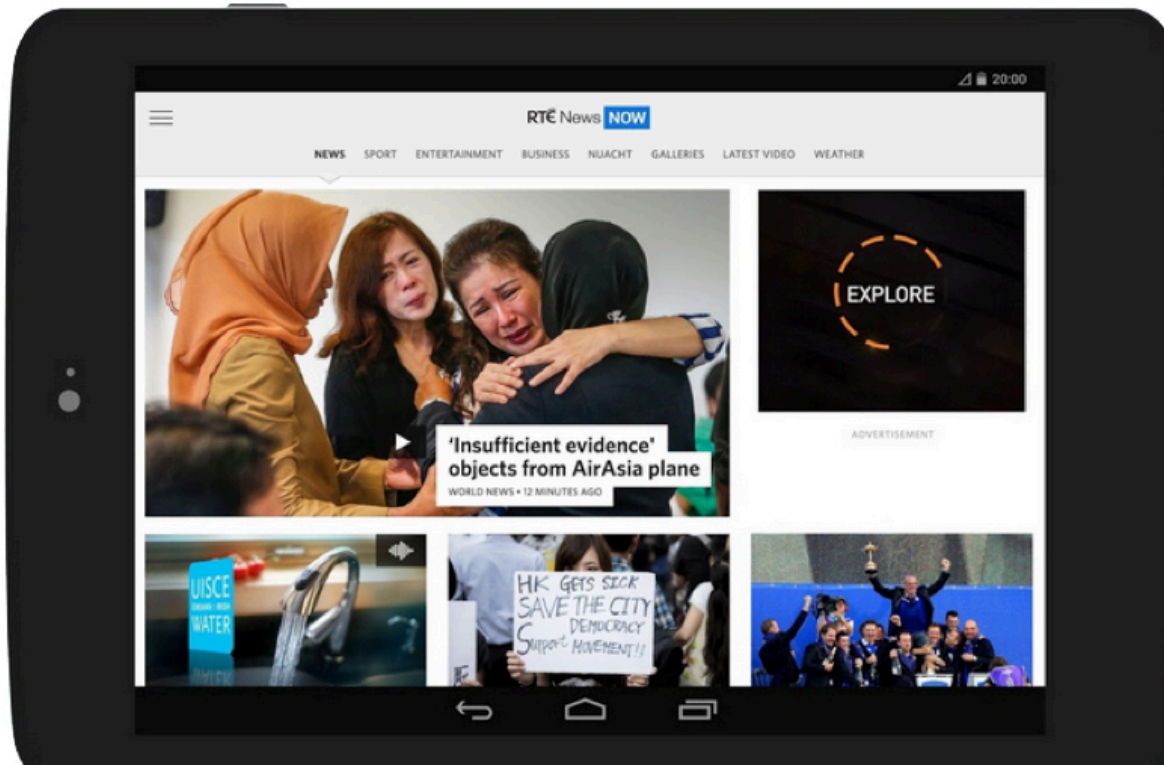


Radio Apps



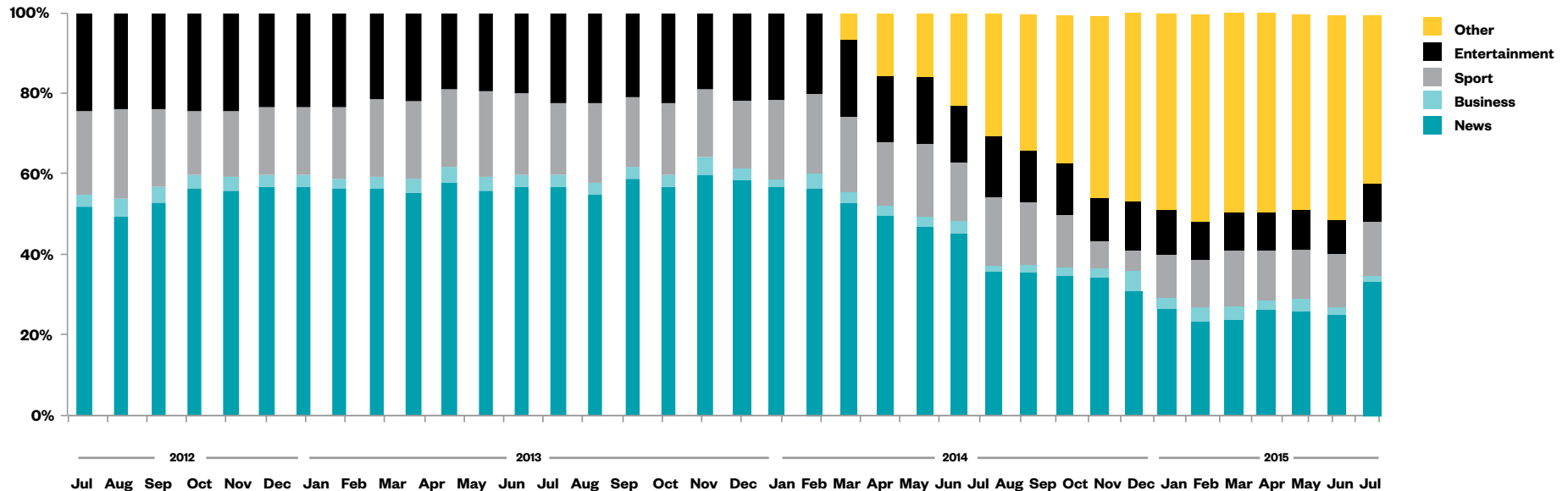
Source: Apple & Android; Please note that the above refers to downloads of the app and not current users

A new version of the RTÉ News Now App launched in July



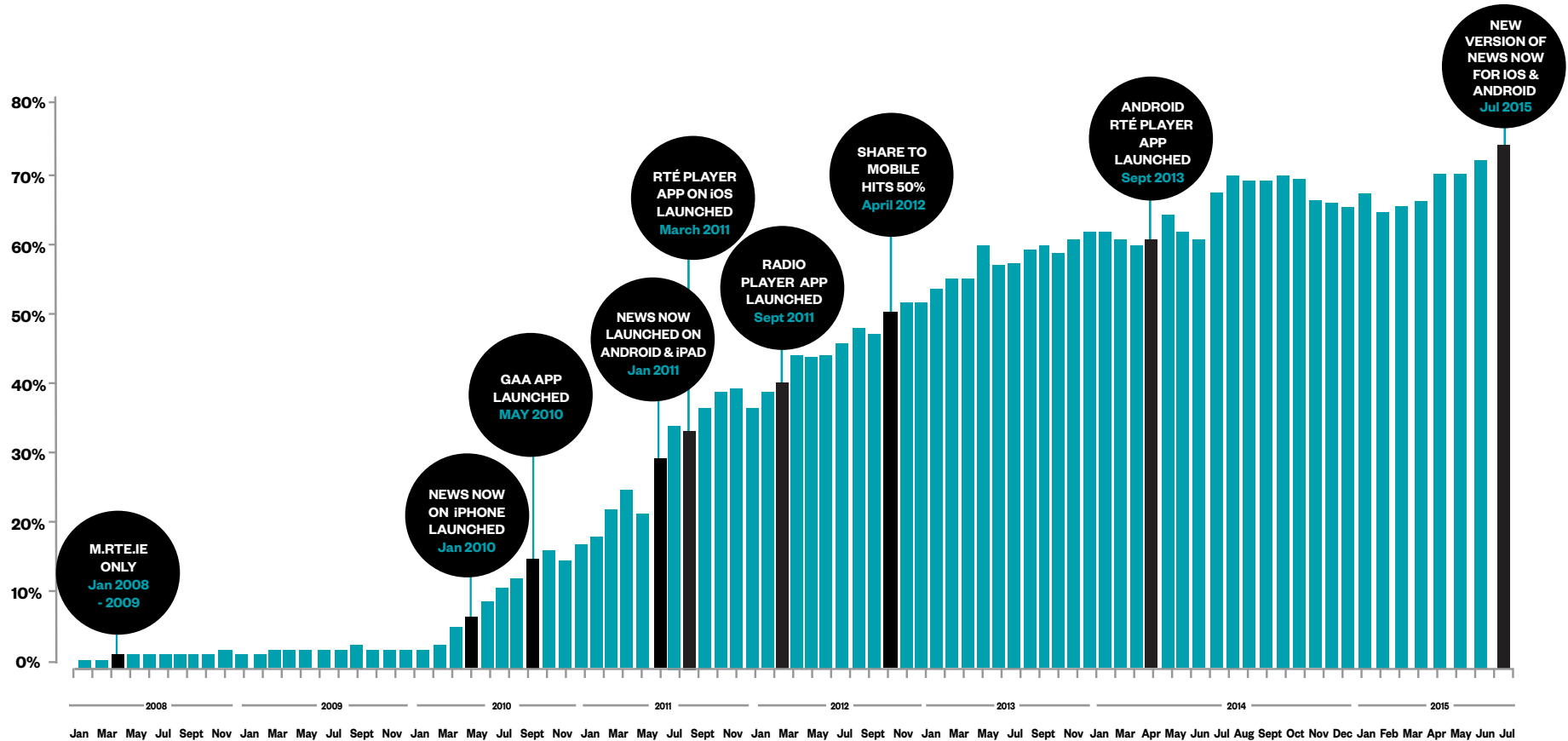
- Clear category menu options
- Personalise the content areas in your app
- Faster loading time

RTÉ News Now Page Impression Analysis



- In response to user feedback, the redesigned app now launches on the News section (or another section of the user's choice) rather than a mixed-content Homepage
- Traffic to the new app has grown significantly and has boosted the News section the most

Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for 73% of traffic in July

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

TO ADVERTISE CONTACT:

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RTÉ News **NOW**

For more information visit:

<http://digitalblog.rte.ie/2015/07/29/irelands-most-popular-news-app-rte-news-now-gets-user-inspired-refresh/>