

RTÉ Mobile

October 2015 Review

RTÉ Mobile

RTÉ Media Sales | Digital

Monthly Page Impressions – All Mobile Services

Page Impressions



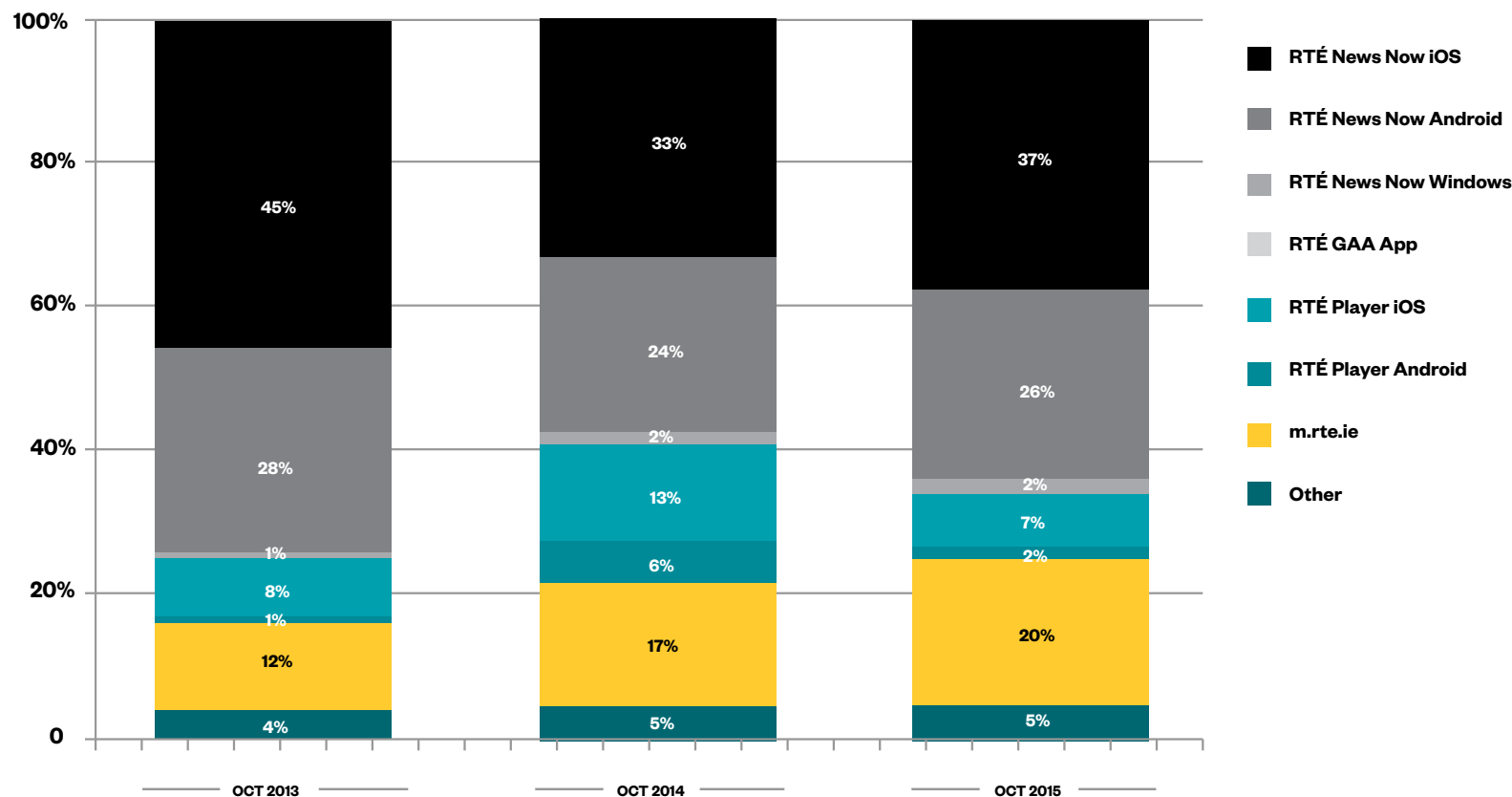
- There were 94 million page impressions delivered through RTÉ’s Mobile services in October

Source: comScore DAX; Google Analytics

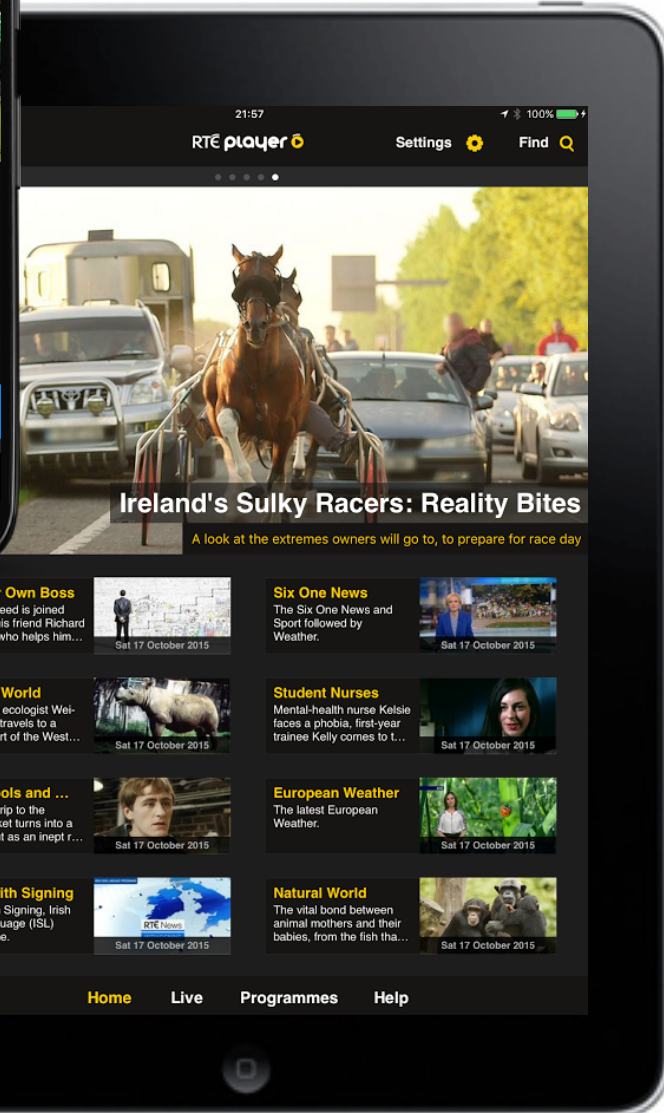
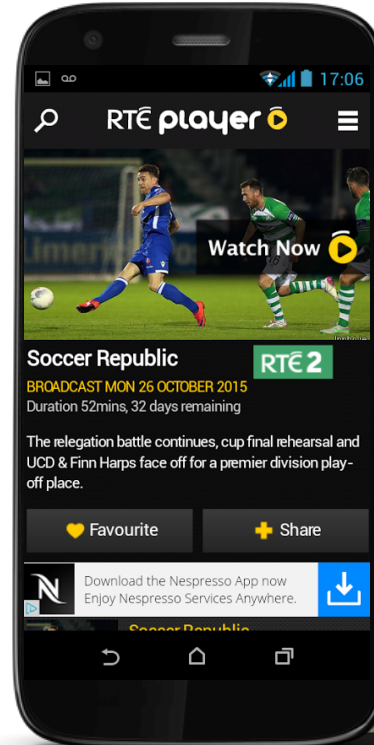
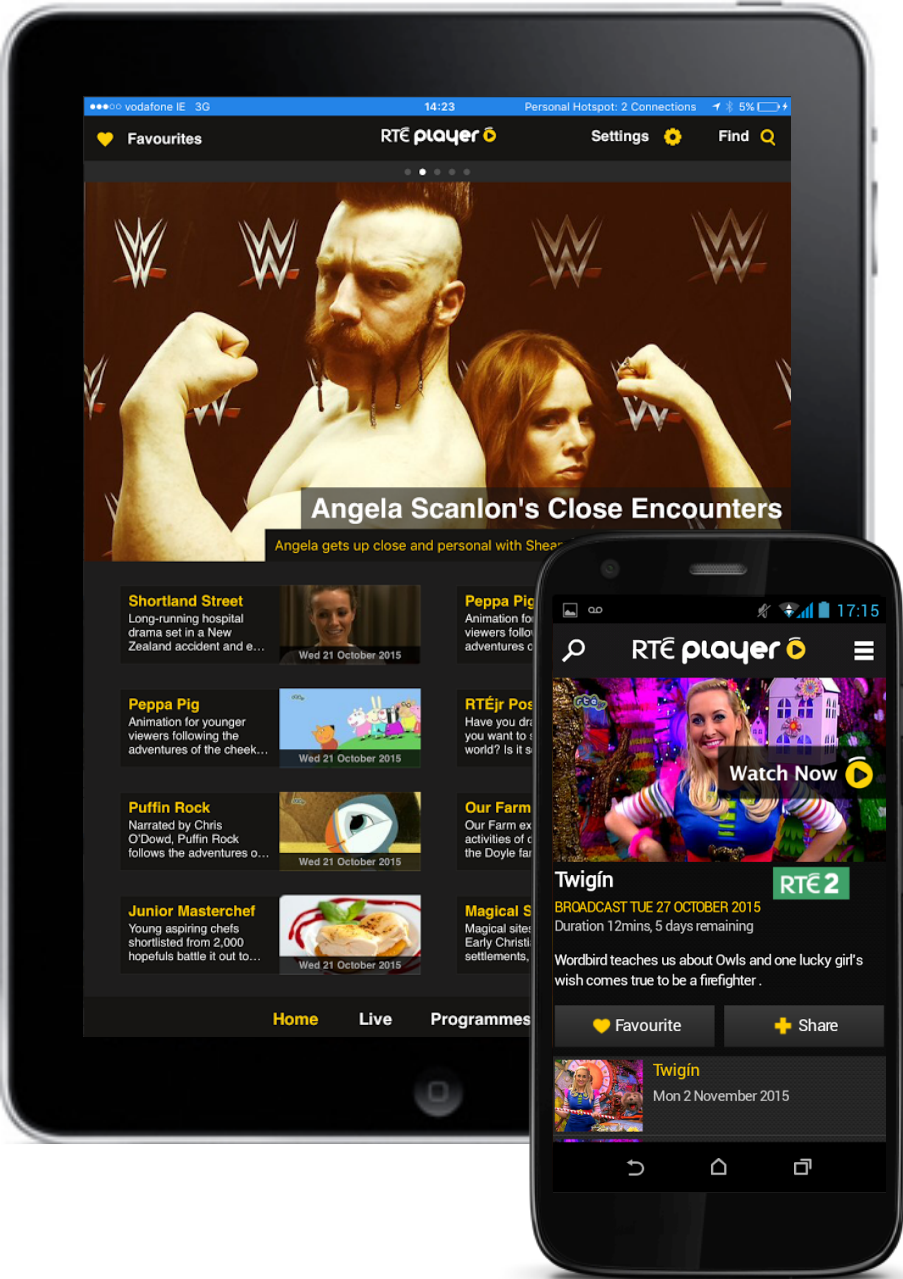


RTÉ Mobile Page Impressions by Service & Platform

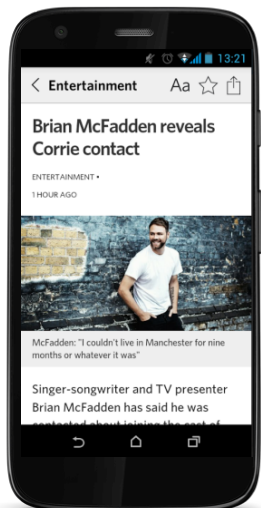
Share of Mobile Services Page Impressions



- Traffic on RTÉ News Now App has grown significantly year on year
- m.rte.ie also continues to perform very strongly, growing from 17% to 20% of mobile traffic



App Downloads to end October



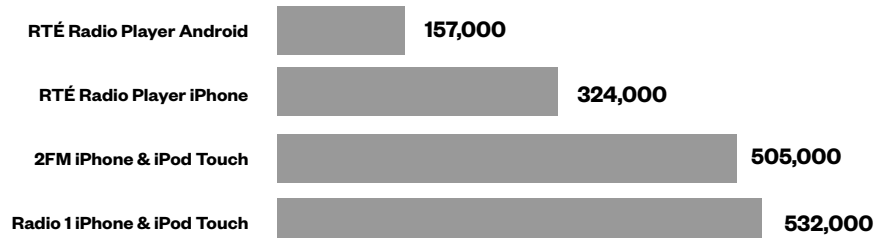
RTÉ Player



RTÉ News Now

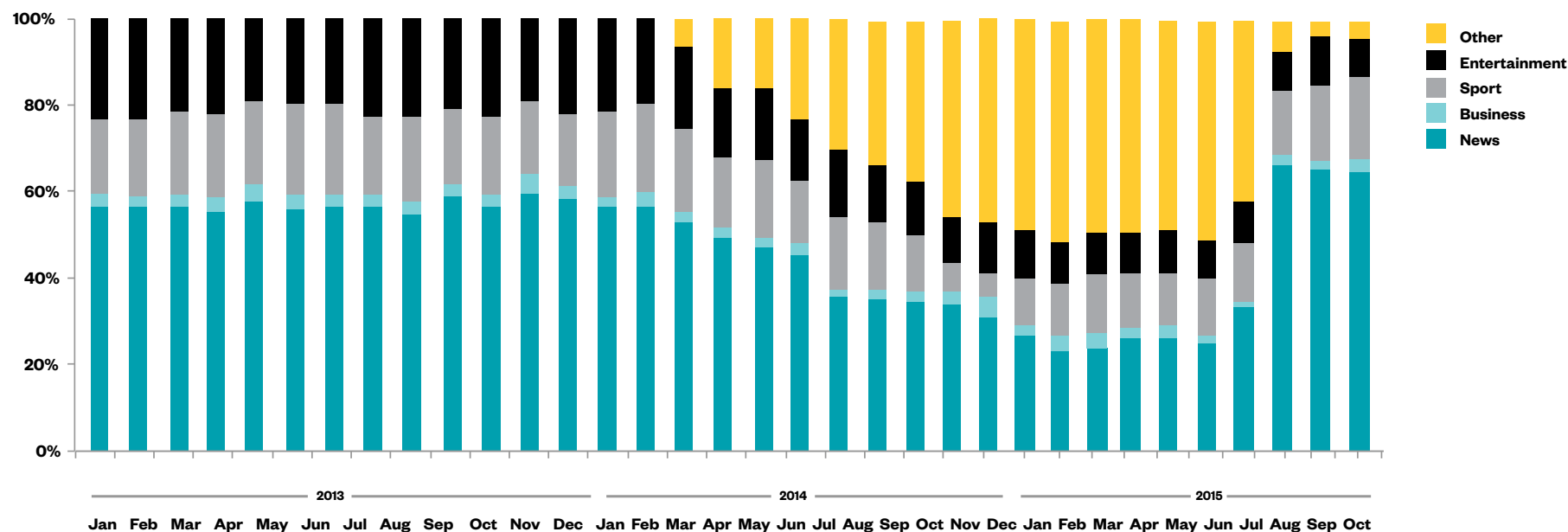


Radio Apps



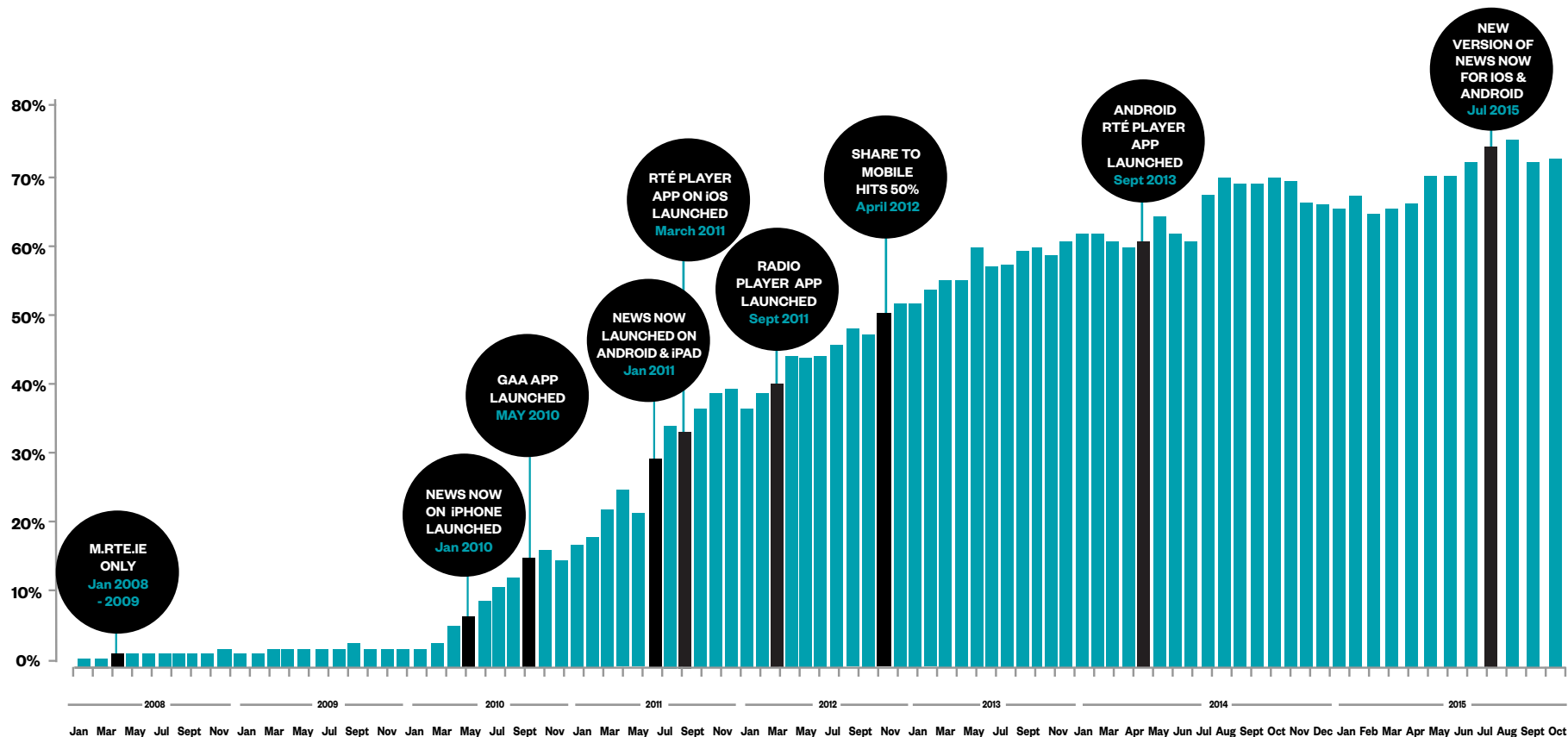
Source: Apple & Android; Please note that the above refers to downloads of the app and not current users

RTÉ News Now Page Impression Analysis



- News accounted for 65% of traffic to the app in October
- One fifth of app traffic was to the Sport section, boosted by Rugby World Cup articles and trackers

Share of Total RTÉ Page Impressions from Mobile Services



- Mobile services accounted for 73% of traffic in October

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

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RTÉ News **NOW**

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