

RTÉ Mobile

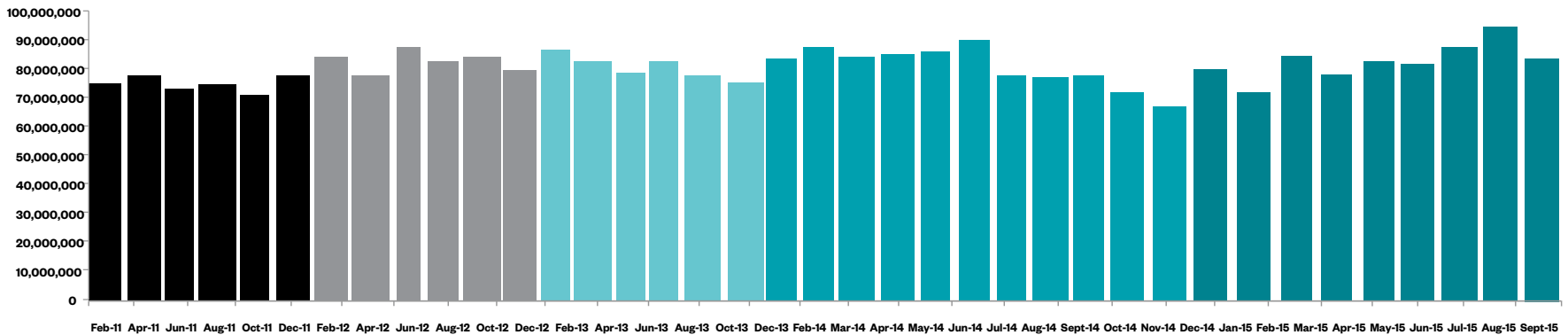
September 2015 Review

RTÉ Mobile

RTÉ Media Sales | Digital

Monthly Page Impressions – All Mobile Services

Page Impressions



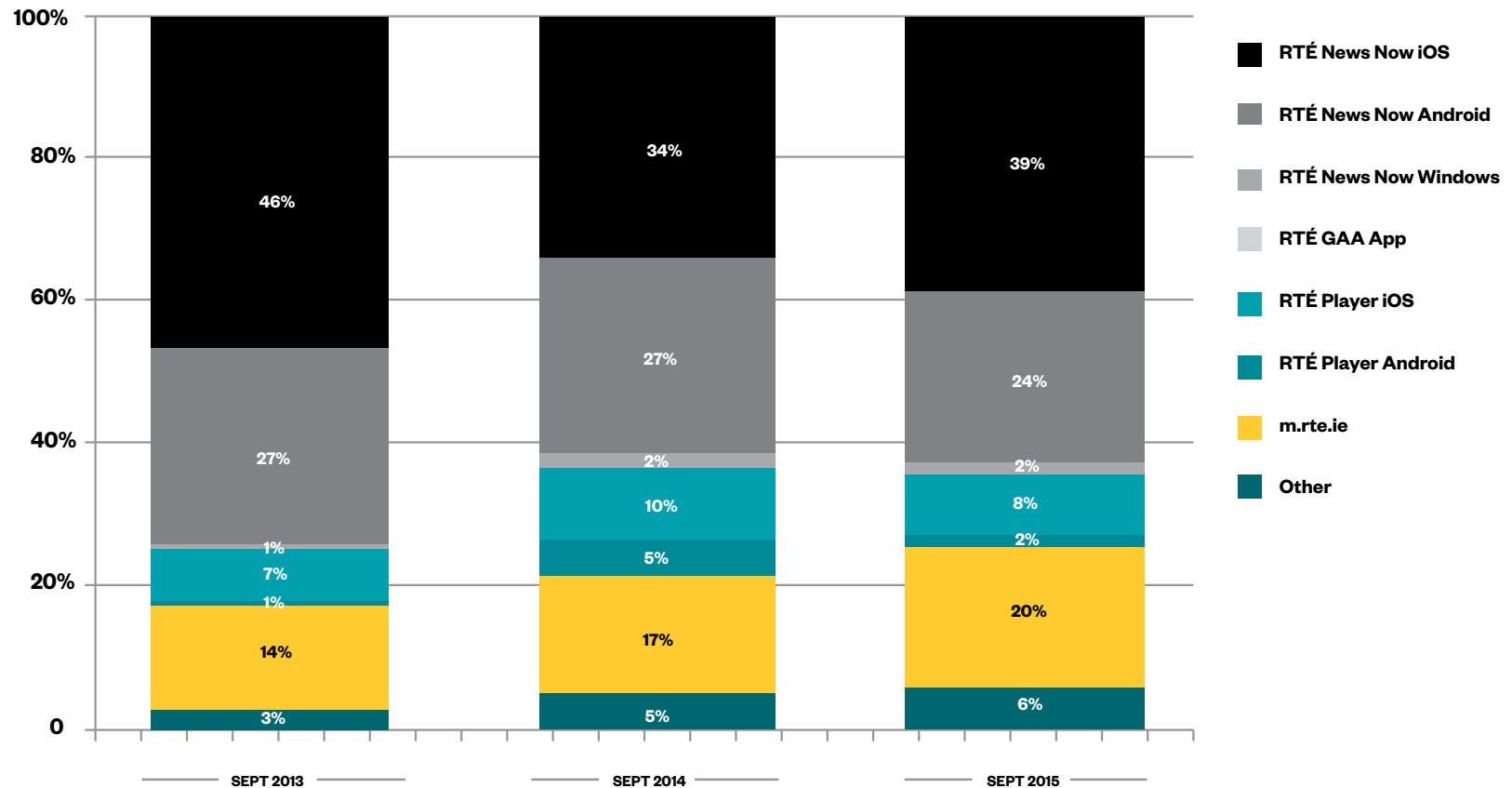
- There were 83 million page impressions delivered through RTÉ's Mobile services in September

Source: comScore DAX; Google Analytics

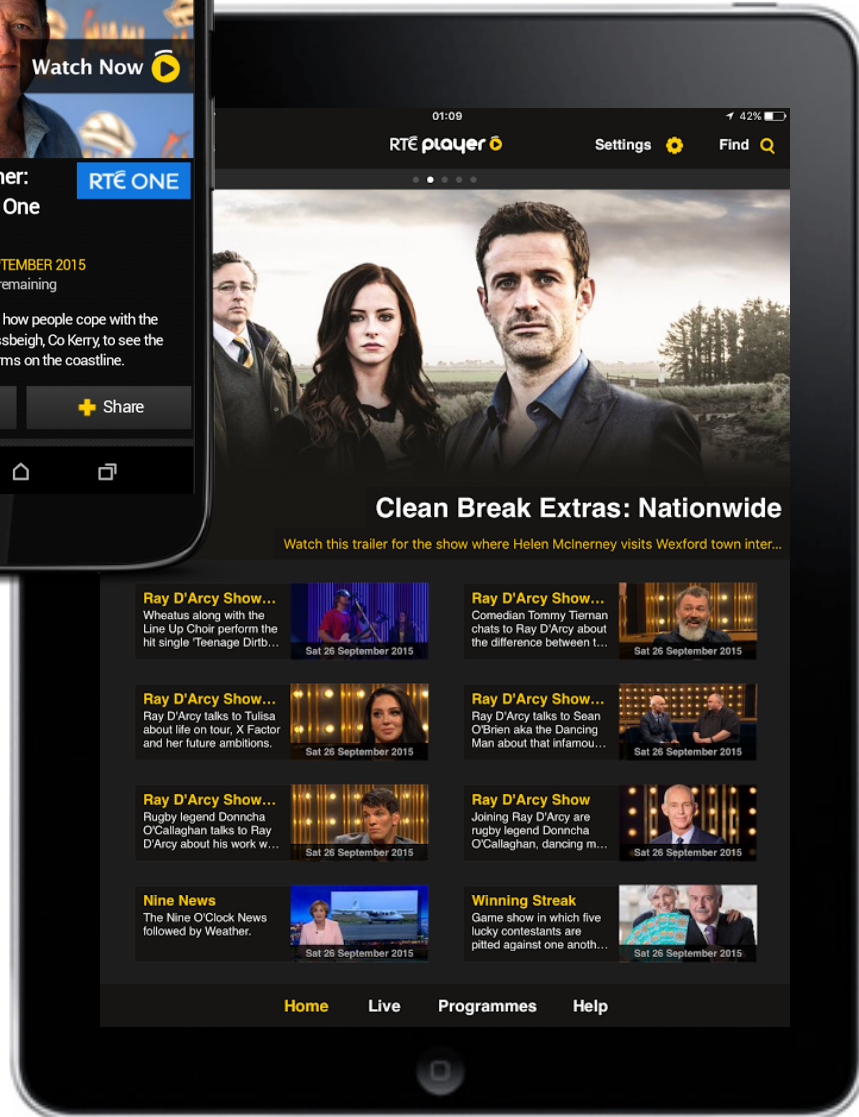


RTÉ Mobile Page Impressions by Service & Platform

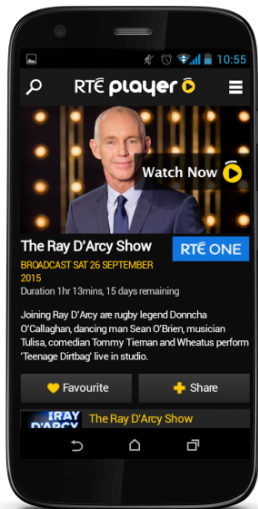
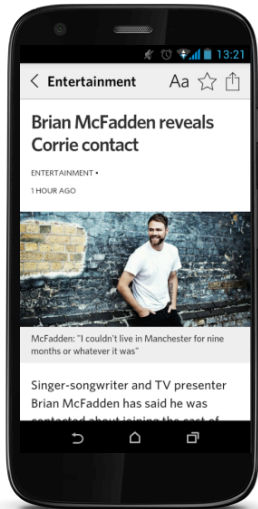
Share of Mobile Services Page Impressions



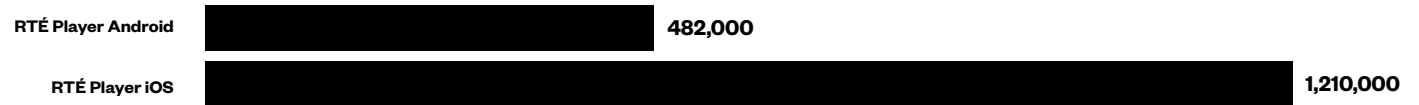
- A re-design of the RTÉ News Now App has driven a significant growth in the app traffic
- The mobile version of RTÉ.ie, m.rte.ie, has also been growing strongly



App Downloads to end September



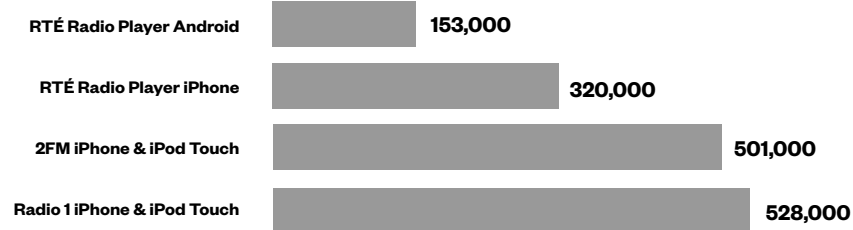
RTÉ Player



RTÉ News Now

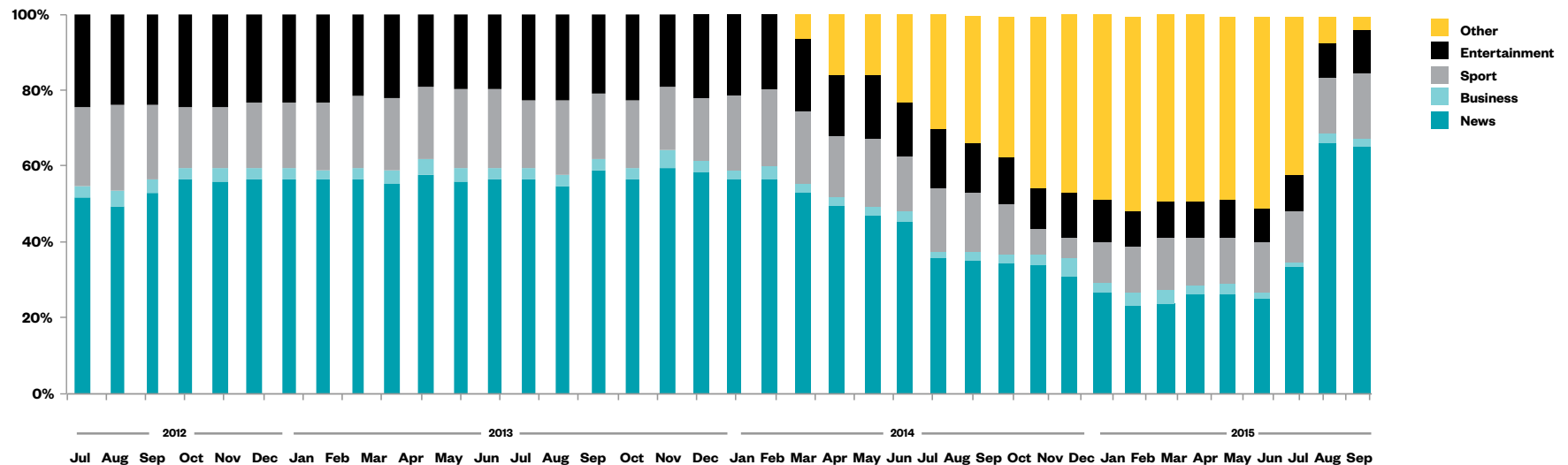


Radio Apps



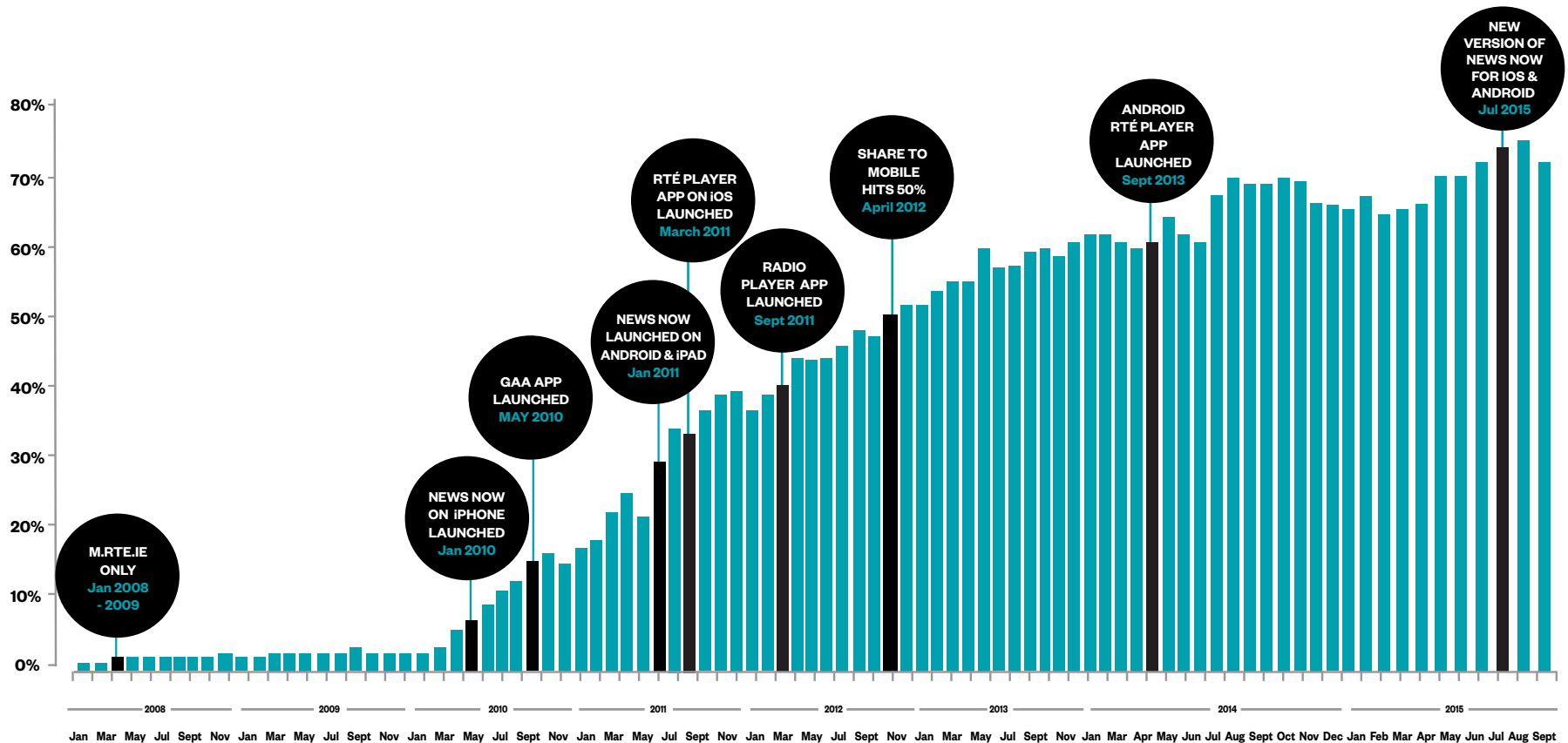
Source: Apple & Android; Please note that the above refers to downloads of the app and not current users

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 72% of traffic in September

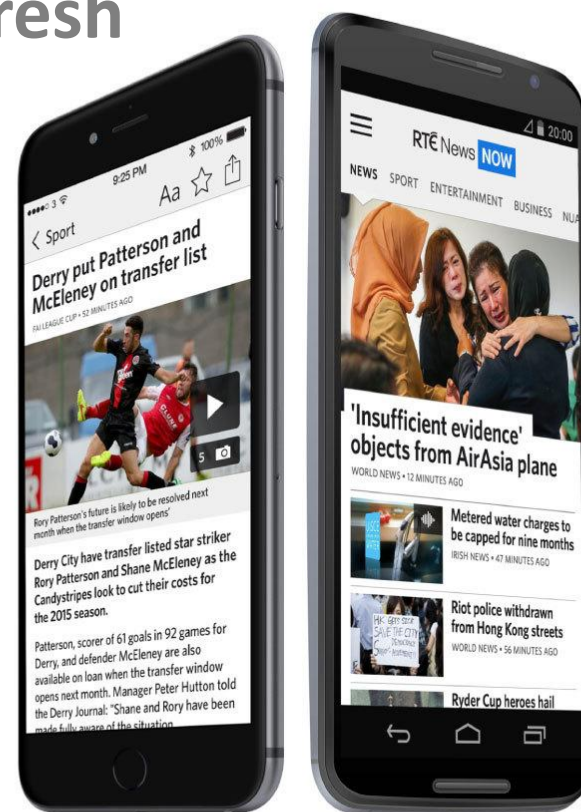
Ireland's most popular News App, RTÉ News Now, gets user-inspired refresh

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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/>