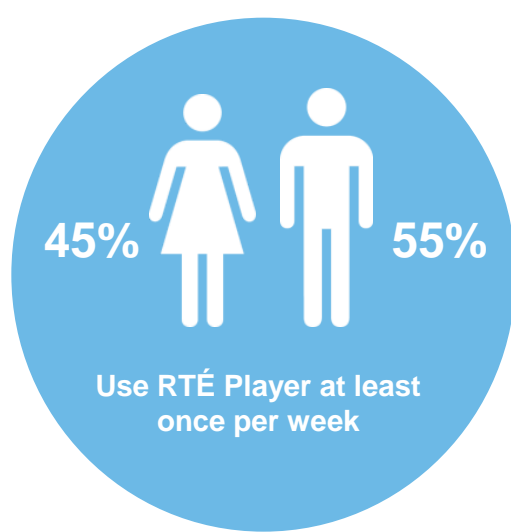
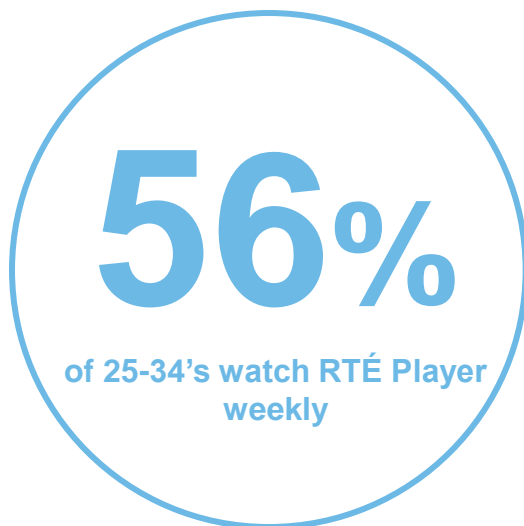
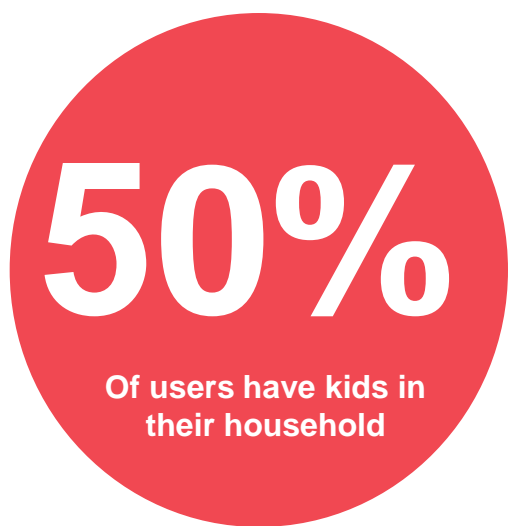


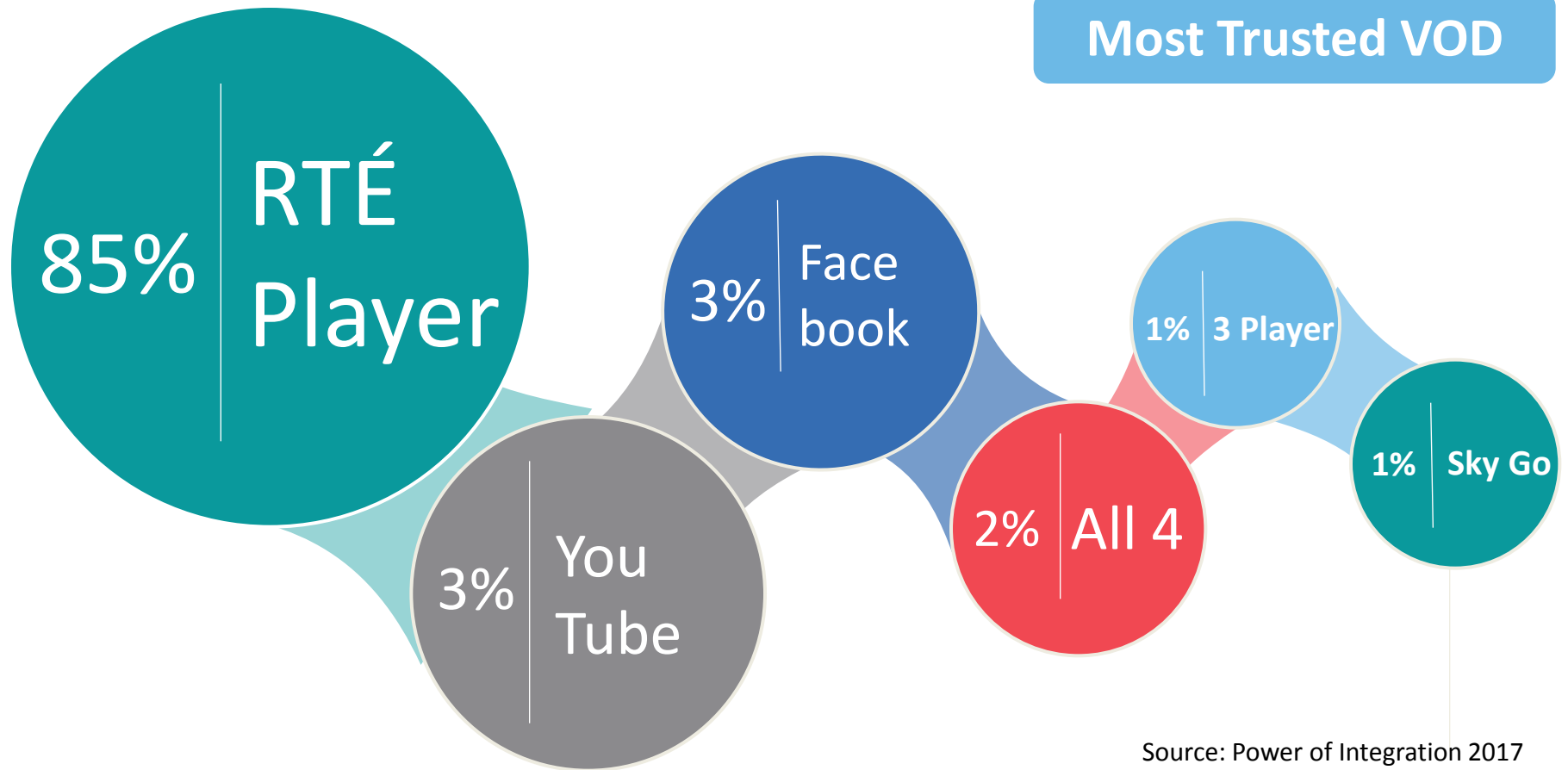
RTÉ Player Audience Research | 2017

These are highlights of the latest research wave on RTÉ Player audiences. This research was commissioned by RTÉ and prepared by B&A.



Q: Which do you trust the most for advertising?

Most Trusted VOD



Source: Power of Integration 2017

TRUST

INNOVATION

HIGH QUALITY

CHOICE

Good News, Everyone

RTÉ Player is the most trusted TV on demand service of those surveyed.

It was also considered the most suitable TV on demand service for children.

RTÉ Player is rated the highest quality TV on demand service.

27%

OF 15-34s REMEMBER SEEING VIDEO ADVERTISING ON RTÉ PLAYER IN THE LAST FEW WEEKS



12%

OF THOSE SURVEYED CONSIDERED PURCHASING A PRODUCT OR SERVICE ADVERTISED ON RTÉ PLAYER



For more information and to view this research deck in full email us at rtdigitalsales@rte.ie.

This research was carried out by Behaviour and Attitudes in March 2017 and May 2017 including a national survey of All Adults 18+ (March, 2017) and an Online Audience Reaction Panel with Adults 15+ in Ireland (May, 2017)

RTÉ Media Sales