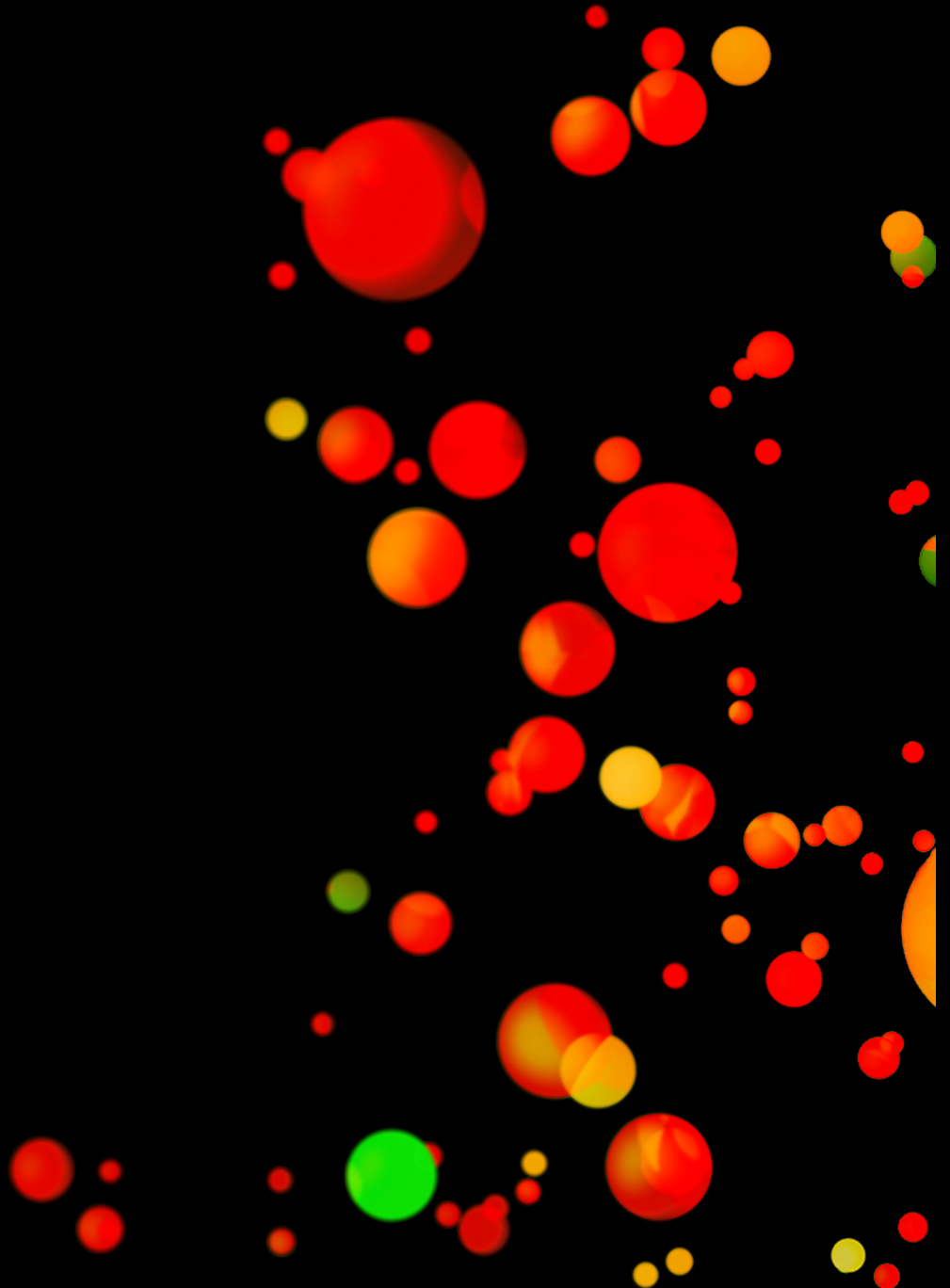




RTÉ DIGITAL SALES DECK



TOTAL REACH
RTÉ DIGITAL PAST WEEK

The logo for RTÉ digital. 'RTÉ' is in a bold, black, sans-serif font. 'digital' is in a black, sans-serif font, with the 'i' and 'g' in a vibrant green color. The 'i' has a dot, and the 'g' has a tail that curves upwards and ends in three small green circles of increasing size, suggesting a signal or digital connection.

Reaches 1,063,000 adults in last week*

Past Week: RTÉ.ie (including News, Sport, Life & Style, Jr) Website, RTÉ Player all devices,
Apps (News Now, Player, Radio Player, GAA, Jr)

ABC1
564,000
(i 129)

**Main
Shopper
Parents**
442,000

Millennials*
81,000
(i 144)

*25-34 year old ABC1 urbanites

**15-34
year olds
138,000**

**Male 15-34
year olds
74,000**

**Female
15-34 year
olds
64,000**

RANKING OF RTÉ WEBSITE

RTÉ.ie
**No. 1 Multi-
Media News
site***

Of all sites released on TGI

RTÉ.ie
**No. 4
Ranking
Site***

Of all sites released on TGI

RANKING OF RTÉ WEBSITE

P7D	Websites (including mobile)	All Internet Users	P4W	Websites (including mobile)	All Internet Users
1	Google	2,444,000	1	Google	2,563,000
2	Facebook	1,734,000	2	Facebook	1,860,000
3	YouTube	1,341,000	3	YouTube	1,732,000
4	RTÉ.ie	843,000	4	RTÉ.ie	1,162,000
5	AIB	651,000	5	Amazon	1,085,000
6	Independent.ie	596,000	6	Argos	948,000
7	Amazon	582,000	7	Ryanair	924,000
8	Irishtimes.com	527,000	8	DoneDeal	907,000
9	DoneDeal	527,000	9	Aer Lingus	896,000
10	Yahoo	489,000	10	Ebay	880,000

RANKING OF RTÉ WEBSITE

**RTÉ
Player
No. 1 VOD
Player**

**+13% past
week
audience
growth**

RANKING OF RTÉ PLAYER

P7D	VOD	All VOD Users
1	RTÉ Player	154,000
2	Netflix	116,000
3	Sky On Demand	115,000
4	YouTube	95,200
5	Sky Go	66,700
6	TV3 Player	56,800
7	4OD	49,600





P12M	VOD	All VOD Users
1	RTÉ Player	424,000
2	Sky On Demand	261,000
3	Netflix	220,000
4	YouTube	211,000
5	4OD	181,000
6	Sky Go	180,000
7	TV3 Player	173,000

RTÉ MOBILE

**RTÉ News
Now reaches
285,000
adults
weekly**

**+28% growth
in past week
RTÉ News
Now users**

RTÉ MOBILE

	Apps	L7Ds	L4Ws
1		284,000	335,000
2		133,000	243,000
3		82,100	125,000
4		49,200	83,300

RTÉ PLAYER UNDUPLICATED AUDIENCE

PAST WEEK USERS

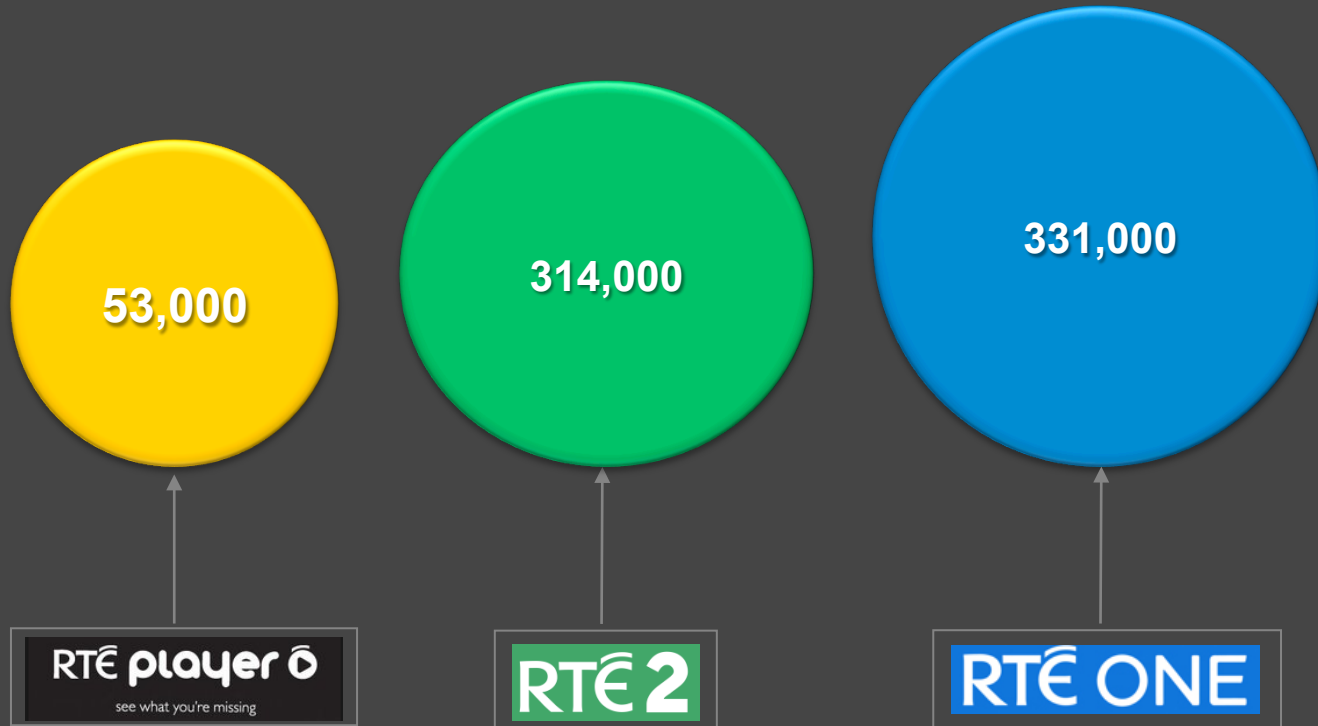
RTÉ player 

see what you're missing

Any past week usage
of RTÉ Player:
254,000

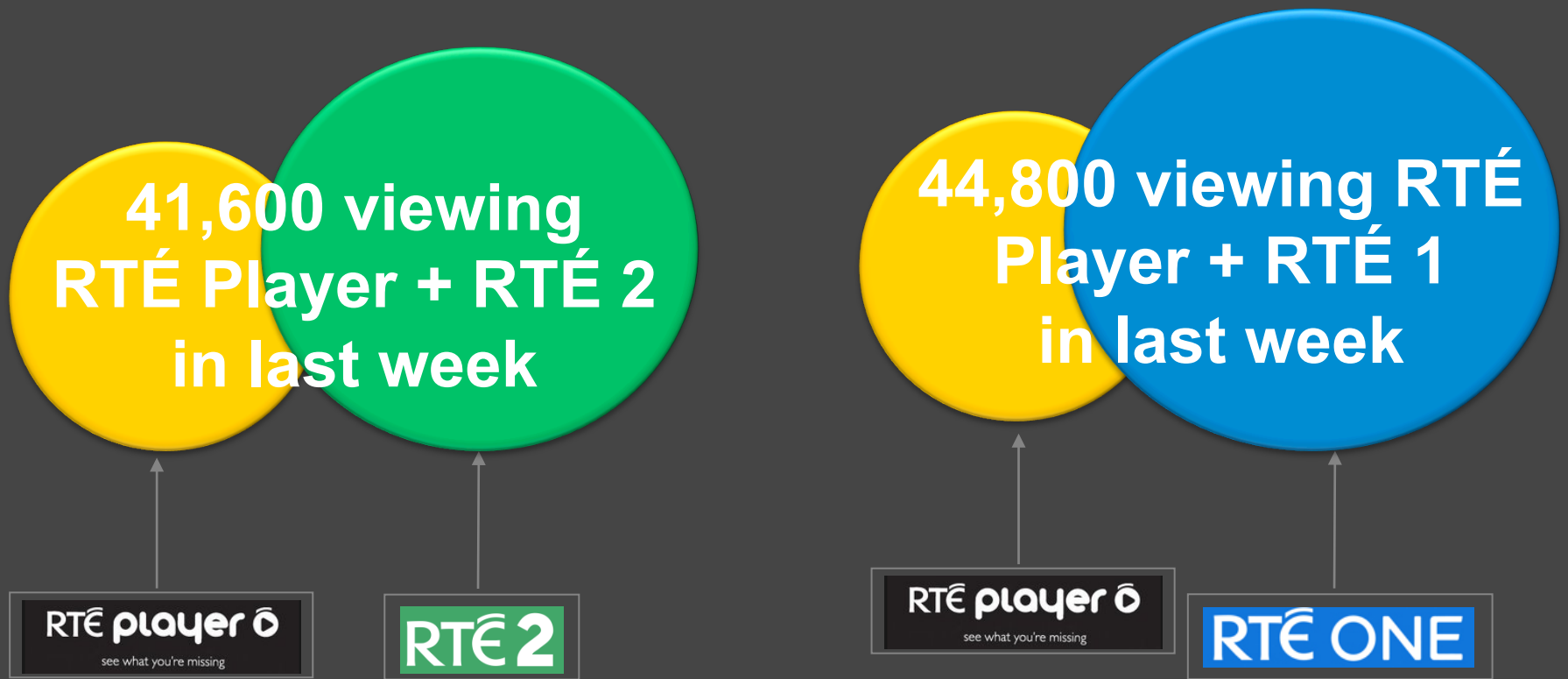
RTÉ DIGITAL: 15-24 YEAR OLDS

TV + PLAYER AUDIENCES PAST WEEK



RTÉ DIGITAL: 15-24 YEAR OLDS

TV + PLAYER AUDIENCES PAST WEEK



RTÉ DIGITAL: 15-24 YEAR OLDS

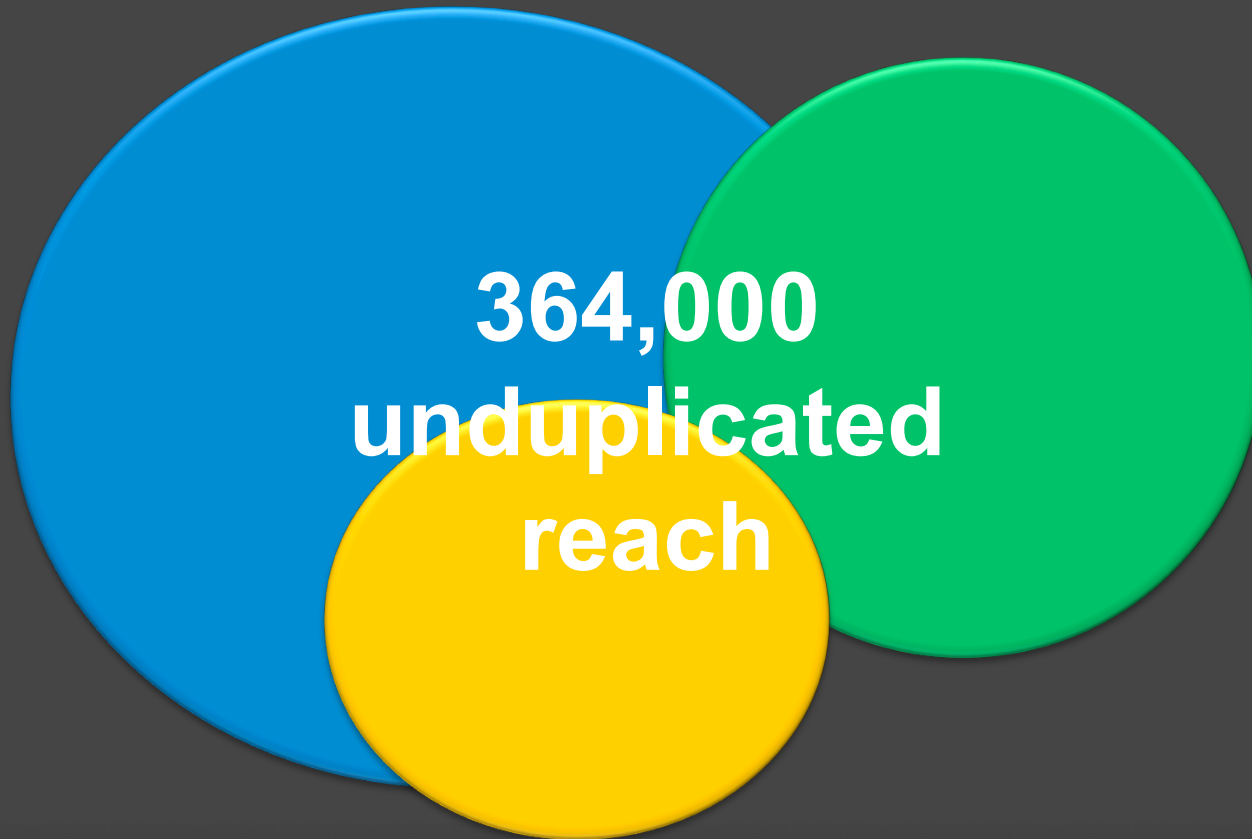
TV + PLAYER AUDIENCES PAST WEEK

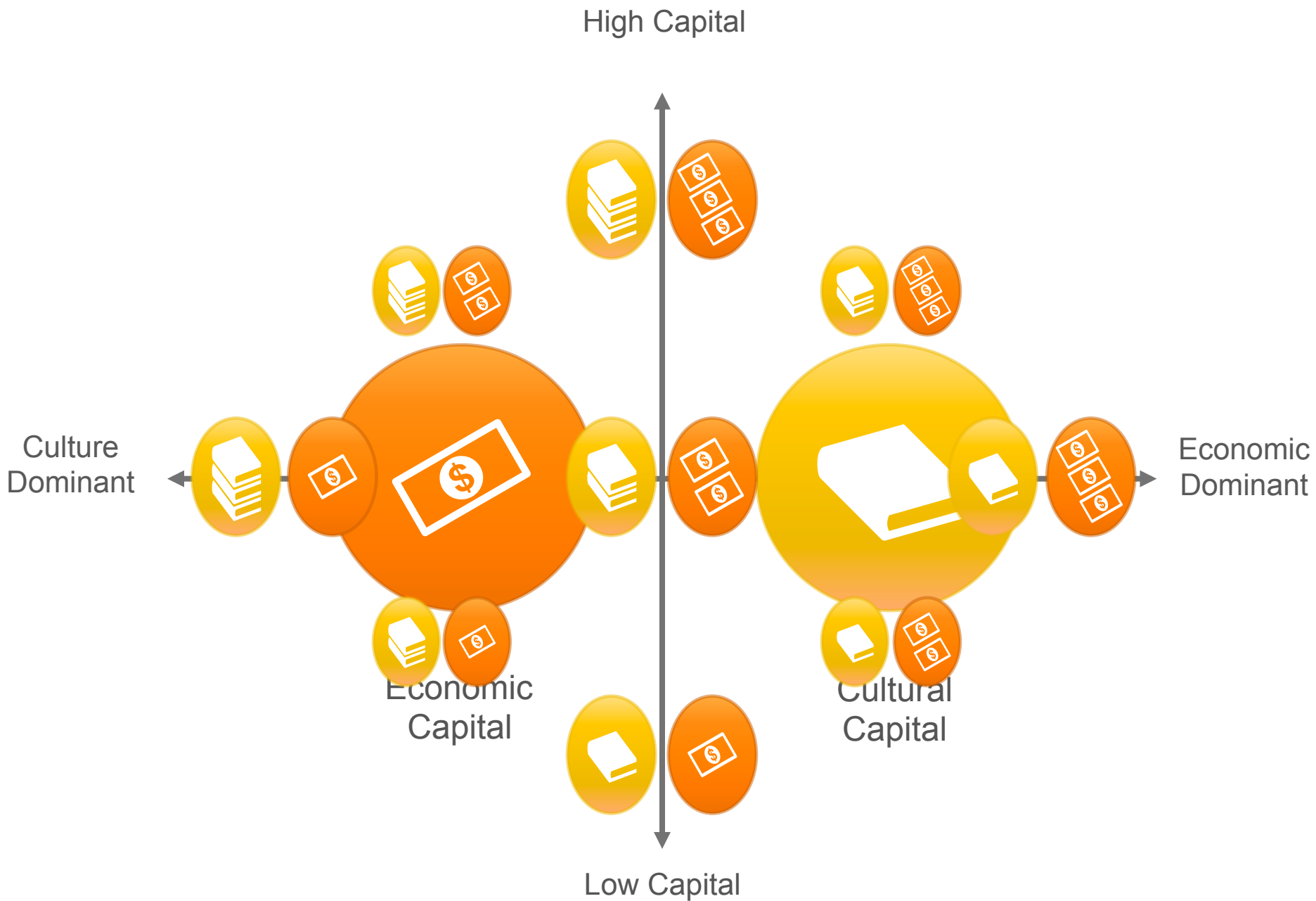


39,000 viewing
RTÉ Player, 1 + 2
in last week

RTÉ DIGITAL: 15-24 YEAR OLDS

TV + PLAYER COMBINED REACH PAST WEEK





High Capital

Culture Dominant

Economic Dominant

Low Capital



Teacher



High Capital

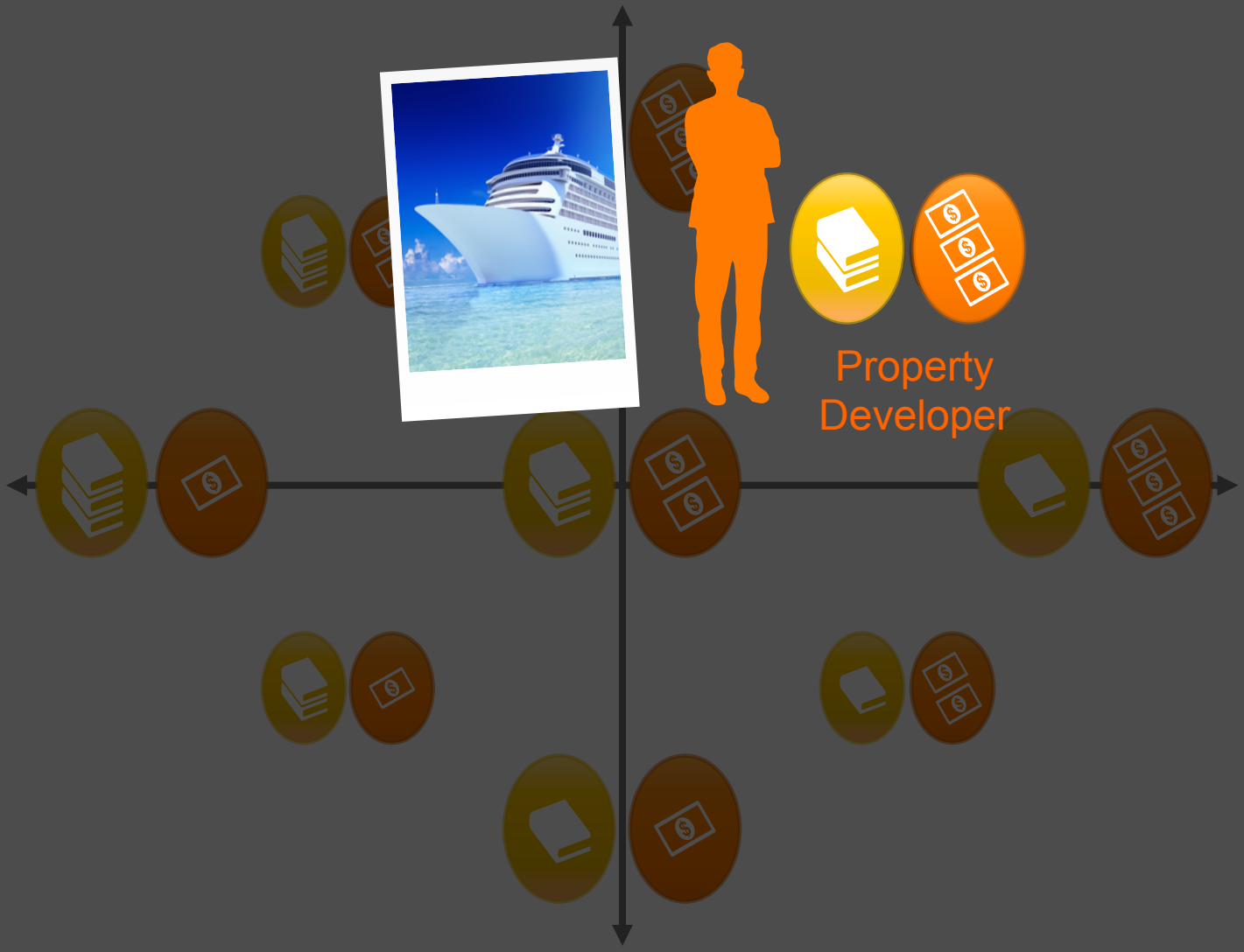


Property Developer

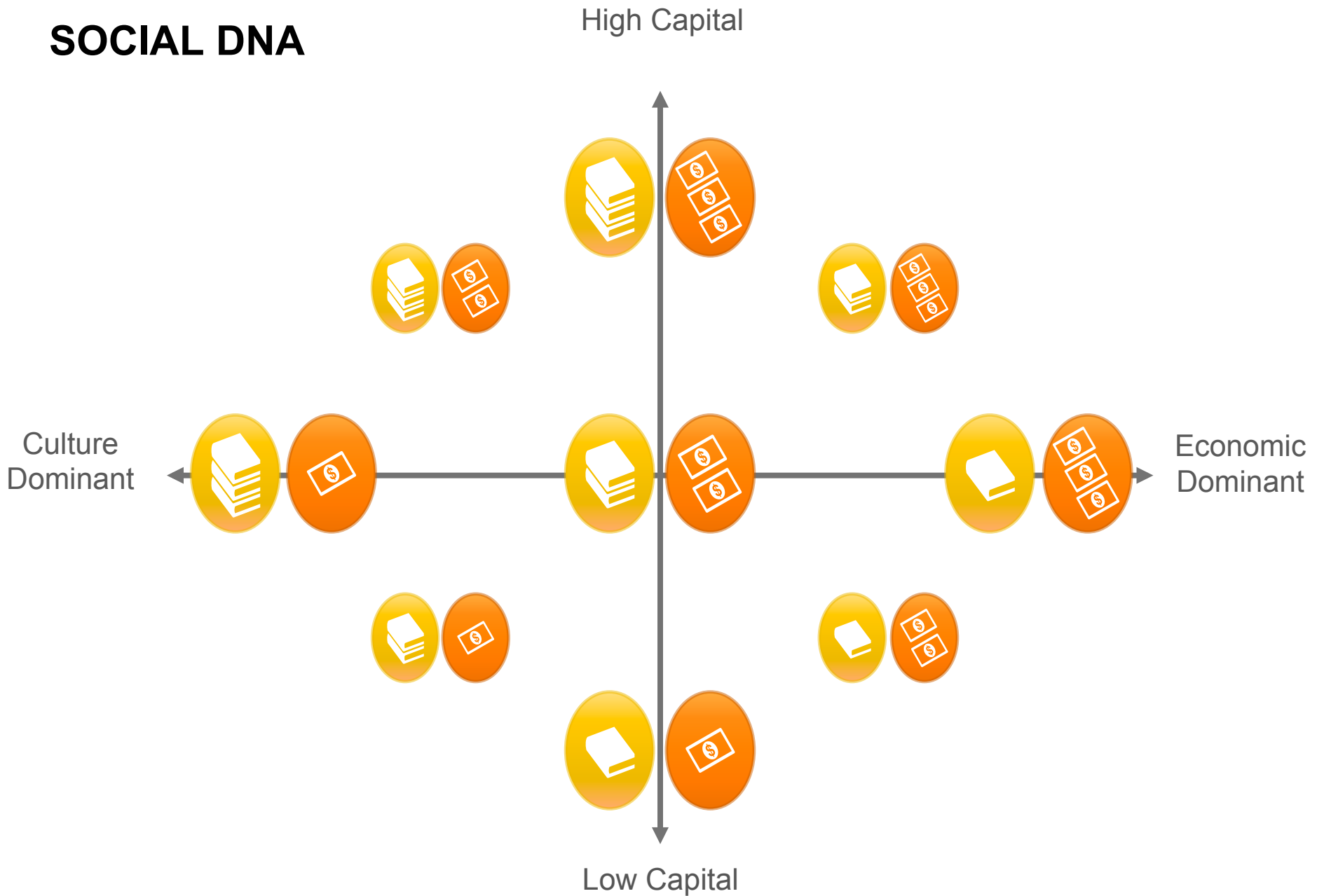
Culture Dominant

Economic Dominant

Low Capital



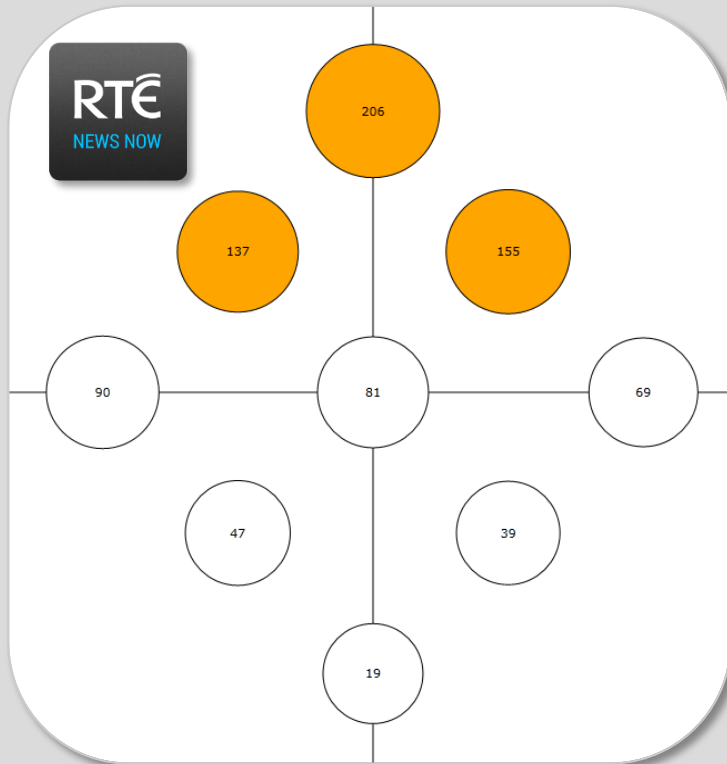
SOCIAL DNA



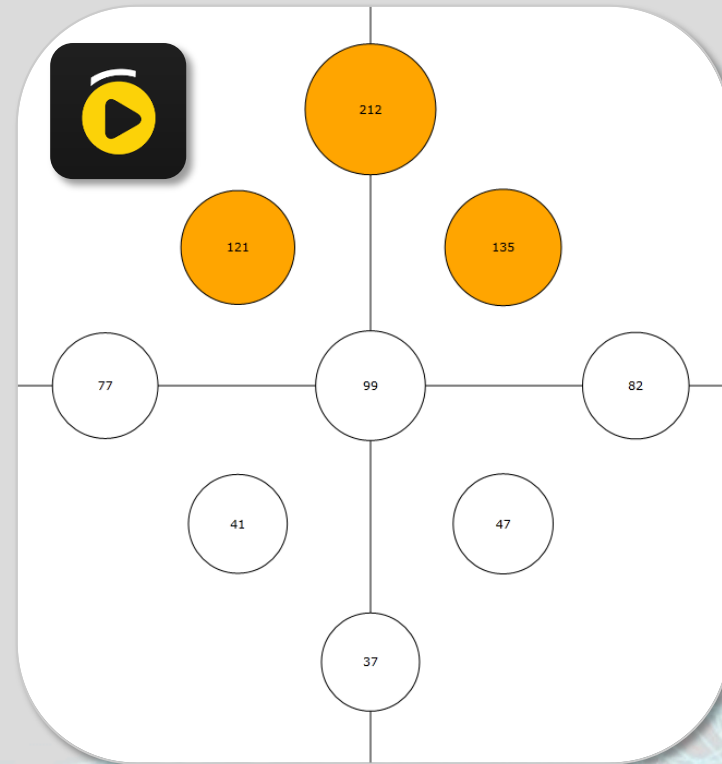
RTÉ DIGITAL

App Users - Social DNA

RTÉ News Now App (L4Ws)



RTÉ Player App (L4Ws)



Base: All Internet Users

Source: ROI TGI 2014

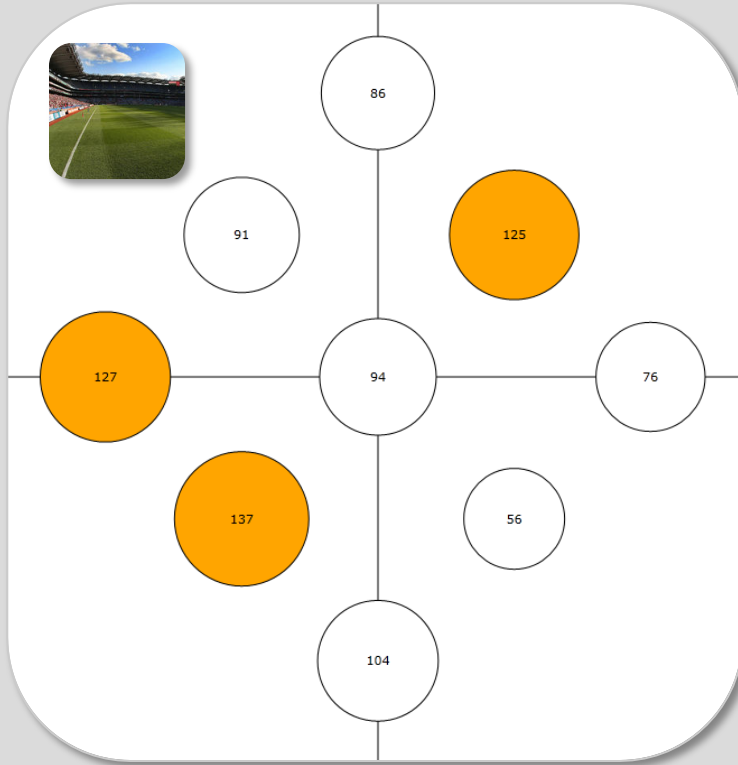


RTÉ DIGITAL

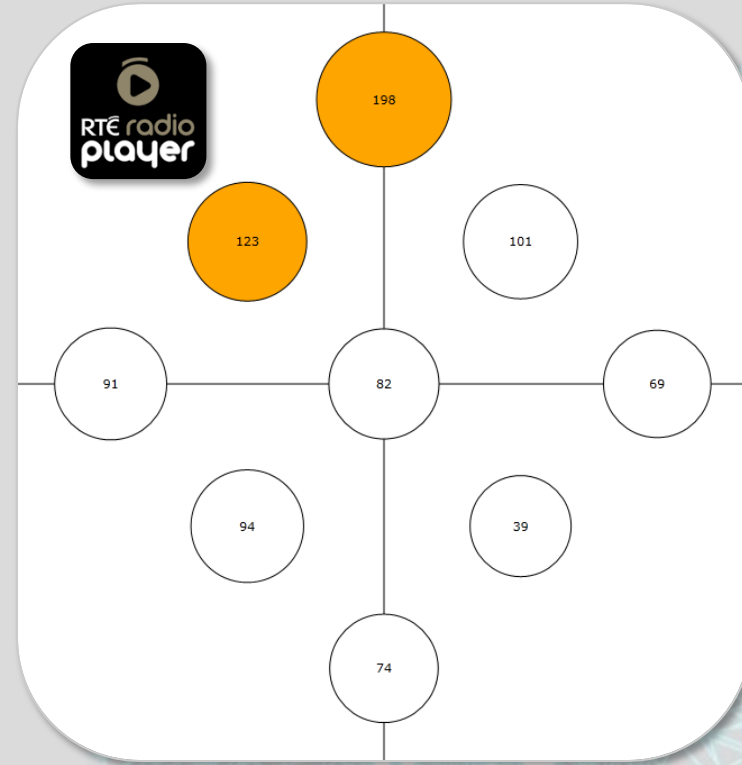
App Users - Social DNA



RTÉ GAA App (L12Ms)



RTÉ Radio Player App (L12Ms)



Base: All Internet Users

Source: ROI TGI 2014

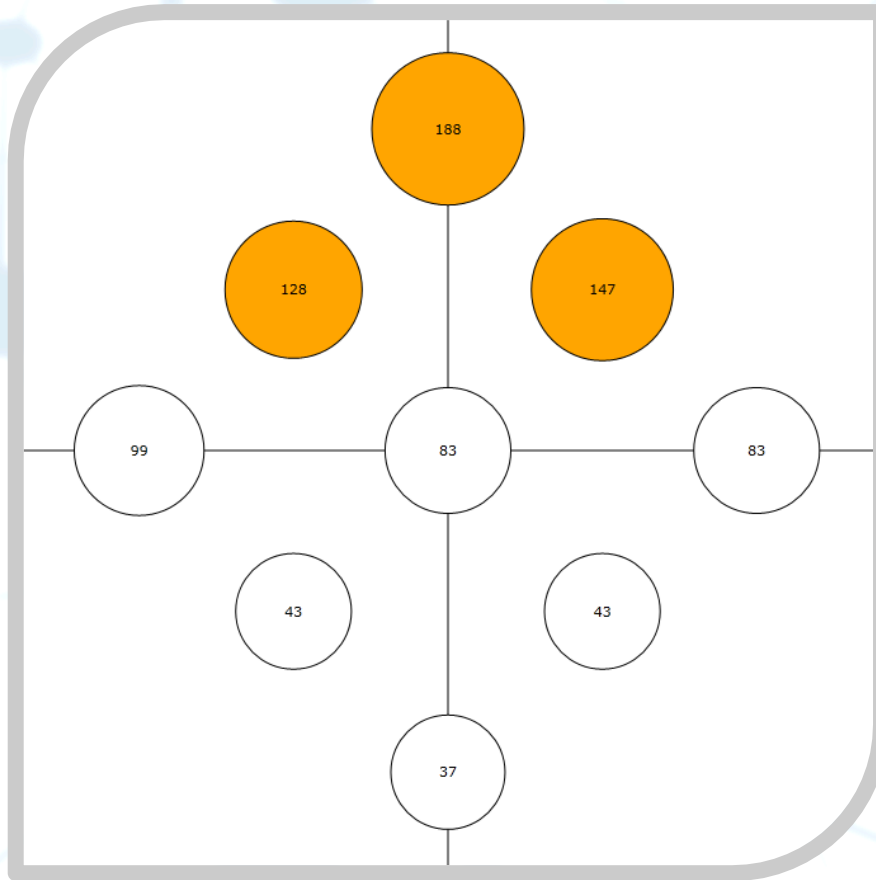


RTÉ DIGITAL

App Users - Social DNA



Used Any RTÉ App (L4Ws)



508,000
adults have used a RTÉ app
in the last 4 weeks
(30% of all app users)

*RTÉ News Now
RTÉ GAA App
RTÉ Radio Player*

*RTÉ Player
RTÉ Jr*

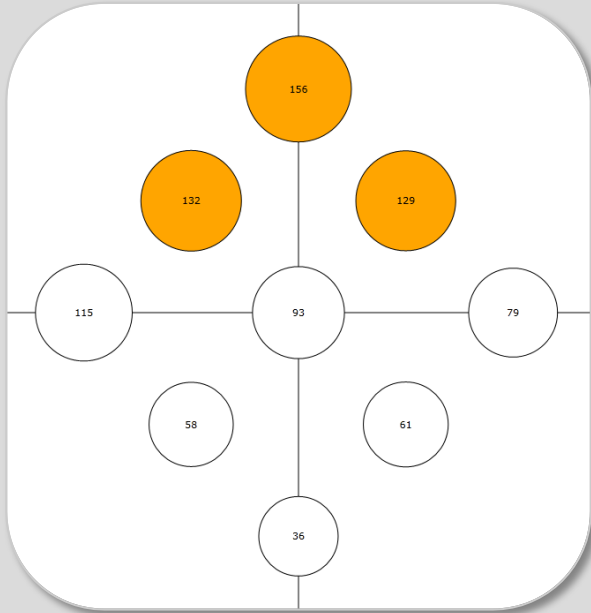


RTÉ DIGITAL

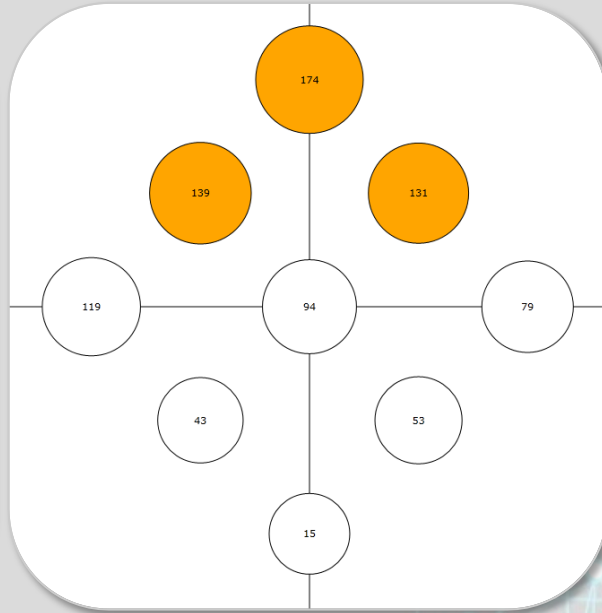
Profiling RTÉ's Website Visitors - Social DNA



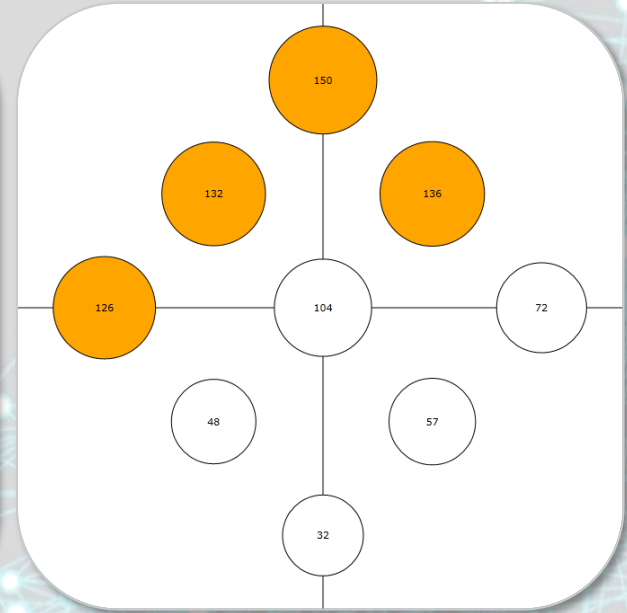
RTÉ.ie (L4Ws)



RTÉ.ie: News (L4Ws)



RTÉ.ie: Sport (L4Ws)



A similar pattern emerging across all of RTÉ's online properties

Base: All Internet Users

Source: ROI TGI 2014

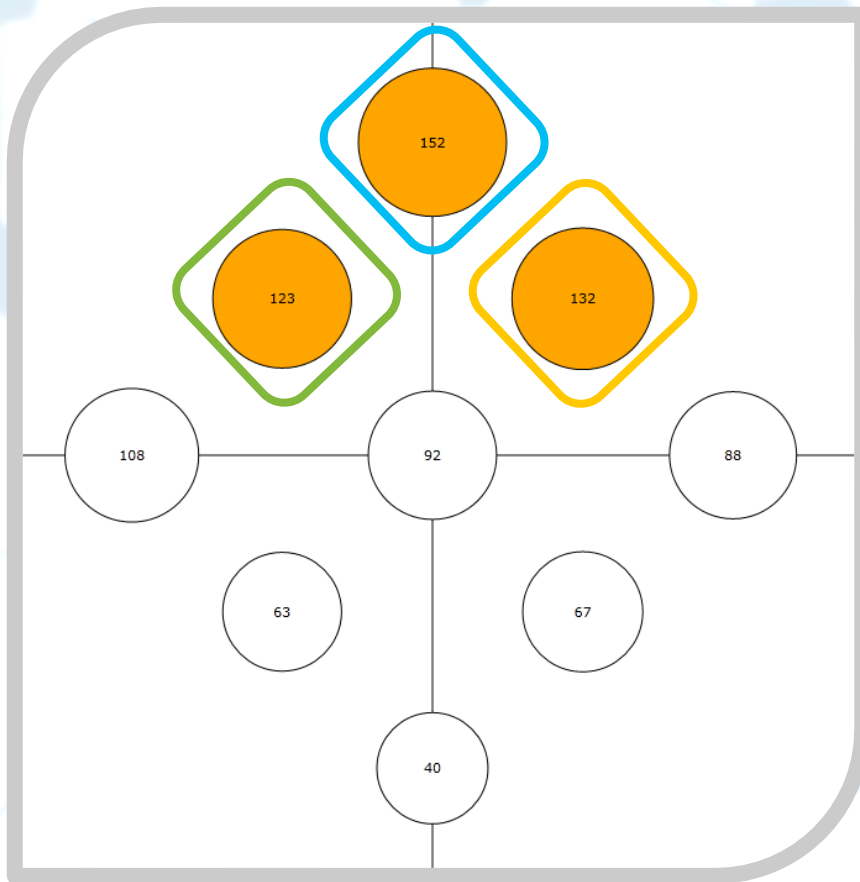


RTÉ DIGITAL

Profiling RTÉ's Website Visitors - Social DNA

Visited any RTÉ digital property

*(Websites/Apps: L4Ws, RTE Player: L7Ds)



1,354,000
adults have visited a RTÉ
digital property
(45% of Internet Users)

Apps - L4Ws

- RTÉ News Now
- RTÉ GAA App
- RTÉ Radio Player

- RTÉ Player
- RTÉ Jr

Websites - L4Ws

RTÉ ie: Including News, Sports, Life & Style, RTÉ jr.

Video on Demand - L7Ds RTÉ Player

Base: All Internet Users

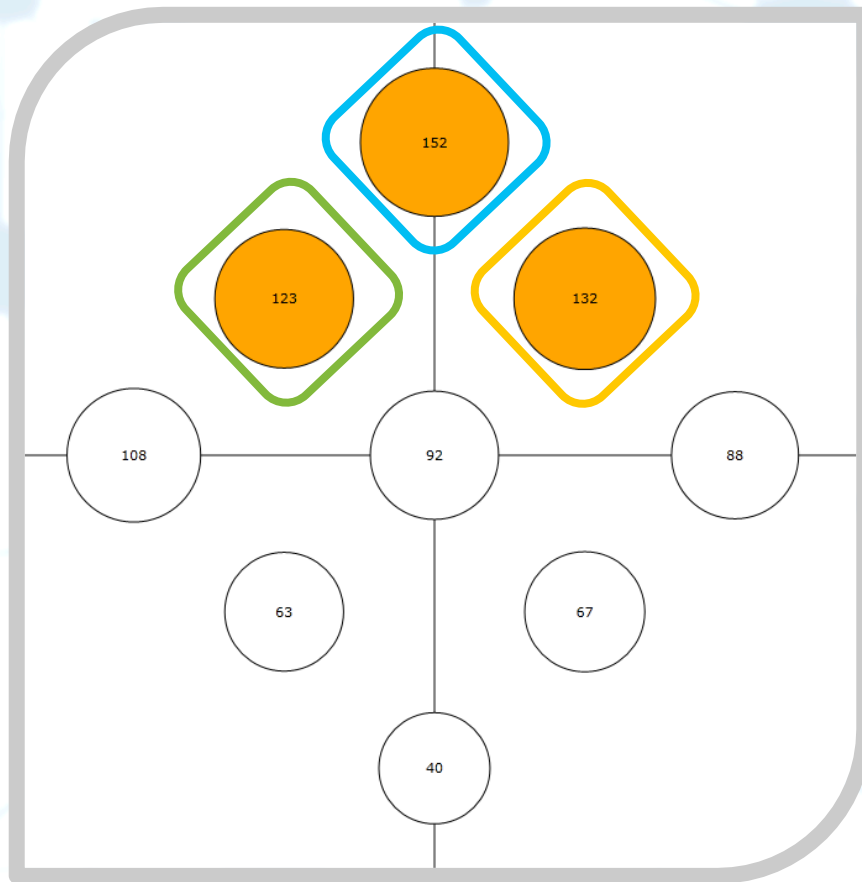


RTÉ DIGITAL

Profiling RTÉ's Website Visitors - Social DNA

Visited any RTÉ digital property

*(Websites/Apps: L4Ws, RTE Player: L7Ds)



Segmenting RTÉ's core digital audience

% of RTÉ's digital audience in each group

HIGH CAPITAL, CULTURAL
DOMINANT
15%

HIGH CAPITAL, ECONOMIC
DOMINANT
16%

HIGH CAPITAL,
BALANCED
19%

Base: All Internet Users

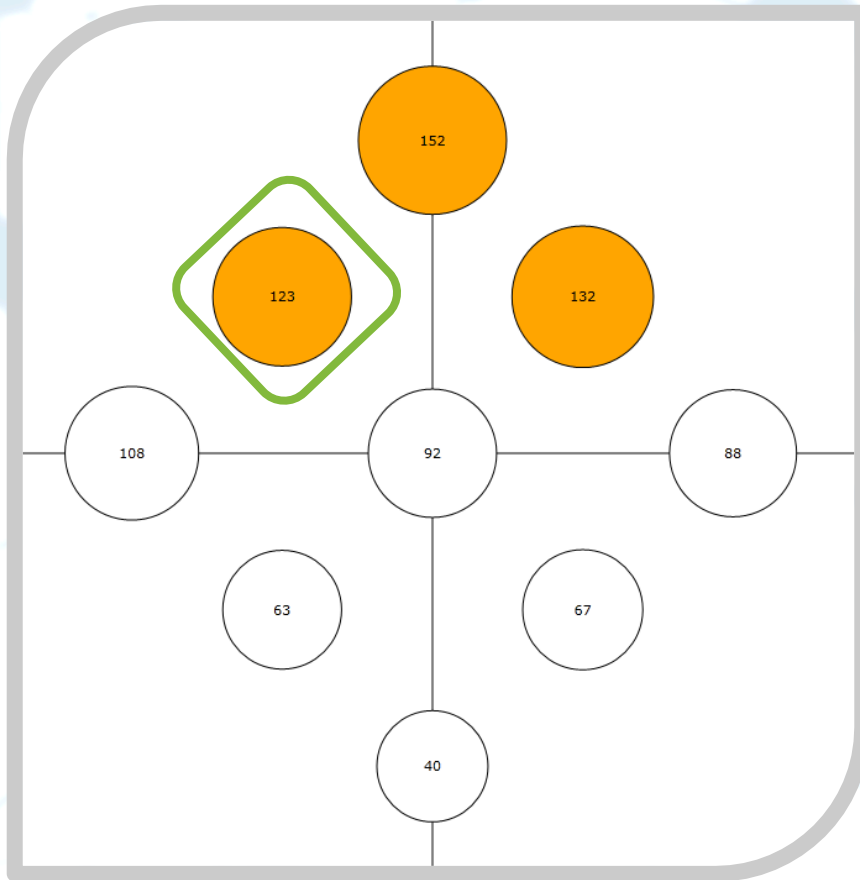


RTÉ DIGITAL

Profiling RTÉ's Website Visitors - Social DNA

Visited any RTÉ digital property

*(Websites/Apps: L4Ws, RTE Player: L7Ds)



Segmenting RTÉ's core digital audience

RTÉ Culture Vultures

15%
202,000

Visited a RTÉ digital property and have high levels of capital with a cultural skew

Base: All Internet Users

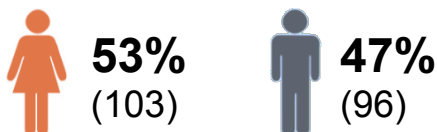


RTÉ Culture Vultures

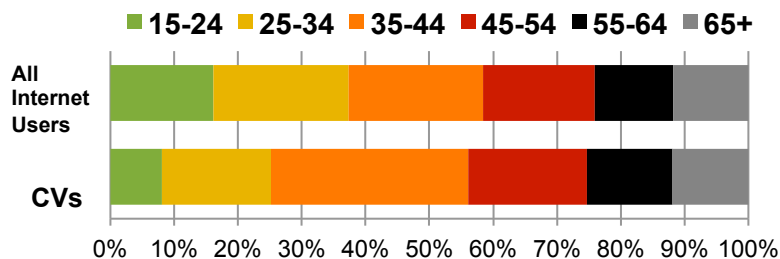
PROFILE



Gender Split



Age Split



Education

58% have a bachelors degree or higher **(216)**

Average family income:

€44,949

(-1% less than average internet user)

Online Shopping

Homeware i 288

DIY/Gardening Equipment i 241

Music i 184

Woodie's i 134
Purchased from in last 12 months

woodies.ie

i 130
Purchased from in last 12 months



iTunes i 146
Bought music downloads

Word of Mouth: Very likely to convince others about...



	INDEX
Public affairs/ Politics	178
DIY/Gardening	168
Jobs & Careers	141
Household Products	133
Food & Dining	131
The Arts (Theatre, Exhibitions, Dance etc.)	131

"I would be prepared to pay more for environmentally friendly products"
"I like to be surrounded by different people, cultures, ideas and lifestyles"

Base: All Internet Users

Source: ROI TGI 2014

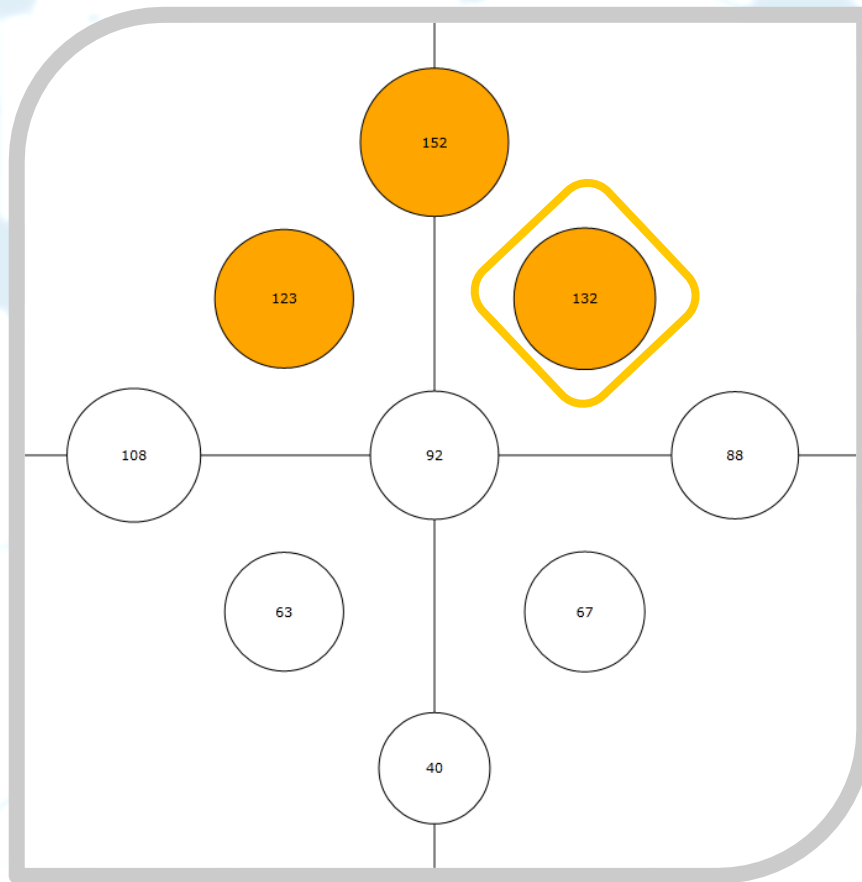


RTÉ DIGITAL

Profiling RTÉ's Website Visitors - Social DNA

Visited any RTÉ digital property

*(Websites/Apps: L4Ws, RTE Player: L7Ds)



Segmenting RTÉ's core digital audience

RTÉ Extravagant Go-Getters

16%
221,000

Visited a RTÉ digital property and have high levels of capital with a economic skew

Base: All Internet Users



RTÉ Extravagant Go-Getters

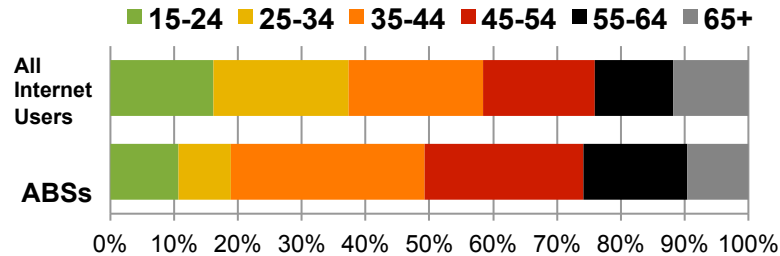
PROFILE



Gender Split



Age Split



Employment

60% in full-time employment (**165**)

Average family income:

€75,444

(+67% more than average internet user)

Brand Synergies

Mobile Phones or Accessories i 170

Insurance & other Financial Products i 170

Groceries i 168

i 169 Own an iPhone

i 172 Used in last 12 months

i 150 Shopped last 12 months

Word of Mouth: Very likely to convince others about...



	INDEX
Sport	153
Financial Services	149
Holidays and Travel	143
Pharmaceutical & Chemist Products	132
TV/Video/Audio Equipment	129
DIY/Gardening	124
Cars	123

"I am prepared to pay more for products that make life easier"
"I enjoy splashing out on a meal in a restaurant"

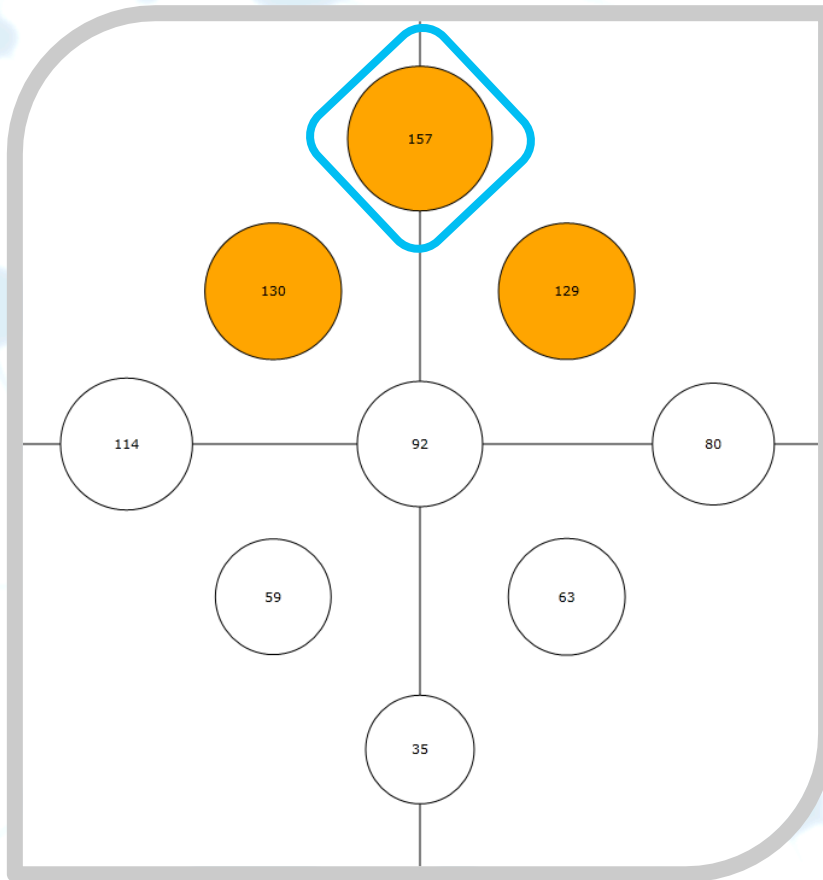
Base: All Internet Users



RTÉ DIGITAL

Profiling RTÉ's Website Visitors - Social DNA

Visited any RTÉ online property (L4Ws)



Segmenting
RTÉ's core digital audience

RTÉ Online Elites

19%
260,000

Visited a RTÉ digital property and
have high levels of capital with an
economic/ cultural balance

Base: All Internet Users

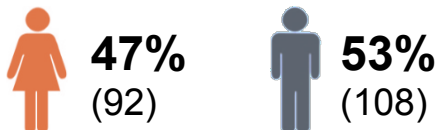


RTÉ Online Elites

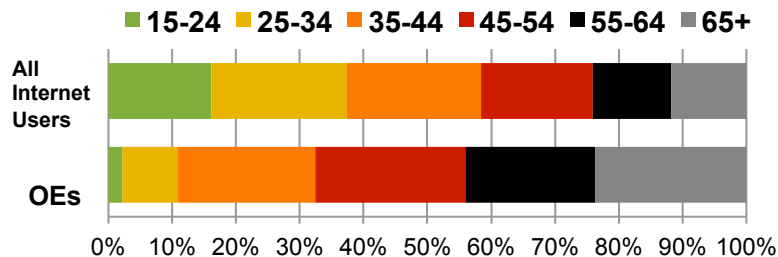
PROFILE



Gender Split



Age Split



Employment

46% work full-time (126)
33% are retired (252)

Average family income:

€77,000

(+71% more than average internet user)

Online Shopping

Books i 204

Rail Tickets i 204

Holidays & Travel i 189

amazon i 158
Visited site in past month

i 208
Travelled by train in past month

irishrail.ie

Aer Lingus i 223
Visited site in past month

Word of Mouth:

Very likely to convince others about...



	INDEX
Financial Services	291
The Arts	235
Public Affairs / Politics	215
Jobs & Careers	182
Holidays & Travel	165
Food & Dining	145

"I read the financial pages of my newspaper"
"I am prepared to pay more for foods that don't contain artificial additives"
"It is important to be well insured for everything"

Base: All Internet Users



FURTHER SOURCES OF INFORMATION

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- James Huybrechts, +44 208 433 4323, james.huybrechts@kantarmedia.com

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