

## AUDIENCE INFOGRAPHIC

Sources: TGI 2013,  
RTÉ Player Research (B&A),  
Nielsen TAM

9%

RTÉ player 

HAVE USED THE RTÉ PLAYER  
APP IN THE LAST YEAR  
(TGI)

8%

RTÉ NEWS NOW

HAVE USED THE  
RTÉ NEWS NOW AP  
IN THE LAST YEAR (TGI)

What  
are they  
watching?  
Young Mothers



ROOM  
TO  
IMPROVE

LIFESTYLE / PROPERTY

THE  
Voice  
of  
Ireland

ENTERTAINMENT

RTÉ  
rté jr

CHILDREN'S  
PROGRAMMES

From Here  
To Maternity

REALITY TV

FAIR CITY

SOAPS

