

Publishing

RTÉ

## RTÉ Publishing incorporates the **RTÉ Guide**, **RTÉ.ie** and **RTÉ Aertel**

RTÉ Publishing is responsible for the provision of high quality, innovative, multiple media products and services to a variety of Irish and international customers. Publishing is comprised of a number of key brands or business units that bring RTÉ content to audiences in Print, Online, Teletext and mobile formats. These brands/business units are listed below:

### The RTÉ Guide

The RTÉ Guide is a weekly listings, entertainment and lifestyle magazine. It is the biggest selling magazine in Ireland, read by 456,000 adults weekly (JNRS/Lansdowne 2005/2006) and has an average weekly circulation of 102,750 (ABC January to June 2006) with a 6% share of the national market (Measured by PPA Ireland (Periodical Publishers Association Ireland) Survey, 2006). The RTÉ Guide was named Consumer Magazine of the Year at the 2006 PPA Ireland Awards.

### RTÉ.ie

RTÉ.ie is Ireland's leading media website with 1.1 million unique users and 23,191,876 page impressions ( ABCe October 2006). The website covers up-to-the-minute news, sport, business and entertainment information in text, audio and video formats, seven days a week. RTÉ.ie won the overall 2006 Grand Prix Award at the Golden Spider Awards, as well as Best News, Media & Entertainment Website for the second year in a row, and Best Sports & Leisure Website.

### Services available from RTÉ.ie include Online Streaming

Online streaming services have greatly expanded in recent times and audiences enjoy access to a myriad of initiatives with RTÉ.ie continuously increasing its television and radio programming hours. One-off live streaming highlights in 2006 included the funeral of Charles J. Haughey, the GAA Munster Final replay, the 48th Rose of Tralee Festival, live concerts and music festivals, and the *Mooney Goes Wild* birdwatch webcam. Many of the programmes streamed were exclusive to broadband broadcast and were not available on television.

### Email Alerts

RTÉ.ie also offers a comprehensive range of free email alerts including news, business, sport and entertainment updates.

### News, Weather and Sport on Mobile

GAA and news content is distributed over 3G mobile platforms in Ireland and this service has been expanded to include over 200 sports and news packages. A PDA edition of the RTÉ.ie site is also available for viewing on portable devices.

### RSS and Podcasts

RSS feeds of news, sport, business and entertainment headlines are available, and an increasing number of programmes are available as a download or podcast.

### RTÉ.ie/sport

RTÉ.ie/sport delivers up-to-the-minute, news-breaking sports service to both Irish and international audiences. The website has become the trusted source for independent and reliable news and information in the sporting world, offering award-winning coverage and analysis of sporting events in text, image, audio and video on-demand formats, as well as a comprehensive results service.



### eCommerce

RTÉ.ie's Online shop showcases RTÉ merchandise with a wide range of DVDs, books and CDs available to buy.

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### RTÉ Aertel

Aertel is an information service providing News, Sports, Entertainment and listings. It is available on analogue teletext and online at RTÉ.ie. It has 2.06 million users on TV (Behaviour & Attitudes Survey, January 2006), and is the leading teletext service in Ireland.

- RTÉ Aertel is used by 868,000 households
- RTÉ Aertel is used by 63% of all adults
- The most popular areas of the service are: TV listings (55% of the total RTÉ Aertel audience use weekly or more often), Sports (50%), Lotto (47%), News (31%), Weather (24%). (Behaviour and Attitudes Survey, January 2006.)
- On RTÉ.ie, Aertel has 125,000 monthly users
- Aertel is being tested on WAP and on Digital TV

### Content Syndication

Content Syndication is the repurposing and packaging of RTÉ content from TV, Radio and Publishing, for distribution on new media and emerging platforms. The range of RTÉ content which is made available on these platforms is expected to grow significantly in line with changing consumer habits, as more and more of RTÉ's audience use a range of devices to access media.

### Commercial Telecoms

RTÉ Publishing is also charged with enhancing audience interaction opportunities in TV and Radio programmes through the use of Interactive Voice Response (IVR) and Short Message Service (SMS), and related multimedia technologies. By way of these mechanisms, the audience can comment on programmes, participate in votes, polls and competitions, and request tickets, programme fact-sheets and other services.

### Technology Incubation

Publishing performs an important role in researching, developing, incubating and deploying new production and delivery technologies on behalf of RTÉ. It also fulfils an important gatekeeper function in anticipating and communicating the impact of new and emerging technologies throughout RTÉ and to the broader community, particularly with regard to disruptive innovations.



