

RTÉ Player

April 2014 Review

RTÉ player 

RTÉ digital
imaginemore 

RTÉ Player Summary


		Month on Month change
Streams	4,073,000	-10%
Unique Browsers (RTÉ.ie/Player)	749,000	-17%
Average Streams per Browser (RTÉ.ie/Player)	2.7	6%
Page Impressions	15,747,000	-4%
International share of streams	12.5%	
Total number of app downloads to end April	1,149,000	

1	CEILIURADH: A CELEBRATION	10th Apr	73,900
2	EASTENDERS	22nd Apr	27,600
3	CHAMPIONS LEAGUE LIVE: BAYERN MUNICH V MAN UTD	9th Apr	21,400
4	HOME & AWAY	18th Apr	20,200
5	THE LATE LATE SHOW	25th Apr	19,400
6	FAIR CITY	17th Apr	17,300
7	LATEST IRISH NEWS	8th Apr	19,700
8	THE STATE VISIT OF PRESIDENT HIGGINS TO UK	8th Apr	16,800
9	THE REPUBLIC OF TELLY	21st Apr	13,600
10	REVENGE	8th Apr	13,400

74,000 Streams

Ceiliuradh - A Celebration

BROADCAST THU 10 APR 2014



3 Episodes Available 



RTE ONE

7 days remaining Duration: 2hrs 11mins

 Tweet 226  Like  Share 4.2k

Watching it  Add to Favourites 

An evening of Irish music and dance from the Royal Albert Hall, marking the historic occasion of the first State visit by the President of Ireland to the United Kingdom.

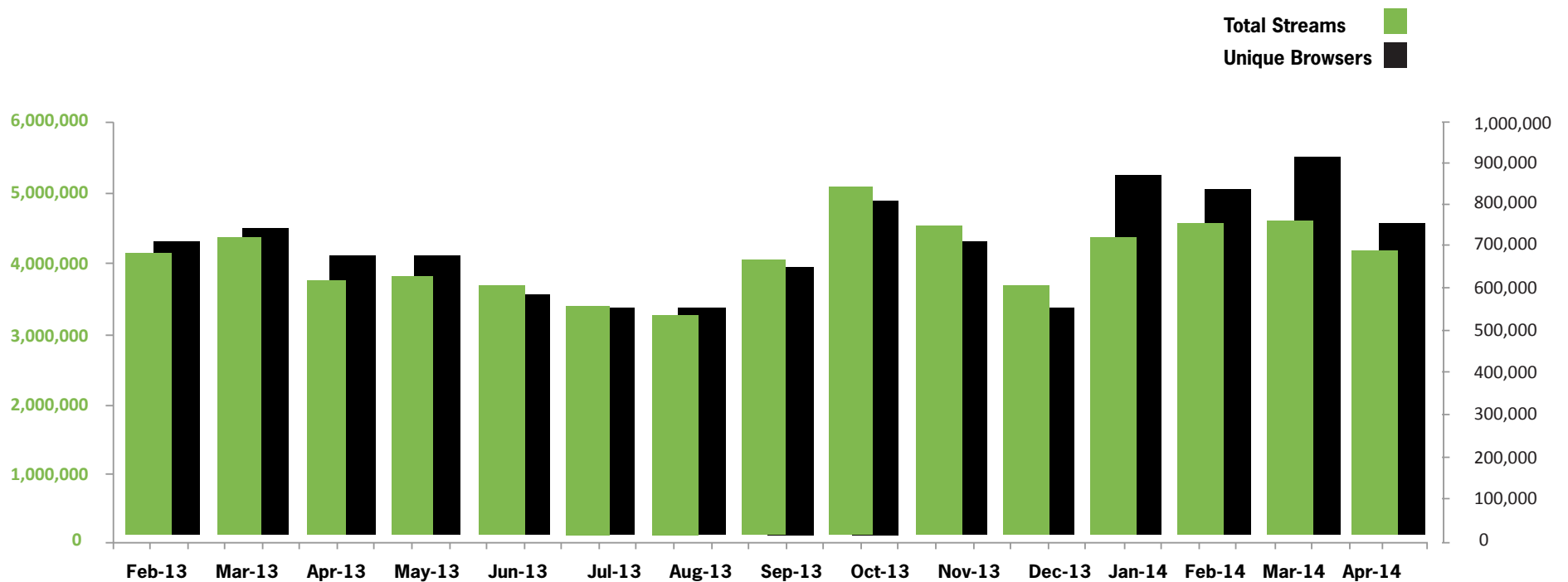
-  Website
-  Facebook
-  @RTEplayer



MOST POPULAR

- 1 EastEnders**
Thu 24 April 2014 
- 2 Home and Away**
Thu 24 April 2014 
- 3 Fair City**
Thu 24 April 2014 
- 4 Super Garden**
Thu 24 April 2014 
- 5 Des Bishop: Breaking China**
Thu 24 April 2014 
- 6 Neighbours** 

RTÉ Player Monthly Streams & Unique Browsers




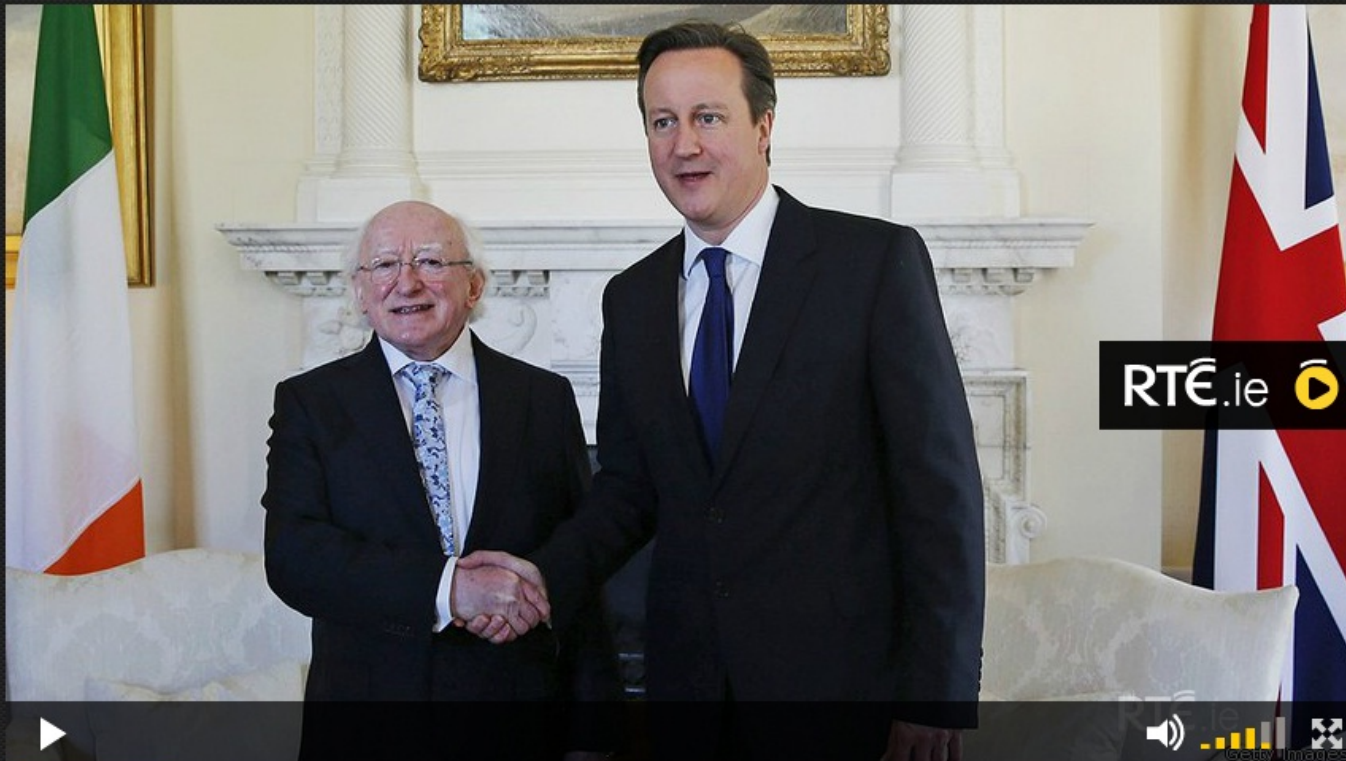
- There were 4.1m stream views in April, up 13% year on year

17,000 Streams

The State Visit of President Higgins to the UK - Day Two



BROADCAST WED 09 APR 2014

6 Episodes Available 



RTE ONE 5 days remaining Duration: 25mins

 Tweet 0  Like  Share 2

Watching it  Add to Favourites 

The second day of the Head of State's visit, during which he will have a meeting and lunch at Downing Street with British Prime Minister David Cameron.

-  Website
-  Facebook
-  @RTEplayer

THE BEST ONE YEAR DEAL in the market*



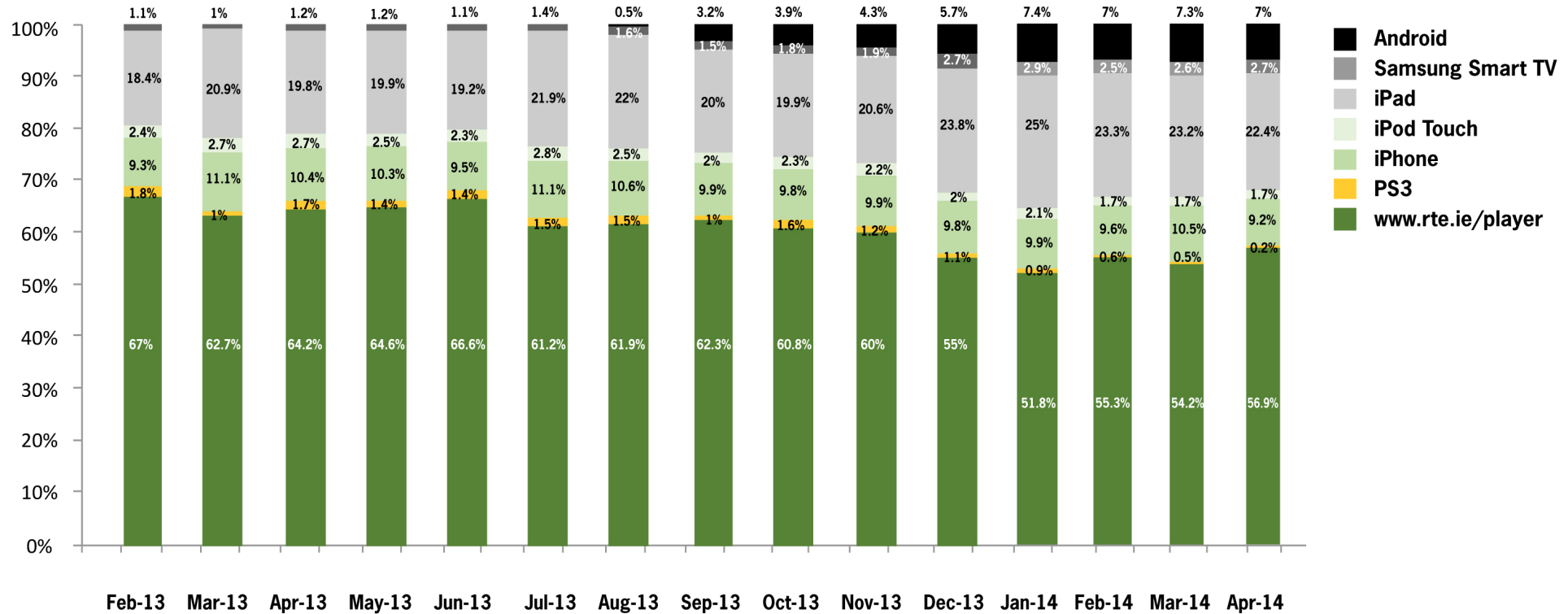
electric Ireland
Ireland's Energy

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RTÉ Player Consumption by Platform


Share of Streams



- The desktop version of the RTÉ Player accounted for 57% of streams in April





Top Episode: 14,000 Streams

Republic of Telly

BROADCAST MON 14 APR 2014 **NEXT BROADCAST** RTE TWO, MON 28 APR 2014 **3 Episodes Available** 



RTE TWO 11 days remaining Duration: 24mins **MA** Parental Controls

[Tweet](#)  0 [Like](#) [Share](#)  5 [Watching it](#)  [Add to Favourites](#) 

Jennifer Maguire, Bernard O'Shea and Kevin McGahern return for another series of the award winning entertainment show as part of Monday Night Comedy on RTE Two.

-  [Website](#)
-  [Facebook](#)
-  [@RTPlayer](#)

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RTÉ Player Top 20 Programmes in April


Best Episode Only, All Platforms (except UPC TV)

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2	EASTENDERS	22nd Apr	27,600
3	CHAMPIONS LEAGUE LIVE: BAYERN MUNICH V MAN UTD	9th Apr	21,400
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9	THE REPUBLIC OF TELLY	21st Apr	13,600
10	REVENGE	8th Apr	13,400
11	GREY'S ANATOMY	15th Apr	12,800
12	THE BIG BANG THEORY	9th Apr	11,900
13	THE IRISH FILM & TELEVISION AWARDS	5th Apr	10,600
14	THE SATURDAY NIGHT SHOW	12th Apr	9,700
15	DES BISHOP: BREAKING CHINA	17th Apr	8,800
16	THE SAVAGE EYE	28th Apr	8,000
17	THE VOICE OF IRELAND	13th Apr	7,600
18	THE MENTALIST	8th Apr	7,500
19	NEIGHBOURS	22nd Apr	7,400
20	THE CENTRE	31st Mar	5,800

Top Episode: 19,000 Streams

The Late Late Show

BROADCAST FRI 11 APR 2014 **NEXT BROADCAST** RTE ONE, FRI 25 APR 2014

3 Episodes Available 





THE BEST ONE YEAR DEAL in the market*



electric Ireland
Ireland's Energy

RTE ONE 8 days remaining Duration: 1hr 49mins

 Tweet 16  Like  Share 66

Watching it  Add to Favourites 

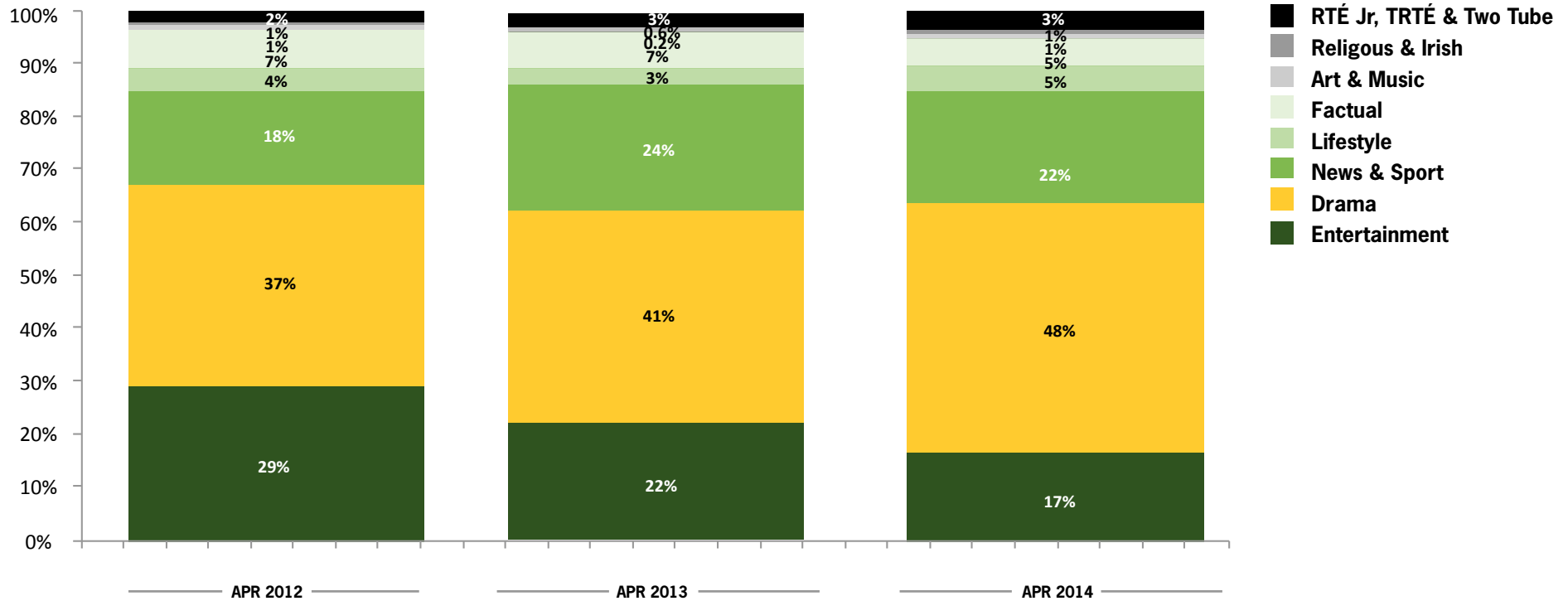
Ryan Tubridy chats to Linda Nolan, singing sensation Fr Ray Kelly, former South African rugby player Francois Pienaar, Missy Keating and her mother Yvonne, and Jimmy Magee performs his charity single "These Old Eyes Have Seen It All". Music by the Hothouse Flowers and Josh Record.

-  Website
-  Facebook
-  @RTEplayer

MOST POPULAR

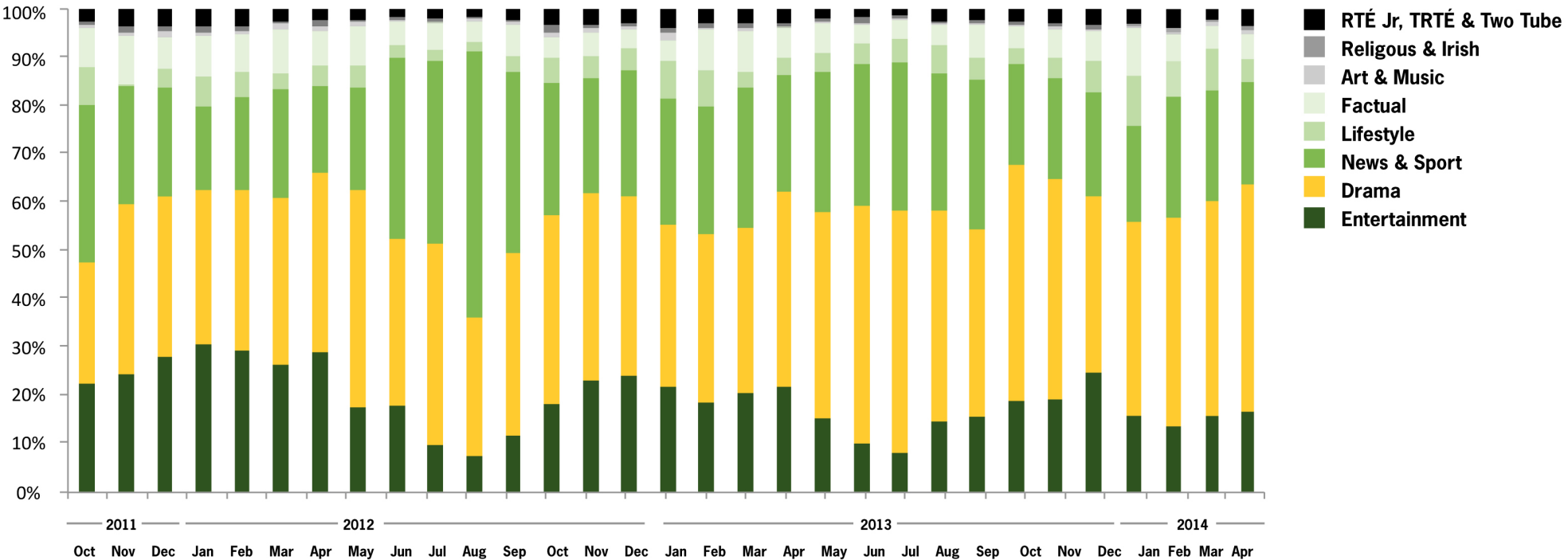
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RTÉ Player Programme Category Analysis



- Drama grew to account for close to 1 in 2 stream views in April 2014

RTÉ Player Programme Category Analysis



Top Episode: 17,000 Streams

Fair City

BROADCAST WED 16 APR 2014

NEXT BROADCAST RTÉ ONE, FRI 25 APR 2014

12 Episodes Available 





RTE.ie 






RTÉ ONE


13 days remaining

Duration: 23mins

 Tweet 

 Like [Share](#)  0

Watching it 

Add to Favourites 

Paul and Niamh make last-minute preparations as the opening day for the new development finally arrives - but a dark secret from Niamh's past comes back to haunt her.

 [Website](#)

 [Facebook](#)

 [@RTEplayer](#)

MOST POPULAR

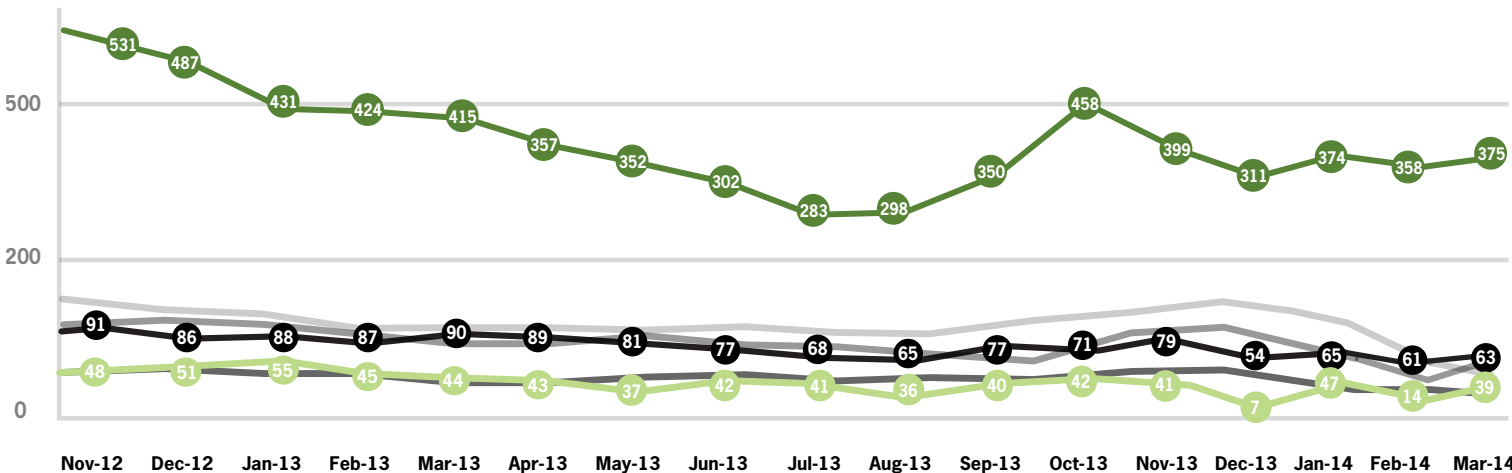
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The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set

Total Unique Visitors

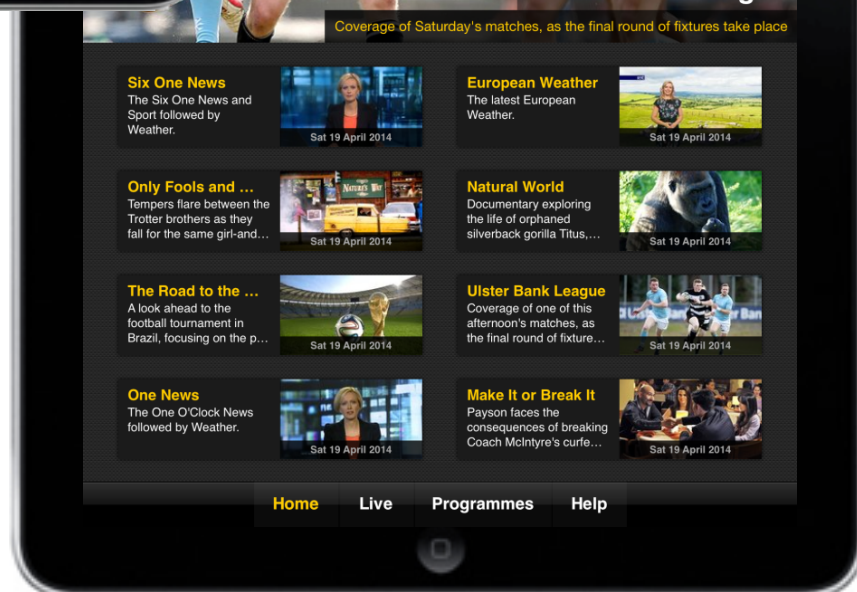
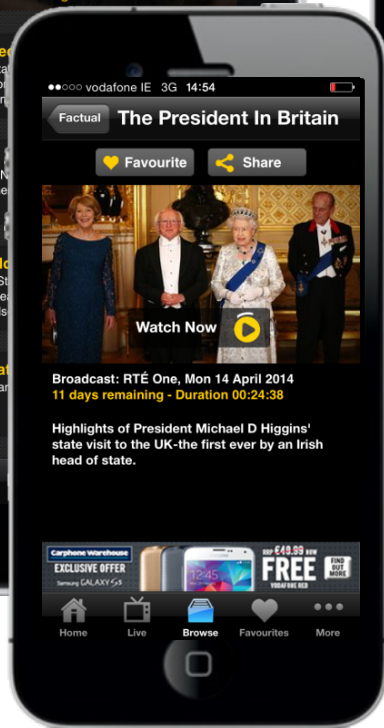
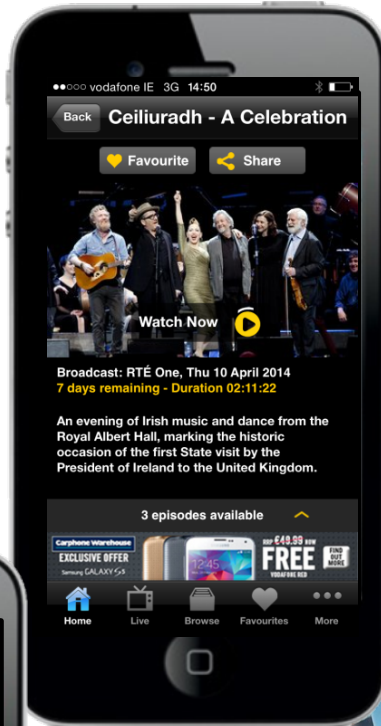
- BBC iPlayer
- Sky Go
- Channel 4 4oD
- ITV.com
- TV3.ie
- RTÉ Player

N.B. comScore currently measures PC/Laptop access only – recent growth in RTÉ Player consumption has been driven by Apps



N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

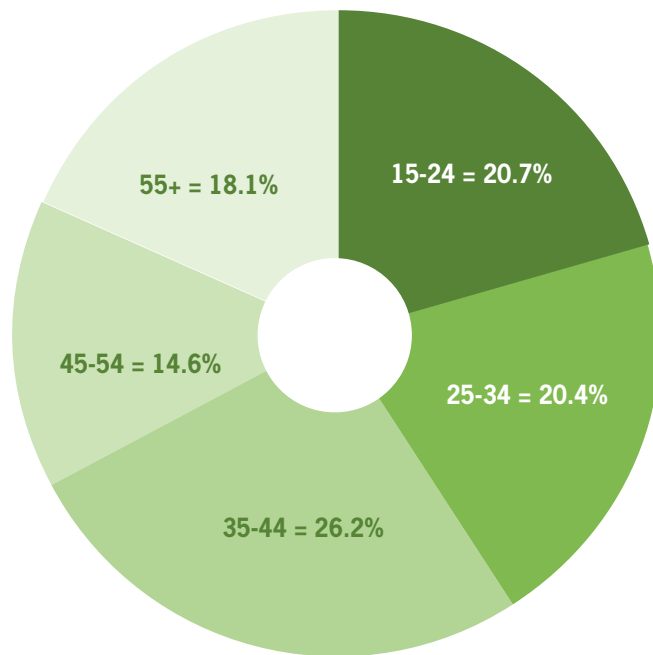
- comScore reports that the number of Irish unique visitors to the (desktop) RTÉ Player in March 2014 was **375,000**



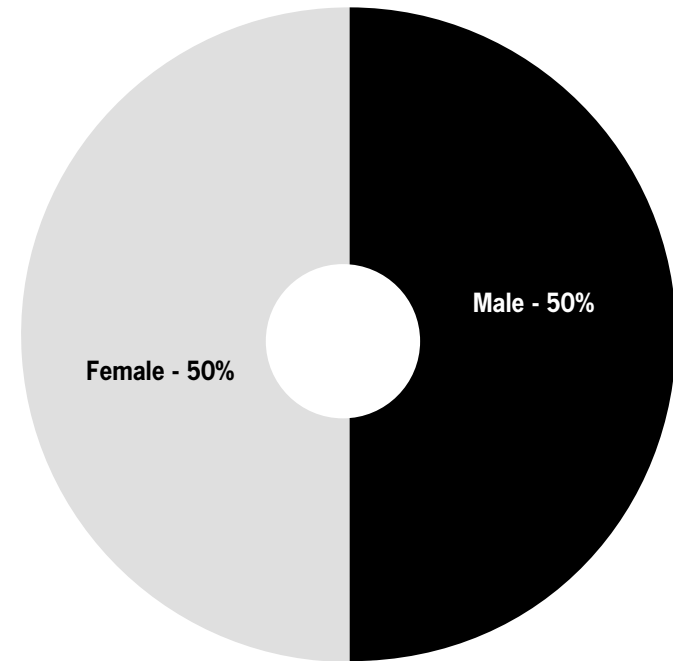
RTÉ.ie/Player has a young and gender balanced user base in Ireland

Share of Irish Unique Users of the RTÉ Player

Age Group



Gender



- Over 4 in 10 of Irish adult (15+) users of the desktop RTÉ Player in April fell within the 15-34 age group
- 50% were Male and 50% Female

