

RTÉ Player

August 2014 Review

RTÉ player 

RTÉ digital
imaginemore 

RTÉ Player Summary

		Month on Month change
Streams	3,353,000	-18%
Unique Browsers (RTÉ.ie/Player)	627,000	-13%
Average Streams per Browser (RTÉ.ie/Player)	2.1	-6%
Page Impressions	14,255,000	-10%
International share of streams	12.2%	
Total number of app downloads to end July	1,308,000	

TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	385,000
2	FAIR CITY	227,000
3	EASTENDERS	225,000
4	THE SUNDAY GAME LIVE	149,000
5	NEIGHBOURS	107,000
6	LATEST IRISH NEWS	92,000
7	THE ROSE OF TRALEE	84,000
8	NINE NEWS	70,000
9	THE SUNDAY GAME	64,000
10	CALLAN'S KICKS	47,000

Sinéad Lehane – Perth Rose

BROADCAST TUE 19 AUG 2014

32 Episodes Available



RTE.ie



Perth Rose Sinéad Lehane



RTE ONE

15 days remaining Duration: 6mins

Tweet 0

Like Share 11

Watching it

Add to Favourites

Sinéad Lehane represents Perth in this year's Rose of Tralee festival.

Website

Facebook

RTE YouTube

€50 off all policies.

Available until 14th August 2014. Discounts are subject to a minimum premium of €157.50 and are deducted consecutively to the reduced premium.

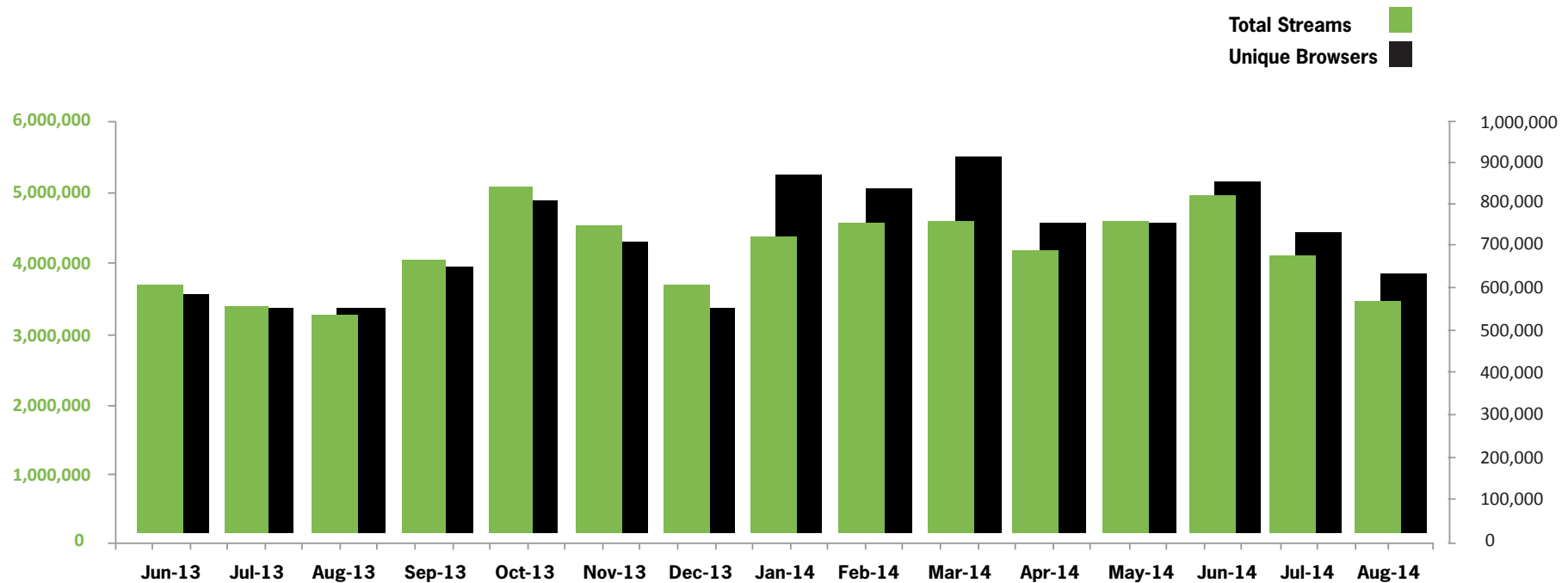


Home Insurance

MOST POPULAR

- 1 **Home and Away**
Mon 25 August 2014
- 2 **The State Funeral of Albert Reynolds**
Mon 25 August 2014
- 3 **EastEnders**
Mon 25 August 2014
- 4 **Neighbours**
Mon 25 August 2014
- 5 **Power in the Blood**
Mon 25 August 2014
- 6 **Fair City**

RTÉ Player Monthly Streams & Unique Browsers



- August is typically the quietest month of the year for the RTÉ Player
- Stream views totalled 3.4 million during the month

Neighbours

BROADCAST MON 25 AUG 2014

4 Episodes Available



HELPING YOU TAKE CONTROL OF HEAD LICE

Hedrin Once
A fast acting solution that takes only 15 minutes to work

Hedrin Treat & Go
A fuss-free solution great for children that just want to get out and play

Hedrin Protect & Go
Simple and pleasant to use



Clon prepared: August 2014 2314KDVHED04F

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Mon 25 August 2014
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Mon 25 August 2014
- 5 **Power in the Blood**
Mon 25 August 2014
- 6 **Fair City**
Sun 24 August 2014

RTE ONE

7 days remaining Duration: 21mins

Tweet 0

Like Share 0

Watching it

Add to Favourites

Season 14, Episode 163

Josh makes a clumsy pass at Naomi when she hires him for a day's work, and things heat up later that evening. Chris seeks his friends' advice about Lucy's surprise request.

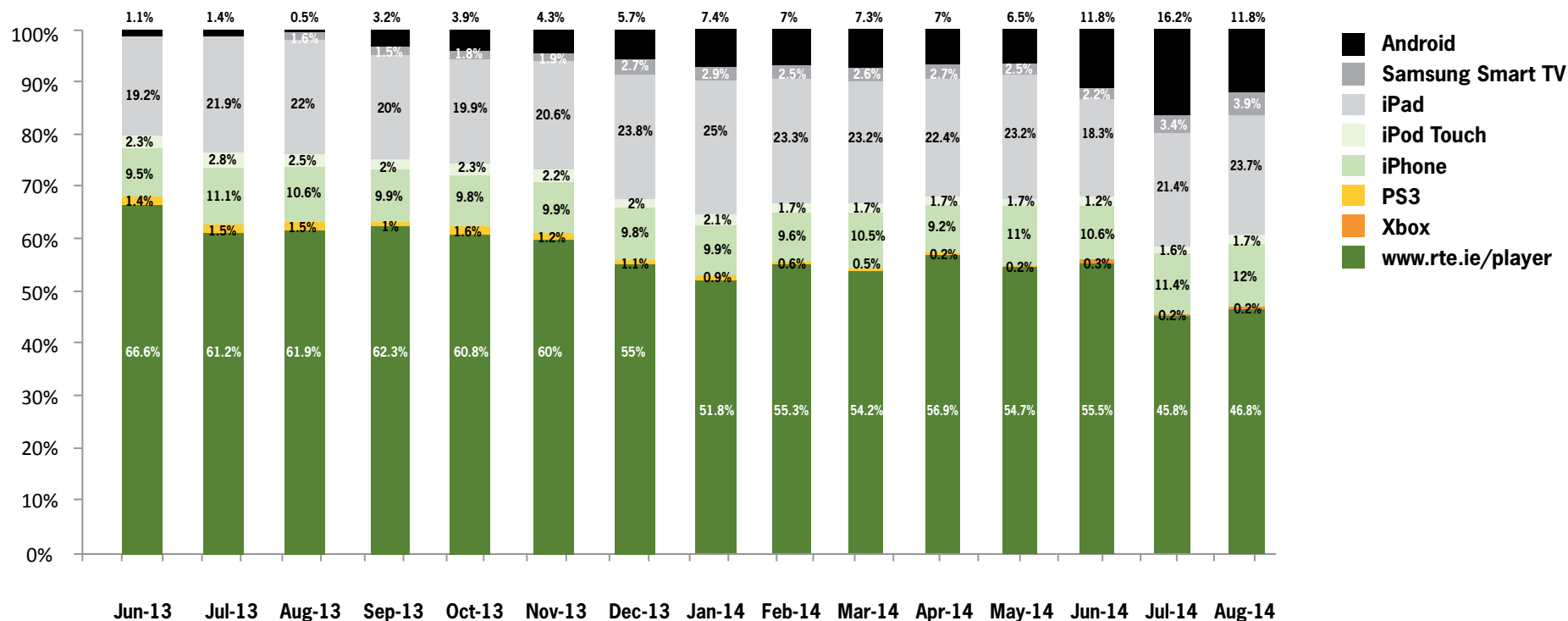
Website

Facebook

@RTEplayer

RTÉ Player Consumption by Platform

Share of Streams



- Once again, the original desktop version of the RTÉ Player accounted for less than half of stream views during the month
- iPad share grew to almost 24%
- Android devices were very popular for World Cup viewing but have since accounted for a lower share

The Sunday Game Live: Mayo v Kerry

BROADCAST SUN 24 AUG 2014 NEXT BROADCAST RTE TWO, SUN 31 AUG 2014



RTE.ie



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RTE TWO 5 days remaining Duration: 2hrs 31mins

Tweet 6 Like Share 5

Watching it + Add to Favourites

Mayo v Kerry. Michael Lyster presents all the action from the All-Ireland Senior Football Championship semi-final at Croke Park.

Website Facebook @RTEplayer

RTÉ Player Top 20 Programmes in August

Top Series, All Platforms (except UPC TV)

TOP SERIES

	PROGRAMMES	STREAMS
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7	THE ROSE OF TRALEE	84,000
8	NINE NEWS	70,000
9	THE SUNDAY GAME	64,000
10	CALLAN'S KICKS	47,000
11	THE GOOD WIFE	46,000
12	THE ROSE OF TRALEE: MEET THE ROSES (CLIPS)	46,000
13	SIX ONE NEWS	42,000
14	CSI: CRIME SCENE INVESTIGATION	39,000
15	THE SHELBOURNE	39,000
16	SHORTLAND STREET	36,000
17	SATURDAY NIGHT WITH MIRIAM	35,000
18	SATURDAY GAME LIVE	31,000
19	CRIMINAL MINDS	31,000
20	ROOM TO IMPROVE	30,000

CSI: Crime Scene Investigation

BROADCAST WED 13 AUG 2014

5 Episodes Available



RTE TWO

9 days remaining Duration: 41mins

PS Parental Controls

Tweet 0 Like Share 0

Watching it + Add to Favourites

Season 14, Episode 9

A husband and wife are found stabbed to death at the Sky View Motel, and the CSIs recall two separate cases in which people were savagely attacked in the same room.

- Website
- Facebook
- @RTEplayer

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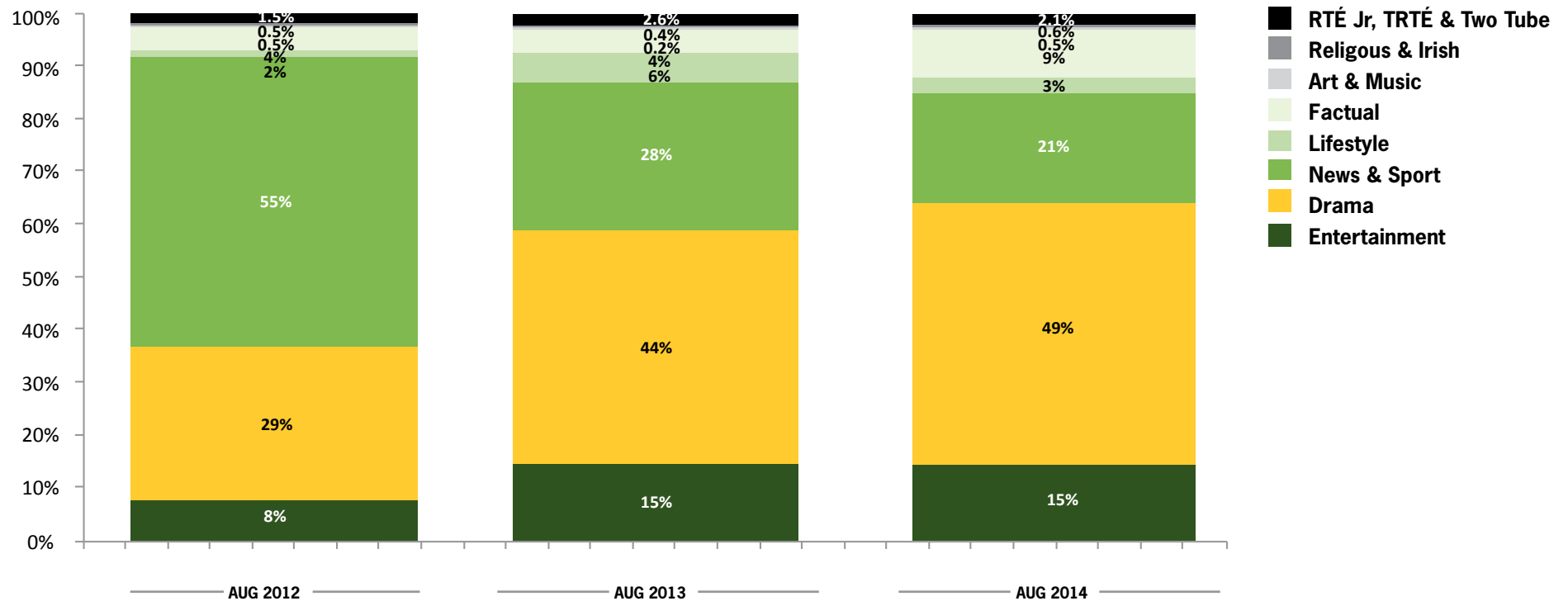


Data prepared: August 2014 2814KCN/EDM/8

MOST POPULAR

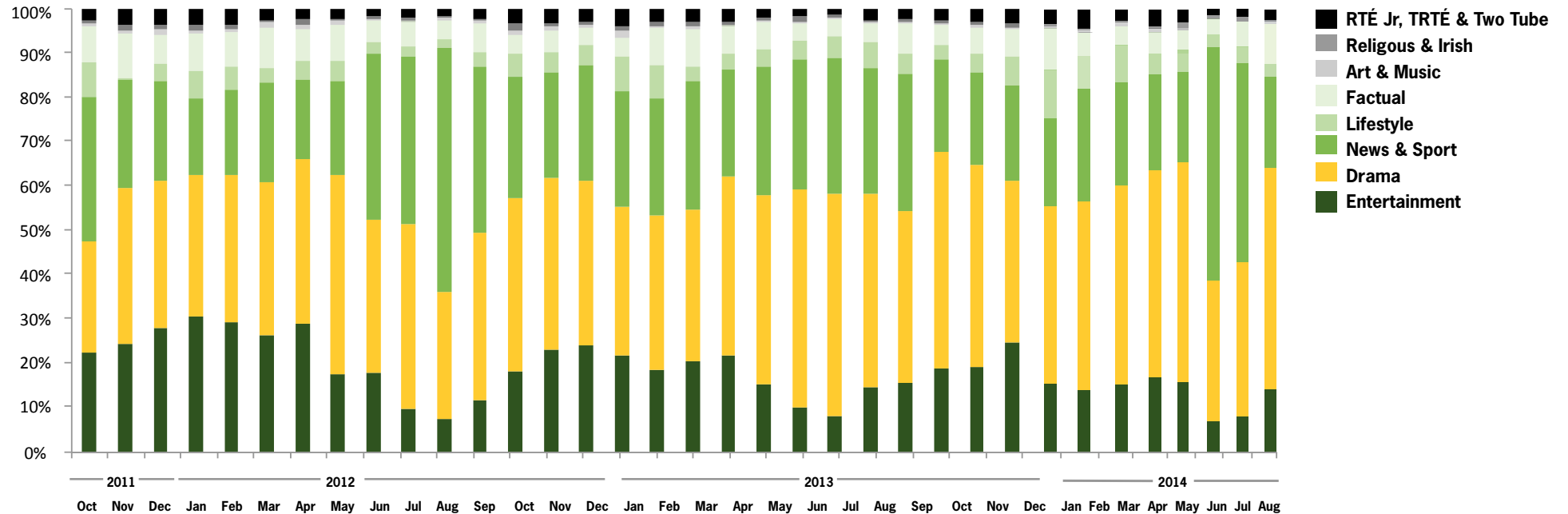
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RTÉ Player Programme Category Analysis




- Drama was the key genre in August, accounting for half of all streams.
- Entertainment programmes, boosted by the enduringly popular *The Rose of Tralee*, grew to a 15% share

RTÉ Player Programme Category Analysis



Callan's Kicks

BROADCAST FRI 15 AUG 2014

2 Episodes Available 




RTE ONE


11 days remaining Duration: 26mins

MA Parental Controls

 Tweet  0


 Like  Share  1

Watching it 

Add to Favourites 

The final instalment of the comedy sketch show wraps up with the life and death of a hurler featuring Seán Óg O Hailpín and DJ Carey.

 Website

 Facebook

 @RTEplayer

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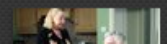
4 Neighbours
Mon 25 August 2014



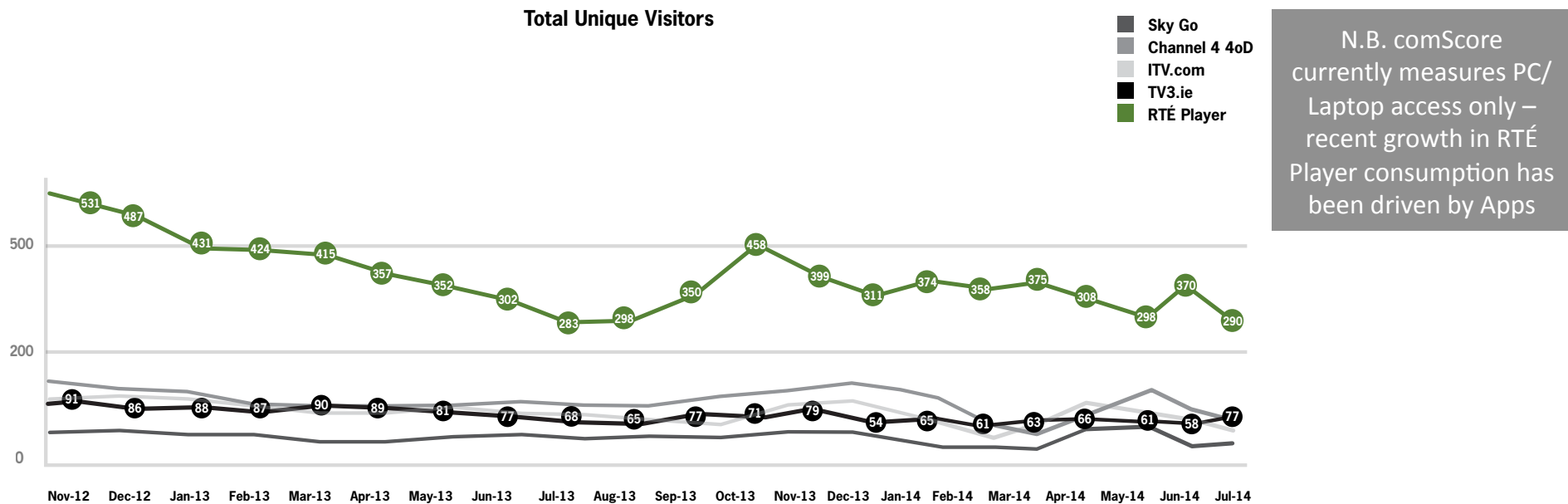
5 Power in the Blood
Mon 25 August 2014



6 Fair City

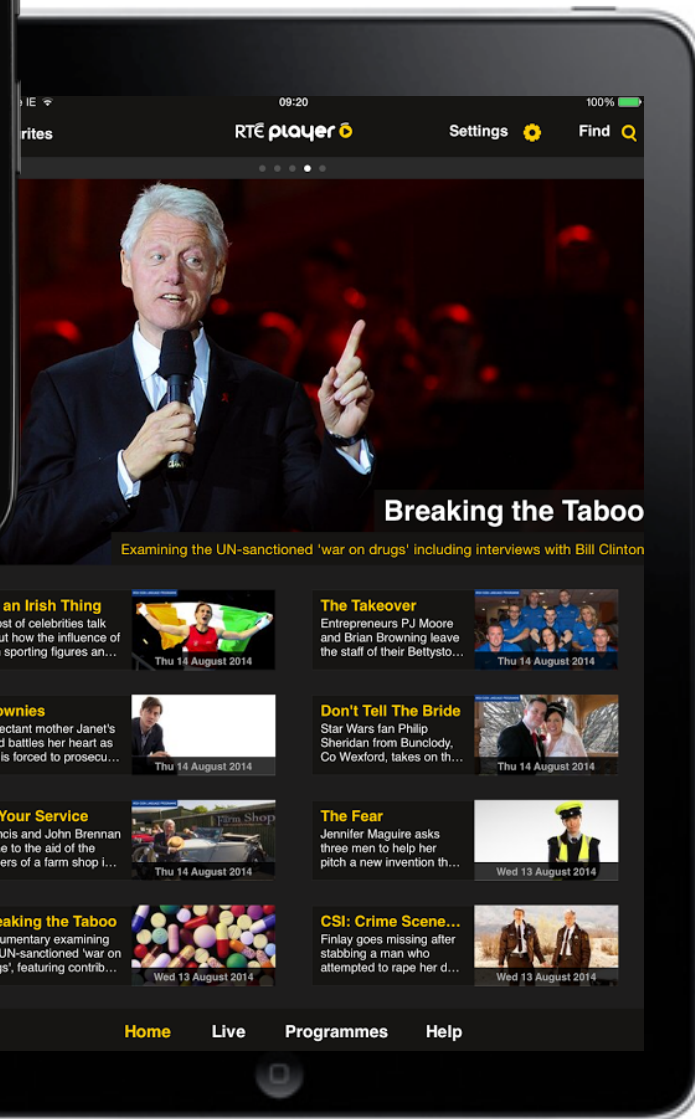
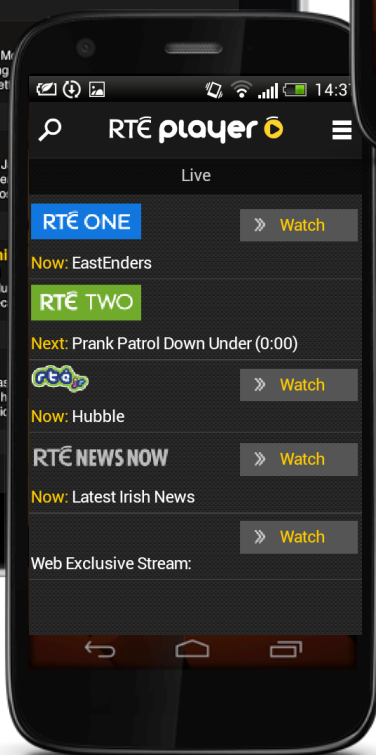
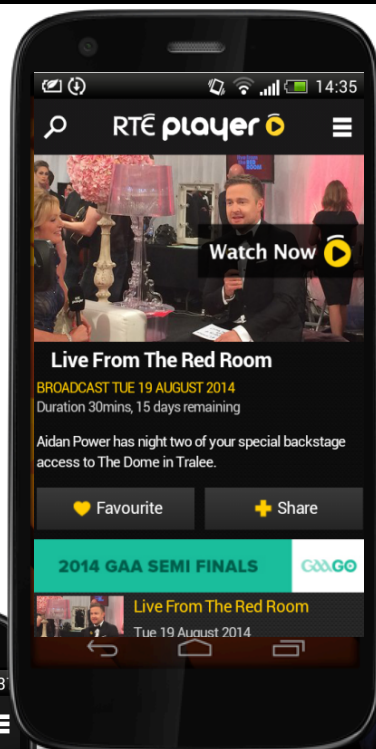
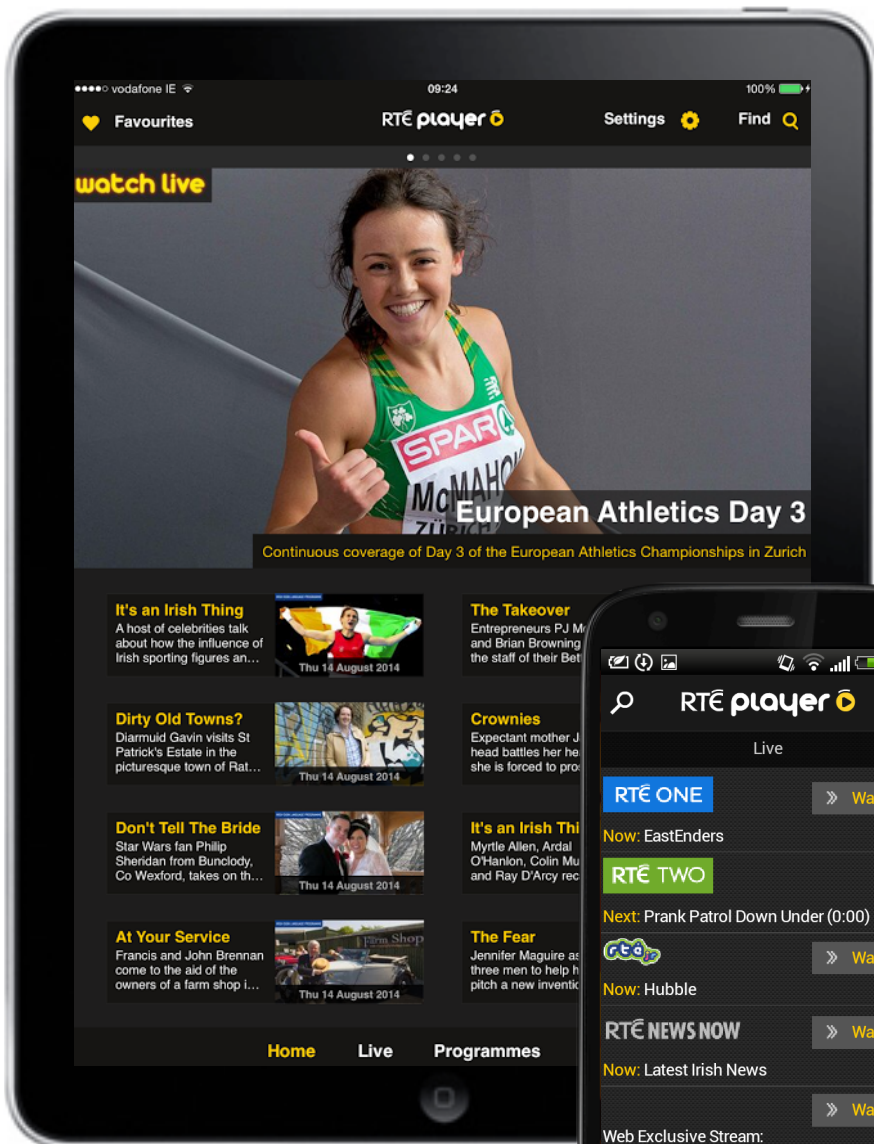


The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set



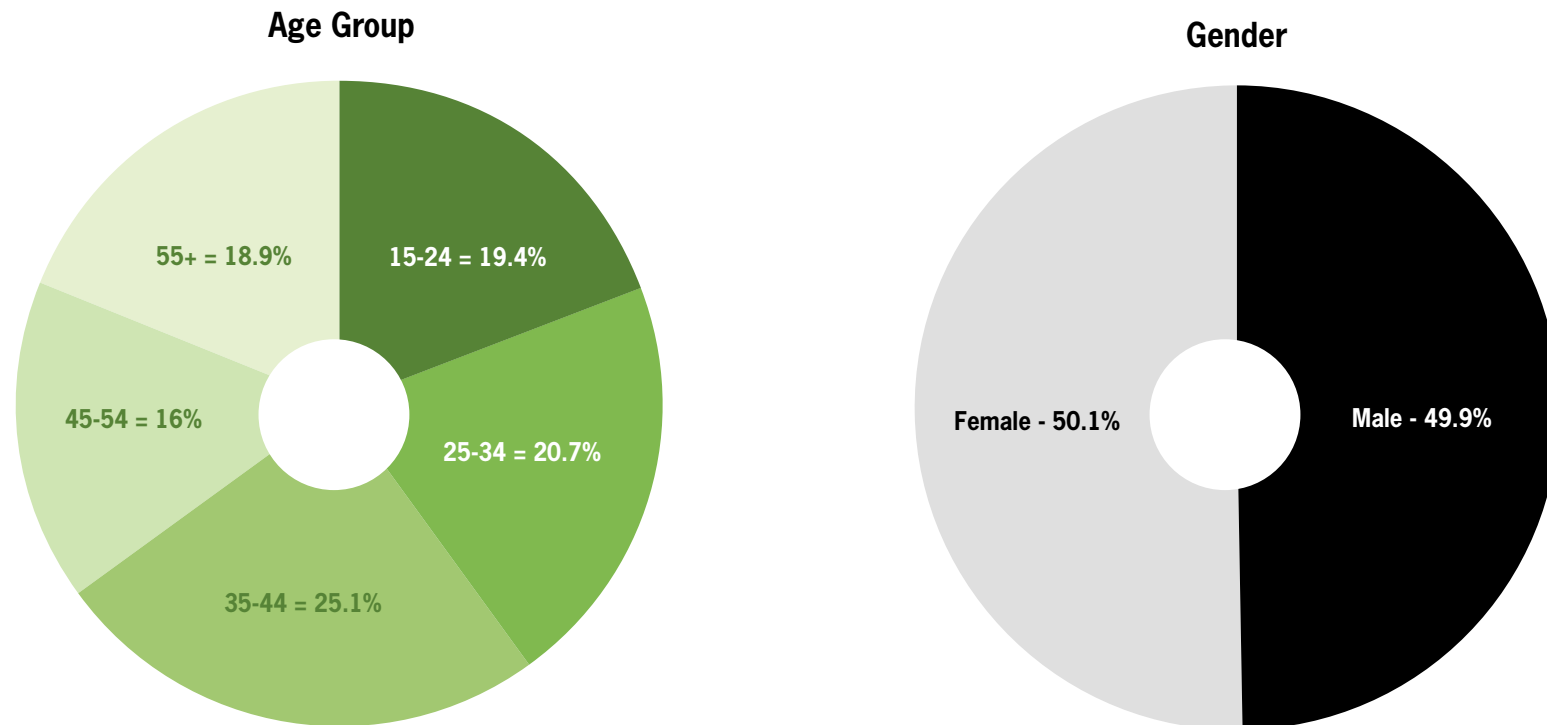
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- There were 290,000 unique Irish visitors to the desktop version of the RTÉ Player in July 2014, according to comScore MMX



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

Share of Irish Unique Users of the RTÉ Player



- Over 4 in 10 of Irish adult (15+) users of the desktop RTÉ Player in July fell within the 15-34 age group
- Half of desktop visitors in July were female

