

RTÉ Player

February 2014 Review

RTÉ player 

RTÉ digital
imaginemore 

RTÉ Player Summary

		Month on Month change
Streams	4,408,000	4%
Unique Browsers (RTÉ.ie/Player)	858,000	-4%
Average Streams per Browser (RTÉ.ie/Player)	2.6	16%
Page Impressions	15,916,000	-6%
International share of streams	12.2%	
Total number of app downloads to end November	1,071,000	

1	SIX NATIONS RUGBY (IRELAND V WALES)	8th Feb	46,800
2	THE LATE LATE SHOW	7th Feb	33,600
3	QUIRKE	16th Feb	28,800
4	HOME & AWAY	14th Feb	23,000
5	EASTENDERS	18th Feb	18,300
6	THE SATURDAY NIGHT SHOW	1st Feb	17,800
7	FAIR CITY	13th Feb	17,600
8	VIKINGS	2nd Feb	17,500
9	MRS BROWN'S BOYS	9th Feb	17,400
10	OPERATION TRANSFORMATION	18th Feb	17,300
11	REVENGE	18th Feb	15,800

46,800 Streams

Against The Head

BROADCAST MON 17 FEB 2014 NEXT BROADCAST RTE TWO, MON 24 FEB 2014

3 Episodes Available



RTE TWO

20 days remaining Duration: 52mins

[Tweet](#) 0 [Like](#) [Share](#) 77

[Watching it](#) + [Add to Favourites](#) ♥

Rugby magazine series featuring all the news from the game.

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

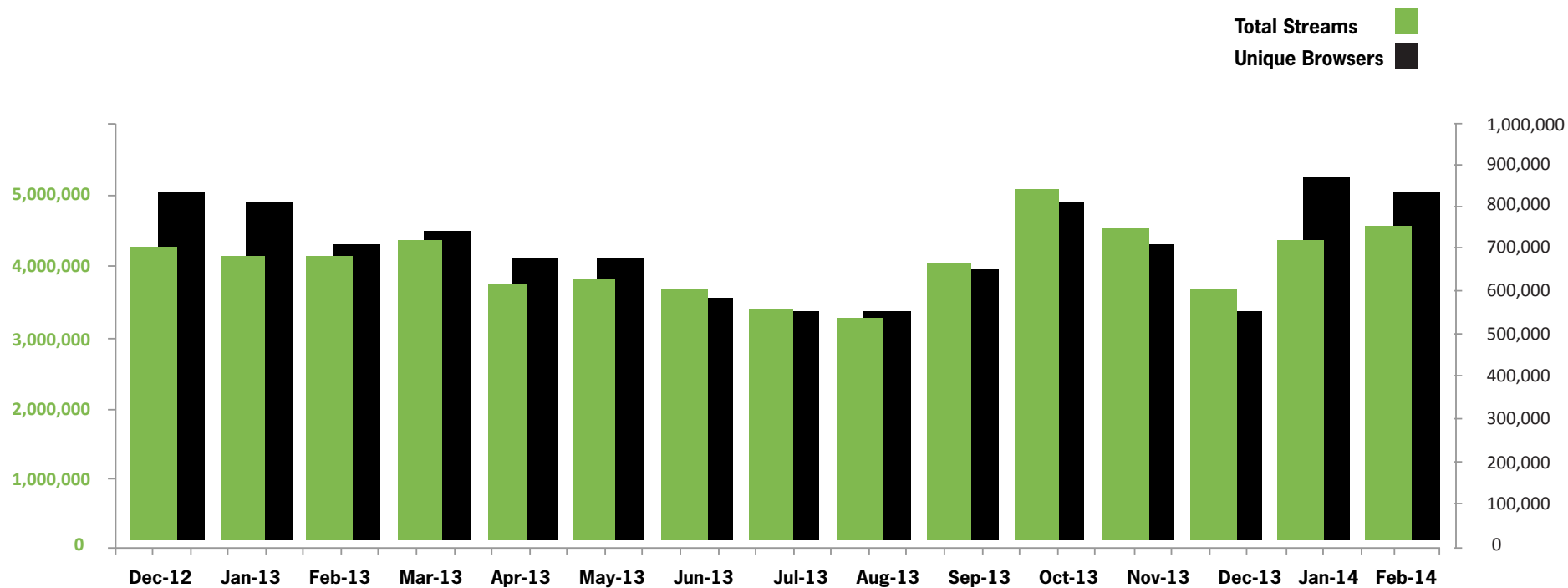
**Wednesday's
Jackpot is**
€6 million*
[Find out more*](#)

*estimated

MOST POPULAR

- 1 Operation Transformation**
Tue 18 February 2014
- 2 Fair City**
Tue 18 February 2014
- 3 EastEnders**
Tue 18 February 2014
- 4 Home and Away**
Tue 18 February 2014
- 5 Revenge**
Tue 18 February 2014
- 6 Nine News**
Tue 18 February 2014

RTÉ Player Monthly Streams & Unique Browsers




- The highest monthly streams since the record month of October 2013

33,600 Streams

The Late Late Show

BROADCAST FRI 14 FEB 2014 NEXT BROADCAST RTE ONE, FRI 21 FEB 2014



3 Episodes Available 



RTE ONE

17 days remaining Duration: 1hr 51mins

 Tweet  Like  Share 95

Watching it  Add to Favourites 

'Moone Boy' star David Rawle, Actress Brenda Fricker and VICE journalist Karley Sciortino are amongst the guests joining Ryan in studio.

 Website
 Facebook
 @RTEplayer

Get your free cholesterol lowering* starter kit *click here for details

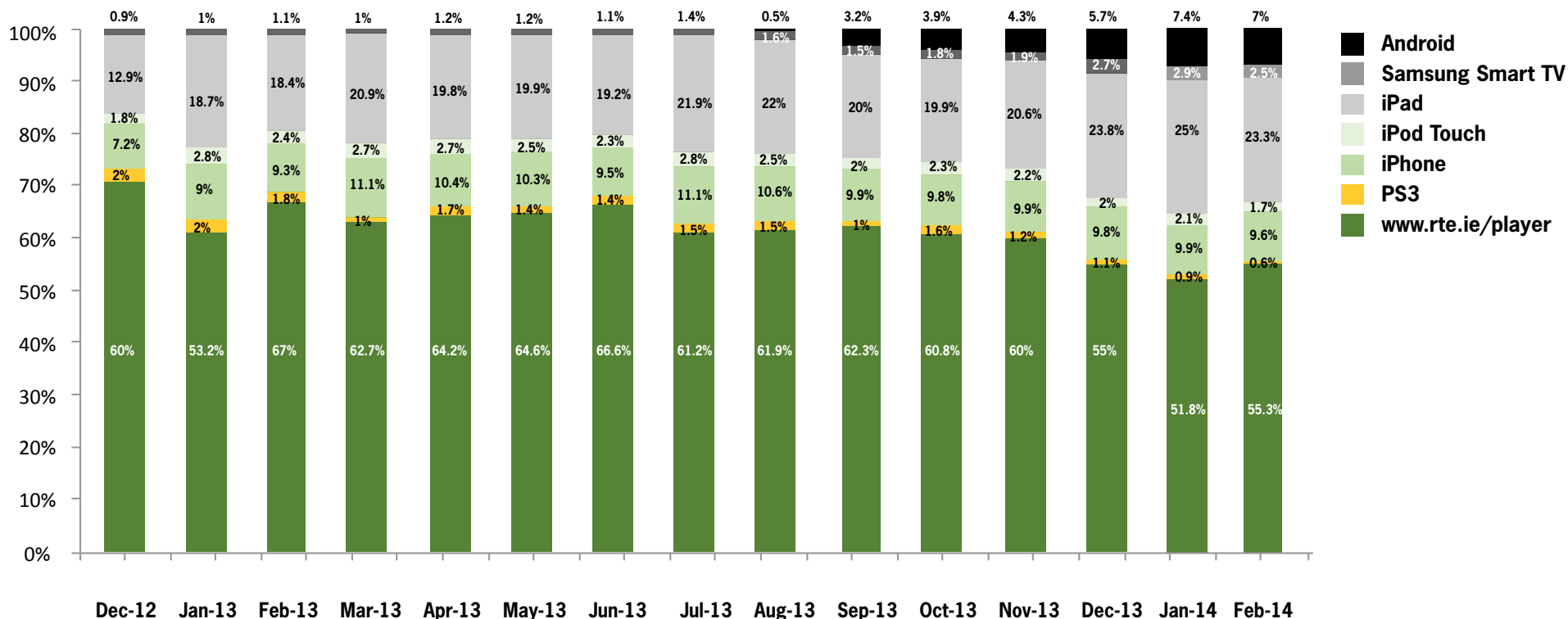


[Click here](#) 

- ### MOST POPULAR
- 1 Operation Transformation**
Tue 18 February 2014 
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Tue 18 February 2014 
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Tue 18 February 2014 
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Tue 18 February 2014 
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RTÉ Player Consumption by Platform

Share of Streams



- The desktop version of the RTÉ Player accounted for 55% of streams in January
- The Android App delivered 7% of streams

12th Dec

28,800 Streams

Quirke

BROADCAST SUN 16 FEB 2014



RTE ONE 19 days remaining Duration: 1 hr 27mins PS Parental Controls

 Tweet 8  Like  Share 41

Watching it  Add to Favourites 

Season 1, Episode 1

New series. Detective drama set in 1950s Dublin, following chief pathologist Quirke as he uncovers the truth behind crimes, beginning with a young woman's death.

 Website
 Facebook

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RTÉ Player Top 20 Programmes in February


Best Episode Only, All Platforms (except UPC TV)

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2	THE LATE LATE SHOW	7th Feb	33,600
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9	MRS BROWN'S BOYS	9th Feb	17,400
10	OPERATION TRANSFORMATION	18th Feb	17,300
11	REVENGE	18th Feb	15,800
12	DON'T TELL THE BRIDE	6th Feb	15,400
13	CHAMPIONS LEAGUE LIVE (ARSENAL V B. MUNICH)	19th Feb	14,100
14	THE VOICE OF IRELAND	16th Feb	12,400
15	BLUE BLOODS	12th Feb	11,900
16	GREY'S ANATOMY	18th Feb	11,800
17	THE MENTALIST	4th Feb	8,500
18	SOMEBODY TO LOVE	17th Feb	8,200
19	IRELAND'S FITTEST FAMILY	15th Feb	8,100
20	THE NOLANS	20th Feb	6,700

23,000 Streams

Home and Away

BROADCAST WED 05 FEB 2014 NEXT BROADCAST RTE ONE, WED 19 FEB 2014

15 Episodes Available 





What's the first thing you'd do?



RTE ONE 8 days remaining Duration: 21 mins

 Tweet  Like  Share 

Watching it  Add to Favourites 

Season 17, Episode 36

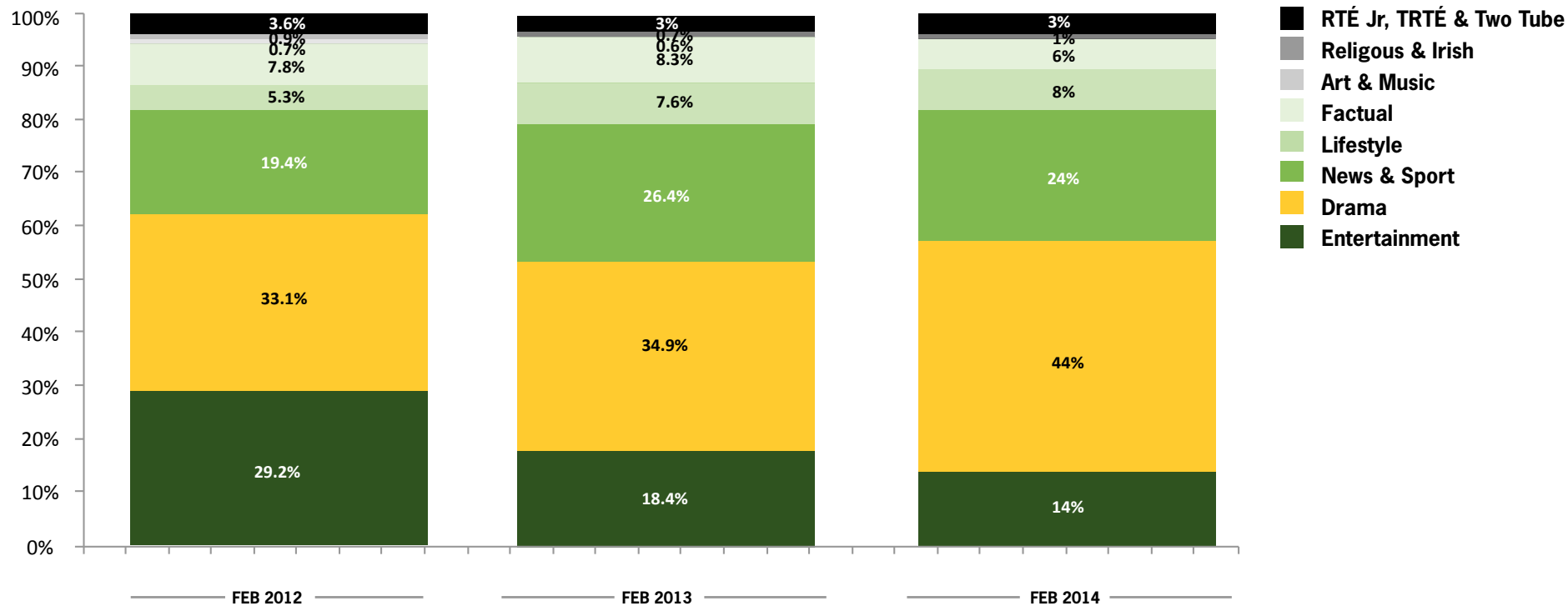
John worries what will happen when the authorities find Jett, a dangerous prank undermines Bianca's attempts to integrate the new pupils and Andy returns to the Bay.

-  Website
-  Facebook
-  @RTEplayer

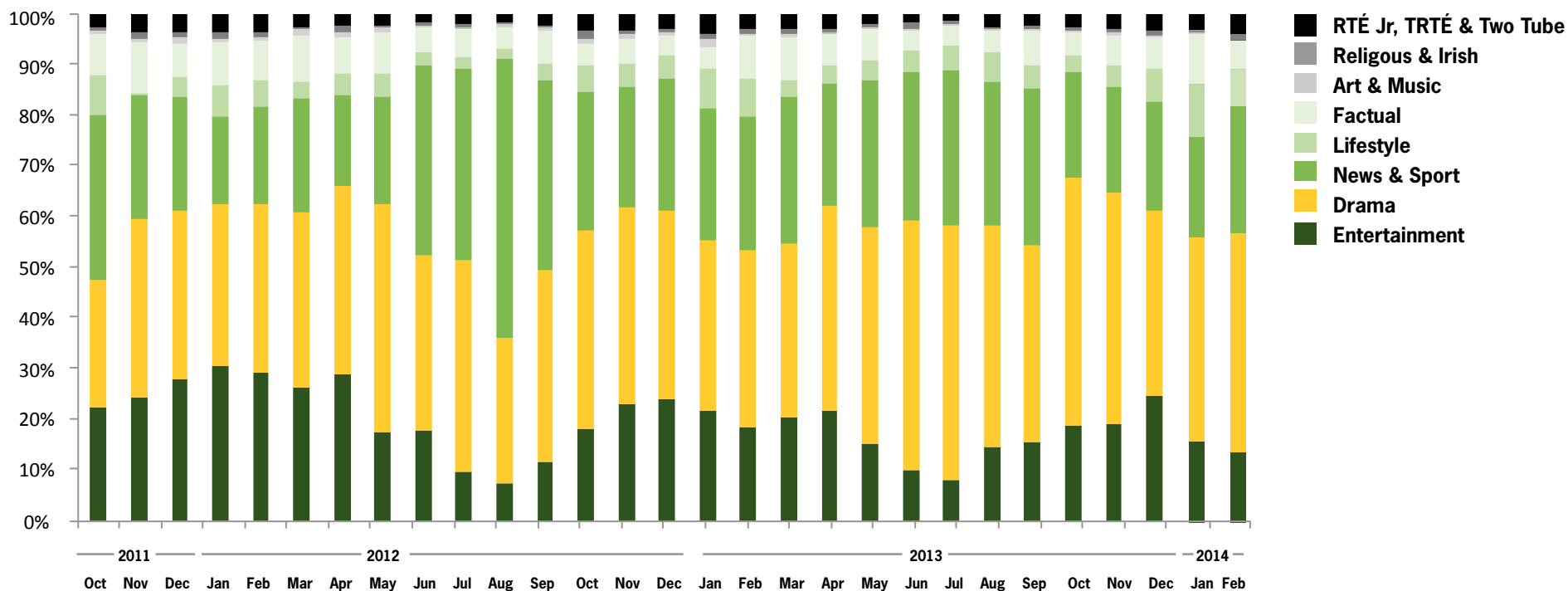
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RTÉ Player Programme Category Analysis



RTÉ Player Programme Category Analysis



- In February, Drama delivered 44% of streams. New BBC/ RTÉ series Quirke was particularly popular
- A successful Six Nations campaign for Ireland boosted News and Sport to 1 in 4 streams

25th Decmber: 22

17,800 Streams

The Saturday Night Show

BROADCAST SAT 15 FEB 2014 NEXT BROADCAST RTE ONE, SAT 22 FEB 2014

3 Episodes Available 





LIDL
FROM THURSDAY 20th February
As Seen On TV
5.99
crivit
TAKE YOUR EXERCISE TO A HIGHER LEVEL!
Performance T-Shirt

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RTE ONE 18 days remaining Duration: 1hr 10mins

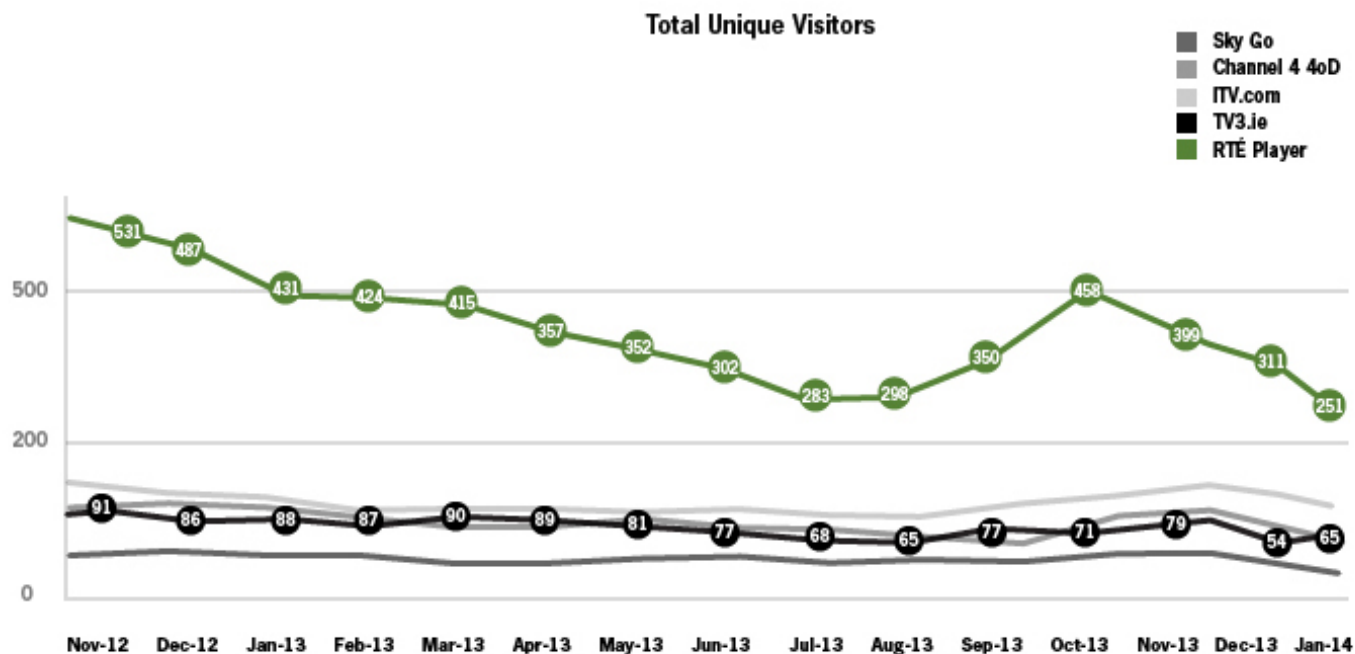
 Tweet 2  Like  Share 155

Watching it  Add to Favourites 

Legendary actor John Hurt talks about his new film 'Only Lovers Left Alive' and about his connections with Ireland. Also on the couch are Bill Cullen and Jackie Lavin who chat to Brendan about losing their two companies and why they've decided to get back in business.

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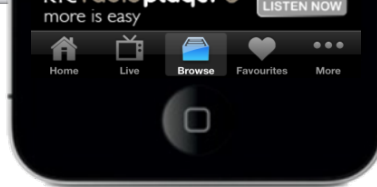
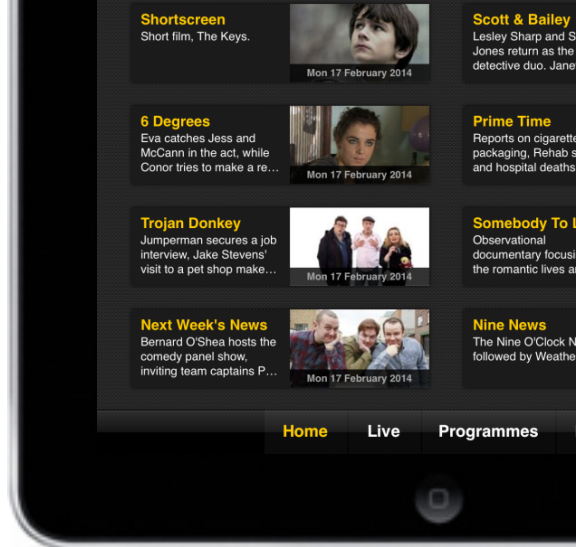
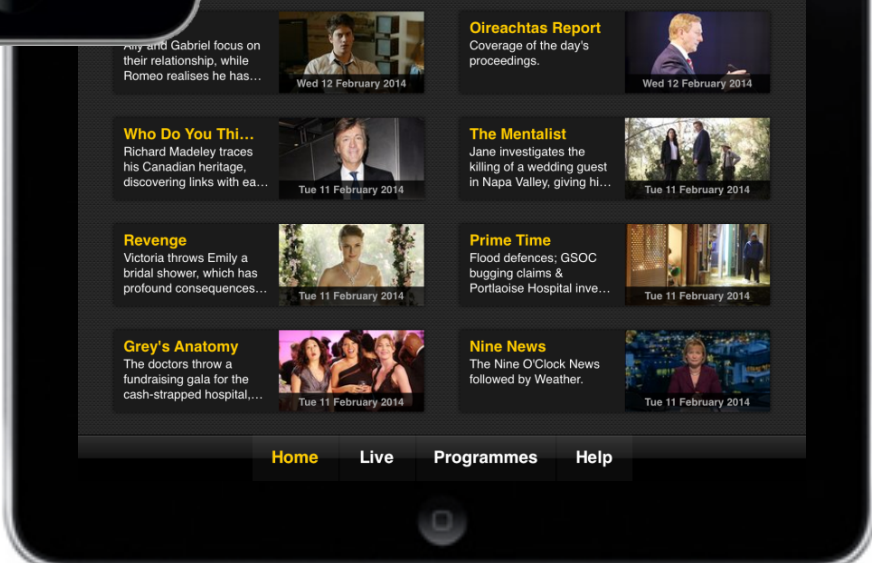
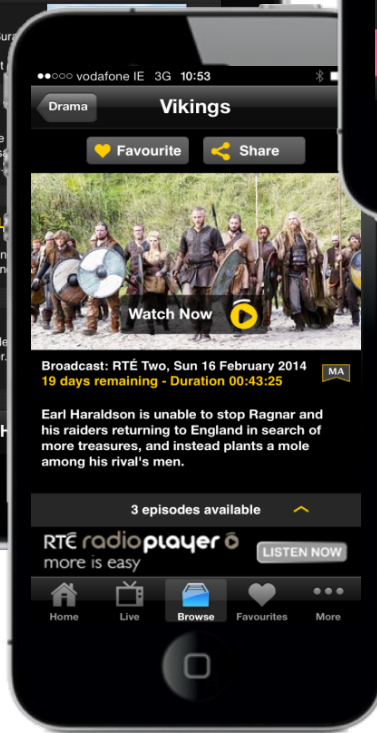
The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set



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

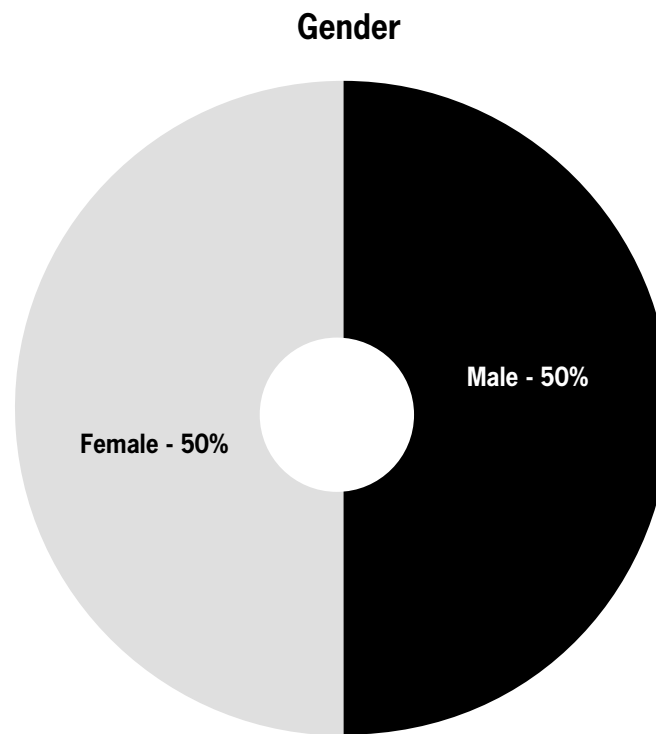
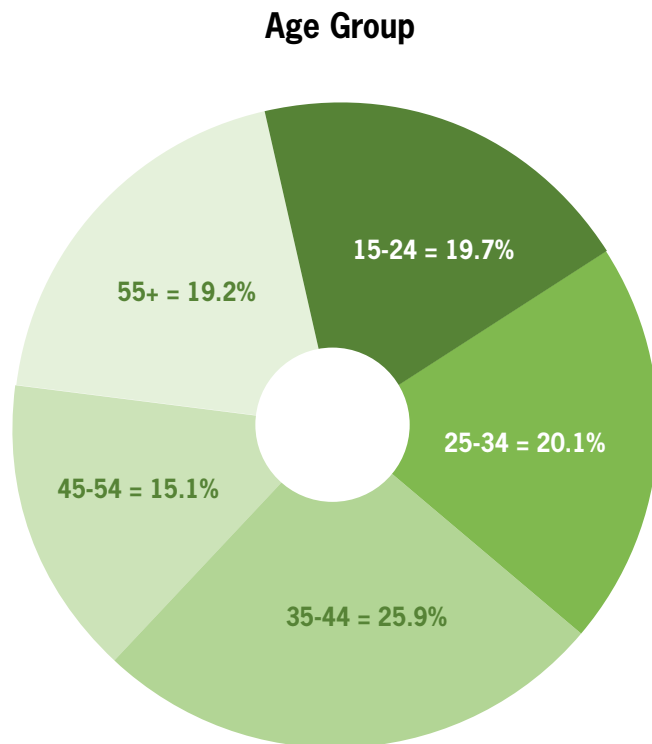
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- comScore reports that the number of Irish unique visitors to the (desktop) RTÉ Player in January 2014 was 251,000



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

Share of Irish Unique Users of the RTÉ Player



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

