

RTÉ Player

January 2014 Review

RTÉ player 

RTÉ digital
imaginemore 

RTÉ Player Summary

		Month on Month change
Streams	4,220,000	20%
Unique Browsers (RTÉ.ie/Player)	890,000	64%
Average Streams per Browser (RTÉ.ie/Player)	2.3	-29%
Page Impressions	16,850,000	26%
International share of streams	11.6%	
Total number of app downloads to end January	1,041,000	

1	ROG: THE RONAN O'GARA DOCUMENTARY	2nd Jan	70,900
2	DONAL WALSH: MY STORY	1st Jan	68,500
3	AMBER	19th Jan	58,400
4	THE LATE LATE SHOW	10th Jan	29,700
5	OPERATION TRANSFORMATION	8th Jan	24,900
6	HOME & AWAY	13th Jan	22,900
7	THE SUMMIT	6th Jan	21,400
8	MRS BROWN'S BOYS NEW YEAR SPECIAL	29th Dec	21,100
9	THE VOICE OF IRELAND	5th Jan	20,100
10	EASTENDERS	3rd Jan	18,800






70,900 Streams

ROG - The Ronan O'Gara Documentary

BROADCAST THU 02 JAN 2014



RTE ONE Expires Tomorrow Duration: 1 hr 6 mins **MA** Parental Controls

 Tweet 70  Like  Share 47 [Watching it](#)  [Add to Favourites](#) 

Feature-length documentary following the final four years of rugby union star Ronan O'Gara's playing career, and revealing how he made the decision to become a coach in France.

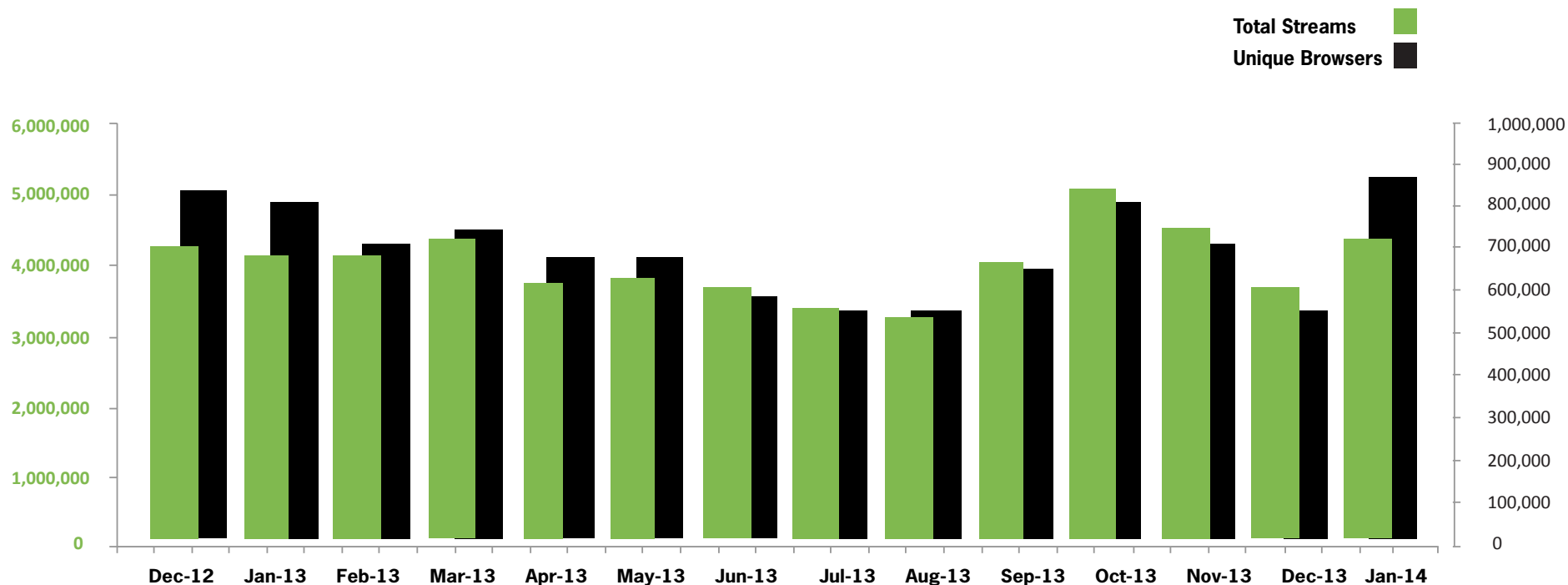
-  [Website](#)
-  [Facebook](#)
-  [@RTEplayer](#)

Bank of Ireland
For small steps, for big steps, for life

MOST POPULAR

- 1 Amber**
Tue 21 January 2014 
- 2 Operation Transformation**
Tue 21 January 2014 
- 3 Home and Away**
Tue 21 January 2014 
- 4 Amber**
Mon 20 January 2014 
- 5 Amber**
Sun 19 January 2014 
- 6 EastEnders**
Tue 21 January 2014 

RTÉ Player Monthly Streams & Unique Browsers




- Strong month on month growth in Total RTÉ Player streams and in unique browsers in January

70,900 Streams

Donal Walsh - My Story


BROADCAST WED 01 JAN 2014



RTE.ie 

RTE TWO

Available Until: Monday 02 June 2014 Duration: 51 mins

 Parental Controls

 Tweet 303  Like  Share 3.5k

Watching it  Add to Favourites 

An insight into how Dónal from Tralee, Co Kerry, touched the nation before he died of cancer aged 16. The story is told in his own words, as well as those of his friends and family.

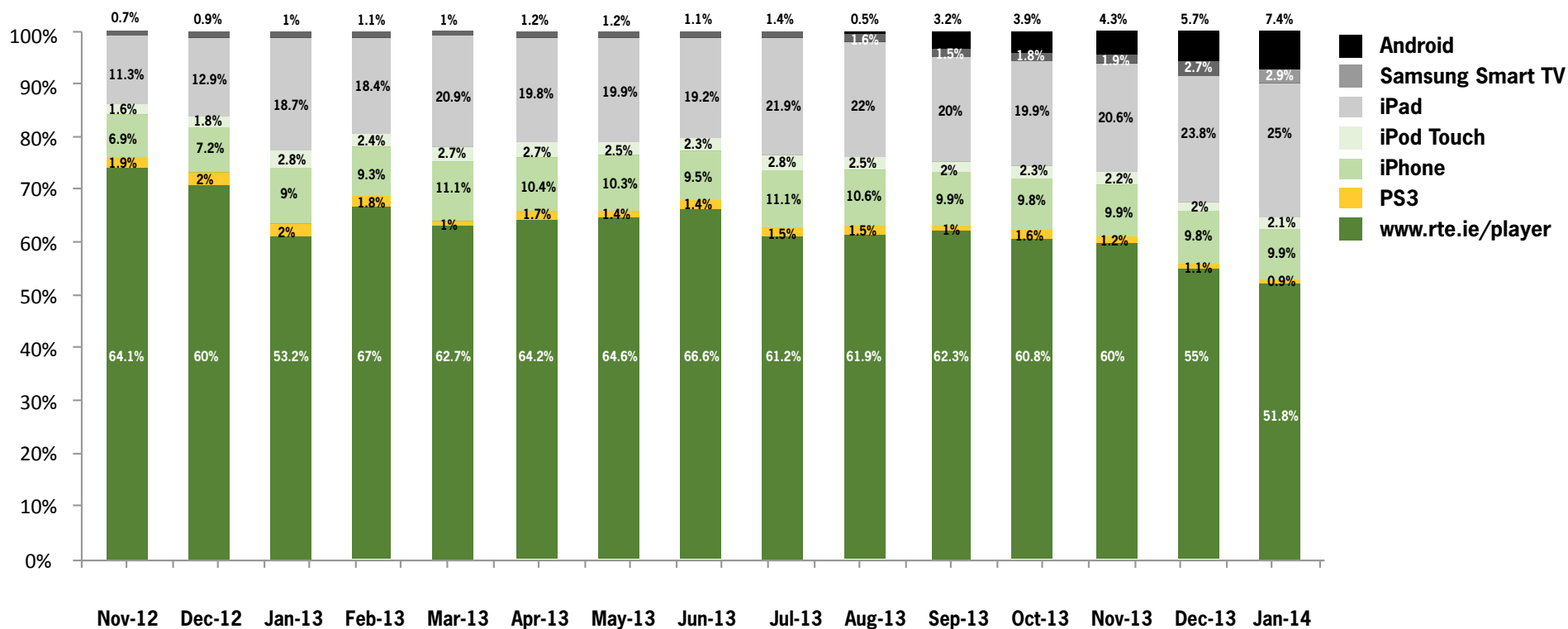
-  Website
-  Facebook
-  @RTEplayer

A promotional poster for a concert. It features a portrait of Declan O'Rourke wearing sunglasses. The text reads: "VALENTINE'S NIGHT with DECLAN O'ROURKE & THE RTE CONCERT ORCHESTRA". At the bottom, it says "FRIDAY / 14 FEB / 8PM NATIONAL CONCERT HALL". The RTE Concert Orchestra logo is also present.

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Sun 19 January 2014 
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RTÉ Player Consumption by Platform

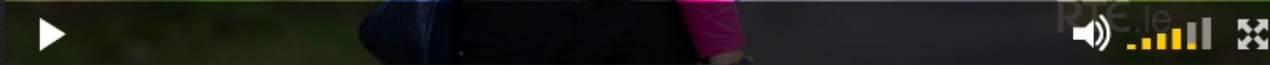


- The desktop version of the RTÉ Player accounted for 52% of streams in January
- 1 in 4 streams were from iPads this month
- The Android App grew to account for over 7% of streams

Amber

BROADCAST SUN 19 JAN 2014 NEXT BROADCAST RTE ONE, WED 22 JAN 2014

3 Episodes Available



RTE ONE 19 days remaining Duration: 49mins Parental Controls

Tweet 25 Like Share 272 [Watching it](#) [Add to Favourites](#)

Season 1, Episode 1

New series. Drama focusing on the search for a missing Dublin teenager, following the lives of the people who are affected by her disappearance.

- Website
- Facebook
- @RTEPlayer

MOST POPULAR

- Amber**
Tue 21 January 2014
- Operation Transformation**
Tue 21 January 2014
- EastEnders**
Tue 21 January 2014
- Revenge**
Tue 21 January 2014
- Amber**
Mon 20 January 2014
- Amber**
Sun 19 January 2014

RTÉ Player Top 20 Programmes in January


Best Episode Only, All Platforms (except UPC TV)

1	ROG: THE RONAN O'GARA DOCUMENTARY	2nd Jan	70,900
2	DONAL WALSH: MY STORY	1st Jan	68,500
3	AMBER	19th Jan	58,400
4	THE LATE LATE SHOW	10th Jan	29,700
5	OPERATION TRANSFORMATION	8th Jan	24,900
6	HOME & AWAY	13th Jan	22,900
7	THE SUMMIT	6th Jan	21,400
8	MRS BROWN'S BOYS NEW YEAR SPECIAL	29th Dec	21,100
9	THE VOICE OF IRELAND	5th Jan	20,100
10	EASTENDERS	3rd Jan	18,800
11	REVENGE	21st Jan	17,700
12	GREY'S ANATOMY	21st Jan	15,500
13	FAIR CITY	9th Jan	15,400
14	IRELAND'S FITTEST FAMILY	11th Jan	14,700
15	DON'T TELL THE BRIDE	16th Jan	13,400
16	VIKINGS	26th Jan	12,200
17	THE SATURDAY NIGHT SHOW	11th Jan	11,100
18	HER BODY, OUR BABIES	13th Jan	9,700
19	WHAT KELLY DID NEXT	9th Jan	9,600
20	NEW YEAR'S LIVE: THE ULTIMATE GATHERING	31st Dec	9,300

29,700 Streams

The Late Late Show

BROADCAST FRI 10 JAN 2014 NEXT BROADCAST RTE ONE, FRI 24 JAN 2014



2 Episodes Available 





RTE ONE

10 days remaining Duration: 1 hr 52mins

 Tweet 12


 Like  Share 117

Watching it 

Add to Favourites 

Ryan Tubridy chats to 'King of the Jungle' Kian Egan and Ireland Rugby Head Coach Joe Schmidt as well as performances from Gregory Porter & Chip Crawford.

 Website

 Facebook

 @RTEPlayer



MOST POPULAR

1 **Amber**
Tue 21 January 2014



2 **Operation Transformation**
Tue 21 January 2014



3 **EastEnders**
Tue 21 January 2014



4 **Revenge**
Tue 21 January 2014



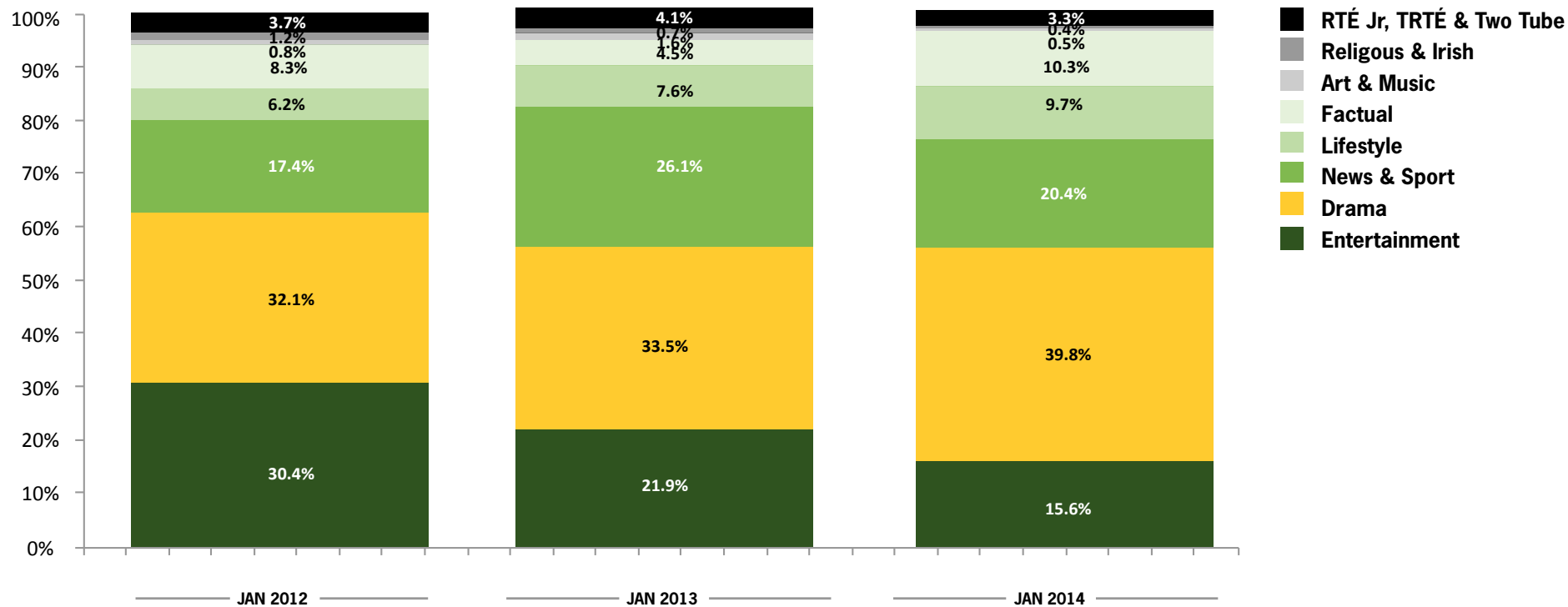
5 **Amber**
Mon 20 January 2014



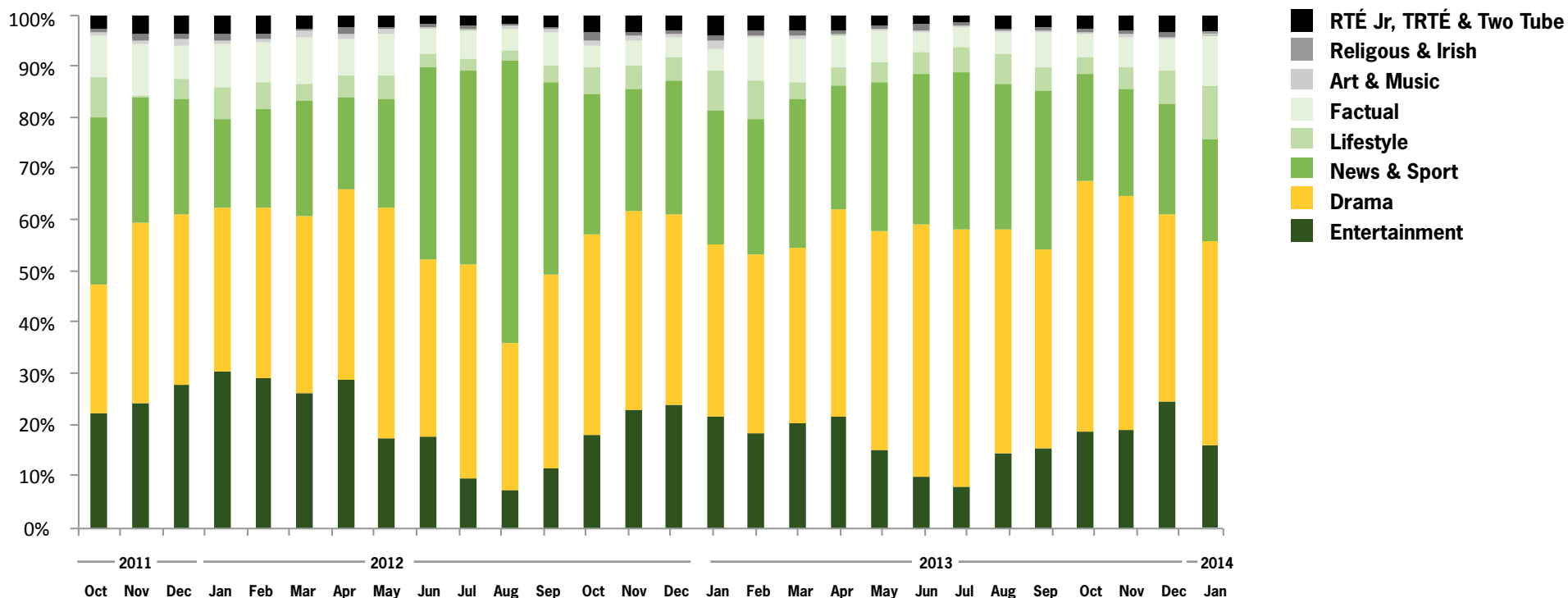
6 **Amber**



RTÉ Player Programme Category Analysis



RTÉ Player Programme Category Analysis



- Drama remained the largest genre in January, with 40% of streams. The new 4 part Irish drama, *Amber*, was in strong demand with the audience
- Factual views grew from 6% to 10% month on month. *ROG: The Ronan O'Gara Documentary*, *Donal Walsh: My Story* and *The Summit* were particularly well received one-off programmes
- Operation Transformation boosted the Lifestyle category to 10% of all streams

Operation Transformation

BROADCAST TUE 07 JAN 2014 NEXT BROADCAST RTÉ ONE, WED 22 JAN 2014

5 Episodes Available



RTÉ ONE

7 days remaining Duration: 23mins

Tweet 3

Like Share 16

Watching it

Add to Favourites

Kathryn Thomas travels around the country to reveal the first three leaders, who were chosen from 20 people at an assessment and hears about the effects of obesity.

Website

Facebook

@RTEplayer

The Volvo V40



MOST POPULAR

1 **Amber**
Tue 21 January 2014



2 **Operation Transformation**
Tue 21 January 2014



3 **Home and Away**
Tue 21 January 2014



4 **Amber**
Mon 20 January 2014



5 **Amber**
Sun 19 January 2014

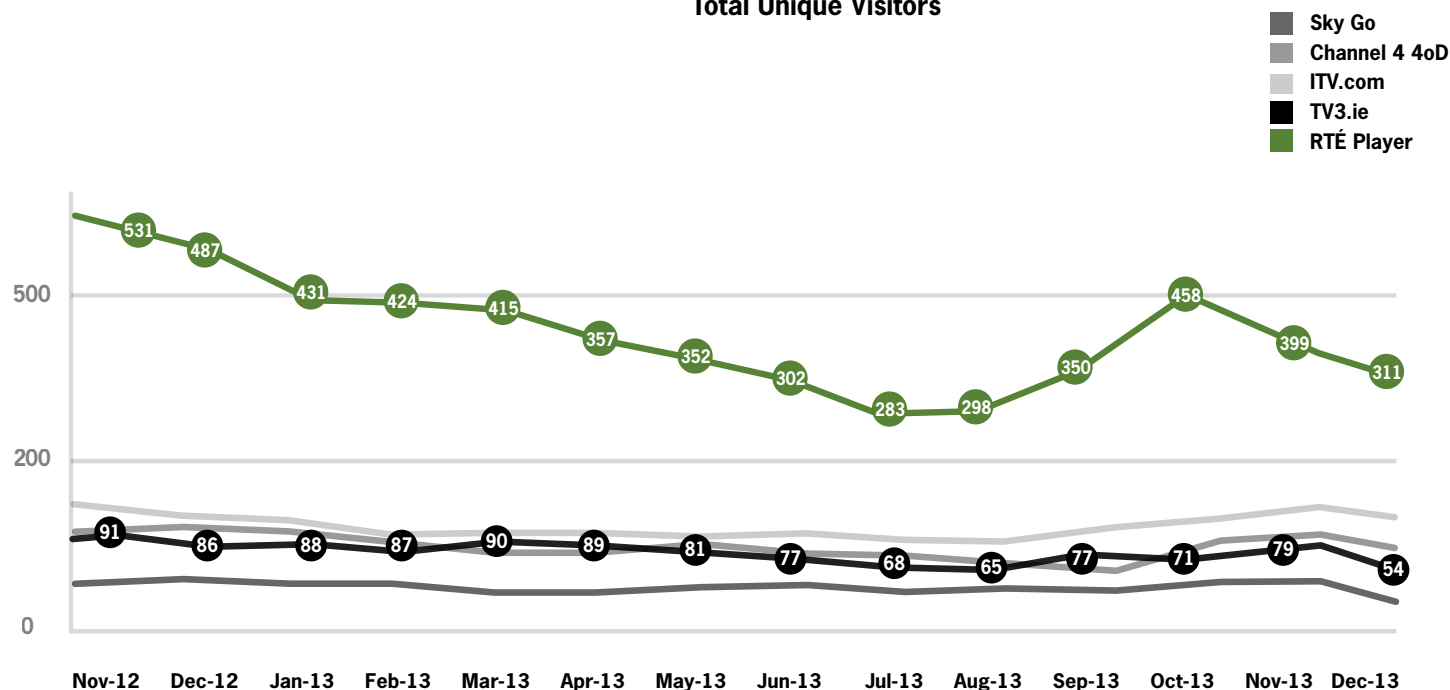


6 **EastEnders**
Tue 21 January 2014



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

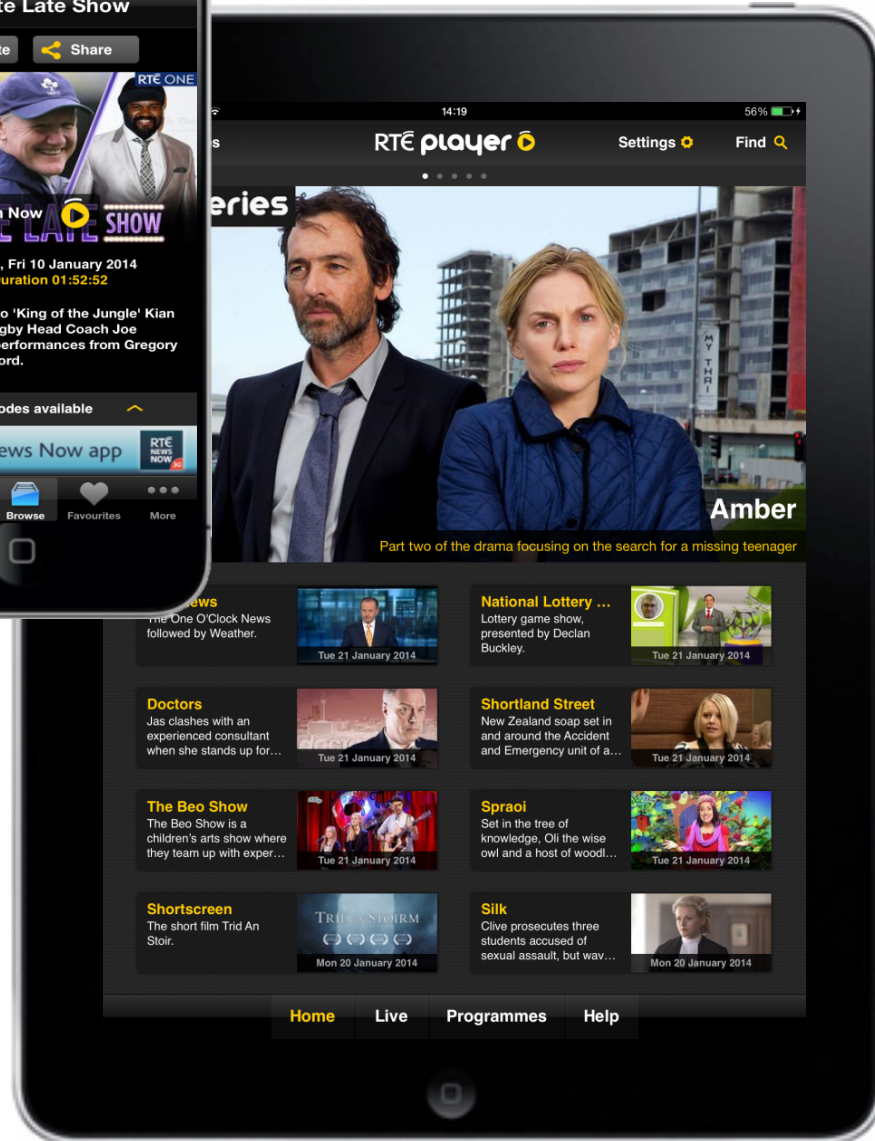
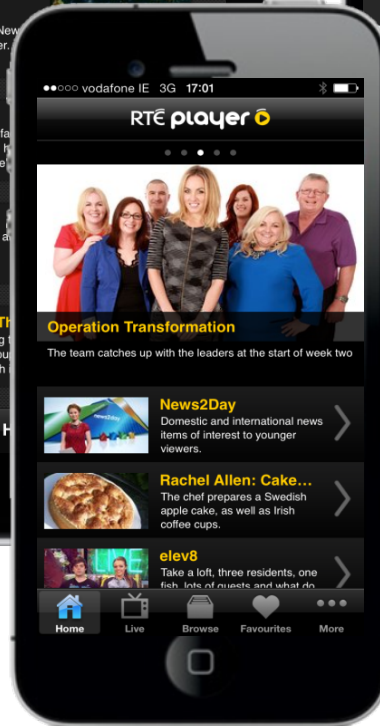
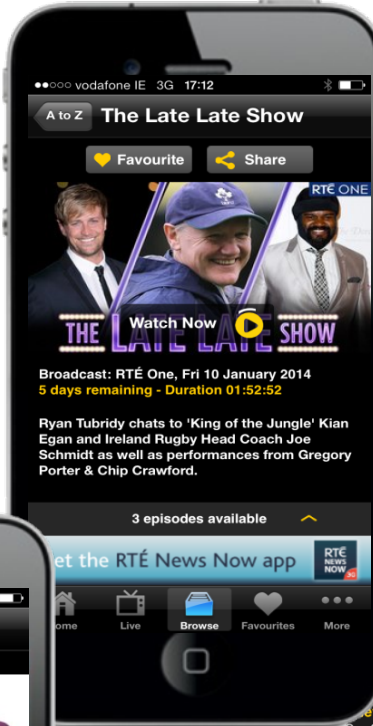
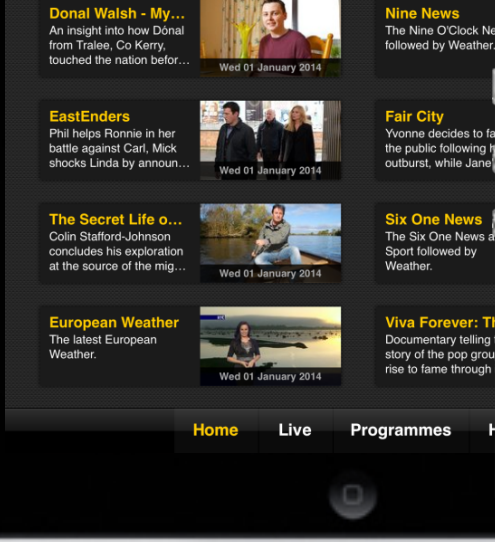
Total Unique Visitors



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

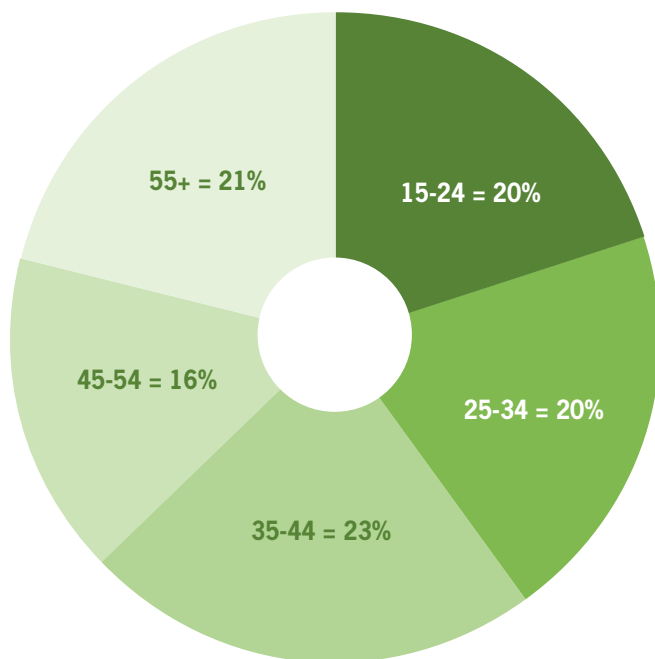
- comScore reports that the number of Irish unique visitors to the (desktop) RTÉ Player in December 2013 was 311,000, higher than each of the Summer months



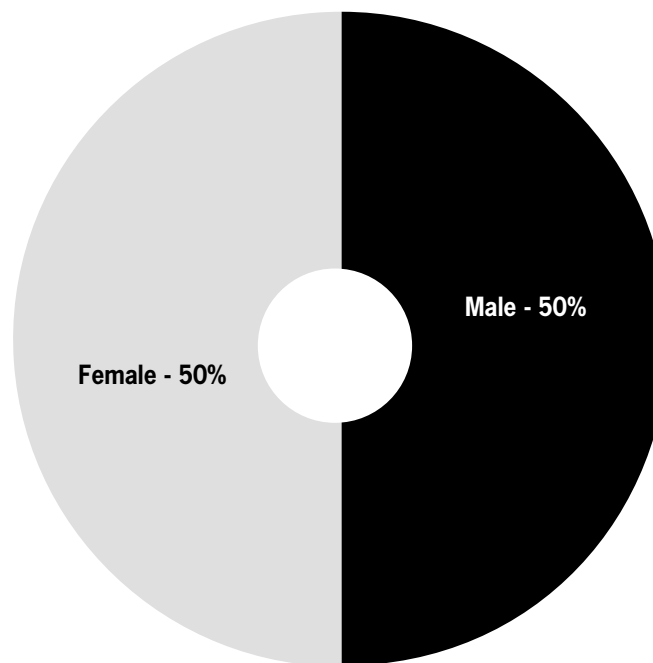
RTÉ.ie/Player has a young and gender balanced user base in Ireland

Share of Irish Unique Users of the RTÉ Player

Age Group



Gender



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

