

RTÉ Player

March 2014 Review

RTÉ player 

RTÉ digital
imaginemore 


RTÉ Player Summary

		Month on Month change
Streams	4,513,000	2%
Unique Browsers (RTÉ.ie/Player)	906,000	6%
Average Streams per Browser (RTÉ.ie/Player)	2.5	-5%
Page Impressions	16,481,000	4%
International share of streams	11.2%	
Total number of app downloads to end March	1,109,000	

1	SIX NATIONS RUGBY INCLUDING FRANCE V IRELAND	15th Mar	97,400
2	THE LATE LATE SHOW: EUROSONG SPECIAL	28th Feb	51,500
3	THE NOTORIOUS	13th Mar	31,900
4	HOME & AWAY	13th Mar	30,200
5	RTÉ RACING: CHELTENHAM FESTIVAL	14th Mar	23,800
6	FAIR CITY	13th Mar	21,600
7	ST PATRICKS FESTIVAL PARADE	17th Mar	21,000
8	THE WALSHES	6th Mar	18,800
9	CHAMPIONS LEAGUE LIVE: MAN UTD V OLYMPIACOS	19th Mar	17,800
10	THE REPUBLIC OF TELLY	10th Mar	16,200

Against The Head



BROADCAST MON 17 MAR 2014

2 Episodes Available 



RTE TWO 8 days remaining Duration: 51 mins

 Tweet 3  Like  Share 40

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

Daire O'Brien is joined by Alan Quinlan, Eddie O'Sullivan and Frankie Sheahan to look back at the Six Nations, which concluded last weekend with France v Ireland.

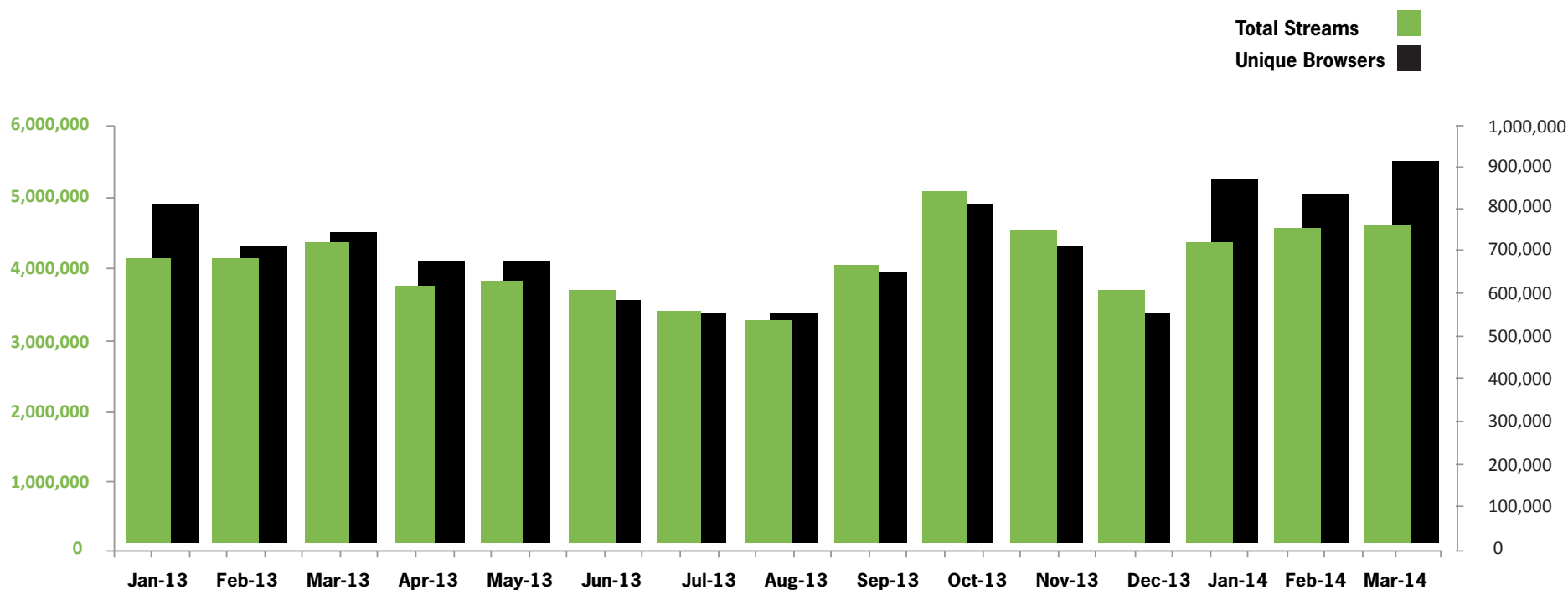
 [Website](#)
 [Facebook](#)
 [@RTEplayer](#)



MOST POPULAR

- 1 Fair City**
Sun 30 March 2014 
- 2 Home and Away**
Fri 28 March 2014 
- 3 Other Voices**
Sun 30 March 2014 
- 4 The Voice of Ireland**
Sun 30 March 2014 
- 5 League Sunday**
Sun 30 March 2014 
- 6 Home and Away**
Mon 31 March 2014 

RTÉ Player Monthly Streams & Unique Browsers



- The highest monthly streams, at 4.5m, since the record month of October 2013

31,900 Streams

The Notorious

BROADCAST THU 13 MAR 2014






RTE TWO


4 days remaining Duration: 50mins

 Parental Controls

 Tweet 81

 Like  Share 377

Watching it 


Add to Favourites 

Season 1, Episode 1

Following mixed martial arts fighter Conor 'The Notorious' McGregor during the most important six months of his career in 2013, including a crucial battle against Max Holloway.

 Website

 Facebook

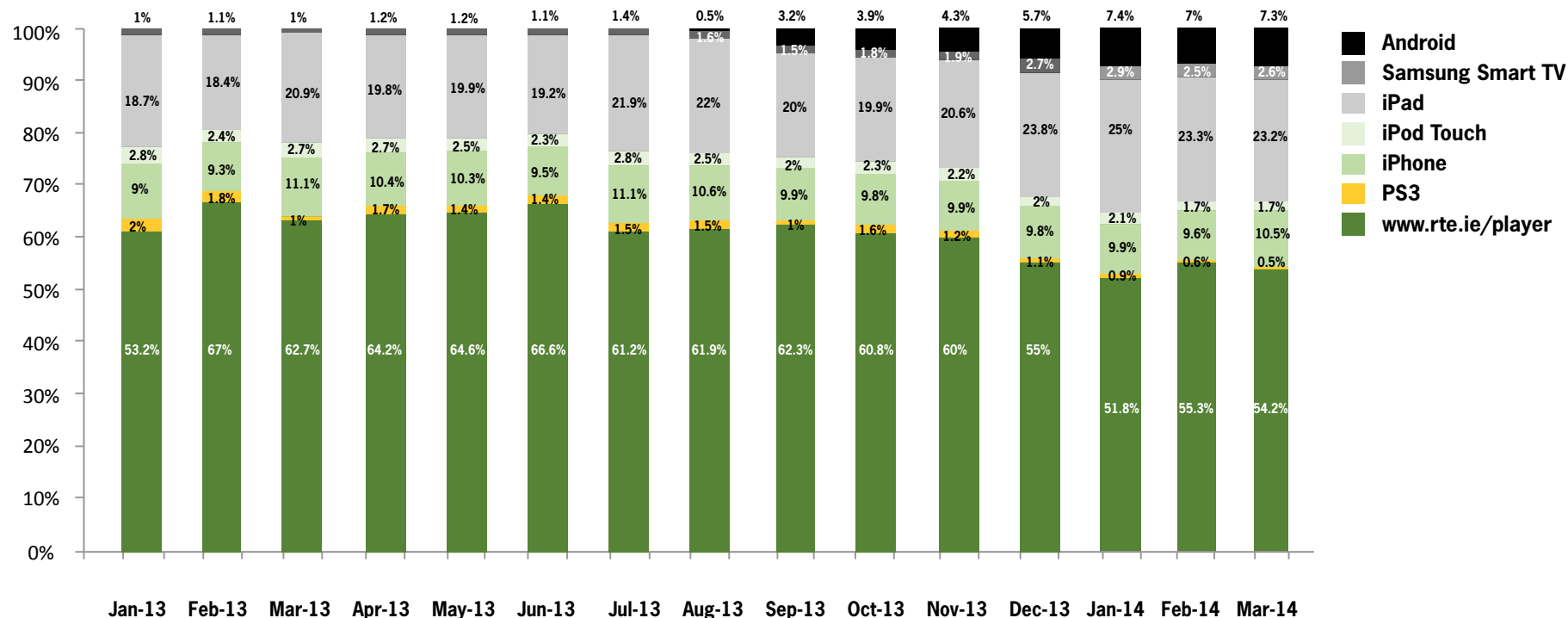
 @RTEplayer

MOST POPULAR

- 1 **Fair City**
Sun 30 March 2014 
- 2 **Home and Away**
Fri 28 March 2014 
- 3 **Other Voices**
Sun 30 March 2014 
- 4 **The Voice of Ireland**
Sun 30 March 2014 
- 5 **League Sunday**
Sun 30 March 2014 
- 6 **Home and Away**
Mon 31 March 2014 

RTÉ Player Consumption by Platform

Share of Streams



- The desktop version of the RTÉ Player accounted for 54% of streams in March
- The iPhone App grew to 10.5% and the Android App delivered 7.3% of streams

127,000 Streams

RTÉ Racing: Cheltenham Festival

12th Dec

BROADCAST FRI 14 MAR 2014

3 Episodes Available



RTÉ.ie

FAST
— FOR —
Trócaire

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MOST POPULAR

- 1 Home and Away**
Wed 02 April 2014
- 2 Fair City**
Wed 02 April 2014
- 3 Second Captains Live**
Wed 02 April 2014
- 4 EastEnders**
Tue 01 April 2014
- 5 MasterChef Ireland**
Wed 02 April 2014
- 6 The Big Bang Theory**
Wed 02 April 2014

RTÉ ONE Expires Today Duration: 2hrs 41 mins

Tweet 0 Like Share 0

Watching it + Add to Favourites

Coverage of the fourth and final day of the prestigious National Hunt event, including festival highlight the 3.20 Betfred Gold Cup, and races at 1.30, 2.05, 2.40 and 4.00.

Website Facebook @RTEplayer

RTÉ Player Top 20 Programmes in March


Best Episode Only, All Platforms (except UPC TV)

1	SIX NATIONS RUGBY INCLUDING FRANCE V IRELAND	15th Mar	97,400
2	THE LATE LATE SHOW: EUROSONG SPECIAL	28th Feb	51,500
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9	CHAMPIONS LEAGUE LIVE: MAN UTD V OLYMPIACOS	19th Mar	17,800
10	THE REPUBLIC OF TELLY	10th Mar	16,200
11	OSCARS 2014 HIGHLIGHTS	3rd Mar	15,900
12	EASTENDERS	20th Mar	15,800
13	VIKINGS	16th Mar	15,300
14	QUIRKE	2nd Mar	15,100
15	REVENGE	11th Mar	14,500
16	DON'T TELL THE BRIDE	6th Mar	13,000
17	GREY'S ANATOMY	11th Mar	10,400
18	MRS BROWN'S BOYS	16th Mar	9,700
19	THE VOICE OF IRELAND	9th Mar	8,800
20	THE SATURDAY NIGHT SHOW	8th Mar	8,600

47,000 Streams

The Walshes

BROADCAST THU 20 MAR 2014

2 Episodes Available 



MOST POPULAR


- 1 Fair City**
Sun 30 March 2014 
- 2 Home and Away**
Fri 28 March 2014 
- 3 Other Voices**
Sun 30 March 2014 
- 4 The Voice of Ireland**
Sun 30 March 2014 
- 5 League Sunday**
Sun 30 March 2014 
- 6 Home and Away**
Mon 31 March 2014 


RTE ONE

11 days remaining Duration: 29mins

 Parental Controls

 Tweet **4**  Like  Share **9**

Watching it 


Add to Favourites 

Season 1, Episode 3

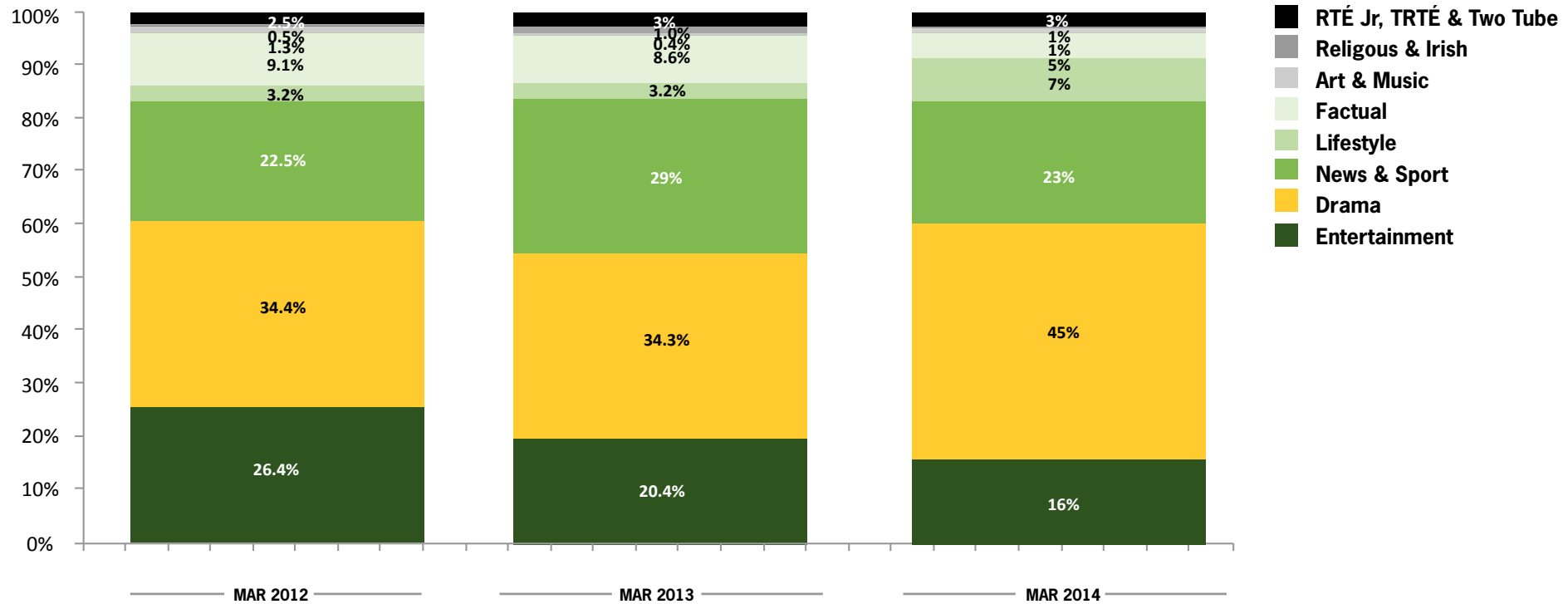
The family prepares for a night out at a restaurant, but Ciara and Graham come close to an argument and Rory questions his beliefs.

 Website

 Facebook

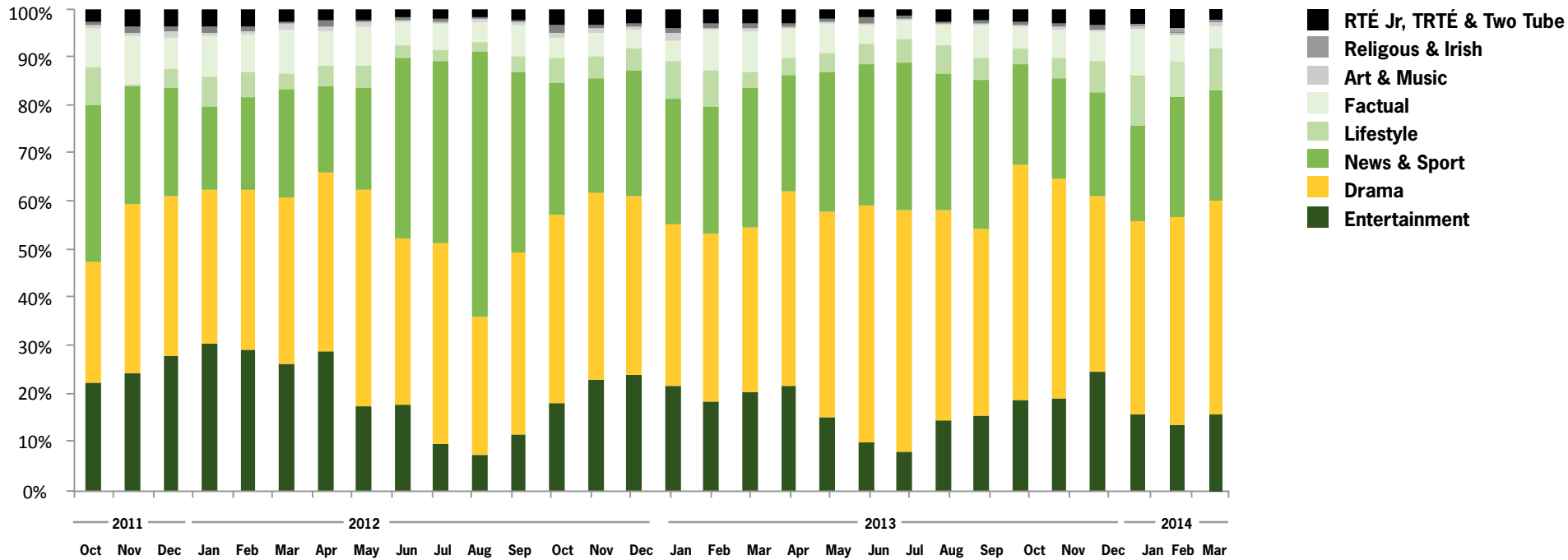
 @RTEplayer

RTÉ Player Programme Category Analysis



- In March 2014 Drama delivered 45% of streams.

RTÉ Player Programme Category Analysis








35,000 Streams

Quirke

BROADCAST SUN 16 FEB 2014



RTE ONE 19 days remaining Duration: 1hr 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](#)

There's one for everyone **NEW**

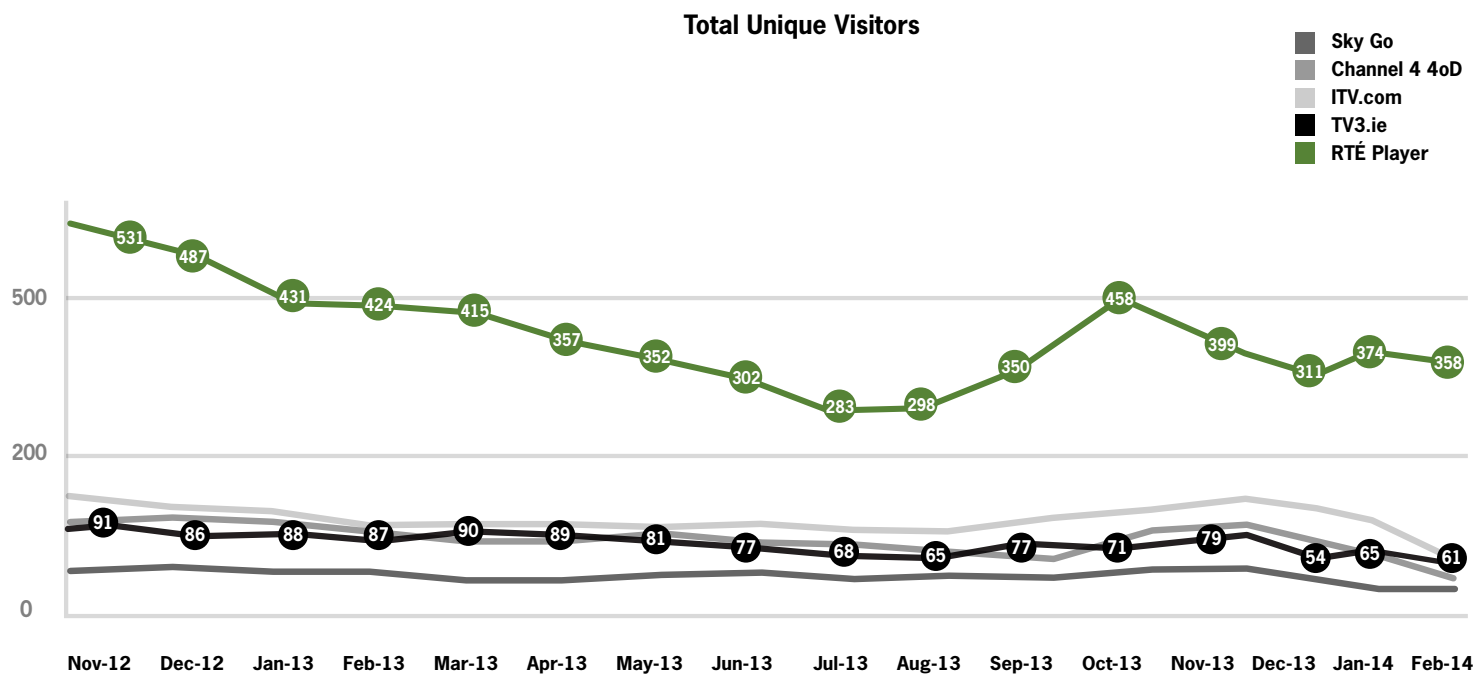
BUY NOW ►



AUSSIE

- ### 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** 

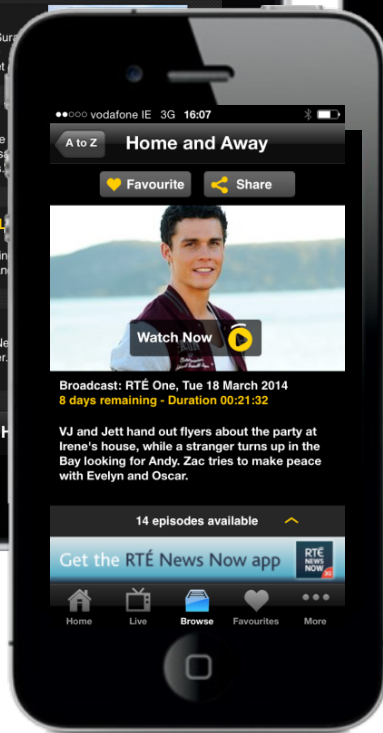
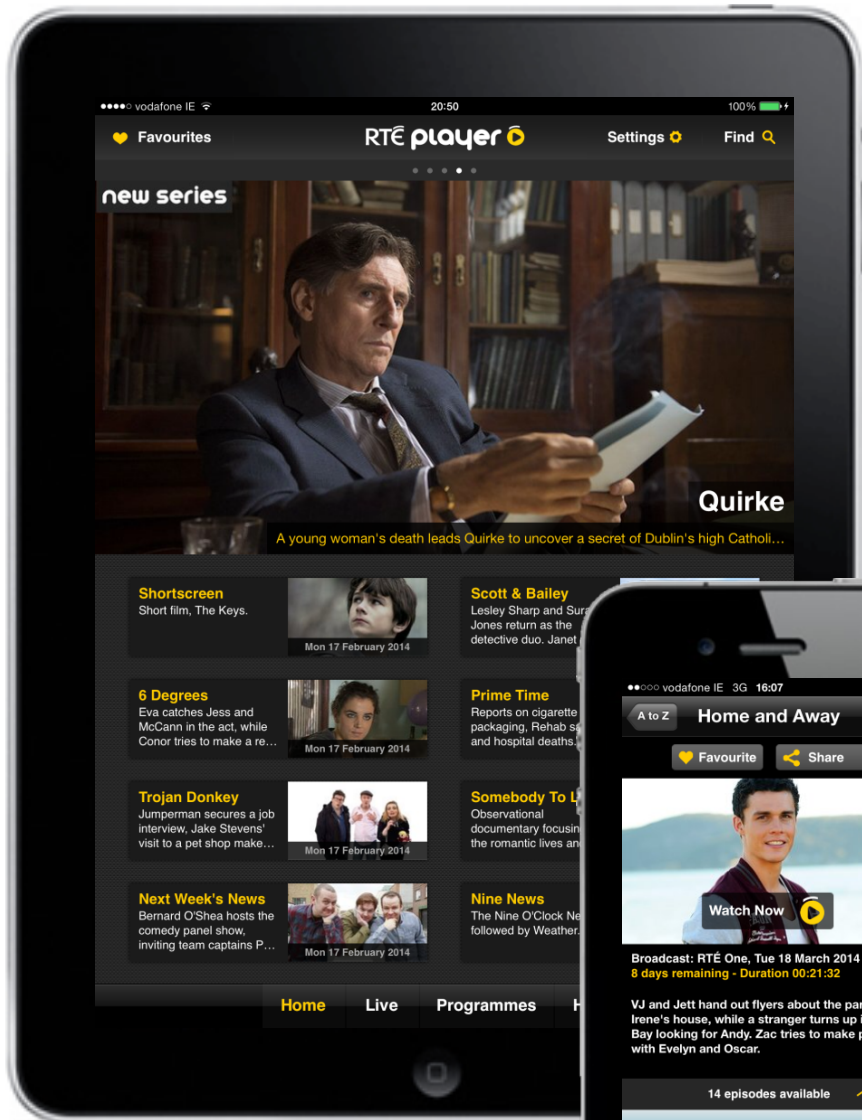
The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set



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

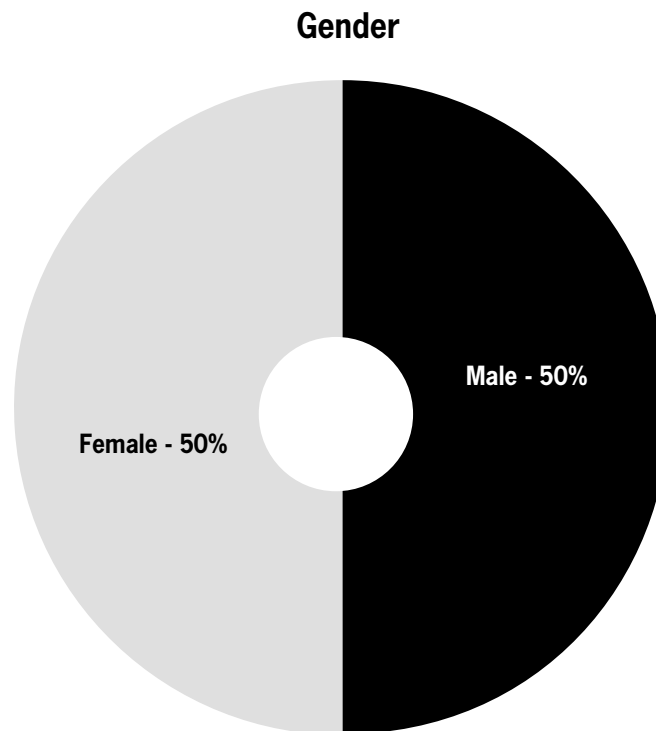
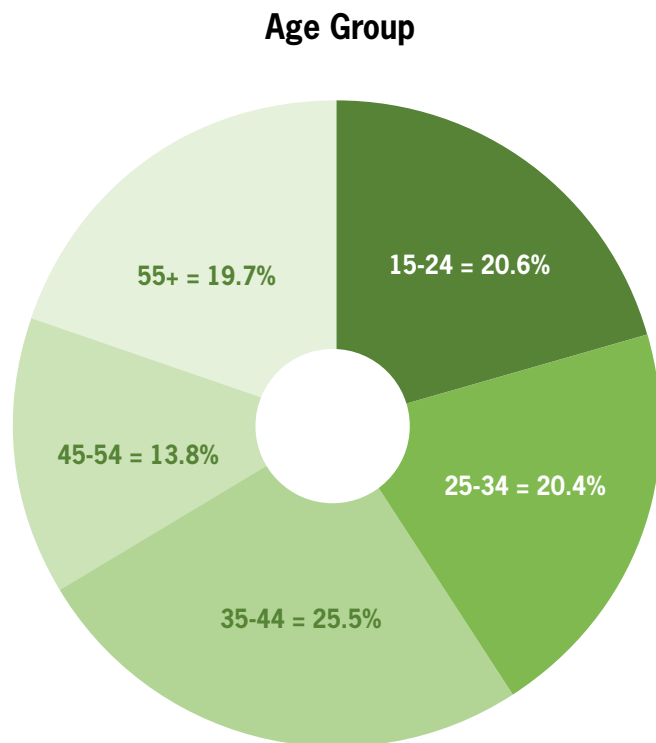
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- comScore reports that the number of Irish unique visitors to the (desktop) RTÉ Player in February 2014 was 358,000



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 January fell within the 15-34 age group
- 50% were Male and 50% Female

