

# RTÉ Player

## May 2014 Review

RTÉ player 

RTÉ digital  
imaginemore 

## RTÉ Player Summary

		Month on Month change
Streams	4,606,000	13%
Unique Browsers (RTÉ.ie/Player)	756,000	1%
Average Streams per Browser (RTÉ.ie/Player)	3.3	24%
Page Impressions	15,056,000	
International share of streams	11.7%	
Total number of app downloads to end May	1,182,000	

1	<b>SUNDAY GAME LIVE</b>	<b>25th May</b>
2	<b>LATE LATE SHOW</b>	<b>23rd May</b>
3	<b>THE EUROVISION SONG CONTEST</b>	<b>10th May</b>
4	<b>CHAMPIONS LEAGUE LIVE</b>	<b>24th May</b>
5	<b>FAIR CITY</b>	<b>21st May</b>
6	<b>HOME &amp; AWAY</b>	<b>1st May</b>
7	<b>LATEST IRISH NEWS</b>	<b>24th May</b>
8	<b>THE SAVAGE EYE</b>	<b>5th May</b>
9	<b>GREY'S ANATOMY</b>	<b>6th May</b>
10	<b>EASTENDERS</b>	<b>20th May</b>

00,000 Streams

# Dolores Keane: A Storm In The Heart

BROADCAST MON 12 MAY 2014



Get HD Voice calls for your business, only on Vodafone


Find out more >






Vodafone Power to you

HTC One M8

## MOST POPULAR

- 1 Home and Away**  
Wed 28 May 2014
- 2 Fair City**  
Wed 28 May 2014
- 3 Neighbours**  
Thu 29 May 2014
- 4 EastEnders**  
Tue 27 May 2014
- 5 The Big Bang Theory**  
Wed 28 May 2014
- 6 National Lottery Telly**

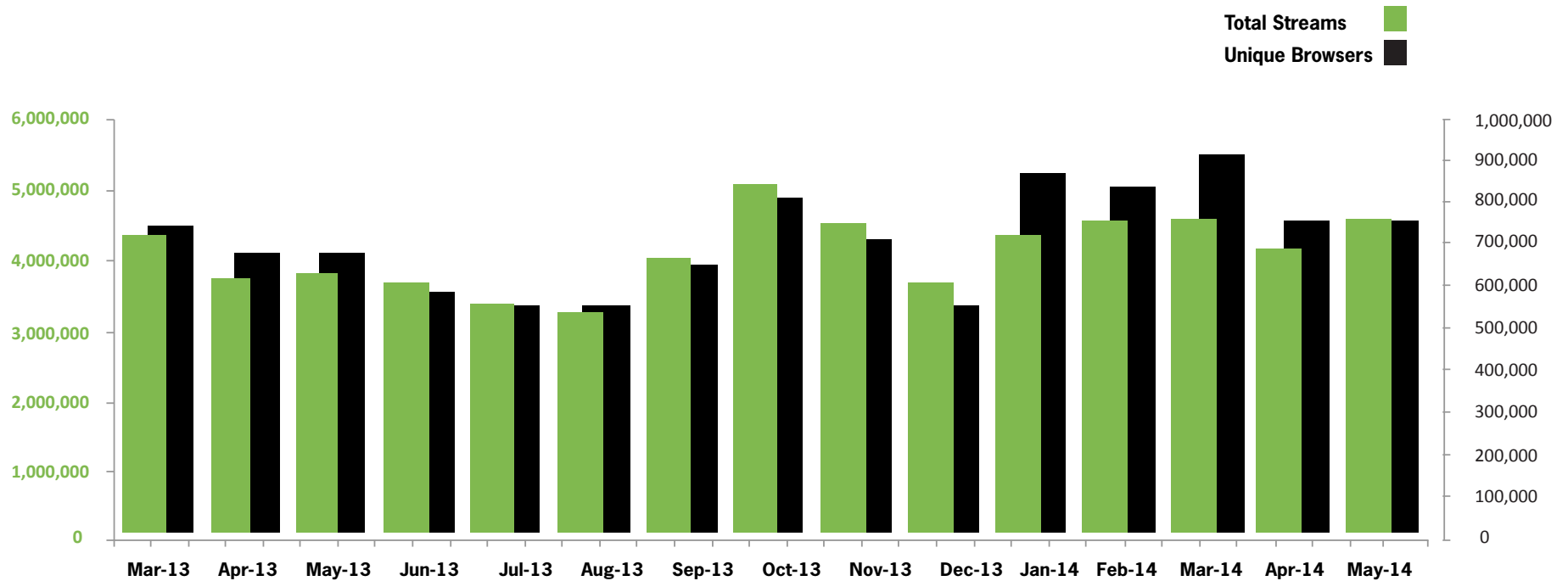
**RTÉ ONE** 5 days remaining Duration: 51mins  Parental Controls

 Tweet 56  Like  Share 1.3k [Watching it](#)  [Add to Favourites](#) 

The folk singer and actress discusses her battles with alcoholism, depression and breast cancer as she shares the story of her life.

-  Website
-  Facebook
-  @RTEplayer

# RTÉ Player Monthly Streams & Unique Browsers




- There were 4.6m stream views in May, up 26% year on year



**00,000 Streams**

## Eurovision Song Contest 2014



BROADCAST THU 08 MAY 2014

3 Episodes Available 



**RTE TWO** Expires Today Duration: 2hrs 2mins

 Tweet  Like  Share 

Watching it  Add to Favourites 

Coverage of the second semi-final of the competition, live from the B&W Halle in Copenhagen, Denmark, as 15 acts compete for one of 10 places in Saturday's Grand Final.

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

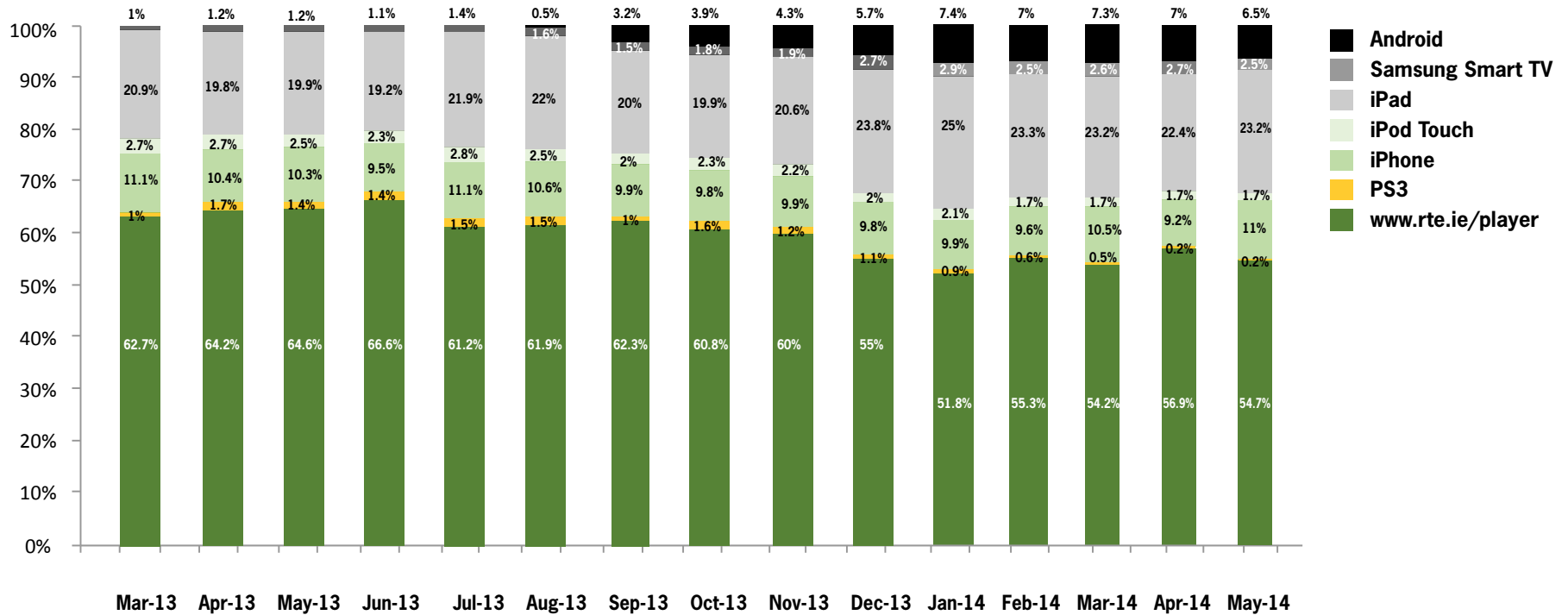


### MOST POPULAR

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Wed 28 May 2014 
- 2 Fair City**  
Wed 28 May 2014 
- 3 Neighbours**  
Thu 29 May 2014 
- 4 EastEnders**  
Tue 27 May 2014 
- 5 The Big Bang Theory**  
Wed 28 May 2014 
- 6 Neighbours**  
Wed 28 May 2014 

# RTÉ Player Consumption by Platform

Share of Streams



- The desktop version of the RTÉ Player accounted for 55% of streams in May



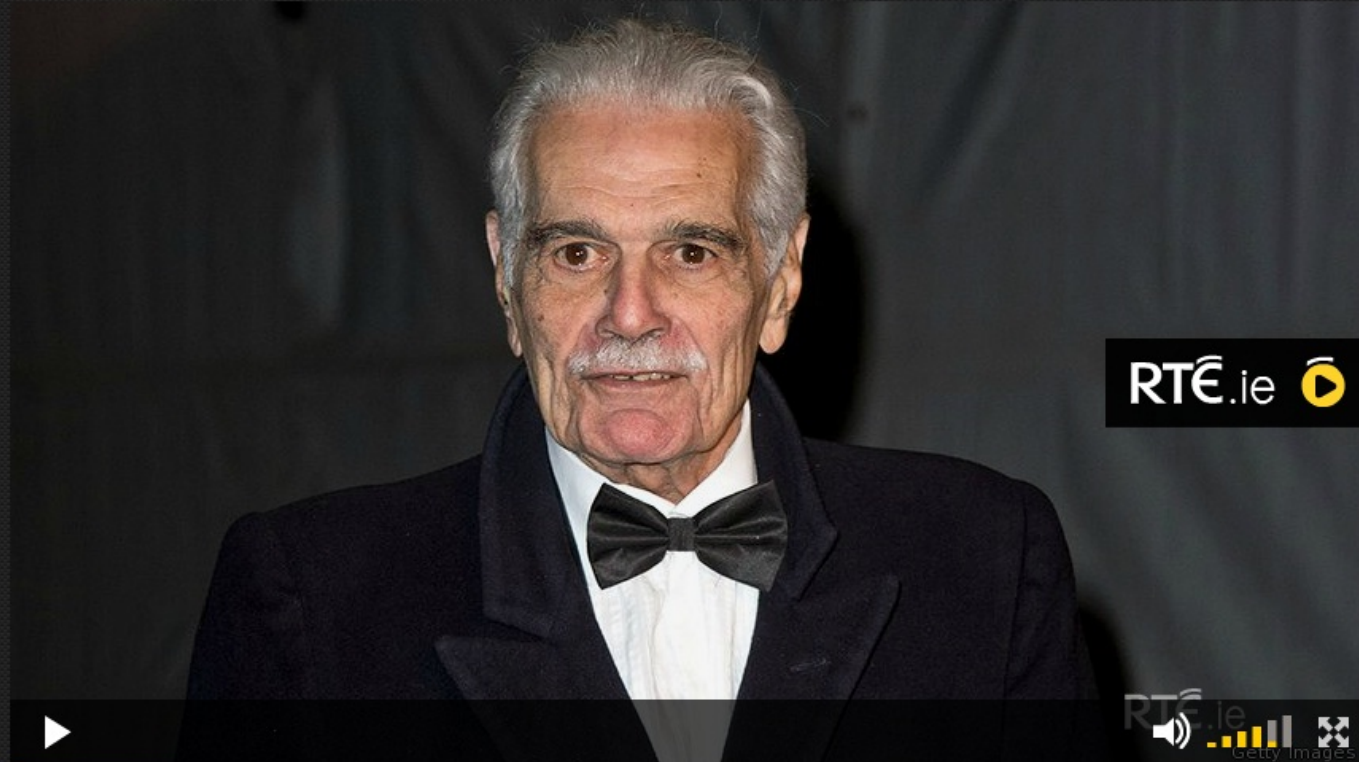
12th Dec

00,000 Streams

# The Late Late Show

BROADCAST FRI 09 MAY 2014 NEXT BROADCAST RTÉ ONE, FRI 30 MAY 2014

3 Episodes Available



RTÉ.ie

DIRECTED BY KEN LOACH SCREENPLAY BY PAUL LAVERTY

## JIMMY'S HALL

WHERE ANYTHING GOES AND EVERYONE BELONGS  
BASED ON A TRUE STORY

f IN CINEMAS FRIDAY t

### MOST POPULAR

- Home and Away**  
Wed 28 May 2014
- Fair City**  
Wed 28 May 2014
- Neighbours**  
Thu 29 May 2014
- EastEnders**  
Tue 27 May 2014
- The Big Bang Theory**  
Wed 28 May 2014
- Neighbours**  
Wed 28 May 2014

RTÉ ONE Expires Tomorrow Duration: 1hr 53mins

Tweet 6 Like Share 3

Watching it + Add to Favourites

Ryan Tubridy speaks to comedian Dara Ó Briain, director Jim Sheridan and legendary actor, Omar Sharif.

- Website
- Facebook
- @RTÉplayer

# RTÉ Player Top 20 Programmes in May

Best Episode Only, All Platforms (except UPC TV)

1	<b>SUNDAY GAME LIVE</b>	25th May
2	<b>LATE LATE SHOW</b>	23rd May
3	<b>THE EUROVISION SONG CONTEST</b>	10th May
4	<b>CHAMPIONS LEAGUE LIVE</b>	24th May
5	<b>FAIR CITY</b>	21st May
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8	<b>THE SAVAGE EYE</b>	5th May
9	<b>GREY'S ANATOMY</b>	6th May
10	<b>EASTENDERS</b>	20th May
11	<b>THE REPUBLIC OF TELLY</b>	12th May
12	<b>REVENGE</b>	13th May
13	<b>DOLORES KEANE: A STORM IN THE HEART</b>	12th May
14	<b>THE SATURDAY NIGHT SHOW</b>	9th May
15	<b>THE BIG BANG THEORY</b>	7th May
16	<b>RABODIRECT PRO 12 (LEINSTER V GLASGOW)</b>	31st May
17	<b>DES BISHOP: BREAKING CHINA</b>	1st May
18	<b>PRIME TIME</b>	1st May
19	<b>THE MEANING OF LIFE</b>	4th May
20	<b>THE MENTALIST</b>	6th May



00,000 Streams

## The Savage Eye

BROADCAST MON 26 MAY 2014 NEXT BROADCAST RTÉ TWO, SAT 31 MAY 2014

3 Episodes Available



The Savage Eye

Mon 26 May 2014



The Savage Eye

Mon 19 May 2014



The Savage Eye

Mon 12 May 2014



RTE.ie



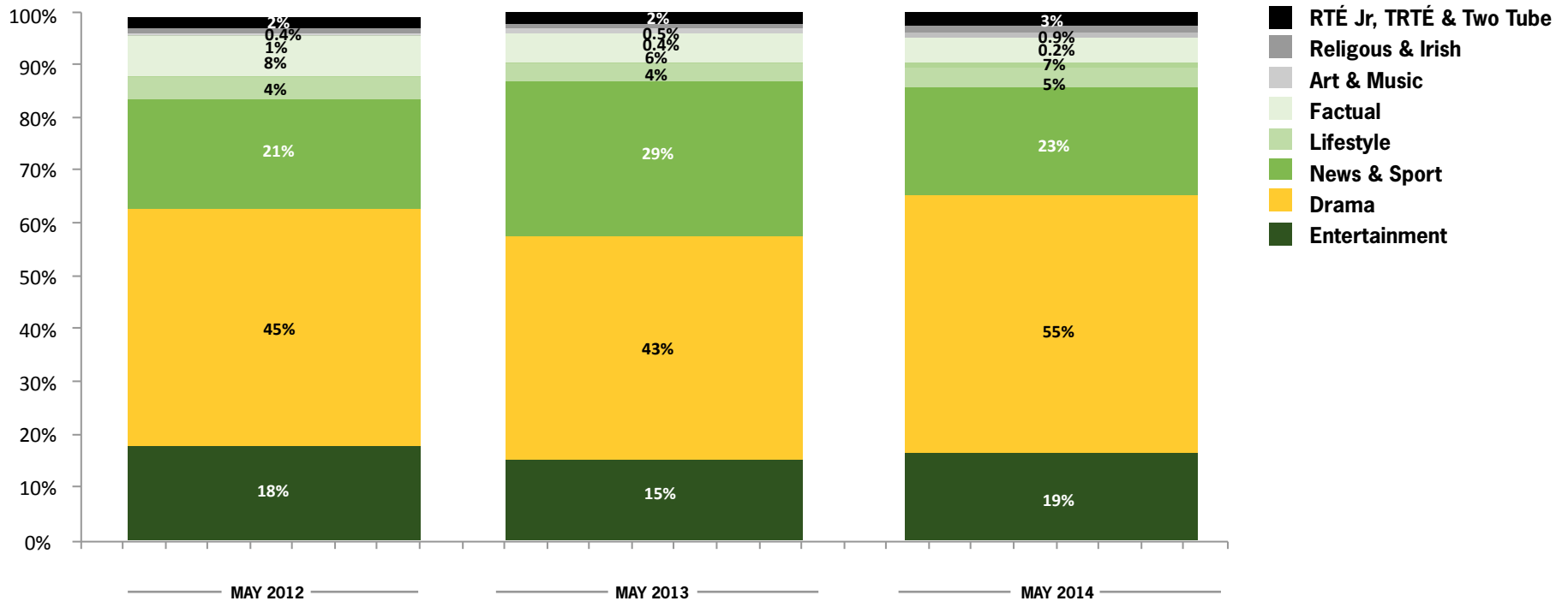
**JIMMY'S HALL**  
WHERE ANYTHING GOES AND EVERYONE BELONGS  
BASED ON A TRUE STORY

WATCH TRAILER

### MOST POPULAR

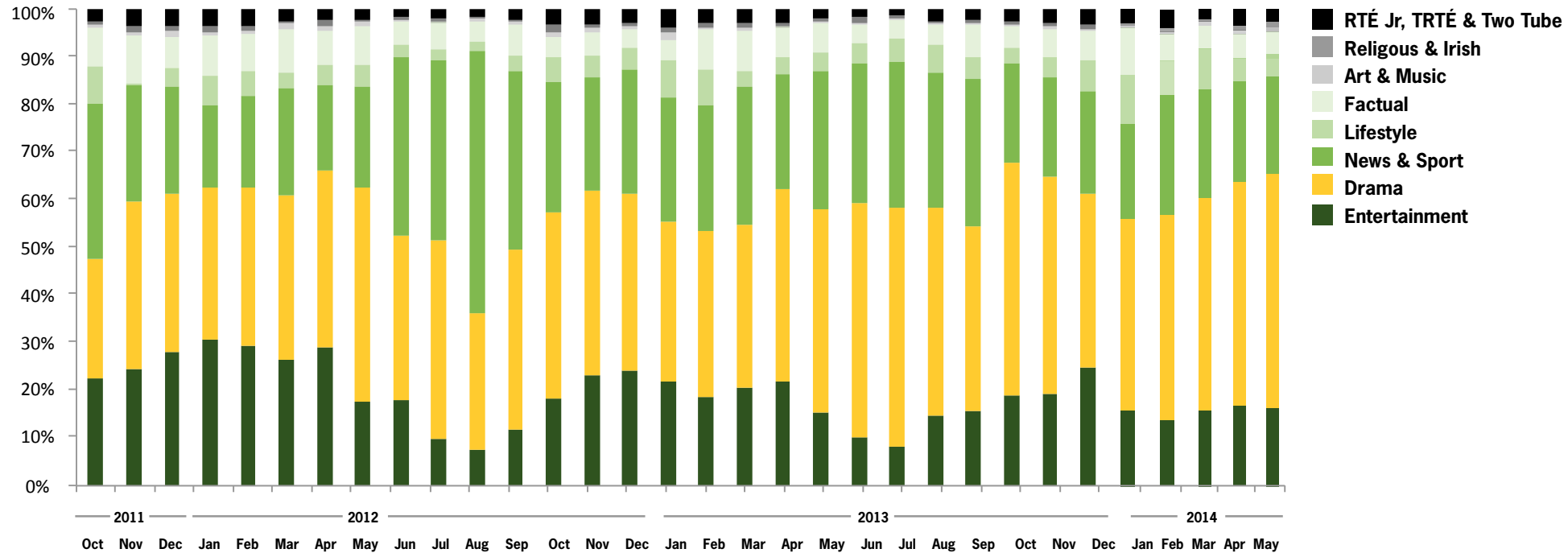
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Wed 28 May 2014
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Thu 29 May 2014
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Tue 27 May 2014
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Wed 28 May 2014
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Wed 28 May 2014

# RTÉ Player Programme Category Analysis



- **55% of stream requests in May were for Drama content**

# RTÉ Player Programme Category Analysis





**00,000 Streams**

## Elections 2014

BROADCAST SUN 25 MAY 2014



4 Episodes Available 



**RTE ONE**

4 days remaining Duration: 3hrs 15mins

 Tweet 0  Like  Share 2

Watching it  Add to Favourites 

Live coverage of the European parliament elections, including results, analysis, and reports from the three count centres across the country and updates from Brussels

-  Website
-  Facebook
-  @RTEnlaver

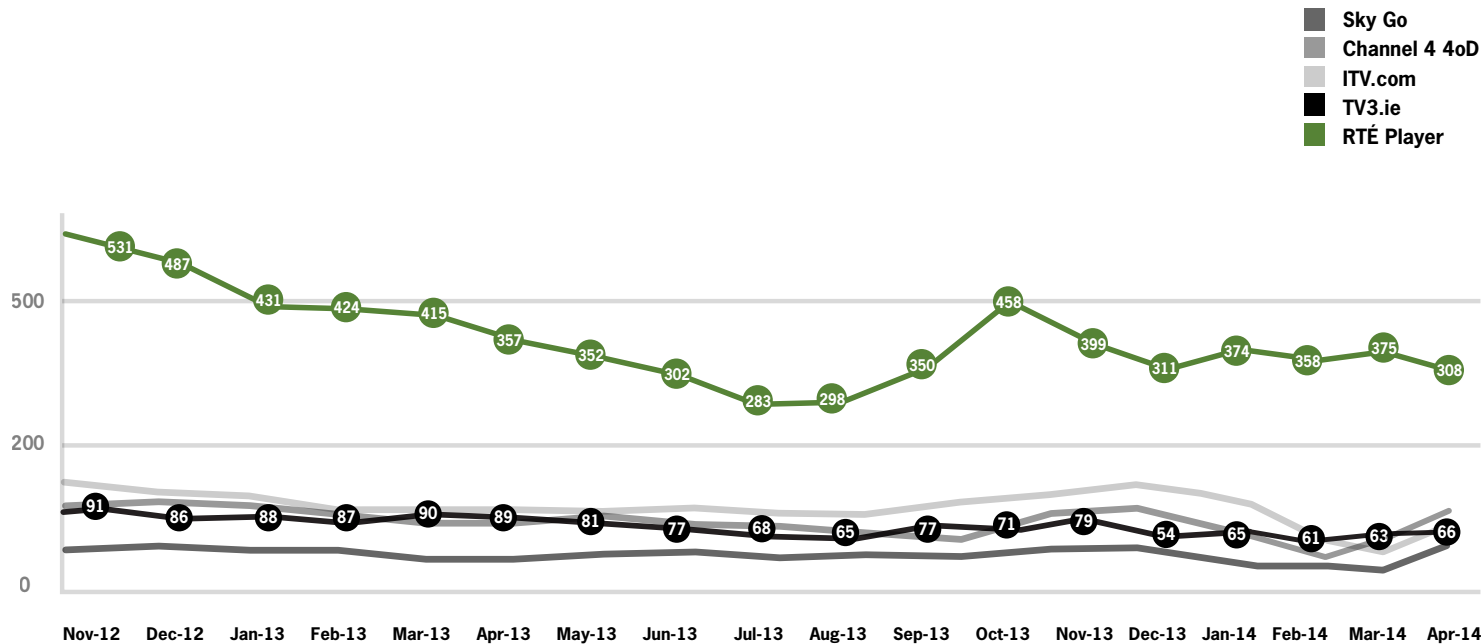


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# The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set

Total Unique Visitors

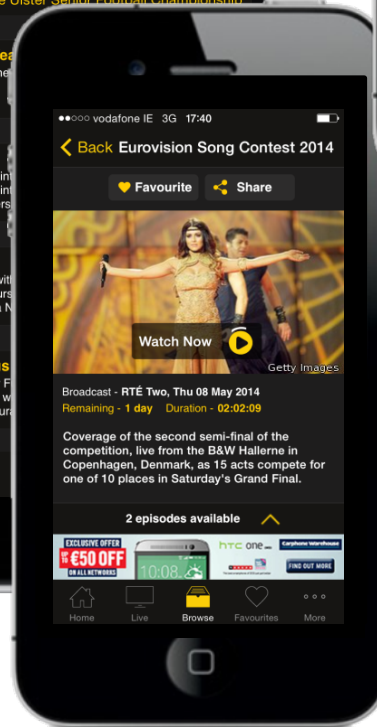
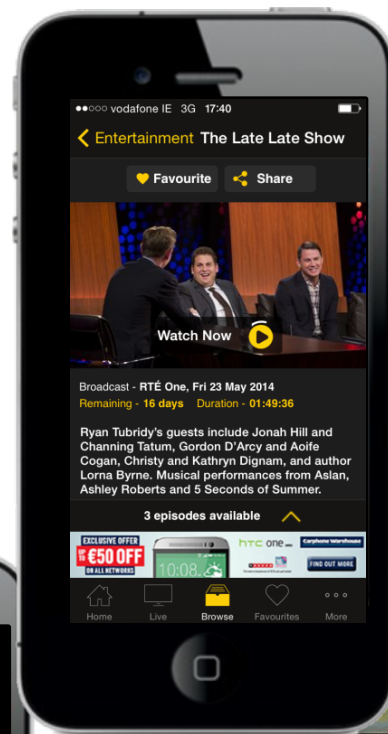


N.B. comScore currently measures PC/Laptop access only – recent growth in RTÉ Player consumption has been driven by Apps

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 April 2014 was 308,000

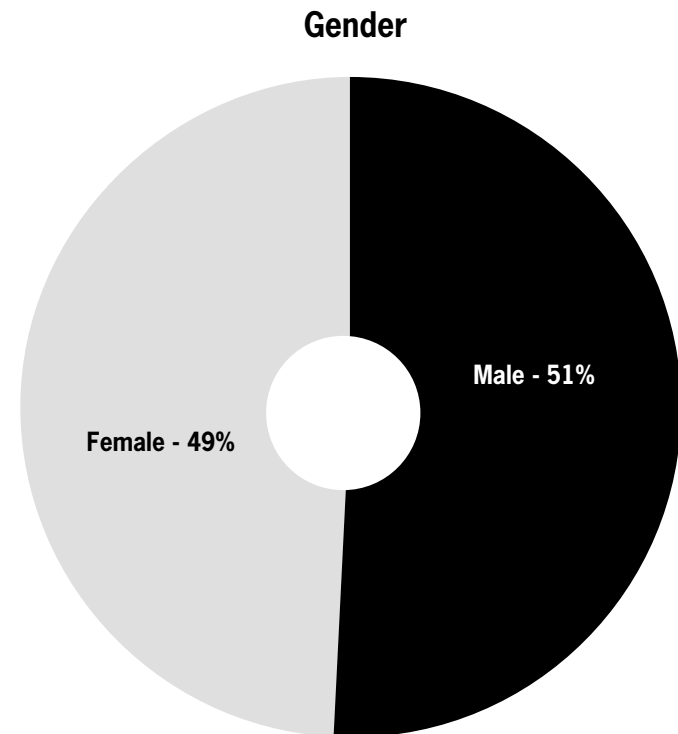
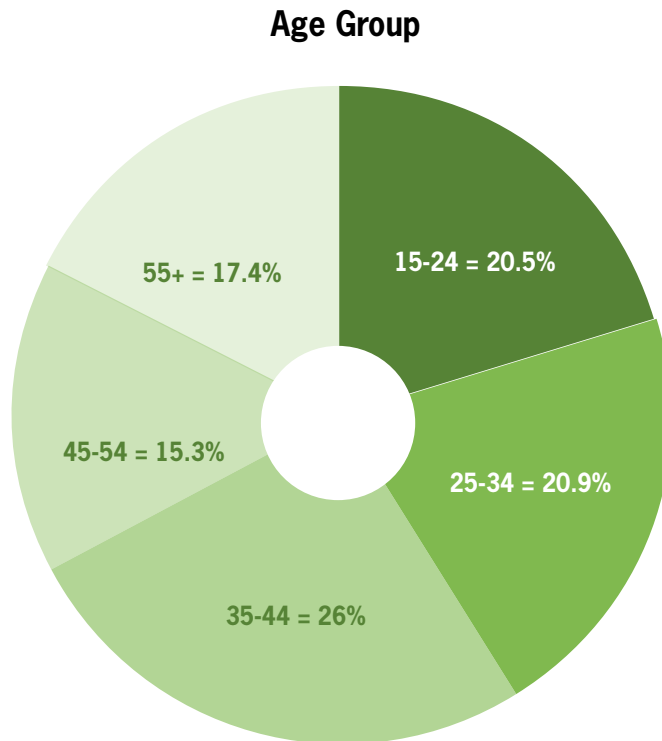






# RTÉ.ie/Player has a young and gender balanced user base in Ireland

Share of Irish Unique Users of the RTÉ Player



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

