

RTÉ Player

September 2014 Review

RTÉ player 

RTÉ digital
imaginemore 


RTÉ Player Summary

		Month on Month change
Streams	3,715,000	11%
Page Impressions	15,397,000	8%
International share of streams	11.5%	
Total number of app downloads	1,341,000	

TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	393,000
2	FAIR CITY	352,000
3	EASTENDERS	253,000
4	NEIGHBOURS	110,000
5	THE SUNDAY GAME LIVE	110,000
6	THE LATE LATE SHOW	105,000
7	LATEST IRISH NEWS	92,000
8	THE SUNDAY GAME	74,000
9	DAMO AND IVOR	73,000
10	NINE NEWS	72,000



Add to Favourites 



Connected


Nicole moves back home to live with her family

MOST POPULAR

- 1 **Connected**
Tue 30 September 2014
- 2 **Fair City**
Tue 30 September 2014
- 3 **Home and Away**
Wed 01 October 2014
- 4 **Home and Away**
Tue 30 September 2014
- 5 **EastEnders**
Tue 30 September 2014



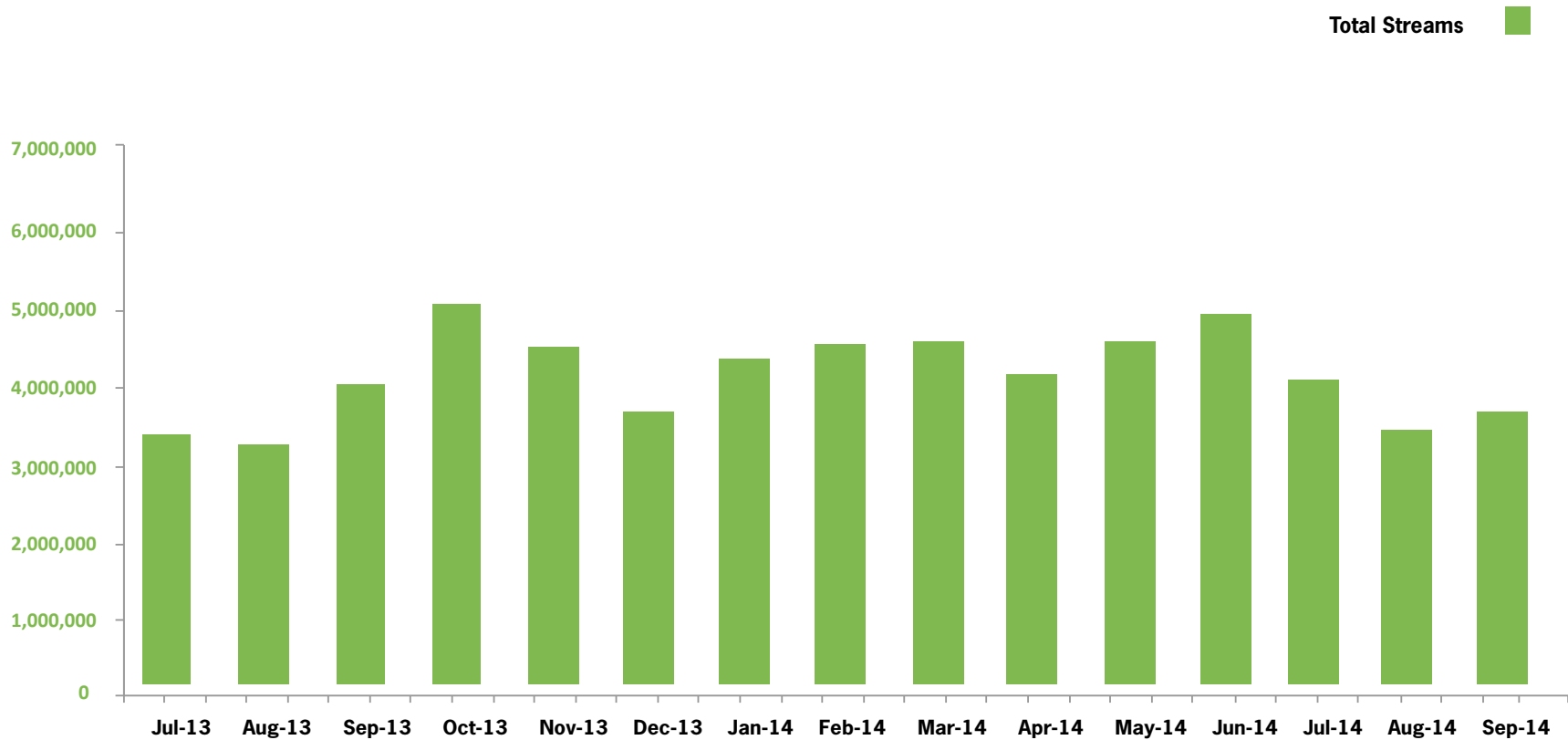
LATEST PROGRAMMES

[LATEST](#) | [YESTERDAY](#) | [MONDAY](#) | [SUNDAY](#) | [MORE](#)  



LIVE TV

RTÉ Player Monthly Streams



- Stream views were higher in September

73,000 Streams

Damo and Ivor


BROADCAST MON 22 SEP 2014

4 Episodes Available




RTE.ie


50TH ANNIVERSARY PRODUCTION
Brendan Behan's
BORSTAL BOY
GAIETY THEATRE



Extended Due to
Phenomenal Public Demand
Must End Sat 25th October



Peter Coonan
(Love/Hate)



Gary Lydon
(The Clinic & Calvary)

RTE 2 13 days remaining Duration: 27mins

MA Parental Controls

Tweet 243 Like Share 1.3k

Watching it + Add to Favourites

Season 2, Episode 1

Damo is released from prison, but soon gets arrested again after he uses his brother's burger stand as a guise for selling fireworks.

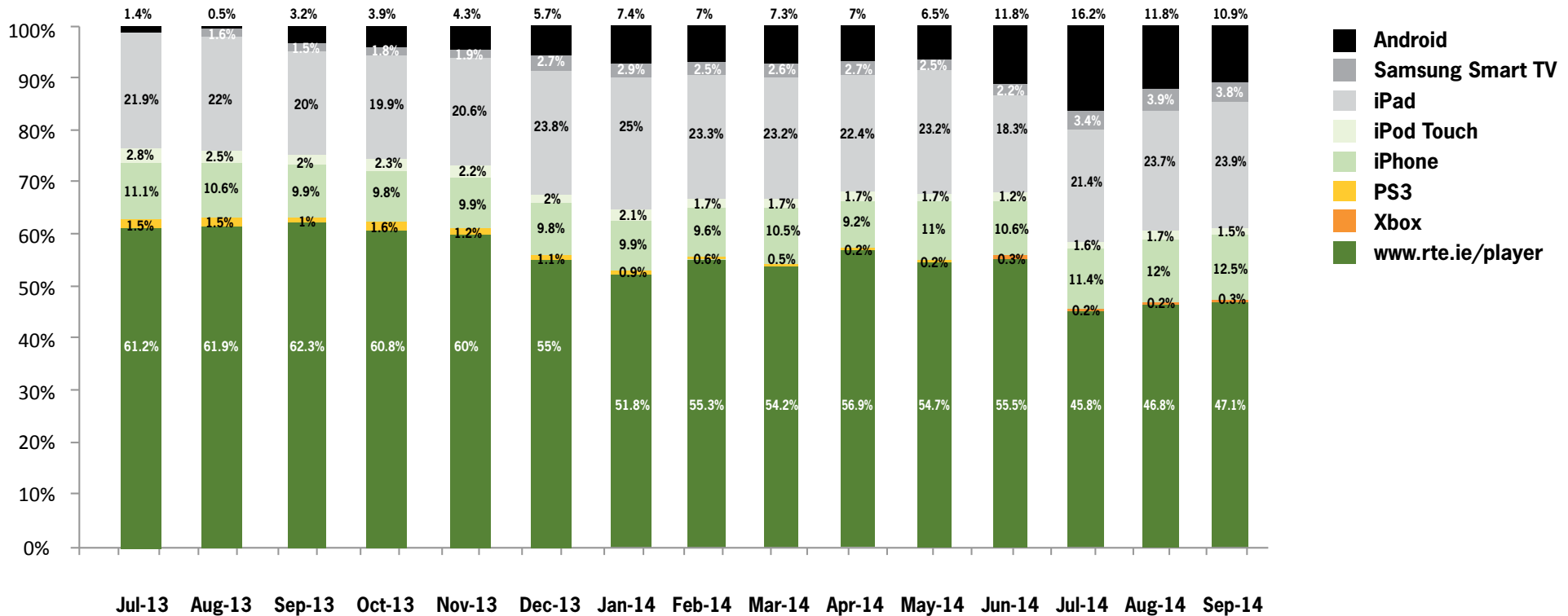
- Website
- Facebook
- @RTEplayer

MOST POPULAR

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Wed 01 October 2014
- 4 Home and Away**
Tue 30 September 2014
- 5 EastEnders**
Tue 30 September 2014
- 6 Damo and Ivor**
Mon 22 September 2014

RTÉ Player Consumption by Platform


Share of Streams



- The desktop version of the RTÉ Player accounted for less than half of stream views during September
- iPad share grew to almost 1 in 4 streams


The Late Late Show

BROADCAST FRI 19 SEP 2014 NEXT BROADCAST RTÉ ONE, FRI 03 OCT 2014


3 Episodes Available 



50TH ANNIVERSARY PRODUCTION
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Peter Coonan
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RTÉ ONE 10 days remaining Duration: 1hr 52mins

 Tweet  Like  Share  332

Watching it  Add to Favourites 

Ryan Tubridy talks to Tom Vaughan Lawlor, Sharon Corr, Katie Hopkins and Mario Rosenstock.
Music by Connor McKeon, Sharon Corr and Paul Carrack.

-  Website
-  Facebook
-  @RTEnlaver

RTÉ Player Top 20 Programmes in September

Top Series, All Platforms (except UPC TV)

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9	DAMO AND IVOR	73,000
10	NINE NEWS	72,000
11	THE LATE LATE SHOW INTERVIEWS	67,000
12	SIX ONE NEWS	52,000
13	THE GOOD WIFE	46,000
14	THE SATURDAY GAME LIVE	45,000
15	CRIMINAL MINDS	37,000
16	SHORTLAND STREET	36,000
17	NATIONWIDE	29,000
18	CONNECTED	28,000
19	CSI: CRIME SCENE INVESTIGATION	28,000
20	ONE NEWS	27,000

Hozier: Backstage at the Imelda May Show

BROADCAST SUN 21 SEP 2014

11 Episodes Available



Video player controls including play button, volume, and full screen icons.

8 days remaining Duration: 5mins

Social sharing buttons: Tweet (6), Like, Share (5)

Watching it + Add to Favourites

Hozier performs "To Be Alone", a track from his new self-titled album.

Website

Facebook

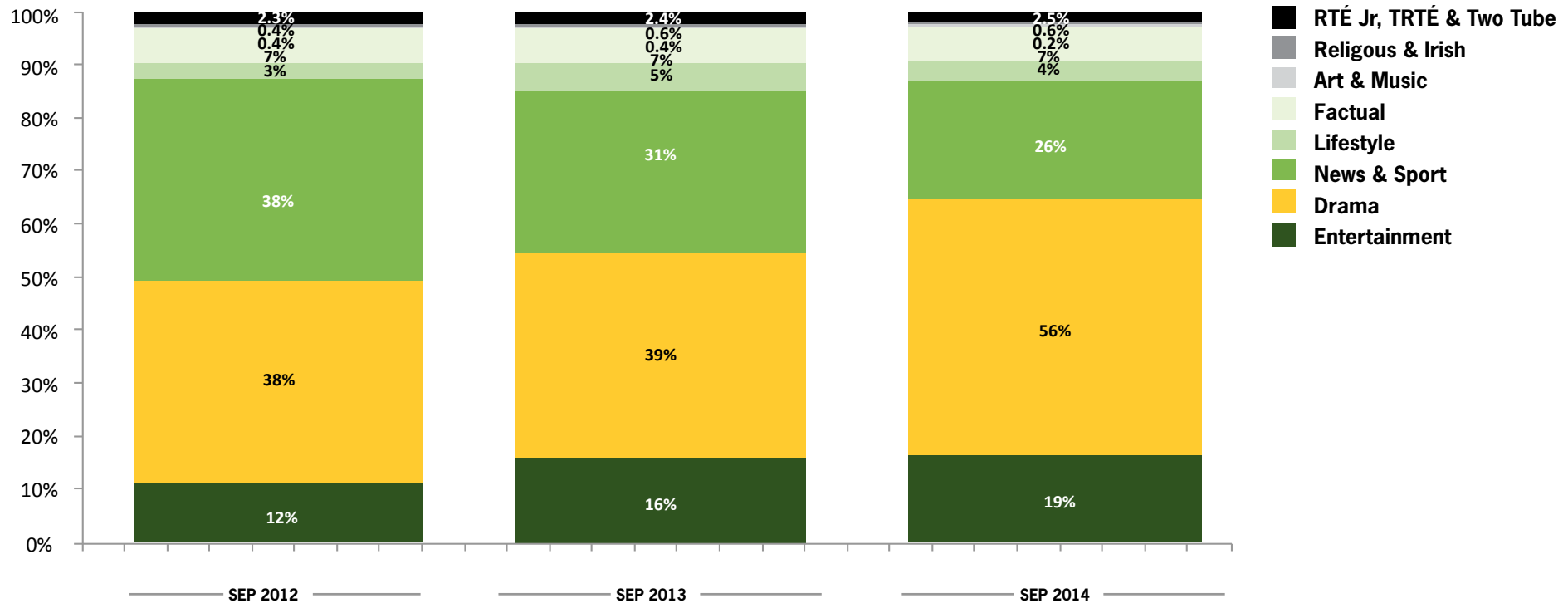
@RTEplayer

Advertisement for OPPORTUNITY: EXPAND YOUR CAREER HORIZONS. Includes The Open University logo.

MOST POPULAR

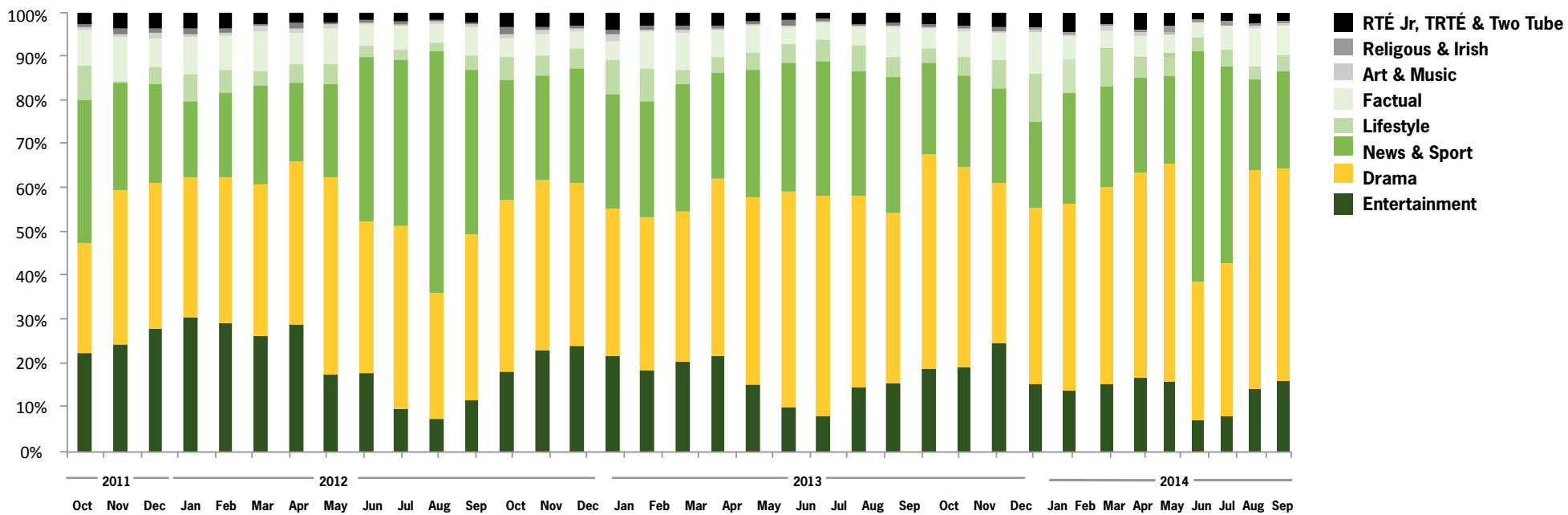
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RTÉ Player Programme Category Analysis



- Drama was the key genre in September, with soaps particularly popular
- Entertainment share has also grown, boosted by Damo & Ivor and The Late Late Show

RTÉ Player Programme Category Analysis



Meet The McDonaghs

BROADCAST THU 25 SEP 2014

NEXT BROADCAST RTE 2, THU 02 OCT 2014



RTE.ie 



RTE.ie 

RTE 2

16 days remaining

Duration: 50mins




Tweet 0




Like

Share

9

Watching it 

Add to Favourites 

Reality series, following the lives of The Voice of Ireland runner-up Kelly McDonagh Mongan and her traveller family.



Website



Facebook



@RTEplayer



Request a prospectus today and see what opportunity opens up for you



MOST POPULAR

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Mon 29 September 2014

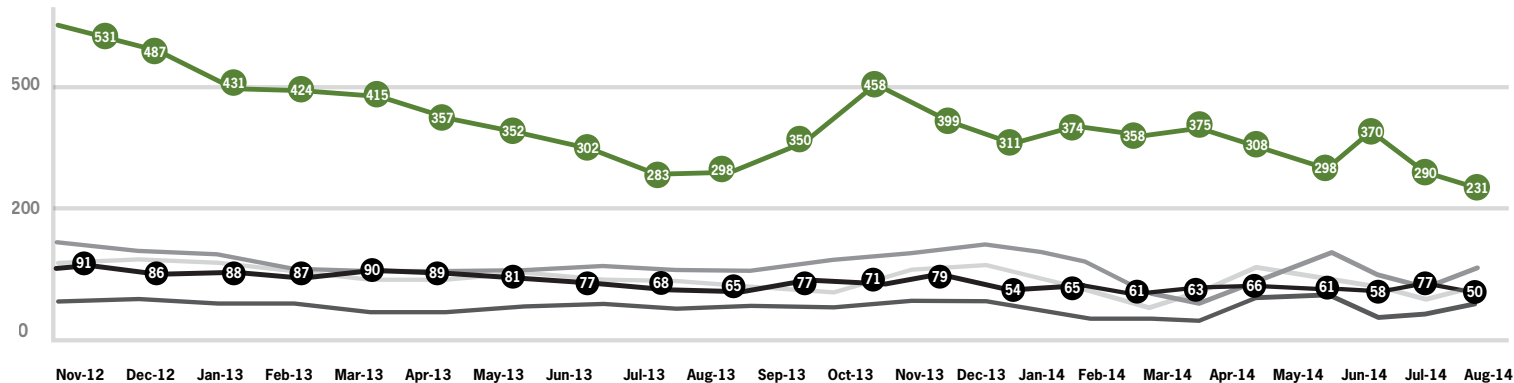


The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set

Total Unique Visitors

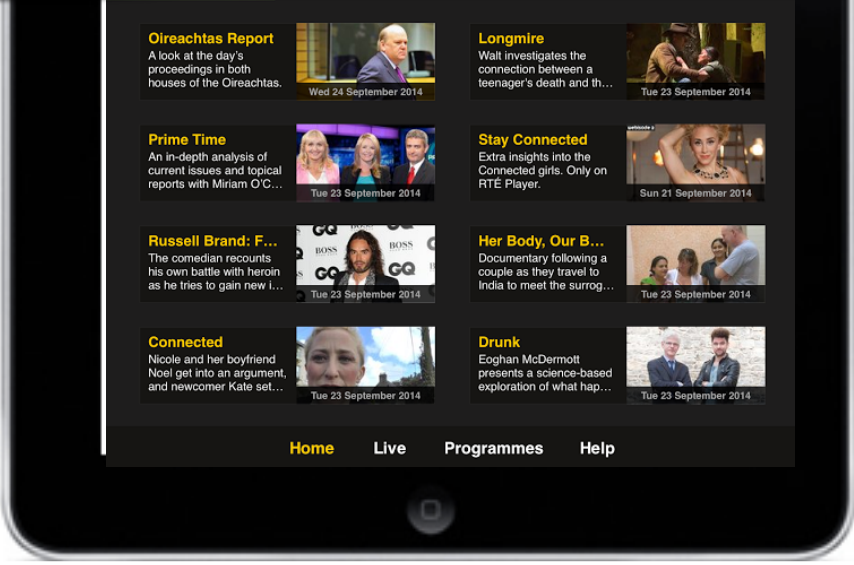
-  Sky Go
-  Channel 4 4oD
-  ITV.com
-  TV3.ie
-  RTÉ Player

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



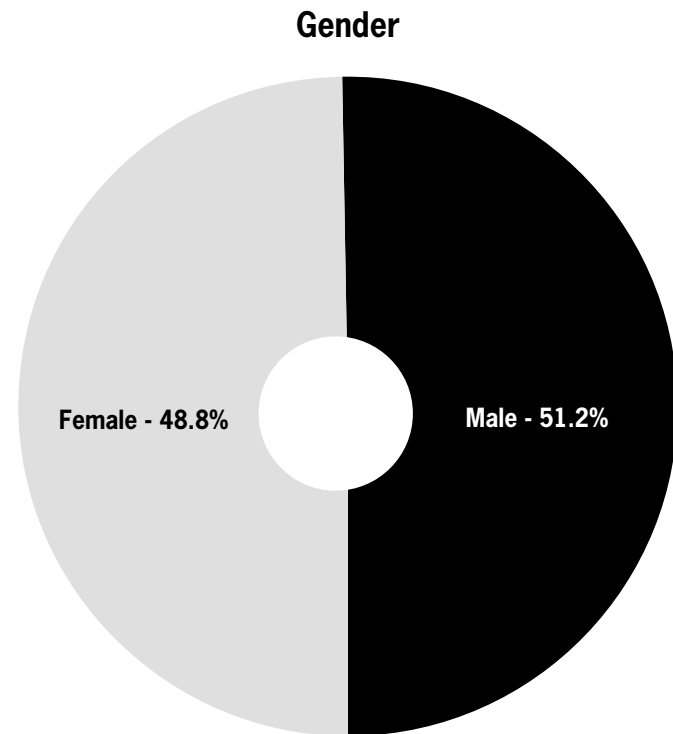
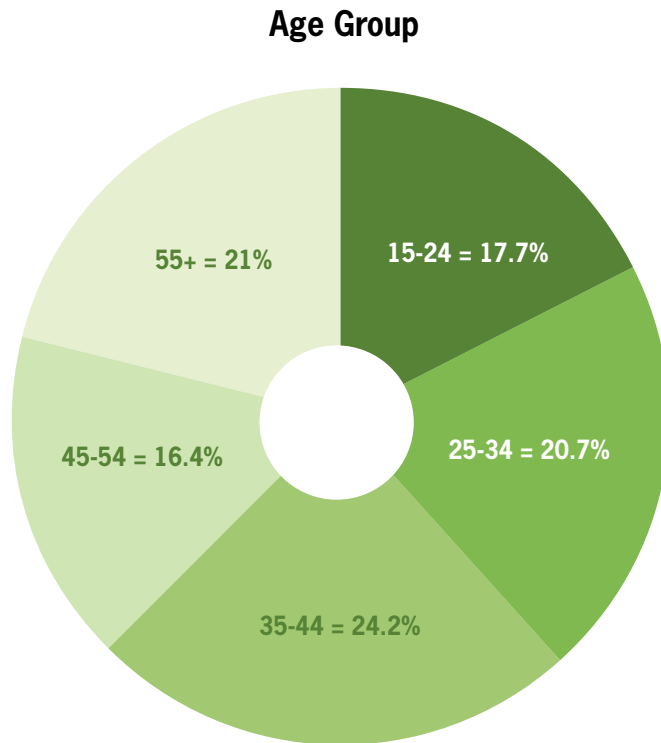
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- There were 231,000 unique Irish visitors to the desktop version of the RTÉ Player in August 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



- Almost 4 in 10 of Irish adult (15+) users of the desktop RTÉ Player in August fell within the 15-34 age group
- 51% of visitors were male

