

RTÉ Player

December 2014 Review

RTÉ player 

RTÉ digital
imaginemore 

RTÉ Player Summary

Streams	3,298,000
Page Impressions	14,078,000
International share of streams	13.3%
Total number of app downloads	1,481,000

Month on Month change

-22%
-24%

18,800 App
Downloads in
Christmas Week!



TOP SERIES

	PROGRAMMES	STREAMS
1	EASTENDERS	284,000
2	HOME AND AWAY	251,000
3	FAIR CITY	203,000
4	THE FALL	115,000
5	PRIME TIME	110,000
6	THE LATE LATE SHOW	92,000
7	HOMELAND	85,000
8	LATEST IRISH NEWS	85,000
9	NINE NEWS	63,000
10	MRS BROWN'S BOYS	61,000

The Late Late Show

BROADCAST FRI 19 DEC 2014

NEXT BROADCAST RTE ONE, FRI 09 JAN 2015

The Late Late Show
92,000 Streams



RTE.ie

RTE ONE

5 days remaining

Duration: 1hr 50mins

Tweet 4

Like Share 457

Watching it +

Add to Favourites

Ryan Tubridy chats to Take That, Rachel Stevens, Úna Foden, Hozier, Aidan Gillen, Colin Teevan, Nathan Carter, Pat Shortt and Claudine and Robbie Keane.

Website

Facebook

@RTEplayer

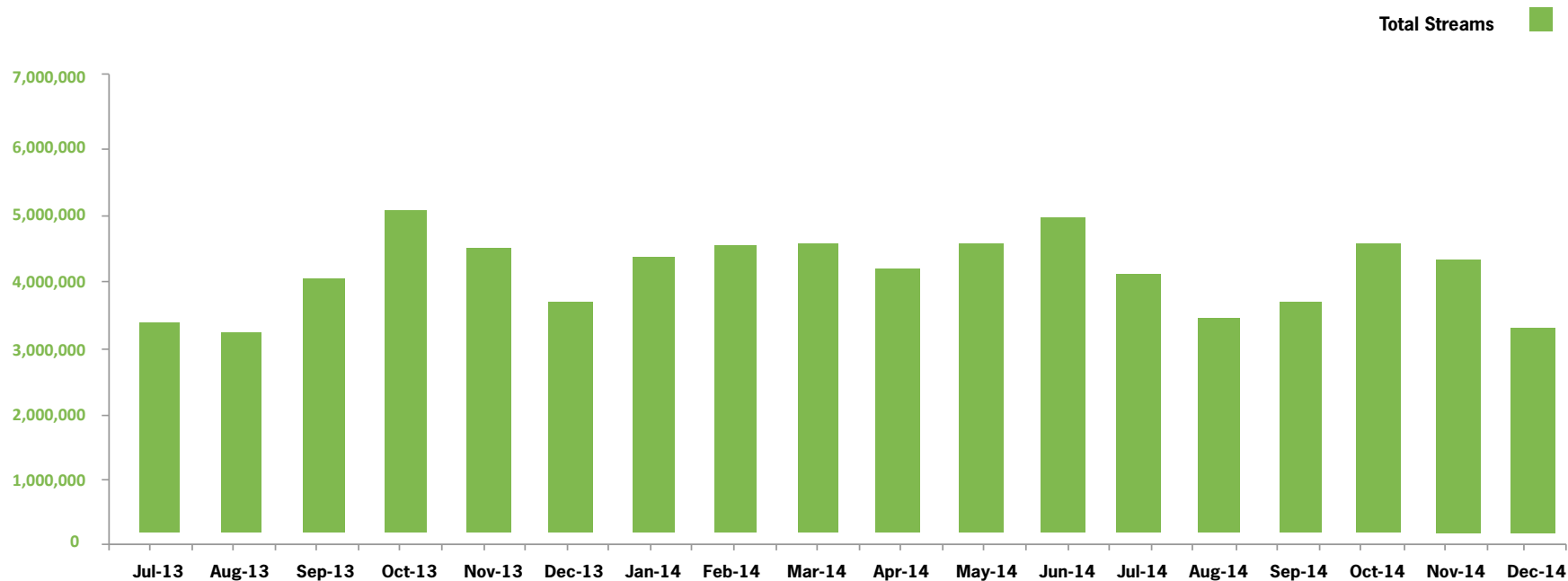
RTE ONE

THE FALL
Series Finale
Wednesday 17 December, 9.35pm

MOST POPULAR

- Charlie**
Sun 04 January 2015
- Fair City**
Sun 04 January 2015
- The Voice of Ireland**
Sun 04 January 2015
- EastEnders**
Fri 02 January 2015
- Criminal Minds**
Sun 04 January 2015
- The Saturday Night Show**

RTÉ Player Monthly Streams



- There were 3.3m streams served on the RTÉ Player during December 2014

N.B. The Unique Browsers measure is currently unavailable

Mrs Brown's Boys: Mammy's Gamble

BROADCAST WED 31 DEC 2014 NEXT BROADCAST RTE ONE, MON 05 JAN 2015



RTE ONE

17 days remaining Duration: 33mins

Parental Controls

Tweet 0 Like Share 23

Watching it + Add to Favourites

The second of two festive episodes. Agnes increases her home security after a spate of local burglaries, while Cathy is feeling broody, giving lovelorn Buster Brady an idea.

- Website
- Facebook
- @RTEplayer

61,000 Streams

RTE ONE

HOPE
STRENGTH
LIVE THE MOMENT
COURAGE
TRIUMPH

New Series
Wednesday
Jan 7th, 8.30pm

SPONSORED BY
safe food

MOST POPULAR

1 Charlie
Sun 04 January 2015



2 Fair City
Sun 04 January 2015



3 The Voice of Ireland
Sun 04 January 2015



4 EastEnders
Fri 02 January 2015



5 Criminal Minds
Sun 04 January 2015

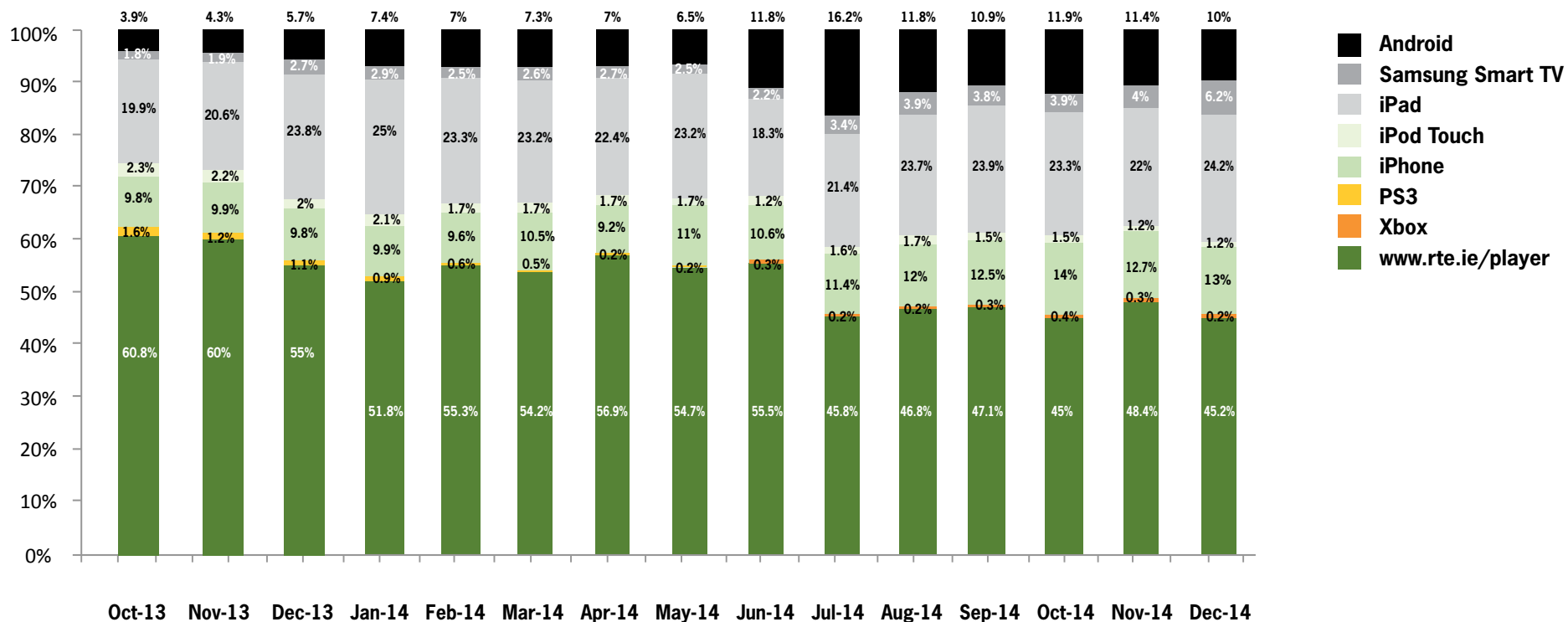


6 The Saturday Night Show



RTÉ Player Consumption by Platform

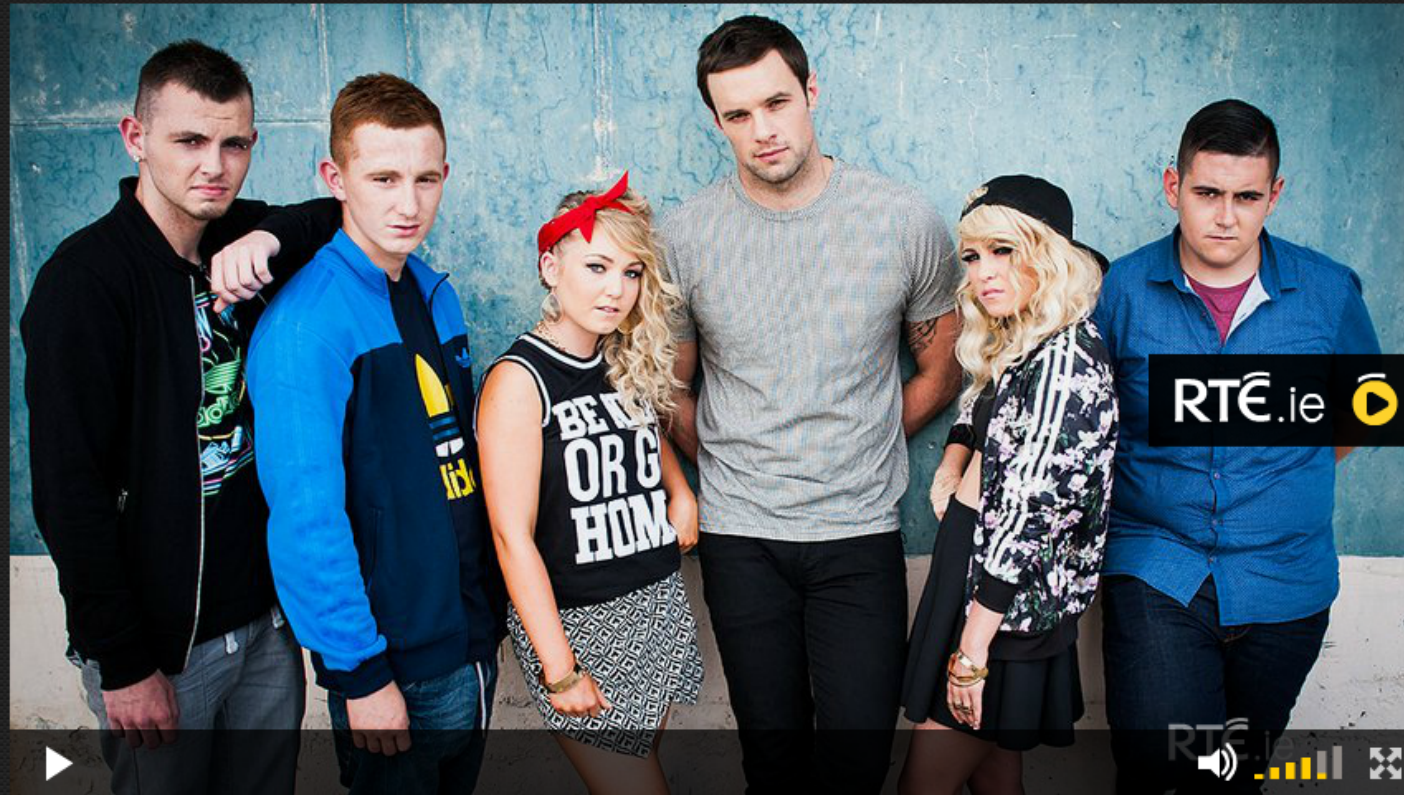
Share of Streams



- Almost 1 in 4 streams in December were on iPads
- 45% of streaming was via the original web browser version of the RTÉ Player

Bressie's Teenage Kicks

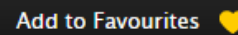
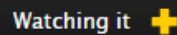
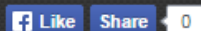
BROADCAST TUE 16 DEC 2014



RTE 2

Expires Tomorrow Duration: 50mins

MA Parental Controls



Season 1, Episode 3

In the finale of the programme following five young musicians from Limerick, the band comes together after six months of rehearsing, recording and writing.



MOST POPULAR

- 1 Charlie**
Sun 04 January 2015 
- 2 Fair City**
Sun 04 January 2015 
- 3 The Voice of Ireland**
Sun 04 January 2015 
- 4 EastEnders**
Fri 02 January 2015 
- 5 Criminal Minds**
Sun 04 January 2015 
- 6 The Saturday Night Show** 

RTÉ Player Top 20 Programmes in December

Top Series, All Platforms (except UPC TV)

TOP SERIES

	PROGRAMMES	STREAMS
1	EASTENDERS	284,000
2	HOME AND AWAY	251,000
3	FAIR CITY	203,000
4	THE FALL	115,000
5	PRIME TIME	110,000
6	THE LATE LATE SHOW	92,000
7	HOMELAND	85,000
8	LATEST IRISH NEWS	85,000
9	NINE NEWS	63,000
10	MRS BROWN'S BOYS	61,000
11	REPUBLIC OF TELLY	58,000
12	THE LATE LATE SHOW EXTRAS	47,000
13	SIX ONE NEWS	41,000
14	THE BIG BANG THEORY	33,000
15	CRIMINAL MINDS	29,000
16	SHORTLAND STREET	25,000
17	ONE NEWS	24,000
18	THE SATURDAY NIGHT SHOW	24,000
19	TODAY	22,000
20	PERSON OF INTEREST	22,000


EastEnders

BROADCAST MON 29 DEC 2014 NEXT BROADCAST RTÉ ONE, TUE 06 JAN 2015







RTÉ ONE


Expires Today Duration: 32mins

 Parental Controls

 Tweet 

 Like  Share 

Watching it 

Add to Favourites 

Season 14, Episode 157

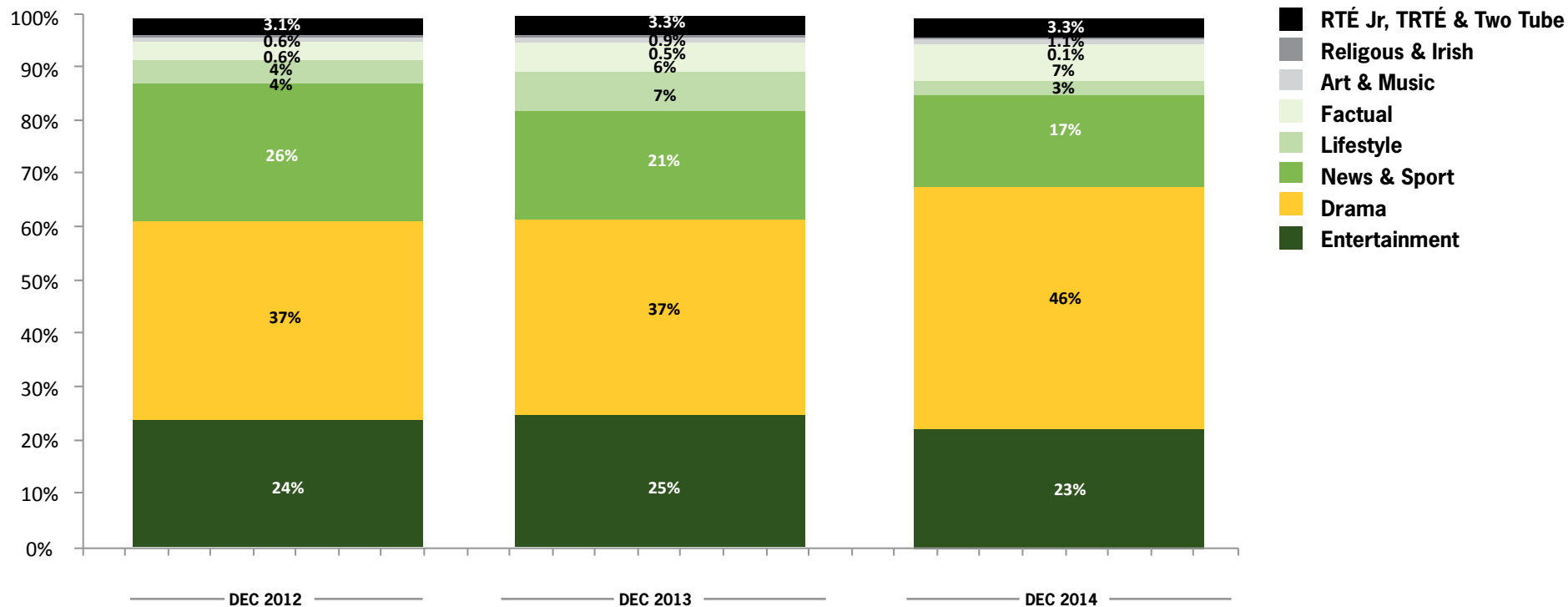
The Carters are still reeling from the revelations that ruined their Christmas Day, Ronnie

 Website

MOST POPULAR

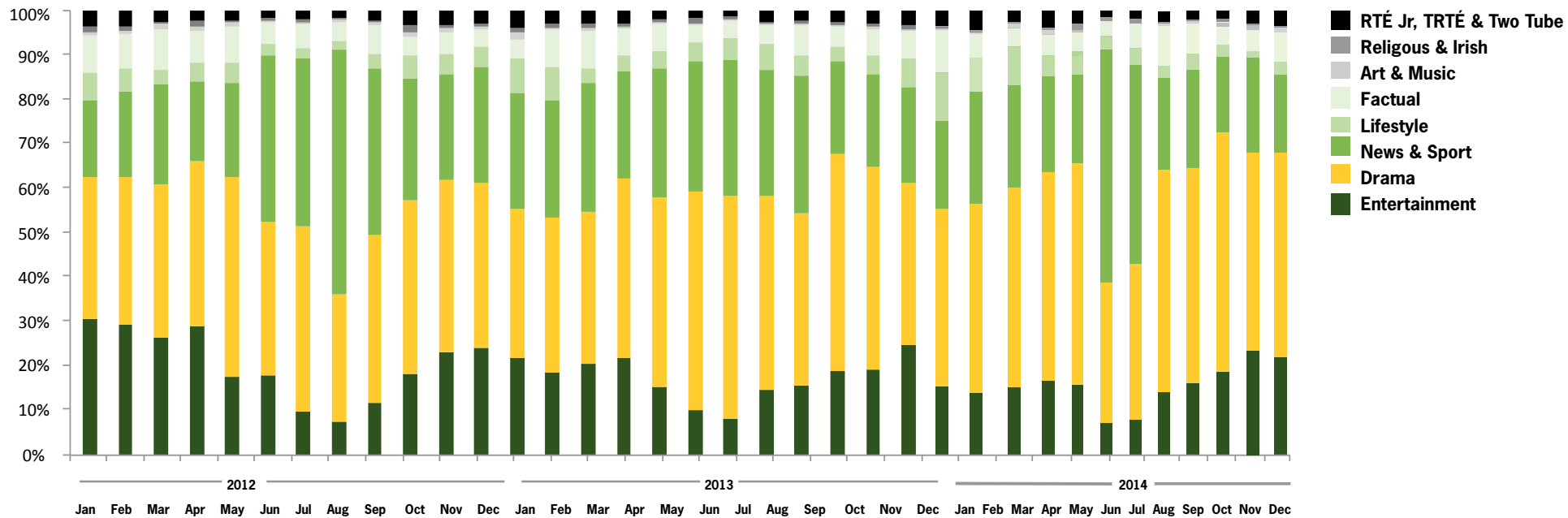
- 1 **Charlie**
Sun 04 January 2015 
- 2 **Fair City**
Sun 04 January 2015 
- 3 **The Voice of Ireland**
Sun 04 January 2015 
- 4 **EastEnders**
Fri 02 January 2015 
- 5 **Criminal Minds**
Sun 04 January 2015 
- 6 **The Saturday Night**


RTÉ Player Programme Category Analysis



- Drama has grown year on year to 46% of programme views
- Children's programmes are slightly more popular at this time of year, at over 3% of activity

RTÉ Player Programme Category Analysis



RTÉ ONE 

Now: EastEnders
Next: Fair City (15:00)

RTÉ 2

Now: No programme available
Next: Marco Polo (14:35)

 RTE.ie

Now: No programme available
Next: Thomas & Friends (14:55)

RTÉ NEWS NOW 

Now: Latest Irish News



Live: Latest Irish News

NEXT ON RTÉ NEWS NOW LATEST IRISH NEWS - 14:30



RTÉ NEWS NOW Start time: 14:30 Duration: 24hrs

 Tweet  Like  Share  303

Watching it  Add to Favourites 



LIVE SCHEDULE

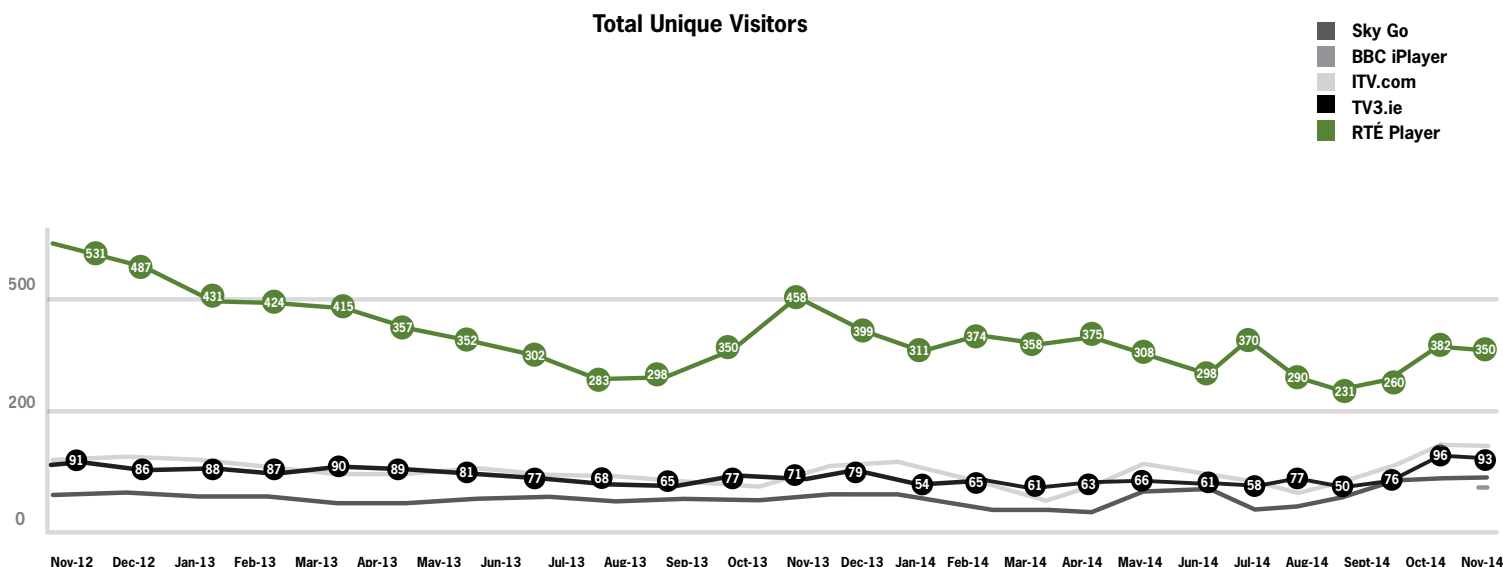
RTÉ One RTÉ 2 RTÉjr RTÉ News Now

Monday, 05 January

14:25 **EastEnders**
The neighbours look ahead to another eventful 12 months-although for some, life will never be the same again

15:00 **Fair City**
Mondo has a sad farewell when he falls out with Ray, and Dolores struggles to deal with her cancer scare. Meanwhile, Robbie's practical joke has catastrophic consequences, followed by Weather

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

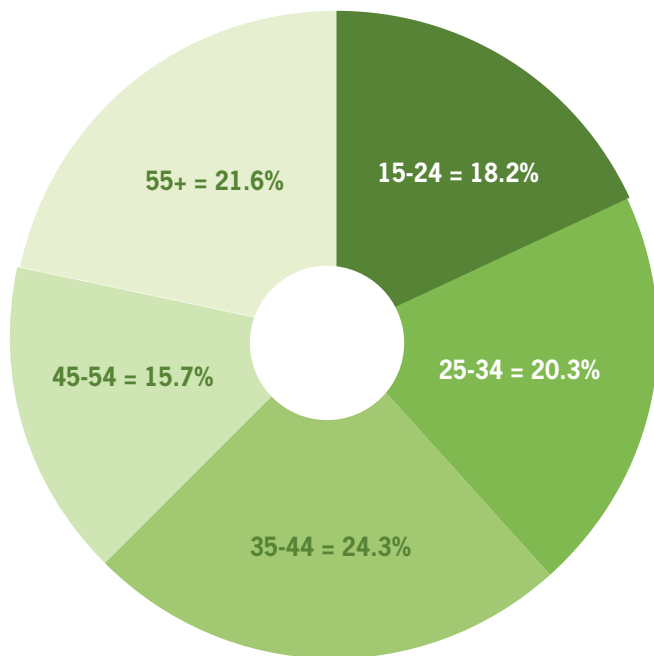
- There were 350,000 unique Irish visitors to the desktop version of the RTÉ Player in November 2014, according to comScore MMX



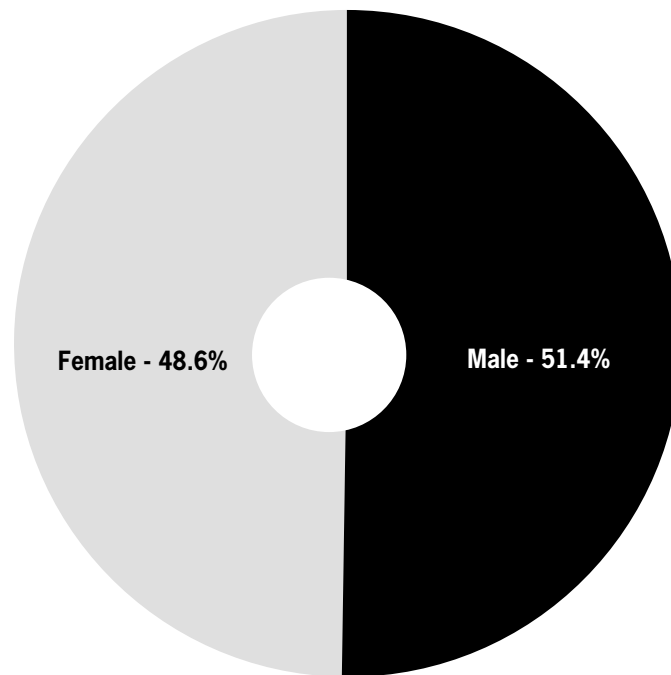
RTÉ.ie/Player has a young and gender balanced user base in Ireland

Share of Irish Unique Users of the RTÉ Player

Age Group



Gender



- 37% of desktop users were 15-34 in November
- 51% of users were male this month

