

# RTÉ Player

## February 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

## RTÉ Player Summary

|                                |            | Month on Month change |
|--------------------------------|------------|-----------------------|
| Streams                        | 4,109,000  | 10%                   |
| Page Impressions               | 17,694,000 | 1%                    |
| International share of streams | 10.9%      |                       |
| Total number of app downloads  | 1,591,000  |                       |

## TOP SERIES







|    | PROGRAMMES                       | STREAMS        |
|----|----------------------------------|----------------|
| 1  | <b>EASTENDERS</b>                | <b>392,000</b> |
| 2  | <b>HOME AND AWAY</b>             | <b>313,000</b> |
| 3  | <b>SIX NATIONS RUGBY</b>         | <b>250,000</b> |
| 4  | <b>FAIR CITY</b>                 | <b>198,000</b> |
| 5  | <b>THE NOTORIOUS</b>             | <b>158,000</b> |
| 6  | <b>ROOM TO IMPROVE</b>           | <b>122,000</b> |
| 7  | <b>THE LATE LATE SHOW</b>        | <b>101,000</b> |
| 8  | <b>LATEST IRISH NEWS</b>         | <b>97,000</b>  |
| 9  | <b>OPERATION TRANSFORMATION</b>  | <b>95,000</b>  |
| 10 | <b>THE LATE LATE SHOW EXTRAS</b> | <b>77,000</b>  |

# RBS 6 Nations Extras: 6 Moments

BROADCAST MON 16 FEB 2015





## MOST POPULAR

- 1 **The Notorious**  
Mon 02 March 2015 
- 2 **EastEnders**  
Tue 03 March 2015 
- 3 **Fair City**  
Tue 03 March 2015 
- 4 **Home and Away**  
Tue 03 March 2015 
- 5 **Revenge**  
Tue 03 March 2015 
- 6 **Nine News**  


5 days remaining Duration: 2mins

 Tweet 0  Like  Share 1

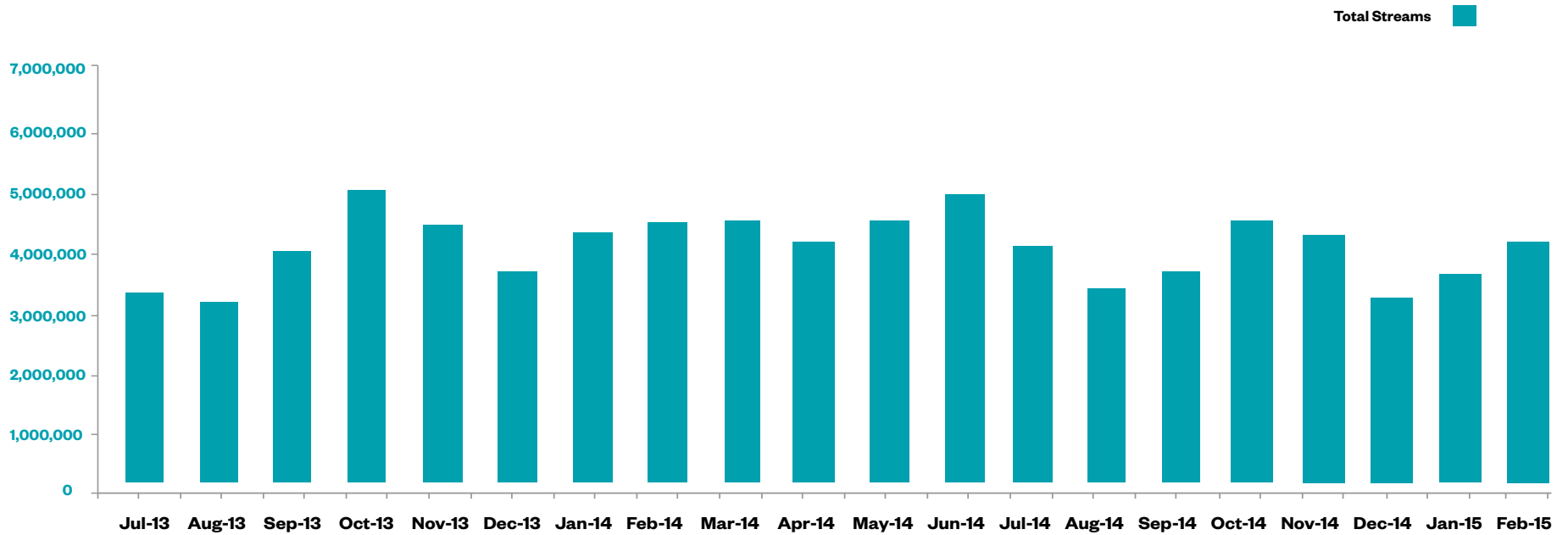
Watching it  Add to Favourites 

The very best moments from the second weekend of RBS 6 Nations action with RTÉ Sport which saw wins for England, Ireland and Wales.

 Website

 Facebook

## RTÉ Player Monthly Streams



- There were 4.1m stream views on the RTÉ Player during February 2015



# The Late Late Show Extras: Ronan O'Gara

BROADCAST FRI 13 FEB 2015





## MOST POPULAR

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Mon 02 March 2015 
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Tue 03 March 2015 
- 3 **Fair City**  
Tue 03 March 2015 
- 4 **Home and Away**  
Tue 03 March 2015 
- 5 **Revenge**  
Tue 03 March 2015 
- 6 **Nine News** 

3 days remaining Duration: 20mins

 Tweet 0  Like  Share 13

Watching it 

Add to Favourites 

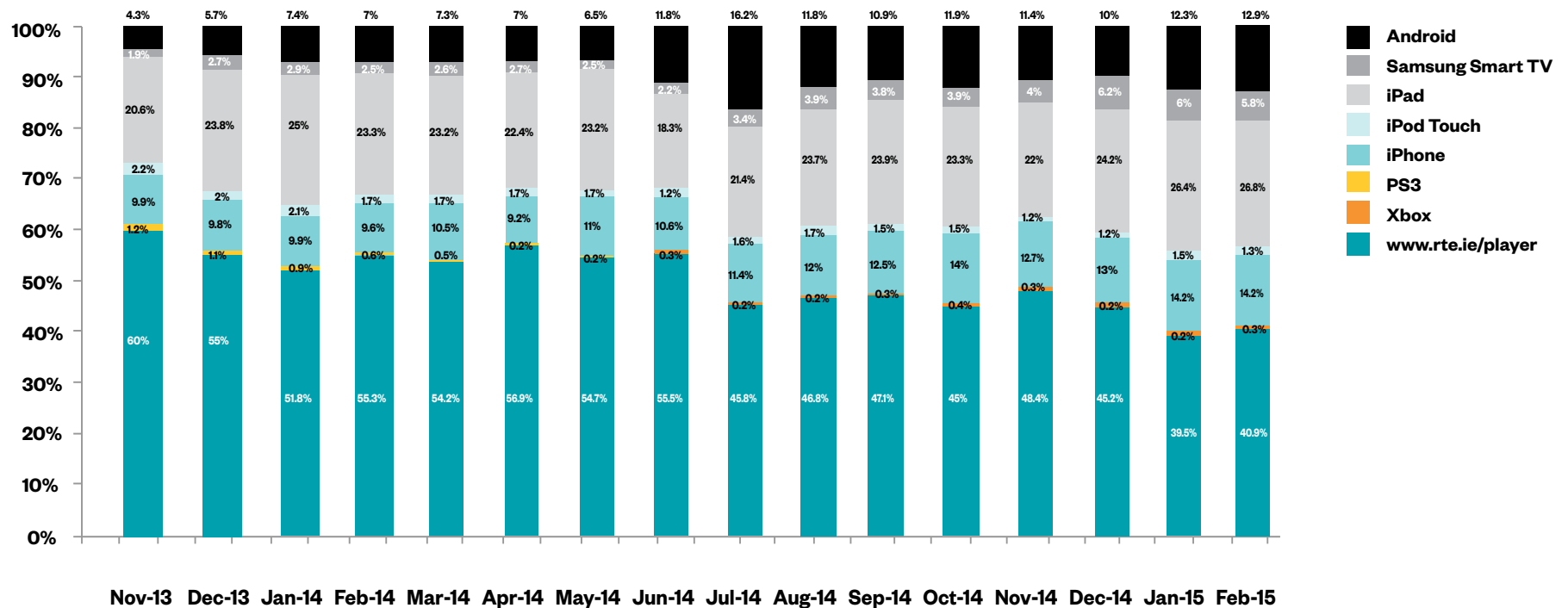
Ronan O'Gara chats to Ryan about the Six Nations, his rugby career and moving to France with his family.

 [Website](#)

 [Facebook](#)

# RTÉ Player Consumption by Platform

Share of Streams




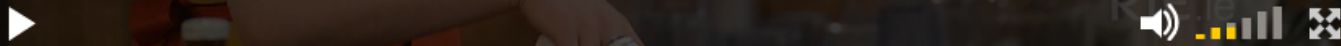
- 4 in 10 stream views were via the browser version of the RTÉ Player
- Android share has grown to almost 13%


## 2 Broke Girls







BROADCAST MON 23 FEB 2015



RTÉ.ie 




**RTÉ 2** 13 days remaining Duration: 20mins  Parental Controls

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

### Season 3, Episode 19


The diner's staff go to a crowded Manhattan bar for the St Patrick's Day parade, but Caroline misses her former wealthy lifestyle and takes Max to an upscale hotel for cocktails.

 [Website](#)

SEACHTAIN NA GAEILGE  
BAIN TRIAL AISTI SURPRISE YOURSELF!  
1-17 MÁRTA 2015

RTÉ  
AN TRÍOGLA NA hEalaíona  
Conradh na Gaeilge  
Foras na Gaeilge

### MOST POPULAR

- 1 The Notorious**  
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# RTÉ Player Top 20 Programmes in February

Top Series, All Platforms (except UPC TV)

## TOP SERIES

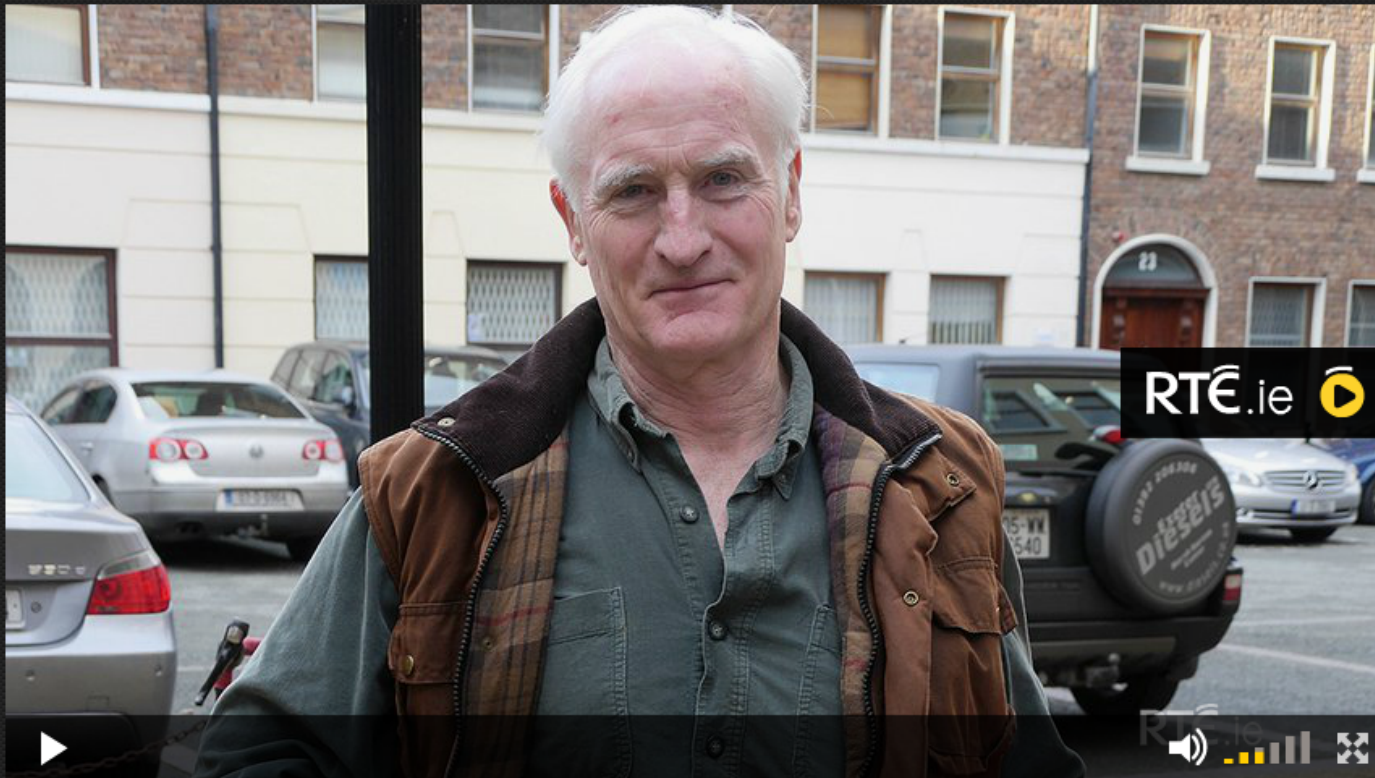
|    | PROGRAMMES                         | STREAMS |
|----|------------------------------------|---------|
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| 8  | LATEST IRISH NEWS                  | 97,000  |
| 9  | OPERATION TRANSFORMATION           | 95,000  |
| 10 | THE LATE LATE SHOW EXTRAS          | 77,000  |
| 11 | NEIGHBOURS                         | 68,000  |
| 12 | THE MEANING OF LIFE WITH GAY BYRNE | 56,000  |
| 13 | THE VOICE OF IRELAND               | 54,000  |
| 14 | THE SATURDAY NIGHT SHOW            | 49,000  |
| 15 | REVENGE                            | 45,000  |
| 16 | NINE NEWS                          | 39,000  |
| 17 | GREY'S ANATOMY                     | 37,000  |
| 18 | TODAY                              | 34,000  |
| 19 | NATIONWIDE                         | 33,000  |
| 20 | SHORTLAND STREET                   | 33,000  |



## Eco Eye

BROADCAST TUE 24 FEB 2015

NEXT BROADCAST RTE ONE, TUE 10 MAR 2015




**RTE ONE**


14 days remaining

Duration: 25mins

 Tweet  5

 Like  Share  104

Watching it 

Add to Favourites 

### Season 13, Episode 8

Duncan Stewart meets communities in Ireland that have been affected by flooding, and investigates plans to deal with rising sea water levels.

 Website

**INTERNATIONAL  
MOBILE  
JOURNALISM  
CONFERENCE**

**MARCH 27 - 28 DUBLIN**

### MOST POPULAR

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Mon 02 March 2015



**2 EastEnders**  
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Tue 03 March 2015



**4 Home and Away**  
Tue 03 March 2015



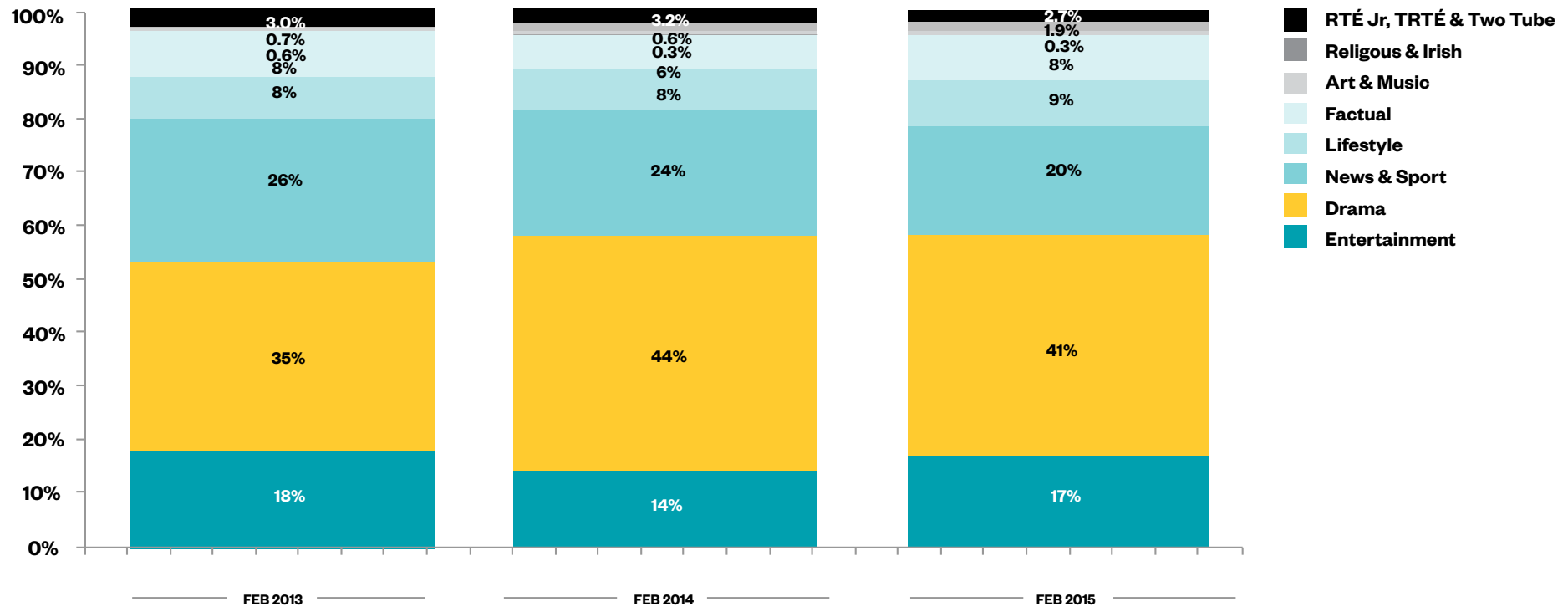
**5 Revenge**  
Tue 03 March 2015



**6 Nine News**  
Tue 03 March 2015



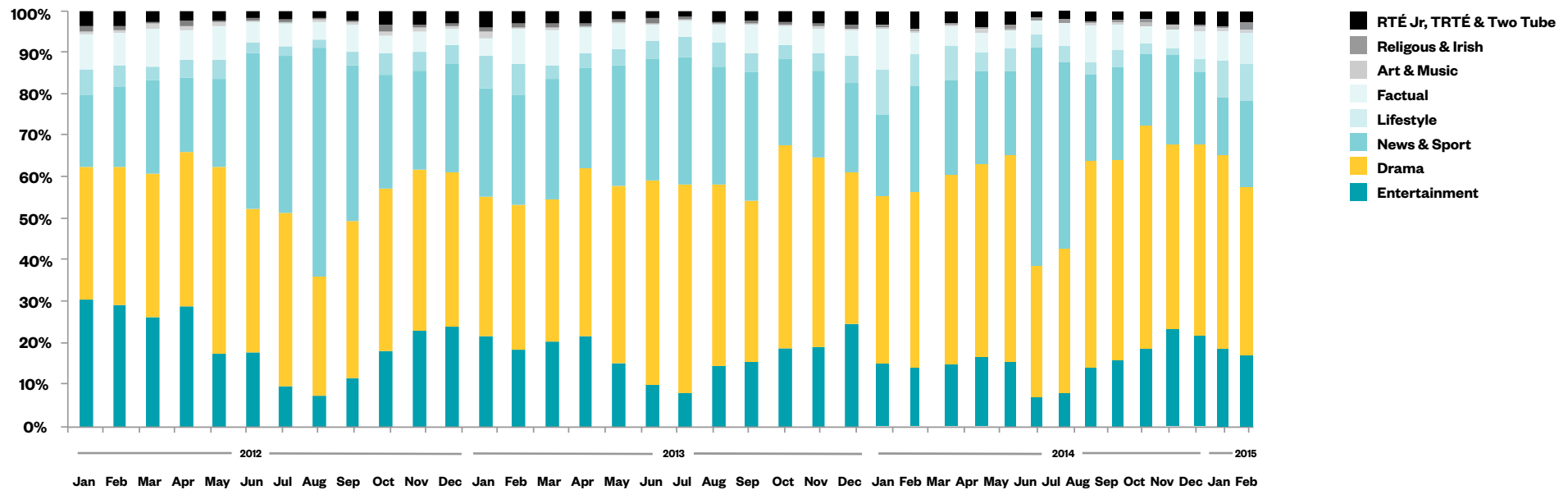
## RTÉ Player Programme Category Analysis



- Drama has remained the top genre. The 'Who Killed Lucy Beale?' storyline helped EastEnders become the most-watched programme on RTÉ Player during February
- Lifestyle grew to 9% this February. Room to Improve and Operation Transformation were the key programmes
- Religious and Irish programmes more than trebled its share due to strong interest in The Meaning of Life with Gay Byrne



# RTÉ Player Programme Category Analysis




## The Works

BROADCAST FRI 20 FEB 2015    NEXT BROADCAST RTE ONE, FRI 06 MAR 2015






**RTE ONE**    10 days remaining    Duration: 24mins

 Tweet 0     Like     Share 129

Watching it     Add to Favourites 

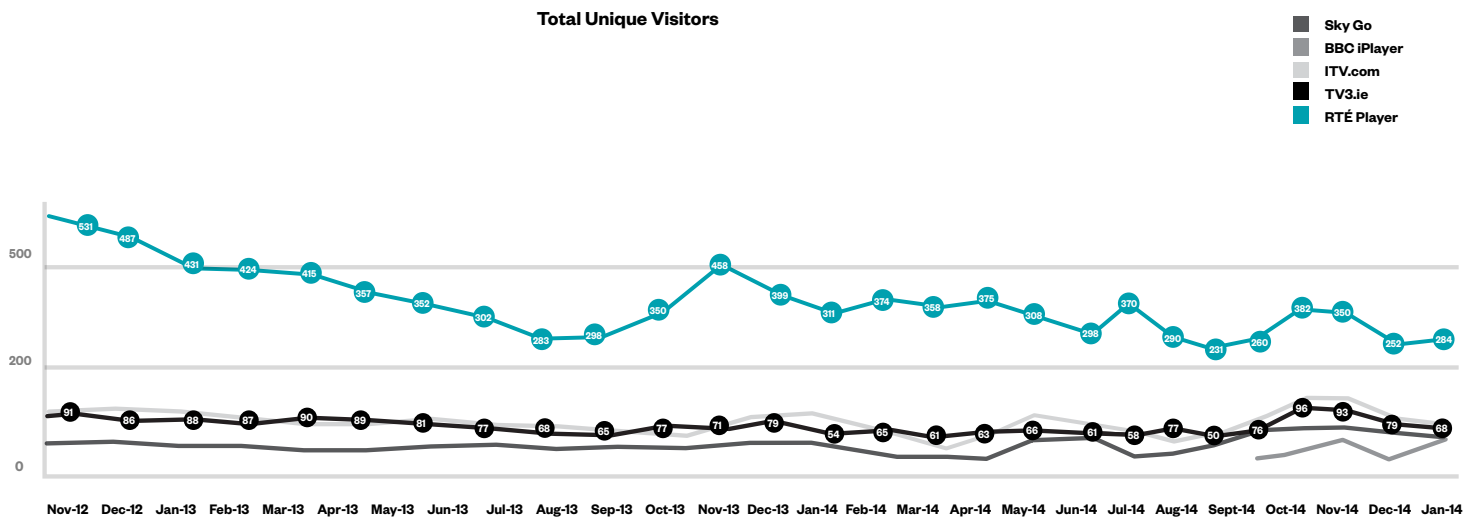
John Kelly chats to Kíla. Kevin Gildea gives his take on films snubbed by the Oscars. Katherine Lynch and Mairéad Ní Mhaonaigh join the discussion of a Poem For Ireland and John visits new exhibition Lifelogging: Do You Count?

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

Feeling lucky right now? 

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

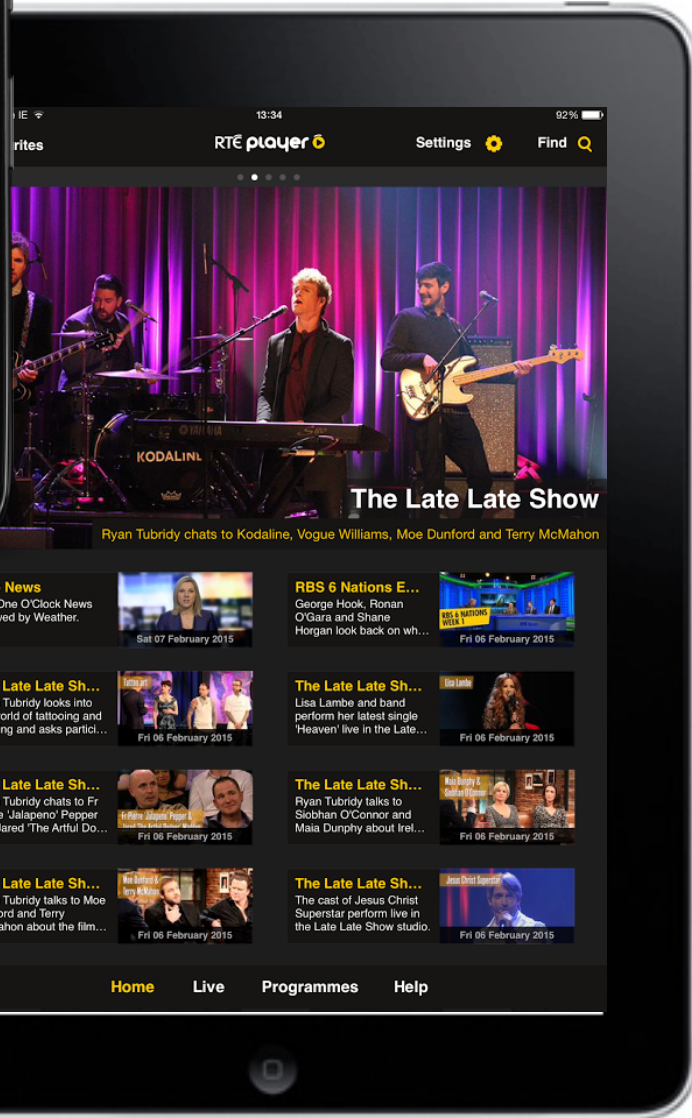
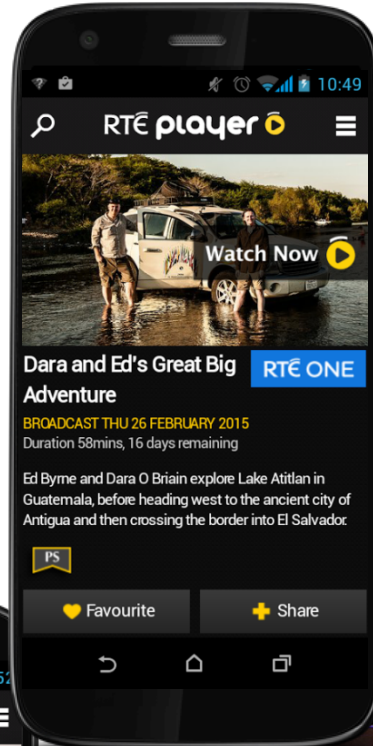
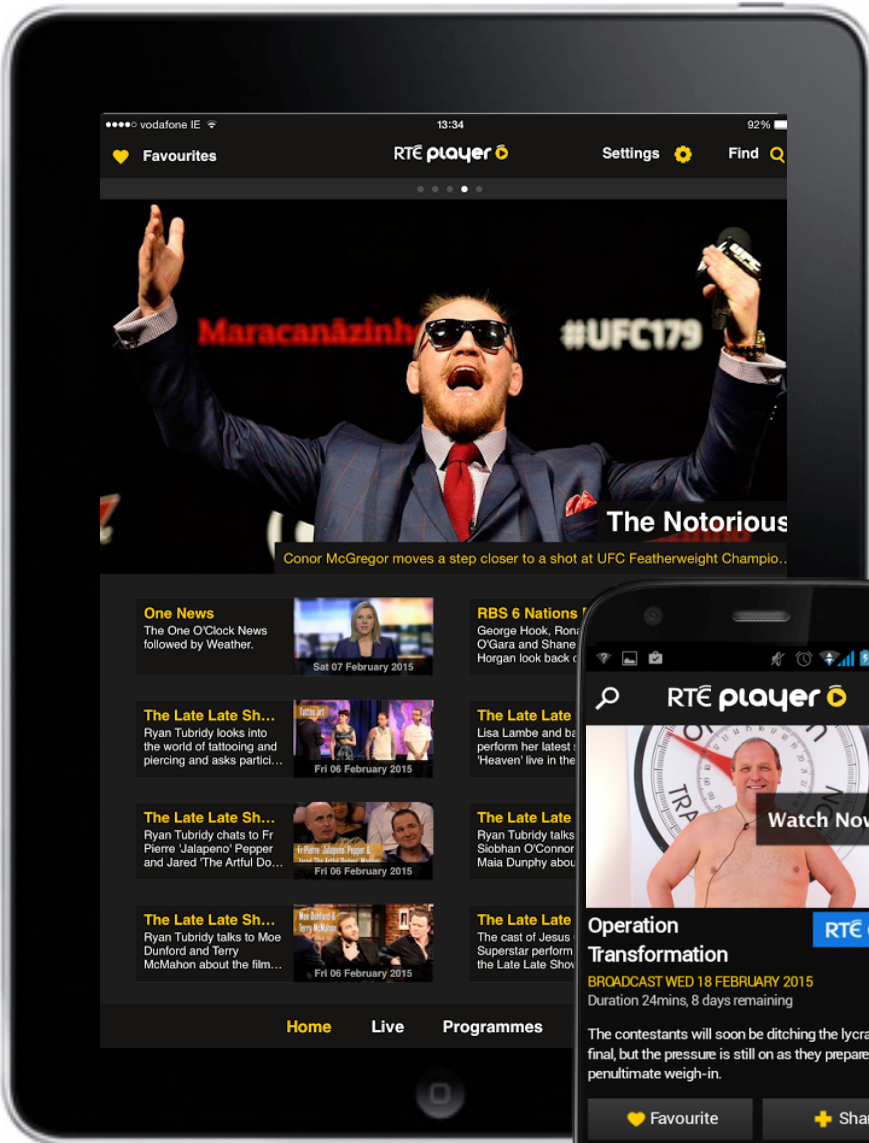


N.B. comScore currently measures PC/Laptop access only – recent growth in RTÉ Player consumption has been driven by Apps

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 284,000 unique Irish visitors to the desktop version of the RTÉ Player in January 2015, according to comScore MMX

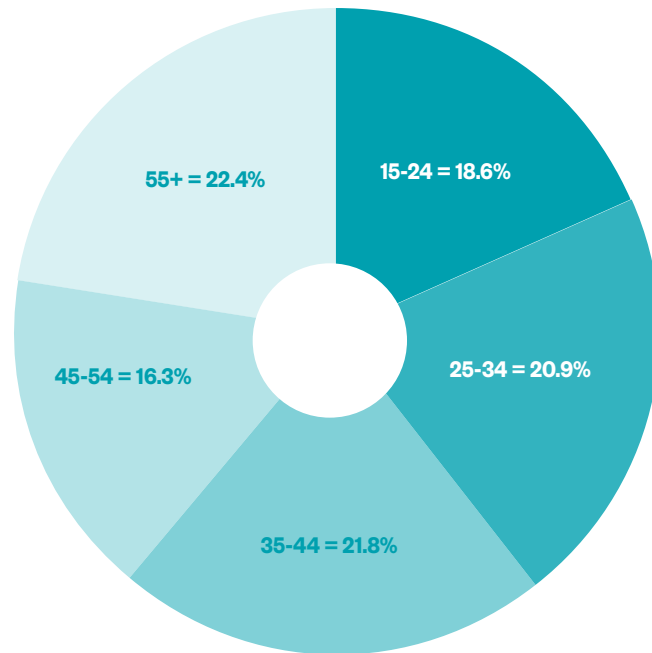




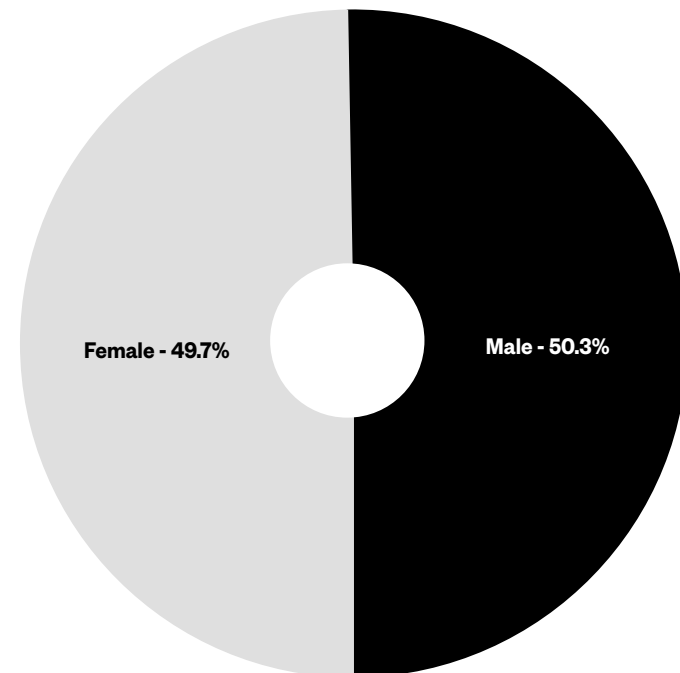
# RTÉ.ie/Player has a young and gender balanced user base in Ireland

Share of Irish Unique Users of the RTÉ Player

Age Group



Gender



- 4 in 10 desktop users were 15-34 in January
- The gender split was 50-50

