

RTÉ Player

July 2014 Review

RTÉ player 

RTÉ digital
imaginemore 

RTÉ Player Summary


		Month on Month change
Streams	4,106,000	-18%
Unique Browsers (RTÉ.ie/Player)	719,000	-16%
Average Streams per Browser (RTÉ.ie/Player)	2.2	-25%
Page Impressions	13,653,000	-2%
International share of streams	9.2%	
Total number of app downloads to end July	1,273,000	

TOP SERIES


	PROGRAMMES	STREAMS
1	2014 FIFA WORLD CUP	803,000
2	HOME AND AWAY	271,000
3	FAIR CITY	261,000
4	EASTENDERS	237,000
5	APRES MATCH	193,000
6	LATEST IRISH NEWS	108,000
7	THE SUNDAY GAME LIVE	105,000
8	NEIGHBOURS	103,000
9	NINE NEWS	70,000
10	SIX ONE NEWS	54,000





2014 FIFA World Cup: Bill O'Herlihy's farewell

BROADCAST SUN 13 JUL 2014



2 Episodes Available 




RTÉ.ie 

 **RTÉ TWO** 11 days remaining Duration: 5mins   

 Tweet 66  Like  Share 0

Watching it  Add to Favourites 

The legendary presenter signs off in style after a broadcasting career that spanned over 40 years.

-  Website
-  Facebook
-  @RTÉplayer

#gaago

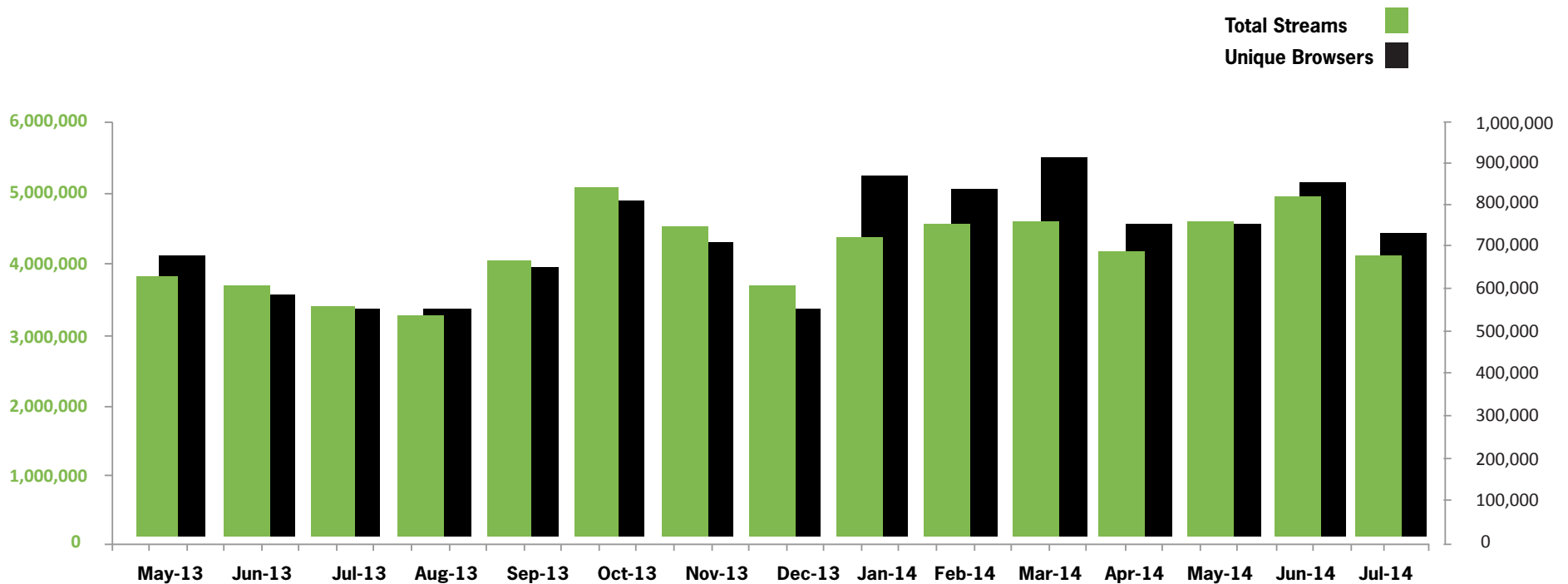
FIND OUT MORE  

GAA GO
your home for the match

MOST POPULAR

- Home and Away**
Wed 23 July 2014 
- Fair City**
Wed 23 July 2014 
- CSI: Crime Scene Investigation**
Wed 23 July 2014 
- Neighbours**
Wed 23 July 2014 
- EastEnders**
Tue 22 July 2014 
- Home and Away**
Thu 24 July 2014 


RTÉ Player Monthly Streams & Unique Browsers



- Stream views dipped from 5m in June to just over 4m in July, driven by fewer World Cup 2014 matches in the latter stages of the tournament

Callan's Kicks

BROADCAST FRI 18 JUL 2014

2 Episodes Available 

53,000 Streams



ENJOY *The* **Summer** FLAVOURS

€5.95
Includes Regular Soft Drink

Pulled Pork

Mexican Chicken


Chicken Caesar



ABRA KEBABRA taste the difference


RTE ONE


16 days remaining

Duration: 27mins

 Tweet 0

 Like  Share 7

Watching it 

Add to Favourites 

Topical comedy sketch show satirising recent events involving celebrities, media culture, sports stars and politicians.

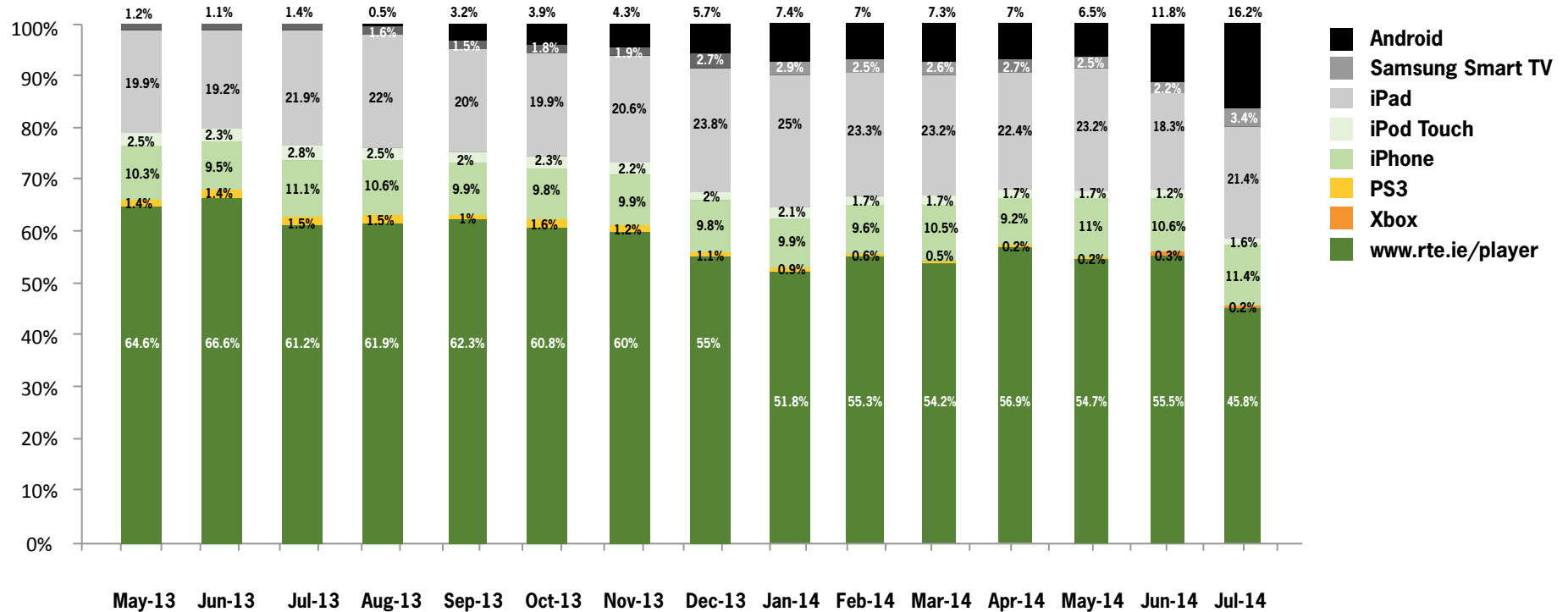
 Website

 Facebook

 @RTEplayer

RTÉ Player Consumption by Platform

Share of Streams



- The desktop version of the RTÉ Player accounted for under 50% of streams in July, as users took advantage of the range of platforms available
- Android grew rapidly to account for 16% of stream views

Michaella, Peru And The Drugs Run

BROADCAST MON 07 JUL 2014

21,200 Streams



RTE ONE

5 days remaining Duration: 49mins

PS Parental Controls

Tweet 3 Like Share 2

Watching it + Add to Favourites

Season 1, Episode 1

Documentary about Michaella McCollum Connolly from Dungannon, Co Tyrone, who during her summer in Ibiza became a drug mule and was involved in smuggling cocaine.

- Website
- Facebook
- @RTEplayer



MOST POPULAR

- 1 Home and Away**
Wed 23 July 2014
- 2 Fair City**
Wed 23 July 2014
- 3 CSI: Crime Scene Investigation**
Wed 23 July 2014
- 4 Neighbours**
Wed 23 July 2014
- 5 EastEnders**
Tue 22 July 2014
- 6 Home and Away**
Thu 24 July 2014


RTÉ Player Top 20 Programmes in July

Top Series, All Platforms (except UPC TV)

TOP SERIES

	PROGRAMMES	STREAMS
1	2014 FIFA WORLD CUP	803,000
2	HOME AND AWAY	271,000
3	FAIR CITY	261,000
4	EASTENDERS	237,000
5	APRES MATCH	193,000
6	LATEST IRISH NEWS	108,000
7	THE SUNDAY GAME LIVE	105,000
8	NEIGHBOURS	103,000
9	NINE NEWS	70,000
10	SIX ONE NEWS	54,000
11	CALLAN'S KICKS (TV)	53,000
12	THE SUNDAY GAME	53,000
13	SHORTLAND STREET	34,000
14	THE GOOD WIFE	34,000
15	SATURDAY NIGHT WITH MIRIAM	33,000
16	THE NEXT STEP	33,000
17	NATIONWIDE	31,000
18	ONE NEWS	28,000
19	THE SATURDAY GAME LIVE	27,000
20	THE SHELBOURNE	27,000



Add to Favourites 

Garth Brooks: Tomorrow Never Came

Following the trail of events from January's announcement to last week's final refund of tickets

5,100 Streams

1 Home and Away
Wed 23 July 2014



2 Fair City
Wed 23 July 2014



3 CSI: Crime Scene Investigation
Wed 23 July 2014





4 Neighbours
Wed 23 July 2014

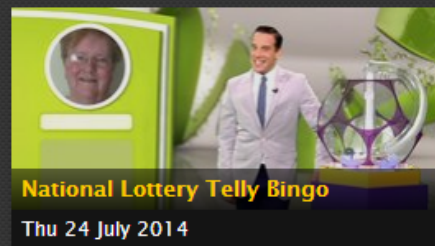
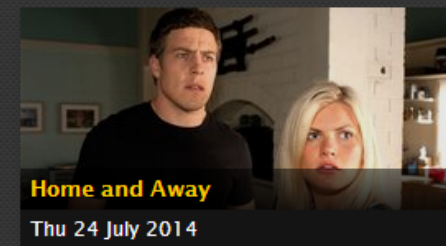


5 EastEnders
Tue 22 July 2014



LATEST PROGRAMMES

LATEST | YESTERDAY | TUESDAY | MONDAY | MORE  



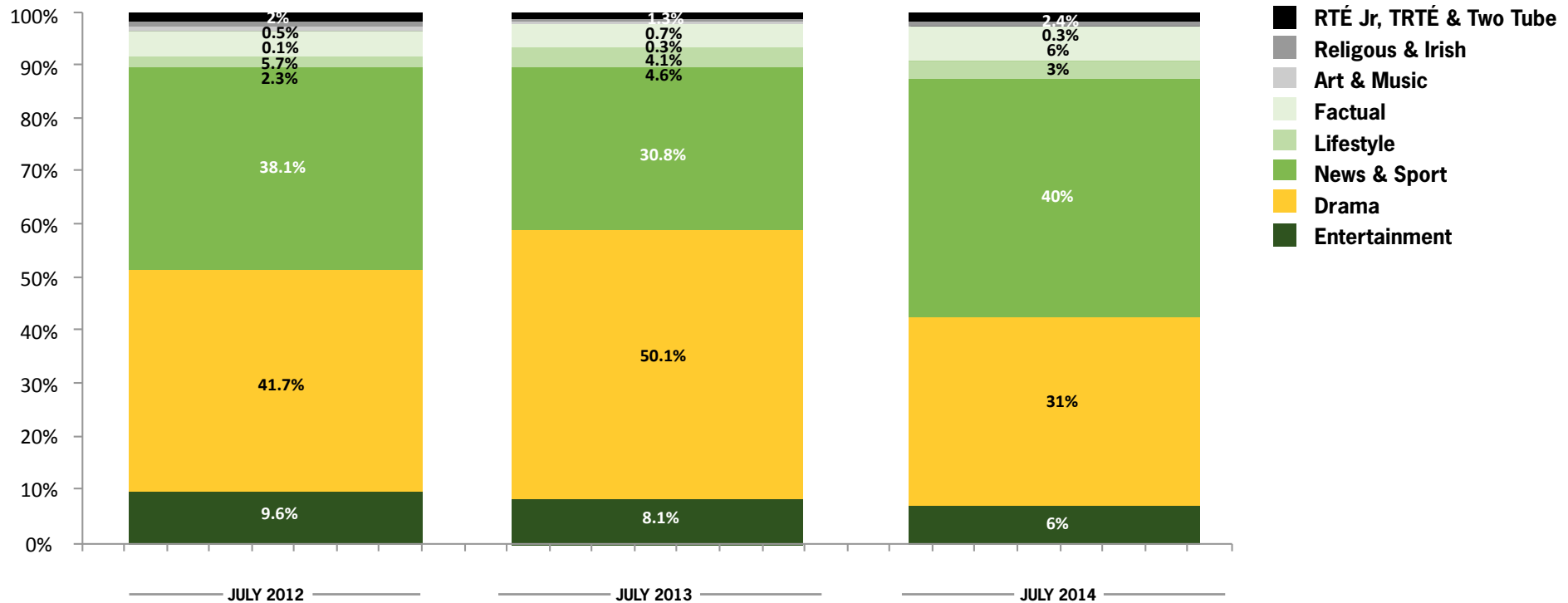
LIVE TV

Currently Playing

RTE ONE MasterChef: The Professionals

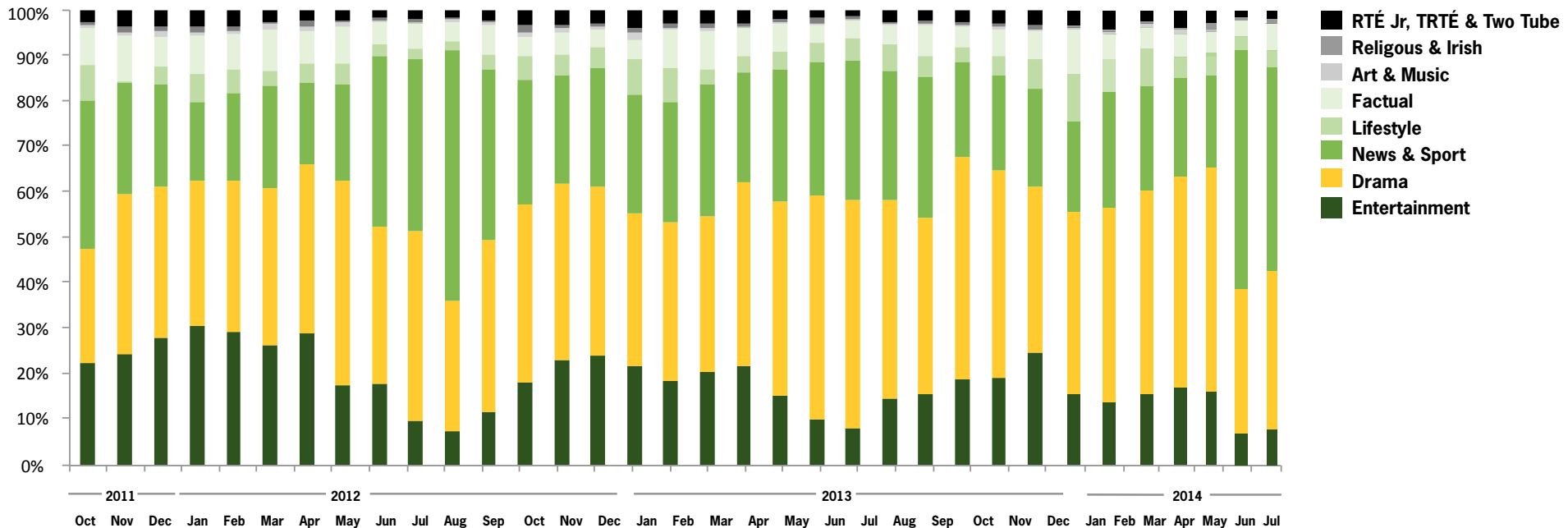
RTE TWO

RTÉ Player Programme Category Analysis



- News & Sport accounted for 40% of views on the RTÉ Player in July, with the World Cup remaining the most in-demand content

RTÉ Player Programme Category Analysis



34,000 Streams

Shortland Street

BROADCAST THU 24 JUL 2014 NEXT BROADCAST RTE ONE, FRI 25 JUL 2014

5 Episodes Available



RTE.ie

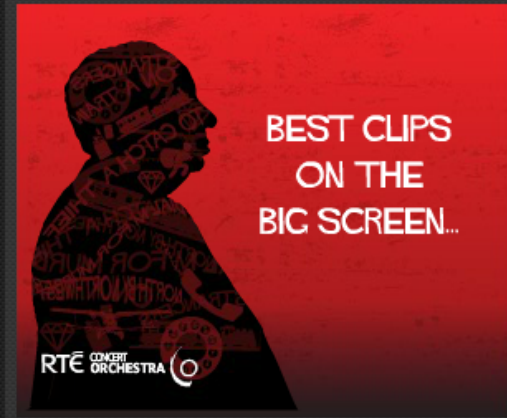
RTE ONE 7 days remaining Duration: 22mins

Tweet Like Share

Watching it Add to Favourites

Season 19, Episode 156
Hospital drama set in an accident and emergency ward.

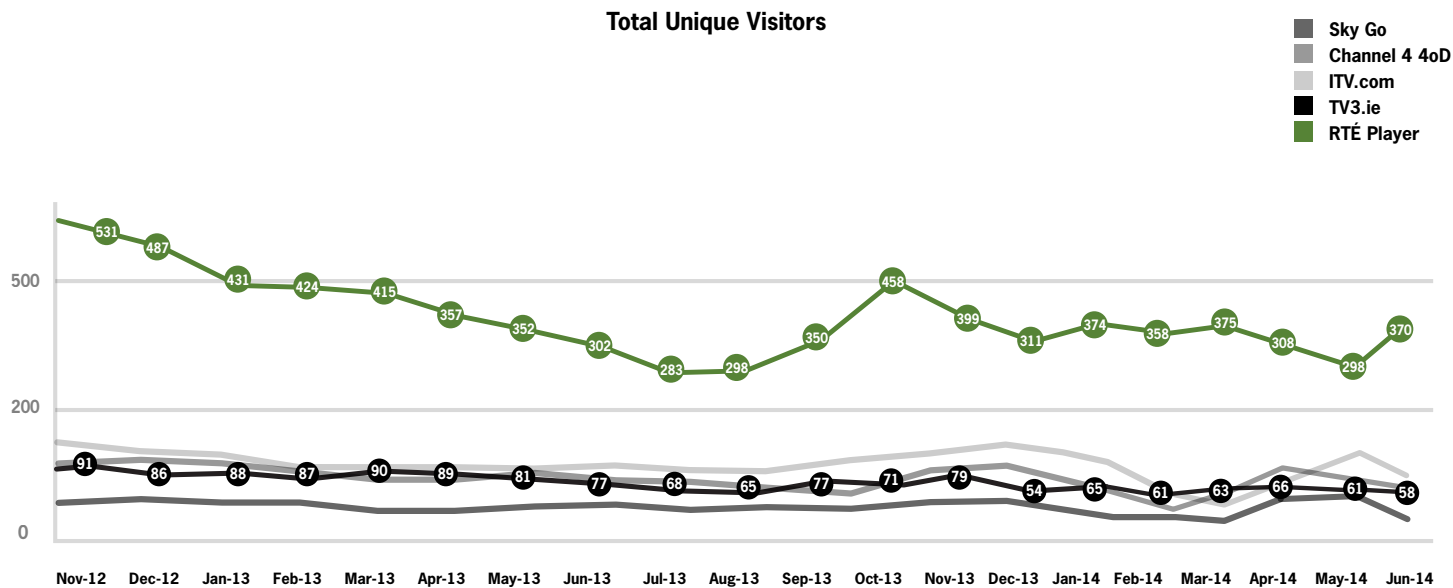
Website Facebook @RTEplayer



MOST POPULAR

- 1 Home and Away Wed 23 July 2014
- 2 Fair City Wed 23 July 2014
- 3 CSI: Crime Scene Investigation Wed 23 July 2014
- 4 Neighbours Wed 23 July 2014
- 5 EastEnders Tue 22 July 2014
- 6 Home and Away Thu 24 July 2014

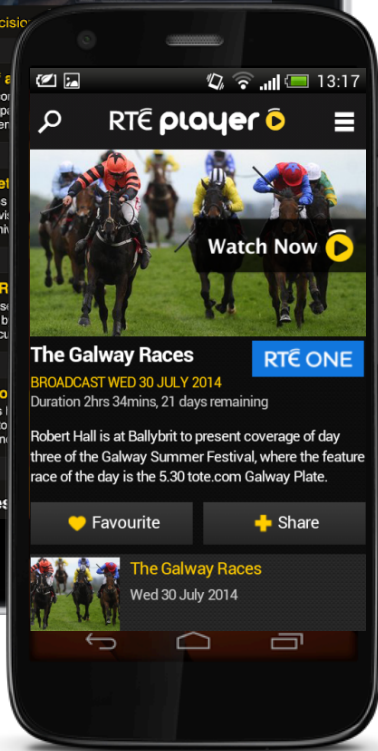
The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set



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

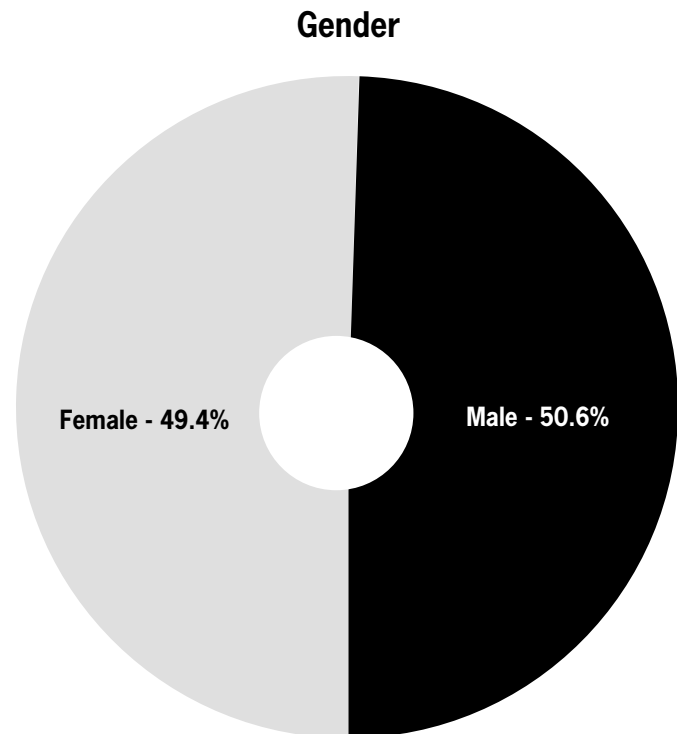
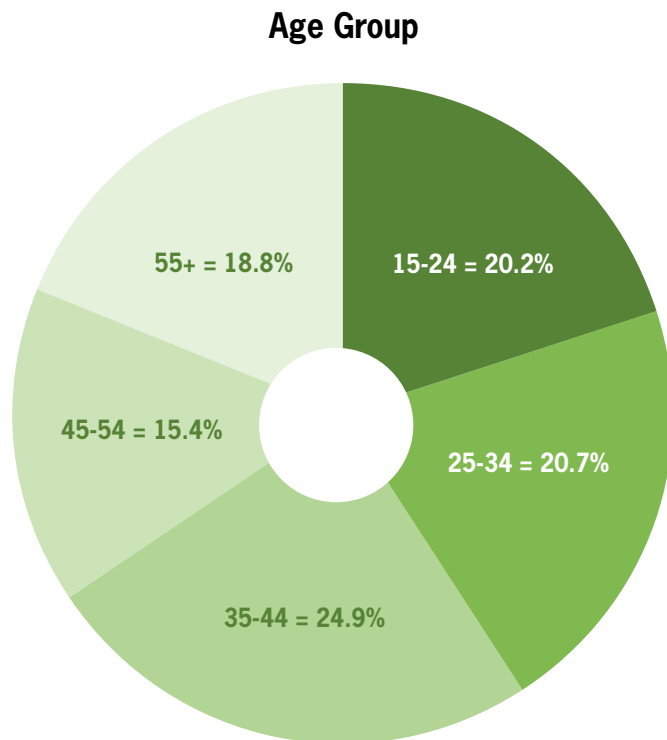
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- The number of Irish unique visitors to the (desktop) RTÉ Player in June 2014 increased sharply to 370,000



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 June fell within the 15-34 age group
- Just over 50% of users were Male

