

RTÉ Player

June 2014 Review

RTÉ player 

RTÉ digital
imaginemore 

RTÉ Player Summary

		Month on Month change
Streams	4,996,000	8%
Unique Browsers (RTÉ.ie/Player)	854,000	13%
Average Streams per Browser (RTÉ.ie/Player)	2.9	-11%
Page Impressions	18,922,000	26%
International share of streams	7.9%	
Total number of app downloads to end June	1,231,000	

TOP SERIES

STREAMS

1	2014 FIFA WORLD CUP	1,436,000
2	FAIR CITY	309,000
3	EASTENDERS	233,000
4	HOME AND AWAY	218,000
5	APRES MATCH	131,000
6	THE SUNDAY GAME LIVE	125,000
7	LATEST IRISH NEWS	124,000
8	NEIGHBOURS	106,000
9	NINE NEWS	63,000
10	THE SUNDAY GAME	61,000

watch live



2014 FIFA World Cup: Uruguay v England

Roy Hodgson's England side look to stay in contention in Group D against a tough Uruguay side

World Cup: 1.4m Streams in June and 2.5m to 12th July (Euro 2012 Total = 950,000)

- 3 **Neighbours**
Thu 19 June 2014 
- 4 **Fair City**
Thu 19 June 2014 
- 5 **2014 FIFA World Cup: Spain v Chile**
Wed 18 June 2014 

LATEST PROGRAMMES

LATEST | YESTERDAY | TUESDAY | MONDAY | MORE  



Summer Suppers
Thu 19 June 2014



Fair City
Thu 19 June 2014



Getaways
Thu 19 June 2014



Six One News
Thu 19 June 2014



European Weather
Thu 19 June 2014



Neighbours
Thu 19 June 2014

LIVE TV

Currently Playing

- RTÉ ONE** **RTÉ News: Nine O'Clock and Weather**
- RTÉ TWO** **2014 FIFA World Cup**
- RTÉ NEWS NOW** **Latest Irish News**

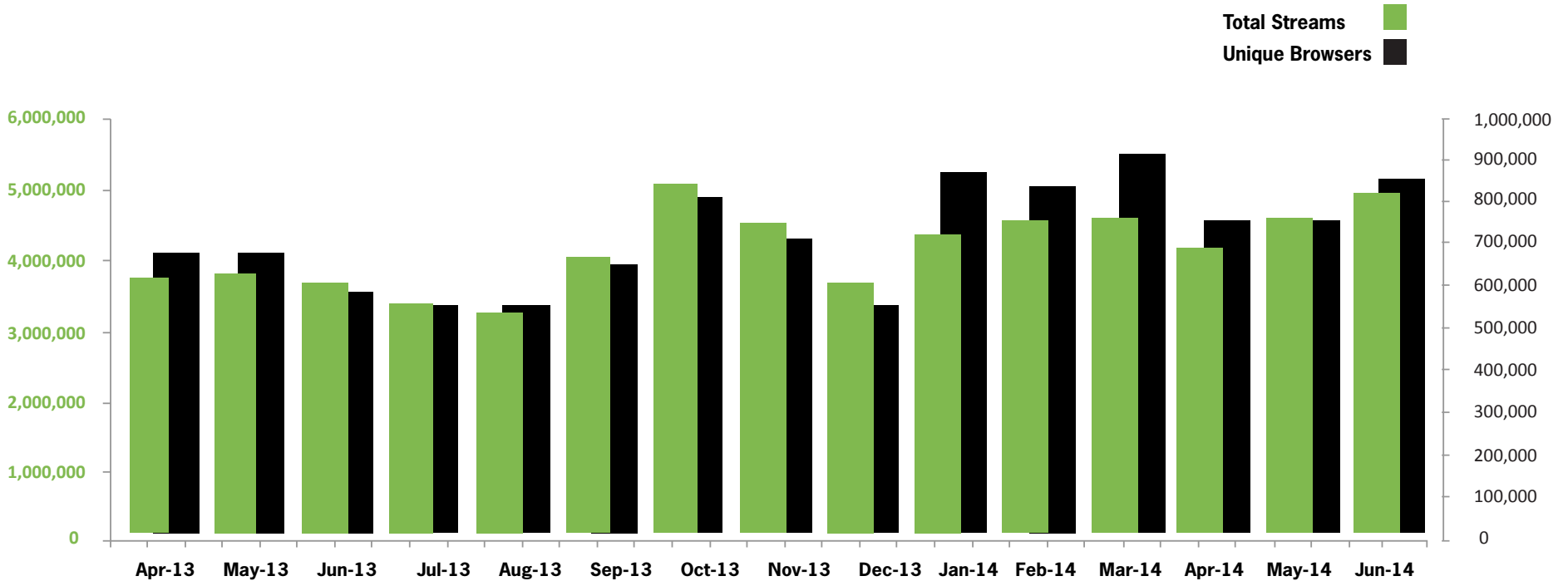
Coming Up

- RTÉ ONE** **Prime Time**
- RTÉ TWO** **RTÉ News on Two and World Forecast**
-  **Gaspard and Lisa**
- RTÉ NEWS NOW** **Latest Irish News**

RTÉ CURRENT AFFAIRS:



RTÉ Player Monthly Streams & Unique Browsers



- There were almost 5m stream views in June, up 42% year on year



Add to Favourites



Fair City

Orla reaches breaking point when it looks as if Wayne will be a no-show for their wedding

Fair City: 309,000 Streams

- 1 **...**
Wed 11 June 2014
- 2 **Home and Away**
Wed 11 June 2014
- 3 **The Big Bang Theory**
Wed 11 June 2014
- 4 **Nine News**
Wed 11 June 2014
- 5 **Blue Bloods**
Wed 11 June 2014

LATEST PROGRAMMES

LATEST | YESTERDAY | TUESDAY | MONDAY | MORE

Room to Improve
Wed 11 June 2014

Operation Transformation
Wed 11 June 2014

Common Law
Wed 11 June 2014

Space Shuttle Columbia: Mission Of Hope
Wed 11 June 2014

At Your Service
Wed 11 June 2014

Oireachtas Report
Wed 11 June 2014

LIVE TV

Currently Playing

- RTE ONE** Leaders' Questions
- GEO** Ben and Holly's Little Kingdom
- RTE NEWS NOW** Latest Irish News

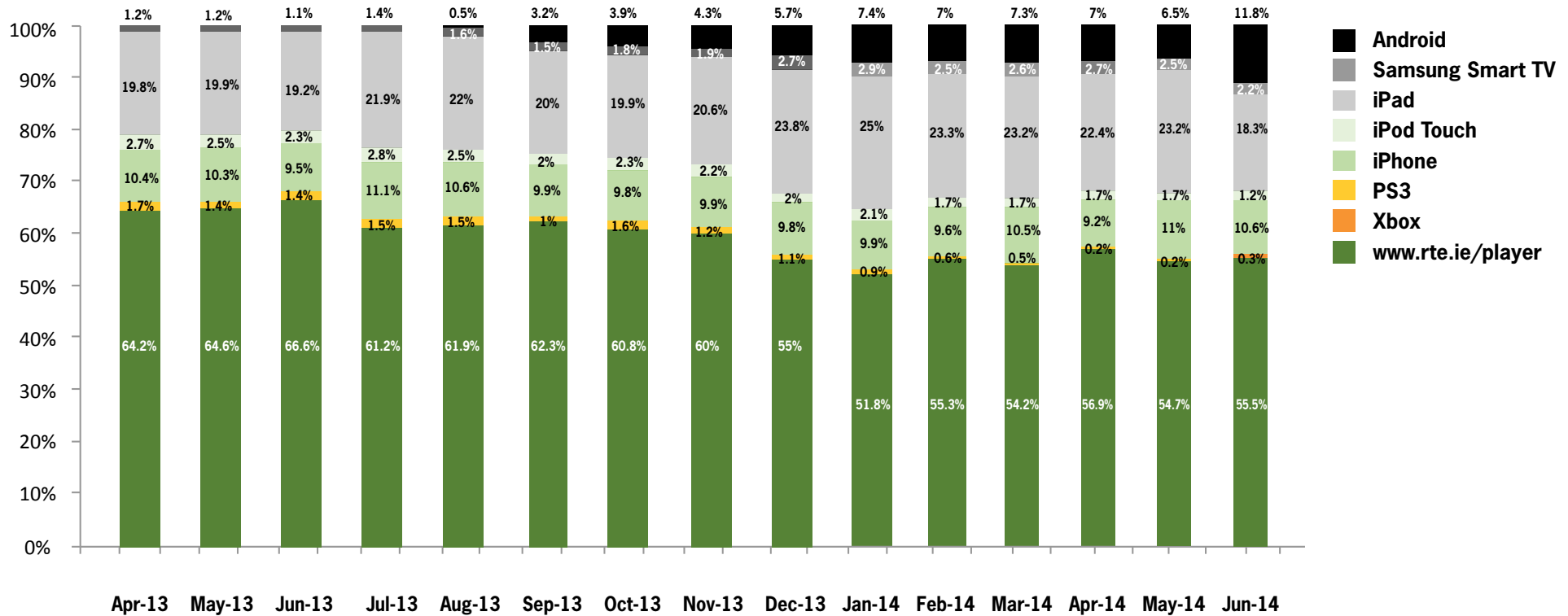
Coming Up

- RTE ONE** Telly Bingo
- RTE TWO** Spraoi
- GEO** Peppa Pig
- RTE NEWS NOW** Latest Irish News

RTE CURRENT AFFAIRS: MOTHER & BABY HOMES

RTÉ Player Consumption by Platform


Share of Streams

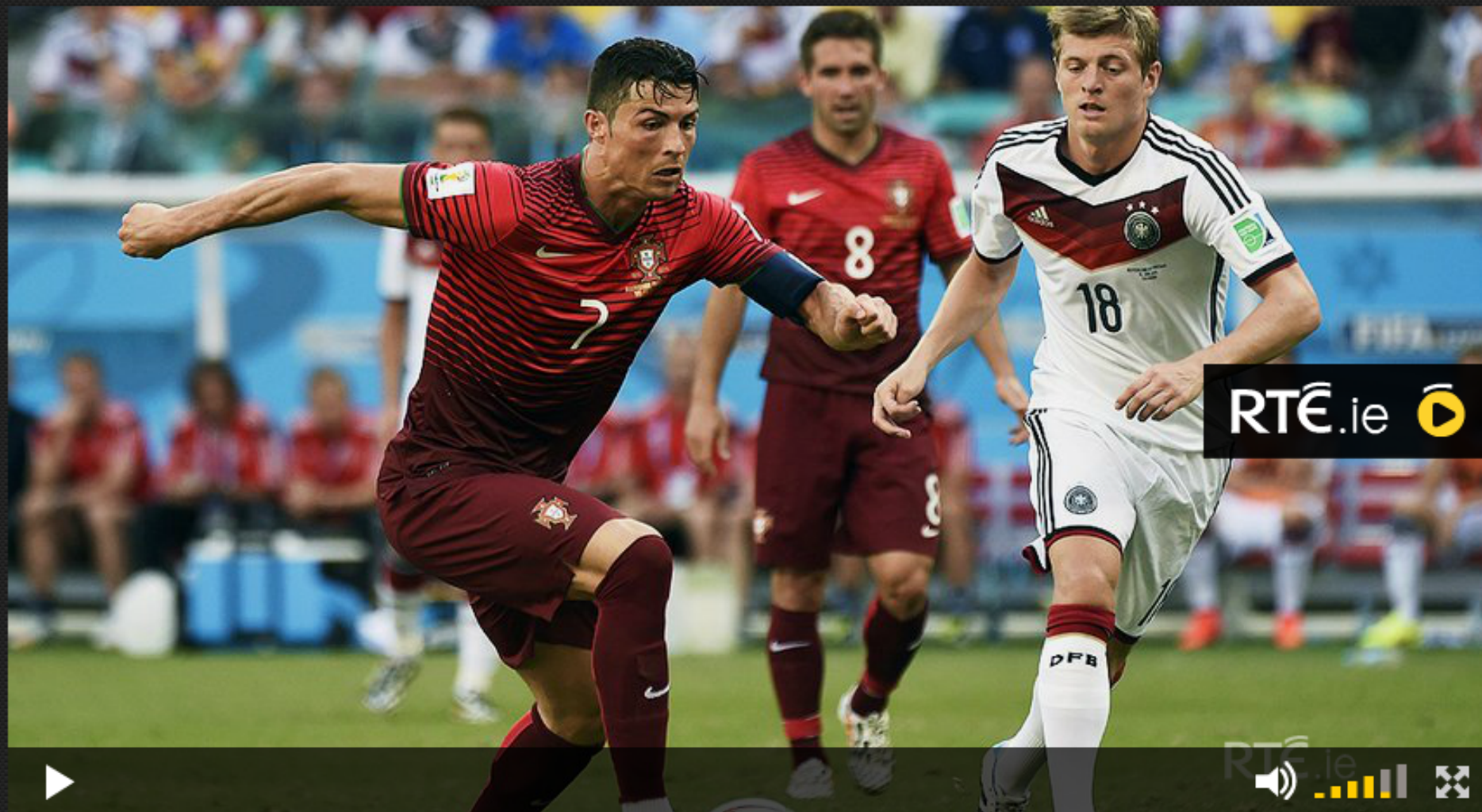



- The desktop version of the RTÉ Player accounted for 56% of streams in June
- Android grew to almost 12%

2014 FIFA World Cup: Germany v Portugal

BROADCAST MON 16 JUN 2014

90 Episodes Available 



RTÉ.ie 



RTÉ Player Top 20 Programmes in June

Top Series, All Platforms (except UPC TV)

	TOP SERIES	STREAMS
1	2014 FIFA WORLD CUP	1,436,000
2	FAIR CITY	309,000
3	EASTENDERS	233,000
4	HOME AND AWAY	218,000
5	APRES MATCH	131,000
6	THE SUNDAY GAME LIVE	125,000
7	LATEST IRISH NEWS	124,000
8	NEIGHBOURS	106,000
9	NINE NEWS	63,000
10	THE SUNDAY GAME	61,000
11	SIX ONE NEWS	46,000
12	THE BIG BANG THEORY	46,000
13	(WEB-ONLY) LIVE GAA: CORK V WATERFORD	39,000
14	HOW TO BE HAPPY	35,000
15	PRIME TIME	34,000
16	BLUE BLOODS	33,000
17	THE MENTALIST	32,000
18	THE SAVAGE EYE	32,000
19	THE GOOD WIFE	32,000
20	SHORTLAND STREET	31,000

watch now

Home & Away: 218,000 Streams



Home and Away

Bianca is concerned Heath is having second thoughts

Morning Edition

Featuring the latest on the Iraq Islamic insurgency, men's health week, pare...



Thu 12 June 2014

Room to Improve

Architect Dermot Bannon goes to work transforming a dilapidated, woodwor...



Thu 12 June 2014

Operation Transf...

A review of the programme's first-ever National Blood Pressure...



Thu 12 June 2014

Space Shuttle Co...

The story of Colonel Ilan Ramon, a fighter pilot and son of Holocaust surviv...



Thu 12 June 2014

Common Law

Travis and Wes swap lives during an exercise to help them better understand...



Thu 12 June 2014

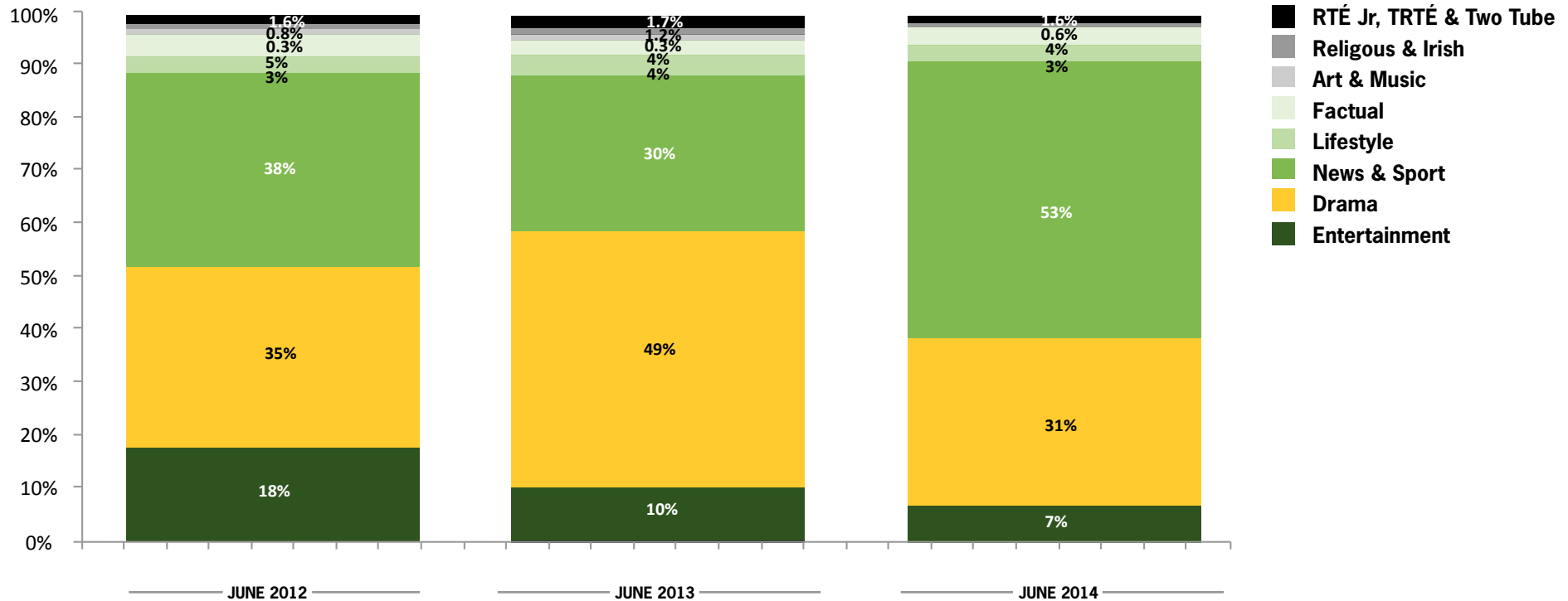
At Your Service

Hoteliers Francis and John Brennan advise Mairead and Brendan Ti...



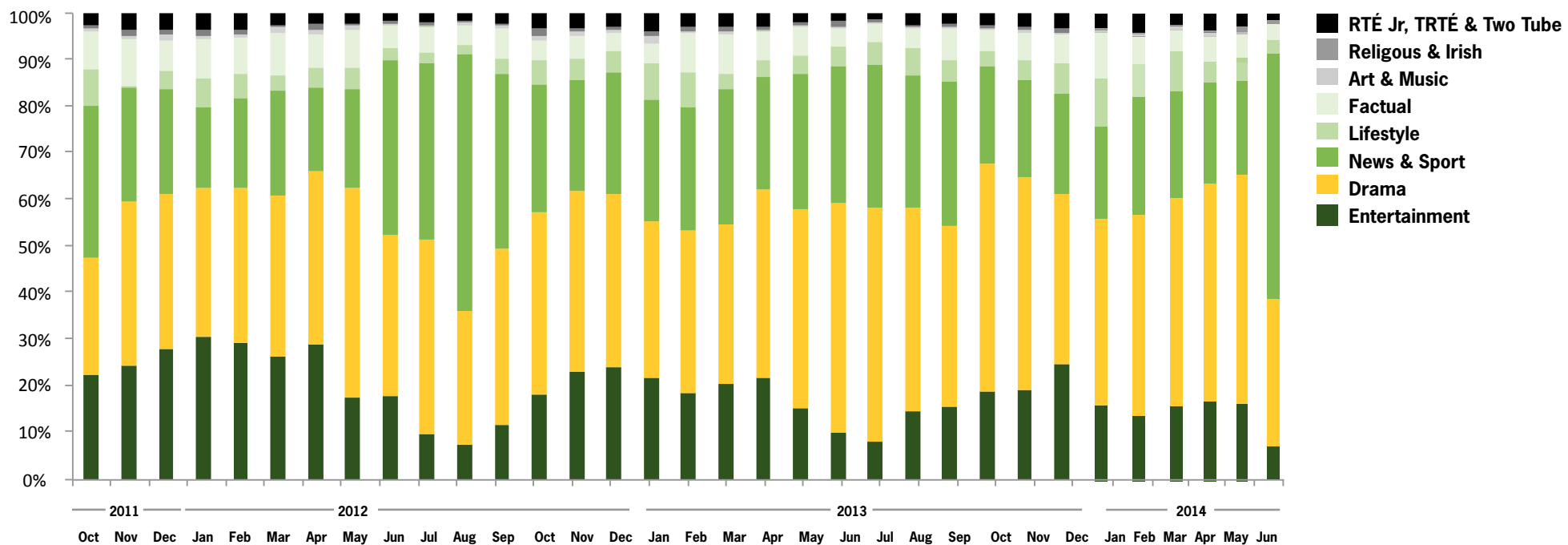
Thu 12 June 2014

RTÉ Player Programme Category Analysis



- News & Sport accounted for over half of views on the RTÉ Player in June


RTÉ Player Programme Category Analysis



Apres Match: 131,000 Streams

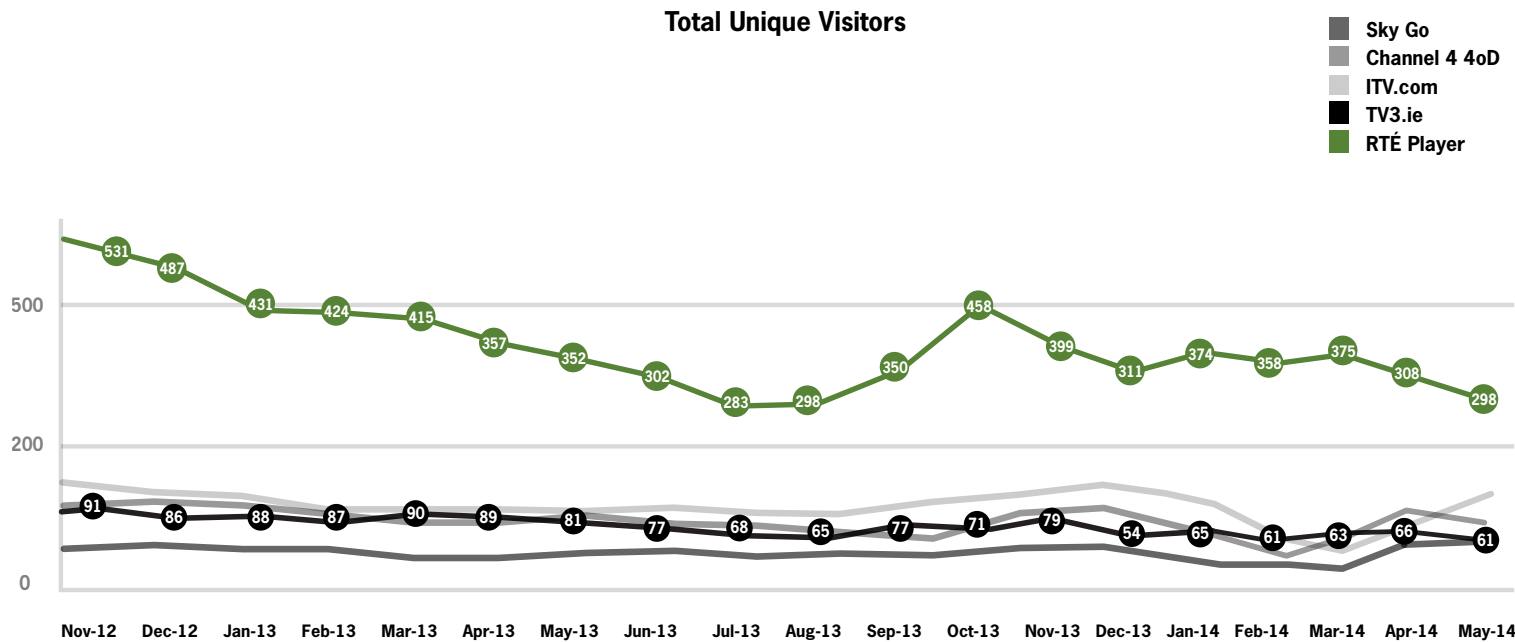
Apres Match

BROADCAST TUE 24 JUN 2014

17 Episodes Available 



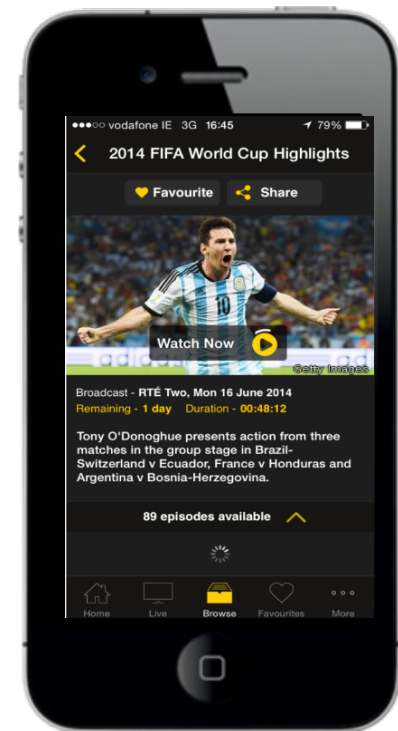
The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set



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

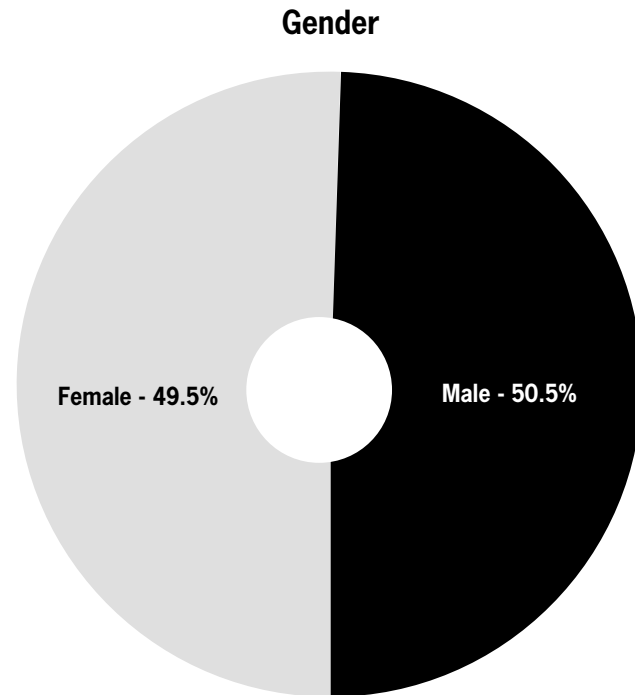
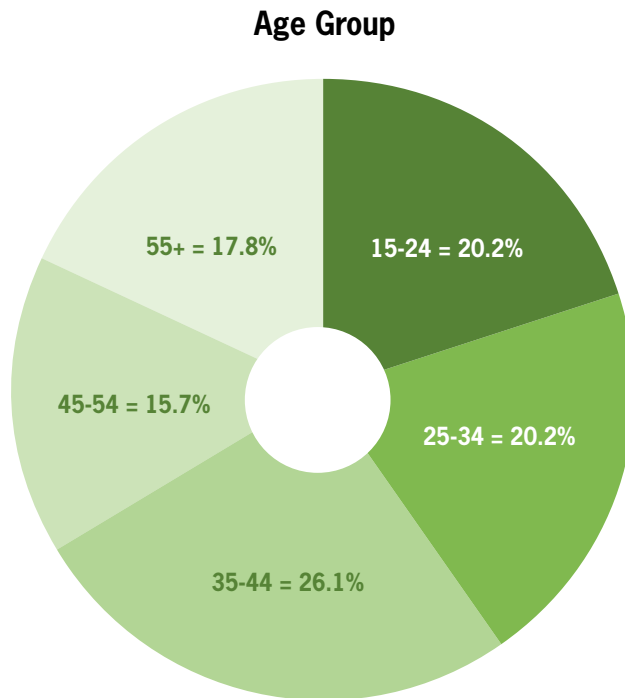
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- The number of Irish unique visitors to the (desktop) RTÉ Player in May 2014 was just under 300,000



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

