

# RTÉ Player

## November 2014 Review

RTÉ player 

RTÉ digital  
imaginemore 

# RTÉ Player Summary

Streams	4,233,000	Month on Month change -7%
Page Impressions	18,441,000	-28%
International share of streams	14.1%	
Total number of app downloads	1,429,000	

## TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	311,000
2	LOVE/HATE	205,000
3	EASTENDERS	172,000
4	FAIR CITY	168,000
5	THE LATE LATE SHOW	156,000
6	THE LATE LATE TOY SHOW	146,000
7	THE FALL	108,000
8	LIVE AUTUMN RUGBY INTERNATIONAL	106,000
9	LATEST IRISH NEWS	96,000
10	HOMELAND	71,000

## The Fall

**BROADCAST** SUN 09 NOV 2014    **NEXT BROADCAST** RTÉ ONE, SAT 22 NOV 2014


**108,000 Streams**

new series






**RTÉ ONE**


10 days remaining    Duration: 59mins

 Parental Controls

 Tweet 10

 Like  Share 38

Watching it 

Add to Favourites 

### Season 2, Episode 1

New series. Spector arrives in Belfast to find someone from his past has been helping police with their inquiries.

 Website

 Facebook

 @RTEplayer



Made in Ireland 

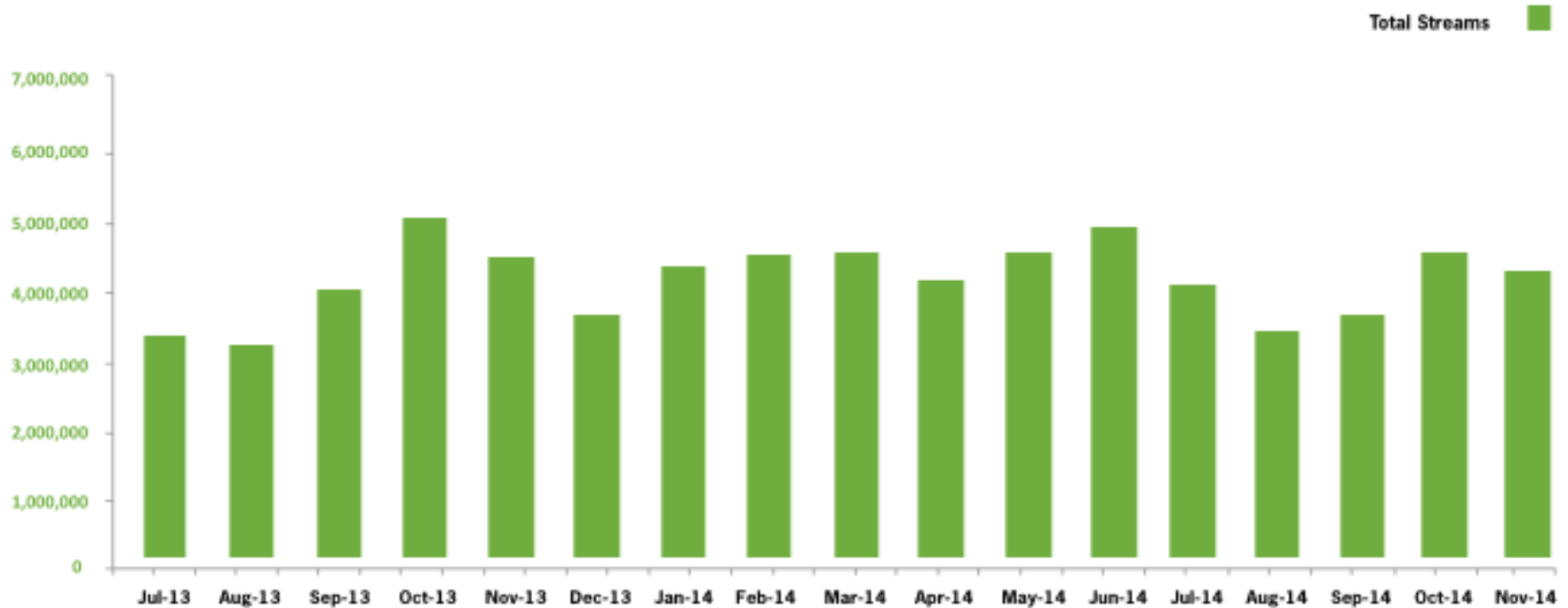
**FIGHT TOUGH PAIN**

Contains Paracetamol

### MOST POPULAR

- 1 One Million Dubliners**  
Thu 20 November 2014 
- 2 Home and Away**  
Thu 20 November 2014 
- 3 Fair City**  
Thu 20 November 2014 
- 4 EastEnders**  
Thu 20 November 2014 
- 5 Game On: International Rugby Special**  
Thu 20 November 2014 
- 6 Home and Away**  
Fri 21 November 2014 

## RTÉ Player Monthly Streams



- There were over 4.2m streams served during the month – higher than August and September



15,000 Streams

## One Million Dubliners

BROADCAST THU 20 NOV 2014





RTE ONE

21 days remaining Duration: 1hr 18mins

 Tweet 45

 Like  Share 171

Watching it 

Add to Favourites 

Documentary exploring stories surrounding Glasnevin Cemetery in Dublin, which is the country's largest non-denominational graveyard.

 Website

 Facebook

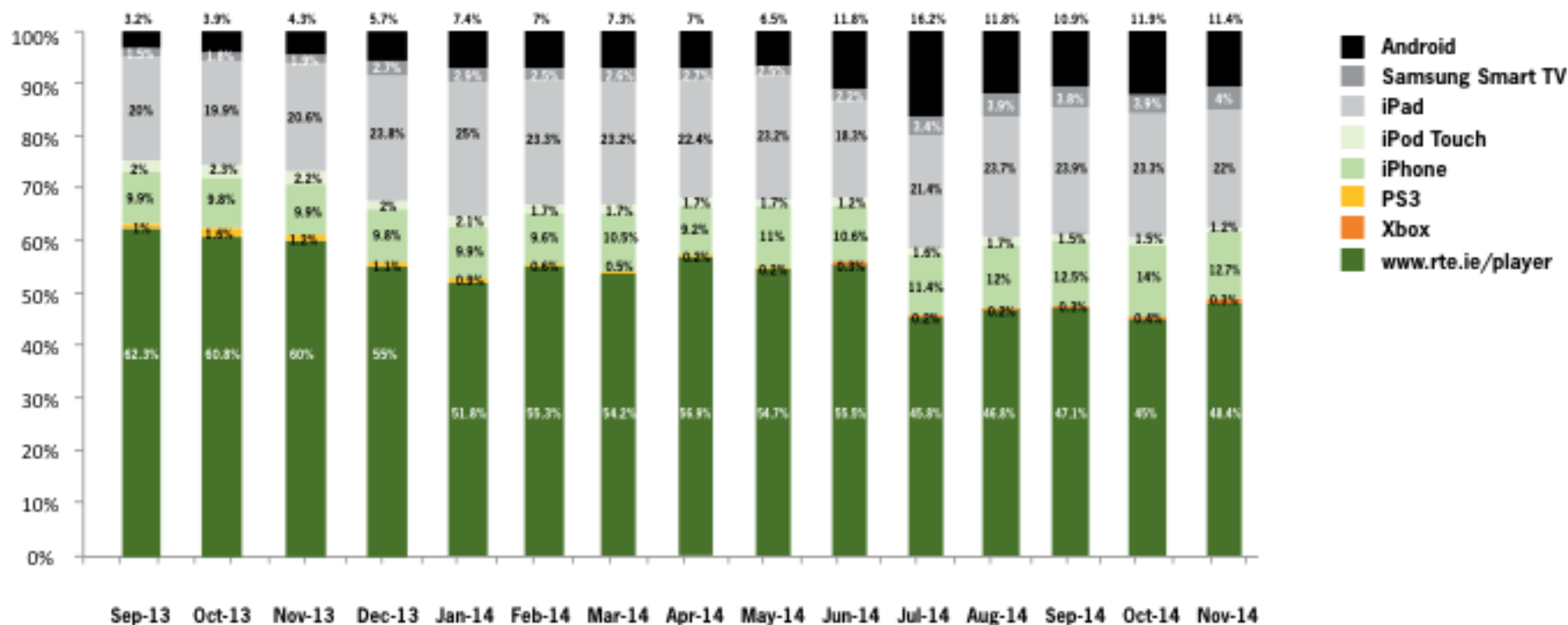


### MOST POPULAR

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# RTÉ Player Consumption by Platform

Share of Streams



- Desktop activity was closer to 50% in November
- The iPad remains the top portable device, with 22% of stream starts



## RTÉ News Special: Water Charges


BROADCAST WED 19 NOV 2014




**RTÉ ONE**

19 days remaining Duration: 1 hr 26mins

 Tweet  Like  Share  10

Watching it 

Add to Favourites 

Sharon Ní Bheoláin presents coverage of Minister for the Environment Alan Kelly's announcement of the revised package of measures regarding water charges.

 [Website](#)

 [Facebook](#)

 [@RTÉplayer](#)



### MOST POPULAR

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# RTÉ Player Top 20 Programmes in November

Top Series, All Platforms (except UPC TV)

## TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	311,000
2	LOVE/HATE	205,000
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10	HOMELAND	71,000
11	REPUBLIC OF TELLY	71,000
12	NEIGHBOURS	67,000
13	NINE NEWS	55,000
14	AUTUMN RUGBY INTERNATIONALS	51,000
15	EURO 2016 QUALIFIER	49,000
16	CONNECTED	46,000
17	SIX ONE NEWS	41,000
18	CHAMPIONS LEAGUE LIVE	39,000
19	THE SATURDAY NIGHT SHOW	39,000
20	THE BIG BANG THEORY	35,000



## The Late Late Toy Show

**BROADCAST** FRI 28 NOV 2014

**NEXT BROADCAST** RTE ONE, FRI 05 DEC 2014



RTE.ie 





*Cleaning Trolley*

**19.99**

From Thursday 4<sup>th</sup> December

**RTE ONE** 15 days remaining Duration: 2hrs 3mins

 Tweet 40  Like  Share 452

Watching it  Add to Favourites 

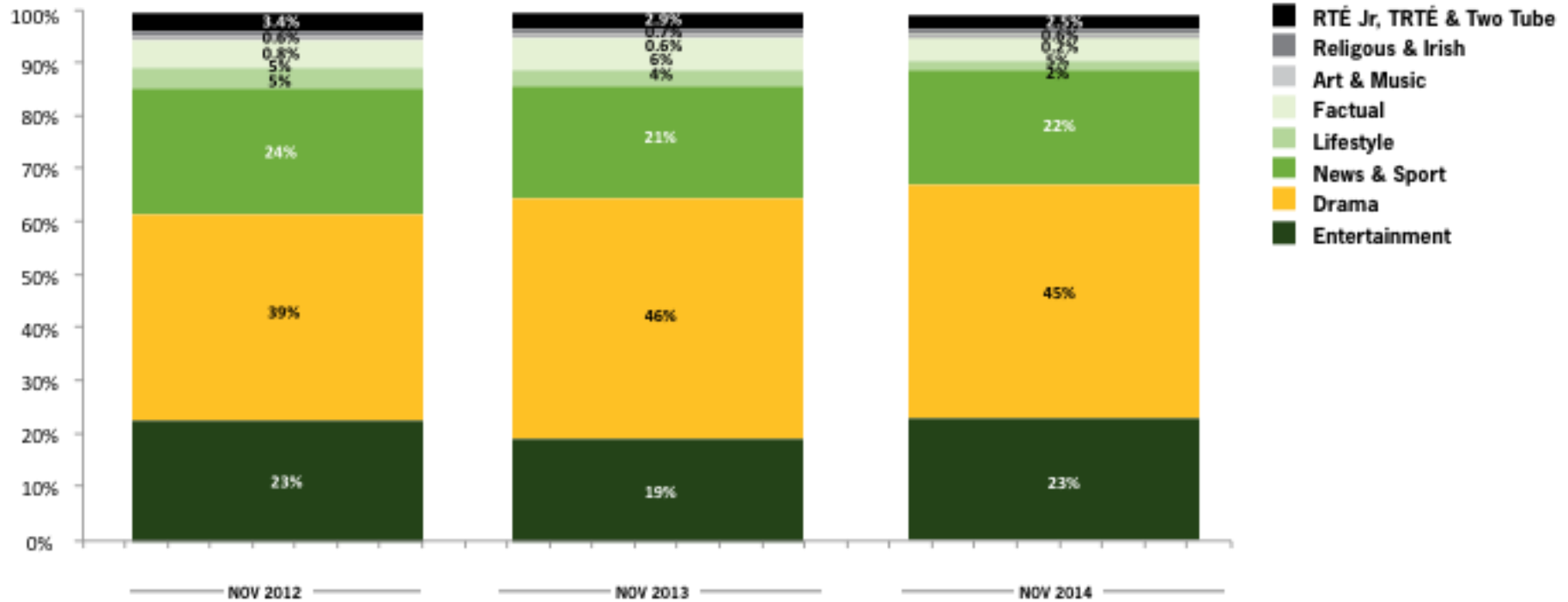
Ryan Tubridy presents The Late Late Toy Show featuring a guide to the best toys to buy this Christmas, as tested by children from all over the country.

-  Website
-  Facebook
-  @RTEplayer

### MOST POPULAR

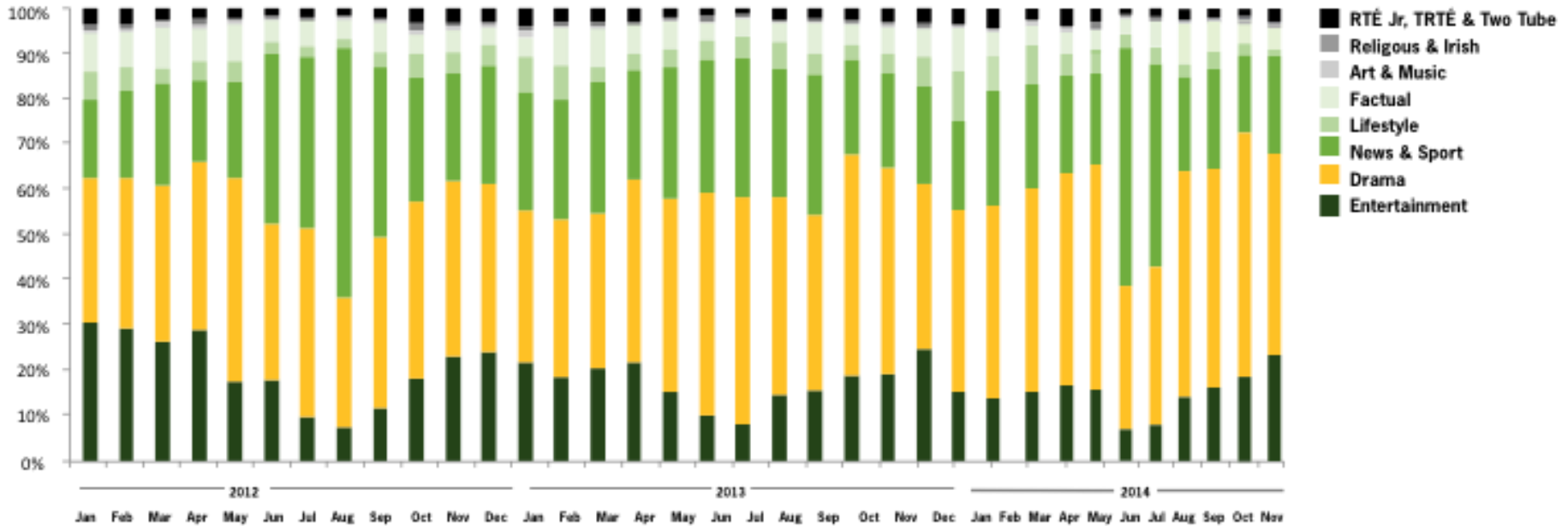
- Home and Away**  
Thu 04 December 2014 
- EastEnders**  
Thu 04 December 2014 
- High Hopes Choir**  
Thu 04 December 2014 
- Prime Time**  
Thu 04 December 2014 
- Fair City**  
Thu 04 December 2014 
- Maia Dunphy's What Women Want**  
Thu 04 December 2014 

# RTÉ Player Programme Category Analysis



- Entertainment grew to 23% of stream starts in November, boosted by the first few days catch-up of The Late Late Toy Show at the end of the month

# RTÉ Player Programme Category Analysis







## #trending

BROADCAST THU 13 NOV 2014

NEXT BROADCAST RTE 2, SUN 23 NOV 2014



**RTE 2**

14 days remaining


Duration: 24mins




Tweet 3



Like Share 8

Watching it 

Add to Favourites 

### Season 1, Episode 4

Darren Kennedy meets Cavan four piece rock band The Strypes, and visits designer Danielle Romeril's London studio.

 Website

 Facebook

 @RTEplayer



### MOST POPULAR

1 **One Million Dubliners**  
Thu 20 November 2014



2 **Home and Away**  
Thu 20 November 2014



3 **Fair City**  
Thu 20 November 2014



4 **EastEnders**  
Thu 20 November 2014



5 **Game On: International Rugby Special**  
Thu 20 November 2014

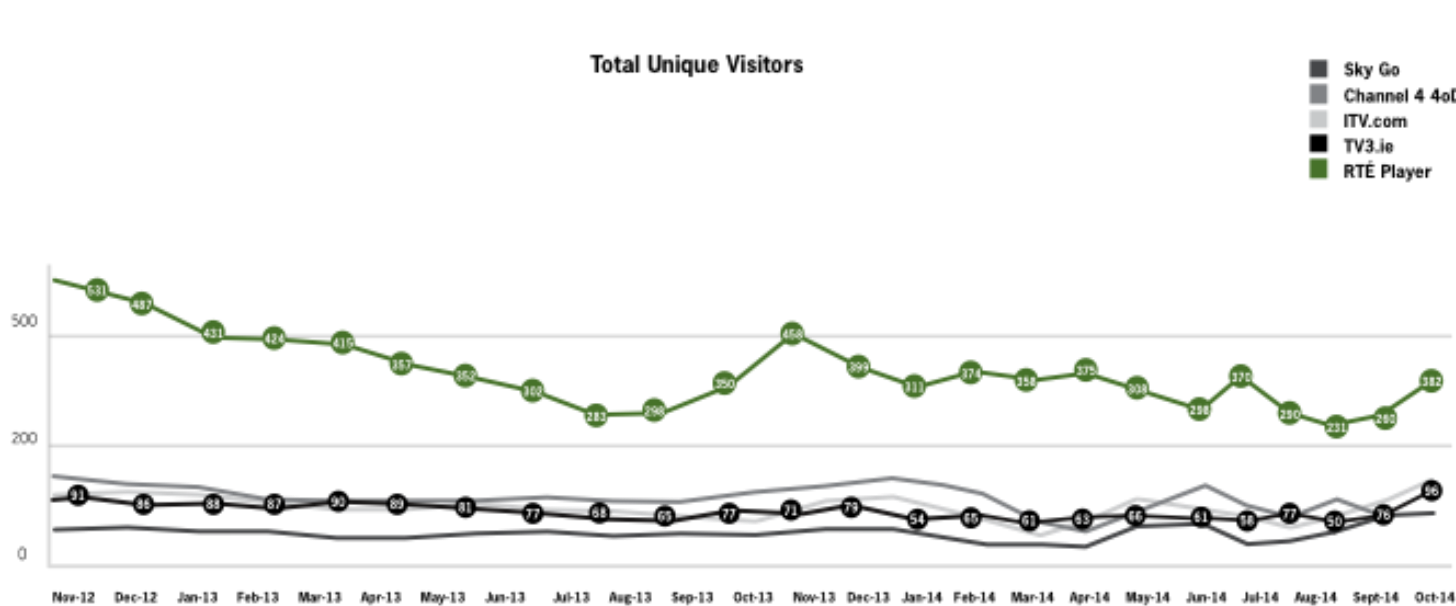


6 **Home and Away**





# 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 382,000 unique Irish visitors to the desktop version of the RTÉ Player in October 2014, according to comScore MMX

17:37 100%

Favourites Settings Find

**watch live**



**Live: Live Autumn Rugby International**

Coverage of the final match of Ireland's autumn schedule between Ireland v Aust...

**One News**  
The One O'Clock News followed by Weather.  
Sat 22 November 2014

**Keeping Up App...**  
Hyacinth plans a main supper, but events take an unexpected turn.  
Sat 22 November 2014

**Junior Masterchef**  
Chefs, Donal Skehan and John Torode, will attempt to find the best young chef.  
Sat 22 November 2014

**Lark Rise to Ca...**  
The appearance of a teacher presents Sir Timothy with a rival.  
Sat 22 November 2014

**The Curious Wor...**  
Join Professor Fun in The Curious World where she helps Artist Laura to make a masterpiece.  
Sat 22 November 2014

**Next Week's Ne...**  
Bernard O'Shea hosts comedy panel show, inviting team captain.  
Sat 22 November 2014

**Masters of Sex**  
Masters treats a couple for infertility privately, without revealing his relationship.  
Fri 21 November 2014

**The Late Late S...**  
Fresh from his sold-out show in Vicar Street, O'Brain pops into street.  
Fri 21 November 2014

Home Live Programmes

16:00

RTÉ player



**Storytime** **RTÉ 2**

BROADCAST FRI 21 NOVEMBER 2014  
Duration 4mins, 11 days remaining

Set in the cosy corner of the library, Storytime features one of the RTÉjr team telling us a story each day.

Favourite Share

**Storytime**  
Fri 21 November 2014

16:07

RTÉ player



**Maia Dunphy's What Women Want** **RTÉ 2**

BROADCAST THU 20 NOVEMBER 2014  
Duration 52mins, 21 days remaining


New series. Presenter Maia Dunphy explores women's relationship with food, including why some continue to fall for fad diets. She also examines her own health.

PS

Favourite Share

21:38 100%

Favourites Settings Find



**THE LATE LATE SHOW**  
*Toy*  
**TOP TEN MOMENTS**

**The Late Late Toy Show Top 10 Mo...**

Catch up on our top 10 moments from previous Late Late Toy Shows

**Two Tube**  
Bláthnaid and Stephen catch up with the stars of today and tomorrow. From...  
Wed 26 November 2014

**European Weather**  
The latest European Weather.  
Wed 26 November 2014

**News with Signing**  
News with Signing, Irish Sign Language (ISL) programme.  
Wed 26 November 2014

**The Late Late Sh...**  
The Late Late Toy Show returns on 28th November on RTÉ One at 9:35pm...  
Wed 26 November 2014

**Today**  
Daily magazine show featuring entertainment and celebrity news, con...  
Wed 26 November 2014

**News2Day**  
Domestic and international news items of interest to younger viewers.  
Wed 26 November 2014

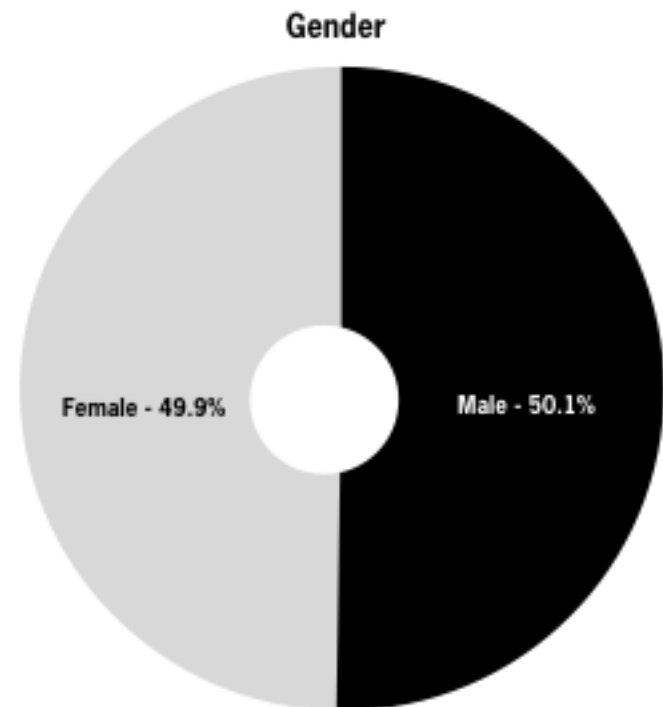
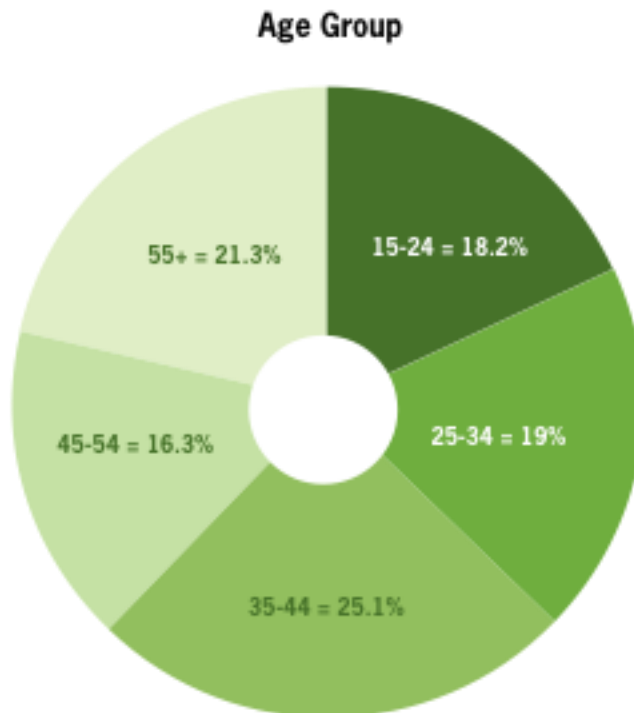
**elev8**  
Children's entertainment with the TRTE presenters.  
Wed 26 November 2014

**Celebrity Master...**  
At the halfway point of the competition, the six remaining cooks receive...  
Wed 26 November 2014

Home Live Programmes Help

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

Share of Irish Unique Users of the RTÉ Player



- The 35-44 age group was the largest cohort in October, but 37% of desktop users were 15-34

