

# RTÉ Player

## October 2014 Review

RTÉ player 

RTÉ digital  
imaginemore 

## RTÉ Player Summary

		Month on Month change
Streams	4,572,000	23%
Page Impressions	20,749,000	35%
International share of streams	11.0%	
Total number of app downloads	1,389,000	

## TOP SERIES

	PROGRAMMES	STREAMS
1	LOVE/HATE	609,000
2	HOME AND AWAY	352,000
3	EASTENDERS	273,000
4	FAIR CITY	267,000
5	DAMO AND IVOR	155,000
6	LATEST IRISH NEWS	120,000
7	THE LATE LATE SHOW	115,000
8	EURO 2016 QUALIFIER	105,000
9	NEIGHBOURS	94,000
10	CONNECTED	85,000

## Love/Hate

**BROADCAST** SUN 09 NOV 2014    **NEXT BROADCAST** RTE ONE, TUE 11 NOV 2014



**series finale**




**RTE ONE**


7 days remaining    Duration: 51mins

**MA** Parental Controls

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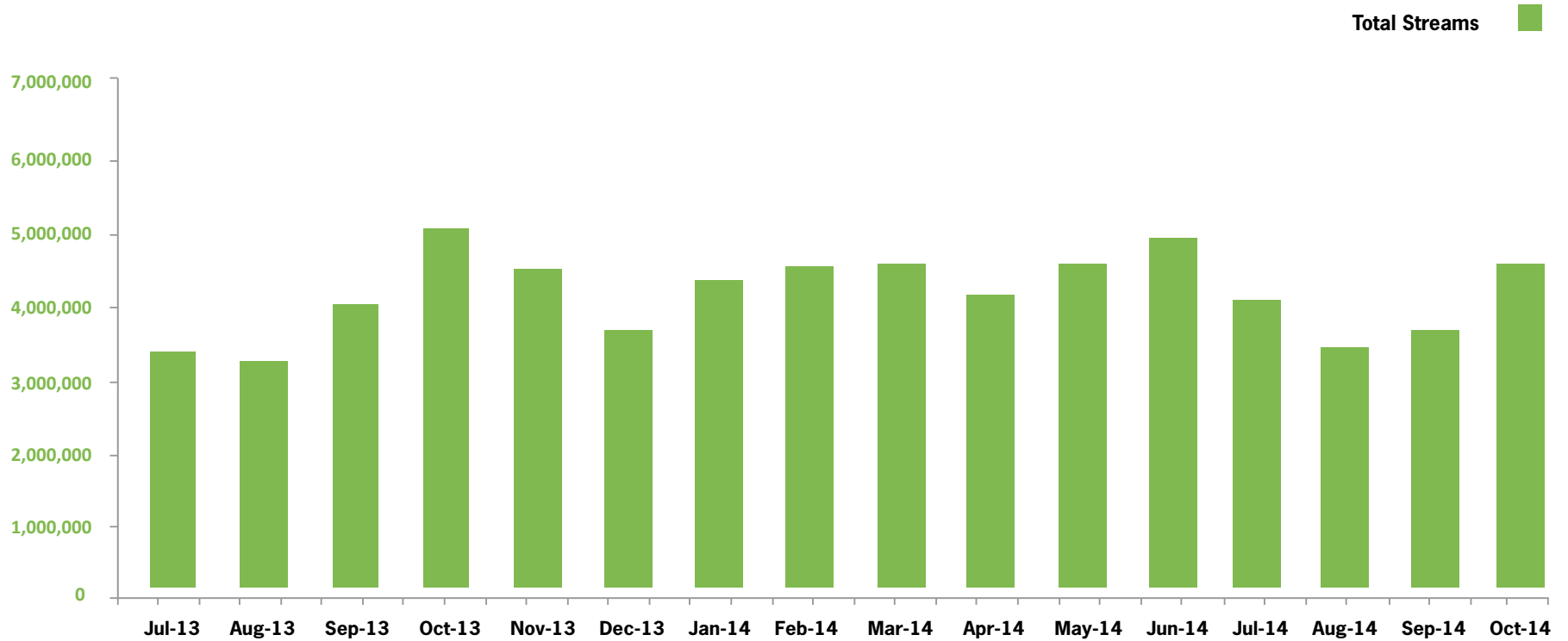
Bank of Ireland is regulated by the Central Bank of Ireland

**Bank of Ireland**   
For small steps, for big steps, for life.

### MOST POPULAR

- 1 Love/Hate**  
Sun 09 November 2014 
- 2 The Fall**  
Sun 09 November 2014 
- 3 Fair City**  
Sun 09 November 2014 
- 4 Autumn Rugby Internationals**  
Sat 08 November 2014 

# RTÉ Player Monthly Streams




- The RTÉ Player had the highest monthly stream traffic since June

N.B. The Unique Browsers measure is currently unavailable

## Vikings

**BROADCAST** MON 20 OCT 2014    **NEXT BROADCAST** RTE 2, MON 10 NOV 2014





RTE.ie 




**RTE 2** Expires Today    Duration: 44mins    **MA** Parental Controls

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**Season 2, Episode 5**

 [Website](#)



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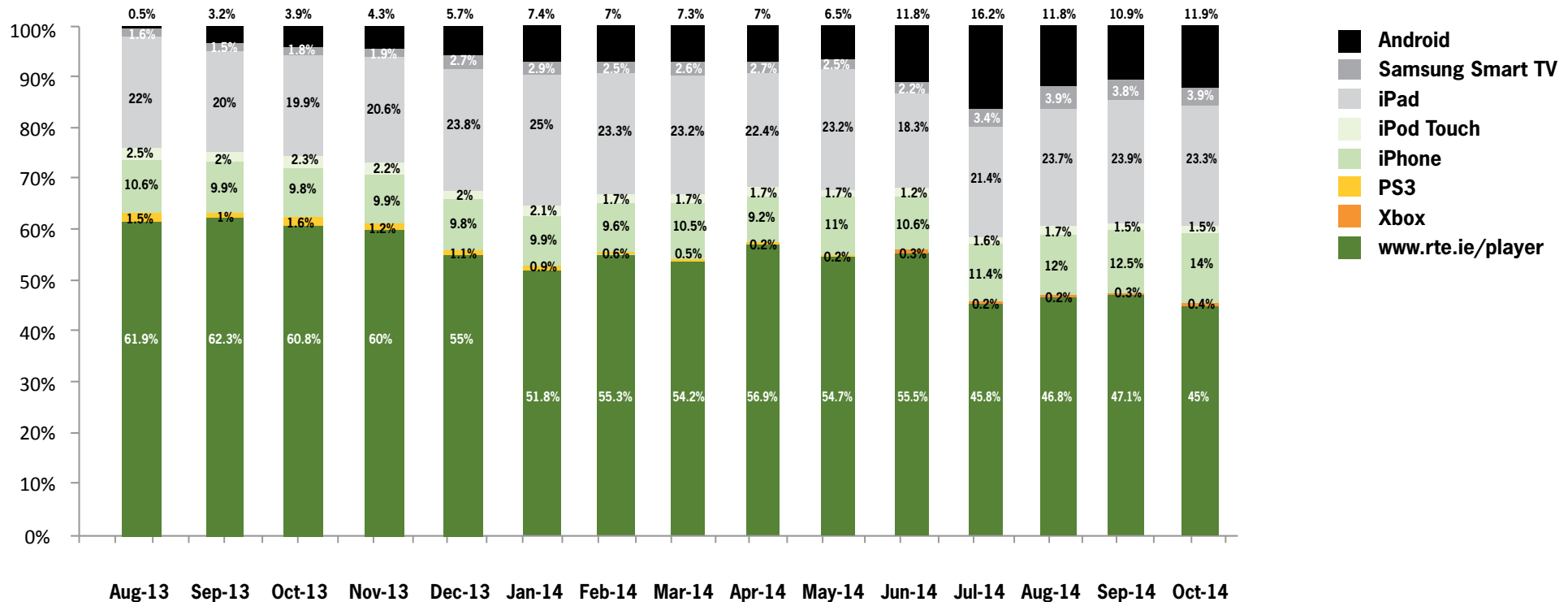
### MOST POPULAR

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Sun 09 November 2014 
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Sun 09 November 2014 
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Sat 08 November 2014 
- 5 Nine News**  
Sun 09 November 2014 



# RTÉ Player Consumption by Platform

Share of Streams



- iPhone share grew to 14% in October
- The desktop version accounts for 45% of streaming activity

## Fair City



**BROADCAST** TUE 21 OCT 2014    **NEXT BROADCAST** RTE ONE, MON 10 NOV 2014



RTE.ie 

**RTE ONE** Expires Tomorrow    Duration: 24mins

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A desperate Hughie seeks financial backing, while Renee faces up to his drinking problem, and Dermot finds himself caught in the middle of Paul and Niamh's conflict.

 [Website](#)



**National Enterprise Week**  
14th - 21st November

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Sun 09 November 2014 

# RTÉ Player Top 20 Programmes in October

Top Series, All Platforms (except UPC TV)

## TOP SERIES

	PROGRAMMES	STREAMS
1	LOVE/HATE	609,000
2	HOME AND AWAY	352,000
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4	FAIR CITY	267,000
5	DAMO AND IVOR	155,000
6	LATEST IRISH NEWS	120,000
7	THE LATE LATE SHOW	115,000
8	EURO 2016 QUALIFIER	105,000
9	NEIGHBOURS	94,000
10	CONNECTED	85,000
11	HOMELAND	81,000
12	THE LATE LATE SHOW INTERVIEWS	72,000
13	THE SATURDAY NIGHT SHOW	58,000
14	CHAMPIONS LEAGUE LIVE	58,000
15	NINE NEWS	56,000
16	VIKINGS	51,000
17	SIX ONE NEWS	47,000
18	PRIME TIME	39,000
19	THE GOOD WIFE	39,000
20	CRIMINAL MINDS	36,000





## SSE Airtricity League Live: Dundalk v Cork City

BROADCAST FRI 24 OCT 2014



**RTE 2** 5 days remaining Duration: 2hrs 23mins

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Peter Collins presents coverage of the match at Oriel Park, as the top flight-season reaches a climax.

 [Website](#)

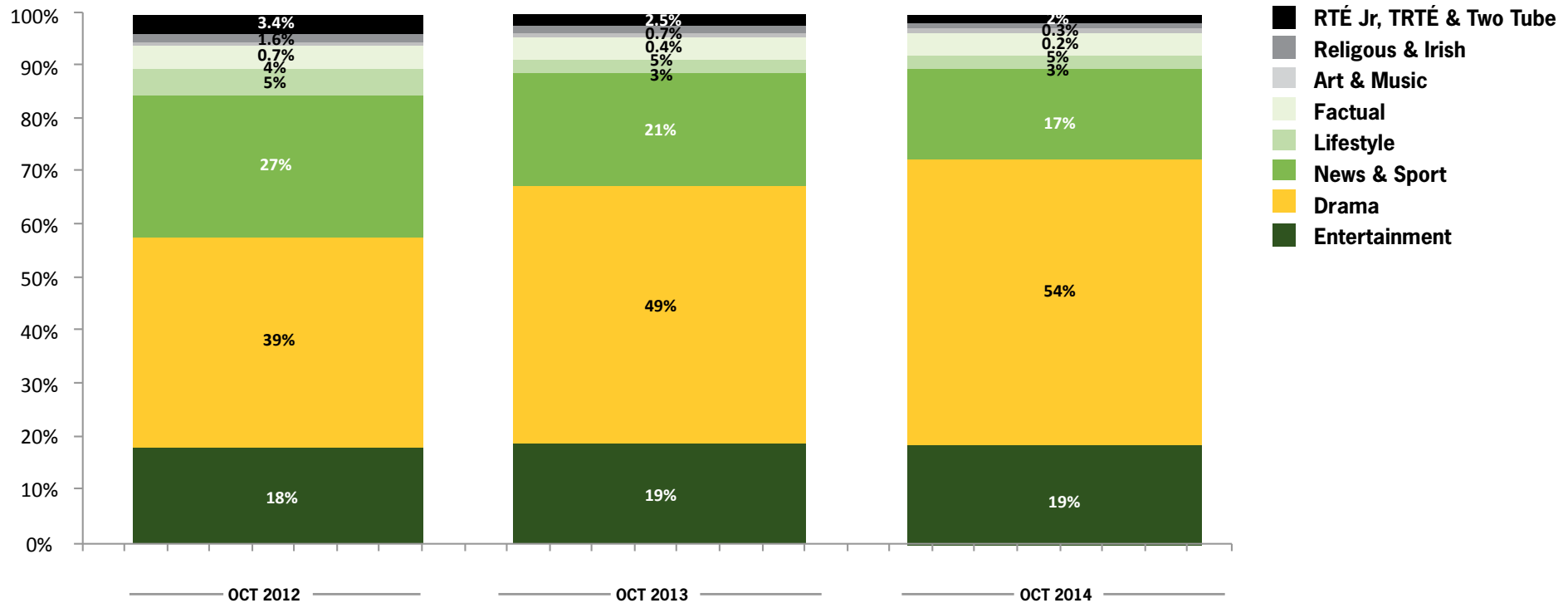
Connect at a National Enterprise Week event near you

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### MOST POPULAR

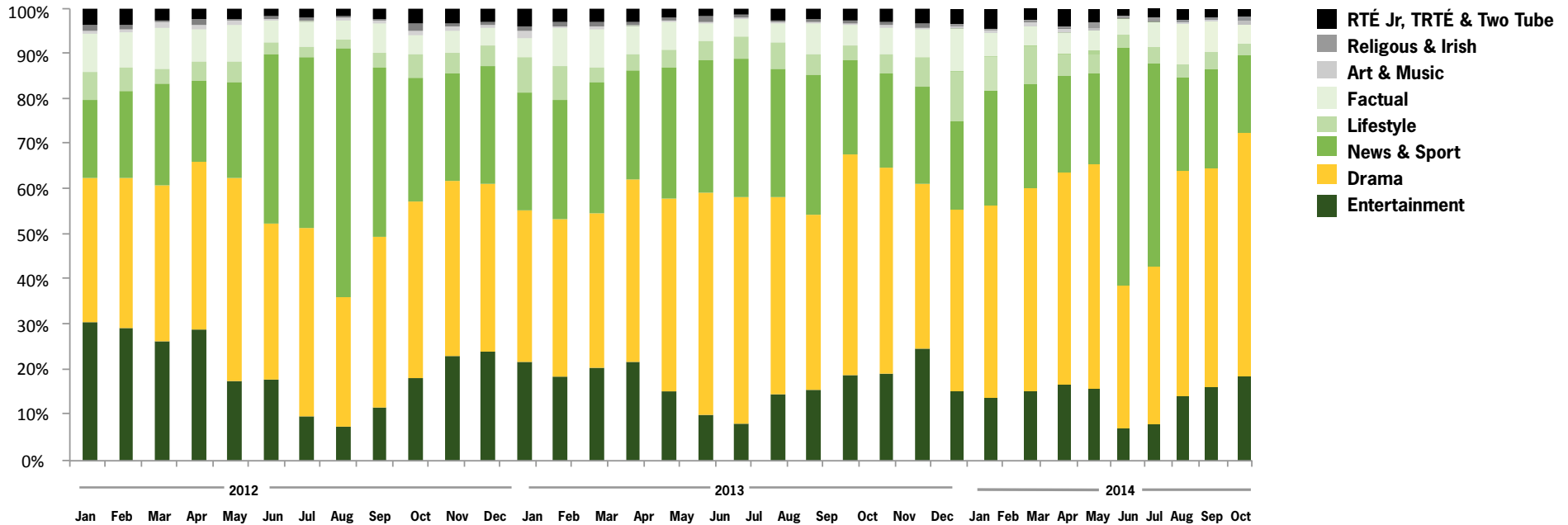
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# RTÉ Player Programme Category Analysis



- **Drama has continued to grow in importance: more than 1 in 2 views on the RTÉ Player is to a drama programme**

# RTÉ Player Programme Category Analysis



## Una's Dream Ticket

**BROADCAST** FRI 24 OCT 2014    **NEXT BROADCAST** RTE 2, FRI 14 NOV 2014





**RTE 2**

5 days remaining    Duration: 24mins



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Watching it 

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Una Foden of the Saturdays makes children's wishes come true, from meeting Premier League

### MOST POPULAR

1 **Love/Hate**  
Sun 09 November 2014



2 **The Fall**  
Sun 09 November 2014



3 **Fair City**  
Sun 09 November 2014



4 **Autumn Rugby Internationals**  
Sat 08 November 2014



5 **Nine News**  
Sun 09 November 2014



6 **All-Island School Choir Competition 2014**  
Sat 08 November 2014



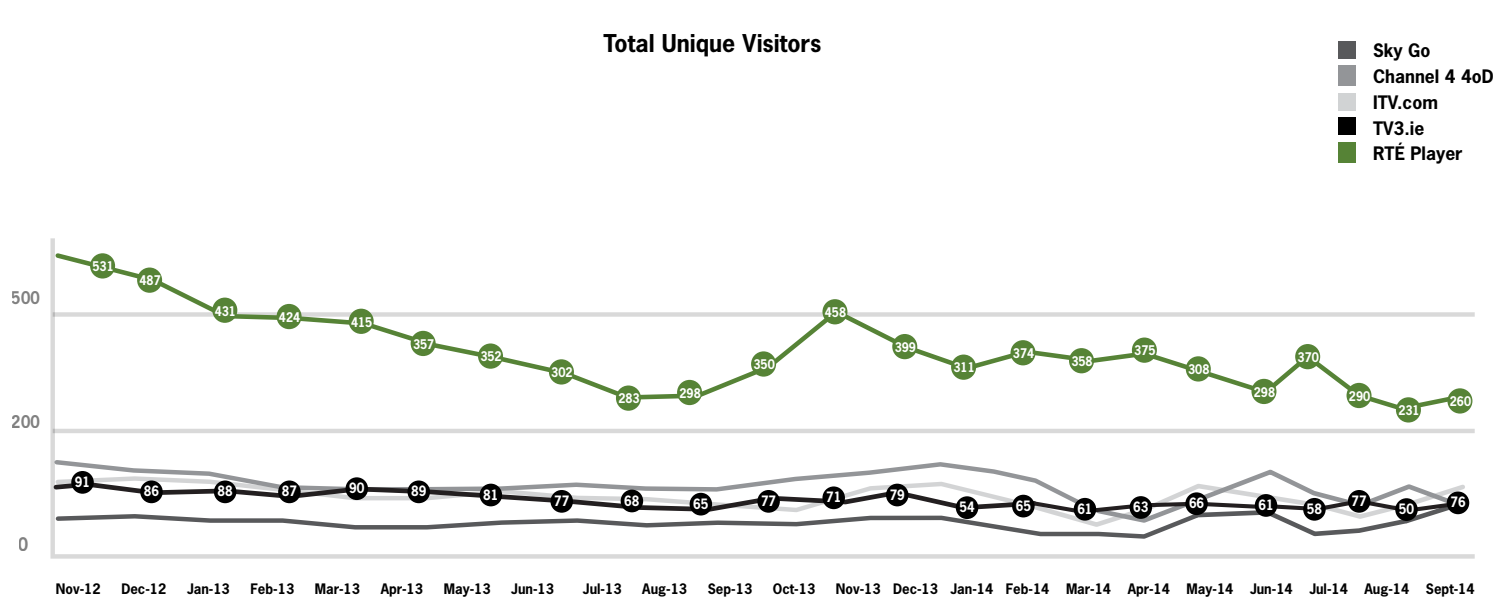
### WEB SUMMIT 2014

Featuring the latest news, interviews, reviews and behind the scenes footage of Web Summit 2014





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

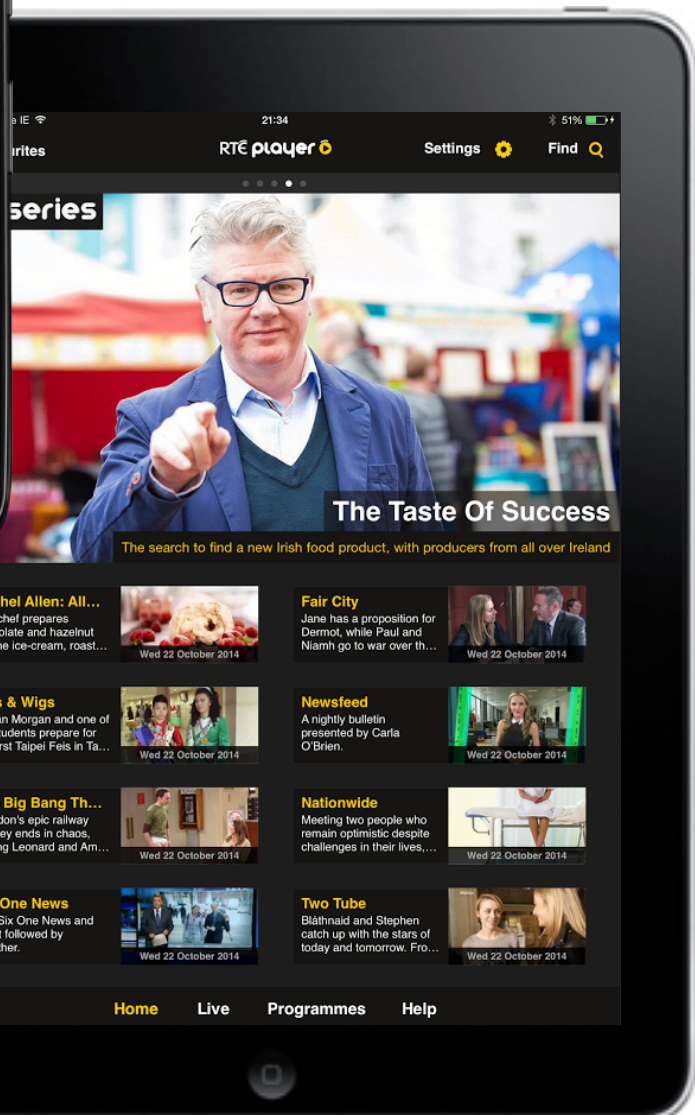
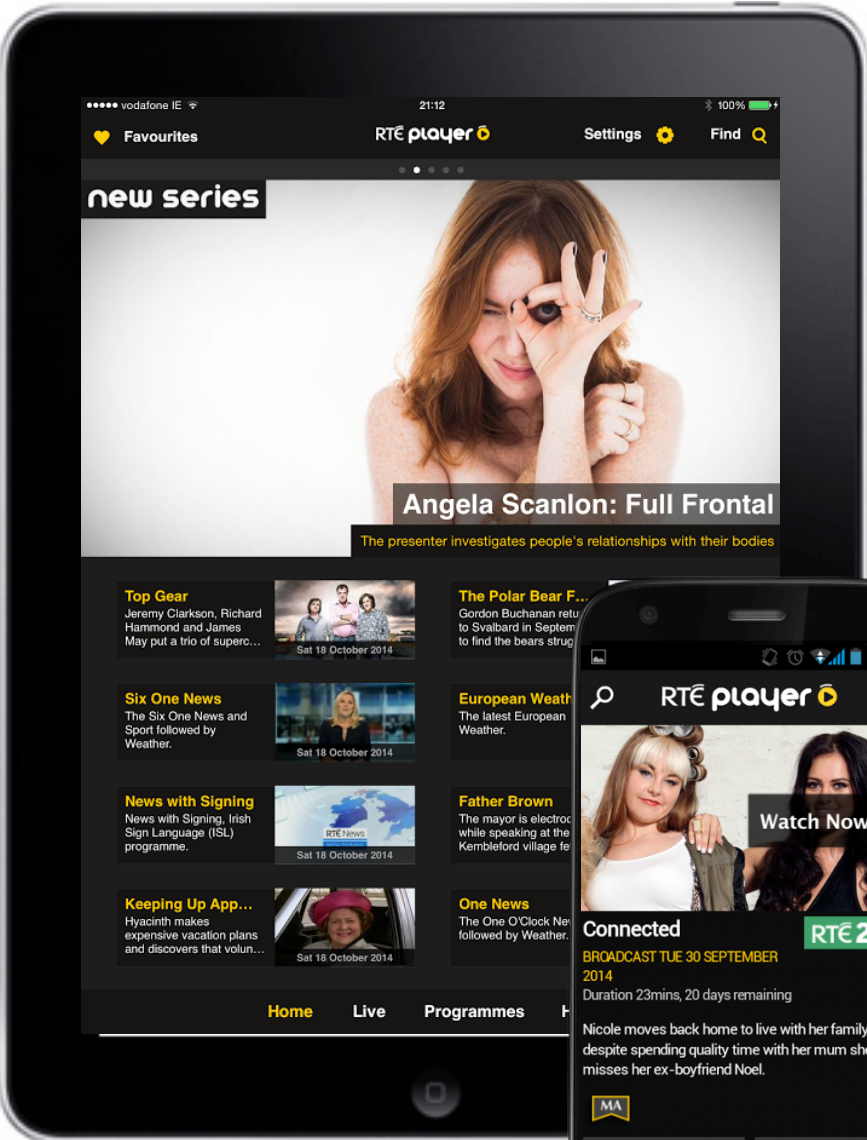


N.B. comScore currently measures PC/Laptop access only – recent growth in RTÉ Player consumption has been driven by Apps

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

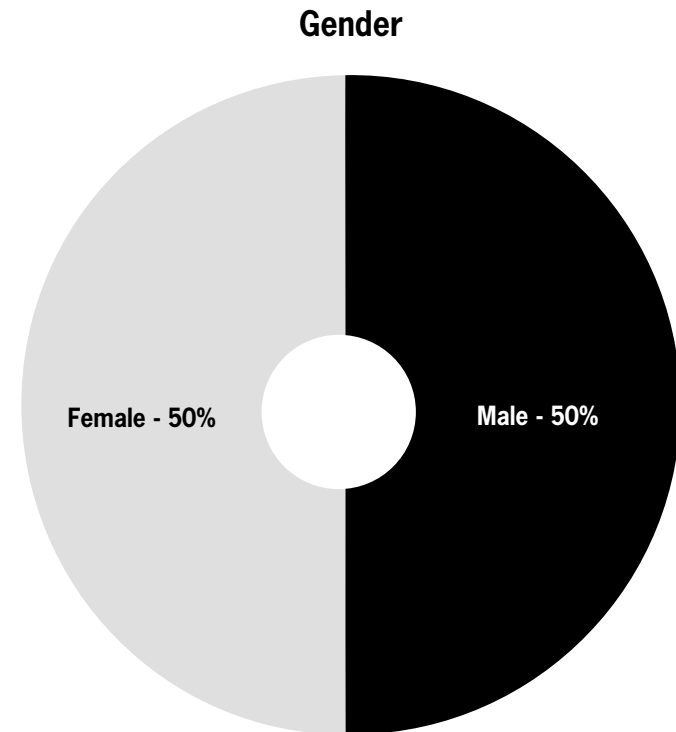
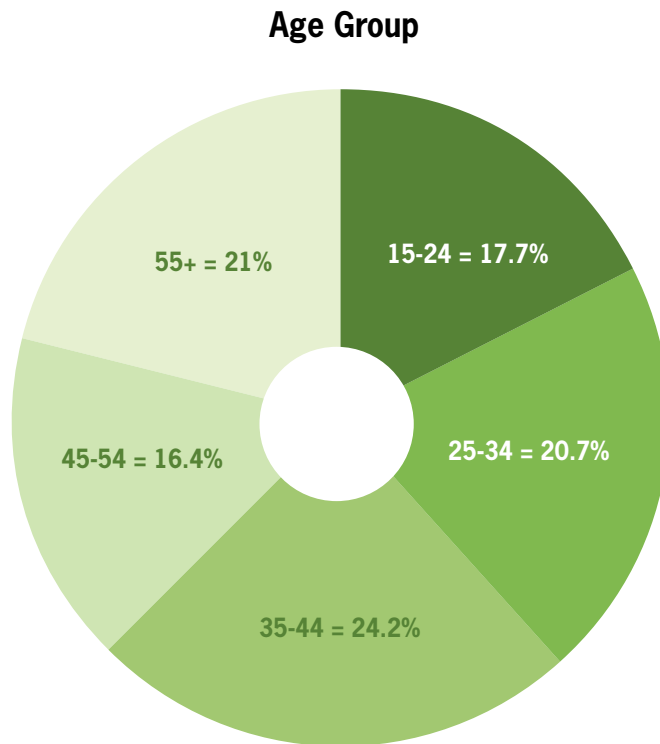
- There were 260,000 unique Irish visitors to the desktop version of the RTÉ Player in September 2014, according to comScore MMX





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

Share of Irish Unique Users of the RTÉ Player



- Almost 4 in 10 of Irish adult (15+) users of the desktop RTÉ Player in September fell within the 15-34 age group
- The gender split was even this month

