

RTÉ Player

March 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

RTÉ Player Summary

		Month on Month change
Streams	4,138,000	2%
Page Impressions	17,600,000	-1%
International share of streams	12.2%	
Total number of app downloads	1,602,000	

TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	386,000
2	SIX NATIONS RUGBY	307,000
3	EASTENDERS	241,000
4	FAIR CITY	225,000
5	RTÉ RACING: CHELTENHAM FESTIVAL	123,000
6	LATEST IRISH NEWS	121,000
7	THE LATE LATE SHOW	101,000
8	ROOM TO IMPROVE	97,000
9	NEIGHBOURS	85,000
10	THE NOTORIOUS	84,000



Euro 2016 Qualifiers Highlights

BROADCAST SUN 29 MAR 2015



RTE 2 6 days remaining Duration: 51mins

 Tweet  Like  Share  2

Watching it  Add to Favourites 

Republic of Ireland v Poland. Action from the Group D encounter at the Aviva Stadium, as both sides played their fifth match of the campaign.

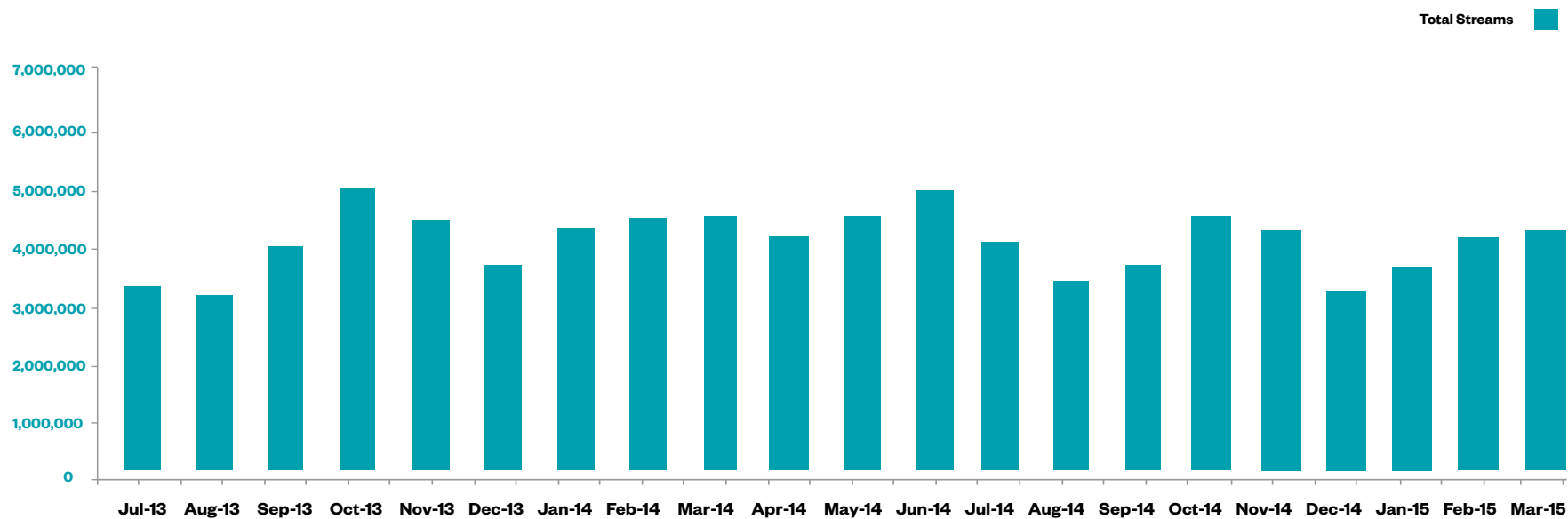
 Website
 Facebook



MOST POPULAR

- 1 **EastEnders**
Mon 13 April 2015 
- 2 **Claire Byrne Live**
Mon 13 April 2015 
- 3 **Republic of Telly**
Mon 13 April 2015 
- 4 **Home and Away**
Mon 13 April 2015 
- 5 **Fair City**
Sun 12 April 2015 
- 6 **Nine News**


RTÉ Player Monthly Streams




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

Irish Pictorial Weekly

BROADCAST SUN 29 MAR 2015 NEXT BROADCAST RTE ONE, SAT 18 APR 2015








RTE.ie 

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...to RTE's set of guiding principles?



RTE
today, tomorrow, together

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to give your views

RTE ONE 7 days remaining Duration: 19mins  **Parental Controls**

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[Watching it](#)  [Add to Favourites](#) 

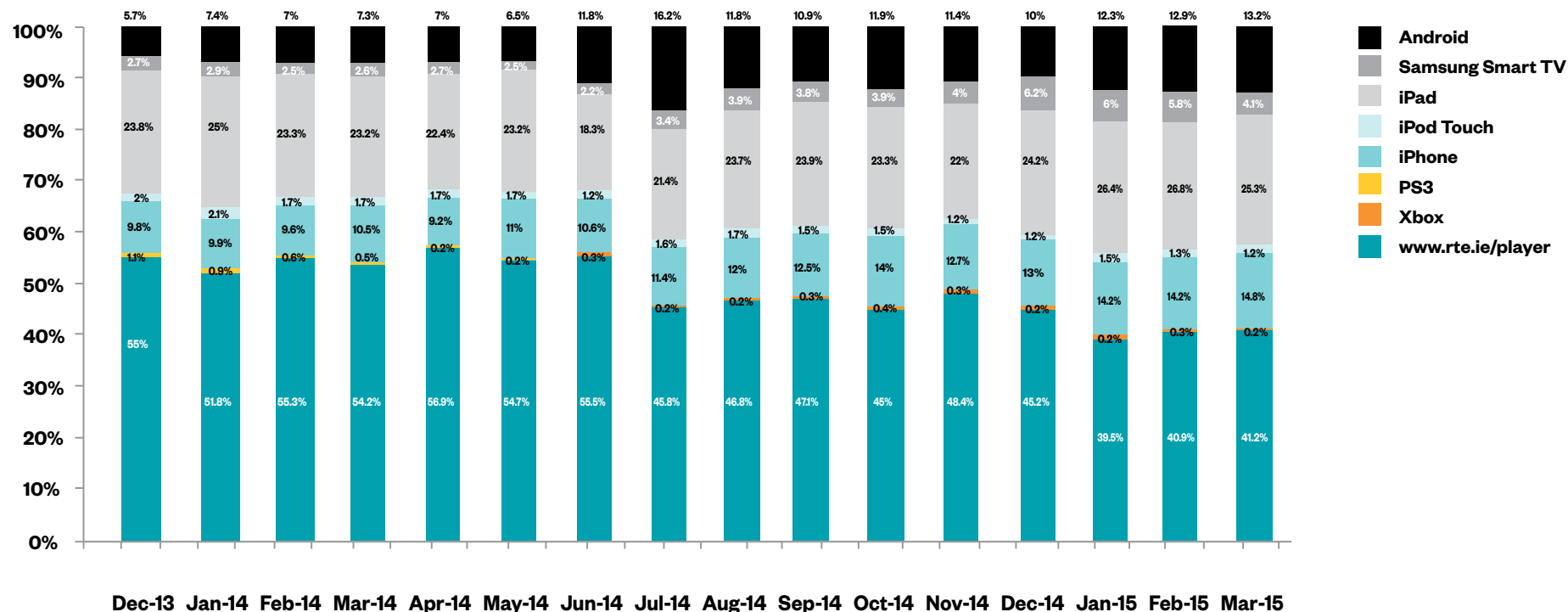
Season 3, Episode 2

MOST POPULAR

- 1 League Sunday**
Sun 12 April 2015 
- 2 Fair City**
Sun 12 April 2015 
- 3 Home and Away**
Fri 10 April 2015 
- 4 Would You Believe? The Tuam Babies**
Sun 12 April 2015 
- 5 EastEnders**
Fri 10 April 2015 

RTÉ Player Consumption by Platform

Share of Streams




- 4 in 10 stream views were via the browser version of the RTÉ Player
- iPad share grew to 1 in 4 stream views

The Voice of Ireland

BROADCAST SUN 08 MAR 2015 NEXT BROADCAST RTE 2, SAT 18 APR 2015



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RTE ONE Available Until: Sunday 17 May 2015 Duration: 1 hr 15mins

 Tweet 47  Like  Share 2 [Watching it](#)  [Add to Favourites](#) 

Season 4, Episode 10
The coaches pit their acts against each other for the third battle round, before they choose who will make it through to the live shows

 [Website](#)

- ### MOST POPULAR
- 1 **League Sunday**
Sun 12 April 2015 
 - 2 **Fair City**
Sun 12 April 2015 
 - 3 **Home and Away**
Fri 10 April 2015 
 - 4 **Would You Believe? The Tuam Babies**
Sun 12 April 2015 
 - 5 **EastEnders**
Fri 10 April 2015 
 - 6 **The Voice of Ireland** 

RTÉ Player Top 20 Programmes in March

Top Series, All Platforms (except UPC TV)


TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	386,000
2	SIX NATIONS RUGBY	307,000
3	EASTENDERS	241,000
4	FAIR CITY	225,000
5	RTÉ RACING: CHELTENHAM FESTIVAL	123,000
6	LATEST IRISH NEWS	121,000
7	THE LATE LATE SHOW	101,000
8	ROOM TO IMPROVE	97,000
9	NEIGHBOURS	85,000
10	THE NOTORIOUS	84,000
11	CHAMPIONS LEAGUE LIVE	72,000
12	NINE NEWS	71,000
13	THE LATE LATE SHOW EXTRAS	68,000
14	RBS 6 NATIONS EXTRAS	60,000
15	SIX ONE NEWS	55,000
16	THE VOICE OF IRELAND	54,000
17	EURO 2016 QUALIFIER	52,000
18	DON'T TELL THE BRIDE	52,000
19	REVENGE	49,000
20	TODAY	47,000

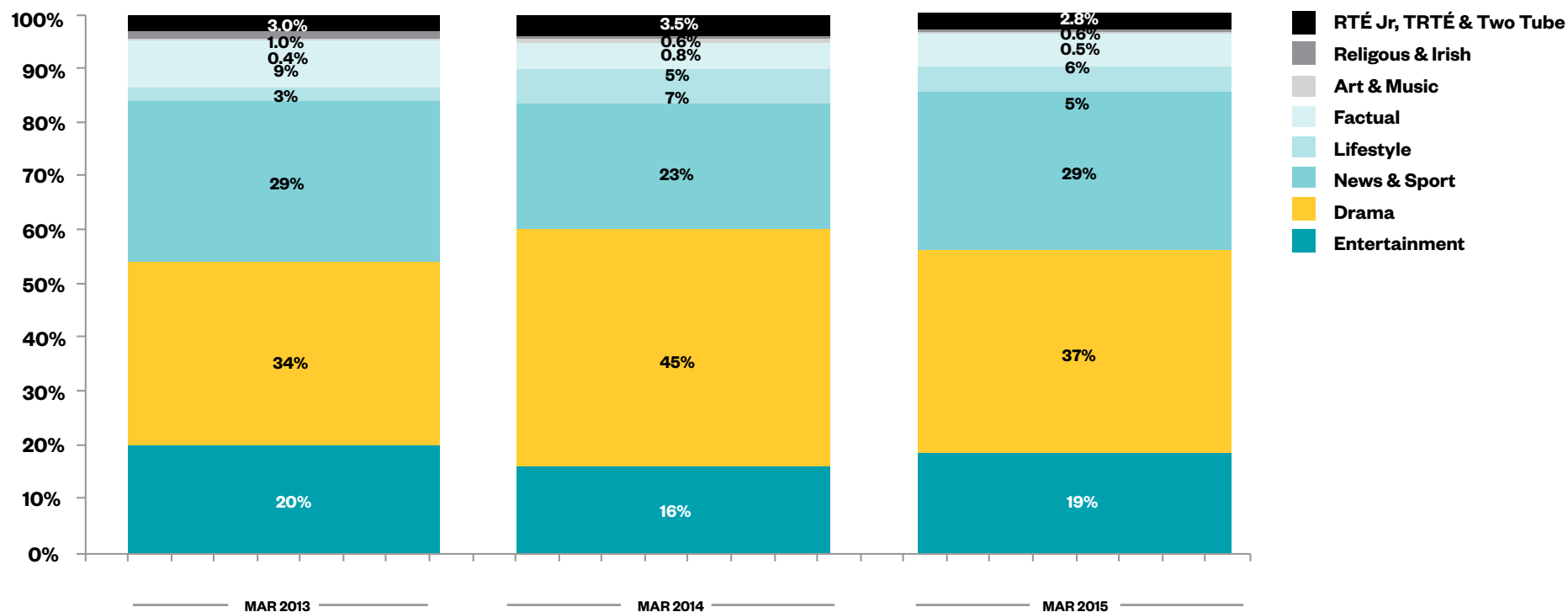
SwipeTV

BROADCAST MON 23 MAR 2015 **NEXT BROADCAST** RTE 2, MON 13 APR 2015



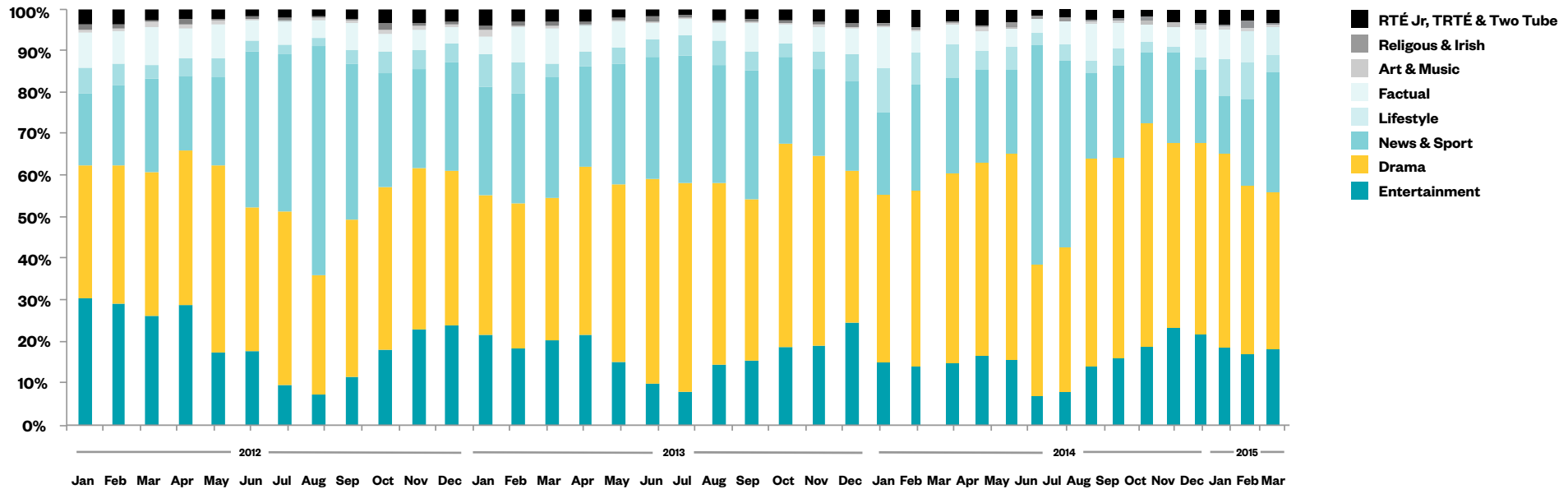
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RTÉ Player Programme Category Analysis



- Sport was a key genre in March, with events including the Six Nations, Cheltenham Festival, Euro 2016 Qualifier and Champions League

RTÉ Player Programme Category Analysis



The Saturday Night Show Extras: Pippa O'Connor

BROADCAST SAT 04 APR 2015



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Fri 10 April 2015 

13 days remaining Duration: 17mins

 Tweet  Like  Share 

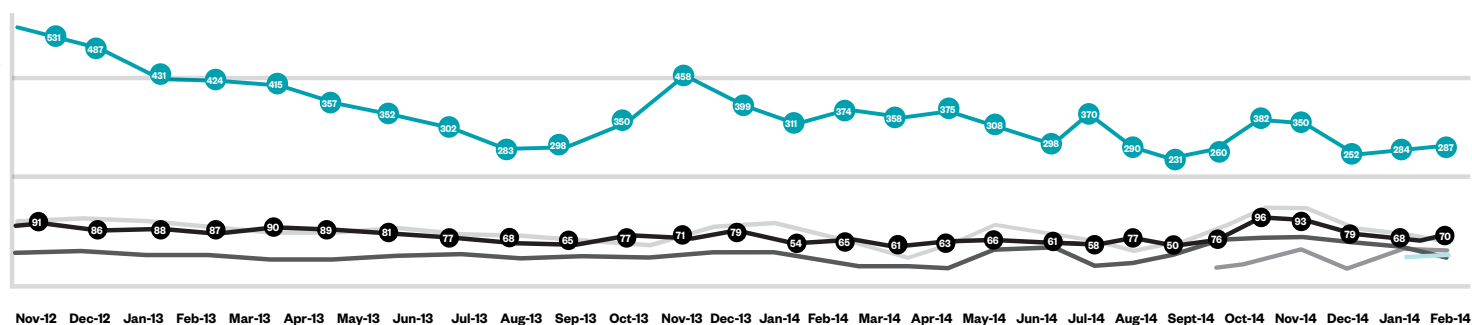
Watching it  Add to Favourites 

Model and mum Pippa O'Connor Ormond joins Brendan to talk about her new career path as stylist and lifestyle guru.

 Website
 Facebook

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

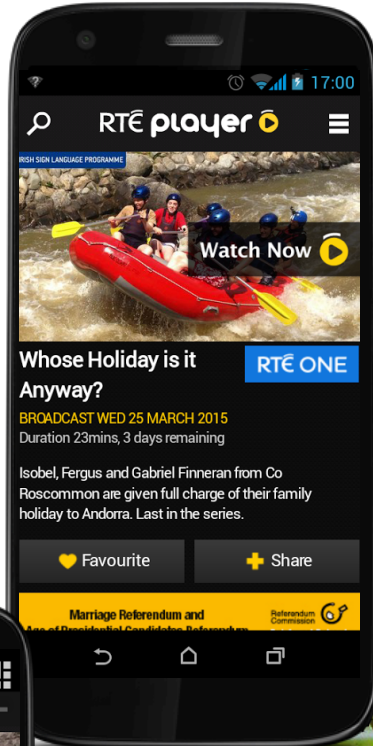
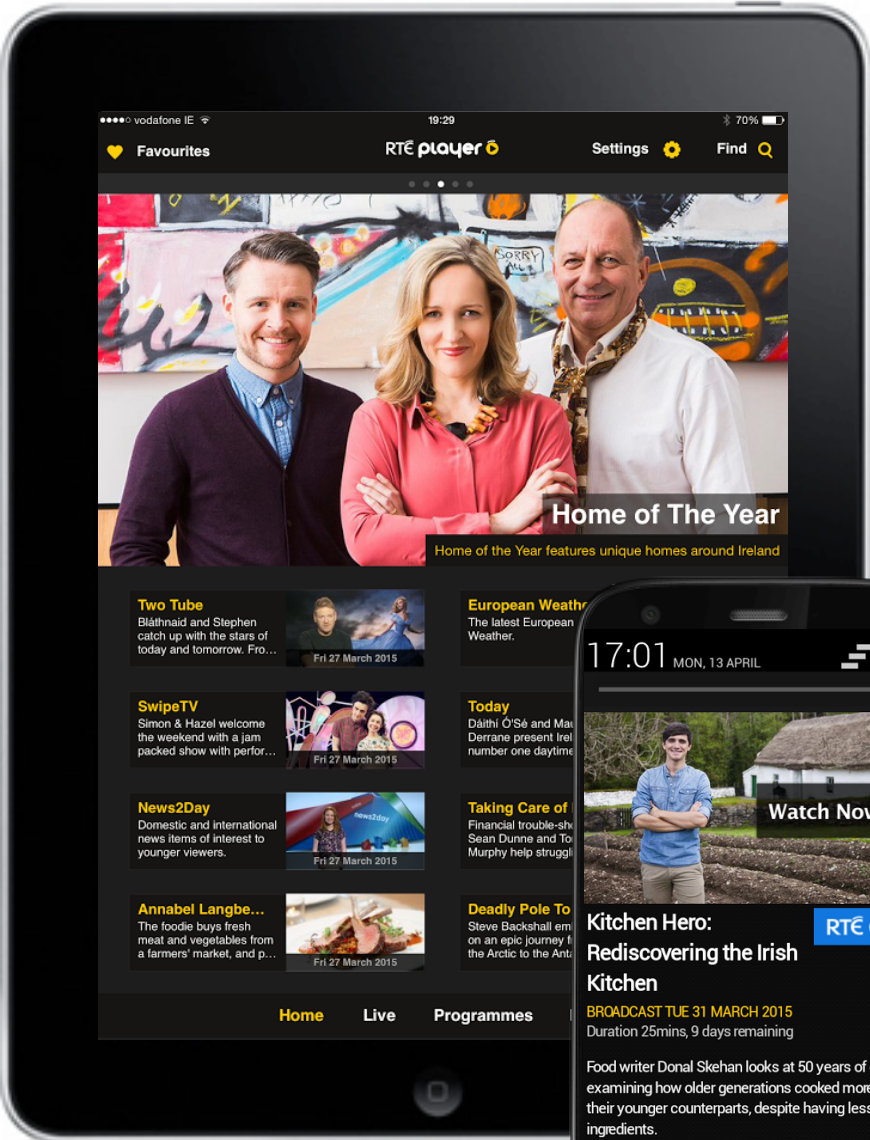
Total Unique Visitors



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

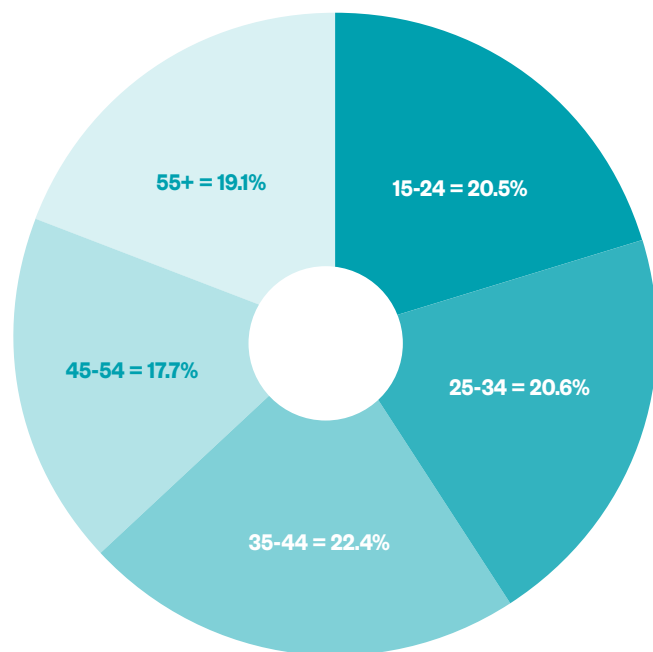
- There were 287,000 unique Irish visitors to the desktop version of the RTÉ Player in February 2015, according to comScore MMX



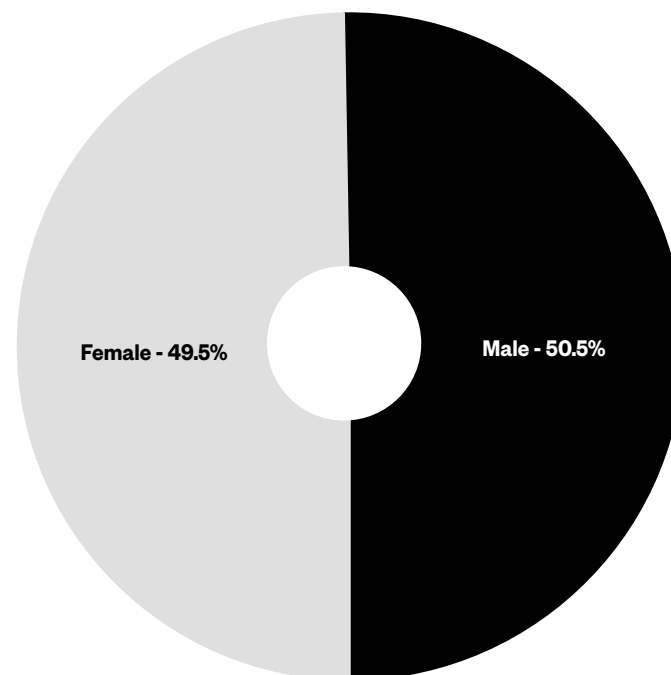
RTÉ.ie/Player has a young and gender balanced user base in Ireland

Share of Irish Unique Users of the RTÉ Player

Age Group



Gender



- Over 4 in 10 desktop users were 15-34 in February
- The gender split was close to 50-50

