

RTÉ Research

RTÉ Player
RTÉ News Now

Agenda

- RTÉ Player - Usage Research
- RTÉ Player – Unique Reach



- RTÉ News Now – Usage Research



RTÉ Player Research

Objectives:












- Monitor use of key TV VOD services in Ireland
(B&A Face to Face survey among Irish Adults)

- A deep-dive into use of the RTÉ Player and competing services
(GfK Online Survey among Irish Adults)

RTÉ Player used by 1.1 million users

TV on Demand Services Ever Used

Base: All Adults aged 18+, n - 976

	January 2014	%	(Pop. Est. '000)	May 2013	Oct 2012	Sept 2011
RTÉ Player		33	<i>(1,124)</i>	34	27	30
YouTube*		31	<i>(1,070)</i>	18	10	n/a
Netflix		19	<i>(666)</i>	9	3	n/a
TV3.ie /3 Player		13	<i>(443)</i>	13	11	7
Sky Go		13	<i>(451)</i>	6	6	n/a
4oD		7	<i>(250)</i>	5	6	5
BBC iplayer		7	<i>(244)</i>	4	3	4
TG4.ie/TG4 Player		5	<i>(167)</i>	3	2	2
UTV Player		4	<i>(154)</i>	2	0	n/a
Other		2		1	3	
Any		52	<i>(1,784)</i>	44	36	32

*in 2012 and May 2013, prompted reference was to 'Youtube (Full programmes)'



Which of the following catch-up and on-demand services have you ever used to watch television? These could have been accessed via a website, mobile or tablet app, your TV provider, or an Internet connected device.

RTÉ digital
imagine more



RTÉ Player usage by demographic

TV on Demand Services Ever Used

Base: All Adults aged 18+, n - 976

Base : All Adults 18+	Total	Gender		Kids in HHold		Age					Social Class			Region			
		Male	Female	Yes	No	-24	25-34	35-49	50-64	65+	ABC1	C2DE	F	Dublin	Lein-ster	Mun-ster	Conn/ Ulster
Unweighted	976	467	509	363	613	111	199	298	219	149	440	471	65	296	234	274	172
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
RTÉ Player	33	31	35	40	29	44	41	38	24	13	45	25	19	34	35	36	23
You Tube	31	34	28	41	25	62	46	32	12	8	40	27	18	39	31	29	22
Netflix	19	18	21	24	17	39	30	19	10	3	28	15	7	30	13	22	8
3 Player (TV3)	13	12	13	18	10	19	22	11	9	4	17	11	6	14	10	19	7
Sky Go	13	13	13	18	10	20	18	17	5	4	20	9	9	10	10	19	14
4oD	7	8	7	10	6	12	14	8	1	1	12	5	-	11	6	9	1
BBC iPlayer	7	8	7	9	6	8	10	9	4	3	11	5	-	7	8	11	1
TG4 Player	5	5	5	6	4	5	7	7	3	1	8	4	-	5	4	8	1
UTV Player	4	5	4	6	4	6	7	5	3	2	7	3	-	5	3	8	1
Other	2	2	2	3	1	1	4	1	2	1	2	1	2	3	1	2	1
Any	52	51	53	67	43	77	68	59	34	20	66	44	28	63	54	51	33
Average	1.4	1.4	1.4	1.7	1.1	2.2	2.0	1.5	0.7	0.4	1.9	1.1	.6	1.6	1.2	1.6	0.7



Which of the following catch-up and on-demand services have you ever used to watch television? These could have been accessed via a website, mobile or tablet app, your TV provider, or an Internet connected device.



RTÉ Player reaches 33% of Irish Adults 18+

44% 18-24

41% 25-34

38% 35-49



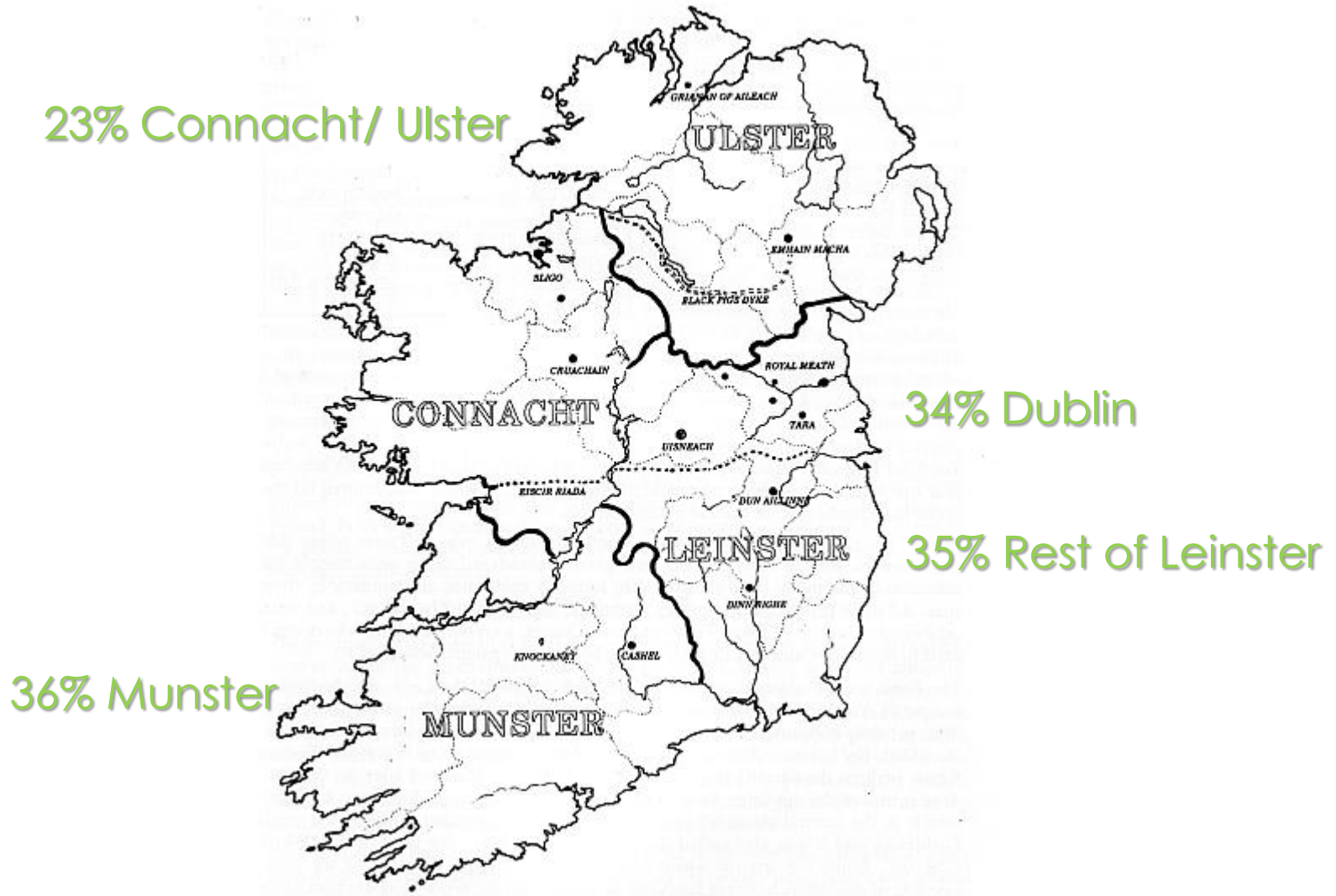
40% Kids in Household



45% ABC1

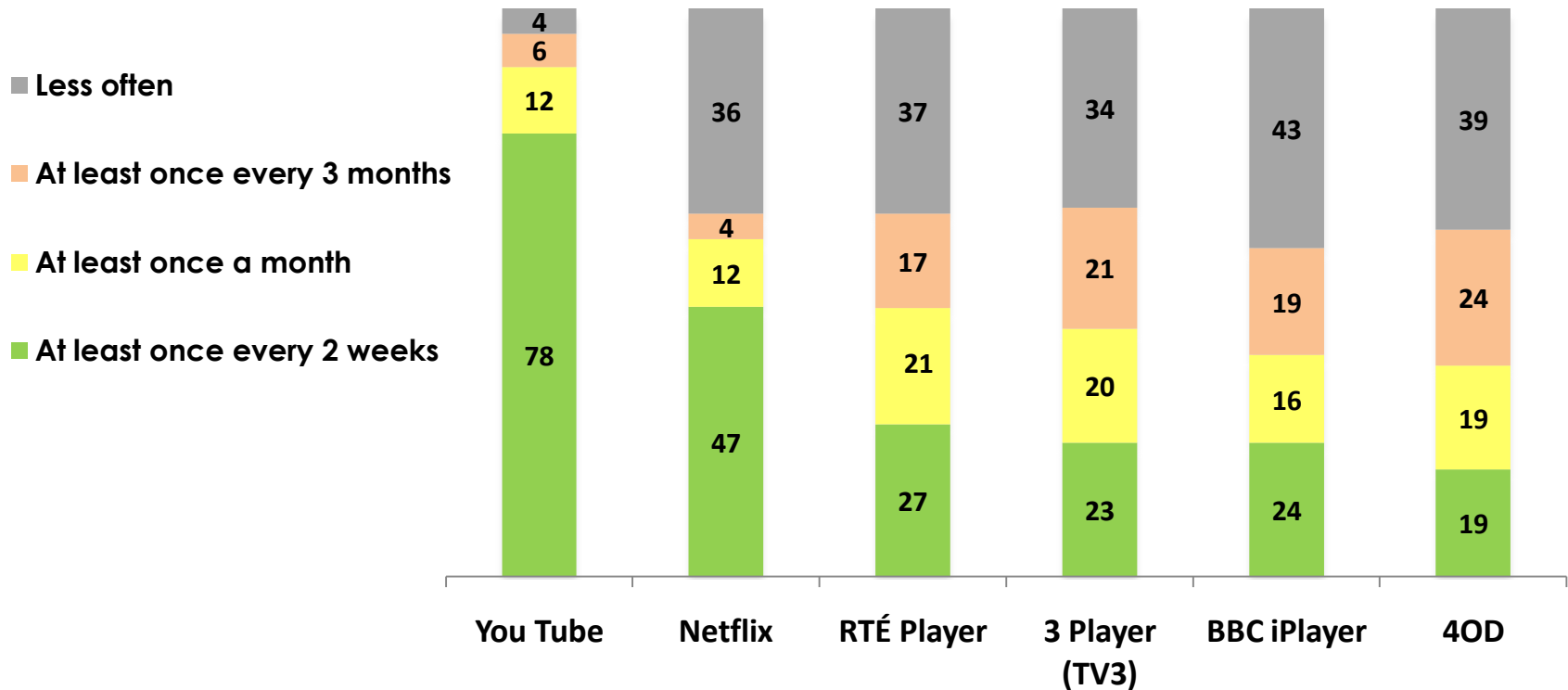


RTÉ Player Reach by Region



27% of RTÉ Player users use it at least once every 2 weeks

Key VOD services: Frequency of Use



39% regularly Group View on RTÉ Player

61% of RTÉ **player**  users 'mostly' watch it on their own

(35% 'sometimes' and 4% 'never')

68% of **You Tube** users 'mostly' watch it on their own

(31% 'sometimes' and 1% 'never')

In main sitting room/lounge on own **54%**

In bedroom on own **26%**

In other room in house **20%**

In main sitting room/lounge with partner/spouse **16%**

In main sitting room/lounge with family (adults + kids) **9%**



You Tube viewing is often out of the home and on the move

17% of **You Tube** users
watch it at work/ school/ college

8% of **You Tube** users
watch it out and about

You Tube users are much more likely to be consuming short-form video and audio than TV programmes

At least once every 2 weeks...

24% of RTÉ player  users watch
Full TV programmes

16% of You  users watch full TV programmes

59% of You  users watch Video Clips

12% of RTÉ player  users watch Video Clips

44% of You  users listen to Audio Clips

YouTube Dislikes

Get rid of the annoying pop up adverts and also the adverts you have to endure before a song starts. Hugely irritating
Male, 59, Conn/ Ulster

Adult content of pop ups

Female, 34, Dublin

lots of idiots putting up stupid useless comments that are totally irrelevant to the subject matter. needs better vetting.

Male, 39, Munster

Sometimes inappropriate content can be accessed - would like to maybe see a warning of bad language etc on children's content

Female, 42, Munster

There is way too much rubbish on You Tube.

Female, 45, Rest Leinster

Its very easy to get into the "weird" section on? Youtube. I might be looking for something ordinary and a few clicks in i'd be watching weird sightings, birth defects, ghosts etc


Female, 32, Munster



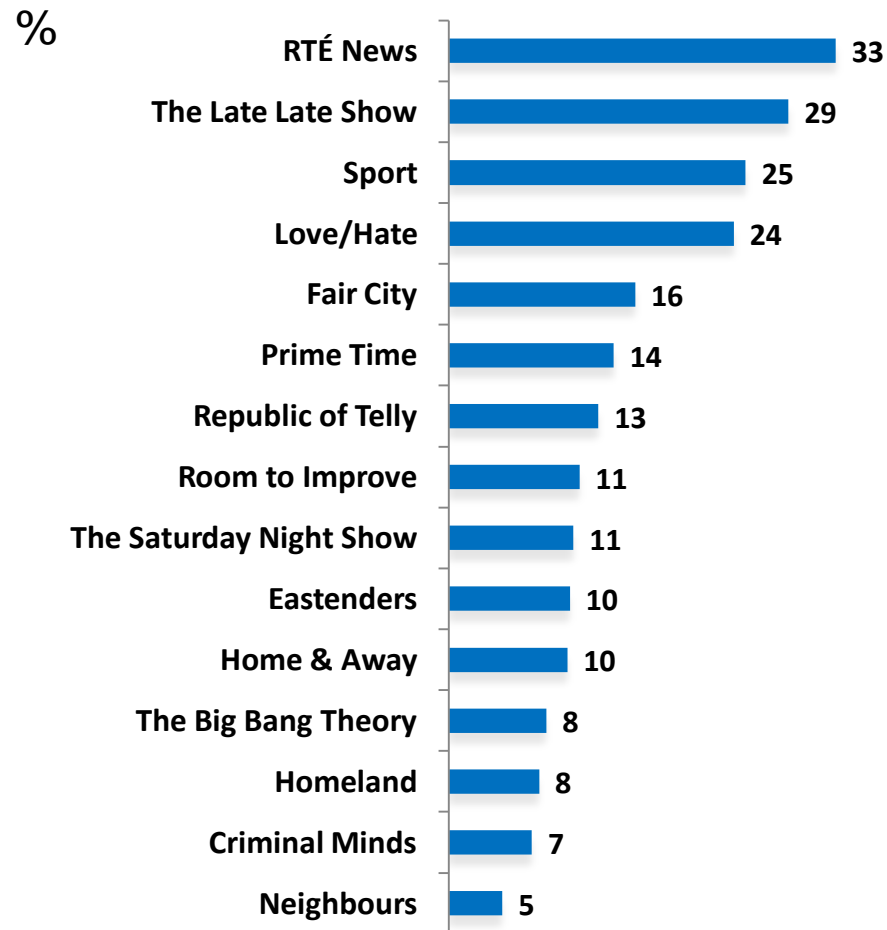
Purchasing power of RTÉ Player

RTÉ player  users are **4x** more likely to purchase than YouTube  users

RTÉ player  **2.4%**

YouTube  **0.6%**

The top programmes on the RTÉ Player appeal to a range of different audiences

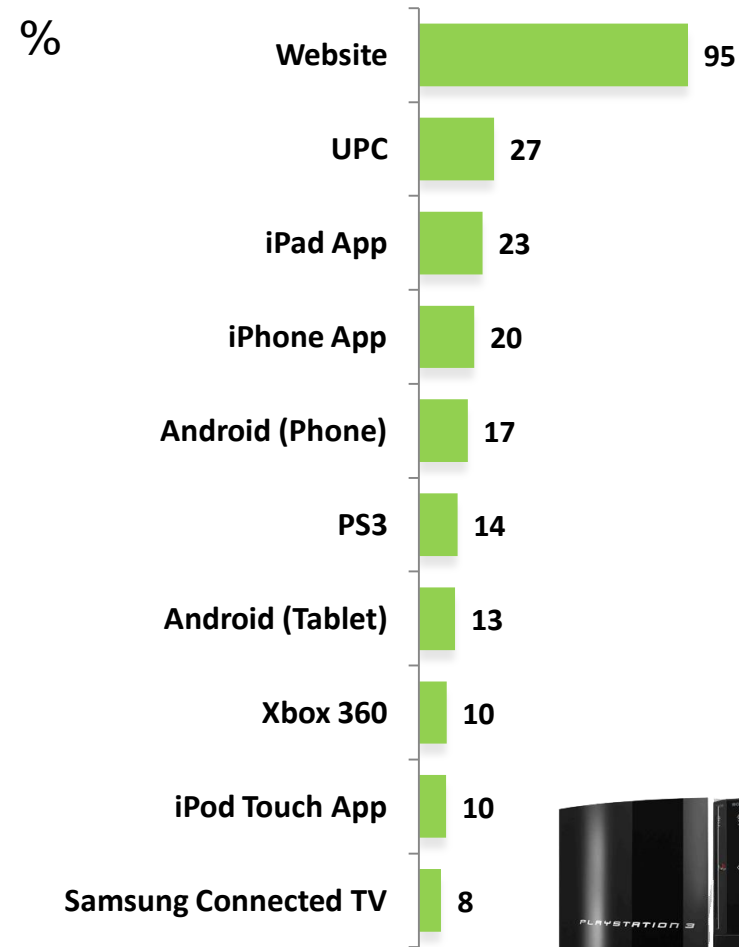


	Male	Female	15-34	35-54	55+	ABC1	C2DE
RTÉ News	37	29	27	34	35	34	31
The Late Late Show	24	33	27	25	35	29	28
Sport	43	9	28	22	27	22	27
Love/Hate	27	22	33	26	14	28	22
Fair City	13	18	14	12	22	18	18
Prime Time	17	9	9	12	21	15	14
Republic of Telly	16	10	20	12	7	15	11
Room to Improve	9	13	9	11	13	12	10
The Saturday Night Show	8	13	5	9	17	10	12
Eastenders	4	16	11	9	11	12	10
Home & Away	4	15	20	9	3	12	8
The Big Bang Theory	9	7	10	10	4	10	8
Homeland	7	8	8	8	6	10	6
Criminal Minds	6	8	7	6	8	7	6
Neighbours	4	6	8	3	3	7	3



Phone and Gaming Apps tend to be used more by men and 15-34s

Use of RTÉ Player platforms



	Male	Female	15-34	35-54	55-64	65+	2DE
Website	94	96	96	95	94	94	94
UPC	28	25	30	24	27	32	24
iPad App	24	21	26	22	21		
iPhone App	24	15	26	21	12		
Android (Phone)	21	13	25	15	14		
PS3	18	9	25	12	7	15	14
Android (Tablet)	13	9	15	14	9	15	11
Xbox 360	14	6	15	9	6	12	13
iPod Touch App	12	8	13	10	6	11	8
Samsung Connected TV	10	6	13	7	5	12	5



The convenience of being able to watch RTÉ TV when and where they like is often cited by the audience

RTÉ Player likes

The convenience of watching live tv in a room other than the living room

Male, 37, Rest Leinster

Takes the worry out if you miss a show you wanted to watch

Female, 21, Rest Leinster

I can stream live TV into my kitchen while I am cooking

Male, 51, Dublin

To see programmes I have missed when aired. To see again a programme I particularly enjoyed

Female, 53, Rest Leinster

I trust RTE player more (from a virus point of view) than other streaming websites

Female, 32, Munster

If I missed a show I know I can catch up with it on the player.

Female, 35, Dublin

Content is fantastic. I love this app!

Female, 27, Dublin

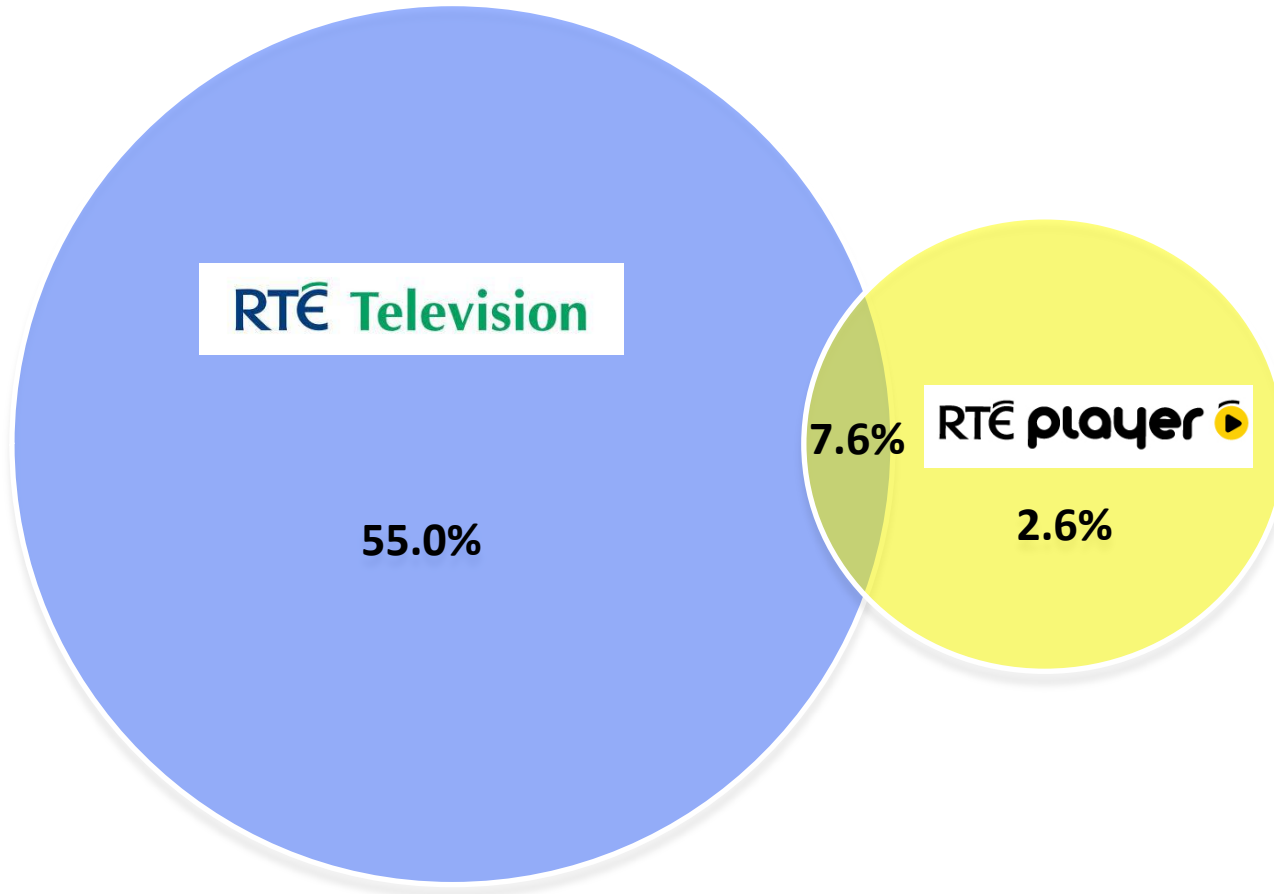


Exclusive Reach of the RTÉ Player

- A new study examining the relationship between RTÉ Television and RTÉ Player
- To what extent does the RTÉ Player reach an exclusive audience?
- Online survey run over a full week in October (8-14 October 2013)
- Sample = 2000
- Which, if any, channels did you watch TV on yesterday?
- Which, if any, TV On Demand service did you use yesterday?

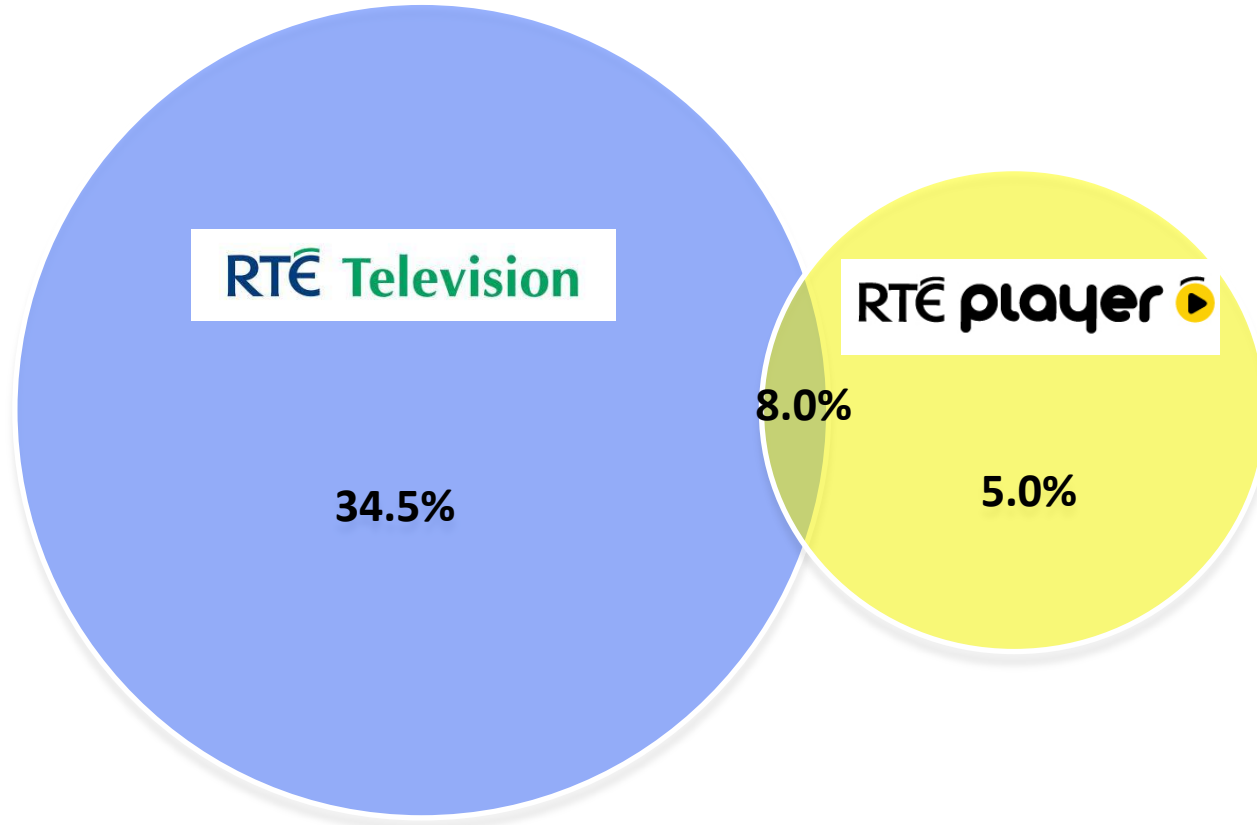
The RTÉ Player has an exclusive reach of 2.6% among Adults 15+

Adults 15+: Cumulative Reach



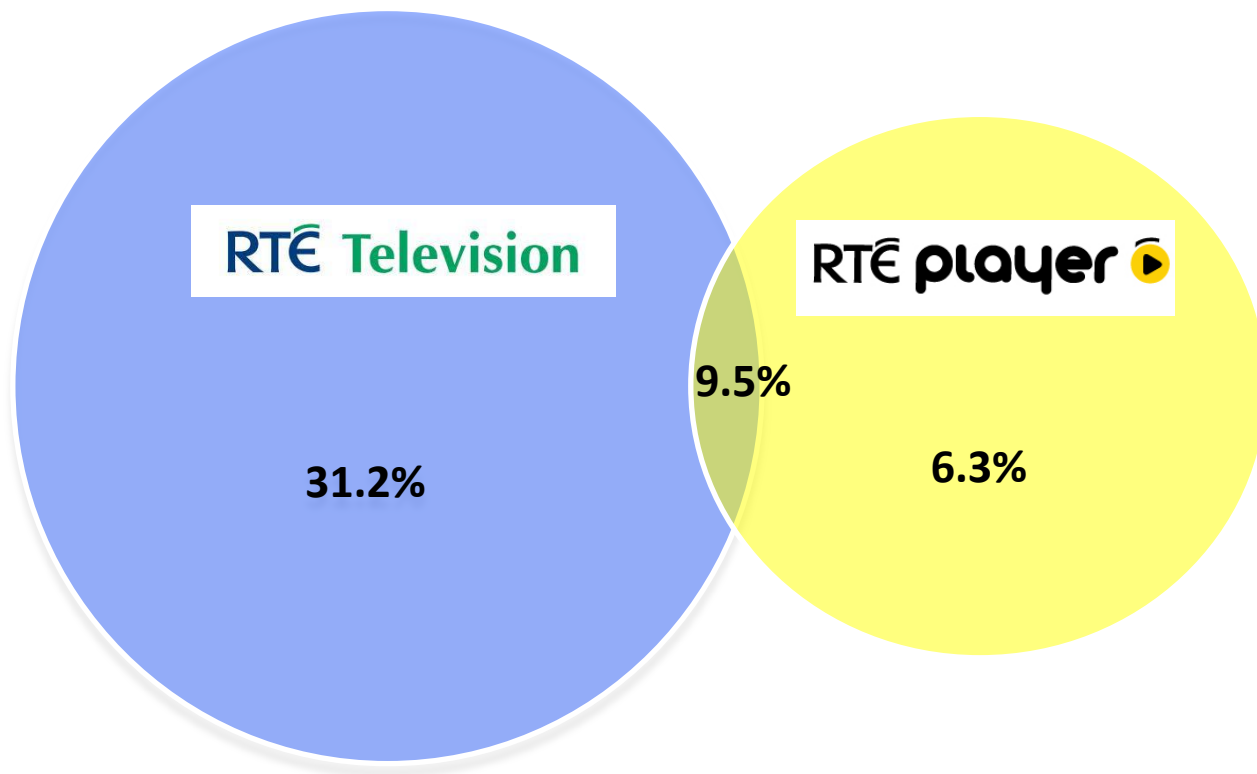
5% among Adults 15-34

Adults 15-34: Cumulative Reach



RTÉ Player adds 15.5% additional reach for 15-24s

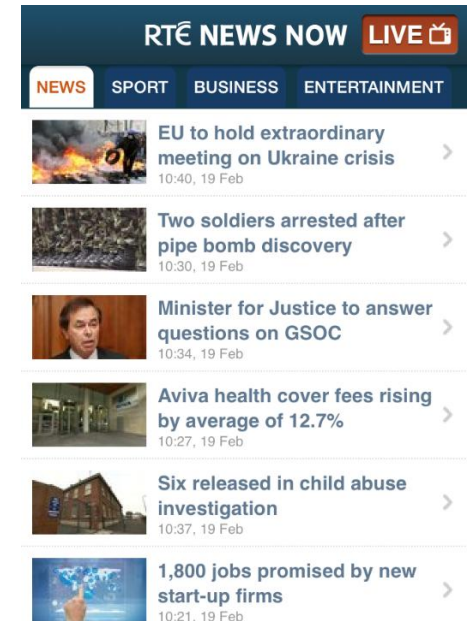
Adults 15-24: Cumulative Reach



RTÉ News Now Research

Objectives:

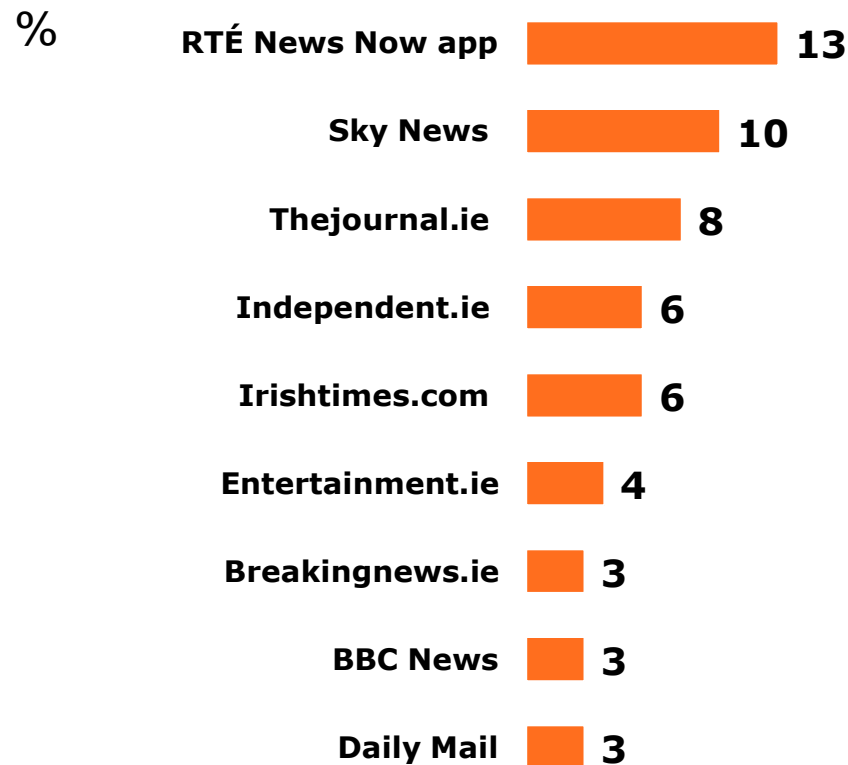
- To continue to monitor use of key News & Entertainment Apps in Ireland (B&A face to face survey among Irish Adults)
- A deep-dive into use of the RTÉ News Now App (GfK online survey among Irish Adults)



RTÉ News Now is the number 1 news and entertainment app in Ireland

News Apps Ever Used

Base: All Adults aged 18+, n - 972



(Pop. Est. '000s)

(440)

(351)

(265)

(214)

(213)

(130)

	May 2013	2012
	%	%
	12	10
	11	5
	6	4
	6	4
	5	4
	4	2
	4	3
	4	2
	2	1



Which of the following apps have you ever used or downloaded?

RTÉ News Now App by key demographics

13% Adults 18+

16% Kids in Household

16% 25-34



19% 35-49

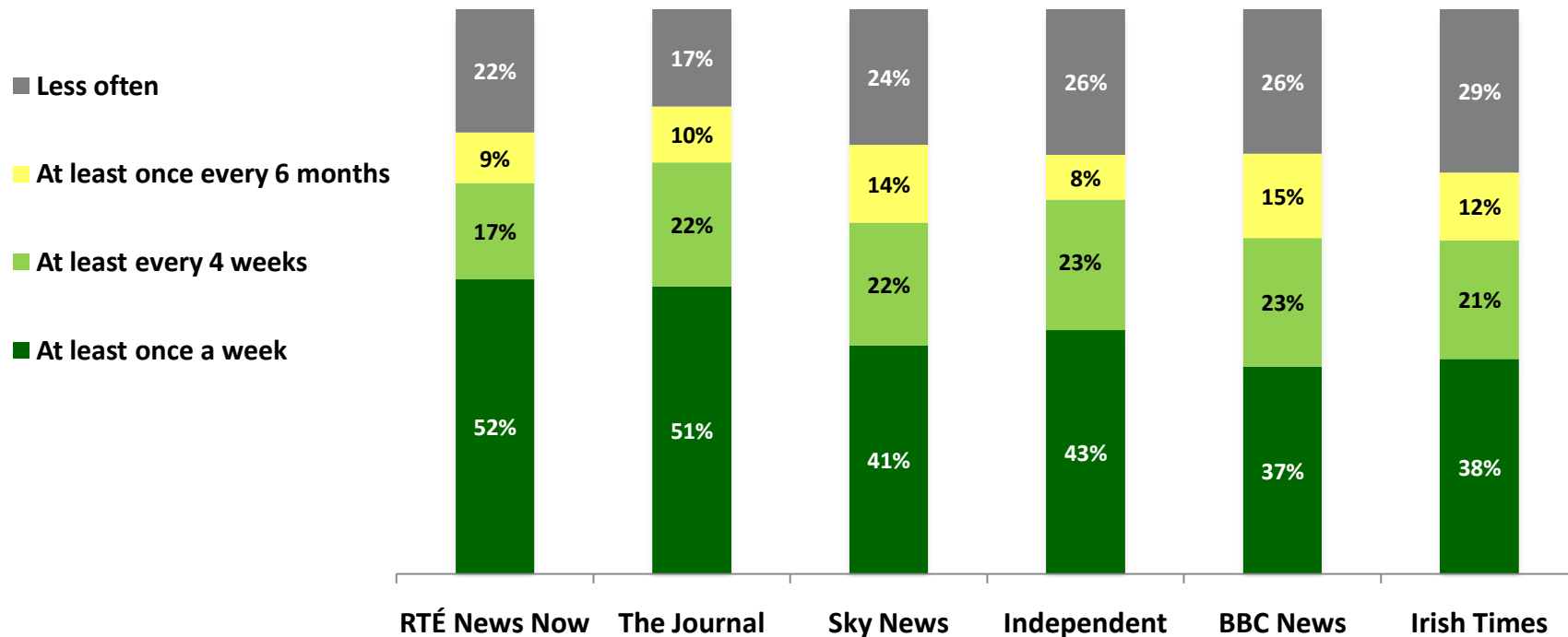


19% ABC1



The RTÉ News Now App has the heaviest users

Key Apps: Frequency of Use



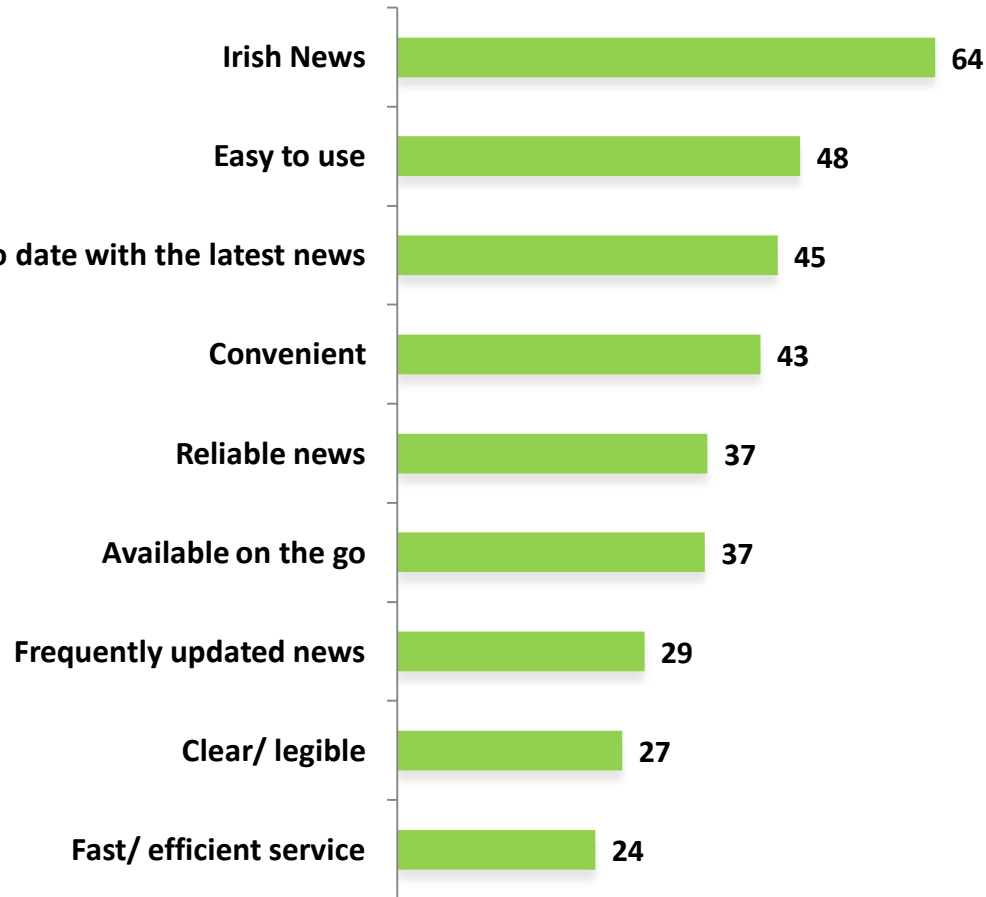
54% weekly use for 35-44 yr old RTÉ News Now users

Base: 438



The Irish News content is the key benefit of the app to users

What do RTÉ News Now users like most?



Base: 438

Users also appreciate being able keep up to date at a time and in a place that suits them

It's the first news app I check before I get out of bed every morning

Female, 48, Dublin

Since I started using it I have found it reliable, trustworthy and easy to use

Male, 42, Dublin

great to have for any breaking news nationwide

Male, 36, Munster

**Very useful. Very Irish.
Trustworthy**

Female, 59, Rest Leinster

Sometimes the RTE news app has updates on current situations both in Ireland and worldwide faster than the Sky news app, which is supposed to be the fastest worldwide news service. I like this!

Female, 48, Dublin

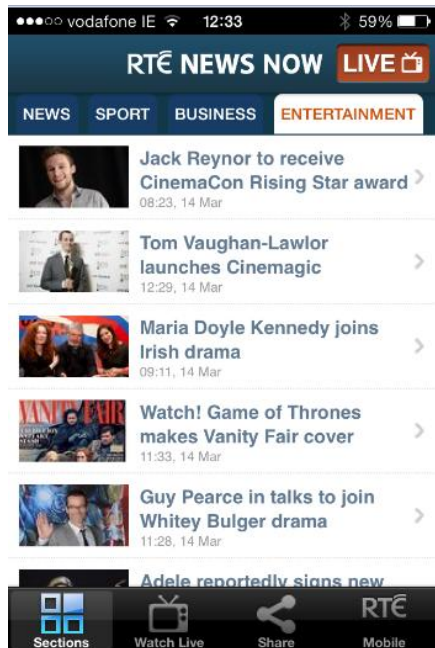
its handy to have, keeps me up to date and is so easy to use

Male, 58, Munster



Trustworthy news content is a key attraction of the RTÉ News Now App

79% agree that they trust the news & entertainment information provided on the RTÉ News Now App



49% agree that they pick up all or most of their news & entertainment requirements on the RTÉ News Now App



Advertising awareness is high despite campaigns not running continuously

35% have noticed advertising on the RTÉ News Now App

41% of those who use it weekly



RTE digital

imagine**more**



You'll get much more information at:

www.rte.ie/digitalsales